



# CADA News

*Learning, Leading, Living*

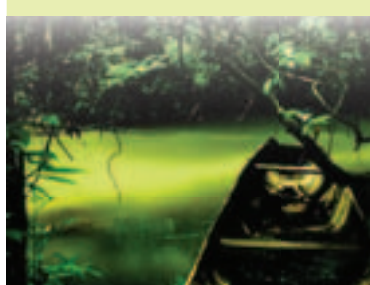
Volume 108, Issue 2

Winter 2008

## CADA Convention '09 *A Safari Like No Other*



The **“Heart of Leadership”** is almost here. World Class Keynoters, Meet the Pros, Over 80 sessions, 200+ Exhibitors, Networking, Receptions, New Director Programs, Dinner/Dance, Elections, Leadership Training, CADA Book Store & Inspiration.



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When you think safari, what do you think of? Animal encounters? Spectacular scenery? Outdoor adventure? CADA is planning a safari like no other - an adventure deep into the heart of leadership. Chart your course, pack your bags, and prepare your supplies for a journey into the “jungle”. Are you prepared to travel with us?

“CADA-fari...Into the Heart of Leadership” will be held at the San Diego Town and Country Resort and Convention Center, March 4 – 7, 2009. The four day adventure will provide you an opportunity to explore leadership development and student activities with over 100 workshops, Advanced Learning Seminars, Meet the Pros, Curriculum Roundtables, and New to Convention Program. Our “Master Activity Advisor” Certification Program will be offered for attendees wishing to study the essential elements needed to help build a better student activity program. Resources for the classroom will be found in the CADA store and over 200 vendors will share their services, products, and ideas.

We are very excited to have the Josephson Institute join us this year and present a Character Counts seminar on Wednesday, March 4, from 9:00 am to 12:00 pm. This seminar is available free with your CADA conference registration. Space is limited, so reserve your spot early using the convention registration form. This seminar is highly recommended if you are participating in the “Master Activity Advisor” Certification Program.

Three safari experts will be on hand during the general sessions to energize and lead you through the leadership jungle. You won't want to miss the “Drum Café” on Wednesday. This powerful interactive drumming experience will surely set the tone for our jungle safari. Thursday's general session will provide us with a close encounter of jungle life. Dan Stockdale, Conservationist and Exotic Animal Trainer, will teach us how to apply the principles he uses with tigers to our daily lives in student activities. Then on Friday, our safari expert, Mike Smith, will provide the endnote, “Heart Matters”. Mike will share a unique and refreshing review of who we are and what we can do to make a difference.

Our sponsors are vital to a successful convention providing us with spotlight events throughout our travels. These events are great opportunities to greet and meet convention attendees and begin to develop those networks necessary to share activity stories. Lifetouch will sponsor “Jungle Jumping”, the area hospitality suites on Wednesday night. Herff Jones will sponsor “Safari Adventure” on Thursday evening. Plan on having a great time with games, music, and dance. Friday's Feast and Tribal Dance wouldn't be the same without the delicious desserts brought to us by Josten's .

Don't forget to pack your jungle attire for this adventure. Jungle prints, jungle colors, animal costumes, jungle characters, or safari garb will be the talk of the convention and especially the Friday Feast and Tribal Dance. Check out CADA1.org for more detailed information and a schedule of events.

I encourage you to register early and invite a colleague to join you in experiencing CADA-fari. I look forward to seeing you in San Diego!

Patty Judge  
President Elect



# Leading in a Climate of Fear: How to Take the Reins during a Recession

By Justin Pinkerman

Have you ever gone through a haunted house? I once visited one that was so frightening I was required to sign a waiver before entering. Terrifying doesn't even begin to describe the experience. Grotesque figures to make your skin crawl, ghoulish creatures lurking in the darkness, maniacal laughter and blood-curdling screams - this one had it all. I even had a live rat dangled in front of my face. Needless to say, I never intend to go back nor do I recommend haunted houses to anyone.

The way news outlets sensationalize the present economic turmoil, I almost feel as if I'm back inside the haunted house. Broadcasts walk me through the cobwebs of foreclosed homes, parade me past the tombstones of Lehman Brothers and Bear Stearns, and invoke the ghosts of the Great Depression. Images of deathly pale stock traders spook me into despairing for my 401k. I am told debt prowls in the shadows, and warned about the grisly fate of America's future.

Likening these economic times to a house of horrors is overly dramatic, but today's market does share a common bond with a haunted house: the power to elicit fear. In the present hour, leaders must step forward to alleviate apprehensions and forestall panic. Let's look at the qualities that must be demonstrated to lead during a downturn.

## 1) Visible Presence

In times of uncertainty and fear, people look to leaders more than ever. They need assurance that someone is working on their behalf and rallying to their cause. In the aftermath of 9/11, Rudy Giuliani was ubiquitous in New York City. Whether conducting news conferences, attending memorial ceremonies, or directing public officials, Giuliani's presence sent a message of resilience and recovery. His demeanor seemed to symbolize the mood of the Big Apple - tough, courageous, and undeterred.

Sixty years before September 11th, Americans endured tragedy at Pearl Harbor. Our nation's leader, President Franklin Roosevelt took the mantle of leading Americans as the United States entered the Second World War. As he had done during the Great Depression, Roosevelt made his presence felt through his famous fireside chats. At a time when few Americans had television, Roosevelt entered into their homes over the airwaves to calm fears and address the threats facing the country.

## 2) Clear Communication

Aside from making his presence felt, President Roosevelt's fireside chats gave a unifying message to all Americans. While affirming that times were tough and sacrifice was needed, Roosevelt clearly communicated that America was up to the challenge. FDR understood that fear festers in silence. That's why he faced it head-on through his famous quotation: "We have nothing to fear but fear itself."

## 3) Credible Hope

"Leaders," said Napoleon, "are dealers in hope." During tumultuous times, leaders must cut through the gloom and doom with rays of light. When stocks drop and layoffs soar, people are moved toward fear, and they are tempted to look at worst-case scenarios. In these moments, leaders must point people to a brighter tomorrow in order to counteract the destructive emotions of fear.

When introducing hope, leaders should be careful to avoid speaking in abstract terms. Hope should be mixed with substance. Before people can see the light at the end of the tunnel, they need to be confident they are walking through the darkness in the right direction. Along with optimism, leaders must offer a concrete action plan to arrive at a better tomorrow.

## 4) Difficult Decision-Making

During a recession, leaders inevitably arrive at unenviable decisions such as scuttling popular projects or reducing payroll. Time and again, they must make tough calls that affect the livelihoods of their people and partners. Author Tim Elmore advises leaders to take the following actions when making difficult decisions:

Accept tough calls as a requirement of leadership (influence

comes with the weight of responsibility and that weight is heavier in hard times)

Do your homework (avoid make panicked choices; think them through)

Seek counsel

Set a deadline (don't delay what is difficult; confront hard choices)

Understand the emotions of making a tough call (some decisions involve pain; prepare for the hurt and find safe havens to express it).

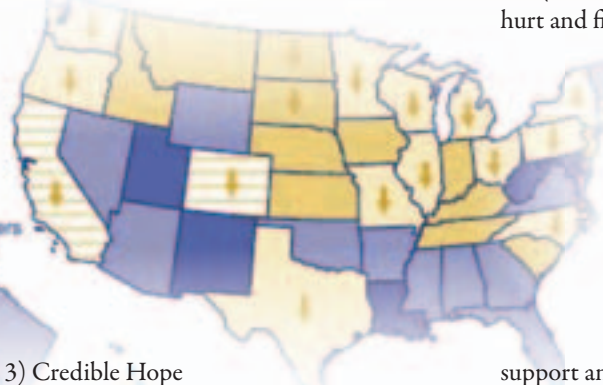
## 5) Personal Renewal

For inhabitants of war-torn neighborhoods in Iraq, fear is a frequent companion. As coalition forces attempt to stem violence in the country, politicians speak of the ongoing effort to win the "hearts and minds" of the Iraqi people.

Their rhetoric has merit. Heartfelt support and intellectual consent from Iraqis is surely essential to rebuilding the nation.

However, before leaders can capture "hearts and minds," they must master their own thoughts and emotions. A climate of fear takes a heavy toll on those leading the way. At a time when efforts must be redoubled just to stay afloat, leaders naturally run low on energy. After making a series of agonizing decisions, leaders may be tempted to succumb to toxic thoughts of hopelessness and frustration.

When surrounded by turmoil and confusion, leaders, more than ever, must carve out quality time with loved ones, draw upon their faith, and seek beauty in art and nature. These activities serve as reservoirs of peace and renewal. Unless leaders are regularly re-energized, they will lack the strength to fend off the grip of fear in their organization.



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I entered education to teach history and promote understanding. I believe my role as Activities Advisor enhances my ability to do both.

Tiburcio Garcia  
 President Elect



I do what I do because of addiction. I have an addiction to help students, an addiction to help advisors and just a all out addiction to CADA.

Cindy Bader  
 Vice President

## *It's Hard to Hate Someone Whose Story You Know*



The stories we carry with us are amazing. He sat in a wheelchair at Dublin High School with a body ravished by polio. He told us he grew up in Afghanistan and the village he lived in did not vaccinate for polio, so he became afflicted. The student body sat spellbound during the assembly as he shared his story about working out in the gym everyday trying to keep what little strength he has left. At Mar Vista High School it was the campus monitor who shared with the group his story of losing not one, but two children to death, a seven year old to brain cancer and two years later a four month old to AIDS. Tears rolled down people's cheeks as he explained to the students why he cares so much for their safety. These are real people and they walk the halls of ordinary schools each day, carrying tragic stories in their hearts, all the while trying to make the very best of their day.

Breaking Down the Walls is about sharing stories. It is presented in a structure that creates trust and safety and where the stories people have to share can be heard and validated.

The week is kicked off in an all-school assembly setting the tone with the entire student body. The assembly is followed by training a group of leaders who will help lead small groups during the workshop days. A different group of 150 students, 20 leaders and 15 adults are invited each day to the BDWalls experience. If a school can host several workshop days, this will result in a great number of students going through the experience and more impact on the campus over all. A common occurrence is that students return to class after the first day of workshops and tell their friends, "You have to go – the workshop is amazing". By the third and fourth day students are begging to attend.

The workshop day is spent in a variety of structures. Often times in a large group setting laughing, listening, and learning about others. Some of the day is spent in small groups connecting people who don't usually talk with one another on a normal school day. Part of the day is spent challenging individuals to think about how to make school and the campus a better place, while another part of the day is validating people for who they are and what they have shared. The average student will talk to 15 or 20 different students

during the workshop – often students they have never talked with before. The day is fast, fun, and insightful.

In an age of accountability and measurable results it is interesting to look at the impact BDWalls has on a campus. Take a look at Sunnyside HS where a group of students created the "high five hallway". They created a culture of offering a high five to everyone who passes through that hallway. It became so popular students were allowed to put their hand in paint and put their handprint on the walls to remind each other which hallway they are in. At Roosevelt HS three years ago the assembly speaker struggled to get through the assembly because of so many distractions and signs of disrespect. I spoke there yesterday and was impressed at the fact I could talk to 1400 students sitting in the bleachers uninterrupted. A group of students came up to speak to me afterward and we celebrated together how far their school has come. They are thrilled at the respect they feel on their school campus right now. Sometimes it is hard to measure prevention but when you walk on a high school campus and students are relaxed and talking easily cross culturally you know something is going right. Our clients tell us again and again that BDWalls is helping create the culture that allows students to learn and grow while feeling safe at school.

### **In short we have three goals:**

To help you make your school safer, friendlier, and a better place to learn.

For information about BDWalls please visit our website at [www.learningforliving.com](http://www.learningforliving.com) or call Phil or Laurie Boyte at 800.874.1100

### **Some comments from our clients:**

What an impact BDWalls has had in our schools. We do this program in all 10 of our high schools and our schools are safer, our students are more engaged, and our school climate is getting better every year. Thank you Phil and your presenters for the impact you are having on our schools and our community.

**Tim Liles, Coordinator of Campus Culture  
Fresno Unified School District**

As you walk around our school there are days you will notice our students grouping up with other students of similar ethnicity, dress style, sports team. What I appreciate so much about BDWalls is when I see those groups mix together. All of a sudden I notice an athlete joking and talking to a kid he would never talk to. I see kids talking to kids that live on the "other side of town". BDWalls is such a simple concept – tell your story and listen to mine - but the impact on our school is transformative. Kids just want to be accepted and this creates an environment of trust.

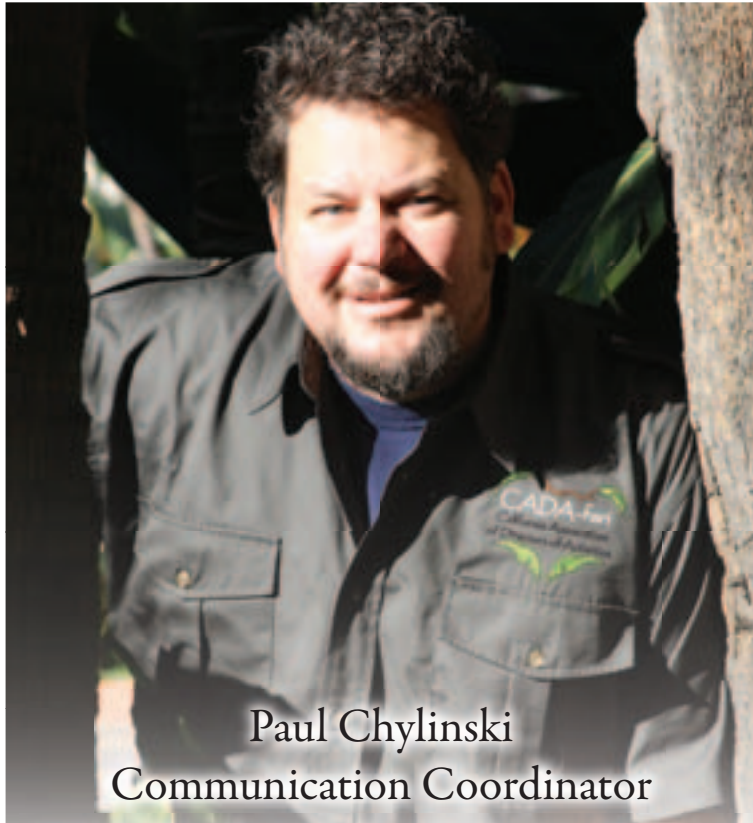
**Annette Miles, Link Crew advisor, Leadership teacher / South Vigo HS, Terre Haute, IN**

The impact of BDWalls is amazing. I participated and told Scott, our facilitator that day, this was one of the most fulfilling days I had in school in a long time. The impact at Sunset was so powerful we have done BDW with our staff, with our incoming 8th graders, and are planning another week for this year. To connect people in such a meaningful way lasts for years.

**Chris Bick, Asst Principal  
Sunset HS, Beaverton, OR**



I do what I do to give back what I have learned ... I have learned a lot from being a leadership student. Heck, I'm still a student.  
Denise VanDoorn  
Past President



Paul Chylinski  
Communication Coordinator

## *Why do I do what I do?*

BERNSTEIN

You only made the paper over four times tonight. That's all.

KANE

I've changed the front page a little, Mr. Bernstein. That's not enough. Now there's something I've got to get into this paper besides pictures and print. I've got to make the New York Inquirer as important to New York as the gas in that light.

LELAND

What're you gonna do, Charlie?

KANE

Declaration of Principles. Don't smile, Jedediah. Got it all written out. Declaration of Principles.

BERNSTEIN

You don't wanna make any promises, Mr. Kane, you don't wanna keep.

KANE

These will be kept. I'll provide the people of this city with a daily paper that will tell all the news honestly. I will also provide them...

LELAND

That's the second sentence you've started with "I."

KANE

People are gonna know who's responsible. And they're gonna get the truth in the Inquirer quickly and simply and entertainingly and no special interests are gonna be allowed to interfere with the truth. I will also provide them with a fighting and tireless champion of their rights as citizens and as human beings.

Signed,  
Charles Foster Kane.

## *Why the Best Leaders Are the Best Leaders*

By Dr. John C. Maxwell

From 1996 to 2007, manager Joe Torre led the New York Yankees to the playoffs every year - winning an astounding 17 series in the post-season. Over those same 12 years, the Los Angeles Dodgers did not win a single playoff series. This past season, Torre departed New York to coach the Dodgers. The result? The Dodgers won their first post-season series in 20 years, while the Yankees missed the playoffs altogether.

Ask Yankees and Dodgers fans, and they will tell you that Joe Torre's leadership matters. However, they may not be able to tell you exactly why Joe Torre is an excellent leader. What's true of the fans in New York and Los Angeles is true for many of us. We experience the effects of leadership without understanding the cause.

In this article, I hope to make plain why the best leaders are the best leaders. In a nutshell, remarkable leaders give their best to their people, and get the best from their people. Let's look at how this happens.



*The Best Leaders Give Their Best to Their People By...*

### 1) GROWING

People naturally follow leaders they respect as being more advanced than they are. For this reason, personal growth is directly proportional to influence. If you desire to gain followers, then pay the price of getting better.

To give people your best, you have to elevate your leadership capacity. Consider the metaphor of walking up a narrow staircase - you can only go as fast as the person in front of you. When leaders stop growing, they quit climbing and impede the progress of everyone following them. However, when leaders grow, they ascend the stairs and create space for those behind them to climb higher.

Personal growth involves challenging yourself, and pushing beyond the realm of comfort. When is the last time you did something for the first time? How long has it been since you felt in over your head?

### 2) SERVING

*"Only a life lived for others is a life worthwhile." ~ Albert Einstein*

Serving others is an attitude issue. Unfortunately, many leaders operate under a king-of-the-hill mentality. They attempt to pull down anyone above them in order to secure the top spot for themselves. In doing so, they clutch at power, grapple for control of company resources, and strive to dominate others. Seeing relationships as win-lose propositions, they ultimately burn bridges and isolate themselves.

The best leaders take an entirely different approach. Rather than dragging down anyone who threatens their position, they extend a hand to lift the performance of teammates and coworkers. They function with a mindset of abundance as opposed to an attitude of scarcity, and they wield their influence to prop others up rather than to elevate themselves. Over time, they are honored for the contributions they have made to the lives around them.

All leaders serve. Sadly, some serve only themselves. Serving is a motives

*Continued on page 6*

*BEST LEADERS Continued from page 5*

issue, and the crux of the matter boils down to a simple question: “Who?” Does a politician serve the public or his pocketbook? Does a CEO serve to benefit her shareholders or to support her lifestyle? The best leaders set a tone by serving and prove they are deserving of being out in front.

### 3) MODELING

Growing leaders have something to share; serving leaders have something to give; modeling leaders have something to show. As V.J. Featherstone said, “Leaders tell, but never teach, until they practice what they preach.” The best leaders embody their values. Their passion exudes from every pore and demands respect.

*The Best Leaders Get the Best from Their People By...*

### 1) LISTENING

The smartest leaders realize the limitations of their wisdom, and they listen to their people in order to capture invaluable insights. However, leaders don't just listen to gain knowledge, they also listen to give their people permission: permission to challenge the process, permission to test assumptions; and permission to take risks. Nothing turns off an up-and-coming leader like the deaf ear of a superior. The best leaders don't simply listen to incoming ideas; they proactively draw them out of their people. They listen actively, not passively.

### 2) RELATING

Leaders touch a heart before they ask for a hand. To touch a heart, a leader has to be open to disclosing his or her identity by sharing personal stories and owning up to professional weaknesses. Mysterious or aloof leaders may be successful decision-makers, but they won't get the heartfelt loyalty that comes from authentic relationships.

As simple as it sounds, making a person feel known correlates powerfully to their job satisfaction. In fact, Patrick Lencioni lists anonymity as one of the top indicators of a miserable job. Leaders dignify their people by studying their interests, learning about their families, and finding out their hobbies. Conscious of the power of connection, the best leaders refuse to be barricaded inside of an office, and they take responsibility for relating with others on a regular basis.

### 3) TEACHING

Gifted teachers have a way of making students out of disinterested bystanders. The best leaders have an infectious thirst for knowledge, and they take pride in cultivating knowledge of their craft and awareness of their industry. A leader's teaching ability depends upon ongoing personal growth. As Howard Hendricks said, “If you stop growing today, you stop teaching tomorrow.”

### 4) DEVELOPING

The best leaders understand the differences between training people for tasks and developing people to be better leaders.

The best leaders view their people as appreciable assets and prioritize investing in the talent on their teams.

### 5) MOTIVATING

After one of my presentations, an audience member approached me who was visibly indignant about my speech. “Why is motivation last on the list?” he demanded. “Well,” I replied, “because if you listen, relate, teach, and develop your people, then they will be motivated!”

Sustained motivation comes by creating the right environment for your

people and by doing the right things consistently to nurture them. Consider a flower. It cannot grow in the Arctic; it requires a climate conducive to growth. Yet, even in the right environment, the flower must be planted in hospitable soil, exposed to sunlight, watered, and freed of weeds.

### About the Author

John C. Maxwell is an internationally recognized leadership expert, speaker, and author who has sold over 16 million books. His organizations have trained more than 2 million leaders worldwide. Dr. Maxwell is the founder of EQUIP and INJOY Stewardship Services. Every year he speaks to Fortune 500 companies, international government leaders, and audiences as diverse as the United States Military Academy at West Point, the National Football League, and ambassadors at the United Nations. A New York Times, Wall Street Journal, and Business Week best-selling author, Maxwell was named the World's Top Leadership Guru by Leadershipgurus.net. He was also one of only 25 authors and artists named to Amazon.com's 10th Anniversary Hall of Fame. Three of his books, *The 21 Irrefutable Laws of Leadership*, *Developing the Leader Within You*, and *The 21 Indispensable Qualities of a Leader* have each sold over a million copies.





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I feel leadership programs in our schools can and do make a difference. These programs help promote a positive school climate which involve and connect students on campus.



Jack Ziegler  
Camp Coordinator

## 26th Annual CADA/CASL LEADERSHIP CAMPS - SANTA BARBARA 2009 "Rock N Roll" WITH CADA/CASL Leadership

Camp begins its 26th year and it has evolved into experience that cannot be rivalled in the state or nation. What is CADA/CASL Leadership Camp about?

### 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 ...

- DYNAMIC STUDENT LEADERS
- WELL-ROUNDED TEAM PLAYERS
- CREATIVE PROBLEM SOLVERS
- EFFECTIVE COMMUNICATORS
- SUCCESSFUL PRESENTERS
- VISIONARY PLANNERS

### SPECIAL CASL/CADA MIDDLE SCHOOL CAMPS AT U.C. SANTA BARBARA

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.)

### CERTIFICATE SESSIONS

Work towards a certificate in Activities while your at camp, at convention or at local conferences. Contact J. Peter Cahn for more info.

### 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
- Fund-raisers 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

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EARLY JUNE**

### High School Rates

Regular Rate: \$505/student. Full payment must be postmarked by June 1, 2000. Late Rate: \$535/student after June 1, 2000. Special Advisor Rate: \$400/advisor. Advisor will help with supervision as needed.

### Middle School Rates


Regular Rate: \$445/student. Full payment must be postmarked by June 1, 2000. Late Rate: \$475/student after June 1, 2000. Special Advisor Rate: \$350/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 Ziegler 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

# ROCK "N" ROLL



**2009  
Rock  
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Roll  
WITH  
CADA  
LEADERSHIP**

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

**FOR MORE INFORMATION  
CONTACT JACK ZIEGLER...**

**PHONE: (530) 383-3500  
E-MAIL: jziggie@aol.com  
www.cadaleadershipsamps.org**

**CAMP DATES  
FOR 2009**

**U.C. SANTA BARBARA  
HIGH SCHOOL  
JULY 8-11**

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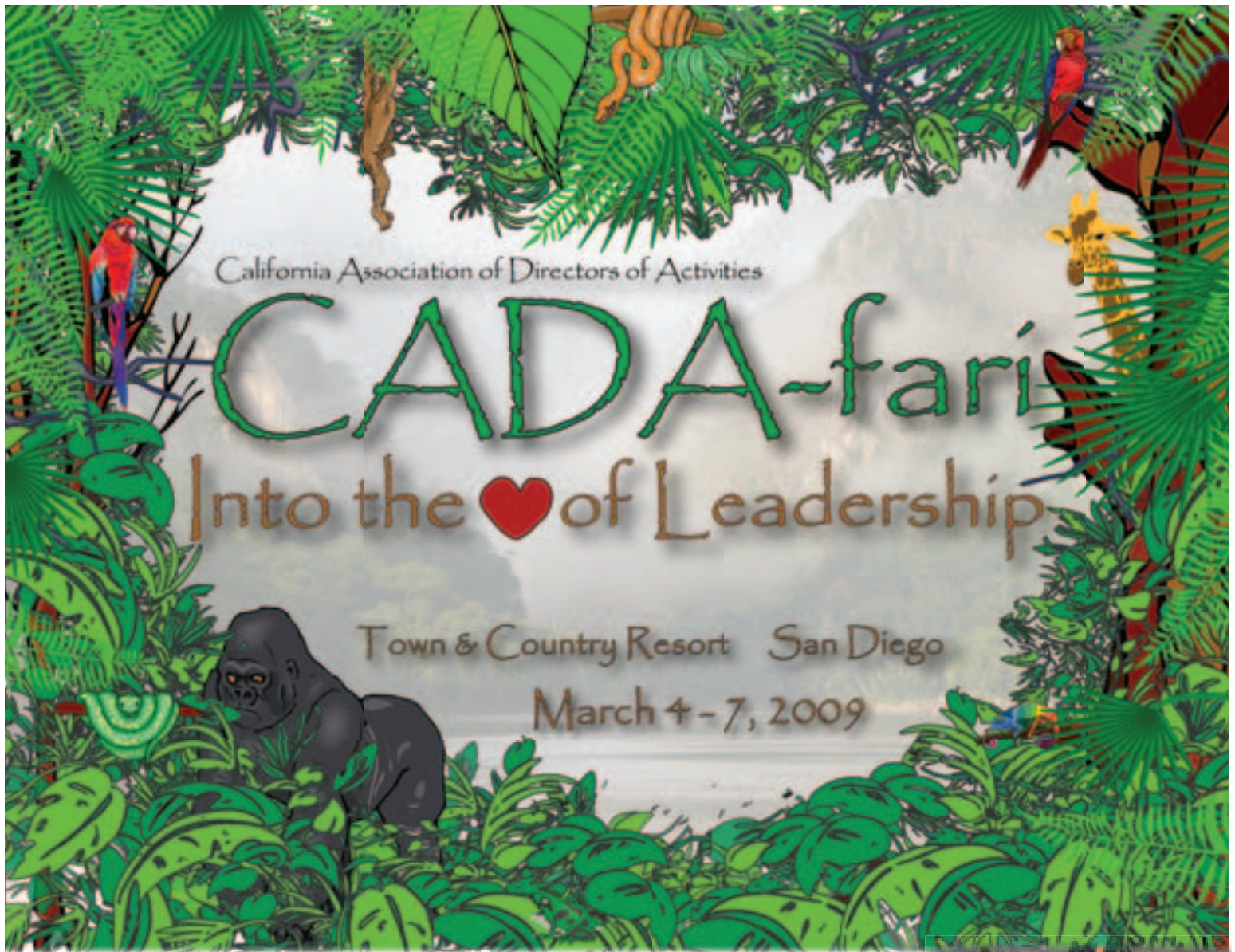
**U.C. SANTA BARBARA  
HIGH SCHOOL  
JULY 13-16**

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**U.C. SANTA BARBARA  
HIGH SCHOOL  
JULY 18-21**

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**U.C. SANTA BARBARA  
MIDDLE SCHOOL  
JULY 23-25**



California Association of Directors of Activities

# CADA-fari

## Into the ♥ of Leadership

Town & Country Resort San Diego

March 4 - 7, 2009

### *2009 State Convention News*

Did you know there is a safari to meet all interests?

Aqua Safari	Insect Safari	Everglades Safari	Gorilla Safari
Dolphin Safari	Desert Safari	Sunrise Safari	Swamp Safari

CADA is preparing for a safari like no other. "CADA-fari" will take us into the jungles & rainforests of the world where we will explore the heart of leadership. Members across the state will have the opportunity to experience a jungle adventure of a lifetime.

This is the year to determine your funding sources and gain approvals to attend "CADA-fari...Into the **Heart** of Leadership", as early as possible. Keep your compasses handy and set your course for southwest California.....San Diego Town and Country Resort, March 4 - 7, 2009.

Patty Judge  
President Elect





## CADA thanks our Medallion Sponsors

Their generosity and support provides essential resources to help the CADA organization provide quality and useful services for CADA Members and the Students of California. Please show your support by using their products and services.

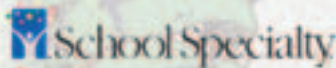
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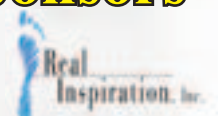
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### Copper Level Sponsors

### Copper Level Sponsors

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**Russ Peak**  
Magic of the Mind

### Bronze Level Sponsors

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- Medieval Times Dinner & Tournament
- QSP-Reader's Digest / World's Finest Chocolate
- South Coast Photographic
- The Event Group
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- Valley Decorating
- Wow! Special Events, Inc.

\$1,000/year



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**Paul Chylinski**

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# CASL

CALIFORNIA ASSOCIATION OF STUDENT LEADERS

## CASL State Conference 2009

## LDD

**G**rab your tool belts and construction hats to prepare for the 2009 "Building Leaders for a Better Tomorrow" CASL State Conference! CASL will be providing the blueprints for becoming better student leaders as we begin laying the foundation with Middle School delegates March 26-28 and continue building the framework with High School delegates March 28-30 in San Jose.

We are excited to have all of you become part of our construction crew as CASL will provide the tools and YOU make the difference. With our inspiring general sessions and speakers, Meet the Pros, student-led workshops, elections, area meetings and interstate activities, delegates will learn how to reach new heights in improving their student activities programs and go back to their schools and contribute to making a positive school climate and culture.

We are also proud to announce our Annual State Service Project for the Middle School delegates - to help build bridges between generations as we begin with the elementary children in the San Jose Unified School District. We shall invite all kindergarten to grade 3 students to our conference and have the middle school delegation read their favorite books to them and then donate their book as well. So everyone bring your most memorable book someone read to you and get ready to pay it forward. \*All CASL delegates are asked to bring a copy of their favorite childhood book to the conference to donate to local needy schools.

In addition, we shall continue to bridge the gap between generations as the High School delegates interact with the Senior Citizens! All CASL delegates will participate in our first ever Senior Ball as we learn how to ballroom dance and share stories with those who came before us and paved the first steps in leadership. So everyone bring your youthful energy and positive spirit and get ready to pay it forward.

Lastly, we are ready to network and get to know all the Cali student leaders at our Santa Cruz Boardwalk Beach Bash! From the Hurricane Roller Coaster, Double Shot, and Giant Dipper to Neptune's Kingdom, Miniature Golf, Air Hockey, and the Casino Arcade we will end with dancing the night away at the sun sets on the beach.

**Download the registration form and rooming list to begin the registration process all available on the CASL website at [www.casl1.org](http://www.casl1.org)**

**In addition, download the CADA Memorial Scholarship Application on the CASL website and win a \$200 scholarship to CASL.**

**Don't forget to also apply for the Outstanding Activities Award Program! You've earned it!**

For further questions, please feel free to contact the CASL Leadership Development Coordinator

**Sandra Kurland at [sandrakurland@cox.net](mailto:sandrakurland@cox.net)**



**CONSTRUCTION SITE:  
SAN JOSE DOUBLETREE**

**CONSTRUCTION DATES:  
MIDDLE SCHOOL: MARCH 26-28, 2009  
HIGH SCHOOL: MARCH 28-30, 2009**

**W**hat do Esperanza HS, Great Oak HS, Juan Crespi MS, North Salinas HS, Rancho Cucamonga HS, Travis Ranch MS, West Valley HS and Warren T. Eich Intermediate School all have in common? They have already served as a Host Site this year of a Leadership Development Day! Congratulations and Thank You!

We would also like to thank ALL those advisors whom brought a delegation to a Leadership Development Day and gave this incredible experience to their student leaders. Without you, the campuses across California would look the same. You have helped us help you make this happen.

As they are still in demand, we will continue bringing leadership training directly to your areas! These training days are a great way to bring your group of leaders together and start them off on the right foot – teaching them what leadership is really all about (serving others on the campus) and providing them with the tools to make that a reality.

The day consists of using experiential activities and related applications which focus on teaching specific skills such as communication, teambuilding, risk taking, intrapersonal leadership and expanding the leadership base while working in small groups of student leaders. The day concludes with a unique group activity pulling together all of the components of the day.



*Learning, Leading, Living*



# LDD

## LEADERSHIP DEVELOPMENT DAYS

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.

Date	Event	Area	Location
Nov. 12th	Area D Conference (MS)	D	Ventura
Nov. 13th	Area D Conference (HS)	D	Ventura
Nov. 14th	Area G Conference (MS/HS)	G	Del Mar Fairground
Nov. 20th	Leadership Development Day	B	Archbishop Riordan
Nov. 24st	Area B Conference (MS/HS)	B	Logan HS
Nov. 24th	Area F Conference (HS)	F	Disneyland
Nov. 25nd	Area E Conference (MS/HS)	E	Pacific Palms Resort
Dec 5 -7	NAWD	G	San Diego
Dec. 10th	Leadership Development Day	F	Las Flores MS
Jan. 15th	Leadership Development Day	G	Twin Peaks MS
Jan. 29th	Leadership Development Day	E	Chino Hills HS
Feb. 3rd	Leadership Development Day	E	South Pasadena HS
Feb. 5th	CASL Regional Conference	F	Yorba Linda
Feb. 11th	Leadership Development Day	B	Price MS
Feb. 13th	Leadership Development Day	F	Fairmont Prep HS
Feb. 17th	Leadership Development Day	C	Madera South HS
Feb. 18th	Leadership Development Day	C	Hanford West HS
Feb. 19th	Leadership Development Day	A	Holmes JHS
Feb. 24th	Leadership Development Day	F	Temescal Canyon HS
March 26-28th	CASL State Conference (MS)		San Jose
March 28-30th	CASL State Conference (HS)		San Jose



Sandy Kurland  
Leadership Development

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

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

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

*“Sandi has wonderful ideas and ways of reaching the students that after a day like this, kids go back with enthusiasm and want to make a difference. This is one more way for them to understand how important it is to work together, to not feel isolated, and to feel like what they do is integrated with the rest of the school.”*

Pat Dornan - Host at Juan Crespi Middle School

### Contact Information

Sandra Kurland [leadership@cada1.org](mailto:leadership@cada1.org)

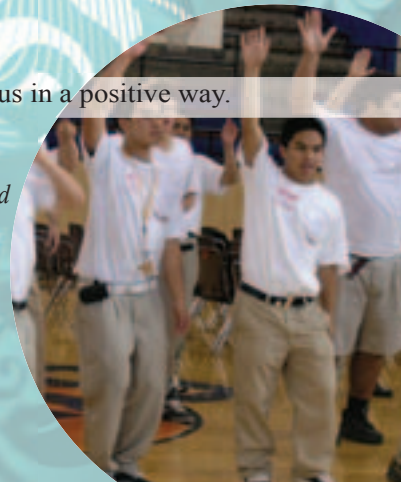
Office number 760-440-9299 Cell number 619-957-9107

And you can view this information on the CADA website

[www.cada1.org](http://www.cada1.org)

## CADA / CASL Leadership Development Days

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# California Delegation Application for National Association of Student Council's 2009

Name \_\_\_\_\_ Year in School in 2009-10 \_\_\_\_\_  
(The name as it appears on your driver's license or student ID card)

First Name for Name Badge if Different from Above \_\_\_\_\_  
(circle) ... Male ... Female ... Shirt size: ... S ... M ... L ... XL ... XXL ... (print) Birth date/year \_\_\_\_\_

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

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

Personal E-mail \_\_\_\_\_ Home Phone \_\_\_\_\_

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

Alternative Email Address \_\_\_\_\_

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

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

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

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

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

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 [pcahn@cada1.org](mailto:pcahn@cada1.org)  
Sandi Kurland (760) 440-9299 [leadership@cada1.org](mailto:leadership@cada1.org)  
check the CASL website at [www.casl1.org](http://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

# 73rd NASC Conference June 2009 Highlands Ranch, Colorado "Leadership with an Altitude", June 27-30, 2009

The 73rd Annual National Association of Student Council Convention is coming this summer to Colorado 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 \$1,200.00 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

For further information:

**J. Peter Cahn**

(530) 219-0958

**CADA State Leg Advocate**

pcahn@cada1.org

**Sandi Kurland**

(760) 440-9299

**CASL Coordinantor**

leadership@cada1.org

Visit the CASL website at

www.casl1.org

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

These trips have become milestones in a student leaders life, they have changed their thoughts, their actions and their schools, the only downfall is this trip has become habit forming. As an activities director your

part in all of this is just telling your student to sign up. Many schools help subsidize the trip, ask for donations from other organizations or the student themselves pays outright. Regardless of the funds, CADA picks up the registration for the student at the conference itself. Your school must be a member of the National organization but that fee is minimal.

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

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# 10TH ANNUAL DISNEY LEADERSHIP PROGRAM

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## CADA Equity YE June 30

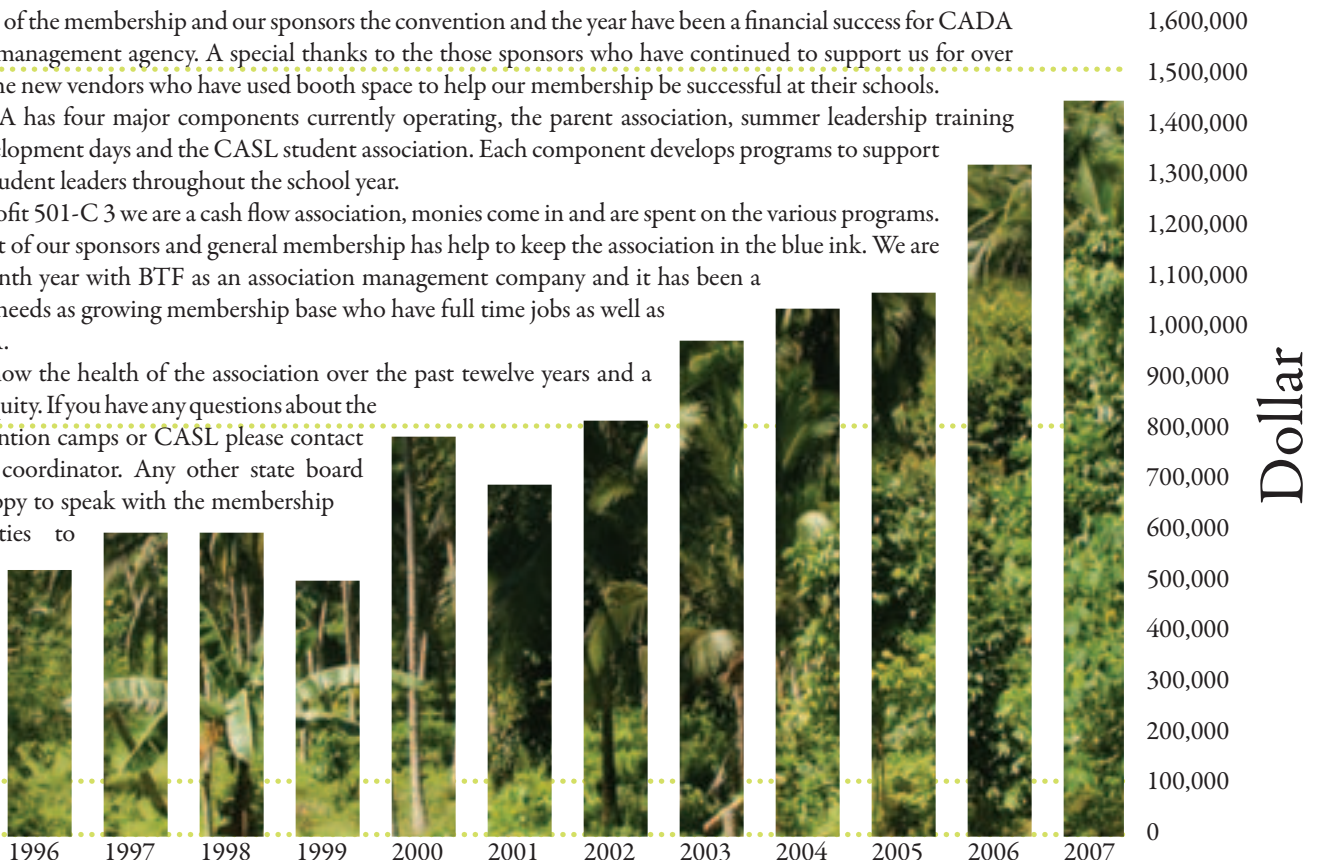
With the support of the membership and our sponsors the convention and the year have been a financial success for CADA and BTF, our management agency. A special thanks to the those sponsors who have continued to support us for over forty years and to all the new vendors who have used booth space to help our membership be successful at their schools.

The association CADA has four major components currently operating, the parent association, summer leadership training camps, leadership development days and the CASL student association. Each component develops programs to support and train adults and student leaders throughout the school year.

To operate as a non-profit 501-C 3 we are a cash flow association, monies come in and are spent on the various programs. The continued support of our sponsors and general membership has help to keep the association in the blue ink. We are going on our seventeenth year with BTF as an association management company and it has been a good mending of our needs as growing membership base who have full time jobs as well as volunteer time CADA.

The graph attached show the health of the association over the past twelve years and a steady growth of the equity.

If you have any questions about the operating costs, convention camps or CASL please contact your area council or coordinator. Any other state board member would be happy to speak with the membership regarding opportunities to serve as a volunteer now or in the future. The fiscal year end of June 2007 ended a total budget of one and a half million dollars plus.



*Learning, Leading, Living*

# Don't Forget about CADA Membership Forums

**1 Log on**  
www.Cada1.org

**2 Sign in**  
Member Login Page

**3 Member Resources**  
Member Resources

**4 You're There**  
Forum

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Heather Barna  
CADA Central

I enjoy working with people who have a deep passion for what they do.

Bob Martin  
Treasurer

I've been involved in CADA as long as I can remember and this organization matters and truly makes that difference in Student Activities.

Glenn Zimmerman  
CADA Central

I enjoy contributing to Helping people make a difference in the lives of our youth and to help improve the culture of our future generations.

Linda Westfall  
Secretary

I love working with the kids. something isn't functioning and you make it work, when something just comes together, it's gratifying.



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California Association of Directors of Activities

# “MASTER ACTIVITY ADVISOR” CERTIFICATION

The CADA Master Activity Advisor program consists of 9 elements. Completion of the program gives the participants the designation as a Master Activity Advisor – MAA. During the 2009 CADA Conference in San Diego we are offering two different symposiums in addition to the Level 1 Basic Foundations of Student Activities:

## Level 1 FOUNDATIONS FOR STUDENT ACTIVITIES (2-units)

Foundations is a basic introduction to the Essential Elements for successful Student Activities and how they all interrelate. The symposium includes but is not limited to an overview of:

- Communications,
- Organizing Student Activities,
- Leadership Program Development,
- Developing Personal Leadership Skills,
- Legal Aspects of Student Activities
- Fiscal Accountability, and
- School Culture and Climate.

## LEVEL 2 ADVANCED CERTIFICATION

The following programs are taken concurrently (2-units)

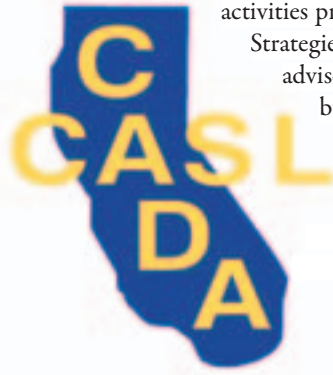
## COMMUNICATIONS #102

Both the aspects individual and group Communications and the business of marketing and working with the media. From the basic writing skills and public speaking to the understanding the concepts of effective advertising and working with large groups.

## ORGANIZING STUDENT ACTIVITIES #103

Identifying strategies for organizing and planning an effective student activities program that complements the school’s instructional mission.

Strategies for collaborating and networking with class and club advisers, athletic directors, and school administration. Working to build a team. Looking into the elements of Time Management and Fundraising activities and Project Planning.



### FEES:

Certification only	\$100
Fresno Pacific (2-Units) & Certification	\$218

## Don't Miss the Character Counts Workshop

March 4, 2009, 9am to noon.

Sign up on line. Space limited to the first 100 registered.

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I know it's good for kids, whether it's the one doing the activities or watching or participating in the activities - each group benefits.

Monica Anderson  
Area D



Because I believe that activity programs provide opportunities for all students, regardless of ability, talent, or social standing, to use their unique gifts for success and a sense of belonging to their school community.

Radon Fortinberry  
Area C



I can't think anything more rewarding than helping young adults grow into leaders at their school and within their community.

Mike White  
Area B



Doing activities is one of the most fun things to do on a campus.

Casey McKibben  
Area G



Because I want to be a good Grand Father to my Grand Daughter. I feel I can make a positive difference in the lives of our kids on campus.

Don Shaffer  
Convention Coordinator

I do what I do because I LOVE IT! It is such a pleasure to work with students who want to make a change on our campus. It's heartwarming to watch kids grow. I don't go to work everyday I go to "fun".

Janet Roberts  
Area E



I think it's a calling and I feel fortunate that others did what they did for me. I kinda owe it to the world to pay it forward, and I enjoy doing it.

Suzy Krzaczek  
Area A



I am passionate about working with and training student leaders to unify and lead our campuses. But mostly, I do what I do because I'm crazy...and I love it!

Mary Jane Smith  
Area F



Student activities is the one thing I know that really matters at a school site. It's the heartbeat that makes people listen and learn at our schools.

Bill Smith  
Convention Coordinator



I've been doing this awhile, that should account for something. Helping others, being that one adult to a kid, and really listening makes all the difference in the world.

J Peter Cahn  
Area H



**Board Contact Information**



*CADA Central*  
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Rancho Cucamonga, CA 91701  
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bookstore@cada1.org
- Mike White (Area B)**  
Freemont Union HS Dirstrict  
Sunnyvale, CA 94087  
AreaB@cada1.org

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

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Rancho Cucamonga, CA 91701  
AreaF@cada1.org
- Denise van Doorn (Past President)**  
Bear Valley Middle School  
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pastp@cada1.org
- Glenn Zimmerman (Ex Dir)**  
**Heather Barna (Acct Man)**  
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- Jack Ziegler (Leadership Camp/CASL)**  
Woodland, Ca 95776  
camp@cada1.org  
[www.cadaleadershipcamps.org](http://www.cadaleadershipcamps.org)

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

**2008 - 2009 Local & Statewide Calendar of Events**

August 2008	HAVE YOU RENEWED OR JOINED CADA?	January 2009	Early Reg. Deadline for CADA Convention
Sept 13/14, 2008	South Lake Tahoe Adult Conference	February 1, 2009	Deadline - Outstanding Activities Program
September 15, 2008	Area D Advisor Conference * San Luis Obispo	February 3, 2009	Leadership Development Day (S Pasadena)
September 27, 2008	Area E & F Advisor Conference * La Mirada	February 5, 2009	CASL Regional Conference (Yorba Linda)
October 2, 2008	Leadership Development Day (Patriot HS)	March 4 - 7, 2009	51st CADA Conference * San Diego
October 6, 2008	Area C High / Middle School Conference	March 26-28, 2009	CASL Middle School Conference * San Jose
October 7/8, 2008	Area A High / Middle School Conference	March 28-30, 2009	CASL High School Conference * San Jose
October 16, 2008	Leadership Development Day (Yorba Linda)	May 8, 2009	Central Valley (Modesto) Student Conference
Nov. 12/13, 2008	Area D Middle / High School Conference	June 27-30, 2009	73rd NASC Conference * Colorado
November 14, 2008	Area G Middle / High School Conference	July 8 - 11, 2009	UC Santa Barbara, High School Camp
November 24, 2008	Area B Middle / High School Conference	July 13 - 16, 2009	UC Santa Barbara II, High School Camp
November 24, 2008	Area F High School Conference	July 18 - 21, 2009	UC Santa Barbara III, High School Camp
November 25, 2008	Area E Student Leadership Conference	July 23 - 25, 2009	UC Santa Barbara, Middle School Camp
December 5-7, 2008	NAWD	<b>2010</b>	<b>Statewide Events</b>
December 8, 2008	Area C Advisor Conference (Fresno)	March 2010	52nd CADA Conference * Reno
January 2009	Area E STARS Conference	April 2010	CASL Conference * Anaheim
January 15, 2009	Leadership Development Day (Twin Peaks MS)	June 26-29, 2010	74th NASC Conference * Indiana
January 15, 2009	Deadline for NASC Student Delegation	July 2010	27th 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, MORE LDD Dates can be found on page 11

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