

CADA



CALIFORNIA
ASSOCIATION
OF DIRECTORS
OF ACTIVITIES

Series 2021-2022
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PROMOTING & SUPPORTING LEADERSHIP DEVELOPMENT THROUGH STUDENT ACTIVITIES

YOU MATTER! > Page 14



PASSPORT STAMPED: MAA CERTIFIED > Page 10



CREATE YOUR LEADERSHIP PLAYLIST > Page 12



**CADA
TOURS...
OUR
PASSPORT
TO
LEADERSHIP**

CADA Tours... Our Passport to Leadership and our Passion to Make a Difference!

It's hard to believe that this school year is coming to a close. We had so many ups and downs, twists and turns, it was like being out on tour in a new place. Then, another turn in the road comes when we think we've got the new 'normal' figured out. But, as we travel through our lives, the one consistent thing we can all count on is gratitude and making a difference. We were blessed to gather in Reno and experience seeing each other in person in almost two years. For me, the best part of the whole week was watching so many of you reconnect and enjoy each other's company... and all the hugs! I saw each of you making a difference in one another's lives with a simple smile or a big bear hug.

Our business of teaching is about building relationships and creating

experiences for others to share. This has never been more important. Our organization is built on relationships and sharing our experiences to make us better educators for our students. The more we connect with like-minded people, the more we grow. The more we learn from others, the more we grow. The more we open our minds to our differences, the more we grow. The more we include others in what we do, the more we grow. CADA is about growing leaders, sharing our experiences, and celebrating our differences.

I'm so blessed to take this journey with each and every one of you, and I'm proud to serve you as your CADA President for this year. When you gave me this opportunity, I had big plans to implement new ideas and continue growing our

exceptional programs. Well, the world had a different plan for us, and now we find ourselves in a rebuilding and reconnecting phase. Still, through our strength in membership and the fantastic people who have stepped up to be on the CADA State Board, we can make our organization strong and make new gains. I'm celebrating my final year in the classroom, and I'm enjoying each day and loving all the "new, old" experiences and the joy on the faces of the high school students, I serve. My wish for each of you is to find joy in making the difference for one student or many and celebrate each day you get!

With love, respect, and service in my heart,

Geniel Moon

NEW AREA COORDINATOR'S MESSAGE

By Erin Tobias | Area C Coordinator | etobias@cadaboard.org

I am so excited to be the new Area C Coordinator! In my first year at CADA, I remember sitting in the seats at an area meeting, not knowing what was going on, but I knew the people in front were all very close friends, and I wanted to be up there. They all wore matching clothes and seemed to know the answer to every question I had. I was in awe. One of my goals as coordinator is to continue to provide the support and love that has been given to me by my CADA family. I want all members to feel like they are a part of Area C and CADA. I hope that everyone will feel like they can ask questions not only at convention, but as they arise throughout the year. We are your support team since many of us are alone on our campuses! Reach out and when you are ready, get more involved!

FB: CADA Area C | **IG:** cada_areac | **Remind:** 81010 @cada-c

By Monique Walton | Area B Coordinator | mwalton@cadaboard.org

I am beyond thrilled to be our new Area B Coordinator. It only took me 15 years to figure out this was where I needed to be. I look forward to continuing to support our area schools as we reimagine and rebuild our school campuses and communities post COVID. As coordinator of Area B, I hope that we will work together to highlight and celebrate our unique vibe that engages our communities in Keeping it REAL and FUN! My goal will be to empower Area B to be equitable, inclusive, and, most importantly, LOVING of ALL students, families, and staff. As a council, we hope to connect with our members frequently and always be available for support, resources, or just to hang out. I am looking forward to an incredible two years serving as Area B Coordinator. Please feel free to reach out when needed. Be Well and Stay Encouraged.

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Convention RECAP



By Geniel Moon
CADA President
gmoon@cadaboard.org

Anytime you return home from a great trip and reflect on what you enjoyed and want to do again, it is a sign of a great adventure. Reno was a great adventure, with the most significant take-away being people: seeing them, catching up, and reconnecting. CADA Tours 2022 allowed each of us to be together, learn new things, eat amazing meals, and have fun. The opportunity to take back to your school a new lesson, a new event, a new book, a new friend, and most importantly, a new outlook on what you can do for your students is just what the doctor ordered.

That's what going to CADA Convention is all about. We had two supporters of our organization get the opportunity to take the main stage for the first time, and they did not disappoint. Thank you, Dr. Laymon Hicks and Scott Backovich. Our new face to CADA, Shannon McKain, brought her positivity and fresh new ways to help us help others. We had 128 workshops, 23 meet the pros, 7 PechaKucha presentations, 18 ideas from CADA Slam, 30-30 presentations, 28 award winners, 2 different fitness classes each morning, the Scholarship Run, exhibit hall, networking each evening,

bowling, dancing, 3 virtual and 3 in person pre-cons, 152 newer to CADA attendees, 63 people taking MAA courses, and 21 MAA graduates walked the stage. WOW! We packed in so much in just four short days!

When you are on tour, you don't want to miss a thing, and convention was no exception. Remember to enjoy the rest of your school year and find ways to incorporate the ideas and connections you made at CADA to bring your school year to a positive close. Enjoy the journey with the CADA family. See you all in sunny

Remember to enjoy the rest of your school year and find ways to incorporate the ideas and connections you made at CADA.

SHARING & CONNECTING

Hello CADA Family,
As your new Vice President, I look forward to working with the CADA Presidential team of Bonnie, Geniel, and Ron. They are some of the biggest rock stars of the CADA organization, and I know that I will learn a lot from them. I want to thank all of you who voted and put your faith in me. I will do my best to meet your expectations. As an organization, I believe we will need to shed the terms "new normal" and "back to normal." I think we will need to embrace the terms: move forward, challenge our traditions, and make a difference. My purpose in the coming year will be to work to support our membership with new resources, lessons, and curricula that you will need to be successful at your school sites. The state board curriculum committee had been working on creating

By Joe McMahon
CADA Vice President
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a badging program for individual students to be recognized for their mastery of the State of California Leadership Standards, but that work was put aside so that the committee could create webinars and other online content to support the CADA membership. Now that we are moving forward again, I think it would be time to reconvene the work on this project. We are looking to gather lessons, projects, and activities that support each of the Leadership Standards. What better way to show off the power of our CADA networking than to ask the members to provide one lesson that exemplifies a student's mastery of one of the standards. If you would like to participate, please go to tinyurl.com/cadalesson to submit your lesson, project, or activity.



BOB BURTON SPIRIT AWARD WINNERS

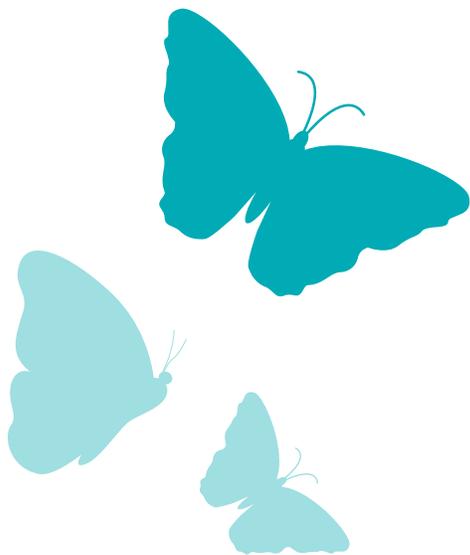
The Bob Burton Spirit Award is presented to a person who makes SPIRIT WORK, who makes a positive difference and who emphasizes inclusion with all students and members. The nominee must be a CADA member, individual or vendor. The award is given through the area in which the nominee maintains business or membership. The nominee cannot be a current council member and will be given to one person, not to teams, partners or groups.



Area A

John Thompson
Rocklin High School

Connecting students to campus in a positive way has been our mission statement and my passion for almost 30 years. It is the fundamental difference we can make in mental health as well as increasing academic success. When kids have fun and feel connected, they do better in class and thrive overall. That has never been more apparent than these past two years dealing with COVID.



Area B

Hollie Campos
Technology High School

Hollie Campos is in her 15th year of teaching. She started her journey in student activities at Technology High School six years ago and attended her first CADA Convention in 2017. That summer, Hollie brought five students to CADA Camp, and as a team, they transformed the thought process of ASB and the culture of the school. Hollie focuses on equity and inclusion at THS and has created a culture of kindness. With Hollie as ASB Advisor, THS modified the former ASB Club into a student government class, and participation in ASB has since doubled. Events like the homecoming dance have increased attendance to nearly 70% of the student body. Hollie led ASB in a mindset shift--instead of focusing on what small schools are unable to do, how could ASB adapt to make events and activities possible for the small 350-person student body? School spirit continues to grow. A significant focus for Hollie is student voice and choice with an outreach aspect to the larger local community through food and clothing drives. Hollie's students truly make her a better person, better teacher, and better leader, and she is extremely honored to receive the Bob Burton Spirit Award.

Area C

Hasmik Khalachyan-Cañas
Bullard Talent K-8 School

Hasmik Khalachyan-Cañas has been working in education for over 20 years. She has taught in elementary, middle, and high school settings. In 2011 Hasmik created a leadership class in an elementary school and discovered the powerful effect a student leadership program can have on a campus. She then became the Campus Culture Director of Tehipite Middle School for seven years. She created school-wide events to meet the community's needs while developing student leaders. Hasmik believes in the power of students' voices and encourages students to advocate for their peers.

She is currently the Campus Culture Director of Bullard Talent K-8 School in the Fresno Unified School District. She not only teaches student leadership but is also developing a leadership mentoring program that bridges elementary and middle school students. In addition, Hasmik was named a finalist for the Excellence in Education award for Fresno Unified School District.

BOB BURTON SPIRIT AWARD WINNERS



Area D

Sky Becker

Everett Alvarez High School

Sky Becker was born and raised in Salinas and graduated from North Salinas High School. Go Vikings! He graduated from Whitworth University in Spokane, Washington, with a bachelor's degree in International Business and a minor in Spanish. Sky furthered his education and traveled overseas to study abroad in Spain. Having traveled the world, he returned home to give back to his community. He landed a teaching position at the best school on the Central Coast, Everett Alvarez High School. When not expanding the minds of his students, Sky became involved with the numerous clubs, athletic teams, and school activities at EAHS. He coached the swim team and spearheaded the start of the water polo program at EAHS. He also created and ran the middle school summer swim program to help underserved youth in the school district. After teaching for ten years, the position of Activities Director opened up at EAHS. He was asked to fill the role until a replacement could be found, and fortunately, for EAHS, the role was permanently filled by Sky, a position he has dominated for the last nine years. He fell in love with activities and applied himself to create an active EAHS Associated Student Body. He continues to have a desire to grow as an educator while working with a fantastic group of young leaders in the leadership class. He still resides in the Salinas area with his wife and two children. Sky started on the water as a Viking and now soars in the clouds as an Eagle!

Area E

Jessica Owen

Highland High School

Jessica Owen has been a teacher in the Antelope Valley Union High School District for ten years, serving as the Link Crew advisor at Highland HS for four years. Jessica is passionate about including students of all backgrounds in school activities and creating experiences celebrating diversity. This past year Highland HS added a Best Buddies Chapter, and there are currently over 100 general and special education students in the program. Highland High also partnered with their local Chick-Fil-A to start a CFA Leader Academy where Jessica works with 30 9th and 10th grade students to do service projects on Highland's campus and in the community. These programs have a balance of leadership



training, personal development, event planning, and public speaking. Jessica brings heart and SPIRIT to every program and event!

Area F

Shannon Kush

Vista Murrieta High School

Shannon Kush began her teaching career as one of two high school teachers in a small one-room schoolhouse in Las Cruces, New Mexico. In that special space, Shannon learned the importance of community, inclusion, and meeting the needs of students beyond the classroom. After moving to California, Shannon taught Spanish for four years before becoming the ASB Director at Valley View High School in 2011. While at Valley View High School, she was introduced to the CADA/CASL organization. Her leadership advisors and students guided her program to achieve the Outstanding Leadership Program Award every year under her leadership. In addition, Shannon encourages her student leaders to apply to the CASL State Board. She was very proud to have one of her students be the first in the district to be elected as a CASL State Board Southern Director.

Shannon Kush has served as the ASB Director at Vista Murrieta High School for the past three years. While at Vista Murrieta High School, she attended CADA Summer Leadership Camp and introduced Leadership Development Days to the Bronco community. At VMHS, Shannon leads a team of Leadership teachers with six different leadership classes supporting and fostering an environ-



ment of collaboration and unity between the programs. She navigates difficult situations and constantly advocates for her teammates and student leaders in all programs. Additionally, she oversees over 100 clubs and club advisors on campus and is always trying to promote them and create opportunities for clubs to be successful and students to get involved.

Shannon is a leader whom others follow because her actions inspire and unite others. She looks for opportunities and ways to make things happen and constantly supports her students and fellow staff members. Shannon Kush is a leader who makes SPIRIT WORK, makes a positive difference, and emphasizes inclusion with all students and members.

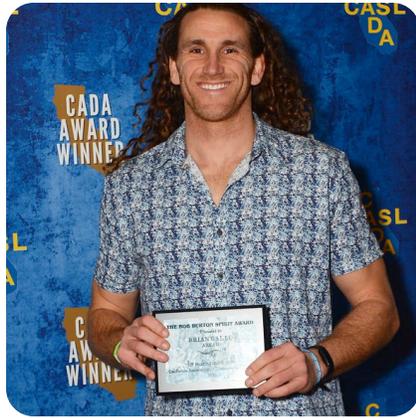
BOB BURTON SPIRIT AWARD WINNERS

Area G

Brian Gallo

Orange Glen High School

Brian Gallo has been the ASB Advisor at Orange Glen High School (OGHS) for the past ten years. He has worked tirelessly to build school spirit through activities at his school. With the help of his fantastic student leaders, he has tripled the class enrollment in ASB. ASB students have attended CADA field trips, camps, and have been provided many other leadership training opportunities. Through this diverse group of student leaders, they have helped create inclusive clubs and activities on campus. They pride themselves on having a fun school environment accepting all students while providing various events and opportunities. He has worked to create a student fan section known as 'Patriot Pit.' He has installed new traditions such as the annual Powderpuff Game, a weekly produced student news broadcast, and senior Grad Nite. For the past decade, OG has seen dance and rally attendance numbers steadily increase. He has been involved with and helped showcase countless other clubs and activities, including an award-winning dance team, Friendship Club, 8th-grade visits, and numerous staff/student appreciations. Brian has coached football and basketball at Orange Glen High School while advising SADD, Patriot Productions, and multiple class levels. He has successfully made spirit work at Orange Glen High School and looks forward to continuing to improve an already excellent campus culture.



Area H

Le Ann Straehle

Toppenish High School

Le Ann Straehle has taught for the last 23 years at Toppenish High School in Toppenish, Washington. She teaches World History and American Government, and the last 11 years has taught Renaissance Leadership, Link Crew, and transitioned into Eastern Washington University Leadership and ASB Advisor. Le Ann's leadership class has overseen all on-campus activities, including spirit weeks, assemblies, lunchtime activities, door greets, and socials. Some of the events the ASB class hosts are various celebrations for the self-contained classroom, such as Homecoming and Prom, Santa gift exchange, and a Spring Fling. Le Ann gives ownership to her students, empowering them to create the high school they want to have. Her motto with her students is "ASB stands for All Students Belong," reminding her leadership kids constantly to be inclusive no matter the event.



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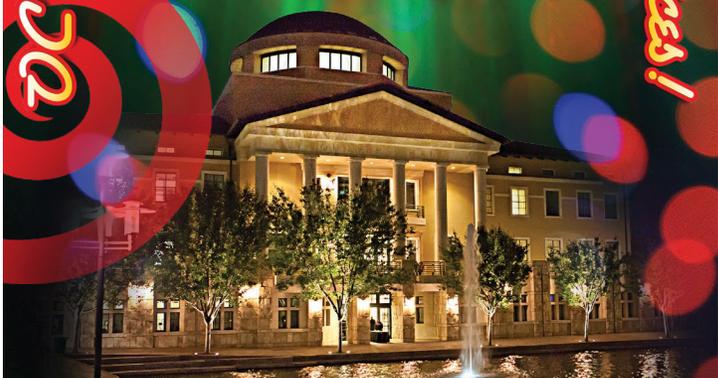
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JOIN THE CREW!

We are searching for charismatic, energetic, and driven advisors throughout the state and beyond to share their words with the CADA membership. Join the crew and write for the quarterly CADA newsletter. You can contribute and help other activity directors statewide. **Your voice matters! Let's do this!**



We Need You!

CADA is looking for passionate and involved members statewide to be a part of the digital and print media teams. Love technology? Join the Digital Media Team! Love sharing your words of events and fun on your campus? Join the Print Media Team! Sign up today at the following link: www.bit.ly/cadamedia

Digital Media Team Member Responsibilities

- Attend monthly Digital Media Team meetings
- Assist in creating content for the CADA digital media platforms
- Provide media coverage (photo, video, interviews) at Area student & advisor conferences
- Reach out to members in your Area for event tips, tricks, and ideas to be shared via the CADA digital media platforms
- Assist with outreach to highlight different activities advisors and programs in your Area

Print Media Team Member Responsibilities

- Attend bimonthly Print Media Team meetings
- Assist in developing the newsletter's theme & purpose quarterly, contribute by writing for the newsletter, and reach out to members in your area to write for the newsletter
- Provide photos for the newsletter

HARRY BETTENCOURT AWARD WINNERS

The Harry Bettencourt Character Award recipients have distinguished themselves by their exemplary character and service at the local, state, and national levels. This award recognizes individuals of exceptional character and kindness who have contributed significantly to the leadership development of students, teachers, and/or administrators.

Area A

Linda Cooper
Ceres High School

Linda began her teaching career in the business department at Ceres High School in 1983. She immediately got involved by forming the Future Business Leaders of America club and coaching softball. She attended and participated in all rallies, dances, games, activities, and CHS events. Linda's goal was to get all students involved, so she formed the Best Buddies group and worked to include all students in activities. In 1992, she took over the activity program, put together two leadership classes, a representative group that met once a month, and gathered information on what students wanted to happen at CHS.

She continually strived to achieve a positive culture on campus and in the community. Her smile, hugs, conversations with others, help to others, and love of everything activities are infectious. Linda attended her first CADA Convention in 1992 and never stopped attending or being involved in the area events, the area council, CADA events, and CASL events. She has always been just a phone call away for any educator - teacher, activity director, or administrator that needed help or information. Linda loves meeting new activity directors and leadership teachers and helping them get started. But most of all, she loves students and wants to see them be successful. Linda retired in 2016, but it hasn't stopped her from continuing her involvement in CADA, with educators, or with students.



Area B

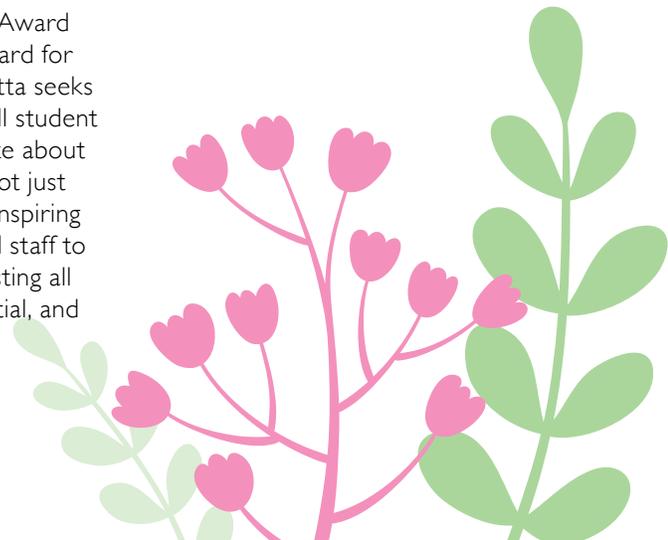
Ola King-Claye

Ola King-Claye has been an activities director and member of CADA for 35 years. Throughout her years in CADA, she has been Area B Coordinator, worked state and local CADA leadership conferences, attended NAWD, worked the CADA store "Books of Knowledge" for seven years, and is a past president of CADA. Ola is a positive mentor, a kind, energetic, and loving human being who continues to give love and support to everyone around her. Area B is blessed to have her continue the council, giving guidance and wisdom while allowing new leaders to emerge.

Area C

Lauretta Eldridge
Tierra Del Sol High School

Lauretta has been an activity director and coach for over 27 years. Working as an educator for over 30 years, she has taught in the inner city, middle school, high school, college, workforce, and continuation schools. She has presented at several schools, colleges, and conferences across the United States. Lauretta is your 2016 EPIC CADA President, has won the Kern Teacher of the Year Award twice, the CADA State Earl Reum Award, CADA Hall of Fame Award, Area C Service Award and the CCEA Exemplary Award for Activities and Athletics. Lauretta seeks to make a positive impact in all student and staff lives. She is passionate about all aspects of a student's life-not just academics. Her goals include inspiring and empowering students and staff to be the BEST they can be, assisting all to perform at their top potential, and meeting everyone in CADA.



HARRY BETTENCOURT AWARD WINNERS

Area D

Bob Collins | Ventura High School

Bob had been involved with Ventura High School's activities program for 36 years as senior and leadership activities advisor. Bob has been involved with Area D for the past 40 years, most of it on the area council. He has been to most of the state conferences since 1982, and only missed a few. Bob was on the CADA summer camp steering committee from 1984 to 2015. He worked on various state committees over the years and went to many of the NAWD national advisor conferences while on the camp steering committee.



Area G

TJ Carr | Preuss School

In 2003, TJ was given the task of creating the Preuss School's middle school ASB class. Jeremy Howard, the school's high school advisor, told him joining CADA is a must! So, TJ joined Area G. TJ is currently the high school ASB advisor at Preuss and has taken on the challenge of having all student voices heard on his campus. Like many schools, the pandemic and online learning challenged the Preuss School ASB. Though they had to pause many of their traditional activities, they, fortunately, found ways to create new traditions. Last year, the Preuss School started a Serenity Day where students made classes that they taught to each other via Zoom. Students taught skateboarding, makeup application, calligraphy, and other courses where they were experts. After the success of Serenity Day, The Preuss ASB followed the model to create an Identity Day. Identity Day was a day where students and staff engaged in conversations exploring parts of their identities. Students loved the opportunity to share who they are and to learn about other members of their learning community.



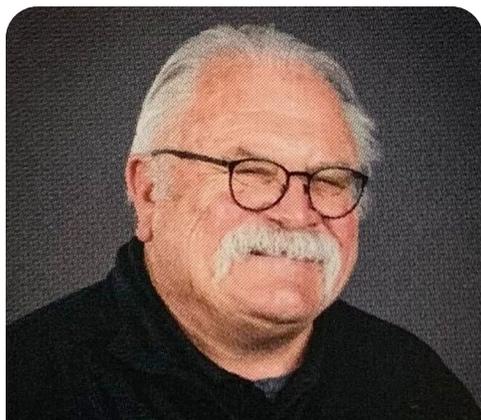
at APU and USC, he served as a teacher, assistant principal, and principal, and currently is the Director of Student Achievement in Baldwin Park Unified School District. He has spent the past 26 years with a dedicated passion for helping all students learn and grow, being actively involved in all areas of student activities, with a heart of servant leadership and a focus on developing positive school culture and climate. He centers everything around student and staff well-being. He has been an adjunct professor at APU and LAPU since moving into the realm of administration so that he could selfishly continue to get his "teaching fix." When he is not doing his "grown up jobs", he enjoys most of his "free time" with Jodie (his much better half and an incredible activities director and yearbook advisor for most of the past 28 years), and his three amazing children (Kyle 22, Luke 19, and Paige, 17) who all were all actively involved in student leadership and ASB throughout their secondary education. He is honored to have known Harry Bettencourt as a dear friend, working on the convention facilitation team for many years with him, and aspires to one day be as kind, giving, and generous as Harry was.



Area E

Richard Noblett | Baldwin Park USD

Dr. Richard James Noblett was born in Leyland, Lancashire, in England and spent his childhood and education looking for opportunities to travel, share and teach. While working at a Salvation Army Summer Camp in the Santa Monica Mountains in 1993 he met his wife of 27 years and moved to California to live in 1994. After completing as much school as he could get away with (the eternal student)



Area F

Michael Pattison

Michael has been a CADA member for 33 years and was an activity director for 26 1/2 years. In addition, he has served on the Area F council and was a CADA Camp staff member.

AREA SERVICE AWARD WINNERS

The Area Award is presented each year for overall contributions to CADA. These recipients should have been active on the Area council summer camp program, as a state officer, as a presenter at area conferences or state conventions.



Area A

Deena Koral-Soto
Summerville High School

Deena Koral-Soto has been dedicated to education and her students for the past 16 years as a special education teacher. In that 16 years, she has worked at both the elementary and high school levels. When Deena transitioned to the high school level, she found her passion in student activities. She started as a class advisor for three years and knew she wanted to be even more involved in the program. For the past 11 years, Deena has been the Activities Director and leadership teacher

at Summerville High School. When she attended her first Area A advisors conference, she knew she had found her people. She has been part of the Area A Council for eight years. Although she has presented at both the advisors conference and CADA State Convention, she prefers behind-the-scenes activities. Her favorite part of council is being able to watch their plans come to fruition with everyone working together and having the opportunity to work with and meet the most talented activities directors in the state. She is so proud to have been able to help grow Summerville's ASB leadership class, a zero period course meeting at 7am to include 14% of the entire student body. Her ASB program has received numerous CADA/CASL Outstanding Leadership Program Awards, and been named a NATSTUCO Gold Council of Excellence for the past three years. Deena and her students are dedicated to bringing new innovative, and inclusive activities to all students and staff on the Summerville High campus. When Deena is not at school, she can be found spending time with her daughter Madison, her husband Matt, and the rest of her family at home or often in Disneyland or Disneyworld. Deena is thankful for friends and family support in everything she does.



Area B

Brian Glaze
Arroyo High School

Brian Glaze is a physics teacher at Arroyo Grande High School. He has been teaching for 15 years and has been a part of CADA for over 13 of those years. His passion for student activities and leadership started his first day of teaching when he became a class advisor. Through CADA, that passion has grown from helping student leaders to now assisting other activity directors and their programs. As a part of the Area B Council, Brian has felt it's been a great honor to help and learn from so many amazing, talented, and spirited people.

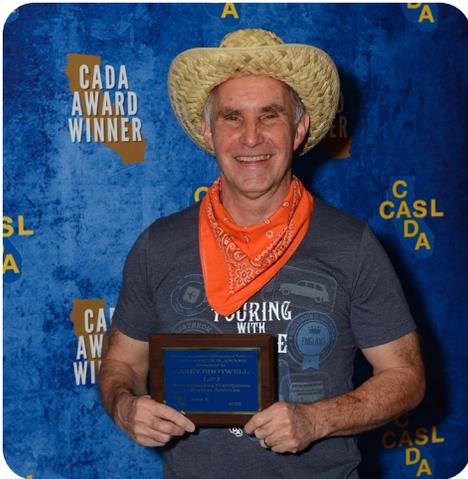


Area C

Shawna Sousa
Central High School

Shawna Sousa has been the Activities Director at Central East High School in Fresno, for seven years and a CADA member for eight years. She has presented at the Area C Student Conference about staff spirit teams, the Week of Giving, and unique spirit weeks. At the 2021 virtual state convention, Shawna presented at a workshop about collaborating with feeder schools. Shawna joined the Area C Council while at the 2020 CADA State Convention. After experiencing her first year of council meetings on Zoom, Shawna is excited about any in person meeting and was especially excited to be back in Reno for the 2022 CADA State Convention.

AREA SERVICE AWARD WINNERS



Area E

Casey Shotwell

South Pasadena High School

Casey Shotwell has taught at South Pasadena High School for the past 32 years. In his second year, he became the junior class advisor for the first of three years before moving on to a stint as senior class advisor for the next seven. For the last 22 years, he has proudly served the students of SPHS as their activities director. During this time, Casey has annually helped with the Area E student conferences in addition to working at new advisor conferences, STARS conferences, and participating in a few CASL state conferences. In addition, his leadership class has won the CADA/CASL Outstanding Leadership Program Award 15 times and hosted multiple Leadership Development Days. Throughout his time in activities, Casey has enjoyed maintaining the traditions of a school over a hundred years old while responding to today's interests and needs of today's students. This has resulted in a revamping of the homecoming court, the remodeling of the Tiger Patio (main quad area) and the expansion of the leadership class to include two Health & Wellness representatives, a Diversity, Equity and Inclusivity rep and a Challenge Success rep.



Area D

Mark Dover

Salinas High School

Mark is completing his 10th year at Salinas High School as their Activities Director. He previously held the same position at North Monterey County's High School for 11 years. He serves on the Area D Council and has presented sessions in the state convention in past years.



Area F

Ricky Castro

Kraemer Middle School

Ricky Castro has been the Activities Director at Kraemer Middle School for the past five years. He is incredibly proud to be working at Kraemer because he was once a former student and also a member of their leadership program. He was recognized as the Placentia-Yorba Linda Unified School District Teacher of the Year in 2016. Since then, he has presented at the CADA Convention in 2020 and has also presented at various CADA Zoom events. Recently, Ricky became one of the adult advisors for CASL.

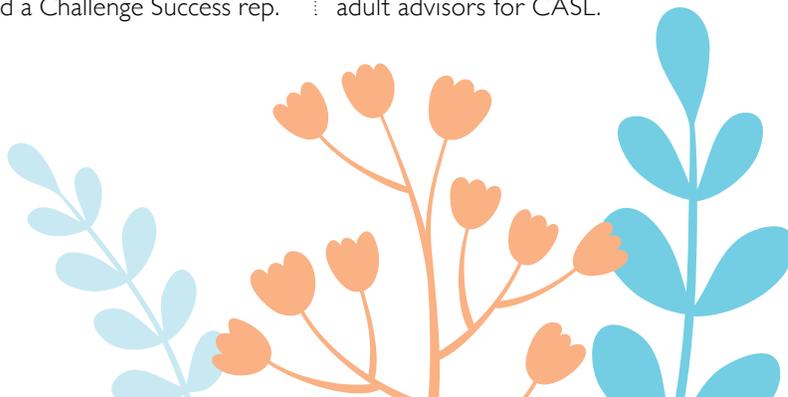


Area G

Valerie Tapia

Sage Creek High School

Valerie Tapia has been the ASB Director at Sage Creek High School in Carlsbad since 2018. She works hard to root the work of ASB in servant leadership, equity, and inclusion and loves to see how the program has transformed with these things at the forefront. She loves seeing her students work through the planning and execution of student events and activities, but she especially loves seeing them learn, grow and want more for their school. Valerie has attended the CADA State Convention since 2019 and has taken her ASB class to every Area G Student Conference. She attends the Area Advisor conferences to continue to learn and grow as a professional and has earned her Master Activity Advisor Certificate. Valerie presented for the first time at the CADA Fall Student Conference in 2020 and again at the most recent Area G Advisor conference. Her involvement in all things CADA has truly helped her to grow in her role.



PASSPORT STAMPED: MAA CERTIFIED

Congratulations 2022 CADA Master Activity Advisors

By Jeff Culver

CADA Professional Development Coordinator
jculver@cadaboard.org

What a rush to hear your name announced in the general session, followed by the walk across the main stage as your fellow Activities Directors applaud you for your years of focused study, culminating in the designation of Master Activity Advisor (MAA). On Friday, March 4, our next group of CADA members were recognized during the State Convention as 2022 MAA graduates. Thank you to Jostens for once again, providing our program graduates a beautiful CADA/CASL diploma cover.

After starting the program with Foundations for Student Activities, these CADA members completed a focused course of study in areas of finance & law, communication, organization, curriculum development, personal leadership, and culture & climate. And finally, each graduate has completed a field study/project to improve student leadership and activities on their campus or in their district.

This year's twenty-one MAA graduates developed final projects titled: MHS Bear Strong Clubs, Student Engagement Reboot, Cultural Passport, Election Convention, Amping Up Activities with Clubs, Campus



Communications Project, Orange Glen Powderpuff Game, Digital Restructuring of Student Activities, School Houses, Live Master Calendar for Activities, Kindness Project, Bridging the Divide in a K-8 School, ASB Constitution & Course Outline, Co-Leadership Between Activities and Athletics, Composting Program, District PLC for Activities Directors, Mustangs Matter, Pirate Crew Card, Staff Buddy-Reimagined, Peer Mentoring Returns, and Mesa Mentors.

Congratulations to the 2022 CADA MAA graduates recognized at "CADA Tours: Your Passport to Leadership":

Terresa Amidei, Haydee Arreola, Steven Bier, Hollie Campos, Kaitlynn Cooper, Paula Fitzpatrick, Brian Gallo, Peter Geddeis, Jamie Hawkins, Kacie Herrera, Marta Kapelos, Hasmik Khalachyan-Cañas, Jessica Leek, Lori Lowensen, Jill Massie, Katie Rowe-Kairys, Traci Spain, Zach Stepp, Valerie Tapia, Danny Timothy, and Amy Leigh Vollmar.

CADA members interested in earning the MAA certificate should register for the MAA 101-Foundations for Student Activities course at the 2023 State Convention in San Diego. For more information about the MAA program, please visit cadal.org/certification.



2023 CASL STATE CONFERENCE

MS: APRIL 13-15 | HS: APRIL 15-17
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THE CASL STATE CONFERENCE UNITES STUDENT LEADERS ACROSS CALIFORNIA THROUGH EXHILARATING TRAINING THAT LEAVES THEM INSPIRED AND EQUIPPED WITH PRACTICAL SKILLS TO ENACT CHANGE WITHIN THEIR CAMPUSES AND THE WORLD.

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LEADERSHIP DEVELOPMENT DAYS



Led by coaches with more than 10,000 hours in leadership training experience, Leadership Development Days (LDDs) provide opportunities for elementary, middle school, and high school students to become inspired and contribute to the betterment of their campus and communities.

The day-long event utilizes experiential learning activities to unite students and develop lifelong skills. The curriculum is centered around learning effective communication, cultural competencies, connecting to others, individualism vs. collectivism, expanding the leadership base, perseverance, and courage to become the best version of yourself. Let's move forward to create better leaders who serve everyone on our campus!

\$30 per student is all it takes to bring this day-long, research-based, interactive leadership conference to your student leaders and their peers at local schools, or call for special pricing to host one for your school only.

WE SCHEDULE LEADERSHIP DEVELOPMENT DAYS ALL YEAR LONG, SO PLEASE VISIT CADA1.ORG/LDD FOR THE MOST CURRENT LIST, OR HOST ONE YOURSELF!



CREATE YOUR LEADERSHIP PLAYLIST

with CADA/CASL Leadership Camps

We are so excited to be back together in person at UCSB this July!

By Jeff Culver
CADA Camp Coordinator
jculver@cadaboard.org

As we departed UC Santa Barbara in the summer of 2019, capping off a hugely successful summer of our most-attended leadership camps ever, we had no idea what was on the horizon in just seven months. As leadership and activities advisors, we have been tested beyond measure over the past two years. But, as over 1,000 CADA members converged on the Grand Sierra Resort in March 2022 for the annual State Convention, our world of leadership and activities finally started to feel a bit more “normal!”

CADA Leadership Camps navigated the pandemic with two virtual summer programs: Power Up! Take Your Leadership to the Next Level in 2020 and Leadership





SUMMER LEADERSHIP CAMPS are back at U.C. Santa Barbara!

brought to you by CADA/CASL

High School 1 : July 7-10

High School 2 : July 12-15

High School 3 : July 18-21

Middle School : July 18-20



Registration is now open!

cada1.org/leadershipcamps

Call/Text CADA Central (831) 464-4891

Check out the
Camp Recap Video Playlist
on YouTube,

featuring a decade + of CADA Camps!



Renovation in 2021. As we return to in-person camps in July 2022, we will be using music as our backdrop. Music connects us. Drives us. Helps us cope, commemorate, and celebrate. We will help you and your students create your Leadership Playlist for the upcoming school year.

Our camp program is based around the idea of bringing your key student leaders to be trained over 3 or 4 days, with the opportunity to network with students from around the state, share ideas, collaborate on a council project -- one that you might implement on your own campus during the school year; hear words of wisdom from top youth motivational speakers, and build a foundation & like-minded goals to take back

to the rest of your student leadership team to prepare for the new school year.

We will be returning to the campus of UC Santa Barbara for three high school camps. Choose from July 7-10, 12-15, or 18-21. And middle school camp will run concurrently with the third high school camp from July 18-20. Register early to reserve your school's spots during your preferred camp date. Student names are not needed until May 27.

CADA/CASL Leadership Camps are staffed by a passionate group of CADA members (and the CASL State Board at middle school camp) who return summer after summer because they love working with your students and connecting with

other advisors from around the state. We look forward to reconnecting in person with you this July in Santa Barbara.

For more information, online-only registration, and to check date availability, visit cada1.org/leadershipcamps

COVID info: If we've learned anything over the past two years it's that change is constant! We will be bound by the policies in place by the UC system as guests on the UCSB campus. As those policies shift based on the changing situation in the state, we will continue to update information on the camps webpage at cada1.org/leadershipcamps and the Camp Attendee Info Hub at cada1.org/camphub

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♥ You Matter! ♥

By Michael Lee & David Waibel

Foothill High School
MLee@tustin.k12.ca.us

“Lee, Waibel, we have an idea.”

Five years ago, students Emma Phillips and Ryann Adrian came up to us and asked for our thoughts on an idea that they heard that was sparked from conversations they had with their peers at camp.

“Can we put on a week that is meant to support, acknowledge, and embrace ALL students? It is known as the “You Matter” movement, and we want to make it a week-long event. Our plan is to...”

We were floored. This is exactly what we were looking for in creating new events based on passion projects. In recent years, our campus had changed, our events were becoming more about “tradition,” and we wanted something that was fresh while still following our mantra of service above self and that ASB = All Students Belong.

“Yes. Good. Great! Go! Let’s get it!”

A week of an emphasis on self-understanding, self-care, and self-love has morphed and progressed into a month-long, school-wide initiative filled with the same idea of accepting all students and finding ways to support the needs of all persons on our campus and even in our community.

This year, Foothill High School was able to experience Care Month. Led by our Outreach Commissioner, Tate Massey, ASB steered a group of administrators, staff, community members, and students to come together, plan for, and execute a month’s worth of activities, informational campaigns, and acknowledgments. Broken down into four separate weeks with four different focuses, our group rose to the challenge.

The month was scattered with dress-up days, informational videos about mental health shown during tutorial, and goodies that were passed out to all students. Students were able to engage with self-help practices and strategies in the quad while listening to

some calming and fun tunes at lunch. The staff were not only encouraged to participate but also were subject to treats and care messages. Our support staff and community banded together to put on a mental health fair at the end of our month. We supported our athletes on National Signing Day and with a CIF pep rally and planned a “Best Buddies” event with our special education students. Other student groups contributed by creating love and care-themed goods to donate, organizing service projects in the community, and engaging in Black History Month.

While there is much more to do to evolve the deep levels of care that our students desperately need and much more that we as an ASB can plan for, our objective has been clear. Coming out of COVID, confused, stressed, anxious, doubtful, filled with questions, athlete, leader, special needs, ordinary, teacher, counselor, principal, support staff, student...whatever you have experienced, how you feel, and who you are IS important!

All of that matters.

All Knights matter.

YOU MATTER!





**“If you want to go fast, go alone.
if you want to go far, go together.”**

AFRICAN PROVERB



By Kellen Bynes & Remy Corbin

San Marcos High School
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remycorbin@icloud.com

Hey CADA!

Our names are Remy Corbin and Kellen Bynes, and we are San Marcos High School (SMHS) first-ever ASB Co-Presidents! Becoming co-presidents has been a unique experience that has taught us many valuable lessons we wanted to share with you all.

We have worked closely together in ASB since our sophomore year and soon realized that we had a similar work ethic, intentions for the ASB Program, and complementary leadership styles that ultimately led us to pitch our idea of co-presidents to our ASB Directors and administration. Because our ASB program was growing in size (now

being around 160 ASB students), we found that a co-presidency could be more effective in leading, managing, and facilitating our program. After gaining support from our ASB director and administration, we entered the 2021-2022 school year with lengthy to-do lists and a vision for how we wanted to advance our program. In carrying out our shared vision for our school, we have had our fair share of laughs, sighs of exhaustion, and sarcastic comments towards one another. In the ebbs and flows of leading a school, we care so deeply for, it has been special to share the journey where we both understand the weight of the challenging moments and the amazing, celebratory moments.

One of our main goals was to create a welcoming and inclusive campus environment for all students. Specifically, after an exhausting year of virtual schooling during the pandemic, we understood the

importance of listening to our student body and meeting them where they are at in what we do as a program. In an effort to build trust with our student body and re-establish a sense of community, we found the importance of making our students feel celebrated on a regular basis without asking anything in return. In ASB, we call these our “gives.” This was a concept we learned from the amazing Scott Backovich in a training we had attended over the summer. One of our jobs as co-presidents throughout the year was to ensure we were incorporating “gives” as frequently as possible. We have found our “gives” to the student body have established a more inclusive campus environment where students feel seen and appreciated by our ASB program.

In this process of giving back to our campus, we have learned many valuable lessons. First, we’ve learned the value of seeking student feedback, especially

We have found our “gives” to the student body have established a more inclusive campus environment where students feel seen and appreciated by our ASB program.



the importance of really listening to that feedback and taking the steps needed to make the suggested change. Involving students in the process of implementing change on campus has been crucial in keeping them engaged in the activities and events we put on. We've found success in seeking student voice through our social media accounts, our ASB Website, as well as a physical "ASB Wishing-Well" where the SMHS student body can anonymously drop in notes of feedback for our program. We've learned that building trust with our entire student body is a long and difficult process. In our persistence, however, we have found a more inclusive campus environment emerging where various student demographics who were previously unengaged are now joining us in our school-wide events.

With both a student population of 3,800 and an ambitious vision, we quickly learned the importance of utilizing our entire team of leaders. We've prioritized

highlighting each leader's strengths and instilling confidence in them to help cultivate a positive campus environment. This encouragement goes beyond the classroom. We have also provided various opportunities for students interested in honing their leadership skills through leadership conferences, presentations to the community, and growing their passion projects.

As we approach the end of this school year, we're excited to empower the individuals who will be carrying out their own visions for the 2022-2023 school year. This bittersweet "passing-of-the-torch" prompts us to finish off the year strong by discovering how we can best encourage leading with empathy, integrity, and a greater global perspective. We hope our co-presidency, and the work we've done at San Marcos High School, can serve as an example for future leaders of teamwork built on a shared vision, trust, and a whole lot of respect and admiration for one another.

Check out our podcast with Kate Garnes regarding our Co-Presidency (found on all major podcast platforms):

"The Leadership Advisor Podcast: Redefining Leadership with ASB Co-Presidents Kellen Bynes and Remy Corbin"

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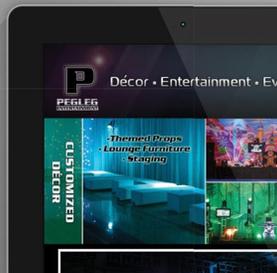
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OUTSTANDING LEADERSHIP PROGRAM FINALISTS

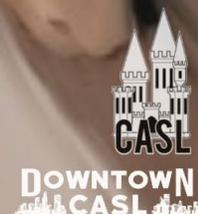
The OUTSTANDING LEADERSHIP PROGRAM AWARD recognizes schools in California with outstanding leadership programs that support and encompass the CADA/CASL Roadmap to Positive School Culture & Climate and CASL Mission Statement.

JOIN US IN CONGRATULATING:

Arroyo Grande HS	Nipomo HS
Bellflower MS/HS	Orange Vista HS
Chino HS	Pioneer Valley HS
Chino Hills HS	Quartz Hill HS
Concord HS	Ripon HS
Dinuba HS	Ruben S. Ayala HS
Don Lugo HS	Rubidoux HS
Douglass MS	San Marcos HS
Francis Parker School	Santa Cruz HS
Hanford West HS	Santa Fe HS
Highland HS	Sierra MS
Irvington HS	Summerville HS
John A. Rowland HS	Temescal Canyon HS
John M. Horner MS	Union MS
Los Amigos Dual Immersion	Vista Del Lago HS
Madera HS	Vista Murrieta HS
Modesto HS	Westview HS
Murrieta Mesa HS	Whitney HS
Murrieta Valley HS	Winston Churchill MS

CASL recognizes these leadership programs for their outstanding ability to cultivate an inclusive, strong, and unified campus culture that values the voice of all students.

OLPA RECIPIENTS



ENLIGHTENMENT FROM A VETERAN:

The Difference a Teacher Can Make

By Steve Southard

Retired Activities Director, Sonora High School
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After 37 years of teaching, it's difficult even to remember the teachers I had, yet it is so easy to remember those who made a difference in my life. When I was in high school, teachers mainly taught; they didn't spend the time to build personal relationships with their students. It was a physical educator/coach who made the difference for me.

My athletic interests were aquatics: swimming, diving, and water polo. As it turned out, I ended up excelling in springboard diving. My coach, Ken Reid, was a man I thoroughly admired. He had coached all three of my older brothers, yet never had expectations of me based on his experiences with them.

I would like to share with you one of the valuable lessons he taught me:

As a diver, I always tried to push my limits with new dives. Ken Reid was an amazing swimming and water polo coach, but he was

never a diver and couldn't help me much with technique. Typically, at the end of practice, when he had finished up with the swimmers, he would come down to the diving end of the pool. He would ask me what I had been working on and ask to see my progress. When I was attempting to learn a 2 1/2 somersault on the 1-meter board, it was much closer to a 2 1/4, which put me on my belly quite a bit! Fortunately, I would wear a t-shirt to help take some of the stings out of the belly flop.

He stood on the deck of the pool, encouraging me to continue my efforts. Having his support helped a great deal, and eventually, I was putting the dive in headfirst. I completed the 2 1/2! It was ugly, but at least it didn't hurt! Then, he said something that has stuck with me for almost six decades. He simply said, "You have the mechanics, now, work on the finesse." Then, he walked away, leaving me to figure out what finesse meant.

When I became the activities director at Sonora High, one of my responsibilities was graduation. It was a graduation that I felt lacked honor, tradition, ceremony, and

class. But now, it was mine. It had fewer than 800 spectators, even though the graduation class was over 250. But it was mine. Parents showed up wearing cut-offs and tank-tops, carrying ice chests! But it was mine.

I knew that change was necessary.

I started planning graduation in September, making a lot of changes to the status quo. I received some push back, but not much. In the end, in my mind, graduation improved significantly. But then, the lesson, learned back when I was just 15 years old, came to the surface; "You have the mechanics. Now, work on the finesse."

Eventually, graduation grew too over 4,000 in attendance, many of whom were dressed as nicely as the 'dress-coded' graduates and faculty.

That mantra followed me for the next 31 years as the activity director at Sonora High. Each time I started a new activity or program or took over an existing program, I made sure I could do it first, then I worked on making it pretty...making it better...making it work... giving it finesse!

Thank you, Ken Reid!!



"...Then, he said something that has stuck with me for almost six decades. He simply said, "You have the mechanics, now, work on the finesse." Then, he walked away, leaving me to figure out what finesse meant."

Making a Difference



By Sara Hosseini

Aliso Viejo Middle School
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As a second year ASB Advisor, I have only ever experienced a COVID ASB. What is the difference, you might ask. We found that our students returned to school with so much trauma from living through a pandemic that our focus for ASB had to be acceptance, love, and creating a safe space for our students to come to each day. It has been challenging, but I think it's been hard for everyone: staff, students, parents, and even our community partners. We truly do take things day by day here.

When I first took over ASB we were amid COVID. Students were online, and trying to build school culture from behind a computer screen seemed impossible. I was blessed to work with some amazing kids who never gave up. We hosted online gaming tournaments, virtual guessing jars, and even virtual spirit days. We wanted kids to feel like their Falcon family was still here, even from a distance. Flash forward to 2022, students are back on campus, masks are optional, and we are in full swing activities mode.

One significant factor we noticed when students returned to campus is that they were unfamiliar with how to behave both inside and outside of the classroom. We noticed that more behaviors would occur

when students did not have activities to do at lunch. ASB added more sports and created intramural sports tournaments. This was something the kids missed so much and, thus far, has been a huge hit!

One of my biggest reflections of the past two years is being flexible with my expectations on how I expect the year to go, including every event we host. One of my greatest mentors, Jennifer Adams, Assistant Principal at Aliso Viejo Middle School, has always told me to 'meet students where they are.' She inspires me each day to work harder to support our students and create a stronger Falcon family. I am thankful for the opportunity to be an ASB Advisor so that I can continue to have a positive change in our school culture.

MINDFUL MOMENT WITH MORTY

By Jill Mortensen

CADA Print Media Coordinator
Ripon High School
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In class, not too long ago, I sat and listened to one of my Elders in the programs, teach his lesson about his perception and value of leadership. He discussed the program's impact, his 'why' to keep going each day, and the beauty of the friendships made in his time these past four years. Yet one statement he made stuck with me. He said, "through it all, remember to cherish the weird moments." It was an "ah-ha" moment that reminded me as an AD, that while this year has been a struggle, I can look back and cherish the fun times, the laughter, the tears, the lessons learned, and so much more.

As educators, we are individuals who teach others and push our curriculum, desperate to fit it all in within a school year, but in reality, we can learn just as much

from our "kids" as they learn from us.

Let me provide you with an example. This year, during our long Saturday of interviews, my three legacy leaders worked to ask questions of potential leaders in a program they would be leaving. An 8+ hour day with repetitive questions, snacks to keep going, note-taking, and ultimately a decision process that would determine the program's future. It is a lesson of leaving a program better than when you came into it, eventually leaving a legacy behind. During this time together, there were some very weird moments! We had to do one interview via Zoom due to an illness and while all being in the same space, each kid ran to a corner of the room to Zoom in. We could all see each other while our phones were muted and asked the interview questions. Slightly strange, and we giggled with the gazing at one another here and there. As the day continued, during a small break, the exhaustion was kicking into high gear, and suddenly, I saw

"Cherish the Weird Moments!"

**~Anthony Sausedo,
Ripon High Senior,
Valedictorian & Legacy Leader**

running, leaping, and skipping from one side of the room to the other. There may have been some interpretive dance in the mix of all of that. Again, lots of laughter and some slight confusion. I think we had a job to do, and it was intense, but while we were together, we cherished the silly, fun, and weird moments that we can look back on and say...remember when?!?!? LOL!

When you find that you are struggling, exhaustion sets in, or you are not sure you can keep going in this activity world, look back on the silly times shared with your students and cherish every weird moment you have with them!



LDDS By Area



AREA A Events

May 12, 2022

LDD - Health Careers Academy - 5th - 8th Grade PRIVATE
Stockton, CA

May 13, 2022

LDD - Linden High School - 5th - 8th Grade PRIVATE
Linden, CA

May 26, 2022

LDD - Twelve Bridges Middle School - MS Delegates AVID
and Leadership | 6th, 7th, and 8th graders
Lincoln, CA

Aug 12, 2022

LDD - Sierra Middle School - MS Delegates PRIVATE
Stockton CA

Sept 10, 2022

LDD - SUSD Student Services - HS Delegates PRIVATE
Stockton CA

AREA B Events

No events at this time - check back at www.cada1.org/areab

AREA C Events

Sept 21, 2022

LDD - Tierra Del Sol - HS Delegates PRIVATE
Bakersfield, CA

AREA D Events

Aug 8, 2022

LDD - Pajaro Valley High School - HS Delegates Freshman
Orientation | 9th Grade Welcome PRIVATE
Watsonville, CA

AREA E Events

May 14, 2022

LDD - Washington Middle School LBUUSD - Staff Retreat
Long Beach, CA

Jul 27, 2022

LDD - Azusa High School - HS Delegates PRIVATE
Azusa, CA

AREA F Events

Aug 1, 2022

LDD - Dorothy McElhinney Middle School - MS Delegates

AREA G Events

May 17, 2022

LDD - San Marcos High School - HS Delegates
San Marcos, CA

A Place Called Home



By **Scott Backovich**
scott@envolveschools.com

Growing up as an elementary and middle school student, I knew I had won the jackpot. Every Monday through Friday, when the final bell rang, I would immediately sprint over to Escalon High School, where I had a set up a 10-year-old gym rat could only dream of.

While some kids had daycare, a friend's house, or an after-school program, I had the offices.

My dad, a high school teacher and coach of 37 years would have my "second home" set up for me each afternoon. Two gym-adjacent rooms with views of practices on the court would be my personal space each day from 3:00 pm until 4:30 pm. For a young kid after school in awe of high school athletes, the offices had everything.

First, I had the world's most comfortable 20-year-old sofa, perfect for naps, studying, or to get some needed rest.

Second, I had a cheap but dependable microwave, which flawlessly provided warm and necessary afternoon snacks on demand.

And finally, I had my own personal filing cabinet drawer. My drawer was filled with anything I possibly wanted to store rather than typical documents, paperwork, or old game films. In an athletic office filled with importance, tradition, and professionalism, I had a small space to call my own.

It meant the world to me.

As schools inch towards normalization in a post-pandemic world,

filling student needs has become more critical than ever before. While the leadership trainer in me typically tackles these challenges with new activities or updated frameworks, my 10-year-old self has a more straightforward solution—give students a place to call home.

Whether an outdated sofa or a space at lunch, every student needs a place to recharge.

Whether a sturdy microwave or free morning snacks, all students need to refill throughout the year.

Finally, whether a filing drawer or a personalized student parking space, all students deserve a place purely their own.

Being an activities director in 2022 can be one of the most challenging jobs in the world.



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2022-2023 CALENDAR OF EVENTS

JUL 7-10, 2022	CADA/CASL Leadership Camp - HS 1	UC Santa Barbara, CA
JUL 12-15, 2022	CADA/CASL Leadership Camp - HS 2	UC Santa Barbara, CA
JUL 18-21, 2022	CADA/CASL Leadership Camp - HS 3	UC Santa Barbara, CA
JUL 18-20, 2022	CADA/CASL Leadership Camp - MS	UC Santa Barbara, CA
SEP 26, 2022	Area G HS Student Conference	Escondido, CA
OCT 4, 2022	Area A HS Student Conference	Woodland, CA
OCT 5, 2022	Area A MS Student Conference	Woodland, CA
OCT 7, 2022	Area F MS Student Conference	Riverside, CA
OCT 11, 2022	Area E Student Conference	Pasadena, CA
OCT 17, 2022	Area C Student Conference	Hanford, CA
NOV, 21, 2022	Area B Student Conference	Union City, CA
NOV 21, 2022	Area F HS Student Conference	Disneyland Hotel



LEADERSHIP DEVELOPMENT DAYS ARE HOSTED THROUGHOUT THE YEAR
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