

Remembering a legend

Celebrating the life of our dear friend, Earl Reum

Earl Reum, February 27, 1931-December 5, 2010. *This is the script to the video Perfect 10: A Tribute to Earl Reum. It was produced by Brian Delis of Lifetouch and written by Bill Meagher. It was first shown at the 2010 CADA State Convention, "Spirit of New Orleans." Bill Meagher is a journalist. He is married to CADA President Cindy Bader. And he counts himself lucky to have called Earl his friend.*

In 1931, two years removed from the great stock market crash, \$100 was a lot of money. It was also the going rate for the delivery of a child in Denver hospitals. So Earl Reum made his debut on his family's kitchen table. 79 years later, he has by his own math, talked to four million students and educators across all 50 states. His magic library has more than 3,000 books, and he has almost single-handedly made the number 10 the international symbol for excellence.

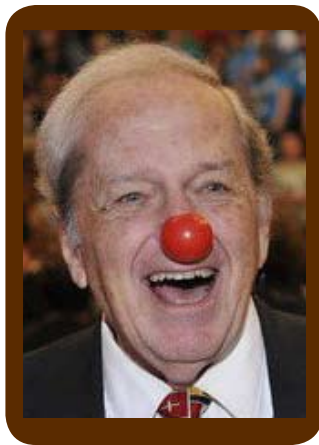
But these are only numbers, and they are by no

educator and a mentor.

But even these labels and descriptions fail to truly paint a picture of the man with the flaming wallet, the belly button, and the mile-a-minute-delivery.

"He changed the world, one kid at a time. In countless speeches and workshops over more than 50 years, Earl Reum persuaded millions of teenagers to dream big--some for an hour, many for a lifetime. A tireless proponent of education through extracurricular activities, 'Mr. Student Council' died December 5 at 79."

– TIME Magazine



means the measure of who Dr. Earl Reum is. To teachers, students, and administrators across the country, Earl is the man who practically invented student activities. To the thousands who have seen him perform magic, he is a master magician. To his wife Mary, he is the man who keeps her laughing, and to his four children, he is a loving father. He is also an author, a speaker, an

still if you stuttered. But at the ripe old age of 7, Earl learned a lesson that would stay with him his whole life. His Cub Scout den mother, Mrs. Nicestrom, realized the best way to help young Reum over his stuttering was to have him perform and sing. So she took him to a magic store, spent \$20 for books and tricks to aid him, and then had him perform for his troop once a week. Slowly, Earl learned sleight of hand, but he also learned to string sentences together and overcome his fear of speaking in front of others. And just as his love of magic blossomed and stayed with him a lifetime, so did the lesson of reaching out to help others.

By age 17, he had become a celebrity among teens in Denver. He was known for his distinctive way of

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A few words

Our CADA President's message

President Obama recently held a national conference call on bullying, and his timing is perfect. No matter where we turn, who we talk to or what we read, bullying is the issue of the day. If bullying is truly at a pandemic level, then what do we do? And how do we treat the problem and not just the symptoms?

You might have guessed that I have some thoughts on this.

I believe the answer ultimately lies in looking at the climate and culture of our schools.

Google "school climate and culture" and you will read about how the principal of a school is the person responsible for climate and culture; the teachers are second in line. I believe there is a missing piece here and it involves the biggest stake-holders: the students. It seems to me that if you want to bring about real change, a focus on the largest segment of the population is a good idea.

There is only one principal and on any given campus the students outnumber the teachers 25 to 1, so activities directors play a vital role in affecting climate and culture.

I know you don't need to be convinced, but just for fun I've created an *incomplete* list of what activities directors do to positively influence the climate and culture on their campuses (if your attendance at the upcoming CADA Convention is in question at all, this list might be useful):

- We build a cohesive community by providing **common experiences** using activities like; rallies, motivational speakers, homecoming assemblies, and Battle of the Sexes.*
- We provide students with a **voice** in making decisions, solving problems, taking responsibility –with structures like class councils, clubs, student forums and student council.*
- We offer **positive social opportunities** that allow students to grow in this important area—we hold dances, rallies and noon-time activities.*
- We **train students** to become leaders and mentors—and give them opportunities to practice these skills through being class officers, ASB officers, club officers and student council representatives.*
- We create **pride and spirit** as we connect students to their school and to one another through activities rich with tradition.*
- We encourage a **culture of service** by holding school-wide canned food drives, adopt-a-family, and responding to tragedies in the community, our nation and the world.*

- We **celebrate diversity**—informing, teaching and uniting all members of the campus.*
- We **recognize academic achievement** creating a focus on success and accomplishment.*
- We help produce **well-rounded people**.*
- We **connect students to teachers and teachers to students** by providing unique opportunities to work together outside of the classroom.*

President Obama said, "I'm Asking You to Believe...not just in my ability to bring about real change in Washington. I'm asking you to believe in yours." I would alter this quote slightly and challenge you to believe in **your** ability to bring about real change on your campus. I believe you and the work you do with students every single day is the key to that change.

If you have other ideas about how we make a difference on our campuses, please share it with me at: president@cada1.org.

* *Research indicates that students who feel connected to their school are more likely to engage in healthy behaviors and succeed academically. Each of these elements will help connect students to their school; learn more about all of these and more at the upcoming CADA Convention. Register today at www.cada1.org.*

Cindy Bader
CADA President



Finish Strong

From our CADA President-Elect

I thought this was a good article to help us remember there is another semester ahead and that we need to finish as strong as we started.

By the time you read this newsletter we as educators will be looking at the beginning of the second semester.

If you are like me, you have rested well over the break and you've looked back at many accomplishments you and your students have done in the first semester.

I am truly excited about the upcoming CADA Convention – we have been working hard to make sure all of the events are in place and that you will be truly wowed by what you will see.

So with CADA and with school, it's time to look ahead and it's time to finish strong.

Resolving To Finish Strong

By John C. Maxwell

I once heard that 91 million Americans make New Year's Resolutions, but that 70 million Americans break those commitments within a week! Going to a health club seems to confirm the stats. During the first week of January, gyms are packed. All of the treadmills are in use, people are lining up for a turn on the exercise equipment, and it's hard even to find a parking space. Yet, by about the third week of January, you can park in the space nearest the front door and exercise on any machine that suits your preference. What happens between January 1st and January 21st? People demonstrate their unwillingness to finish.

Character, discipline, sacrifice, tenacity—these qualities aren't stylish, but they are surefire ingredients for any leader who wishes to finish strong. As we enter the final month of the calendar year, I encourage you to make the most of the remaining weeks in 2010. Live and lead in December so that you'll end this year on a high note and cruise into the New Year with positive momentum.

Character

Emotions are unreliable allies. One moment they propel us forward, while the next minute they impede our progress. People guided primarily by emotion must feel good before doing right. They make popular choices, choosing whichever route is most convenient. They are concerned about protecting their rights instead of taking care of responsibilities, and they are easily discouraged by adversity.

Emotion might drive us to make a decision, but character, or discipline, is what keeps us

going when the journey gets hard. A person with character makes decisions on principle, not on the basis of what is popular. He or she honors commitments instead of catering to convenience. High-character, disciplined individuals work steadily regardless of circumstance, creating their own momentum by dint of a steady work ethic.

Sacrifice

Being a finisher requires recurring installments of sacrifice, not a one-time payment. Sacrifice is a leader's constant companion. As influencers, we must give up to go up, ever exchanging our rights for greater responsibility.

I believe most people expect to pay a price to achieve their goals. Yet, many people seem to have a vague concept of sacrifice, viewing it as something distant or far-off. Consequently, when their goals demand a significant investment, people are bewildered and resist giving up anything. If you desire to finish strong, you will need to sacrifice earlier than expected and to give up more than is comfortable.

Tenacity

Pierre and Marie Curie had made 487 experiments to try to separate radium from pitchblende. All had failed. "It can't be done; it can't be done," Pierre Curie lamented. "Maybe in a hundred years it can be done, but never in our lifetime." Madame Curie replied, "If it takes a hundred years it will be a pity, but I dare not do less than work for it so long as I have life." Madame Curie's tenacity goaded the scientists into making another attempt and opened the door to new scientific discovery.

Tenacity means quitting only when the job is done, not when you're tired. Much of life is spent laboring in the trenches. To reach the finish line, you must wade through tedious details, take care of thankless tasks, and tie up thousands of loose ends. Most people tire along the way, settle for second-best, and stop before reaching their goals. However, a select few push on, refusing to stop until they've taken hold of their dreams.

This year's CADA Convention awaits you, and provides that shot in the arm in March that allows us to "finish strong." I look forward to seeing you all.

Paul Chylinski
CADA President-Elect

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greeting friends, entertaining girls at the drugstore with the art of illusion, and running the student council as its president. Additionally, he was an honors student, an Eagle Scout, a member of the dramatic, literary and speaking societies. In his spare time he also participated in 18 other extra-curricular activities and was manager of the swim team. His senior year his fellow students as well as the school faculty named him the Coordinator of Pep.

This was enough to gain the attention of Life Magazine photographer Alfred Eisenstaedt who headed to Denver to shoot pictures of Earl. In December of 1948, a two page spread of Earl appeared in the periodical, showing him cutting up in a science class and writing poetry on a bus.

The magazine splash brought offers for college help in one form or another from 250 schools, and this was music to Earl's ears as he graduated 54th in his class of 864. "There were maybe 20 or 30 scholarships available for our school, but they were already gone," Earl said. Considering that Earl's father was a butcher and his mother a nurse, together earning \$50 a week, college was not an affordable option. But the Catholic American University in Washington DC offered a full scholarship which Earl gratefully accepted. He threw himself into his studies while leaving enough time to pursue his love of magic and avail himself of the capital's culture, including the nightclubs.

He also wrestled for the Fighting Cardinals, setting a record for most pins in a career--that is the dubious distinction of being pinned the most times.

After graduating with a degree in philosophy, Earl soon learned his sheepskin carried a questionable value. "It set me up to ask if people wanted fries with that order," he later joked. He decided to pursue a career in education earning a master's in speech while teaching in the Denver area. The work he did with Ohio State while pursuing his doctorate in curriculum went on to become the national standard for leadership. Along the way he worked in both middle schools and high schools, before becoming the coordinator of student activities for all of the public schools in Denver.

Earl founded the National Association of Workshop Directors as a result of his extensive travel to leadership camps and conventions on a national basis. He became a fixture with CADA before it even had a name. He has addressed crowds as large as 83,000 at the New Orleans Superdome, and as small as one when he gives himself a good talking to.

He has refined his use of magic so that it seamlessly helps him communicate his message of hope and leadership while teaching and entertaining thousands each year. "We choose to perform magic not to deceive, but to encourage and empower people to engage life from a positive state of expectant wonder! We believe that adventures

in amazement can improve, nurture and inspire positive living in audience members," Earl says.

Spend a little time on Facebook, and you begin to understand the depth of giving that has become Earl's trademark. At any moment of the day, any number of his 473 friends are singing his praises, along with gobs of folks who have heard him speak or perform magic and are moved to tell him how magical he is.

Of late, Earl has been slowed a step or two as he battles cancer. But a lifetime of teaching people about the endless possibilities of leadership and the human spirit is serving him well. He reports that he has lost 35 pounds which has been a mixed blessing. He can now run like the wind but he can also see his feet, which Earl claims look as if they belong to an alligator. Earl says the support from his friends, from around the world and from CADA has been overwhelming. He has received over 2000 emails and letters like this one:

"Another thing to recall in those moments when it seems the disease may temporarily hold the upper hand is there are masses of people in your corner. They are thinking of you, sending you their love and their strength, praying to their own god/idol/kahuna, cutting deals with powers that be, and in general trying to tilt the board in your favor. Please know that we await your arrival in Reno with more than the usual amount of anticipation. In the event that

your treatment requires you to stay in the Rockies, I am at work on bringing the convention to you. At this moment I am retaining legal counsel to fend off the Grand Sierra Resort, booking Southwest flights for all of CADA and buying a warmer coat. Please advise on a likely convention site. In closing, remember there are thousands standing with you. If you are real quiet you can hear us breathing."

While Earl is a world class speaker and magician, he truly shines beyond all measure as a person and a friend. Simply watching him walk down the hotel's halls is an illustration of how much joy one man can spread. He demonstrates how one person's heart can fill a room. His energy, his wit, and his passion are endless. And we are all richer for simply being in the same room with him.

For those of you who have come to CADA over the years, you know that Earl is magic and that has nothing to do with pulling a rabbit out of his hat. For those of you just meeting Earl for the first time, draw near and pay close attention. His hands never leave his arms, and his heart never leaves you alone.

In lieu of flowers, Earl and Mary decided many months ago that they would prefer donations to fund the Earl Reum Award. If you would like to make a contribution, please send it to: NAWD, Box 750, Kernville, CA 93238.

Bill Meagher

CADA News Contributor

Thoughts on Earl Reum

It is amazing how one's age changes one's perspective on what actions matter. I usually handle death as a fact and look for the blessings of the life that has moved on to the next experience. That blessing search is easy with Earl. Check out his Facebook page. Notice the scope of his influence not so much as a speaker but as an interactive human being with a passion for entertaining and helping others think about things we could easily gloss over.

As a teacher he brought skills most of us only dream about and as a philosopher he found thoughts we needed to see. As a human being he brought an uplifting experience for others.

Did we ever really know Earl? As trite as that thought is, the answer for most of us is no. His pain or suffering was his and he hid it from us so as not to bring us down. You could not be in a conversation with him about him but that it was quickly and cleverly focused back on you. I know he did that to everyone as easily as he did it to me.

One more trip to see Earl and again we won't

know how difficult it was. Before this trip is over we will be talking about his influence on us - you know the old bit - "Enough about me, how did he influence me?" Yep, thank you falls very short for all I took away from the experience of knowing and working with Earl but sometimes, thank you is all we have. **Thank you, Earl.**

At the National Conference on Student Activities last year in Florida, I was privileged to offer remarks in Earl's absence. He was too ill to travel and for the first time since he started NAWD (National Association of Workshop Directors) he was not in attendance in the flesh but, like this year, he was everywhere in every room as those he influenced so much continued his tradition of sharing. But last year no one truly knew what the future would hold, so a room full of positive thinkers positively thought we would see him this year. As my remarks unfolded, I was driven to a memory not so much of Earl but of his spouse, Mary. It seems like as crazy as Earl was, Mary was there in the back of the room.

I recalled one time at a conference in the back of the room with Mary watching Earl work his "magic"

(ok, it is a pun). I am not sure if a book was burning in his hands or if he had grown an extra hand on a wand or eaten a red nose but something was happening on the stage that had the audience captured and focused. I had recently discovered how to create a screen saver on a computer and was looking for a quote to guide me for a while, so I turned to Mary and said something like: "We are always quoting Earl, I need a quote from the power behind the throne. You have to put up with him a lot more than we do. How do you do it? Can you give me a quote to run my life by for my screen saver?" Mary thought a second but not much longer and said, "Just deal with it." That lived on my screen for over a year. It provided lots of solutions to lots of challenges for me and that night in Florida it became the focus of my pain and confusion over the potential loss of Earl. Mary's wisdom and those four words are guiding me in this time of sorrow.

Thank you, Mary... for everything!

Mike Smith

CADA News Contributor

Spotlight

CADA Vice President candidate, Janet Roberts, Chino Hills HS

Over twenty years ago, I was in awe at my first CADA Convention, running from workshop to workshop soaking it all in. So many people *reached out* to me sharing, caring, teaching and listening. I went back to my school “on fire” with a renewed sense of purpose.

It is with this fire that I now run for CADA Vice President, to ensure that all those involved in student activities in California continue to enjoy the experiences that first drew me into this organization.

I left that first convention with connections, friends, mentors, lesson plans and a heart to *reach out* to the students and staff on my campus.

My life changed because of this organization. I know because of CADA, I have become a better and more prepared Teacher, Class Advisor, Spirit Leader Advisor, Renaissance Teacher, Link Crew Leader, Activities Director and mentor for students.

Reaching Out

1. Reaching out to our school communities

We are called to instill the feeling of school pride and create a positive climate on our campuses. This culture can be accomplished through the activities we facilitate.

We *reach out* to establish a safe school environment through programs like Teen Truth, Rachel’s Challenge, Character Counts, Gay-Straight Alliance, Link Crew and Web. We enhance sportsmanship through partnering with our leagues and CIF.

We help our students *reach out* by recognizing the importance of philanthropy through motivational words from guest speakers, and clubs such as: Schools for Schools, Best Buddies, Red Cross, Key

Club, and Interact. It is essential that students understand the significance of rigor in the



classroom through programs like Renaissance, California Scholarship Federation, and National Honor Society.

We work alongside our parent groups on campus like PTSA and Booster Clubs.

With all the financial struggles in education today, we have begun to form Educational Foundations to meet our financial responsibilities head on.

We seek new ways to include our At-Risk Students, our students with Special Needs and the Invisible Students on our campus.

We are asked to help raise test scores and prepare for WASC

accreditations. We have a huge job and CADA helps us with insights, ideas and ways to *reach*

Our student leaders then *reach out* to one another through social networking on the CASL, CADA Leadership Camp and CADA Facebook pages.

3. Reaching out to Activities Directors

Networking with others in activities helps us define who we are, what we do, and why we do it.

Attending the CADA Convention, Advisor sessions at Area Conferences, the CASL Conference and CADA Leadership Camps gives us that time to listen, learn, share, hug, laugh, teach, and grow with each other.

The development of our CADA Certification Program, Master Activities Director, helps us each contribute on another professional level.

The Internet keeps us connected on a daily basis. Through technology, idea sharing is at our fingertips. CADA Podcasts, YouTube videos, Facebook, and Twitter are but a few examples of how technology can help Activities Directors *reach out*.

I am very proud to say I am an Activities Director. I am in the classroom everyday and I am helping students become leaders. I understand it. I live it. I LOVE it. I have presented at Area Conferences throughout California, have served on the Area E Council for 15 years, the CADA Leadership Camp staff for 12 years, and the CADA State Board for 4 years. It would be my utmost honor to now serve as your next CADA Vice President. I’m ready to “*Reach Out!*”

out to, and improve our school communities.

2. Reaching out to Student Leaders

CADA gives us the avenue to *reach out* and help train and grow our student leaders. Programs such as the CASL Convention, CADA Leadership Camp, Area Conferences, Leadership Development Days and the STARS Conference help create a foundation of skills in leadership and service.

The CADA Standards Handbook is a wonderful curriculum guideline for student achievement.

Janet Roberts

CADA Area E Coordinator
Vice President Candidate

Spotlight

CADA Vice President candidate, Mike White, Fremont Union HS District

CADA friends and family, it is an honor to be running for the CADA Vice President position. When I look at my years of involvement with CADA through the Area B Council, the CADA Camp Staff, a member of the CASL Steering Committee and the last three years as Area B Coordinator on the CADA State Board, I am excited about taking on this next leadership role.

As activity directors, we understand the importance of co-curricular programs and the value they add to both our students' lives and our lives. We have learned the impact we can have on an individual through student activities, we are the foundation of school pride and leadership on our campuses; a foundation that CADA helps to support and preserve.

When I look at my education, I cannot imagine it without co-curricular activities.

Throughout high school I was involved in sports, music, drama and ASB. When I graduated and headed off to college, I knew I intended to become a teacher.

During my first year of teaching at James Logan, I quickly became involved with student activities again. My involvement ran the gamut from class advisor to powder puff football coach and I still remember the pride I took when I was asked to take over the Activities Director position.

I quickly learned the position was much more difficult than I had imagined, and I was thankful when I made it to my first CADA convention. There I found colleagues

working through the same issues I was facing and mentors equipped to help me navigate through them.



My life only grew richer as my students and I participated in CADA Camps and CASL events. Now, I count myself lucky to work in my current district as a mentor to five high schools in the area of student activities and athletics. I know the training I received through CADA helped equip me for the job.

As Vice President it will be my honor to continue the CADA traditions. My responsibilities will include putting on the 2013 CADA State Convention, but I realize the position is so much more.

In my years as one of CADA's Presidents, I will take steps to lead us into the uncertain future. As school

funding is cut, it will be important to work to maintain our quality programs and keep them within financial reach.

I will make it my first priority to ensure that our program costs be kept as low as possible while still providing CADA's high quality of instruction. Reaching out to new and existing members will be vital to CADA over the next few years. I will work to promote the value of our programs to students and staff.

The need for leadership training cannot be overlooked by

administration and school boards, and with both my background and current job in administration I feel I am the right person to help direct the needed focus in this area.

I will work to expand our training for advisors and look for ways to bring the CADA magic to schools throughout the state and country.

I envision an expanded program in early September that reaches across area boundaries to provide quality instruction to leadership advisors on running programs at their school site. This program will combine CADA's efforts in curriculum standards, certification and leadership development while providing the vital collaboration and connection between colleagues.

Imagine the power of a training where advisors connect with CADA experts earlier in the school year and then fosters those connections through Area Conferences, Leadership Development Days, Camps and the CADA Convention.

I humbly seek your support to help accomplish these goals. I know that my proven leadership skills will allow me as Vice President to lead, maintain and implement programs which will benefit the members of CADA but more importantly the students they serve.

I am excited to take on this challenge with you.

Mike White
CADA Area B Coordinator
Vice President Candidate

Area News

News you can use from your local area

Area A

www.cada1.org/AreaA

Serving the northern-most part of the state; bordering the Pacific, Oregon and Nevada

Area A had a very fun and exciting fall conference season! We kicked off the 2010-2011 school year with an outstanding North State Advisors' Conference in August in beautiful Lake Tahoe at South Tahoe Middle School. Advisors from all over Area A attended and enjoyed networking and sharing outstanding new ideas to jump start our school year!

We were then off and running as we each organized new programs and projects for our classrooms, while also preparing for the Area A Woodland Student Leadership Conferences. Soon enough, it was October, and we were so excited

that 462 high school students, 524 middle school students, and 70 advisors joined us in Woodland for two days of intensive leadership training. They were treated to Keith Hawkins' dynamic keynote address entitled: REAL Leadership.



In addition, rally, lunch time, and teambuilding activities were the focus of student breakout sessions presented by Mary Cook, Melissa Edsall, and Stu Shaffer. We were also

very grateful to CASL state board members Roman Alcocer, Cheyenne Havens, Neco Johnson, Keizra Mecklai, and Nicole Nordstrom who impressed their peers with well prepared, interactive sessions. Meanwhile, Bill Bowen, Laura Heston Castro, Brodie Kaster, John Lucero, Matt Soeth, and Glenna Wurm-Hayenga shared their words of wisdom in useful, thought provoking presentations as well.

In addition, Area A provided outstanding advisor sessions throughout the days. Thanks to Area A Council members Tamara Givens and Jo Forsyth, and CADA state board members Peter Cahn, Suzy Krzaczek, and Sandi Kurland for providing hands on "how to" information for our advisors. Everyone left with a wealth of knowledge and exciting new ideas

to get the year off to a great start!

As the last of the leaves fall off of the trees and we move into winter, the Area A Council continues to prepare for the CADA State Convention and all of the amazing learning and networking opportunities it provides. As always, we are ready to answer your questions and provide support to our colleagues whenever we can! If we can provide you with support, please check out our area website to get in touch with us ... we're just a click away!

Find more Area A information and contacts at www.cada1.org/AreaA.

Area B

www.cada1.org/AreaB

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California

Area B was excited to host our annual Student Leadership Conference at James Logan High School again this year. Everyone that attended earned their “license to lead” as they learned how they could “B” the leader on their campus. A special thanks has to go out to the new schools that attended Area B conference and their AWESOME advisors:

- Amador Valley High School
– Amber Azevedo
- Arroyo High School
– Laura Hanusek
- Britton Middle School
– Tina Peterson
- Don Callejon School
– Pamela Galano
- North Salinas High School
– Margaret Noroian
- Notre Dame High School
– Catherine Pandori
- Westmoor High School
– Michael Simon
- Woodside High School
– Leslie With

Area B is putting the spot light on Melon Atherton High School. Kelly Todd presented a workshop on going green with your ASB advertising at the Area B Conference this year. Two of her favorite ideas were chalk marketing where kids write information or teasers for upcoming events on the ground with washable chalk and her most outrageous is hanging odd items such as carrots, broccoli, or other items to get people to ask questions about the item at which time the person wearing the items gives information about an upcoming event. For more ideas contact Kelly

Todd @ ktodd@seq.org

Your Area B Council is gearing for what is going to be an amazing state convention in San Diego. Make sure you stop by the Area B registration table for a very special James Bond inspired treat! See you all in San Diego!

Additional Area B news can be found at www.cada1.org/AreaB.

Area C

www.cada1.org/AreaC

Serving the center of the state

The Area C Super Agents have been super busy during these last couple of months! Not only have they devised, executed and completed the mission from Her Majesty’s (CADA’s) Secret Service, but they have surpassed previous numbers of the last couple of years. These Diamond Agents know that leadership now will mean Leadership Forever and have truly accepted their task of improving every



year. “C” Diamonds hosted more than 1,260 students and 90 adults at the Heritage Complex-Ag Expo Center in Tulare on September 27. A special plan that was introduced, “Show What You Know”, was the brain child of Special Agent Shelly Henderson and was accomplished with the help of agents Loewen, McMahon, Slayton,

Holland, Murrietta, and Hutson. Of course, our faithful Thunderballs: Larivee, Finn, Eldridge, Clay, Murrietta, Harris, Lewis and Nau were busy instructing the students how to Lead and Let Lead.

NuConrad provided the music and all enjoyed a BBQ under the relaxing trees at the Center. “C” Diamonds just concluded their agent recruiting Conference in Fresno on December 7 and were happy to offer 11 agents the Master Activity Advisor session with spies Ziggler and Gibson, and the remaining 46 agents a fantastic agenda filled with more gadgets and gizmos than Q could provide.

Our man with the golden gun, Harris, wowed the crowd with an informative ice-breaker, while our “View to a Leader” rep McMahon and Money Dime Fortenberry kept the ball rolling. Special agents from Russia with love Sandi Kurland and Julie Meyers added their insights. With Larivee, Henderson, Holland, Loewen rounding out the Leadership Casino Royale, Commander Eldridge sent out the agents to Lead Another Day. We would like to thank the Area “C” Diamond Agents for all of their work and support. “C” Diamond Leaders are Forever!

Find more Area C information and contacts at www.cada1.org/AreaC.

Area D

www.cada1.org/AreaD

Serving coastal central California

The 7th Annual Student Conference at the Ventura County Fairgrounds highlighted by Micah Jacobson and Keith Hawkins saw approximately 1,200 students enjoy warm, sunny weather and an array on

information to “Lead 24/7.”

Special thanks to our renowned speakers, Area D Council members and presenters from areas around California: Stu Shaffer: “Capture the Spirit”, Ola King-Clay: Area B, Kyle Svobada and Lilly Coronado: Area E, Jeremy Hersch: Area G, Erin Leonard: CASL State Board President, Stephen Colon and Elijah Schaffer: CASL State Board Web/Media Directors



and Brodie Kaster. The advisor session was highlighted by Sandra Kurland: LDD Coordinator, Jack Ziegler: Leadership Camp Coordinator, John Gibson and Bob Beale: Advisor Certification Program representatives and Monica Anderson: CADA Vice President.

Introducing new young agents on life’s mission to lead, Area D will host its first ever LDD with elementary students on January 22, 2011 at Saticoy Elementary School. Local middle school students will serve as the “special agents.”

Area D’s next mission is looking forward to seeing you in beautiful San Diego with our flair to “Live and Let Lea”D” at the CADA state convention.

Find more Area D information and contacts at www.cada1.org/AreaD.

Areas E, F & G continued on page 11



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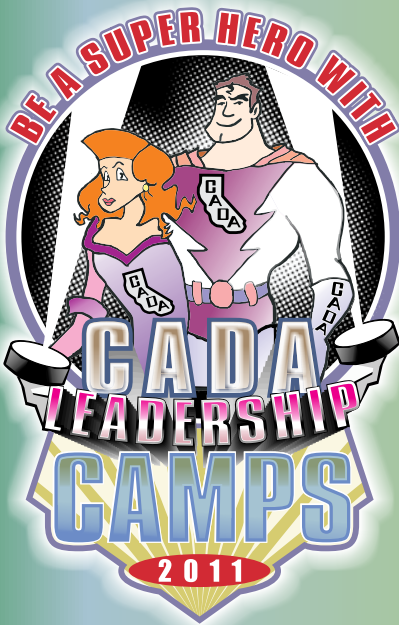
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Area E

www.cada1.org/AreaE

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On Tuesday, November 16 more than 1,900 students and advisors attended the Area E Student Leadership Conference at our new site, the Pasadena Convention Center.



The theme for the day was “Leaders are Forever”. Phil Boyte, Mike Smith, Richard Parkhouse and Dee Hankins were the outstanding keynote speakers. There were more than 20 workshops for the students to select from. Special thanks go out to our CASL state board members who were present to lead workshops and swap sessions. We would also like to thank the student presenter groups from Ayala High School, Bonita High School, Chino Hills High School and Rowland High School. Twelve advisors took the opportunity to work on their CADA Certification Program that was offered at the conference thanks to Peter Cahn. During lunch the students were treated to a dance brought to them by DJ Pegleg. The entire day was a huge success!

Area E is so pleased to bring back the STARS Conference (Students Targeted at Reaching Success). This is an amazing conference for students who are leaders on your campus but may not be leading in the correct direction. It will be on March 15, 2011 at the De Paul Center in Montebello. The Conference will only be \$25 per student, which will include a continental breakfast, a keynote speaker, two workshops and a sit-down luncheon. Information and registration can be found on the Area E section of the CADA website.

We hope to see all of Area E at the state convention, so make sure you’ve registered for “License to Lead”. We are excited to represent the movie “Diamonds are Forever!” During the convention we would like to invite everyone to our Area suite for fun networking. Also don’t

forget to attend our Area E meeting on Friday. We will be selecting a new Area Coordinator at the meeting. We are pleased to announce that Mr. Ron Capps and Mrs. Debi Weiss will both be running for Coordinator. Area E is pleased to announce that, Janet Roberts, Area E Coordinator for the past four years is stepping up and running for CADA Vice President. See you all in San Diego!

Find more Area E information and contacts at www.cada1.org/AreaE.

Area F

www.cada1.org/AreaF

Serving Orange, Riverside and San Bernardino Counties

Area F and the Area F Council have been very busy since our last newsletter. The first ever Area F Middle School conference in Riverside exceeded expectations. We had more than 270 middle school students and advisors in attendance and everyone walked away with great ideas and life lessons to bring back to their schools. A big thank you goes to Phil Boyte for giving a great keynote plus two extended workshops, the CASL students for working so hard in the gym and on the field with all their interactive games and dances, and Wendy Faust, CADA Communications Coordinator, for teaching the students how to work together as a team. Based on the positive reviews Area F will host a second annual middle school conference next year. More information to come!

The High School Conference at the Disneyland Hotel and Resort was amazing! More than 2,400 high school students and advisors attended. I hope everyone who attended walked away with a great deal of ideas and lessons to bring back to your school. For those of you who were unable to attend this is what you missed: an uplifting keynote by Tyler Durman, 20 different workshops with titles ranging from public speaking to balloon decorations to leadership styles, and an impressive closing ceremony with lunch, games and dancing. Many hours, days and months went into the planning of this event but I couldn’t have made it happen without the following people: The Area F Council, the CASL State Board, Tyler Durman, Jostens, Herff Jones, SOS Entertainment, South Coast Photo, NuWater, Planet

Interactive, all the amazing speakers and finally, the Disneyland Hotel and Resort.

One of my goals over the next couple of years is to create a support system for advisors throughout Area F – to do that, I need your input. What are you struggling with on your campus? What can CADA do to make your job easier? When you have a moment, email me answers to the above questions or something else you feel is a need (areaf@cada1.org). If I can’t come up with an answer myself, I will bring your concerns to the Area F Council or the CADA State Board. See you in San Diego for the state convention!

Check out our area page for news and contact information at www.cada1.org/AreaF.



Area G

www.cada1.org/AreaG

Serving San Diego & Imperial Counties

What great energy at the Del Mar Fairgrounds on November 16, 2010! There were 1,135 middle school students and 600 high school students at the annual student conference where students were UNLOCKING the SECRET SERVICE of LEADERSHIP! It was a cold and foggy morning as the enthusiastic students and advisors arrived for a day

full of leadership development and inspiration. Highlights from the day included inspirational messages from Micah Jacobson, Scott Greenberg, Patrick Maurer, Motivational Media, Teen Truth and Breaking Boundaries. Seriously, the line up of talent was unprecedented in San Diego County! To top things off lunchtime brought out some jammin’ with Preferred Mobile Music entertaining us while enjoying a favorite lasagna lunch. Students were organized in color groups and got to attend keynote sessions and large and small workshops.

One student said, “It was a very organized day and the ASK ME CREW was helpful so that I could find my session.”

Another student wrote, “I loved Brodie Kaster’s workshop on embracing diversity because it made me think.”

The advisor session was packed with more than 100 adults who came and did some sharing and networking in our Four-Corner Swap Session lead by council members Christina De Santo and Meg Moore. All in all the day was a giant success and a beautiful day. Six other advisors chose to take part in the certification session with Bob Beale and John Gibson to further their knowledge and expertise as an advisor. All in all the day was a giant success and a beautiful day. Many thanks go to the Area G Council, especially Jeremy Hersch and Wendy Zsot for leading our team creatively through an ever improving student conference. In addition, Area G is grateful to our CASL board members who presented workshops and truly model excellence in student leadership.

Find more Area G information and contacts at www.cada1.org/AreaG.

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The scene might sound like an up and coming rock band filming their first music video, but it's really a group of students having the time of their lives at a school event, courtesy

of Live-Performance Productions and our mobile music video studio.

Star in Your Own Music Video

As a student activities director, you're always on the lookout for exciting components to incorporate into your school's annual events, including homecoming, grad nights, proms, formals and other dances, festivals, and celebrations. They have to be fun, attention-getting, and cost-effective, all at the same time. That's why one call to Live-Performance Productions does it all! Our **Star in Your Own Music Video** service has made us a favorite of school activities for more than 20 years. We'll help you attract more students to your events and keep them there longer, enjoying hours of interactive fun and entertainment. There's nothing quite like it!

You know that most teens love music, playing interactive games, being with their friends and watching

videos. **Star in Your Own Music Video** combines all these elements into one exciting, creative activity. We provide real musical instruments and authentic stage equipment—guitars, microphones, drums, keyboards, tambourines and more—as well as a wardrobe of over 300 pieces (including hats, wigs, sunglasses, feather boas, and other accessories) so that students can transform themselves into their favorite musical artists or invent unique new stage personas.

During their music video, each group of students creates their own spontaneous or rehearsed performance. It's a perfect example of the whole being greater than the sum of its parts, as individual performers react off each other and come up with something that they never knew they had in them. This impromptu choreography allows kids to play out new and creative roles as well as seeing different sides of their friends.

The resulting video becomes a one-of-a-kind keepsake DVD, a cherished memory set to music that your students can take home with them immediately after their performance.

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collection to incorporate students' current tastes while keeping in mind the importance of offering a music selection that's appropriate for a school setting.

Up to six students at a time get to choose just the right song for their music video. Once the camera starts rolling, that's when the fun really begins! As the kids rock out on stage, they're also providing live entertainment for the audience watching them perform. It's the best stage show you'll ever see!

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Thanks to the cutting edge technology in our mobile music video production studio, we capture all the magic on the set. In less than a minute after performances, we can produce up to six superior-quality DVD masters of each music video.

Students love to share their interactive keepsake DVDs with family and friends, both in person or

via social media sites like MySpace and Facebook. They can even become world-wide viral video sensations by posting their musical performances on YouTube!

Because of the huge variety of music, props, and special effects that we provide, each video is a unique and creative reflection of the students' performances.

Every student takes away his or her one-of-a-kind DVD that captures all the fun and pulse-pounding excitement of their rock star performance. Wouldn't your students love to have a customized, interactive entertainment keepsake like this to memorialize your special event?

Add Extra Value to Every Celebration

Throughout high school, there are key moments when the memories that will last a lifetime are created for each and every student. Our **Star in Your Own Music Video** service

enables you to provide an event environment where students can create and experience these special memories while we capture the moments forever on DVD. That's one of the reasons that year after year, school activities directors count on Live-Performance Productions to provide unique, interactive entertainment for their events. And because one price covers everything (including the on-site mobile studio, wardrobe, props, music video production and keepsake DVDs), our services are a great value.

We've won a loyal following who appreciate our top-notch professionalism, years of experience, dependability, and reliability. You can rest easier knowing that our friendly, professional staff will take care of everything necessary to make sure your event goes smoothly, saving you time and effort. We'll anticipate all your needs and take care of every

detail to ensure a successful event that everyone will be talking about.

Contact us today to find out why Live-Performance Productions is one of the most trusted names in the middle and high school event market. When you book us for your upcoming prom, homecoming, Sadie Hawkins dance, festival or other special event, you can count on **Star in Your Own Music Video** to provide your students with hours of fun, interactive entertainment and be the highlight of the evening. We'll make your students look like stars. When your event is a smashing success, you'll look like a star, too!

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We need your help to produce a keynote experience unlike any presentation CADA has ever seen before.



CADA Conference in Reno, Nevada.

As always, CADA would not be what it is without enthusiastic dedicated leaders like you! You are the heart of our movement and our membership.

For this reason we would love to have you contribute to the production of this unique Keynote experience.

Specifically, I would like to know if you would be willing to share

some "ACTIVITY INSPIRED" life-changing stories about students that are happening on your campus right now.

We all know that activities change lives, but now it is time to prove it!

We are seeking stories about students of all ages that have been transformed because of their involvement in campus activities. Maybe a disconnected student that was lost, but became connected when a student council rep reached out or a student that has overcome

unbelievable odds at home or in your neighborhood to lead your campus in an extraordinary manner.

We'll want to hear these stories from you and your students. Visit the CADA website at www.cada1.org to share your story today!

We are looking for eight to ten powerful stories that illustrate the importance of activities and connections on campus.

If selected, you, your students, and your school might be featured during our 2012 keynote session

2012 is coming up quickly, so please submit your story today! TEEN TRUTH will be on the road collecting these powerful stories during the 2010-2011 school year and we don't want to miss out on yours!

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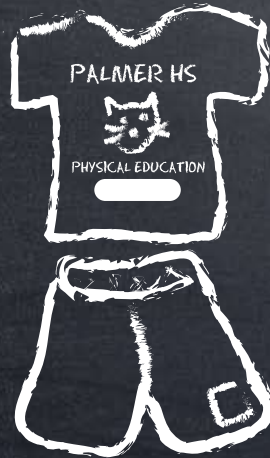
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Leadership Camp

Make plans now to attend CADA's summer leadership camp

CADA is proud to present its 28th annual summer leadership camp program. CADA Leadership Camps are a great setting to develop personal and interpersonal skills. They help to ensure future success in high school, college and the 21st century work force. All camps are staffed by professional and credentialed educators.

Capture new leadership ideas! Camp can help your students to become dynamic student leaders, well-rounded team players, creative problem solvers, effective communicators, successful presenters, visionary planners, and get prepared for college and career studies.

After acquiring these skills your student leaders will be prepared to promote a positive school climate, involving and connecting more

students on your campus.

There are three options for High School Camp: July 6-9, July 11-14 or July 16-19. The Middle School Camp is July 21-23.

Again this year we are holding all of our camps at UC Santa Barbara to save you money – we are able to keep our prices at the 2007 level! For our northern schools and out of state schools we are once again making special arrangements with UC Santa Barbara for you to arrive a day early. Please contact Jack Ziegler for details, as space for this early arrival option will be limited.

The high school camp experience includes a 280-page leadership activities handbook for each attendee, a CADA/CASL camp t-shirt, and a leadership certificate for each student. Campers will be part of a camp council led by a credentialed

educator with experience in student activities. Campers will learn crowd involvement techniques, new chants, songs and cheers to help build spirit at your school.

The high school camp features an extremely popular talent show, two dances, a rally, and a number of breakout workshops students can choose to attend. These workshops are designed to develop effective leadership skills, and are on a variety of topics.

Our 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. This year CADA/ CASL Middle School Camp is limited to grade levels 6th

through 8th. We require that an advisor or responsible adult attend with your delegation.

Our speakers for 2011 will motivate and inspire you to reach for the top. Mike Smith, Stu Shaffer, and others will motivate you and introduce you to the effective leadership skills to be learned while at the CADA Leadership Camp.

The advisor program, which is parallel to the student program, will cover topics designed to assist new and experienced advisors in developing the most effective strategies to meet their individual school activity plans.

For more information about CADA Leadership Camps, and registering for 2011 sessions, visit www.cadaleadershipcamps.org or contact Jack Ziegler at camp@cada1.org.

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CASL news and information for your student leaders

Leadership

CADA/CASL is thrilled to provide this training opportunity for your elementary, 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 teambuilding, 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 a secret agent, but we know just as James Bond has practiced racing cars and

Kurland, sandrakurland@cox.net, or call the office 760-440-9299, or cell 619-957-9107. You can also view this information on the CADA website, www.cada1.org and click on Leadership Development Days. LDD Dates for Spring 2011 are:

January 22, Area D
@ Saticoy Elementary

January 27, Area G
Twin Peaks MS

February 3, Area F
CASL Regional Conference
Yorba Linda

February 8, Area E
Chino Hills HS

February 9, Area F
Ontario Christian HS

February 10, Area F
Ocean View HS (district)

February 11, Area D
Westlake HS

February 14, Area B
La Entrada MS

February 15, Area B
Ida Price MS

February 17, Area A
Holmes Jr. High

April 14, Area G
Crawford High Ed Complex

Leadership Development Days can be structured in many different ways. Here's a letter from a school who hosted one just for their school "leaders" on campus:

was back training a whole new group of students. This time students were selected by club advisors or coaches to represent their groups. What was developed was extremely diverse group



Arvin High hosted its first Leadership Development Day on January 21, 2009. However, this is not the first time Arvin students have been exposed to the ideas. Last year at CADA I heard about the Leadership Development Days being hosted by CASL. I didn't really think much about it until I received the email from Sandi Kurland encouraging us to give this opportunity to our kids. I was in the middle of planning ASB elections and I thought what a great training day for our students. I emailed Sandi and less than a month later she was at Arvin High on a Saturday training 32 newly elected ASB members and 85 newly selected Link Crew members. The day was a huge success. The students learned essential leadership skills that we sometimes assume they know. At the same time they were getting out of their comfort zone and learning what it truly means to be a leader. As I sat back and watched Sandi work her magic it occurred to me on a campus of ,700 students, there are a lot of kids that could use this training. It was then the idea of an Annual Leadership Training Day was born. Nine months later Sandi

of students gaining skills we wish every student on our campus had. Whether it was the JROTC program, Future Farmers of America, or the Spanish Club, an even larger part of the Arvin High population was now trained in leadership skills. The feedback from the students was tremendous. Students stopped me in the hallways to tell me how much fun they had and how much they learned, while teachers called to tell me about their students coming back to class reignited with enthusiasm. The Leadership Training Day is one of the most effective ways to give students leadership skills and in a way that they don't even know they are learning. I highly encourage any Activities Director struggling to train leaders while still getting the needed work of the campus done to consider the Leadership Development Day, it has rejuvenated our leaders and it can do the same for yours.

Mary Alice Orrin
Arvin High School

Another school hosted an LDD to focus on "at risk" students. Here are her thoughts on the program:

Continued on page 19...



dodging bullets, student leaders need to train to learn how to confidently step up to the mission and create the environment they envision.

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

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Middle School Conference

March 31st - April 2nd

High School Conference

April 2nd - 4th

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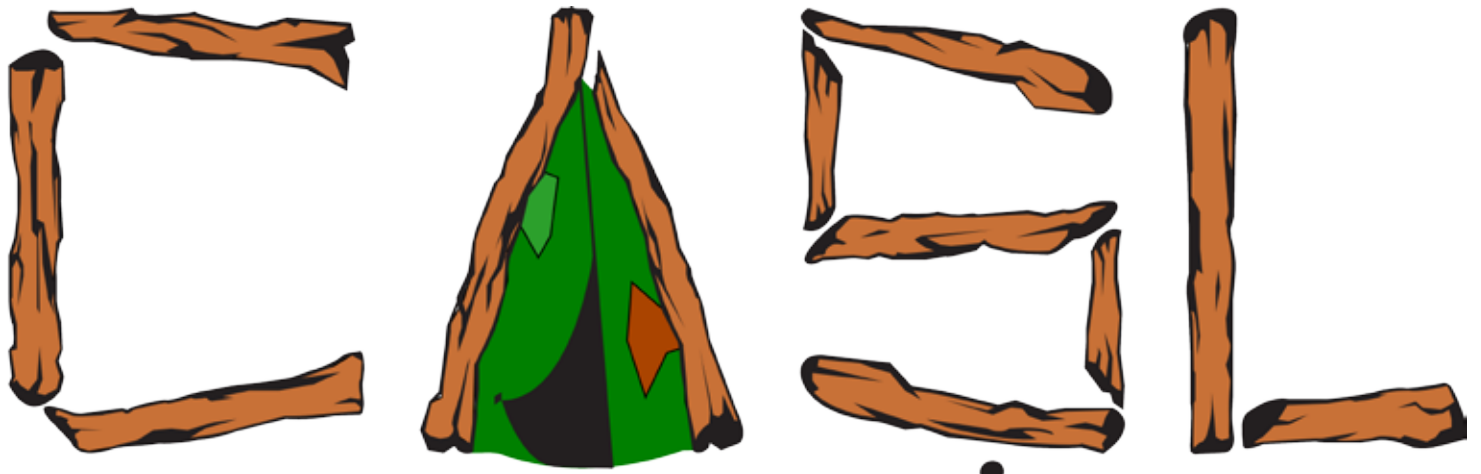
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Goes Camping

Leaving Our Campus Better Than We Found It

I wanted to thank you so much for leading our leadership day with our "At Risk" students. It was such an amazing day. To see our students getting out of their box and trying something new was awesome. Our SERVE students really enjoyed taking the leadership role after your special training that morning to get them ready. It gave our freshman HOUSE students someone to look up to. I talked with the teachers and every one of them said the students had a great time and gained a new perspective about school and themselves. I loved the end when the students got so involved they began to take initiative. It goes to show that anyone can be a leader. Some just need a little more guidance. Thank you for giving us your time and treating these students just like anyone else! It meant a lot!

Jennifer Graves
El Dorado High School

CASL Conference

"The most important object in Boy Scout training is to educate, not instruct," Sir Robert Baden-Powell.

Just like the boy scouts, we aim to educate the student leaders of California at our CASL State Conference.

E d u c a t e them in ways to leave their campus better than they found it. We have inspiring speakers, educational a n d motivational workshops, great ideas with Meet The Pros, interesting discussions and networking in intrastates, an impactful service learning project,



and a night of fun at the Santa Cruz Beach Boardwalk thanks to USA Student Travel! We are proud to have Rachel's Challenge, Invisible Children, and Laymon A Hicks all to CASL for the first time. Additionally, we are thrilled

to have Tyler Durman, Scott Greenberg and Brodie Kaster return with great new stories created especially for CASL this year.

Our service project will be close to our hearts as it is geared towards helping the homeless teens up in the San Jose area, and giving to their "transitional schools" which allow

them to continue their education, even while homeless.

This is the three day experience your student leaders will remember for years to come, and they will also learn how to take initiative and go back to their campus to keep working and make it the best environment possible for everyone. We already have delegates from Canada registered so let's show them the BEST California leaders and how we aim to make a difference together!

Contact

If you would like more information on CASL programs please contact CADA's Leadership Development Coordinator:

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CADA Calendar of Events

CASL

MS: March 31-April 2
HS: April 2-4
San Jose

Area F

CASL MS Conference
February 3
Yorba Linda

Camps

HS-I July 6-9; HS-II July 11-14; HS-III July 16-19;
MS July 21-23 @ UCSB

CADA

53rd State Convention
March 2-5
San Diego

Registration materials are available online for all Area Conferences and the State Convention at:
www.cada1.org

For the CASL Conference:
www.casl1.org

For Leadership Camps:
cadaleadershipcamps.org