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Please like Me:

Social Media, Drama and Our Need for LOVE

By Houston Kraft

In the past month in the United States – if you were to add up all the hours looking at our screens – we have spent a collective 230,000 years online. 230,000 YEARS of time Googling, Facebooking, Snapchatting, and Tweeting. The average teenager spends two hours a day online in some way.

Because I get the opportunity to speak and work with young people everyday, I have to ask myself the big question wrapped up in a little word: WHY?

I think the answer is simple, logical, and just a tiny bit scary.

We all want to feel recognized, valued, and loved. We all want attention. It's a

fundamental need in Maslow's Hierarchy - just after food, water, and safety. And what's scary about that? Well, I probably don't have to tell you as educators that young people (and old people alike) do some strange things when we want attention.

When we are babies, we sometimes yell and scream just to have our parent close to us. As toddlers, we pull people's hair and draw on walls. I remember being four years old and pooping in a public pool just to get my dad's attention. He rushed over, pulled me out and apologetically told me we had to go – someone had pooped in the pool and they were evacuating. With a sly grin on my face, I said, "Gross! Let's get out of here!" Mission successful.

As we move into our teenage years, it gets a little

Continued from Front Cover – *Please like me...*

Social Media is a stage and our students are the players. The average person on Facebook has 338 friends. The average Twitter user has 208 followers. Here is this place where, anytime of the day, they can go to broadcast their thoughts and feelings and have an audience.

more aggressive. Guys start spraying Axe all over their body in a misguided attempt to smell appealing. Girls start wearing makeup and ridiculous amounts of not-clothing (short shorts and yoga pants, have little to do with a desire to be fashionable and much more to do with feeling looked at – feeling worthy of someone’s attention, whatever their intention).

All of us want to feel wanted. Young people feel that craving even more so because, to them, attention is social currency – they wield very little money or political power, so their ability to gather attention is what gives them a place within the all-important social hierarchy of school.

And now there is this platform. Social Media is a stage and our students are the players. The average person on Facebook has 338 friends. The average Twitter user has 208 followers. Here is this place where, anytime of the day, they can go to broadcast their thoughts and feelings and have an audience. Almost guaranteed to result in some sort of feedback or response – a place where they can get almost guaranteed attention.

No wonder we spend so much time on it.

But here is the tough (and scary) part: young people today are smart. They have been watching what we show them and they have come to a conclusion. The best way to get attention? Be dramatic.

Think of people like Kim Kardashian, Amanda Bynes and Miley Cyrus. They broadcast their dirty laundry, they have public meltdowns, they twerk on stage wearing nothing more than saran wrap and what do they get? More people watching. More people buying. More attention.

We are perpetuating a culture of drama. And young people are all over it.

Danah Boyd, a brilliant researcher and thinker, wrote a paper on the true nature of cyber bullying. She claims (and in my hands-on experience with students, I would agree) that our conversation around bullying needs to change. That “bullying” is no longer part of our young people’s



vernacular. That, particularly in high school, it is much more about the “drama.”

Drama is an old word being used in a new way for young people to take back control of their world. To say that there is “bullying” happening in their school means that they are forced into one of three positions: the bully, the victim, or the bystander. It has been drilled into their heads that none of those are places they want to be. So, instead, they call it “drama” and they distance themselves from the problem.

If it’s “just drama,” it’s not really a big deal. If it’s “just drama,” I don’t really feel like a bully. If it’s “just drama,” I can feel okay about not stepping in or standing up for someone because it’s innocuous – it’s just a game.

But the thing is, words hurt whether they are online or face-to-face. And the things we post about or retweet or like or favorite are more and more becoming a part of who we are – a part of our identity. Those two hours are a large part of our waking day.

That's where your leaders need to pause and think about who they are, not only at school, but online too. I can't tell you how many leaders I work with who put on a great show at school during a training or after an assembly, only to tweet about a party they are going to two days later. Or retweet something with a curse word. Or subtweet about someone in a negative way. Or like a status on Facebook about skipping school.

We must remind them (and ourselves) that consistency creates our character. When we talk about one thing at school and in leadership, then act a very different way online because it helps us fit in or garners us attention, we lose the trust of the people we are trying to lead.

To lead is to build relationships with the students at your school - relationships built on trust and authenticity. We must remind ourselves to use social media to create positive drama and build a following not based on a selfish need for attention, but a selfless desire to be authentic leaders – people of character and influence.

Let's use those 230,000 years of time each month to promote goodness. Let's use this amazing stage to bring attention not to ourselves, but to broadcast love, kindness, and community.

It's not "just drama" – it's real people being hurt and it's your identity and influence at stake. For goodness sake, let's stop pooping in the pool and start posting in a way that honors peoples' feelings and represents who we want to be.

Houston Kraft is a professional speaker, leadership consultant, and kindness advocate. Last year alone, he spoke to over 75,000 students across 77 schools and events. He believes in sustainable change - pairing his assemblies and keynotes with in-depth leadership trainings. He works with students nationwide to create relevant videos, activities, and curriculum that keep his message alive. To help spread "positive drama," Houston recently created CharacterStrong – an iOS app and curriculum supplement that provides simple, practical challenges to build character in small ways daily. For more info, swing by www.houstonkraft.com.

Marketing a New Product - FOOD WARS

Mission: Each group will draw a food item and will have to revamp that product and create an existing or new recipe to revive its reputation.

Objective: Understand the components of persuasion, creative publicity, food knowledge and thinking outside of the box.

Here are the steps you need to complete:

1. Create a new name/title for your product.
2. Create a visual of your product. A display that would entice buyers (drawing, actual picture, title or label).
3. Write a letter to a cook book company, restaurant or grocery store encouraging them to promote your new recipe and list supportive reasons why it would benefit their business.
4. Create at least an 8 line jingle, rap or saying that serves as a tag line or catch phrase for your product.
5. You must act out a commercial selling your product. Props and costumes are encouraged.
6. You must present your product on a plate, table setting and overall exhibition will be judged. There will be a panel of judges to taste and critique your food.

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President's Message



January signifies the start of the New Year and a new semester at school. It is a good time to take stock of your students' accomplishments and get down to some serious planning for the months ahead. The start of the New Year brought some very serious reflection on my campus after we tragically lost a student in a bike accident on his way to school. My Leadership students took a few days to reflect on what they do on campus on a daily basis. I was inspired by the depth of their reflection and the importance they placed on the relationships they formed with other students and with their teachers. They agreed that those relationships were more important than any lunch time activity or rally they could put on. We borrowed a lesson from the CASL leaders and took time to make sure we simply knew the story of the members of our class. Everyone in the class did one-on-one interviews with each of their classmates, and then we shared what we learned. We carried it a step further by making it a point to have lunch with different students on campus and simply have a conversation to find out as much as we could about them. It wasn't for a grade, and there was no write-up to turn in--it just seemed like the right thing to do. Our only regret is that it took a tragic event to remind us that the most important thing we can do as leaders on our campus is get to know everyone in our community.

Activities Directors are the busiest people on any campus. I hope you take some time this semester to focus on the people who are around you and find out something new about them. At the CADA Convention, take the time to interview somebody from your Area. You'll be surprised how much you have in common, and you may even make a new friend. This experience personally reminded on of the power of simple conversation and the appreciation and respect you earn when you just listen to someone's story.

- Mike White, CADA President

"I learned that a long walk and calm conversation are an incredible combination if you want to build a bridge."

- Seth Godin



The Real Goal with Unplugging

By Anne Collier on May 29, 2014 in Featured, NetFamilyNews, Parenting, Safety Advice Articles



I love the parenthetical in the headline of “Five Ways to Break Your Kids’ Screen Addiction (and Yours, Too),” by Yahoo family tech columnist Dan Tynan. Because – if there’s such a thing as screen addiction and it’s not just something fashionable to (anxiously) joke about – what we model for our kids in our own

use of phone and other screens has huge influence on them. [You’ve probably seen videos of toddlers walking around holding pretend cellphones up to their ears. A friend in Australia recently sent me adorable footage of her 3-year-old in a restaurant high chair opening up the menu and tapping away on it just as if it were a laptop and he was mommy or daddy working at home.]

Beyond the part about mindful modeling, I like the rest of Dan’s column too. It’s a funny, candid account of how he, his wife and teenage son and daughter did on their “annual ‘unplugging’ trip to the Great Smoky Mountains,” and you should read it to see how this year’s went. Besides how fun Dan’s column is to read, a big reason why I’m telling you about it is the positive, respectful approach he has to the tech part of parenting – as respectful of kids as parents. For example, in his “5 ways” – some of which you’ve heard before – he writes: “I think kids are more likely to follow the rules if they have a say in creating them, and are also more likely to become responsible adults.” I think so too. Another: “Measuring screen time alone is missing the point” (because by now we know that there are all kinds of screen time and they have different value in different contexts, right?).

Digital detox only Step 1

I’ll let you read the rest yourself, but first a word about unplugging. I think that, actually, digital detoxes, sabbaths and shabbats are fine. A good cleanse is great, but it’s only Step 1. Depending on whoever’s doing the cleanse and where s/he is, developmentally, it may be important to do Step 1 – maybe several times, once a year or once a week – but there’s little point in doing it if we leave out the most important part: reflecting on the experience and its impact (as 18-year-old filmmaker Eoin Corbett and his friends did). We might also choose to go right to Step 2 – leapfrog over Step 1 entirely – if we want to get to the real goal, which goes beyond tech-in-moderation, let alone tech avoidance (which can have major impact on kids’ social development these days and would need a whole lot more reflection and communication). Step 2 is mindful, literate use of our very social digital media: what happens as we develop the blended technical, social-emotional and media literacy that protects and enables competent navigation (<http://www.netfamilynews.org/literacy-for-a-digital-age-transliteracy-or-what>).

*Do we want to model
...denial and fear
of the world around
them or resilience
and competence in
living in it?*

Is the point to run away from something or run toward something, such as a realization, acceptance and skillful navigation of what is? Do we want to model for our children denial or fear of the world around them (including the digital aspects) or resilience and competence in living in it? Avoidance of ever getting in the water isn’t how people learn to swim, right? And learning how to swim is protective, as well as fun and great exercise. Learning how to use technology thoughtfully and competently – armed with digital, media and social-emotional literacy – is protective too. It develops the cognitive filter that we’re all born with and that usually improves with use and protects for a lifetime.

Presence in digital spaces too

The goal to which these steps get us closer is presence – not only with the people in the physical space around us but also with the people on our screens. Presence was the goal even before the digital age, only now more needed than ever, on screen and off screen. Because sometimes there are people in the same conversation or collaboration who are in the room as well as on a teleconference or tablet screen. Are the needs of the people present but not in the room being considered, and how does a child develop that consideration without practice?

But of course presence is more than consideration of all participants. It’s as much about presence in this moment as presence of mind, whether devices are in use or not. Learning how to be present, for ourselves and others, in this moment, in our collective mental space (sometimes called a conversation), whether digital or physical – really just how to be in a networked world – is the goal. Our busy world suggests all the time that this is hard, but it doesn’t have to be. Intention – keeping the goal in mind – and practice (as with daily meditation or exercise or nutritious eating) are huge helps in getting us there.

Seize the day with Area A!

Area A is very excited to be heading to beautiful San Diego for the CADA Convention! When you arrive, dance your way over to our registration table and catch the news on what is happening in our region. We want to provide you with support, networking, and resources, so be sure to introduce yourself, pick up some awesome giveaways, and meet our Area Council. Our goal is to support you year-round, and the CADA Convention is a great place to meet and get to know one another. Whether you have been an activities director for 6 months or 60 years, we want to include you in the fun activities that take place in Northern California throughout the year. We are also looking to add a few members to our amazing Area A Team, so let us know if you've been around for a few years and have some time and interest. Remember, we will be celebrating the Broadway hit, "Newsies," so put on your newsboy cap and knickers and be ready for some Area A fun!

- Allison Gadeke, Area A Coordinator

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"B" a Leader!

What makes a leader?

Create a list of American leaders from the last century. Consider leaders from a wide range of fields, including government, business, entertainment, philanthropy, and sports. Narrow the list down to enough leaders so that you end up with one leader for each group of 4 students in your class. (i.e. If you have 36 kids in your class you'll need 9 leaders)

Brainstorm aspects of leadership based on current knowledge of each leader on the list. Some traits are honesty, vision, ability to inspire, persistence, charisma, passion, curiosity, and creativity.

Divide your student leaders into groups of 4. Each group chooses a leader they want to learn about. Groups can use the internet to learn more about their leader and identify four leadership traits and examples to share.

Students should consider:

What elements of leadership are inherent to your leader?

1. How did each leadership trait affect the leader's ability to have an impact?
2. What leadership traits do you share with your leader?

Ask each group to share out then create a list of:

1. Traits that are shared by all of the leaders
2. Experiences the leaders shared

Ask students to write a response to one of the following questions:

1. Which character trait do you think was most helpful for your leader and why?
2. Which of the leadership traits do you possess? How might you use these leadership traits in your future career?

- Lorraine Martinez, Area B Coordinator

Breakout Leadership - Pop, Drop, Spin & Flare Up Spirit!

Why breakdancing? What leadership skills could you possibly learn from a street dance crew?

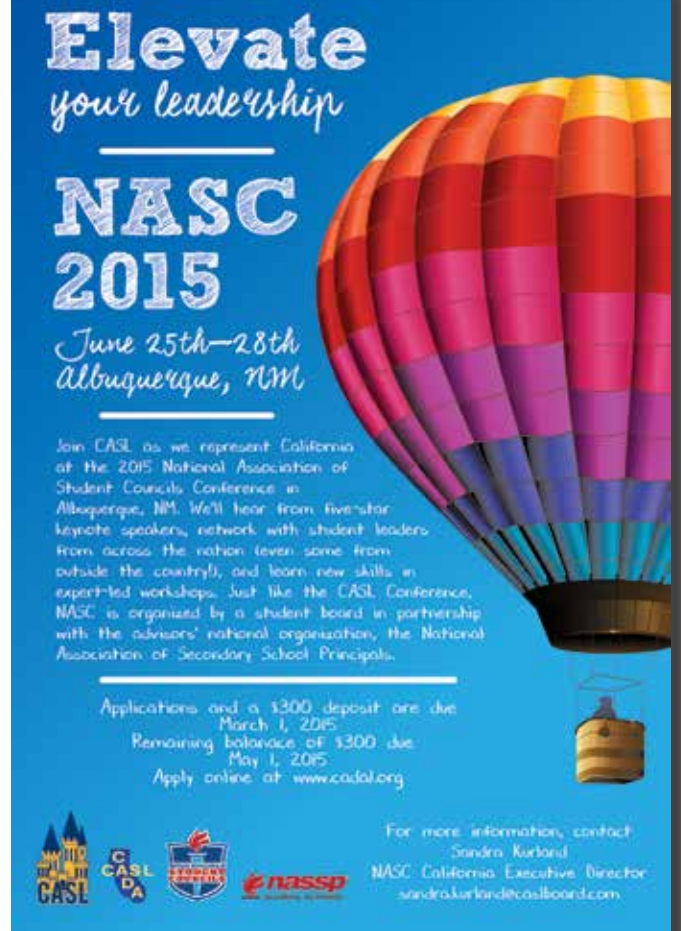
How about creativity, determination, teamwork, ingenuity, passion, syncopation, and execution?

Did you also know the originators of poppin' and electric boogaloo forms of breakdancing formed their crew right in the middle of Area C? Boogaloo Sam, the founder of The Electric Boogaloes, and Poppin' Pete, his little brother, grew up in Fresno, CA. They took their style and brand of dancing across the nation and made a lasting impact in the dance community. Isn't that what we want to do every day? We want to break out of stereotypes and lead by example: we are not just the sign painting, rally producing, music playing people...we are so much more!

At the CADA 2015 Conference: Just Dance come by Area C and we will show you how we are:

- B** – building a positive campus culture with
- R** – responsible leadership
- E** – enthusiastic involvement
- A** – awesome activities
- K** – knowing our need for a Human Connection
- O** – our focus is on the future
- U** – understanding our classmates and
- T** – trusting each other

Leslie Loewen, Area C Coordinator



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Join CASL as we represent California at the 2015 National Association of Student Councils Conference in Albuquerque, NM. We'll hear from five-star keynote speakers, network with student leaders from across the nation (even some from outside the country!), and learn new skills in expert-led workshops. Just like the CASL Conference, NASC is organized by a student board in partnership with the advisors' national organization, the National Association of Secondary School Principals.

Applications and a \$300 deposit are due March 1, 2015.
Remaining balance of \$300 due May 1, 2015.
Apply online at www.casl.org

For more information, contact
Sandra Kurtonid
NASC California Executive Director
sandra.kurtonid@caslboard.com

Logos for CASL, CASL D.A., and NASC are visible at the bottom of the poster.

HowDy, From Area D!

Round up all your CADA friends, dust off your boots and grab your cowboy hat as Area D goes country! Ya'll come down to San Diego for the 51st Annual CADA Convention as you lasso some learnin', reconnect with yer "kin" and have a knee slappin' good time. All buckeroos are invited to the Area Suite on Wednesday night for some grub and libations. Don't forget to mosey down to the Area Meeting on Thursday afternoon and of course you'll want to bring your best duds for the dance on Friday Night. We can hardly wait to celebrate the Cowboy Way.

We are looking for nominations for the Area D Advisor of the Year. The nominee is honored for their contributions to CADA, participation in our area and for presenting at area or state conferences. Another area award is the Bob Burton Spirit Award. This person makes a positive difference and emphasizes inclusion of everyone at their school. Nominate someone today at www.cada1.org/areaD.

- Margaret Noroian,
Area D Coordinator

Area E - Cada & Stars 2015

We are very excited to host our STARS Conference (Students Targeted at Reaching Success) on February 3, 2015 at Kellogg West Conference Center at Cal Poly Pomona. The S.T.A.R.S. Conference is geared for "at risk" students who are ready to make the effort to turn their lives around, but need a little push in the right direction. Through workshops and powerful keynote speakers, and the encouragement to dress in business attire, we provide a positive way for students to begin reaching their goals. Information and registration can be found at www.cada.1.org/areaE.

Hopelessly Devoted to Leadership is right around the corner. Dust off your saddle shoes, get out your poodle skirts and jeans and join us for "Just Dance". As you can see our area's theme is 50's style dance - so let's do the Hand Jive, meet some new people, and get great ideas to take back to our schools. Hope to see all of you at the State Convention in San Diego.

Debi Weiss, Area E Coordinator



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ASB Ideas from Area F

How to get your ASB connected on your campus...

Thank you Thursday and Friendly Fridays. Every Thursday ASB takes 10 minutes in class to say "Thank you" in a letter to someone on campus, a family member, co-workers, etc. They must then hand that letter to that person within 24 hours. Every Friday ASB plays music and walks around campus high fiving and say, "Happy Friendly Friday" to students and staff.

- Kevin Fairman,
Area F Coordinator

Area G - News & Ideas!

Most if not all schools participate in some kind of activity for Red Ribbon Week. Often, ribbons are tied around campus and distributed to students and staff. Other schools purchase red silicon bracelets with slogans like "Proud to Be Drug-Free." One school in San Diego County decided to expand their Red Ribbon Week and coupled it their Anti-Bullying campaign. To provide an interactive, educational activity, working alongside her School Psychologist, San Elijo Middle School's ASB Advisor Nancy Murray created a "maze" or quiz-like course, where students would answer questions about alcohol, drugs, tobacco, bullying. Participants would stand on a question square, and advance to the answer of their choice. If their answer was correct, they would read the confirming data and advance; if they were incorrect, they had to reattempt their answer. Students were welcomed to participate alone or with friends, since often decisions about drugs and substances are made in the presence of friends. Upon completion, students signed a poster pledging to be Drug-Free and received a pencil or sticker. Students excitedly partook in the lunch event, and many even reattempted the maze so as to improve their times. What a creative and engaging way to educate students! If you would like a copy of Nancy's activity, visit www.cada1.org/areaG.

Now on to convention news and updates. Area G is excited to be the home to the 2015 CADA Convention. We hope everyone makes it out, since it is so close to home. Area G will be representing "Latin Dance" and we are always looking for your input and ideas. Come to our next Area Council Meeting on Monday, January 12 and share your thoughts. Four reasons to make sure you come to Convention: 1) Be re-inspired, and re-energized. Be re-fueled and reminded why you love what you do. 2) Learn about new ideas, programs, activities and stay current. 3) Network with other ASB advisors throughout the entire state (and beyond), make new friends and memories, and connect with new vendors... and finally 4) Have an amazing time doing all of the above!

- Heidi Dunne, Area G Coordinator

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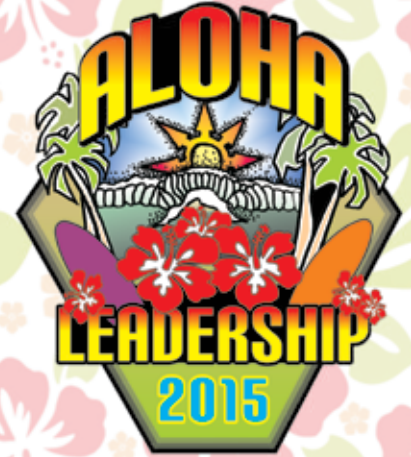
JULY 11-14

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HIGH SCHOOL

JULY 16-19

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HIGH SCHOOL

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JUST DANCE 2015

“If you dance with your heart, your body will follow”, says Mia Michaels. It’s the same with leadership. Lead with your heart, and the rest will follow. The 2015 CADA Convention JUST DANCE will lead you through the “dance of leadership.” CADA’s goal is to help you expertly guide your students and thus your programs through the many “steps and routines” you have on your campus.

JUST DANCE will feature over **90 workshop sessions** with a variety to choose from; how to connect Common Core Standards, how to involve more of your student body in your school culture (including EL, Special Education, and at risk students), how to effectively use technology in your program, are but a few examples. This conference

is for (but not limited to): activity directors, administrators, class advisors, finance clerks; there is something for everyone on your campus who would like to learn how to make a significant difference in the lives of your students and the culture on your campus.

If this is your **first time attending** a CADA Convention, be sure to attend the New to Convention get-together on Wednesday afternoon. We have choreographed this program specifically to meet the needs of our new members. These “get-together’s” will take place several times during the convention and will introduce you to CADA. You will have the opportunity to; meet new people, learn how to navigate the conference, receive a “golden ticket” to enter the exhibit hall early, and have a chance to win some exciting prizes.

Leadership Lessons for Leadership Development is a popular session that will put the bounce back in your dance step as you decide which one of the four new lessons (you’ve just learned) to use Monday morning when you’re back at school.

Don’t miss the **Cyber Café!** This interactive classroom will show you how technology is being used successfully by “dancers” throughout the state and will give you tips on how you can integrate technology into your own program. Beginners to advanced; there is something for everyone.

Networking with others is always a goal of the CADA Convention. JUST DANCE will focus on giving you time on the “dance floor” to do this. Wednesday night, plan to share a meal, share a beverage, share ideas, and later, share the actual dance floor. Again, there is something for “dancers” of all ages and abilities. Thursday night’s event is designed to wow you. Dance lessons, a beer and wine garden, delicious finger foods, and of course awesome people will guarantee a fun evening. On Friday night, get ready to travel back in time to the PROM. You are encouraged to come dressed in something you wore to your prom, something you wish you had worn to your prom, or something you feel like dancing in. We will have Dancing with the CADA Stars during the reception hour. Dancers from around the state will compete for a favorite charity.

JUST DANCE will have a lineup of **fantastic speakers**. Wednesday night’s speaker is being kept under wraps for now. Don’t worry, prepare to be impressed; it’s that good. Eddie Slowikowski comes to us for the general session on Thursday. His time with us promises to be HIGH ENERGY and interactive. Get ready to have some fun. And then on Friday, Tyler Durman will help us find our stories to help ourselves and others. Tyler is always an exciting rollercoaster ride, keeping us laughing and crying at the same time. All three general session keynote speakers will provide incredible insight, inspiration and instruction. You will be glad you took the time to come. Each speaker will touch your heart and soul in their own unique way. Be sure to add these sessions to your “dance card.” They will be a highlight of this convention.



Continued on Page 16



Who is Kevin Fairman? Your New VP!

Kevin Fairman has been an educator for 17 years. He has been a coach, teacher, Western Association of Schools and Colleges (WASC) Lead, Teacher on Special Assignment, Class Advisor, Activities Director and Administrator over activities. Kevin has dedicated his entire career thus far to serving the students of the Huntington Beach Union High School District, from which he graduated.

Kevin has been a CADA member since 1999 where he attended his first CADA Convention at the Bonaventure Hotel in Los Angeles. He fell in love with CADA over night and soon joined the Area F Council. After 3 years on the council he joined the state board and became the Area F Coordinator. Kevin attributes his success in education and activities to the amazing CADA mentors he has met over the years. "Without people like Phil Boyte, Tyler Durman, Turbo Garcia, Don Shaffer, and Janet Roberts, I would not be the person I am today. As CADA VP, President Elect, President and finally Past President over the next 4 years, I want to be that same type of mentor to student activities people all over the state and nation."

Kevin's vision is to help create a positive culture and climate on every middle and high school campus. In education you hear the terms "Data-Driven" and "Research Based" all the time. Unfortunately, co-curricular activities are not part of the conversation. The data shows, "Participation in student activities increases students' state testing scores, college success rate, attendance, GPAs, graduation rate and overall connection to school..." isn't that what every school district wants? Kevin, with the support of the CADA State Board, will create conferences, workshops and online resources that develop student-centered educators.

Please don't hesitate to walk up and talk to Kevin at the 2015 Convention.

"Participation in student activities increases students' state testing scores, college success rate, attendance, GPAs, graduation rate and overall connection to school..."



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Personal Soundtrack!

Every great musical has its own soundtrack. One of the most memorable things about the Broadway Show, *Newsies*, is its upbeat and catchy playlist that runs throughout the story.

As the characters “Seize the Day,” declare themselves, “The King of New York,” and give each other “Something to Believe In,” they tell the story of a time when kids stood up for themselves and fought for children’s rights. Each of us has our own story – and a soundtrack that goes along with it. In my class, my students compile the soundtrack of their lives – they put together a list of songs that symbolizes their past, they design a cover that represents them, and they present their playlist to our class. This gives us insight into each student’s character, home life, and personal story. It is one of the best bonding tools I’ve ever used, and really helps us get to know one another on a deeper level.

- Allison Gadeke,
Area A Coordinator



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Goodbye my friends....

When BTF Enterprises was first hired by CADA, we were told this organization attracts unusual people. "By nature they are giving, caring and nurturing," they told us. For this reason there is a sense of family in the CADA organization. "People take care of each other," they explained. It didn't take us long to realize just how true this is.

During our 22 years with CADA we've had members invite us into their homes, we've had many members stay in our home and we've had many meals together. The entire focus of CADA is on serving others; whether CADA is: helping to improve culture on campuses, changing the lives of others by sharing ideas, or using best practices while searching for better ways of educating our children. The people of CADA inspire students and give them hope, vision and the tools to make a difference; there's no end to the tireless pursuit of CADA's mission to promote and support leadership development.

As I look back over the years it is has been my good fortune to work with CADA, I realize there are so many people who have made a difference that I'm afraid by naming some that I will miss others, and I don't want to take the risk of hurting the feelings of people who have made this journey so special. Let me speak globally. Over the last 22 years CADA has exposed more than 400,000 students and adults to positive student activities programs. This is a result of an endless team effort by CADA members, board members, volunteers, speakers, vendors, sponsors and staff.

CADA is constantly striving to improve its systems, programs and methods of educating and supporting its members. This is evident every year at the CADA state convention that gets better and better due to the passion of our board and members.

CADA has offered/offers a plethora of programs to its members. The following is a list of some of the programs and I would like to note that it has taken the entire CADA Village:

- Leadership Camp
- Spirit Camp
- Area Adult Conferences
- Area Student Conferences
- California Association of Student Leaders (CASL)
- Leadership Development Days (LDD)
- Raising Student Voice and Participation (RSVP)
- Student and adult networking
- Webpage training
- Video training
- Document library
- The Road Map
- Service projects

CADA never stops working to provide new avenues for the dissemination of information and to improve the ability to serve its members. An example of this is the most recent development of a new position; Professional Development Coordinator, a position created to (among other duties) produce more advisor training opportunities and to help expose other professional organizations to CADA.

For its first 28 years CADA was run entirely by volunteers. In the early 1990's the board felt CADA was getting too big to continue to be volunteer-driven and it wanted to develop a dedicated professional organization to serve its members. In 1992 BTF Enterprises was hired to manage the association's daily business. At that time my wife, Julianne and I owned BTF Enterprises. Julianne worked with Bill Tangeman (the then current president) during the first year to successfully transition management to BTF. I then became the Executive Director and continued in that position for 21 fulfilling years. Julianne

and I were lucky to experience firsthand what CADA can do for students when our daughter, Dayna got involved. When Dayna came back from leadership camp the first year she attended she was exhausted from the adventure and completely hooked on the idea of leadership. She later served as a CASL board member for three years and worked as part of the leadership camp staff. Her time involved with CADA/CASL has served her well and, like many of you have witnessed with your own students, we too have seen the CADA experience make a positive difference in her life as a young adult. I can't think of anything more personally rewarding than this and I am grateful.

Serving as your Executive Director has been a dream job. Having the opportunity to work with such creative people, making changes in the culture on campuses, and affecting the lives of so many students; it's been an amazing experience. I've had the chance to work with some great people; visionaries, who worked diligently, cared about others and were generous, contributing sponsorship money, as well as time and energy to CADA because they believed in our mission.

When California went through the recession from 2008-2011 our affiliates, sponsors and members rallied their support. While other educational organizations suffered from a lack of attendance at their conferences resulting in the cancelation of their many events, CADA saw just a 5% difference, all because of the continued support of dedicated members, affiliates and sponsors.

Thanks to the amazing CADA team and its many accomplishments, we are well-recognized throughout California and the nation. We are financially sound and have developed many new programs that reach out to our members and those of other organizations.

As I reflect on the past 22 years I realize my life has been rewarding because of my affiliation with CADA, and I realize just how much I will miss. I am retiring this April and will miss seeing all my friends; I will miss the excitement of being involved in the everyday business of CADA. I will miss working with the board to create our annual conferences. I will miss working with our tireless volunteers to produce the newsletter, brochures and publications that serve our members. I will miss planning and dressing up in costumes from a monk, to a hippie, to a pirate at the annual convention. I will miss watching our vendors as they go above and beyond to decorate their booths in the convention themes. And I will miss seeing the unrelenting support from long-time members as well as the bright-eyed excitement of new members.

I leave knowing that CADA is in great hands. The CADA Board along with Don Shaffer stepping up to take my position as Executive Director and Stephanie Munoz and Shiela Locatelli Wallace as the new owners of BTF Enterprises will continue the work seamlessly. I look forward to seeing where CADA goes next.

It has been my privilege and good fortune to have been a member of the CADA family for more than two decades. Thank you for allowing me to be part of something so special.

- Glenn Zimmermann, Executive Director



A promotional graphic for SOS Entertainment. The logo features the text "SOS ENTERTAINMENT" in a stylized font, with "THE ULTIMATE SCHOOL EVENT SOLUTION" and "SAN DIEGO - LOS ANGELES - SAN JOSE" below it. To the right of the logo are three circular images showing school events: a dance floor, a crowd of people, and a stage with bright lights. At the bottom left, there is contact information: "(800) 632-1767" and "www.sosentertainment.com", along with Facebook and Instagram icons.

A promotional graphic for Herff Jones' Spotlight Events. The text "JUST RELAX PLAY ENJOY MINGLE WIN LEARN DANCE" is arranged vertically on the left. On the right, it says "Herff Jones' Spotlight Events" and "Thursday, February 26 2015. The fun begins at 9pm." Below this is contact information: "Yearbook 707/864-4174" and "Grad Supply & Class Rings 559/840-1221". At the bottom right is the Herff Jones logo, which consists of a stylized 'H' and the text "HERFF JONES A Variety Achievement Brand".

Continued from Page 11 – *Just Dance 2015*

The always popular **Meet the Pros** will be back for another dance. There will be more than 30 presenters at this fast paced session. You will see four different 12 minute workshops. Your head will be FULL of ideas when you finish.

The **Speaker Showcase** is worth getting up for Saturday Morning. In addition, the morning was planned with YOU in mind. We can't help our students if we don't take care of ourselves. You can take a brisk walk while sharing ideas; attend a yoga class, whatever it is, get yourself up and moving. You're worth it!

CADA Talks will also be back. Based on the popular TEDtalks, our version will also offer knowledge and inspiration in a storytelling format from educational experts. We invite you to come and listen to their stories, think about your leadership programs on your campus, and gain a new perspective. Learning from the experiences of others is always POWERFUL!

Make sure you get your convention started off on the right foot by attending one of our Pre Conference Seminars.

Insight and Tools to Deal with CyberBullying: An informative, insightful and interactive session on this pertinent subject affecting each of our schools. All aspects of cyberbullying, social networking, and sexting will be covered.

ASB Finances – Effective & Compliant Student Body Programs: The Financial Crisis & Management Assistance Team (FCMAT) is proud to offer a workshop on how to maintain an effective and complete student body program in grades K-12. This workshop focuses on information necessary for today's school leaders to maintain fiscal accountability, legal



An advertisement for Hornblower Cruises & Events. The background shows the lower legs and feet of three people standing on a red carpet. The person on the left is wearing a white fringed skirt and white high-heeled sandals. The person in the middle is wearing a black dress with orange polka dots and black high-heeled shoes. The person on the right is wearing dark pants and black dress shoes. The text 'Rock the Boat' is written in a large, white, cursive font across the center. In the top right corner, there is a logo for Hornblower Cruises & Events. Below the logo, the text 'PROM', 'GRAD NIGHTS', 'BANQUETS', and 'GRADUATION' is listed. At the bottom, there is a phone number and a website URL. A red banner at the very bottom contains the text 'Mention "/>

Mention "CADA" when you plan your school cruise and receive a special offer!

compliance, transparency and accuracy within their student body accounts.

Medal of Honor: This character development program uses the living histories of Medal of Honor recipients to teach the values of courage, integrity, sacrifice, commitment, citizenship, and patriotism. The fully developed, flexible classroom curriculum motivates diverse learners to explore how these values can be exemplified in daily life.

Technology 1&2: Learn from experts on how to take your skills to the next level as we look at **automating your technology and using your online toolbox** to work together in collaborative units.

This convention is packed FULL of curriculum. While we do provide time for networking and fun, the days are full of high-level learning opportunities. You will be more than ready to go back to your campus and DANCE!!! Remember, "Life's a dance you learn as you go, sometimes you lead, and sometimes you follow. Don't worry about what you don't know (we will teach you), life's a dance you LEARN as you go!"

- *Suzy Krzaczek, President Elect*

GET YOUR STUDENTS TALKING

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How should we make that happen?

What can you do to help?

Raising Student Voice and Participation (R.S.V.P.) is a student engagement program for getting your school's students—all of them, not just the leadership class—talking about what they want to see happen at school and how they can partner with community stakeholders like the city council and public safety departments to make that happen. Contact Sandra Kurland with the California Association of Student Leaders, at 619-957-9107 or sandra.kurland@casboard.com to get your school RSVP-ready.

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Volunteer Leadership Opportunity

Area H Lead Coordinator
Open through January 30, 2015

Purpose and Job Description -The Area H Lead Coordinator is a volunteer position, and will oversee all Area H activities at the CADA State Convention.



The Area H Coordinator will -

1. Be appointed by the Board for a two year term.
2. Attend the annual September/October CADA Board meeting when held at the upcoming convention site.
3. Have no voting privileges at Board Meetings
4. Not be eligible to run for CADA VP
5. Be given a budget for convention and Area expenses
6. Have travel, lodging and meal cost covered in the same manner as all other Board members.
7. Be expected to arrive at the convention on the same timeline as all other Board members, and stay through the Sunday Board Meeting.
8. Coordinate and run the Area H registration table, Area H suite and Area H meeting at the convention.
9. Promote attendance at all CADA programs – Area Conferences, the CADA Convention, the CASL Conference, and CADA Summer Leadership Camps.

This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this job, but is intended to accurately reflect the principal job elements.

Requirements

1. Current CADA membership
2. Previous or current Activity Director experience
3. Minimum of 5 Year CADA Conference experience
4. Basic technology skills
5. Demonstrate competencies in planning, organizing and marketing Area H.
6. Demonstrate strong written and verbal communication skills.

Timeline:

- Position closes on Jan 30, 2015
- Candidates advancing to interviews will be notified no later than February 15, 2015
- Interviews will be held on February 25, 2015 in San Diego, CA

Submit a resume and one page narrative of why you should be selected for Area H Lead.

All submissions and inquires should be emailed to president@cada1.org. A confirmation of receipt will be sent within 5 days of submission.

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www.casl1.org

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Technology Coordinator
 Kimball High School
 Tracy, CA
tech@cada1.org

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www.cadaleadershipcamps.org

CADA CENTRAL
Glenn Zimmermann
Executive Director
glenn@btfenterprises.com

Stephanie Munoz
Account Manager
stephanie@btfenterprises.com

Calendar of Events

Registration materials available online for all Areas, CASL, LDDs, Leadership Camps & State Convention at:
www.cada1.org | www.casl1.org | www.cadaleadershipcamps.org



LEADERSHIP DEVELOPMENT DAYS

(VISIT WWW.CADA1.ORG/LDD FOR A COMPLETE LIST OF ALL LDD DATES)

DATE	AREA	SCHOOL	HS / MS
1/13/15	E	CHINO HILLS HS	MS
1/15/15	G	VALLEY CENTER MS	MS
1/22/15	F	CASL AREA F REGIONAL	MS
1/23/15	G	BERNARDO HEIGHTS MS	MS
1/23/15	D	ERNEST RIGHETTI HS	HS
1/26/15	F	MURRIETTA VALLEY HS	MS
1/27/15	B	MILLER MIDDLE SCHOOL	MS
1/28/15	D	NORTH SALINAS HS	MS
1/29/15	C	LIBERTY HIGH SCHOOL	HS
2/3/15	A	YGNACIO VALLEY HS	MS
2/4/15	A	SUTTER UNION HS	HS
2/5/15	A	BETHANY ELEMENTARY	MS