

CADA news

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CALIFORNIA ASSOCIATION OF
DIRECTORS OF ACTIVITIES



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volume III, issue 4



celebrating change through a leadership revolution 2012 CADA STATE CONVENTION IN RENO

Pace, Love, CADA... a Leadership Revolution, was more than a catchy theme and an excuse to wear tie dye. It was a chance to look at a time that changed our country forever, a change that was led by young people and students.

It was four days of communication, education and inspiration with 1,300 people heading home after CADA's 49th convention empowered to go back and improve culture and climate on their campuses.

With four general sessions, specialty seminars and events, more than 100 workshops and 200+ exhibit spaces representing more than 1,000 affiliate members, CADA members learned how to maximize the scarce ASB dollars.

Wednesday featured tech

guru, Matt Soeth on managing school focused social media and Sandi Kurland spoke about brain research theories and building an inclusive sustainable school foundation.

Mike Smith and Bob Tryanski premiered the video "Solve for X" from the Alliance for Student Activities' with solid data on the impact of student connectedness.

Phil Boyte showed us the powerful yet simple ways students can affect school campuses with his program "Breaking Down the Walls."

The '60s saw some of the most significant changes in our history; changes in thought, in attitude, in actions.

In Wednesday's general session Changing Our Reality,

Harriett Turk's message focused on the need to have personal power in order to be in charge of our personal choices.

This fast-moving opening was followed by the People's Park dinner and Area Networking in the grand suites sponsored by Lifetouch Photography. Members reconnected with old friends, met new ones and shared ideas.

"We here at CADA understand the power of students and the power of one. We need to work to teach our kids how powerful their voices are, how much change they can affect by standing up, by leading," President Monica Anderson told us. "One student, one school, one organization can make a difference, can start a revolution!"

Thursday's general session

featured the Impact of Change with the video presentation Teen Truth and CADA had been working on for the past year. Presenters Efram Christopher and JC Pohl reminded CADA members of the powerful difference they make, how valued they are and how important their jobs are...the power of one; one activities director can change a life, can change a school.

Thursday also included more than 50 workshops, the all-time CADA favorite Meet the Pros, as well as the grand opening of the exhibit hall.

The evening included a dinner session with access to additional exhibitor time and the Herff Jones Psychedelic Bowling and Dance Party closed out the second day of Peace, Love, CADA.

Continued on page 4



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california association of directors of activities

a few words from our CADA PRESIDENT

YOU TEACH WHAT YOU ARE BEFORE YOU TEACH WHAT YOU KNOW

"I have come to the frightening conclusion that I am the decisive element in the classroom. It's my personal approach that creates the climate. It's my daily mood that marks the weather. As a teacher, I possess a tremendous capacity to make a child's life miserable or joyous. I can be a tool of torture or an instrument of inspiration. I can humiliate or humor, hurt or heal. In all situations, it is my response that decides whether a crisis will be escalated or de-escalated and a child humanized or de-humanized."

- Hiam Ginott

I have the above posted beside my desk. It was given to me, typed out in a fancy font and framed, a number of years ago as a staff appreciation gift from a leadership class.

I keep it posted as simple reminder of the impact I have daily on my students. If you take out the word "classroom," and replace it with "school," and change the word "child" to "children," it can remind you of the powerful impact you, as an Activities Director, have on your entire campus.

I believe we all need this reminder from time to time, because we sometimes forget the depth of our influence.

As the 2011-2012 school year draws to a close, we all know that the end is near and there is light at the end of the tunnel.

I know this is a busy time of the year for everyone, and I hope all is going smoothly. During this time of graduations, promotions, proms, award nights, senior picnics, grad nights, elections, the list goes on and on, keep in mind the important role you play in the lives of your students. What may seem to us as just another graduation or another prom is a huge event in the lives of our students.

So when you are asking yourself "Why do I do this?" remember that you make a difference!

As you start to look to next year, remember to take time for yourself this summer to recharge your batteries. Spend time with family and friends. That way when you do come back in the fall, you will be ready to do it all over again! Have a super summer!

monica anderson
CADA PRESIDENT



meet our new vice president MIKE WHITE SHARES HIS CADA VISION

CADA friends and family, it is an honor to be serving as CADA's Vice President.

When I look at my years of involvement with CADA through the Area B Council, the CADA Camp Staff, a member of the CASL Steering Committee, and the last four years as Area B Coordinator on the CADA State Board, I am excited about taking on this next leadership role.



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

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the impact of our organization CADA CHANGES LIVES

I was sitting in my living room visiting with my neighbor, Barbara Bush (this one was never married to George) and the subject of what we were doing this weekend came up. "I'm writing my 'goodbye article' for CADA," I said. She asked what I was going to say and I told her, "CADA changed my life." This caused a raised eyebrow and I think she was waiting for the punchline, but I was serious. CADA changed my life. Both professionally and personally. And I will be forever grateful.

It wasn't that I had a bad life B.C. (before CADA). It's just that I wasn't on fire with an enthusiasm for what I was doing that kept me up nights, if you know what I mean? I was teaching a special day class with 21 6th, 7th, and 8th graders. And I was also the student council advisor; a job that came with the room. Sometimes I wondered why I had taken out lots of student loans to do something that seemed to be too often exhausting, and only occasionally rewarding.

My principal suggested because I was the student council advisor I attend the 1988 CADA Convention – Puttin' On the Ritz, in San Francisco. So I agreed to go.

My immediate response was "this is Disneyland for adults." Oh... but it was so much more. I learned I held the climate of my school in my hands. I discovered that it was up to me to address the student apathy and culture at my school that said it was cool to misbehave and get bad grades. CADA taught me I had one of the most important jobs on my campus and instilled in me a sense of urgency to create change.

My reaction when I got back to school was to ask for a leadership class and to start the Renaissance program. The result was a school whose climate and culture was changed in about a year, a "Teacher of the Year" award and a passion for student activities that grew about as fast and furiously as the behavior and GPA improvement at my school.

Whenever I needed communication, education, or inspiration, CADA was there. I took my students to leadership camp in the summer which kept them motivated until

the student conference in the fall, which kept us all energized until I went to CADA and returned with fresh ideas that injected the needed oomph until summer and camp attendance happened again.

And then CASL showed up on the scene. Another boost for my program just when interest might be waning. Ahhhhhhhhhhhhh... was there anything that CADA couldn't/wouldn't do for me?

Personally CADA had brought some incredible people into my life, many who are still my closest friends. I had colleagues to call when I couldn't figure out what to do at that noon-time rally that didn't involve spitting on the mic with large marshmallows stuffed into small cheeks, and I had friends to call when I couldn't figure out what to do on New Year's Eve as a serial single living in Stockton, California.

Is it clear that CADA saved my life on many levels?

CADA taught and empowered me; it inspired and energized me; it filled me to the point of bursting with enthusiasm and caused my imagination to take flight, yet it is also grounded me; it supported and comforted me; it provided space for my understanding, development, and growth; and it launched both my ideas and my career.

Thank you, CADA. (By the way, that's you!!! YOU are CADA!) I am so honored and thankful to have been a part of this organization for the past 25 years. I look forward to the next 25.

cindy bader
2010 CADA PRESIDENT

Cindy Bader has served on the Area Council, CADA Leadership Camp staff, CASL adult board and she has just finished 10 years on the CADA state board where she served as Area B Coordinator and a CADA "P". She plans to overcome her addiction to CADA with the help of her husband Bill and her new fur child, Riggins.



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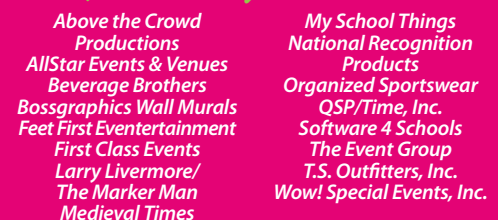
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\$5,000 a year



BRONZE LEVEL

\$1,000 a year



Continued from page 1

The Curriculum Roundtable began Friday's schedule with a fast paced format of lessons and classroom activities on the leadership development process. In addition, another 20 workshop sessions on essential topics took place.

The '60s taught students they could affect change through peaceful demonstrations. Campuses were launching pads because with education comes empowerment and a voice.

The third general session featured Marc Keilberg, a dynamic speaker and co-founder of "Me to We." Mark shared his journey in the development of his groundbreaking international organization and its worldwide impact as leaders of the concept of nurturing kids to take care of other kids. It was an incredible example of empowering students to use their voice in

order to serve others.

Following the final exhibit hall session, the newest CADA favorite, "60-60," 60 tips in 60 minutes, featured a variety of speakers including Phil Boyte, Ann Postlewaite, Jeff Culver, Sandi Kurland, Stu Shaffer, Kevin Anderson and Denise Van Doorn. This group of seasoned veterans shared bits and pieces in one-minute segments that both enlightened and gave writer's cramp to over 300 in attendance.

One of the annual highlights is the Friday night dinner followed by the Jostens dessert and dance. Here CADA attendees enjoy a themed sit-down dinner and some well-earned relaxation time after spending the previous two and a half days learning as much as is humanly possible!

The "CADASTOCK" dinner dance featured something

different this year; a very talented live band that kept the sold-out crowd on the dance floor for hours.

Saturday morning's Focus on Service sessions continued Friday's theme of Serving Others and highlighted many of the concepts and theories presented in workshops that could be implemented back on campus.

Going on simultaneously was the final presentation of Meet the Pros, followed by the closing general session with the presentation of the recap of the convention and the introduction of the 2013 Convention Theme: "Imagine, from Thought to Sketch to Masterpiece."

Peace, Love, CADA... a Leadership Revolution and a celebration of the 1960s... there has never been a decade like it; the diversity, the conflicts, the anger, the hope. The election of

John Kennedy; the Cuban missile crisis and the space race; the civil rights movement and Martin Luther King; the Vietnam campus protests; women's liberation gaining momentum; and finally, Richard Nixon's impeachment.

It is because of the '60s that our schools are integrated, that 18 year olds can vote, that people believe one person can make a difference. These were watershed moments of change in our country.

We all know what our students are capable of today, in a time when change is once again critical.

The three days spent at *Peace, Love, CADA... a Leadership Revolution* serve as a reminder of how our country has changed, who helped change it, and the important work we do in shaping leaders who will carry on that change.



convention resources

TAKING IT HOME

Convention may be over, but the friendships, networking and resources live on in cyber space.

Did you miss a workshop you really wanted to see? Didn't get that handout that you thought was a great resource? Never fear, you can check out some of these great resources online.

[HTTP://ACTIVITYDIRECTOR.WIKISPACES.COM/](http://activitydirector.wikispaces.com/)

If that's not enough, and you are looking for more great ideas for you, your students or your school, feel free to check out our podcast on iTunes, our blog on

Wordpress, or our YouTube channel.

Podcast:

[HTTP://LEADERSHIPISNTFUNNY.LIBSYN.COM/](http://leadershipisntfunny.libsyn.com/)

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[HTTP://CADALEADERS.WORDPRESS.COM/](http://cadaleaders.wordpress.com/)

YouTube:

[HTTP://WWW.YOUTUBE.COM/CADALEADERS](http://www.youtube.com/cadaleaders)

The great part about the CADA Convention is that you get to hang out with 1,400 vendors, activity directors,

administrators and educators. There are not many other places where you get that type of interaction with your professional peers.

Take that experience and make it year-round by connecting online, using the resources we are providing online, and then letting others know what you do with those resources.

The convention may be over, but the lessons and leadership carry on each day at our schools.

matt soeth
CADA TECH COORDINATOR

**2012 MASTER ACTIVITY
ADVISOR CERTIFICATION
RECIPIENTS**

- Melissa Bangerter
- JJ Barlow
- Sarah Burress
- Yvonne Casillas-Ribbons
- Lindsey Charron
- Alejandra Escutia
- Amanda Forman
- Leslie Froese-Loewen
- Jennifer Healy
- Gary Heckman
- Michelle Hendrix
- Leilani Hernandez
- Rosa Hernandez
- Annie Hoekman-Veldstra
- Jessica Holman
- Rose Holmes
- Sara Huggins
- David Humphrey
- Teresa Hutson
- Susan Karpowicz
- Mark Lantz
- Catherine Leseberg
- Rosaelva Lomeli
- Scott Manzer
- Felicitas Marquez
- Kelly Neiber
- Chuck Noroian
- Kristin Patten
- Marylee Pena
- Laura Saldana
- Leslie Sandoval
- Peter Sheaff
- Corissa Stobing
- Jennifer Van De Wege
- Gail Vannatta
- Heather Weiner
- Katie Weston
- Laura Wooster

2012 award recipients
CONGRATULATIONS



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Earl Peum Award
RICHARD PARKHOUSE



Special Award
BRUCE BITOFF



Warren Shull HS
TIBURCIO GARCIA



Warren Shull MS
ALLISON GADEKE

The Warren Shull Award is a local, regional and national award. As our local recipients, Tiburcio Garcia (HS) and Allison Gadeke (MS) were eligible for consideration for the Region 7 Warren Shull Award.

CADA is pleased to announce that both Tiburcio and Allison were selected by NASC as Region 7 winners. Congratulations!

Both recipients will be recognized during the NASC conference on June 24 in Oklahoma City. At that time a national winner for both categories will be announced.



Honorary Life Member
TYLER DURMAN



Honorary Life Member
TOOSJE LAMOREAUX



Jack Moore Award
LINDA WESTFALL

call for presenters 2013 CADA STATE CONVENTION

Consider being a presenter at the 2013 CADA Convention.

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IMAGINE

making a difference in our schools.

Help make a difference at the CADA Convention. Stop imagining, and head to the CADA website to apply to present! *Imagine! From Thought to Sketch to Masterpiece*, the 2013 CADA State Convention.

For more information visit:

WWW.CADA1.ORG/STATECONVENTION

Continued from page 2

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

Throughout high school I was involved in sports, music, drama and ASB.

When I graduated and headed off to college, I knew I intended to become a teacher.

During my first year of teaching at James Logan, I quickly became involved with student activities again.

My involvement ran the gamut from class advisor to powder puff football coach and

I still remember the pride I took when I was asked to take over the Activities Director position.

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

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

My life only grew richer as my students and I participated in CADA Camps and CASL events.

As CADA's Vice President I am excited to maintain and implement programs which will benefit the members of CADA but more importantly the students they serve.

mike white

CADA VICE PRESIDENT



IMAGINE
from thought to sketch
to masterpiece

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area awards HONORING OUR MEMBERS

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

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

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

THE AREA AWARD is presented each year for

overall contributions to CADA. Recipients have likely been active on the Area Council, with the summer camp program, as a state officer, and/or as a presenter at area conferences or state conventions.

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

Congratulations to the outstanding recipients of our 2011 awards:

AREA A
www.cada1.org/AreaA
Bob Burton Award
Jeff Burghardt, Ponderosa HS
 Jeff teaches science and is

the ASB advisor at Ponderosa High School. He has created a distinct school personality and culture that makes students and staff alike proud to be Ponderosa Bruins.



He gives students a fun way of enjoying school and activities while also supporting fellow students. It is not only the countless hours he puts in to motivate students to become leaders, but the way he influences other adults to give of themselves to provide students with the opportunity to showcase their talents. The positive atmosphere on campus makes it easier for all, students and teachers to connect with each other.

Mr. Burghardt is one of those

people that no matter how tired, how frustrated, how busy, he never puts forth any other than his best work and 100% effort.

Area A Award
Melissa Dickinson, Douglass MS

Melissa is in her sixth year teaching math (algebra and pre-algebra) at Douglass Middle School.



She is in her fourth year teaching activities, and has been involved with CADA for six years.

Melissa serves on the Area A Council and is very involved with CADA Leadership Camps and serves as a camp staff member. Melissa always pitches in and is a super hard worker.

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AREA B

www.cada1.org/AreaB

Bob Burton Award

**Glenna Wurm-Hayenga,
San Lorenzo HS**

Glenna has been teaching for 21 years—five years at the California School for the Deaf, Fremont, and 16 years at San Lorenzo High School. She has been involved with CADA for ten years.



and soul, sweat and tears of our school.”

Area B Award

Melissa Foster, Willow Glen HS

Melissa has been an educator for 15 years a Willow Glenn High School in San Jose.



During her tenure she has taught English, French and leadership.

She has been a CADA member for 11 years and served on the Area B Council for the last five years. She has presented at the Area B Conference, worked at the CADA State Convention, been a member of the CADA Camp Staff and takes her students to the CASL Conference annually.

Melissa’s philosophy toward teaching is to promote students’ capacity and encourage students to take on challenges

for themselves.

AREA C

www.cada1.org/AreaC

Bob Burton Award

Brooke Slayton, Liberty HS

Brooke Slayton has exemplified the spirit of Bob Burton with great service to CADA in Area C by presenting at almost every student conference, serving at the annual area advisors conference and by spending several years on our Area C Board.



She not only brings her students to conferences and CASL, she also encourages them to strive for excellence in leadership and community service.

Area C is honored to have Mrs. Brooke Slayton as their excellent

choice for the Bob Burton Spirit Award.

Area C Award

Kevin Harris, Washington Union HS

Kevin is the epitome of service. He has presented excellent leadership ideas at area conferences for five years. He has been a member of CADA for seven years and has served on the Area C Board for five years.



He has presented at the state CADA Conference and is always great for conducting the ice-breakers at all gatherings. Kevin has served as our New to Convention Chairman and has worked summer camp for four years.

Kevin has dedicated his teaching career to guiding and taking care of all students on campus. He possesses a great

Continued on page 10

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Continued from page 9

ability to move and encourage leadership in all students to whom he comes in contact. He always has a smile on his face!

AREA D

www.cada1.org/AreaD

Bob Burton Award

Barbara Johnson, Sequoia MS

Barbara Johnson makes spirit work at Sequoia Middle School because she leads by example... she will do anything, literally, to build spirit at her school. You name it, she'll do it... dress up like a rock star, do a lipsync, spend hours on the top rung of a ladder or roof.



For the past ten years, she had held Spirit Nights. Her greatest achievement has been when she convinced kids who were not easy to like or were

victims of bullying to attend and participate in Spirit Nights.

One student reacted "I never wanted to do anything at school or for this school. Now I want to do everything."

She has done an "Invisible Student" assignment where for five days her ASB kids experience life as an invisible student (eating by themselves, not contributing in class or social situations, etc.) and then reflect on their experience. Students love it and hate it!

She has built her program from 17 kids to a thriving program of 70 students in two classes. Service and spirit activities are the heart of her program.

Area D Award

Leigh Cambra, Carmel HS

Leigh Cambra is the Activities Director, Link Crew



Coordinator and cheerleading coach at Carmel High School.

In addition to those big jobs, she finds time to serve on the Area D Council, present at local and area student conferences and to put together an Area D newsletter.

She is energetic, fun, spirited and adds a lot to our Area Council.

Leigh was born and raised in Palo Alto before moving to the Monterey Bay Area. She was a Home Ec major at Cal Poly, the last class of Home Ec majors there. She has an M.A. from the University of San Francisco in Sport Management and did internships with ESPN and Stanford University.

Leigh lives in Monterey and loves to travel and hang out with family, including her dogs. She attends just about every sporting event she can and is an

avid Giants fan!

AREA E

www.cada1.org/AreaE

Bob Burton Award

Melanie Wong, West Covina HS

Melanie has been at West Covina High School for 11 years, and has been activities director for seven years. She brought Link Crew to the school this year, and has previously served as a class advisor.



She is actively involved with Area E, and brings students to both our Student Leadership Conference and STARS Conference, and she can always be found at our State Convention.

One of her favorite school events is WCHS's Leadership Summit. This is a two day retreat



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held in July on a local college campus. More than 130 student leaders from the campus representing ASB, Renaissance, Link Crew, Class Council, Athletics, Performing Arts, AVID, and all our other clubs/organizations attend to network and create a vision for the year. It is a dynamic way for to start the school year!

In her spare time she likes to watch musicals, go to Disneyland and play flag football.

Area E Award

Richard Noblett, Olive MS

Richard Noblett has been in education for the past 15 years. He has taught middle school math, computers, social studies, science, intervention and 6/7/8 grade advisory, was an assistant principal for three years, and is now the principal at Olive Middle School where has



been for seven years.

He serves on the Area E Council and has participated in all things CADA. This includes the Advisor Conferences, Student Leadership Conferences, as well as a State Conference Presenter and Technical support.

Most recently, he has been involved with the revamping of the Area E Stars Conference. Richard is very generous with his time and resources.

He volunteers to assist with various tasks never expecting anything in return.

In his spare time he likes to spend time with his family, watch movies, read, hike, swim and listen to music.

AREA F

www.cada1.org/AreaF

Bob Burton Award

Richard McAlindin, Placentia/Yorba Linda School District

Richard serves as the Director of Executive Services for the PYLSD, and was previously principal at Kraemer Middle School.



He was instrumental in maintaining and creating new aspects of school spirit at Kraemer in very obvious ways, in addition to working behind the scenes to further develop an ongoing spirit of excitement and an atmosphere of inclusion for all students on the campus.

As a principal he was a dedicated participant and supporter, at virtually every event and program. As a newly hired district administrator he has taken many of these same passions district wide in one of his projects designed to increase attendance rates in all schools.

He is a visionary CADA member that makes spirit happen on campuses. Over the past four years, amidst all of the budget cuts, he has maintained the school's two periods of 8th grade ASB Leadership and two periods of 7th Grade Peer Leadership. This allows the school to include over 150 students in leadership development roles.

Area F Award

Jeff Cornelius, Lexington JHS

Jeff has been the Activities Director and a biology teacher at Lexington Junior High School since 1998. Jeff has a Masters in Secondary Education and a BS in Biology/Health Science.



He wears several different hats as he works outside education for the Los Angeles

Continued on page 13

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CADA Leadership Camps tend to fill by the end of May, so get your reservation in early to avoid disappointment. Rates for students also go up \$30 after June 1st, so that's another reason to register early... and trust us, you will not want to miss the 2012 camps!

Camp rates go up \$30 per person after June 1st, so get your registration materials in today!

Check out the speakers we'll have this year in the box to the right. They're going to be fantastic!

CADA Leadership Camps are a great setting to develop personal and interpersonal skills. These skills will help to ensure future success in high school, college and the 21st century work force.

Our camps are staffed by professional and credentialed educators. We have been training California student leaders for 28 years. CADA Leadership Camps can help your students become: dynamic student leaders, well-rounded team players, creative problem solvers, effective communicators, successful

presenters, visionary planners, prepared for college and career, and developers of a positive school climate.

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

The camp is located in Santa Barbara on the University of California, Santa Barbara campus on the cliffs overlooking the beautiful Pacific Ocean.

Advisor sessions are being re-worked this year, so new and returning advisors will have a great time!

CADA's Master Activity Advisor Certification classes will once again be offered during camp. Classes this year include: Level I, Foundations for Student Activities; Level II, Leadership Program Development; Level II, Developing Personal Leadership

Skills. Each level costs \$100. For \$240, advisors can get certification as well as two units of Fresno Pacific credits.

CADA Leadership Camps may be fundable through Associated Student Body Funds. School site and district budgets can help pay for CADA Camp.

Outside sources that may assist are Title IV (Safe & Drug Free Schools), Tobacco Use Prevention Education Program (TUPE), and Stimulus/AARA funds (Title 1-for at risk student, IDEA funds for general education population). Because of the large number of SCANS skills offered at CADA camps, funds may be available through school-to-career funding sources.

Your local community service clubs may also be a viable place to look for help. So, don't be afraid to explore other avenues of funding.

For more information about CADA Leadership Camps, and registering for 2012 sessions, visit www.cadaleadershipcamps.org or contact Jack Ziegler at camp@cada1.org.

FEATURED SPEAKERS AT 2012 CAMPS

Stu Shaffer
www.stushaffer.com



Mike Smith
www.differencemakers.com



Harriet Turk
www.harrietturk.com



Matt McFadyen
www.mattmcfadyen.com.au/



Continued from page 11
Angels Baseball Club and Anaheim Ducks Hockey Club as a Production Stage Manager.

Last year he was one of 30 teachers honored with the Wyland Earth Hero Award for his outstanding efforts conservation and recycling programs. Jeff has helped Lexington raise just under a million dollars with their Fit-A-Thon annual fundraiser in his career at Lexington. In addition, he has raised thousands of dollars for the CASA Youth Shelter, YMCA, Halcyon Interfaith Shelter and the Harvest Food Bank.

He is married to his wonderful wife Carey and has two son's Nicholas and Christopher.

AREA G www.cada1.org/AreaG *Bob Burton Award*

**Rod Keillor,
San Dieguito Academy**

Rod has been an ASB advisor for 17 years. For five years he was at Acalanes High School in Lafayette, and now for 12 years at San Dieguito Academy in Encinitas.



He also teaches business classes and video film. He attended his first CADA conference in 1996 and has gone every year since.

He has been happily married for 22 years, has two boys (14 & 9) and loves coaching his sons' sport teams.

His claim to fame is having NSYNC perform at a lunch concert at his school and later getting the group Switchfoot to perform at a benefit concert.

Area G Award **Denise Van Doorn, Bear Valley MS**

Denise teaches 7th and 8th grade ASB Leadership and AVID at Bear Valley Middle School in Escondido.



Denise has been a middle

school activities director for 21 years and has taught for 25 years. She has been selected Teacher of the Year three times and has written curriculum for leadership in addition to presenting at regional workshops and presented at the CLMS, AVID, LASC and CADA conferences.

In 2011 she was selected as the Region 7 finalist for the Warren E. Shull ASB Adviser of the year.

She is a CADA Past President and was responsible for putting on the CADA State Convention in San Diego in 2007. She was an Area Coordinator for four years and put on four student conferences with up to 2,000 students.

tech tip INSTAGROCK

I'm going to go out on a limb and guess some of you, if you need to find something on the web, use Google.

A few more of you are pretty savvy and might even refer to YouTube as the visual provided by video is much better than text. You would be correct in that both of these tools are the top two search engines on the web. However, what if you could utilize a research tool that narrowed your search to education topics?

That is instaGrock, the new search engine specific for educators.

For fun, I did a search on "video production interview" using instaGrock. What came back was a graph giving me various suggesting topics. As I click on each one I am taken to more specific topics that branch out giving me more and more options that are kid friendly.

I do like the graph layout as instead of scrolling through rows of text, I can more closely focus in on a topic and see where and how it is connected. I also have the option of checking out websites, images and videos.

My other favorite support feature is the ability to look for quiz questions. Meaning, you can search out multiple choice questions or even long answer/discussion questions for your class. Most of these that I searched were pretty a good, a few I would not use, but most were on target and led to a great class discussion.

So, the next time you need to do a search, or your students, try out instaGrock. You just might be surprised by what pops up on your screen.
www.instagrok.com

The missing piece of the leadership puzzle WILL YOU RSVP?

Engaged student councils can be a principal's best ally. They can help push reforms that will benefit students; they can develop strategies in answer to student concerns

which will help improve school climate. Let them be one of your partners." —NASSP

The minute Raising Student Voice and Participation (RSVP) training started I realized I finally found the piece of the ASB puzzle for which I had been searching.

For 20 years I had been involved in creating and implementing student activities programs which were great, award-winning even. Yet, although they were active and involved programs, I always felt there was a key piece missing.

I constantly tried to engage the entire student body by having a student senate, so smaller groups of people (2nd period classes) had more personal representation.

I tried "town hall meetings" and even had a principal who was willing to sit out in a hot amphitheater and answer tough questions.

And the ever-horrifying suggestion box that dogged so many students and elicited few if any valid suggestions always made its way into my program somehow.

However, until I was trained in RSVP the quest for 100% student involvement continued to elude me.

I have finally found the missing ASB puzzle piece to create the leadership program I always knew should exist on my campus. What is RSVP? I'm so glad you asked!

RSVP

• Is a student engagement

program brought to you by CADA and sponsored by the National Association of Secondary School Principals (NASSP) and the National Association of Student Councils (NASC).

- Provides a method for student leaders to engage their peers in working for solutions to the problems they see in their school and community.
- Is anchored in the vision and beliefs of the NASC.
- Supports the NASSP report *Breaking Ranks II: Strategies for Leading High School Reform* by providing principals with a way to utilize the leadership of their student councils. Students trained to run the RSVP program in their schools will use NASC-identified leadership skills necessary to successfully facilitate student summits and manage civic action initiatives.
- Is easily integrated into existing student leadership programs. Student leaders plan and facilitate a series of summits that engage the student body in dialogues and assemble student action teams to carry out plans for resolving concerns identified in the summits.
- Asks students what they care about, what proposals they have for community and school improvement, and what actions can be taken, in cooperation with adults, to implement their ideas for positive change.
- Is THE missing link in existing student activities programs, no matter how established, active and involved the programs are/have been!
- Is a way to gain 100% participation from your student body and impress your WASC visiting team as it involves all students and student populations—specifically giving those students who are typically

not involved an opportunity to share their voices and participate in civic-based activities. Remember we all "tend to support that which we help to create."

- Brings abstract learning to life: "Students who learn about democracy in social studies courses but who fail to see it practiced in the classroom or school are given the message that democracy is a lofty ideal, but it is not for the real world. What is needed then is an approach to citizenship education that will not only prepare students for democratic participation but help them to appreciate the value of democratic institutions". (Power 1993, p190) activities. RSVP is one such approach.
- RSVP is the answer to the question, "What can I add to my great program that will propel it to the next level?"

It's time to enlist the power of the student voice in promoting positive change. The introduction of RSVP is timely. Problems on our campuses are growing and until now there has been no salient answer to the increasingly critical issues we face.

RSVP provides ALL our students with a structure for addressing concerns as well as providing a way of getting at solutions, and it allows their voices to truly be heard. We hope you, your students, your counselors and your administrative team will join forces with us for this important training. RSVP is here to lead us all into the future; creating the best campus culture possible.

Please visit www.nasc.us/raising-student-voice-and-participation for more information on RSVP and www.cada1.org for information on how to bring this program to your area.

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the legacy begins with our students

REVIEW OF THE 2012 CASL CONFERENCES

Thank you to every advisor who gave their student leaders the opportunity to attend the "CASL Museum... the Legacy Begins with You," the 2012 CASL State Conference.

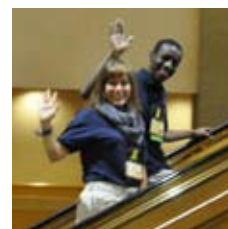
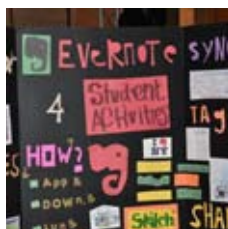
the Pros were admirable. Even the bus ride to the Speedzone became creative with the bus wars on our Facebook fan page.

These leaders knew how

than 1,800 passionate student leaders and adults (including visitors from Canada once again!) at the CASL Conference this year engaged every step of the way.

legacy back at their schools.

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



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

Their contributions to the workshops, intrastates, region meetings, elections and Meet

to step up the leadership in every situation, which is what encourages us to work harder every year to bring you as much curriculum, inspiration, ideas, and tools to make those visions come to fruition on your campus, as is possible in three days.

We had a record breaking more

From the impactful service project with TOMS shoes to region meetings and intrastates centered on the ideas of integrity, humanitarianism, teamwork and vision of how to "leave your legacy," they continued to show us how much they genuinely cared about serving others and wanted to leave a

CASL kid, always a CASL kid" is now common to hear amongst the delegates and we hope this means after high school, they will continue to implement the leadership skills they learned at the conference in their college years, professions, and everyday life; all while treating others with compassion

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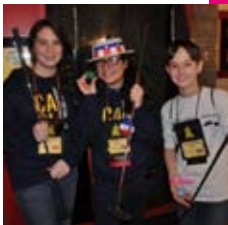
and giving back to society.

It has been my pleasure working with so many of you, and you continue to amaze me with your creative ideas and powerful programs on your campus.

Feel free to call or email me anytime with questions, ideas, or suggestions. Together, we can

Behind the scenes are Jose Duenas, Allison Gadeke and Susan Moerder serving as humble heroes year after year, with complete dedication, passion, and professionalism. They make all that I do possible.

I hope your student leaders recognize and appreciate the opportunity you, the advisors,



all help each other and continue to be a positive force on school campuses across California.

Special thanks to the CASL "kids" on the board for their vision, courage and enthusiasm which inspires me to keep striving for excellence and pushing the boundaries.

provide them. It allows them to continue to learn and take action, leaving their legacy and making their campus one they are proud to call their own.

sandi kurland
CASL COORDINATOR

CASL CONFERENCE REVIEWS

as seen on

facebook

CASL was simply amazing thank you to everyone for making it incredible, we will never forget it! – **Alex Pontarelli**

Of all the conferences I've been to, this past weekend's was the most incredible. Love the CASLife! – **Sydney Maguire**

I feel like I have grown so much as a leader and am very excited to bring ideas I learned to my high school! – **James Long**

Time to live on the legacy. – **Andrew Solis**

[CASL taught me] you can't make new connections if you stay in the same group with the same people. – **Angela Fan**

We all have more in common with one another than we think. I carry that with me every day since CASL. – **Amanda Parker**

CASL is a place where you can unite with those who want to make change not only inside school, but outside of it. – **Billy Ngo**



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outgoing thoughts
FROM THE CASL PRESIDENT

Integrity, humanitarianism, teamwork, and vision have blazed the trail on our CASL journey this year.

“What will your legacy be?” This was the question we asked all 1,800 students who attended the 2012 CASL state conference (The CASL Museum: The Legacy Begins With You). This was the hallmark of CASL’s mission as we worked endlessly to help students realize that making a difference begins with following your passions to not only leave a legacy but to begin one.

Our goal was met in many different capacities as the CASL team broadened the Facebook fan page network (now reaching nearly 6,500 student leaders), we helped take leadership to the next level by launching our new volunteer program, presented at all seven CADA/CASL Area Conferences, and built a stronger network with schools in our very own community in

an effort to develop student leaders with CASL’s Leadership Development Day program.

The CASL impact has truly taken a lasting effect on students all across California as we reach out in every avenue we possibly can. Being a part of this process has been a humbling experience and inspiring journey as CASL State President.

It is my hope that CASL delegates return to their campuses reflecting on the legacies they want to begin and inspiring their fellow peers to do the same. It definitely brings a sense of nostalgia to me as I remember asking myself this very question three years ago at my very first CASL state conference (Building

Leaders for a Better Tomorrow).

But there is a punch line... I was once the student too afraid to step out of my comfort zone, too afraid to shine. CASL gave me just the tools I needed to embrace the leader I never knew

I was. I would have never imagined back then that my legacy would build itself from: the powerful lessons I learned, the friendships I created, and the changes CASL has made in my life and in the lives of others.



That in itself encompasses the CASL experience, taking home timeless lessons that aid in personal, interpersonal, and ethical decision making skills.

My gratitude for the CASL

organization is endless as there is so many humble heroes invested in its success.

To Sandi Kurland, Susan Moerder, Allison Gadeke, and Jose Duenas, as our Adult Advisory Committee, thank you for continuously steering the organization in a positive direction. Your insight and breadth of knowledge are the key factors in its progression. The representation of servant leadership, seeing the big picture, and patience will be forever a part of my memory as you all have really set the standard of true leadership.

To the CASL board members who put their hearts and souls into the conference, your spirits have motivated many and your drive helped to produce one of the greatest conferences in CASL history.

Making a difference is a collective effort, and by sharing each other’s stories, life experiences, and leadership talents we have already taken the biggest step as leaders. My greatest advice is to believe in yourself and the path you are meant to take as leaders will reveal itself to you.

Remember to write your story with your passion rather than with the expectations of others. Remember to listen hard and practice wellness, because as a community of leaders working together we can truly accomplish anything.

It has been a sincere honor to serve as the CASL President. I couldn’t imagine a better group of student leaders to represent as your legacies have left an irreplaceable impression on my heart. With the deepest gratitude, I thank you.

jamal edwards
2011-12 CASL PRESIDENT

See you next year...

CASL 2013

MIDDLE SCHOOL
APRIL 11—13, 2013

HIGH SCHOOL
APRIL 13—15, 2013

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leadership development days TRAINING YOUR LEADERS

CADA and CASL present Leadership Development Days held at volunteer school sites throughout the year in all regions of the state. The training takes place at a host site facility (MS or HS) and is delivered in a unique style while working in small groups of student leaders, utilizing experiential activities and the related applications to teach specific skills and enrich group dynamics.

The curriculum centers on skills related to teambuilding, communicating, prioritizing, risk taking, learning through experience and evaluation, challenges to include more students in the leadership base, discovering individual's strengths, and determining how to change the culture and climate of your campus in a positive way.

If you are interested in hosting or attending a Leadership Development Day in the 2011-12 school year, contact our Leadership Development Coordinator, Sandi Kurland at leadership@cada1.org or visit www.casl1.org.

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

2011-2012 LEADERSHIP DEVELOPMENT DAY HOSTS

- Archbishop High School – Advisor David Elu
- Balboa MS – Advisor Jose Duenas
- Bidwell JHS – Advisor Bill Battaglia
- Cesar Chavez MS- Advisor Christina DeSanto
- Chino Hills HS- Advisor Janet Roberts
- Golden Valley HS – Advisor Laura Beers
- Holmes Jr. High- Advisor Kerri Hogan
- Ida Price MS- Advisor Eileen Beckley
- Las Flores MS- Advisor Petra Davis
- Los Amigos HS- Advisor Carlos Castillo
- North Salinas HS- Advisor Margaret Noroian
- Quartz Hill HS- Advisor Jeff Culver
- San Lorenzo Valley MS – Advisor Claire Hackett
- Saticoy Elementary- Principal Jennifer Sargent Duston
- Sutter High School- Advisor Lori Burrow
- Twin Peaks MS- Advisor JJ Barlow
- Westlake HS- Advisor Diane Blackburn
- Ygnacio Valley HS- Advisor Corissa Stobing
- Yorba Linda MS-Advisor Patricia Holt

"RSVP HOSTS"

- (Raising Student Voice & Participation)
- Chino Hills HS - Janet Roberts
 - Lone Hill MS – Leslie Sandoval

outstanding activities program AWARD FINALISTS

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Advisor Denise van Doorn

Beaumont High School
President Dylan Valdivia
Advisor Jennifer Martin

Bidwell Junior High School
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Advisor Bill Battaglia

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Advisor Christina DeSanto

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Advisor Leigh Cambra

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Advisor Linda Cooper

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Advisor Janet Roberts

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Advisor Nicole Moon

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Advisor M. Edsall & T. Wimberg

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Advisor Eron Campuzano

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Advisor Lindsey Charron

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Advisor Kim Karr

Foothill High School
President Jennifer Olague
Advisor Teresa Hutson

Francis Parker Upper School
President Rachael Abernethy
Advisor John Morrison

Great Oak High School
President B. Lopez & A. Farley
Advisor Don Skaggs

Grossmont High School
President Grace Crummett
Advisor Jeremy Hersch

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Advisor Leslie Sandoval

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Advisor Terry Speir

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Advisor J. Gizza & J. Teixeira

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Advisor Joyce Stangl

Modesto High School
President Ezequiel Amador
Advisor Don Wallace

Murrieta Mesa High School
President Casey Joe
Advisor Erin Moran

Murrieta Valley High School
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Advisor Geniel Moon

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Advisor Margaret Noroian

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President Madison Gonzan
Advisor Michael Castañón

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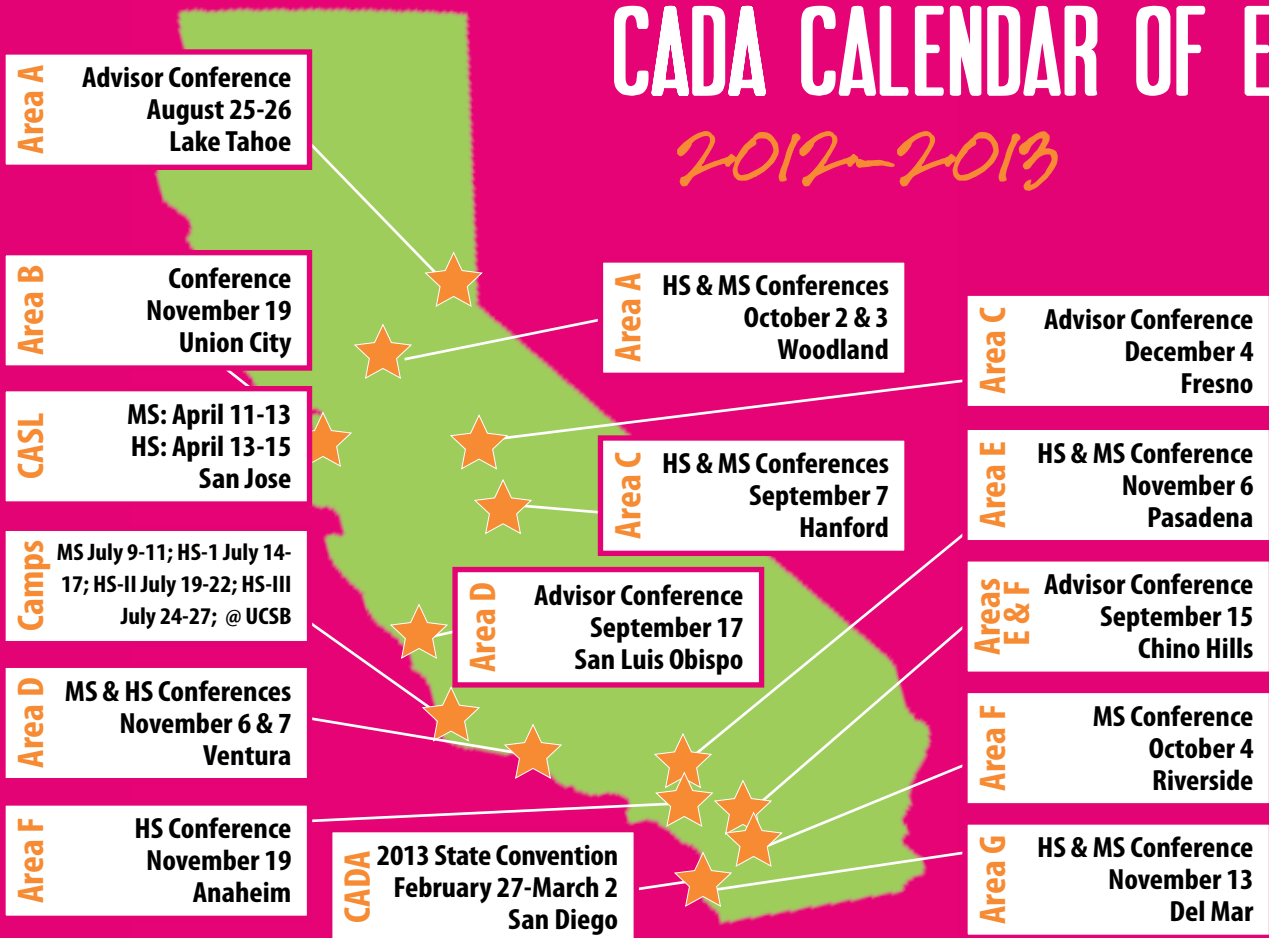
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CADA CALENDAR OF EVENTS

2012-2013



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

For the CASL Conference:
www.casl1.org

For Leadership Camps:
cadaleadershipcamps.org