3 SOARING INTO SAN DIEGO
5 TIPS FROM A CADA SPOUSE
8 CASL STUDENT VOICE
14 WHAT IS YOUR PASSION IN LIFE?
President’s Message

DEBI WEISS
CADA PRESIDENT
AYALA HIGH SCHOOL
president@cada1.org

Dear CADA Members,

It has been an honor and pleasure to serve as your 2018-2019 CADA President. I have been trying to decide what I wanted to share with my CADA Family in my last CADA President’s message.

I want to share GRATITUDE. I have gratitude for all the opportunities this organization has given to me, the lessons I have learned and the friends I have met.

What is gratitude? It is the act of being thankful for what we have in our lives and being able to show appreciation to others while spreading kindness.

Why show gratitude? These are seven scientifically proven benefits of gratitude:

• Gratitude opens the door to more relationships.
• Gratitude improves physical health.
• Gratitude improves psychological health.
• Gratitude enhances empathy and reduces aggression.
• Grateful people sleep better.
• Gratitude improves self-esteem.
• Gratitude increases mental strength.

We witness our students dealing with stress, feelings of confusion, loneliness, fatigue and mental health.

When I see the benefits of GRATITUDE, I think about how it can help our school culture. In a nutshell, gratitude reduces feelings of envy, makes our memories happier, lets us experience good feelings, and helps us bounce back from stress.

I know that when someone smiles at me, sends me a card, personally thanks me, helps me with a project, encourages me, or even just says “Hi,” it makes me feel appreciated and happy. I then want to pass it along.

I shared with the CADA Board the story of Laurie Libman-Wilson’s (Studio Penny Lane) TEDx video, “Inspiring Gratitude One Penny at a Time”. Her penny story is one which reminds us that life is full of hope, inspiring gratitude and igniting abundance. She explains that the copper coin is a world traveler. It has journeyed from person-to-person, connecting us to other humans, each seeking joy, positivity and love. Laurie challenges each person that when they see a penny to pause, take a moment to acknowledge something you are grateful for and in challenging moments, know there’s someone grateful for you.

I gave each CADA Board member a penny and encouraged them to spread gratitude in their lives. I encourage you to do the same. Think about starting this movement on your campus: start a gratitude jar with your leaders, share pennies with your staff or use this in your daily life. Look for those pennies on the ground at your school. Pick them up and spread the word of gratitude through your campus.

The CADA Board is Grateful for you.

Thank you for attending the Advisor Conferences, Student Leadership Conferences, hosting and attending LDD’s, attending CASL, CADA Camp, and for making our state a place for adults to “Soar Over California” as the students “Lean In Together” in more effective adventures.

Oh, The Places You’ll Go with CADA!

Love, Debi

PS. A great reflection project you can have your students participate in is the Outstanding Leadership Program. Find the application at www.casl1.org.
“Soaring Into San Diego”

LEARNING TO LEAD, LEADING TO SERVE

What an incredible fall it was! Your CADA Board, staff and I have “Soared” to all the beautiful parts of California for Area Advisor and Student Conferences. We have been so impressed by the advisors and students who have contributed to or participated in successful Area Conferences. Each conference was unique to the Area Councils who planned it and for the advisors and students who attended. Kudos to our Area Coordinators and Area Councils who made all of these conferences amazing!

As an organization, we have been engaged in the strategic planning process, evaluation of our operational structures, embraced new online registration for conferences and convention, reached out for more member participation, are looking to enhance and improve the CADA sponsorship program, spent time identifying opportunities for growth and member recruitment, continue to expand the number of opportunities we provide our students and advisors and have done our best to support our members throughout the year.

This has also been a time filled with planning and programming as we go “Soaring Over California” into San Diego from February 27th to March 2nd. We are thrilled to “Soar” into the 2019 Convention with new twists to some of our favorite events including: Featured Speakers, Meet the Pros, New to Convention, and Area Tables.

We are equally excited to be adding new programs that will add value to our conference: Taking Our Leadership Story Live featuring the wisdom of Tyler Durman and Houston Kraft and CASL Talks... Where Leadership Took Us, another exciting new session. I am pleased to announce that three former CASL students who made an impact on the CASL organization and continue to impact student leadership on the local, state, and national levels will share their leadership stories with us. Presenters will be:

- **Stephen Colon** is the Programs Manager at the San Diego Workforce Partnership, which is a nonprofit incorporated by the city and county governments in order to partner with private employers to bring jobs and job training to that region’s workforce. Colon manages operations, personnel and funding for the $3.5 million investment in youth job training which serves over 7,000 young San Diegans each year.

- **Jana Plat** is the Director of State and Local Outreach for a think tank in Washington, D.C. Plat has served on the University of California’s Environmental Leadership and Sustainability program in Washington, D.C. as an education liaison. Prior to moving to D.C., Ms. Plat worked for California State Senator Hannah-Beth Jackson. She has extensive campaign experience ranging from fundraising, field organizing, and communications. She has worked on numerous mayoral, gubernatorial, and congressional campaigns across the United States.

- **Jamal Edwards** is a member of the Digital Diplomacy team at Microsoft in the Corporate, External, and Legal Affairs (CELA) department. His work focuses on advocating for a more secure cyberspace and managing programmatic initiatives like the Digital Peace Now campaign. Graduating with his master’s degree at the International Policy Studies Program at Stanford University in 2018, Jamal served on the Board of Trustees Committee on Land and Buildings and worked with Microsoft’s US Government Affairs team in Silicon Valley. Edwards, a Robertson Scholar, graduated in 2016 from Duke University with a BA in Global Health and Journalism. Jamal’s interest in Global Health Diplomacy has led him to work with the United Nations joint program on HIV/AIDS (UNAIDS), the London School of Hygiene and Tropical Medicine and the Sanford School of Public Policy’s program on Global Policy and Governance. During his time at Duke, Jamal served the university at several different levels—namely as a Resident Advisor, BSA President, Dukes and Duchesses member, Duke Student Government member and on several university committees. In 2015, Jamal was selected as a winner of MTV’s Look Different Creator Competition where he produced a short film addressing race and privilege on college campuses.

Another new and fun event will take place on Thursday night right after the Exhibit Hall Reception. The CADA Coachella! sponsored by Herff Jones will be a fabulous experience delivered through music, dance, interactive activities, food and drinks. The event will take place in several locations on the Town and Country property from 9:00 pm to Midnight.

CADA is best known for the peer-to-peer networking that takes place outside of the scheduled workshops. You will be surprised that some of the most interesting, informative and educational moments will take place in the informal interactions with other activities directors, administrators, class advisors, athletic directors, spirit advisors, finance clerks and CADA legends. Networking opportunities include:

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**MARGARET NOROIAN**
CADA PRESIDENT-ELECT
preselect@cada1.org

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WINTER 2018 | 3
• The Wednesday night California BBQ around the pool and hospitality in the Area Suites
• Coffee with the Coordinators on Thursday morning in the Area Suites
• The Exhibit Hall Reception featuring authentic Mexican cuisine and over 150 vendors takes place on Thursday from 6:00 pm - 9:00 pm
• The CADA Coachella! sponsored by Herff Jones will be an amazing event you won’t want to miss on Thursday night from 9:00 pm to Midnight
• Friday morning get some exercise and fresh air as you run/walk and talk during the CADA Scholarship 5K Run or 1K Walk
• Dining and dancing with CADA friends at the “Soaring Over California” Dinner and Lifetouch sponsored Dessert and Dance on Friday night. Dress California Casual: capris/pants and cool top, a casual dress or shirt (Hawaiian, polo, button down) and pants. Come casual, but most of all, WE WANT YOU THERE!
• One last chance to connect with colleagues from across the state will be at the Saturday morning Brunch

CADA knows that each of you have challenges getting the money and time to attend the convention. We realize some of you pay out of pocket to attend. That is why CADA will guarantee that you will get the information, programs, and activities you will need back in your school to change the culture and climate and to create a successful leadership experience for all your students. That is why we have spent many hours creating the curriculum offered. In addition, we also promise great friendships, good food, fun, and a welcoming experience!

Our 2019 “Soaring” curriculum includes:
• Four Pre-Convention Sessions
  - Creating A Culture That Cares presented by John Norlin and Houston Kraft.
  - Helping Over Stressed Students Thrive presented by Pat Quinn.
  - Four Seasons of School Culture presented by Stephen Amundson.
  - FCMAT-ASB Finances presented by Michael Ammermon.
• General Session Keynote Speakers
  - Pete Vargas
  - Cheryl Ward-Kaiser
  - Houston Kraft
• New to Convention (NTC)
  - High energy, information packed session
  - Tips on workshops to attend
  - How to make the CADA experience work for you
  - Meet others from your Area going through the same experiences as you
  - Sponsored by WorldStride/USA Student Travel.
• Master Activity Advisor (MAA) Certification
  - An opportunity to earn or complete the Master Activity Advisor certification program is available Wednesday afternoon
• Over 150 workshops addressing the topics that are essential for your success as an Activities Director. In addition, the following special sessions will be offered:
  - Featured Speaker Showcase - quick glimpse of several new speakers
  - CADA Talks - knowledge and inspiration from educational experts
• Meet the Pros - 30 presenters sharing fast paced lessons, activities, and passion
• CADA Slam! - CADA members sharing best ideas, and lessons in three minutes
• Exhibit Hall - 150 vendors, sponsors, and companies with the necessities of your leadership program
• Vendors provide valuable resources at exceptional prices
• CADA Bookstore - The latest on leadership programs, materials, books and apparel

For over 25 years I have relied on the CADA Convention to re-energize me, to inspire me to continue doing the most rewarding job on a school campus, to gain new knowledge and skills for the future success of my program, and to re-new the friendships and connections I have created within the CADA organization. CADA has never let me down! Every year I leave the CADA Convention inspired and equipped to improve the culture of my school and the lives of my students. The message is clear. The time is right. You owe it to your students to come to CADA 2019 “Soaring Over California.”
Register now. Book your flight. Pack your bags. Come ready to learn, be inspired, get connected and have a little fun! Looking forward to seeing all of you in beautiful San Diego!!

For full registration details including pricing and package details, please visit: www.cada1.org/stateconvention.
**Nurturing Your Relationship**

**HEATHER IPPOLITO**
**WIFE OF AREA COORDINATOR RON IPPOLITO**

**IT’S JANUARY.** Within the coming months you may be about to: launch yourself into a new semester, hold elections for next year, work on throwing the best prom or spring dance ever, supervise basketball games, go out of town to attend a conference or two, and encourage student participation daily on your campus. It’s a huge task!!

While you are doing those amazing things on your campus, don’t forget about your spouse or significant other at home. During the school year, we are home holding down the fort—often eating dinners alone, carpooling the kids around town, and doing other chores to make your life easier. We do this lovingly and willingly because we know the importance of what you do AND we see the joy and fulfillment it brings you!

There are a few things that I have found over the years that make life easier for both of us. Here are my tips:

1. **COMMUNICATION IS KEY!**
   Emails, texts, phone calls, smoke signals—anything works to let your significant other know your plans and your needs. We really do want to support and help you, but we are not mind readers. A little extra focus on communication can save a great deal of grief.

2. **SHARE YOUR CALENDARS WITH EACH OTHER.**
   As they say, “Teamwork makes the dream work!” By sharing calendars you can see where everyone is and it helps greatly with communication. Thanks to shared Google calendars, Ron and I both have a better understanding of the demands on each other’s time and we can be more empathetic towards each other. There are lots of free or inexpensive apps to help you with this—Fantastical for the iPhone is the one Ron and I currently use.

3. **SHOW A LITTLE APPRECIATION.**
   It is a challenge when your spouse is gone all day and multiple nights a week. We know that this is part of the job, but it doesn’t make things any easier to juggle everything alone.

   A small note of thanks left on the bathroom mirror, a text in the middle of the day, or doing a task on your significant other’s to-do list will help them see that you are thinking of them. I’m not suggesting huge, expensive gestures (those are fine too), but simple things often mean more.

4. **SCHEDULE DATES, FAMILY TIME, AND DOWN TIME.**
   Keeping your relationship with your partner strong will make your whole life better. Dates are essential for reconnecting—and they are fun to boot! Don’t have time to go out to dinner or a movie? There are loads of in-home date ideas all over Pinterest. Even just binge-watching a Netflix series together will leave you feeling more connected (we recently got hooked on The Good Place together). Making time for your children, animals, and extended family is calming and centering; remember that they want a little of your time too! Finally, you must care for yourself. If you don’t then, you can’t do any of your tasks well and it impacts everyone.

   As we enter the new calendar year, remember to take a little time to reflect on your relationship with your significant other. Make it a priority to communicate, share, appreciate, and spend time with them. I promise it will be well-worth your effort!

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CAMP 2019 DATES

SANTA CLARA UNIVERSITY
• June 24-27 - High School & Middle School

UC SANTA BARBARA
• July 7-10 - High School - HS 1
• July 12-15 - High School - HS 2
• July 17-20 - High School - HS 3
• July 23-26 - High School - HS 4
• July 23-25 - Middle School

CADA www.cada1.org
CASL www.casl1.org
CAMP www.cada1.org/leadershipcamps

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CADA CENTRAL (831) 464-4891

REGISTRATION OPENS JANUARY 22

Learning to Lead. Leading to Serve.

2019 CADA State Convention
Town and Country Resort, San Diego, CA • February 27 - March 2, 2019

EARLY BIRD CLOSES JANUARY 11TH
REGISTER TODAY!

ADVISOR TRAININGS
OVER 200 WORKSHOPS
KEYNOTE SPEAKERS
VENDOR EXHIBIT HALL
NETWORKING EVENTS

Join us for our State Convention with over 1500 Activities Directors from across the globe!

For more details on convention and how to register go to www.cada1.org/stateconvention
The 2019 CADA State Convention is your chance to begin your course of study to earn the Master Activity Advisor (MAA) certificate. Program completion typically takes 2-3 years. Begin the program by registering for **MAA 101: Foundations for Student Activities** Wednesday afternoon from 1:00 p.m. - 4:00 p.m. This seminar course, led by Activities Director legend Janet Roberts, will include three hours of activities, discussion, and analysis highlighting the core areas of Student Activities: Finance & Law, Communications, Organization, Curriculum, Personal Leadership, and Culture & Climate. The $100 cost of the course includes materials, and pre-registration is required.

For those who have already begun the program in a previous year, you have the opportunity to take one or two 200-level courses Wednesday afternoon. All courses (202, 203, 204, 205, and 208) will be offered this year, at $50 each, and pre-registration is required. Seminar courses will run from 1:00 p.m. - 2:30 p.m. and 2:45 p.m. - 4:15 p.m.

For our new or returning MAA participants, if you're planning to attend the Pre-Con FCMAT session, you can add-on the MAA course credit for 201: Finance & Law as part of that session. The additional cost is $25, and pre-registration is required.

All courses, including Pre-Con add-ons, require participants to complete an assignment throughout the Convention as well as a post-Convention follow-up. All participants are expected to attend all Convention sessions and events to receive credit for the courses in which they are enrolled.

Through our partnership with Fresno Pacific University, we will once again be offering optional college credit for the 101, 202, 203, 204, 205, and 208 courses. Information will be available on site to add-on the college unit(s).

CADA members completing their MAA course of study in 2019 will be recognized on stage at the beginning of the General Session on Friday afternoon.

For more information about the MAA Program, please see cada1.org/certification. To register for courses, include them as part of your Convention registration, or if you’ve already registered for Convention, call CADA Central to add-on courses.
During our November board meeting, we spent the weekend of 11/16 – 11/18 in the heart of the Silicon Valley at the 2019 CASL Conference venue. The CASL Board walked the halls of the Santa Clara Convention Center, getting a taste of what delegates from all across California will experience in April!

Our board committees have been hard at work on planning and driving the organization forward. Recently, our Service Committee finalized the Service Learning Project for the state conference and is getting underway with contacting representatives of our chosen organization and planning project logistics. Our Elections Team has also been engaged in many meetings and discussions with the release of the 2019-2020 CASL Board applications immediately following our November board meeting. The members of our Visualizations Committee have brainstormed and dreamed up incredible ideas for the many visual and interactive aspects of the state conference.

After a busy Area Conference season where CASL board members presented our workshops, introduced speakers, and led ice-breakers and cheers to set the spirit high at area conferences A Middle School, A High School, B, C, D North, D Central, D South, E, F Middle School, F High School, and G, we now turn our focus to the next months of planning for the CASL State Conference.

The members of our Visualizations Committee have brainstormed and dreamed up incredible ideas for many visual and interactive aspects of the state conference.
General Sessions led by award-winning motivational speakers who inspire students to make a lasting impact on campus. Instratet networking sessions where students from across the state meet to collaboratively develop solutions to the challenges they face on campus every day. Twenty-five workshops led by professionally-trained students who guide their peers in accessing integrating high-tech resources in student programs to connecting students with community mental health resources.

Regret Meetings where students offer shared resources and connections which meet needs specific to their communities. Each student visits three of our sixty 12-minute ‘Meet the Pros’ sessions where delegates share practical programs that have made a difference on their campuses. Your own students will have the opportunity to apply as presenters!

A Service Project with a reputable organization where student leaders are given the opportunity to “walk the talk.” Reflection and implementation meetings exclusive to your own school, so your students have the chance to plan ways they can use the lessons learned at CASL as soon as they get back to school.

Three rotations spotlighting outside speakers and programs available to come to your school throughout the year.

Delegates will have the opportunity to meet the 2019 CASL State Board (and even run for a position!) while learning about ways to host fair elections with healthy & supportive competition that engage with the entire campus electorate.

Student leaders and each day by creating memories with the new friends they’ve made at the Dinner Dance hosted by SOS Entertainment and during our off-site activity, sponsored by USA Student Travel.

ranging from registration activities to conference giveaways and the main stage lay-out. Our Media Team has worked tirelessly to create beautiful graphics and videos to further enhance CASL’s outreach through many online and in-person avenues.

We have also continued to delve into research and curriculum planning centered around our conference topic of shared ownership. One of our key goals at the start of the new year is to synthesize our many ideas into a comprehensive program for delegates to engage in and learn tangible practices over the course of three days. We will soon dive into this process with our Curriculum Committee, meeting for a three-day intensive session of designing and drafting lessons for the conference delegates.

The CASL Board has so much in store for the students that will soon join us in Santa Clara—from interactive activities to experiential learning opportunities and network-building that will last a lifetime. We can’t wait to explore and exchange new ideas with you this coming April. Stay tuned for more exciting news to come and see you soon!

With Appreciation,
Jasmine Tong-Seely
CASL State President 2018-2019

Hope to see you soon at the 2019 CASL State Conference!
**SCRIPT**

**Supplies:**
Handouts and Activity Handouts provided (bottom right corner).

**Introduction:**
Pass out handouts at the beginning. We are all busy as student leaders. Whether we are planning a rally, a dance, or other events on our campus, our lives can often seem overwhelming with our responsibilities and interests. So, how can we learn to manage our time successfully? I think “It’s About Time” that someone talked about time management! We often say “I don’t have time for that,” but is this phrase really true? For example, my mom might ask me to vacuum, and I might say I’m extremely busy. However, if my mom were to offer me a million dollars to vacuum, I’d probably get around to it pretty quickly. So why do we say “I don’t have time,” if we really do have the time?

**Activity:**
1. Divide the room accordingly so there are roughly 6-8 students in a group (amount of groups will vary).
2. Explain the instructions. In this activity, you and your team will be completing a list of tasks in the time period of 5 minutes. The goal of this activity is to earn the most amount of points possible. Each task is listed on the handout. Each task has a certain amount of points allotted to that task. Once your group completes a task, cross off the amount of points to keep track.
3. Pass out the activity handout and begin the 5-minute timer. Give time checks throughout the 5 minutes.

**Activity Debrief: Questions and Talking Points:**
1. How did your team decide to go about the list of tasks you were given? Many groups will say they went down the list one by one. Some groups may indicate they chose the activities that had the greatest point values and completed those first.
2. Did the room feel chaotic to you? This activity is supposed to represent our lives as student leaders. Sometimes life may feel chaotic, and it will seem like there is too much on our plate. In life, we tend to prioritize our responsibilities so we can effectively accomplish everything that has been assigned to us. It often feels like we need an extra hour in the day to get everything accomplished, or an extra minute in this activity to allow us to finish our task list!

**Video: Ted Talk “How to Gain Control of Your Time” by Laura Vanderkam:**
1. Background: Laura Vanderkam studies time management and she touches upon the idea of “not having enough time.” While you watch the video, please take notes on the back of your handout on what stands out to you!
2. **Statistics:** In the video, Laura says, “We don’t build the lives we want by saving time, we build the lives we want and then time saves itself.” This means even if our schedules are jam-packed, there is still enough time to get everything done. To help us understand this, here are some numbers: 7 days in a week= 168 hours each week. Factor in 5 days of school= 133 hours. Getting 8 hours of sleep a night= 77 hours. Practice/work/chores/etc. roughly 56 hours. Homework= 50 hours. 50 free hours in our weeks is a lot of time to get everything done. Some of us are busier than others and these times will vary, but roughly 50 hours in our weeks is more than enough time to accomplish everything we want.

**HANDOUT**

**It’s About Time!**

<table>
<thead>
<tr>
<th>School</th>
<th>Relationships</th>
<th>Self</th>
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**Helpful Apps**
- One-List Prioritized
- Bubbles Planner
- MinimiaList

To download this handout visit the CADA Resource Library at [www.cada1.org/resource/library/](http://www.cada1.org/resource/library/)

**Activity**

**Activity Tasks and Point Values:**
Work with your group to accomplish the following tasks in the time given. Tasks do not need to be completed in the order in which they are shown. Keep track of which tasks are completed and add the points earned at the end.

1. “Lean In Together” and make a team huddle in which your group will make a game plan for which tasks you will complete. (5 points)
2. Assign a nickname to everyone in your group. (5 points)
3. Find out something unique about each person in your group. (5 points)
4. Have the entire group sing a song together. (15 points)
5. Have the entire group do a lap around the room. (5 points)
6. Name your team. (5 points)
7. *BONUS 5 points if you come up with a team slogan to go with your name.*
8. Form a conga line with another group in the activity. (10 points)
9. Count the number of pets owned by your group. (5 points)
10. Have everyone on your team do 10 jumping jacks. (5 points)
11. Make a human pyramid with 6 people on your team. (15 points)
12. Get your group to stand in alphabetical order by last name. (10 points)
13. Have each person in your group give 5 genuine compliments to others in the room. (5 points)
14. Give 10 people in the room high fives. (5 points)
15. Have one person in the group teach your group their school chant. Have the group do the chant. (10 points)
16. Have your group sit in a circle and play a game of telephone. (5 points)
17. Send 5 people to bear-crawl across the room. (5 points)
18. Create a dance move as a team. (5 points)
19. Have someone in your group demonstrate their favorite yoga pose. Teach that yoga pose to the group and do it together. (10 points)
20. Create a rafting scene. Have your group sit as if they are in a raft and pretend to row. Row for 15 seconds. (10 points)
It is my extreme honor to present from Area E, Ron Ippolito. According to CADA’s rules, when there is only one nominee the candidate is elected by acclamation. This event will happen during Thursday’s general session. Please take a moment to read Ron’s thoughts and ideas for the future of CADA.

In addition, (every two years) Area Coordinators are elected for their respective areas. This year, the coordinators for Areas A, C, E and G will be voted on by members from their geographic areas. In the event of a single candidate for the Area Coordinator position, the election will be held by acclamation during the Area meeting on Thursday, February 28. In the event there is an election, members planning to vote are encouraged to login to their account at cada1.org in February to verify their login credentials. Please contact CADA Central at (831) 464-4891 to troubleshoot any access problems. Looking forward to seeing you all in San Diego.

Ron Ippolito

My name is Ron Ippolito, and I would be honored to serve as your next CADA Vice President. I have been involved in CADA since I was 15-years-old. I attended two Area E Student Leadership Conferences and two CADA Leadership Camps as a kid, served in student leadership in both junior high and high school, and first got hired as an activities director at Canyon High School in 1997. Since then, I have taught student leaders from 7th through 12th grades, served as both a junior high and high school activities director, yearbook adviser, and broadcast journalism adviser. I have had a blast working CADA Leadership Camps every summer since 1999, have served on the Area E Council since 2007, and have served on the CADA Board as the Area E Coordinator since 2016. My closest friends are CADA friends, and I have literally grown up within this organization.

My dad is a Vietnam veteran who grew up in Boston; today he is the District Buyer for my school district. My mom was born in Mexico and came to the United States when she was a kid. Before retiring in 2011, she worked as an instructional assistant and bilingual aide. We lost my mom to breast cancer in 2012. I work hard each day to honor both my parents, whose work ethic, kindness, and generosity are examples I try in earnest to follow.

I also try my best to make two other people in my life proud: my wife, Heather, and our 11-year-old daughter, Libi. Heather and I met in high school. She approached me at Club Day to ask about getting involved in ASB; I asked for her phone number and told her I would call her to help with the Homecoming Dance. That dance would end up being our first date, and the beginning of an amazing journey together that is still going strong 27 years later. Libi is currently student council vice president at her elementary school, so we would be very excited to soon have two VPs in the family! The three of us recently achieved our goal of visiting all 1,111 California Historical Landmarks (tracking down sites in each of our state’s 58 counties), and we continue to seek out new family adventures and shared experiences.

When I first became an activities director at Canyon High School back in 1997, I was convinced that my job was to make sure we had great dances, a spectacular Homecoming, a memorable Prom, fun rallies, and of course impressive posters to advertise all these activities. Essentially, I saw my role as the campus event planner. That first year was like treading water, and I wasn’t as focused on developing student leadership as I was with simply avoiding drowning. Through the positive influence of the new friends I made that year in CADA, I survived, I learned, and I grew as a leader.

Much has changed in the last 22 years that I have been in the classroom. Technology and social media have created both opportunities and challenges for educators connecting with students and allowing them to connect with each other. A focus on both content standards and college- or career-readiness standards have given us greater opportunity to reflect on what we teach and why we teach it.

The one thing that has remained constant, however, is our need for connection and community-building, the need to positively influence each other to be better and do better. When I first joined CADA, it was like trying to take a drink of water from a fire hydrant. You get so many ideas, so much input, and so many connections, you’re inundated. Where do I begin? What do I implement first? Today, I try to approach a CADA event like a Treasure Room. You enter in amazement and wonder at all the incredible things around you, but in the end you realize that you only get to keep what you can reasonably carry with you. When you take the Treasure Room approach, you learn to carefully select the learning and networking opportunities that you think will have the greatest impact on you and by extension your school.

I am a proud husband, father, educator, and CADA member. I love this organization and will do my best to serve you, to create new leadership learning opportunities for both student and adult leaders, and to foster a spirit of camaraderie, creativity, and connection among all CADA members.
THE WORLD IS OUR CLASSROOM

Back in the day, the travel metaphor “The World is Our Classroom” was an audacious and rhetorical statement. A bold hyperbole that had no relevance to most schools, teaching positions or annual curriculum. In fact, it may have been more applicable to say “The Classroom is Our World,” where every year and every lesson plan was likely worked within the designated four wall and the traditional education process being teach, test, and repeat.

In this emerging 21st century, the standard of teach, test, repeat is changing. Our students, their views and adventurous spirits are evolving rapidly. An accelerating landscape of social media, mobile communications, and affordable travel is baring us witness to modern global citizens. Now, in 2019, the once bold statement “The World is Our Classroom” has become increasingly relevant and esteemed as part of the youth experiential learning process.

EXPERIENTIAL LEARNING THROUGH TRAVEL

The gift of education is highly valued and encouraged from early toddler to late teen. Classroom based lessons help shape our youth academically and are vital to prepare them for life’s next phases – College or Career. Correspondingly, the gift of educational travel, when made available, is as equally vital as it is life changing. Youth group travel creates life-long memories and a personal enrichment value... likely unparalleled when compared to classroom learning alone.

It has been said... “The world is a book and those who do not travel read only one page”. Although the quote is centuries old, it still reflects a true academic simile for the incredible learning experiences that travel offers. In experiential learning through travel, there are few substitute teachers!

ENRICHMENT TRAVEL FOR CADA SCHOOLS

Many of CADA’s teachers already recognize the powerful benefits of outside-the-classroom learning through travel.

By organizing an enrichment travel program with a fully accredited travel provider* students are given the unique opportunity to experience our amazing world beyond the “hallowed halls”. Many travel programs, students have the opportunity to earn additional HS or college academic credit while teachers earn Continuing Education Units. Whether choosing a day or week-long trip, selecting a historical tour, music performance trip, athletic competition, language program, or simply a class graduation celebration to a theme park, CADA teachers can experience firsthand that learning outside the classroom is rewarding far beyond measure and that travel enriches the traveler far greater than the cost investment.

As America’s #1 Fully Accredited, Experiential Travel Provider. As a youth travel expert and longtime CADA Platinum Partner, we understand your schools need when considering travel opportunities. Whether traveling in the United States or internationally, we work with you on destinations selection, youth friendly itineraries, affordable pricing, parent communication/billing, academic credit offerings, trip fundraising, chaperoning/staff and much more, to create a safe, enriching, life-changing travel experience.

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CADA Newsletter Seeking Content Contributors

Do you have a great idea you would like to share with the CADA membership? We are looking for content contributors for the quarterly CADA newsletter.

Articles and accompanying graphics and/or photos can be submitted to Lindsey Charron at pic@cada1.org.
THANK YOU TO OUR MEDALLION SPONSORS 2018-2019
CADA gratefully acknowledges the contributions of our corporate Medallion Sponsors. Their generosity is essential in helping the CADA organization provide useful, high quality services to CADA Members and all the students of California. Please show your support by using their products and services.

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WOW! Events
WHAT IS YOUR PASSION IN LIFE?

LINDA COOPER  
AREA A COUNCIL  
lindacooper971@gmail.com

YOU MUST BE PASSIONATE to be an Activities Director. You have to have a passion for kids, the school and its culture, the staff, the community, and be willing to continually grow in a job that is always changing. I was in education for 34 years and was an Activities Director for 22 of those 34 years. I am always asked the questions: How did you stay in it so long or what did you do to continue in a job that is always changing? I have had the privilege of meeting and working with Activities Directors from all over since I retired, and I say privilege because they are all AMAZING in so many ways. But, they are facing so many challenges in their jobs and their lives that did not exist 25 years ago. They are told NO so often that they quit asking, or are given so many negative comments about the activities that they quit looking for ways to “pump” up their schools. They are told student leaders are not doing enough, but when asked what else they should be focusing on, no one can tell the Activities Director what is needed. They are told “it’s always been done this way”, but when the staff is shown that no one is involved in the “old ways,” they resist change. It is frustrating, and in their eyes, becomes impossible to do a good job. Activities Directors are leaving after 2-3 years in the profession. I can’t imagine leaving after 2 or 3 years because I continued to learn, grow, work with new administrators, new personnel, new students, new parents, new teachers, and the list goes on. So, did I have a successful program? I believe we did. Was it always what I or the students wanted to do? No, it wasn’t, but we weren’t told no very often.

I’m going to share with you some things that I believe will work. First of all, when you are a new Activities Director, you need to talk to people and find out how people feel about activities and the program at the school – how is the culture at the school?

1. **Set up an appointment with the principal, but don’t go empty handed.** Before you meet with the principal, have a plan outlined for the school year – your goals, your observations of what needs to be changed, and a 5 year and 10 year plan. Be sure to take the principal’s answers into consideration, and share them with the student leaders. Invite the principal to your student council meetings, some of your discussions, and definitely to the activities. If it isn’t the principal that you work with as your supervisor, invite the principal and the supervisor. When you want to do new activities, have all the facts and the what ifs. Then present the plan to the principal. Do this every time there is a new administration and you want to do a new activity.

2. **Talk to the staff that is going to be working with you – ASB clerk, athletic director, counselors – whoever seems to be involved in Activities.** Ask them the questions – what do you think of the school culture, what improvements do you think need to be made, and how do you see the student leader’s roles? I was always surprised by some of their answers. Some were surprised to be asked, and others had definite opinions. Be sure to tell them you will take their opinions into consideration.

3. **Ask the student leaders the same questions.** Have the discussions about what is good, not so good, and what needs to change.

4. **Ask the student body – send out a survey.** Tell them that times and things have changed, and we need to keep up with the changes. Do this every year.

After you have the information, have your second discussion with the student leaders. Find a couple new activities that excite you and your students. Enthusiasm is catchy – share it with the school. Make changes to a few things – maybe it is the way you run your class, the way you organize activities, social media, the time of year that you are always doing the same thing over and over. Don’t get me wrong – tradition is tradition, but I found that kids thought it was tradition after one year. Show your excitement over their new ideas and smile even if you don’t feel like smiling. Take kids to conferences – they will come home with a whole notebook of new ideas.

Go to conferences yourself, especially the once a year CADA Convention. Go on the CADA website and look for books that will boost your spirit and the spirit at your school. Hire speakers and trainers. Be a part of the professional development at your school. Look for new activities – did you know there is a whole list of resources on the CADA website? Ask questions, meet with other Activities Directors, call on people you know are positive when everything around you seems to be negative, call on me. I love to help; it’s my passion. CADA has a whole bunch of people willing to listen, to help, and to give out those hugs when needed. All you have to do is reach out – we will come! And most importantly, define your role as the Activities Director.

I found when I was bored with activities and didn’t see much positive school culture happening, so were the students, the staff, and the community. I’m reminded of a story that happened with my students at my school. I had wanted confetti guns for a long time. Every time I went to the CADA Convention and visited the booth, I wanted to buy some. Three years before I retired, we bought them. The kids were excited and so was I. We kept it a secret and at the first home game, when the football players came bursting through the big poster, we shot those confetti guns up into the stands. It was the coolest thing we ever saw. I was jumping up and down and so were the kids. We were hugging, the people in the stands were cheering, and the enthusiasm and spirit that night was off the charts. All it took was 4 confetti guns to change the atmosphere at the football game. It was talked about at school on Monday, so we knew we had to continue to find ways to boost spirit at all sporting events, for performing arts, and all the other things we do at our schools. And that person or those persons that were always negative about things and telling us we couldn’t do it – we showered them with kindness. We set up a plan so that we were meeting every week to talk about moving forward, and I always had something that I took to that meeting. It took us a year, but the person I’m talking about is one of the biggest supporters of activities and is always asking, “What is coming next?” or “How can I help make it happen?” I believe you can make one or two of these suggestions work. I believe there is always hope and that where there is a will, there is a way. Activities Directors are AMAZING because they believe in good! And they never give up. It isn’t a job; it is our passion!
Welcome CADA Members

Welcome CADA members to another wonderful year full of possibilities and opportunities to mold ASB students into the future leaders of the world. Possibilities are something that our company PMMNP has emphasized for over two decades bringing the total party experience to middle and high school students all over California.

Preferred Mobile Music N’ Promotions Inc. was founded in 1996 and for over two decades has grown and evolved into the premier event company for the high school and middle school market. At PMMNP we believe in the motto “the possibilities are endless.”

We place students at the center of our creative focus and ensure that positive, energetic party pumpers liven up the atmosphere whether it’s a middle school dance, high school prom, or end of year Grad Nite. When your AD’s work with PMMNP you get a company with a more robust, diverse range of products and services than any other in the school market. Whether it’s inflatable slides for an outdoor senior picnic, dance pods for a night club experience at Winter Formal, or live action party pumper MC’s who will extract the dancer out of the most introverted middle school student, PMMNP has something for everyone.

Another unique advantage of working with PMMNP is the flexible direct approach to customer service. If an AD or APBA has to make a last second change to an event, sold less or more tickets than expected and has to adjust event products to fit to scale, has queries related to event production, talent, music selection, pricing etc. they can access the owner Sudee Mann directly and don’t have to contend with a bureaucratic organizational structure that can delay problems from being solved. When schools embrace the direct communication approach, no administrator or Activity Director will ever be left in the dark over event details, products, pricing, or any other pertinent information related to school events.

So many possibilities exist for every student to realize her or his full leadership potential. PMMNP wants to not only bring out the best dancer in every student at our events, we would also like to bring out the leader in every student so each individual knows their potential and will become the total student when they graduate. We not only entertain all the possibilities, we educate all the possibilities.
May 7, 2019
High School and Middle School Student Conference
Modesto Centre Plaza - Modesto, CA

Leadership Development Days:
Info & Registration:
cada.org/LDD
January 15, 2019
Mt. House High School
(MS delegates)

January 16, 2019
Arden Middle School
(MS delegates)

January 17, 2019
Summerville High School
(MS & HS delegates)

January 23, 2019
Edwin Markham Middle School
(MS delegates)

January 24, 2019
Glen Edwards Middle School
(MS - Private)

January 30, 2019
Sutter Union High School
(MS & HS delegates)

January 31, 2019
Ignacio Valley High School
(MS delegates)

March 21, 2019
Ceres High School
(MS & HS delegates - Private)

We look forward to more adventure’s lessons like these in Area C this year and we want to welcome all our members to our various area events and networking opportunities. At this year’s convention please stop by our table and attend our area meeting for more information on local gatherings and leadership learning opportunities. Explore the Heart of California… Leadership is an Adventure!

Leadership Development Days:
Info & Registration:
cada.org/LDD

January 8, 2019
East Bakersfield High School
(HS delegates)

April 10, 2019
Hanford West HS
(HS delegates)
January 22, 2019
Palma High School (HS delegates)

February 1, 2019
Pajaro Valley High School (MS delegates)

**AREA E**

**AREA COORDINATOR**
RON IPPOLITO
Rio Norte Junior High School
areaE@cada1.org

Hope everyone had a relaxing and fun-filled holiday season. The school year is half over and we take pause to reflect on all the great things our student leaders have done so far to create a more positive climate and culture on our campuses. Speaking of reflection, one of the strategies I have been using this school year with my leadership class are the Holstee Themes. August’s theme was Passion. September, Resilience. October, Integrity. November, Gratitude. December, Reflection. Finally, this month’s theme is Intention—the idea of taking action, while being mindful of the reason behind your action. Each month’s theme has led to great discussion, and my students are even creating ePosters with inspirational quotes and personal reflections to match each month’s theme that go on display in our library. To check out both the free and paid resources they have available, check out www.holstee.com.

We all have those leaders on our campus who need a little positive push. We have just the conference for those “at risk” students who are ready to make the effort to start leading in the right direction. Through powerful keynote speakers and workshops, we will provide a way for these students to begin reaching their goals. This year’s keynote speakers are Laymon Hicks and Josh Dearn. The S.T.A.R.S. (Students Targeted at Reaching Success) Conference will be held Tuesday, February 5, 2019, at Cal Poly Pomona at the Kellogg West Conference Center. Register your school today at www.cada1.org/areaE.

And finally, we look forward to seeing you very soon in San Diego for the 2019 CADA State Convention. This year’s convention theme is “Soaring Over California”—a virtual statewide tour of all the great things we have to offer. As Area E, we will celebrate the glamour of Hollywood, the rich history of Los Angeles, and the rich diversity of people and landscapes that our part of the state has to offer. This is the time of year my resident director in college used to call “The F"s”—that long stretch between Winter Break and Spring Break where we need our batteries recharged. There is no better place to refresh your passion for education and student leadership than the friends, fellowship, networking, workshops, speakers, motivation, and inspiration the CADA Convention has to offer. We look forward to having you join us February 27 through March 2, 2019.

**February 5, 2019**
Area E S.T.A.R.S. Conference
Kellogg West Conference Center - Pomona, CA

**Leadership Development Days:**
Info & Registration: cada1.org/LDD

**January 10, 2019**
Chino Hills High School (MS delegates)

**January 23, 2019**
Castaic Middle School (MS delegates)

**January 25, 2019**
Animo Ralph Bunche Charter High School (HS delegates)

**January 30, 2019**
Hale Charter Academy (MS delegates)

**February 6, 2019**
San Dimas High School (Valle Vista League HS Delegates)

**April 13, 2019**
California Scholarship Federation (HS delegates - Private)

**AREA F**

**AREA COORDINATOR**
ANTHONY ROGERS
Palm Middle School
areaF@cada1.org

**Area F has started the year off focusing on enriching our area’s Homegrown Leadership**

The Area E and F Advisor Conference held on August 25 had all our middle and high school attendees discussing new ideas and strategies to take back to their sites. Our Middle School Conference held at the Grove Community Church in October welcomed over 770 students from 26 middle schools from all three counties of Area F. Advisors and students left with renewed vigor due to great messages from Scott Backovich and Danny Vuong-Batimana. Our High School Conference was held on November 12, 2018 at the Disneyland Resort where over 1800 students from 48 schools (one from Arizona, thank you Area H) were motivated by Phil Boyte and a host of other presenters. This year we added an advisor double session which included presentations from Area F advisors and a presentation from Phil Boyte.

**February 12, 2019**
El Dorado High School (AVID - 7th Grade - Private)

**February 19, 2019**
El Dorado High School (AVID - 8th Grade - Private)

**February 20, 2019**
Valley View High School (HS delegates)

**February 21, 2019**
Riverside Prep High School (HS delegates)

**Area G**

**AREA COORDINATOR**
BONNIE BAGHERI
San Marcos High School
areaG@cada1.org

Do you know an advisor who is a CADA member with an outstanding program? If so, you can nominate this individual for the Bob Burton Spirit Award. This award is given to one regular member from each area for making spirit work at their site through exemplary leadership in creating a positive school culture and climate.

The CADA State Convention is in San Diego where we will be “Soaring Over California.” Area F will be representing one of our most abundant produce, “oranges.” The networking and information alone will have you soaring over your campus when you return with tons of ideas and inspiration. Orange you ready to be inspired?!

**Leadership Development Days:**
Info & Registration: cada1.org/LDD

**January 11, 2019**
Temecula Valley High School (AVID - Private)

**January 29, 2019**
Los Osos High School (HS - Private)

**January 29, 2019**
Paloma Valley High School (HS - Delegates)

**February 7, 2019**
Murrieta Mesa High School (HS delegates)

**February 19, 2019**
El Dorado High School (AVID - Private)

**February 23, 2019**
San Marcos High School (HS delegates)

**AREA H**

**AREA LEAD**
DENISE VAN DOORN
Bear Valley Middle School
areaH@cada1.org

Convention: Soaring over California is natural for the folks from out of state being that we fly to our convention annually. Given our national expanse, the one thing we have in common is an airport. Therefore, Area H will represent the Duty Free Shop. We will have items from all the states represented in our “Shop” including postcards from various places. Our giveaway will be a very nice, community travel bag. During the convention expect to connect with likeminded leaders in sessions such as New to Convention, Meet the Pros and more. We currently have about 20 members on our Area H Leadership team and our area communicates via email and phone so if you want to get involved on the leadership team please contact me or sign up at convention.

**February 21, 2019**
Riverside Prep High School (HS delegates)

**February 27, 2019**
Madison High School (HS delegates)

**April 13, 2019**
San Marcos High School (HS delegates)

**January 30, 2019**
Paloma Valley High School (HS delegates)

**March 29, 2019**
San Dimas High School (MS delegates)

**April 30, 2019**
San Marcos High School (MS delegates)

**February 10, 2019**
San Dimas High School (MS delegates)

**March 28, 2019**
San Marcos High School (MS delegates)

**April 29, 2019**
San Marcos High School (MS delegates)
criticism is sometimes hard to take. Sometimes it is easy to brush off the criticism and keep doing what you’re doing. But, when a large percentage of your student body lets you know that the biggest problem at your school is that kids are disrespectful and unkind, you have no choice but to address it.

As a result of a survey given to our student body about school climate, it became our school’s mission to do something about the fact that our kids believed the number one problem on our campus was that kids weren’t kind. This was not the reputation the staff or student body wanted for our school. We knew something needed to be done.

As a leadership class, we adopted the motto “Make Kindness Normal” and vowed to do all we could to change this aspect of our school culture. With the help of a Cricut maker purchased with generous donations to a Donors Choose request, we began plastering the school with kindness quotes and positive sayings. We began a Kindness Month where videos were shared and discussions took place in our home room classes. Staff and students were tasked to complete challenges like holding the door for others, thanking teachers and other staff for their hard work, and lending a hand when needed.

As a staff, we began to push what became known as “The Bidwell Way.” Staff and students began addressing unkind or disrespectful behavior with the phrase, “That’s not how we do things here; that’s not the Bidwell Way.” It caught on. It gave students power to address the things they saw or heard that bothered them. It gave staff a way to talk to students about their behavior in a positive way. And it truly allowed our students who were doing the right thing to set themselves apart from the negative behavior. It is now cool to be kind.

At the end of the first quarter of the school year, the climate already felt better. The smiles were apparent. The disrespectful students were now outnumbered and their voice was being drowned out by the words, “That’s not how we do things here!” We have a long way to go to completely change the culture of our school, but with committed staff and students and a commitment to kindness we will definitely get there.
Helping schools capture it all

SCHOOLS.LIFETOUCH.COM/YEARBOOKS
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<tr>
<th>Date</th>
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<td>CADA ANNUAL CONVENTION - SOARING OVER CALIFORNIA</td>
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<td>CASL MIDDLE SCHOOL CONFERENCE</td>
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<td>AREA A – MS &amp; HS STUDENT CONFERENCE</td>
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For more information on CADA programs: Advisor trainings, student conferences, leadership camps, leadership development days, state convention, curriculum, resources & more visit:

CADA  www.cada1.org
CASL  www.casl1.org
CAMP  www.cada1.org/leadershipcamps

CADA CENTRAL (831) 464-4891