

*Learning, Leading, Living*

# CADA News

Volume 110  
Issue 4

California Association of Directors of Activities



## State convention review

### **We're licensed. Licensed to lead!**

CADA's own James Bond, Paul Chylinski, CADA President, hosted the 2011 CADA Convention at the Town & Country in San Diego March 2-5. The convention, themed "License to Lead," reached an audience of more than 1,300 activities professionals, administrators, teachers, vendors and affiliates. Tish Williams "had a blast at the CADA Conference. This was my first time and I met such a great group of people!"

Technology was an underlying theme of the convention, and many enjoyed the addition of the cyber café, voting online, and the opportunity to learn through tech-focused workshops and keynotes. Members Tweeted, Facebooked, and checked-in to various aspects of the conference, and the response from

training on fiscal accountability was well-received and those whom attended came away with great ideas to bring home.

Michael Josephson, founder of the Josephson Institute/Character Counts, was our opening keynote speaker, and wow'ed the audience with his powerful message. "It was explosive," shared Debbie Buck.

The keynote on day two featured a panel of experts to discuss technology and how it can benefit our activities programs. Phil Boyte of Learning for Living moderated the panel including: Jaime Casap, Google's "educational evangelist," Brian Brushwood of Scam School, who did some incredible tricks with fire, and a gag-inducing trick putting a nail into his nasal cavity; Bill Engelhardt appeared via Skype from the



many CADA Facebook fans are shared throughout this article. Natalie Young shared that she, "loved the cyber cafe! It is a must at all conventions." Attendees could access 20+ computers in the café, or sit in comfortable chairs and use their own laptop or smart device with free Wi-Fi throughout the meeting space and all guest rooms.

A pre-conference fiscal seminar was held Wednesday, and attended by 200+ activities professionals. The

San Joaquin County Office of Education; and Erahm Christopher, from Teen Truth, who will be part of CADA's 2012 convention keynote.

Keith Hawkins wrapped up the final general session with a keynote on Friday that warmed the hearts of many whom attended. His message of "go human" was inspiring, touching, and heartfelt. He brought his own high school activities director on stage at the end of

***Continued on page 4***

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# A few words

## Our CADA President's message

### Social networking, cyberbullying and the student leader

When I began teaching, social networking meant going to a party and talking to people face-to-face; now I can engage in social networking without ever leaving my house. Today almost everyone has some connection with a social network: Facebook, My Space, LinkedIn, Twitter, Gowalla, Yelp and/or others. As educators we know we are responsible for what we post, and in a perfect world, the kids would follow suit. We don't live in a perfect world, and there are people who use social networks to post more than their favorite uplifting quotes, the restaurants they like, and the positive aspects of their lives. They don't seem to understand the negative impact of harmful posts.

As we move into using social media in our activities programs we find ourselves faced with teaching students we work with how to use this resource responsibly – both professionally, and personally. And what is our role when we discover our student leaders are posting inappropriate content on their personal pages? Do we have the right to put kids on probation from school events? Can we hold kids accountable for what they do at home? In the work place, people have lost their jobs and athletes have been suspended and fined thousands of dollars for inappropriate content online. What is the right consequence for student leaders? How will we teach our leaders to exercise their freedom of speech with responsibility? How do we help our students understand that information posted online may be perceived differently (depending on the viewer) despite intended effect

or outcome?

Most activities directors have contracts for their student leaders. These signed agreements usually focus on things like attendance, grades, and refraining from drug and alcohol use, with the ultimate goal of helping students understand what it means to be a role model. Clearly it is time to add guidelines around social networking and cyberbullying. With that in mind, here are a few ideas for possible additions to your leadership class member contracts:

- o I will keep the content on my social networking sites appropriate and befitting of a student leader and by definition will never include posts that could be construed as: cyberbullying, harassment, threats, sexting or posts that leads to the disruption of school activities.
- o I understand that even though someone may not be my friend they can see most things posted on my site.

I believe we must hold students accountable for their actions off campus that negatively affect the life of the school. Our student leaders need to understand that because of the positions they hold, their actions have potential to create an even greater impact on the campus. In leadership we teach that we are the sum of all aspects of our lives:  $A + B = C$ , and if we are to support the positive growth of our student leaders we need to look at the whole child and not just the person we see at school.



**Paul Chyliniski**  
CADA President

### Find CADA on your favorite social networking sites



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[cadaleaders.wordpress.com](http://cadaleaders.wordpress.com)



# Intra

## From our new CADA VP

Janet Roberts, our newly-elected CADA Vice President, is the activities director at Chino Hills High School. She has been married for 30 years to her best friend, Brian, and has two adult children, Kyle and Kelsi. As a family, they love sailing, riding bikes and the theater. Both of her children are professional actors, so life is always fun! Brian and Janet live at the beach and feel so blessed.

She is in her 32nd year of teaching and truly loves what she does. She graduated in 1977 from the University of Redlands with a double major in physical education and art. She started her teaching career at Hoover High School in Glendale before moving to the Walnut Valley Unified School District. She coached cross country and track at Walnut High School, then got the opportunity to open up the new district high school and moved to Diamond Bar High. She coached varsity girl's basketball, varsity Boy's and girl's cross country and track. Her interests turned to activities when mentor Dale Favior, Diamond Bar High's first activities director asked her to be a class advisor and spirit leader advisor. After one trip to CADA, she was hooked! Janet became the activities director at Diamond Bar High when Dale retired in the 1990s. She was a Brahma for 21 years. She got the opportunity to start an activities program at another new school and was recruited to Chino Hills High School in the fall of 2003. She is a very proud Husky who LOVES working at Chino Hills High.

Janet has been a member of the Area E Council for the last 15 years, serving the last four as the Coordinator. She loves CADA and feels so blessed to be around such inspirational people. She has also been a CADA camp staff member for the last 12 summers. She enjoys presenting her publicity workshops throughout the state and is so ready to "reach out" as the new CADA Vice President.



**Janet Roberts**  
CADA Vice President

## With heartfelt thanks

When I was introduced to CADA over two decades ago, I could have never imagined that my career and CADA would become synonymous. I quickly learned that CADA was a special organization – one that provided an opportunity for the development of leadership skills and the inspiration to “keep going” year after year.

The last four years have come and gone so quickly. As my term of presidency comes to an end, I'd like to thank CADA for the friendships, support, encouragement, and memories. Thank you for welcoming me into the family. I will always treasure these gifts. I have gained much more than I was able to give.

For those of you new to CADA – I invite you to live CADA. Take advantage of as many of our programs as possible. Develop that network that is so vital for your career. Gather fresh ideas that will allow you to connect to your students. For those more experienced CADA members, I challenge you to lead with your heart.

Just as CADA-fari led us to the heart of leadership, I hope your journey thru life continues to bring you opportunities to make a difference among those you meet.

*“Wherever you go,  
go with all your heart.”*  
– Confucius

Thank you, CADA.

**Patty Judge**  
2009 CADA President

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*Continued from page 1*  
his message to enforce the difference we can make in the lives of our students. “Keith Hawkins rocks the crowd,” shared Jeff Cornelius.

Workshops ranged in topics from rally and dance planning, to surviving your first year as an activities director. More than 20 CADA members earned their Master Activity Advisor (MAA) certification at this conference, and a number of others completed parts of the certification program.

Attendees enjoyed time in the exhibit hall to network with hundreds of vendors to help make our jobs easier. CADA is so thankful to its Medallion Sponsors who make so many of our programs possible. Our Platinum Sponsors hosted various events throughout the convention that were a huge hit, and enjoyed by everyone. Lifetouch sponsored area suite networking the first night; Herff Jones featured a hypnotist and dancing for their spotlight event; Jostens provided a delicious dessert celebration on the last night; Pegleg provided entertainment and stage sets throughout the convention;

and USA Student Travel sponsored the annual new to convention activities.

“Had a great time at my first CADA convention,” shared Jill Peyton-Lacues. “Can’t wait ‘til next year!”

Back by popular demand, the “60 tips in 60 minutes” provided attendees with useful information to take home, and included a number of poignant stories to illustrate how we can use the ideas in our schools. Presenters for the 60/60 included current activities directors, an administrator, a student leader, and several leadership professionals.

CADA members and affiliates staffed the always-popular Meet the Pros and Curriculum Roundtable to send attendees home with useful ideas on topics that interested them.

The CADA store was a popular spot to purchase CADA gear, leadership resources, and License to Lead memorabilia.

“Every year we seem to break a new record for fun,” shared Teresa Schmidt. “Thanks everyone for your hard work and exceptional awesomeness!” she continued.

# Convention Awards



**Hall of Fame**  
Phalba Thomas



**Honorary Lifetime**  
Phil Boyte



**Jack Moore Award**  
Bob Beale



**Earl Reum Award**  
Steve Southard



**Warren Shull - MS**  
Denise Van Doorn



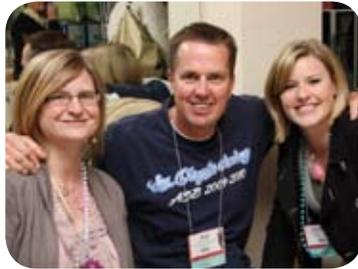
**Warren Shull - HS**  
Debi Weiss

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*License to Lead*

*CADA is California's Secret Service*

*State Convention*  
**MARCH 2-5, 2011**  
The Town and Country Resort  
San Diego, California



# Leadership Camp

## Camps are expected to sell out – register today!

CADA Leadership Camps tend to fill by the end of May, so get your reservation in early to avoid disappointment. Rates for students also go up \$30 after June 1st, so that's another reason to register early... and trust us, you will not want to miss the 2011 camps!

Speakers featured this summer include Matthew Emerzian, who is new to CADA. Matthew believes "people have power... people matter." Check out his website at [www.everymondymatters.com](http://www.everymondymatters.com) for more information about him.

Stu Shaffer returns as a camp presenter to "Capture the Spirit" on your campus and at CADA camp. Read more about Stu at [www.stushaffer.com](http://www.stushaffer.com).

The "Original" Mike Smith is back to share how students can make a difference check out his website at [www.differencemakers.com](http://www.differencemakers.com).

Last, but certainly not least, Keith Hawkins will speak this year, and his real inspiration message is one you won't want to miss! Read more about Keith at [www.keithhawkins.com](http://www.keithhawkins.com).

[keithhawkins.com](http://www.keithhawkins.com).

CADA Leadership Camps are a great setting to develop personal and

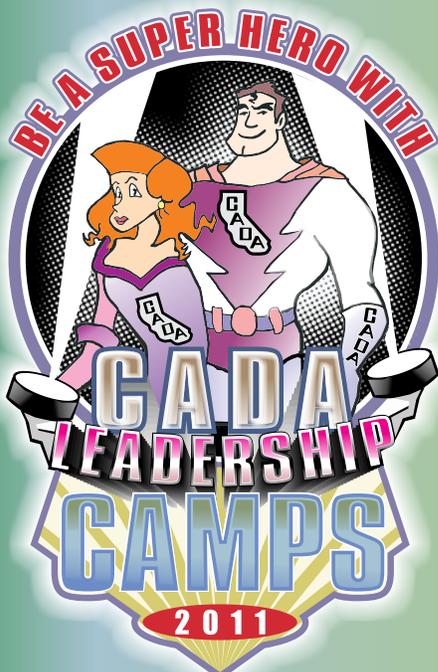
Our camps are staffed by professional and credentialed educators. We have been training

players, creative problem solvers, effective communicators, successful presenters, visionary planners, prepared for college and career, and developers of a positive school climate.

This CADA/CASL program provides an intense four-day leadership program for student leaders and advisors. Students and advisors will participate in an excellent simulation of a student activities program designed to acquire practical skills for leadership activities, and connect with students from throughout California and the nation.

The camp is located in Santa Barbara on the University of California, Santa Barbara campus on the cliffs overlooking the beautiful Pacific Ocean, and we are offering 2011 Leadership Camps at 2007 rates – fees haven't been raised in five years! WOW!

For more information about CADA Leadership Camps, and registering for 2011 sessions, visit [www.cadaleadershipcamps.org](http://www.cadaleadershipcamps.org) or contact Jack Ziegler at [camp@cada1.org](mailto:camp@cada1.org).



**CAMP DATES FOR 2011**

**U.C. SANTA BARBARA HIGH SCHOOL**  
JULY 6-9

**U.C. SANTA BARBARA HIGH SCHOOL**  
JULY 11-14

**U.C. SANTA BARBARA HIGH SCHOOL**  
JULY 16-19

**U.C. SANTA BARBARA MIDDLE SCHOOL**  
JULY 21-23

interpersonal skills. These skills will help to ensure future success in high school, college and the 21st century work force.

California student leaders for 27 years. CADA Leadership Camps can help your students become: dynamic student leaders, well-rounded team

## Featured speakers at 2011 camps



**Matthew Emerzian**  
[www.everymondymatters.com](http://www.everymondymatters.com)



**Stu Shaffer**  
[www.stushaffer.com](http://www.stushaffer.com)



**Mike Smith**  
[www.differencemakers.com](http://www.differencemakers.com)



**Keith Hawkins**  
[www.keithhawkins.com](http://www.keithhawkins.com)

# Area Awards

## Honoring our members

CADA annually recognizes members representing our various areas of the state through two different awards.

**THE BOB BURTON SPIRIT AWARD**, given annually to a person who makes spirit work, who makes a positive difference, and who emphasizes inclusion with all students and members. Bob Burton, the award's namesake, served for 30 years as the director of student activities and student council advisor at Fallbrook High School in southern California.

Each CADA Area Council selects the Bob Burton Spirit Award recipient prior to the State Convention.

**THE AREA AWARD** is presented each year for overall contributions to CADA. Recipients have likely been active on the Area

Council, with the summer camp program, as a state officer, and/or as a presenter at area conferences or state conventions.

Nominees are accepted from all CADA members prior to the convention, and the recipient is selected by a vote of all Area attendees during the convention.

Congratulations to the outstanding recipients of our 2011 awards:

**Area A**  
[www.cada1.org/AreaA](http://www.cada1.org/AreaA)  
**BOB BURTON AWARD**  
*Terry Barker, Del Oro HS*

At Del Oro High School, Terry Barker works tirelessly to promote trust, respect, cooperation,



and to establish an excellent rapport between students and staff. He teaches students to be leaders not doers and encourages teacher involvement in all of the school wide events, clubs, organizations and activities.

Ron Jones says, "Terry consciously strives to include all students on his campus. He serves as a resource, coach and mentor of the activities directors in our region, as well as the leadership teachers in his district. I can't think of anyone more deserving of this award."

**AREA A AWARD**  
*Bill Williams, Holmes JH*

"Bill has worked tirelessly in Area A," shared Suzy Krzaczek, Area A Coordinator. "He



jumps in to help whenever asked, has served on the Area Council, and never misses an event. He is truly deserving of this award," finished Suzy. Bill serves on the Area A Council, volunteers with the Boomerang Project's WEB program, and has volunteered with CASL, and is on the CADA Leadership Camp staff. "Bill is dedicated to helping students and advisors," added Suzy.

**Area B**  
[www.cada1.org/AreaB](http://www.cada1.org/AreaB)  
**BOB BURTON AWARD**  
*Kim Kuczon, La Entrada School*

Kim has been teaching Physical Education for 23 years and has been a member of CADA



*Continued on page 9*

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Continued from page 7

for 15 years. Besides teaching, Kim coached basketball for 20 years, served as athletic director, student activities director, leadership teacher and intramurals director. Her favorite days at her school are spirit days. Kim always goes crazy with her costumes (you should see her basement), and encourages all the kids to participate because she knows “spirit works” and makes a huge difference in the lives of our kids.

### AREA B AWARD

*Laura Castro, Harvest Park MS*

Laura has served on the Area B Council for eight years, presented at both the area and state conference, and with her husband has been the creative juice behind the spectacular Area B registration tables at the State Conventions. Laura has been instrumental in the development of service learning projects for the Area B conferences. Laura practices what she preaches working with foster children as well as many other organizations with a gentle and wonderful work ethic and enthusiasm.



### Area C

[www.cada1.org/AreaC](http://www.cada1.org/AreaC)  
**BOB BURTON AWARD**  
*Judy Fortenberry, Shafter HS*

Judy has been a teacher for 26 years and a member of CADA for 12 years. She has served as a club advisor, and assisted with and participated in virtually every activity event as “unofficial” Assistant Activities Director for 14 years.



“To me, Bob Burton was the epitome of CADA spirit. Thank you, Area C,” shared Judy.

### AREA C AWARD

*Leslie Loewen, Hoover HS*

Leslie started teaching as a UDA dance instructor in 1993 and has now been a high school teacher for 13 years, more than seven of those as the activities/campus culture



director. Leslie has been attending CADA conventions for five years, and has served the Area C Council for four years. She’s served as an area presenter at both student and advisor conferences. “I am very honored to serve with a great group of people. It is a blessing for me to work with all in Area C and I could not do my job without your support. Thanks for inspiring me to do better and be better every day!”

### Area D

[www.cada1.org/AreaD](http://www.cada1.org/AreaD)  
**BOB BURTON AWARD**  
*Lisa Avery, Lindero Canyon MS*

Lisa is a 25 veteran at her school, and has been “the spirit” with a contagious smile. A former student at Lindero, she returned to institute many activities: pep squad, RAD (a reading program), staff and student appreciation functions, all star competitions, and honor roll breakfasts. She does this with students who meet before school and still has time to be a full-time 8th grade teacher and the P.E. department chairperson. “Lisa has taught us much. She is an exemplary role model.”



### AREA D AWARD

*Shannon Hurtado, Arroyo Grande HS*

Shannon has been an activities director for five years, and a CADA member for eight years. She has served as a CADA camp leader for seven years, and as part of the Area D Council for five years. She has presented for both Areas D and E conferences. Shannon also serves as Link Crew and Renaissance Coordinator. “Shannon is an integral part of the Area D Council,” shared Jose Duenas.



### Area E

[www.cada1.org/AreaE](http://www.cada1.org/AreaE)  
**BOB BURTON AWARD**  
*Todd Arrowsmith, West Ranch HS*

Todd serves as activities director for West Ranch HS,



and has been on the CADA Camp Staff for the last 15 years. He has presented workshops at the Area E and F New Advisor’s Conference and the Area E Student Leadership Conference. He is married to his beautiful wife Laura and has two sons. Todd is also the CADA Representative on the State CIF Board. Janet Roberts commented that “Todd is an outstanding mentor to his students and has a passion for CADA.”

### AREA E AWARD

*Angel Ceniseroz, Baldwin MS*

Angel has been teaching for 33 years, and has been the Activities Director since 1980. Angel has been on the Area E Board for 24 years. He is married to Sonja and has two sons. Angel’s has never missed a dance in 30 years and has been involved selling World’s Finest Chocolates for 30 years as well. In addition, he takes students to DC and NY each year and hopes to retire in four years and find an outstanding teacher to replace him. Debi Weiss comments that “Angel is the backbone of the Area E – whenever anyone needs assistance he is the first one to help and loves to work behind the scenes.”



### Area F

[www.cada1.org/AreaF](http://www.cada1.org/AreaF)  
**BOB BURTON AWARD**  
*Heidi Choi, Upland HS*

Heidi has been a cheer advisor for the last four years along with being a full time Spanish teacher. She attended her first CADA Convention two years ago and has been hooked ever since. She embraced everything that CADA has to offer and received her MAA certification at the CADA Convention this year. She dedicates herself unselfishly to the students, parents, and staff of her school, bringing real professionalism to the job each and every day. She is always open to new ideas, and encourages her students to stretch themselves and try new ideas and to not be afraid of failure.



### AREA F AWARD

*MJ Smith, Rancho Cucamonga HS*

“You can’t get more enthusiastic about the CADA organization than Mary Jane Smith. She has more CADA than blood running through her veins,” shared Judy Wilson. Mary Jane has been a teacher for 25 years, with 12 of those being as an activities director. She has been a member of the Area F Council for eight years, and served two years as the Area F Coordinator. MJ has been married for 27 years to David, and is proud mom to Julianne and Kellie.



### Area G

[www.cada1.org/AreaG](http://www.cada1.org/AreaG)  
**BOB BURTON AWARD**  
*Doug Roselli, El Cajon Valley HS*

Doug has a passion for student activities that is evident in his work. El Cajon Valley is a great school with a transient population. Students come there for a month, then leave. Doug always has a positive attitude, never making any excuses, and runs an amazing program at El Cajon. Students who attend El Cajon have a strong sense of school spirit and pride thanks to his efforts. He puts in hundreds of hours of his own time to avoid using any student monies to pay for services. He is a selfless leader who has truly inspired thousands of students.



### AREA G AWARD

*Alex Villalobos, Crawford HS*

Alex has been an integral part of Area G for a long time. He is a leader who inspires through his actions often behind the scenes. Alex will shy away from attention whenever he can. He has been an active participant in our Area G conference, and has helped at every level for the past four years. Our Council always lights up when Alex walks in as we know he is bringing a great attitude and humbleness we can all learn from. He is a fantastic ASB advisor and his students at Crawford think the world of him.



# School safety road show

## Pilot program a huge success

On Tuesday, January 25th, 2011 CADA/CASL and TEEN TRUTH LIVE teamed up to present a groundbreaking experience to a diverse crowd of administrators, educators, and students in Orange County. Presenting to a capacity crowd, THE SCHOOL SAFETY ROAD SHOW, a 2-day event, combined local, state, and nationally recognized resources to help Orange County schools foster safe and productive school communities.

The Experience featured the award-winning film, TEEN TRUTH: BULLY & SCHOOL VIOLENCE, as well as powerful words from the TEEN TRUTH Co-Founders, JC Pohl and Erahm Christopher. All attendees were given access to a unique SCHOOL SAFETY ROAD MAP resource that was explained by CADA President-Elect, Paul Chylinski.

Created exclusively for THE SCHOOL SAFETY ROAD SHOW, the ROAD MAP provides invaluable insight into school activities, leadership programs, and their unique power to connect students on campus. “The guest



speakers, the panel, and the film were all very powerful. I loved all of it!” shared one attendee. “I felt it was a great resource and helpful when thinking about improving school culture and in our

schools. It gives you some practical, ‘right now’ activities,” shared another participant.

The success from the first ever THE SCHOOL SAFETY ROAD SHOW has already prompted Monterey and Riverside County to book future stops. There is no reason your county, district, or city can’t be reached as well. If you are interested in bringing THE SCHOOL SAFETY ROAD SHOW to your area, please visit [www.cada1.org/roadshow](http://www.cada1.org/roadshow) for detailed information. Or contact CADA/CASL today at 888-USE-CADA (873-2232).

CADA is excited to have TEEN TRUTH joining us at our 2012 CADA Convention as a keynote speaker.

The next page includes more information about their presentation, and an opportunity for you to be involved in the program.

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# Teen Truth

## Help us make a memorable & meaningful 2012 CADA Convention

We are pleased to announce that we will be working with TEEN TRUTH's award-winning producers, Erahm Christopher and JC Pohl, to produce an exclusive keynote experience for our 2012 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

### TEEN TRUTH —•LIVE•—



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

Well we want to hear these stories from you and your students. Visit the CADA website at [www.cada1.org](http://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 and possibly be featured in TEEN TRUTH's upcoming film, Teen Truth: An Inside Look at Adversity.

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

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!

Help us make a difference.

**Monica Anderson**  
CADA President-Elect



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# Here to serve you

## Meet your CADA Area Coordinators

### Area A SUZY KRZACZEK

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

A resident of beautiful South Lake Tahoe, Suzy has taught middle school for more than 20 years. She has served as the Activity Director at South Tahoe Middle School for 12 years. "I am proud to have been involved with all CADA and CASL programs during my tenure," shared Suzy. "My students wouldn't dream of missing a conference or the CASL Convention every year, just as I can't imagine missing the CADA Convention," she continued.

Find more Area A information and contacts at [www.cada1.org/AreaA](http://www.cada1.org/AreaA).



### Area C LAURETTA ELDRIDGE

*Serving the center of the state*

As activities director at Stockdale HS in Bakersfield, Lauretta Eldridge has been teaching for 19 years, and 17 of those have been as an activities director. She has served as spirit/cheer/dance team advisor, senior class advisor, renaissance advisor, CSF & NHS advisor, and coached volleyball, softball, basketball and baseball. In her free time, Lauretta plays co-ed softball several times a week, and is proud mom to Victoria, a 2008 UCLA graduate, and Westley, a senior at Cal State San Marcos. "My journey with CADA began when I was a sophomore at Trona HS," shared Lauretta. "I became the ASB Secretary and my advisor, Genel Wokal, was the CADA Secretary/Treasurer," she continued. When she became a teacher, her former ASB advisor encouraged her to join CADA and get involved with the Area Council. "I have presented at the State Conference, Area Student and Adult Conferences, and assisted with the Master Activity Advisor program," said Lauretta. "I was in the first graduating class of the MAA and was the first one to complete it, according to Peter Cahn!"

Find more Area C information and contacts at [www.cada1.org/AreaC](http://www.cada1.org/AreaC).



### Area B MIKE WHITE

*Serving the Silicon Valley and extended Bay Area of Northern California*

"When I look at my 23 year teaching career, one of the things I am most proud of is my involvement with CADA through the Area B Council, the CADA Camp Staff, the CASL Steering Committee and currently as the Area B Coordinator on the CADA State Board," shared Mike. Over the years Mike has been involved with student activities as a class advisor, activities director, assistant principal for activities, a high school principal and works in the Fremont Union High School District with five dynamic school sites helping to guide their activities and athletic programs. Outside of school Mike works as a trainer for the Boomerang Project's Link Crew program, and serves on several CIF local and state boards. "When my knees allow it, I can be found out on the running the trails training an upcoming race," shared Mike.

Conference details, contact information for our council, and additional news can be found at [www.cada1.org/AreaB](http://www.cada1.org/AreaB).



### Area D JOSE DUENAS

*Serving coastal central California*

Although Jose was ASB President in high school, the path to teaching and ultimately ASB and leadership was not a direct route. After considering a career in law enforcement, Jose found his way to teaching. The result is a career that anyone who has met him can tell he is passionate about. When he was offered the position of activities director he embraced the challenge and 15 years later has built a program at Balboa Middle School in Ventura that benefits the students in his class and



the entire campus. In addition to his role as activities director, Jose teaches algebra and physical education. Jose attended his first CADA Convention in 1996 and shortly thereafter became involved with the CADA Leadership Camps, the Area D Council, and CASL as a member of the state board. Last year he made the decision to run for the Area D Coordinator position. His wife of almost four years has a great understanding for the amount of time and energy it takes to be an activities director, let alone his commitment to the CADA/CASL organization.

Find more Area D information and contacts at [www.cada1.org/AreaD](http://www.cada1.org/AreaD).

### Area E DEBI WEISS

*Serving greater Los Angeles*

Debi has taught for 26 years at both the junior high and high school level, and has been involved with CADA for 23 years, including 19 years on the Area E Council.

At Ayala High School in Chino Hills, she has taught home economics, been a class advisor, renaissance coordinator, spirit advisor and for the last 10 years activities director.

She presents at CADA and renaissance conferences, has attended CADA Leadership Camps for 18 years, has been National Renaissance Coordinator, won the Area E Award, been on the CIF-SS Executive Board, and is the 2011 Warren Shull Award winner, which she says was the most amazing experience.

She is married to Jim and they have two children, Samantha and Jacob. "CADA is an amazing organization for Activity Directors and those involved in activities as it gives us a network of peers to share ideas with and problem solve," shared Debi.

She is looking forward to increasing communication within the area, encouraging more schools to join and attend our conferences and CASL Leadership Development Days.

Find more Area E information and contacts at [www.cada1.org/AreaE](http://www.cada1.org/AreaE).



### Area F KEVIN FAIRMAN

*Serving Orange, Riverside and San Bernardino Counties*

As the activities director at Ocean View HS in Huntington Beach, Kevin has planned and created WOW Week, the first graduation on campus, Yellow Ribbon Week, "Every 15 Minutes," and college awareness activities campus-wide. He has been a member of CADA for 12 years and served as a member of the Area F Council for four years. He has presented at CADA student conferences, CADA advisors conferences and at the CADA state conference as a coach, a Meet the Pros presenter and in workshops. "I got involved with CADA because of activities directors like Dave Adams and Turbo Garcia," shared Kevin. "They were my mentors, and as Area Coordinator I want to do the same for other members," he continued.

Check out our area page at [www.cada1.org/AreaF](http://www.cada1.org/AreaF).



### Area G ANNE ARTZ

*Serving San Diego and Imperial Counties*

As a teacher for 22 years in both high school and middle school, Anne has taught mostly science. A CADA member for 14 years, Anne has been an ASB advisor for the past 6 years. She currently teaches ASB, AP environmental science, biology, and middle school advisory at The Preuss School UCSD in La Jolla. The school is a charter school whose mission is to provide a rigorous college prep experience to poor and underrepresented students from throughout San Diego. "I have been an administrator in the past, but find the classroom infinitely more rewarding and treasure the achievements of my students," shared Anne. "My husband of 28 years and I have three grown daughters, and we are proud grandparents," she continued.

Find more Area G information and contacts at [www.cada1.org/AreaG](http://www.cada1.org/AreaG).





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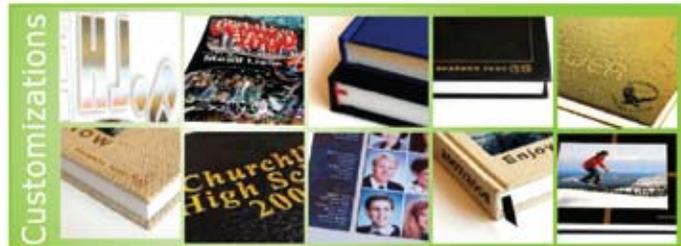
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# Leadership

## CADA & CASL offer opportunities

CADA and CASL present Leadership Development Days held at volunteer school sites throughout the year in all regions of the state. 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 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.

"My high school students all served as facilitators and had a great time, learned a lot and could not say enough good things about the day," shared Margaret Noroian, North Salinas HS. "Their parents have even told me how much they told them about the experience too!"

A student shared her perspective by saying, "It just made me finally realize what genuine leadership is truly about and I do have the power to make a difference if I choose to work at it." Rachael, ASB President, Westlake HS

If you are interested in hosting a Leadership Development Day in the 2011-12 school year, contact our Leadership Development Coordinator, Sandi Kurland at [leadership@cada1.org](mailto:leadership@cada1.org) or visit [www.casl1.org](http://www.casl1.org).

"The Leadership Development Day really inspired me because it proved you can get a lot of people involved at your school with the right environment and role models and you CAN get other students to connect with others without being scared," shared Nikki from Bear Valley MS.

# Outstanding Activity Programs

|                                |                              |
|--------------------------------|------------------------------|
| Bear Valley Middle School      | Modesto High School          |
| Carmel High School             | Murrieta Mesa High School    |
| Ceres High School              | Murrieta Valley High School  |
| Cesar Chavez High School       | North Salinas High School    |
| Cesar Chavez Middle School     | Pacifica High School         |
| Chino Hills High School        | Pioneer High School          |
| Don Lugo High School           | Quartz Hill High School      |
| Douglass Middle School         | Rancho Cucamonga High School |
| Excelsior Middle School        | Rowland High School          |
| Foothill High School           | Ruben S. Ayala High School   |
| Francis Parker High School     | Santa Fe High School         |
| Grossmont High School          | Sierra Middle School         |
| Ida Price Middle School        | South Tahoe Middle School    |
| Kraemer Middle School          | Tuffree Middle School        |
| Las Lomas High School          | Twin Peaks Middle School     |
| Lone Hill Middle School        | Vista Murrieta High School   |
| Mae Hensley Junior High School | West Covina High School      |
| Maria Carrillo High School     | Ygnacio Valley High School   |
| Meadowbrook Middle School      | Yorba Linda Middle School    |
| Mesa Middle School             |                              |

## 2010-11 CASL Leadership Development Day Hosts

Balboa MS  
Bidwell JHS  
Chavez MS  
Chino Hills HS  
Crawford High Ed Complex  
Fremont Union District  
Holmes JHS  
Ida Price MS  
Kraemer MS  
La Entrada MS

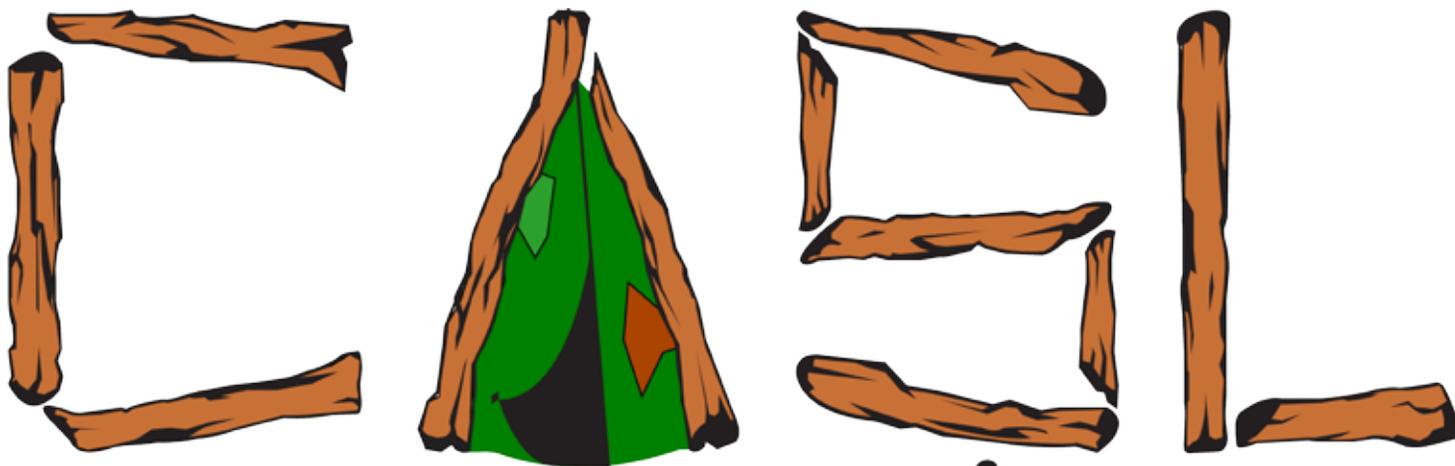
North Salinas HS  
Ocean View HS  
Ontario Christian HS  
Quartz Hill HS  
Saticoy Elementary  
Twin Peaks MS  
Vista Del Mar MS  
Westlake HS  
Yorba Linda MS  
Ygnacio Valley HS

## Schools Trained at LDDs

Acacia MS  
Aliso Viejo MS  
All Souls Catholic School  
Amargosa Creek MS  
Anacapa MS  
Antelope Valley  
Apple Valley MS  
Arcade MS  
Arcohe MS  
Archbishop Riordan HS  
Arlington HS  
Arroyo Vista MS  
Arvin HS  
Aviara MS  
Ayala HS  
Balboa MS  
Bear Valley MS  
Beaumont HS  
Bella Vista MS  
Bellflower HS  
Bell Mountain MS  
Benicia MS  
Bernice Ayer MS  
Bernardo Yorba MS  
Bidwell JHS  
Bridgeway Island Elem.  
Cabrillo MS  
Calavera Hills MS  
Carmel HS  
Castaic MS  
Cerro Villa MS  
Chavez MS  
Chemawa MS  
Chico JHS  
Chino Hills HS  
Christine O'Donovan Ac.  
CK Price MS  
Clairbourn MS  
Colina MS  
Colonial Heights  
Cooley MS  
Cope MS  
Cupertino HS  
Dale JHS  
Day Creek Int. School  
Desert Willow MS  
Diablo View MS  
Diamond Valley MS  
Don Juan Avila MS  
Don Lugo HS  
Don Riggio School  
Eastlake HS  
Edna Hill MS  
El Cajon HS  
El Dorada HS  
Elkhorn Village School  
El Sausal MS  
Emerson JHS  
Ensign Int. School  
Esperanza HS  
Fairmont Prep Academy  
Fisher MS  
Foothill MS  
Frances Harper  
Fremont HS  
Fremont MS  
Gardner MS  
Gompers MS  
Granada MS  
Granite Hills HS  
Graves MS  
Great Oak HS  
Grossmont HS  
Hamilton Elementary  
Hamilton HS  
Harden MS  
Harper JHS  
Helix HS

Hemet HS  
Highlands Academy  
Holmes JHS  
Horner JHS  
Homestead HS  
Ida Price MS  
Imperial MS  
Indio MS  
James L Day MS  
Jefferson MS  
John Barrett MS  
Johnson MS  
Juan Crespi MS  
Juniper Intermediate  
Jurupa MS  
King MS  
Kraemer MS  
Ladera MS  
Ladera Ranch MS  
Ladera Vista JHS  
La Entrada MS  
La Paz MS  
Lincoln MS  
Lincoln Elementary  
Las Flores MS  
Las Palmas MS  
La Paz MS  
La Reina MS  
Lexington JHS  
Lone MS  
Long Beach Poly HS  
Los Cerritos MS  
Lyman Gilmore School  
Lynbrook HS  
Marble Barron  
Marco Forster MS  
Margarita MS  
Marsh MS  
Marshall MS  
Martin Murphy MS  
Meadowbrook MS  
Mendenhall MS  
Mendocino MS  
Menifee Valley MS  
Mesa Intermediate  
Mesa View MS  
Millikan HS  
Mission Dolores School  
Monta Vista HS  
Monte Vista HS  
Moore MS  
Mt. Miguel HS  
Natomas MS  
Newbury Park HS  
Newhart MS  
Niguel Hills MS  
Nogals HS  
North Mountain MS  
North Salinas HS  
Notre Dame des Victoires  
Oak Avenue Intermediate  
Oak Hill MS  
Oakridge Private School  
Oceanview HS  
Olive MS  
Olive Peirce MS  
Ontario Christian HS  
Orangeview JHS  
Our Lady of Perpetual Help  
Parks MS  
Parkview  
Parkway Heights MS  
Pegasus MS  
Peter Burnett Academy  
Peterson MS  
Pinecrest Lancaster  
Pioneer MS  
Pinole MS

Portola MS  
Potter MS  
Potter Valley Jr/Sr HS  
Quartz Hill HS  
Rancho Cucamonga HS  
Rancho Cucamonga MS  
Rancho Medanos MS  
Redwood MS  
RH Dana MS  
Rio Hondo MS  
River Bank Elementary  
Ruth Musser MS  
San Benancio MS  
San Geronio MS  
San Geronio HS  
San Jacinto HS  
Santa Cruz City Schools  
Santana HS  
Santiago MS  
Saticoy Elementary  
Sequoia MS  
Shorecliffs MS  
Sierra MS  
Sierra Vista MS  
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St. Vincent School  
Summit Intermediate  
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Sycamore Canyon MS  
Tarbut School  
Temescal Canyon HS  
Temecula MS  
Terrace MS  
Terra Corta MS  
Travis Ranch MS  
Tuffree MS  
Tully C. Knoles  
Twelve Bridges MS  
Twin Peaks MS  
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Valadez MS  
Valhalla HS  
Van Avery Prep  
Van Nuys Pinecrest School  
Valley MS  
Valley Center MS  
Valadez MSA  
Vineyard JHS  
Vista Del Mar MS  
Vail Ranch MS  
Wangenheim MS  
Walker JHS  
Warren T. Eich MS  
Washington MS  
West Hills HS  
Westlake HS  
West Valley HS  
Willow Glenn MS  
Will Rogers MS  
Ygnacio Valley HS  
Yorba Linda MS



# Goes Camping

Leaving Our Campus Better Than We Found It

## Conference review

**CASL Conference attended by more than 1,700!**

Thank you to every advisor who went “camping” with us this year at the CASL State Conference. Held March 31-April 2 for middle school and April 2-4 for high school, the San Jose Doubletree was home to an incredible group of students and advisors.

Your student leaders really did rock the house with spirit, passion, kindness and an eagerness to learn about leadership which inspired us (the CASL board) everyday.

They made teaching in the workshops, intrastates, region meetings and Meet the Pros pure joy. Even the bus ride to the Santa Cruz boardwalk became creative with the bus wars on our Facebook fan page. These leaders knew how to step up the leadership in every situation.

We had a record breaking 1,700+ passionate student leaders and adults (including Nevada, Oregon and Canada!) at the CASL Conference this year engaged every step of the way.

From the impactful service

project on poverty to ideas on how to “leave our campus better than we found it,” they continued to show us how much they genuinely cared about serving others and wanted to leave a legacy back at their schools.



I hope it was also a time filled with special memories for the students and CASL will remain in their hearts forever.

“Once a CASL kid, always a CASL kid” is now common to hear amongst the delegates.

We hope this means after high school, they will continue to implement the leadership skills they learned at the conference in their college years, professions, and everyday life; all while treating others with compassion and giving back to society.

I was honored to serve all of you this year as the CASL Coordinator and am excited each time I get to meet someone with whom I have only known via email or Facebook. It has been my pleasure working with so many of you at Leadership

Development Days and you continue to amaze me with your creative ideas and powerful programs on your campus. Feel free to call or email me anytime with questions, ideas, or suggestions. Together, we can all help each other and continue to be a positive force on school campuses across California.

Special thanks to the CASL “kids” on the board for their vision, courage and enthusiasm which inspires me to keep striving for excellence and pushing the boundaries. Behind the scenes are Jose Duenas, Allison Gadeke and Susan Moerder serving as humble heroes year after year, with complete dedication, passion, and professionalism. They make all that I do possible.

I hope your student leaders recognize and appreciate the opportunity you, the advisors, provide them which allows them to continue to learn and take action, leaving their legacy behind, and making their campus better than they found it.

**Sandi Kurland**  
CASL Coordinator

As seen on: **facebook**

Here’s what you’ve had to say about the 2010 CASL Conference:

“I wasn’t sad to leave CASL because I was so excited to bring back all of the amazing ideas and concepts I learned.”

– *Jamie Meier*

“Forget Justin Bieber, everyone has CASL fever! CASL was amazing!”

– *Norma Gonzalez*

“Unconsciously, I am now doing my homework at 212 degrees.”

– *Steven Wang*

“Speaking from a parent’s perspective, this was one of the greatest opportunities. It is wonderful to watch your child grow before your eyes!”

– *Anne Cicotte Campbell*

“I’ve met people I will never forget, [gotten] ideas to improve my school, & [had] an unforgettable experience.”

– *Katherine Manley*

“Thank you, CASL, for opening up our eyes to world poverty. We brought back so many stories and lessons, we decided to put them into action!”

– *Hannah White-Dobbs*

“Once again everything surpassed all of my already high expectations!”

– *Christy Millen Hertsch*

[www.facebook.com/CASLfan](http://www.facebook.com/CASLfan)



# Final thoughts

## From the outgoing CASL President

What a year it has been, and all in preparation to culminate at our 2011 State Conference (CASL Goes Camping... leaving our campus better than we found it).

We have helped facilitate more than 25 CASL Leadership Development Days, presented at all seven area conferences, began our Face to Face program to go to schools in our areas and help out with their projects and gained over 5,000 Facebook fans of CASL! The CASL state board has worked endlessly along with our steering committee to create what we hope is the best camping experience delegates could ever experience, resulting in each and every one of them truly returning and leaving their campuses better than they found them.

For me it's truly been a journey.

I can't thank my middle school advisors (Sue McKibbin and JJ Barlow) enough for welcoming me to the world of leadership, CADA and CASL, in the first few months of my 6th grade year. It has been a tremendous learning opportunity for me ever since.

To Sandi Kurland, Susan Moerder, Allison Gadeke, and Jose Duenas, thank you all for allowing me to explore what leadership and CASL really can do for others.

I have been involved with CASL now for seven years, and can remember every minute of it. The organization does a fantastic job of

teaching not only leadership skills but life skills as well in which I find myself using every day. I am a better person thanks to what CASL has

taught me, and it is my wish to see every student's desire to participate in CASL be fulfilled.

My advice is to branch out, network, and allow your students to meet others who are completely different, but share the same of goal of making our

California family a better place.

Whether everyone believes it or not; we know the greatest impact left on leadership students is what they learn in their leadership classes. It teaches them how to work hard,

and be the change that you as the advisor see in them. I can't express how much gratitude I have for each and every one of the middle school and high school advisors and administrators that fully allow your students to grow and make a difference. It is you who teaches them to work in their own style to make the world a better place and thanks to you that is happening every day on our campuses.

It has been an honor to serve the state of California as the CASL president this year, along with such driven CADA and CASL members, and I couldn't have been blessed with a better state board to lead.



**Erin Leonard**

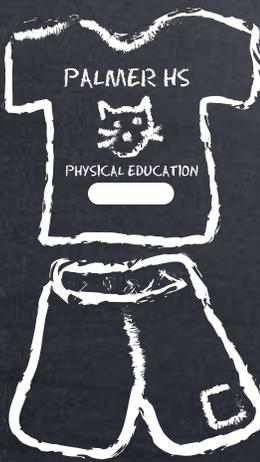
2010-11 CASL President

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| <b>SUZY KRZACZEK</b><br><i>Area A Coordinator</i><br>South Tahoe Middle School<br>South Lake Tahoe, CA<br>AreaA@cada1.org | <b>LINDA WESTFALL</b><br><i>Secretary</i><br>Wildomar, CA<br>bookstore@cada1.org                                       |
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## CADA Central

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

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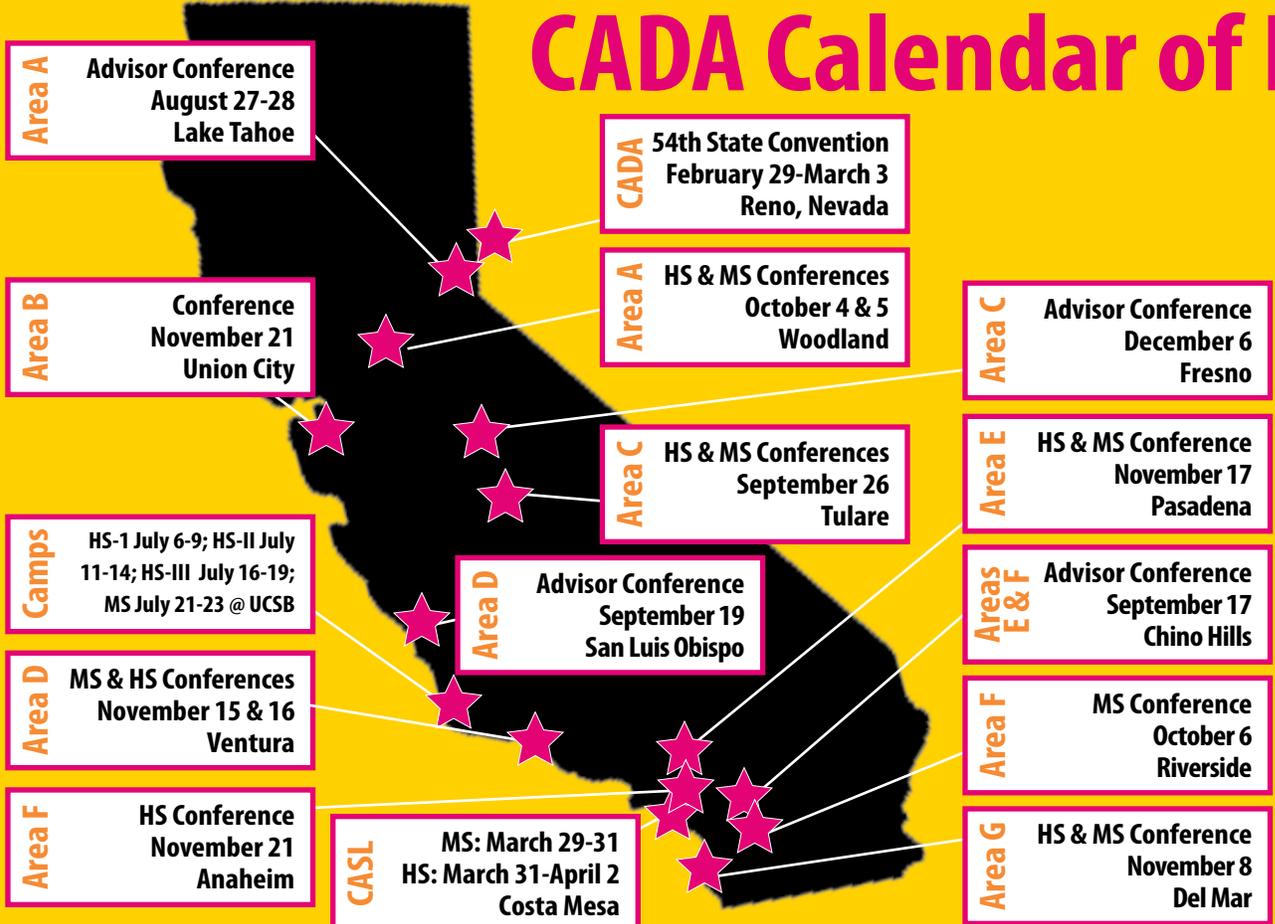
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# CADA Calendar of Events



Registration materials are available online for all Area Conferences and the State Convention at:  
[www.cada1.org](http://www.cada1.org)

For the CASL Conference:  
[www.casl1.org](http://www.casl1.org)

For Leadership Camps:  
[cadaleadershipcamps.org](http://cadaleadershipcamps.org)