

*Learning, Leading, Living*  
**CADA**

*Volume 110  
Issue 1*

*California Association of Directors of Activities*



## *The value of student activities* **Involvement improves student performance**

*In this issue...  
special CASL  
Conference  
edition of CADA  
News on page 21*

Every student has the potential to be a leader. Every school needs students to lead *and* follow. Getting involved in student activities/student government can help shape a student's potential and attitude, and guide them to a successful, fulfilling future.

Whether students have college in their future, or plan to enter the workforce, there are basic skills colleges and employers are seeking. Beyond job-specific technical skills, there are some universally sought after skills:

- Communication skills (listening, verbal, written)
- Flexibility/adaptability/prioritizing
- Interpersonal abilities
- Leadership/management skills
- Multicultural sensitivity/awareness
- Planning/organizing
- Problem-solving/reasoning/creativity
- Teamwork

These are the skills necessary to find success in the job force – and guess what? These skills are what our student leaders are learning, practicing, refining, and experiencing first-hand by participating in student activities in middle and high school!



*The School Administrator*, a publication of the American Association of School Administrators, states “we must give youth an opportunity to work on projects outside of schools in which they can contribute and lead.” There is a place in student activities for the

outgoing and self-confident student, but there's also a place for students with good work ethic, and who prefer to stay behind the scenes.

Student activities involvement and success makes students stand out and they are more appealing to

colleges and universities. The College Board notes that colleges *do* pay attention to a student's life both inside and outside the classroom. Yes, academics inevitably come first, but activities reveal a lot about a student, including:

- If they've made a meaningful contribution to something
- What their non-academic interests are
- Whether they can maintain a long-term commitment
- Whether they can manage time and priorities
- What diversity they'd bring to the student body

Student activities are typically something students get involved with and stick with – colleges like that. They want to see students who excel in more than one area – and that's in the best interest of our activities programs, too. A student who writes for the school newspaper, does community service, and helps coordinate dances will bring a number of ideal job skills and talents to the table. Some students are only interested in being president or captain... what matters most is that they've done something significant, whether it's center stage or behind the scenes.

Colleges want students who will do more than just attend classes and go home... they also want alumni who will stay connected and be involved. Students who are involved at the middle and high school level will likely stay involved and contribute in college or in the workforce.

Activity programs provide valuable lessons for many practical situations. Through participation in activity programs, students learn teamwork, sportsmanship, winning and losing, the rewards of hard work, self-discipline, build self-confidence, and develop skills to handle competitive situations. These are qualities the public expects schools to produce in students so they become responsible adults and productive citizens.

*Students who are  
involved at the middle  
and high school level will  
likely stay involved and  
contribute in college or  
in the workforce.*

# MEDALLION Sponsors

The generosity and support from CADA's Medallion Sponsors provides essential resource to help our organization provide quality and useful services for CADA members and the students of California. Please show your support by using our sponsors' products and services.

## Platinum Level \$30,000 a year



## Gold Level \$20,000 a year



# A few words Our CADA President's message

*This president's message is dedicated to Melva Rush (October 1, 1944-November 9, 2008), an incredible educator, friend and mentor.*

Welcome back to a shiny new school year, that time of year when the air is rife with pungent smells of freshly sharpened pencils...and also those big thick pink erasers. Ahhhhh... the perfume of the Gods. I hope your summer vacation has been the exact blend of relaxation and rejuvenation, of exhilaration and excitement, and of preparation and planning that you wanted and needed it to be.

Writing this "president's message" made me reflect on my career as an activities director. I began as an intern teacher at Clover Middle School in Tracy and Melva Rush was my principal. I had not yet done student teaching so to say I was unprepared for teaching middle school students, many of which would be Special Day Class students, is a severe understatement.

Melva was the perfect combination of serious support and wicked sense of humor a brand new teacher needs. And she was wise. Melva gave me the job of "student council advisor," and I believed at the time that the job came with the classroom I was assigned to. I'm fairly sure Melva might have seen something beyond that, however it was presented as a "done deal" and so I began my career as a general education student teacher, a special education intern, and a student council advisor.

And then Melva became my mentor. She provided me with tools I didn't have, she taught me some (many) things I didn't know, she gave me the encouragement I needed and she sent me to the CADA Convention as a first year teacher.

And 25 years later... the rest... as they say... is history.

Melva changed the course of my career by steering me toward student activities, and CADA cemented that change.

I discovered the power of student activities right away. At my first CADA Convention I learned about the Renaissance program, went back and started it the next year and in one year Clover Middle had more than a 200 percent increase in the number of students who qualified for the Gold Club. If only I'd had the wisdom to gather hard data through the years. Every single activities director has empirical evidence of the influence student government has on a campus, and clever principals have it too. CADA is working to quantify the value of our/your programs through the certification program, through collecting data from members and through its association with other organizations and the statistics they have to offer.

And while the value of student activities

programs is difficult to enumerate, the benefits CADA offers to activities directors is absolutely immeasurable. The skills acquired through any CADA training opportunity are essential to running a quality program, but it goes way beyond skill development. How do you measure the benefit your high school students receive when they help to run a Leadership Development Day, the self-esteem that is built, and the relationships that grow with the attending middle school students? How do you compute the number of lives that are changed because the activities director goes to the CADA Convention in Reno and sees the program Rachel's Challenge, brings it to his campus and as a result, averts school violence? And what about the leaders that attend CADA Leadership Camp, learn about *The One Minute Miracle*, who raise \$5,000 in one minute for a student on campus whose family cannot afford needed medical care? Or the entire Leadership class that makes the commitment to go to a CADA Area Conference who starts an *Every 15 Minutes* program as a result. How many lives are saved? What price can we put on those lives? Will one of those students grow up to be president, make an important discovery for mankind, become an activities director and affect countless lives?

CADA is the single most important tool that a principal can give his/her activities director for creating an organized, well-run program that will have impact and longevity. CADA is the best gift an activities director can give herself to insure a career infused with enthusiasm, resources, and achievement. CADA is the finest organization an activities director can associate his students with to foster their growth as leaders and development as people.

As I look back on my career in education I continue to be grateful to Melva Rush for seeing something in me that I might never have seen in myself, for helping me understand the delight that can be felt by giving what you don't even know you have, and for introducing me to CADA, the organization I can credit with so much of my success as an activities director, as a teacher and as a person.



**Cindy Bader**  
CADA President

# Giving back

## Special thanks to CADA sponsors and vendors

Did you know that CADA receives hundreds of thousands of dollars each year from our Medallion Sponsors in the form of in-kind services and cash donations, and that you benefit directly from their generosity? Sponsors contribute in-kind services and products to us like staging for our events, sound systems, CADA Directory printing, major events at our annual convention, food, water, clothing, entertainment, speakers and so many other items it would be hard to capture all of them here in this article. Because of the contributions from our sponsors each year we are able to provide you, our members, with many worthwhile services at a fraction of the cost. Our vendors' contributions also add to this savings for you.

Our annual convention is the most reasonably priced convention around with four full days of educational opportunities, food, entertainment, networking and more. And we can do it in style thanks to our sponsors and

vendors. Over the years we have been able to develop more programs like Leadership Camps, CASL Conferences, Leadership Development Days, Area Conferences, the Certification Program, CADA Bookstore, robust newsletters, a resource-rich web site and much more.

Even in these hard economic times, most of our events exceeded our expectations in attendance and we are increasingly becoming financially stronger, and exploring ways of increasing our programs to our members.

Our sponsors and vendors are truly there to help us all and when you have a chance please give back to them by using their services and products. The CADA Directory will be arriving at your schools in September and we encourage you use it to contact those sponsors and vendors who support you through CADA.

Call the CADA Central office at 831.464.4891 if you have a new vendor who might be interested in CADA.

# Fiscal update

## CADA financial report

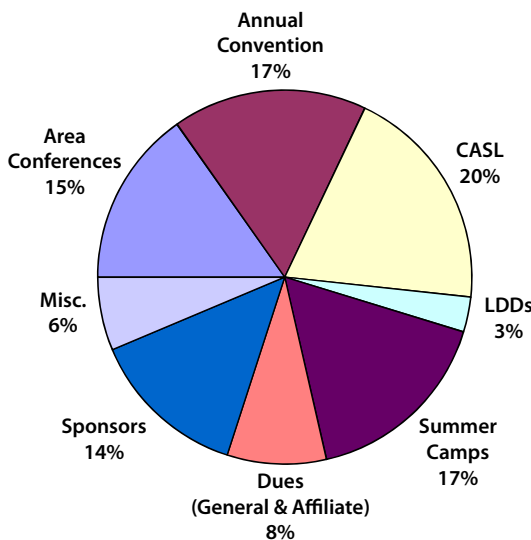
The 2009-2010 fiscal year just ended for CADA, and was again a successful one. Our organization approached the year with special attention directed toward being good stewards of our financial resources, integrity, and accountability. The challenges of an uncertain economic climate were met with enthusiasm, teamwork, and expertise.

The CADA Board and general membership implemented policies and practices to monitor our financial position in relationship to the prevailing economic conditions. Thanks to the continued support of our members and sponsors, CADA was able to deliver outstanding conferences, conventions, and member services. The team effort resulted in maintenance of numbers in attendance and the

quality of programs that CADA is known for nationally.

The income for our organization this year was \$2,306,867 and we realized a net profit of \$42,393. Additionally, our reserve accounts remained strong, and provide CADA with economic security and stability for the future.

Complete financial records are available in accordance with the requirements of 501-c3 nonprofit organizations and we welcome member questions. The chart indicates the sources of income for CADA during the past fiscal year, and the Board appreciates the diligence of our members to maintaining the mission, goals, and delivery of services that make us the premier organization that it is.



**Silver Level**  
\$10,000 a year

**Copper Level**  
\$5,000 a year

**Bronze Level**  
\$1,000 a year

<ul style="list-style-type: none"> <li>AllStar Events &amp; Venues</li> <li>Beverage Brothers</li> <li>Bossgraphics Wall Murals</li> <li>Feet First Entertainment</li> <li>First Class Events</li> <li>IZA Design</li> <li>Larry Livermore/The Marker Man</li> <li>Medieval Times</li> </ul>	<ul style="list-style-type: none"> <li>My School Things</li> <li>National Recognition Products</li> <li>QSP/Time, Inc.</li> <li>Software 4 Schools</li> <li>The Event Group</li> <li>T.S. Outfitters, Inc.</li> <li>Valley Decorating</li> <li>Wow! Special Events, Inc.</li> </ul>
--	---

A black silhouette of the state of California is centered on the left side of the poster. Overlaid on this silhouette is the text 'C C A S L D A' in large, white, bold, sans-serif capital letters. The first 'C' is positioned at the top left of the state, 'C A S L' spans across the middle, and 'D A' is at the bottom.

C  
C A S L  
D A



*License to Lead*

*CADA is California's Secret Service*

*State Convention*  
**MARCH 2-5, 2011**

**The Town and Country Resort  
San Diego, California**

# Convention preview

## Get ready for learning, James Bond style

**Paul Chylinski**  
CADA Vice President

The 2011 CADA Convention will be held March 2-5 at the Town & Country Resort in San Diego.

The schedule is shaping up to be full of Bond-esque tips and tricks for even the most seasoned activities director. For the tech-savvy (and those who aspire to be), all attendees will have free Wi-Fi in rooms and at the convention site, so bring your laptop, PDA or Smartphone.

New this year, a 32 computer Cyber Café will be on site as well for lessons, meetings and casual usage.

Follow CADA on Twitter ([www.twitter.com/CADALeaders](http://www.twitter.com/CADALeaders)) and Facebook ([www.facebook.com/CADAFan](http://www.facebook.com/CADAFan)) for up-to-the minute information about the Convention, as well as tips for packing to make the most of your Convention experience.

The annual dinner/dance will be

a formal affair – so break out your best Secret Service tuxedo... and hey, why not hit up a local tux vendor to outfit you in style for no charge?

A special three-hour financial workshop will be offered on the first day of the Convention for only \$50. You'll be able to register online for this morning workshop.

In these economic times, CADA recognizes you need to learn tips to stretch your activities dollars... the CADA Convention will feature a number of sessions and resources to accomplish this.

Michael Josephson from the Josephson Institute will kickoff the

Convention as our keynote speaker during the first general session. Be sure to plan your arrival in time so you don't miss him! We'll begin around 5 p.m. on Wednesday.

Josephson, a former lawyer, law professor, and successful entrepreneur, is one of the nation's most respected and sought-after speakers and consultants in the field of ethics and character.

In 1987 he began the Joseph & Edna Josephson Institute of Ethics, a nonprofit organization named in honor of his parents. In 1993, the Institute moved into youth education with the creation of CHARACTER COUNTS!, a character-development strategy based on universal ethical values

called the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring, and citizenship. CHARACTER COUNTS! has grown to become the largest and most successful character-development program in the world. Josephson has authored or commissioned the following education-related publications: *Parenting to Build Character in Your Teen* (2001), *Making Ethical Decisions* (2002), *What's a Parent to Do?* (2002), *Good Ideas for Helping Kids Develop Good Character* (2002), *What Every Educator and Youth Leader Must Know* (2005).

Don't miss seeing Josephson speak in person at the 2011 CADA State Convention!

Stay tuned online and to future issues of *CADA News* for more information about the conference.



Michael Josephson

**CONFETTI FX**  
*The ULTIMATE 3D Experience!*

**Confetti FX, LLC**  
1028 S. Silver Star Way  
Anaheim, CA 92808  
Office & Fax 877.626.6338 email [bruce.confettifx@yahoo.com](mailto:bruce.confettifx@yahoo.com)  
[www.confettifxllc.com](http://www.confettifxllc.com)

Need we say more?

**HERFF JONES®**  
CADA Platinum Sponsor

**Mark Traugber**  
Regional Sales Manager  
953 E. Juanita Avenue, Suite B  
Mesa, AZ 85204  
480.892.0064

**Slushee™ USA**

100% Fruit Juice  
"No Added Sugar"  
Serving School districts  
for over 10 years

Office: 877.392.7899  
[merrillbeverage@yahoo.com](mailto:merrillbeverage@yahoo.com) • [www.slushee-usa.com](http://www.slushee-usa.com)

# Members honored

## Congratulations to these CADA members for their achievements

CADA members have received stellar recognition recently, and we're very proud of them! From left to right:

CADA members Todd

Arrowsmith and Bob Beale awarded CIF representatives Marie Ishida and Roger Blake their plaques honoring them as CADA honorary life members.

Sam Cereceres was named to the National Wrestling Hall of Fame's class of 2010.

Patricia Holt was CADA's 2010 Warren Shull middle school advisor

award winner, and moved on to be recognized by NASC as a regional award winner.

Congratulations to our members on these achievements!



# HERE ARE YOUR COMPLETE SOUND SYSTEMS & AUDIO ACCESSORIES!

**JUST PLUG & PLAY!**

**Easy to Set Up and Operate!**



INDOOR & OUTDOOR ACTIVITIES • DANCES • ASSEMBLIES • PEP RALLIES • LUNCHTIME MUSIC • SPORTING EVENTS • GYMNASIUMS • AUDITORIUMS • GRADUATIONS • AEROBICS • DANCE CLASSES • MEETINGS • AND MORE!

Three Year Warranty and One Year Money Back Guarantee! Call or Email Us for a Complete Catalog and Price List!

2770 South Harbor Blvd Suite D Santa Ana, CA 92704  
 Phone: 1-714-549-5100 or Fax: 1-714-549-0822  
 email:dynamix10@aol.com [www.audiodynamix.com](http://www.audiodynamix.com)

**Audio Dynamix**  
 Complete Sound Systems & Audio Accessories



# Tech talk

## Using blogs in the classroom

It was time to take the plunge; I needed to step out of my comfort zone. So, without hesitation – and certainly with some concern – I started a class blog.

I really had no idea if it would work, or how well the concept would catch on, but I did know that the future of writing was online, as publications need to be up to date and highly interactive.

I got the idea to start the blog from a good friend of mine, Don Bott, who uses a blog to assess student writing in his senior level AP class.

Don is a teacher of considerable experience, more than 20 years, both in English and journalism. So, if Don, a veteran, can embrace blogging as a teaching tool, then so could I.

So I started an experiment with my junior level AP students, I started a blog where they have to create four posts over the course of the summer.

Two of the posts would be original responses to literature, the other two responses had to be commentaries on other people's entries. With the first blog due in two weeks, I have about one fifth of the entries needed.

I'm highly anticipating many to show up the week before with a few showing up the night they are due. I'm not worried though – each blog entry is date stamped so I know exactly when it was posted.

The neat part of the blog is all of the information I get to display. On the right side of the blog is a video from the book we are reading along with the Twitter feed. So, kids can see the video, learn there is a Twitter account – if they are already not following it – and check out other updates that I have for them.

The best part I like about the blog is the interactivity. Students get to see what other students are thinking in a very public forum.

As such, I feel that student writing will be given much more consideration because others can see what is written down. Plus, the ability to comment on other's blogs

will help with collaboration and class discussion as I strive to get kids to interact both in the classroom and outside of the classroom on a work of literature or project.

I see blogging as a huge resource for my leadership class, and next year I will have a leadership blog.

In the blog, students will be responsible to post their thoughts, accomplishments, successes and failures.

Often times, people only see the event, they do not see the planning, the work, nor any of the other elements that make an activity great.

Why not have a blog with pictures and stories talking about why something worked or did not work? Not only are people learning about the event, but they are seeing student learning going on with each activity.

Along with monitoring student learning, my hope is that students will be active and vocal now that their actions are in a public venue.

In a leadership class it is easy to remain anonymous, but when other students are reading your blog, they know if you really did something or did not do something.

I have small feeling that students are more likely to be honest when they share what they actually did for an event when writing in a blog than they are when writing a summary that only I will see.

Along with the blog I also want to start a YouTube or TeacherTube channel. I like the idea of embedding video from our events on the blog page.

Now, if anyone ever asks what we do at my school, I can show the page, show the student work and have viable evidence of our events as well as our various news feeds via Twitter all in one place.

That's what I call promoting a program, and I am ready to dive right in to that media pool.

**Matt Soeth**

*CADA Technology Coordinator*

## CADA News Editorial Board

### Volunteer Opportunity!

CADA is seeking creative, organized and dedicated volunteers to serve as members of an Editorial Board for future issues of *CADA News* and CADA e-Grams. Editorial board members are needed to help in a variety of ways: to direct the tone and style of the publication; to research and write articles on a variety of topics; to assist with copy editing; to brainstorm content ideas; and/or to contribute interest pieces of relevance to student activities and leadership.

CADA's Editorial Board members will meet regularly through conference calls with CADA's Communications Coordinator and other board members when necessary.

If you are interested in serving as an Editorial Board member, please email Wendy Faust, Communications Coordinator, at [news@cada1.org](mailto:news@cada1.org) for further information.

## Social Networking

Find CADA on your favorite social networking sites!

**facebook**

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

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

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

**twitter**

[www.twitter.com/CADALeaders](http://www.twitter.com/CADALeaders)

# State board elections

## How to serve CADA on the state board level

Each year CADA elects a Vice President who commits to a four-year term.

The elected Vice President then moves to the subsequent three positions and takes on their specific responsibilities.

The four positions in order of how the four-year term is played out

are: Vice President, President Elect, President, and Past President.

Who is eligible to run for CADA Vice President?

- Any member who has served one full year on the State Board
- All board members (elected and appointed)
- Area Assistant Coordinators are

eligible to run for Vice President after two years of service as Assistant Coordinator and attendance at one State Board meeting

- Former board members are eligible to run for Vice President up to and including five years after leaving the board

Eligible CADA members can be put on the ballot to run for the office of Vice President by submitting a letter of intent to run by November 1, 2010 to the immediate Past President.

Duties of each of the four elected “President” positions are outlined in this chart:

Responsibilities of Elected Officers	Vice President	President Elect	President	Past President
Serve as a voting member of the CADA Board	X	X	X	X
Attend all CADA Board meetings	X	X	X	X
Present a written or oral report at each Board meeting	X	X	X	X
Serve on Executive Committee	X	X	X	X
Serve on Audit Committee	X	X	X	X
Chair Audit Committee			X	
Serve on Budget Committee	X	X	X	X
Begin plans for their convention	X			
Establish Delegation of responsibilities	X			
Perform other duties as assigned by the President	X	X		X
Serve as the Executive Committee’s liaison to the Area Coordinator Committee	X			
Manage and implement the plans for the annual convention		X		
Work with CADA Central in planning each board meeting			X	
Prepare the itinerary and agenda for each board meeting			X	
Chair each board meeting			X	
Appoint Lead Coordinator			X	
Coordinate the Vice Presidential and Area Coordinator election process				X
Review and recommend changes of Board Policies				X
Work with the Awards Committee in the recommendation of CADA Awards				X
Make arrangements for the presentation of the CADA Awards at the annual convention.				X



Cindy Bader, President



Paul Chylinski, President-Elect



Monica Anderson, Vice President



Patty Judge, Past President



# HYPNOTIST

# FREE DVD & Promo Kit!

the michael SWENSON  
Comedy Hypnosis Show!

## HYPNO "Live"

Where suggestion twists reality and transforms audience volunteers into stars!

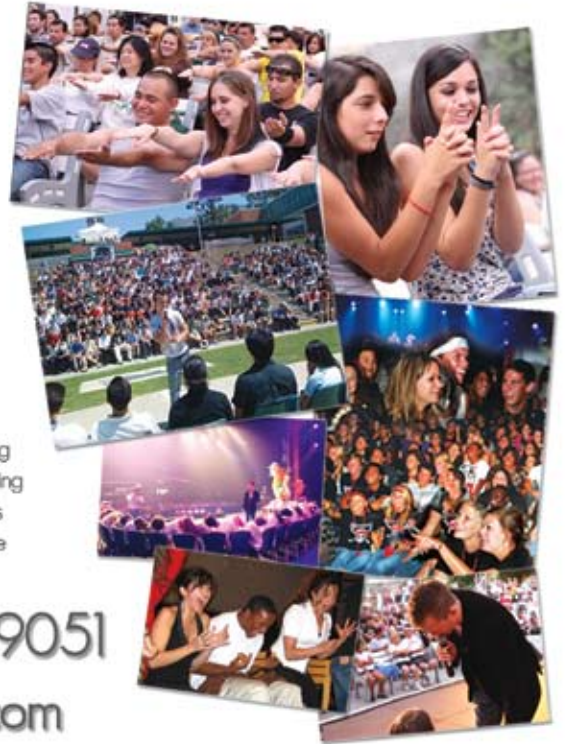


### Assemblies & Fundraisers...

- audience volunteers become stars
- a safe show with good clean content
- a fun environment for everyone attending
- your audience laughing and applauding
- focused and energized volunteers
- increased morale for everyone

CALL (800) 753-9051

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

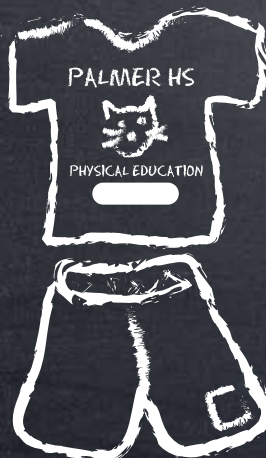


CADA MEMBERS... WELCOME BACK!  
My School Things is here to help with all your custom product needs.



T-shirts

as low as  
\$3.59



PE Uniforms

\$9.99 per set



Premium 10oz  
Hooded  
Sweatshirts

as low as  
\$16.49 ea



EZ-Up Canopies  
\$349 ea



Need a  
catalog?

MY SCHOOL THINGS

**MST**

visit us at  
[MySchoolThings.com](http://MySchoolThings.com)  
email: [info@myschoolthings.com](mailto:info@myschoolthings.com)

CALL US  
**877.632.0008**

Join our Facebook fan page... My School Things

# PIRATE installation

QUALITY SOUND - QUALITY WORK

- HIGH-END EQUIPMENT
- TOP BRANDS
- PROFESSIONAL INSTALLATION
- FIXED INSTALLATION
- PORTABLE SOUND
- SALES AND RENTALS
- COST EFFICIENT
- WARRANTY



**714.400.8519**  
**6880A ORANGETHORPE, UNIT C**  
**BUENA PARK, CA 90620**  
**WWW.PIRATEINSTALL.COM**  
**EMAIL: SALES@PIRATEINSTALL.COM**

**TEEN TRUTH™**  
LIVE

JOIN THE MOVEMENT | BE THE DIFFERENCE | TELL YOUR TRUTH

## AMERICA'S PREMIERE ASSEMBLY EXPERIENCE

**BULLY & SCHOOL VIOLENCE**



**DRUGS & ALCOHOL**



**BODY IMAGE & SELF ESTEEM**



[www.teentruthlive.com](http://www.teentruthlive.com) | **818 237 5082**

Mention marketing code "**CADA Rocks**" to receive a 10% discount.\*

\*Conditions apply

# Area News

## News you can use from your local area

### Area A

[www.cada1.org/AreaA](http://www.cada1.org/AreaA)

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

Your Area A Council would like you to know that we are here for you should you need any assistance or have any questions in preparing for your new year in ASB! Also, we want to make you aware of a few conferences that are coming up. We hope you'll be able to join us!

**Tahoe Advisor Conference**  
– August 28-29, 12:30 p.m. Join us for a conference geared toward addressing your needs and concerns for the upcoming year. We will cover issues related to new advisors, veteran advisors, middle school activities, high school activities, and much more! Conference registration costs only \$80 – for two days of training, networking, and lunch and dinner (Saturday). Contact Allison Gadeke at 209.607.9093 if you have any questions.

**Woodland North State Leadership Student Conferences**  
– High School, Tuesday, October 5, 8:30 a.m.; Middle School, Wednesday, October 6, 8:30 a.m. Prepare your students for the upcoming school year at one of these two conferences. Each day will feature a keynote speaker, specialized workshops, breakfast and lunch, and a program tailored to meet the needs of high school and middle school students.

Discount registration rates run through September 24th at \$29 for CADA members; \$39 for non-members; after September 25th, registration is \$34 for CADA members, and \$44 for non-members. The registration fee includes all speakers, sessions, breakfast, lunch, entertainment and CADA giveaways. Contact Lori Sato at 916.8897.2257 or Suzy Krzaczek at 530.318.8905 for further information.

All registration forms are available to download at [www.cada1.org/AreaA](http://www.cada1.org/AreaA).

### Area B

[www.cada1.org/AreaB](http://www.cada1.org/AreaB)

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

Area B would like to welcome Wendie French from Potter Valley Junior/Senior High School to the Area Council. We hope you can join us for our Area B Conference, **A View to “B” a Leader!** The conference will be held at James Logan High School on Monday, November 22, 2010. Check out the Area B website for registration information at [www.cada1.org/AreaB](http://www.cada1.org/AreaB). For questions or if you need more information, contact Mike White at [mike\\_white@fuhd.org](mailto:mike_white@fuhd.org) or 408.522.2210.

### Area C

[www.cada1.org/AreaC](http://www.cada1.org/AreaC)

*Serving the center of the state*

Area C is putting the “C” in CADA! We are thrilled to introduce Joe McMann as Area C’s Assistant Area Coordinator. He is terrific! Many Area C schools spent some amazing days at summer CADA camp. Between Merced, Dos Palos, Visalia and Selma and down through Bakersfield, Arvin and Taft, several schools traveled over to UCSB to beat the heat, learn valuable leadership ideas and bond with their respective ASBs. We enjoyed seeing one of our council members – Kevin Harris – who has been working CADA camps for years!

Please go to [www.cada1.org/AreaC](http://www.cada1.org/AreaC) for local information and registration info for our upcoming conferences:

**Area C Fall Middle and High School Conference** will be held again at the Tulare Ag Pavilion on Monday, September 27, 2010. Prices will stay the same as last year – \$25 per student. Remember to put the conference costs into your ASB budget to plan ahead!

**The Area C Advisor Conference** will be on Tuesday, December 7 in Fresno. All attendees will enjoy a continental breakfast and catered

lunch, networking time with other advisors and all conference materials. Only \$25 per advisor!

### Area D

[www.cada1.org/AreaD](http://www.cada1.org/AreaD)

*Serving coastal central California*

The **Area D Conference** at the Ventura County Fairgrounds at Seaside Park will be held on November 2 and November 3. The middle school will be on November 2 featuring guest speaker Micah Jacobson and the high school on November 3 featuring Keith Hawkins. Registration information can be found at [www.cada1.org/AreaD](http://www.cada1.org/AreaD).

### Area E

[www.cada1.org/AreaE](http://www.cada1.org/AreaE)

*Serving greater Los Angeles*

Don't miss our fall conferences in Area E! The **Advisor Conference** will be held Saturday, September 11 at Chino Hills High School's ASB room. All attendees will enjoy a continental breakfast and catered lunch, networking time with other advisors and all conference materials. Only \$50 per advisor! The conference will be from 8:30 a.m. to 1 p.m.

Our middle school and high school student conference will be Tuesday, November 16 at the Pasadena Convention Center. Mark your calendar, and stay tuned to [www.cada1.org/AreaE](http://www.cada1.org/AreaE) for registration details for the advisor and student conferences.

### Area F

[www.cada1.org/AreaF](http://www.cada1.org/AreaF)

*Serving Orange, Riverside and San Bernardino Counties*

The last three months have been very exciting for Area F. First, I would like to introduce Patricia Holt as Area F Assistant Area Coordinator. Second, the council has decided to add Amy Vollmar from Norte Vista Middle School to the council and

she will also be in charge of the Area F Newsletter.

Finally, we have secured all our conference dates for the upcoming year. Mark your calendar and join us!

The **Area F Advisor Conference** will be on Saturday, September 11 at Chino Hills High School's ASB room. All attendees will enjoy a continental breakfast and catered lunch, networking time with other advisors and all conference materials. Only \$50 per advisor! The conference will run from 8:30 a.m. to 1 p.m.

The **Area F Fall Middle School Conference** will happen for the first time on Thursday, October 7, 2010 at the Orange Terrace Community Center in Riverside. There will be a keynote speaker, 3 breakout workshops and lunch is included. More information to come. Any questions please contact me at [kfairman@ovhs.info](mailto:kfairman@ovhs.info) or [whatsupdoc77@aol.com](mailto:whatsupdoc77@aol.com).

The **Area F Fall High School Conference** will be held again at the Disneyland Resort and Conference Center on Monday, November 22, 2010. Prices will stay the same as last year. Remember to put the conference costs into your ASB budget to plan ahead.

Registration info can be found at [www.cada1.org/AreaF](http://www.cada1.org/AreaF).

### Area G

[www.cada1.org/AreaG](http://www.cada1.org/AreaG)

*Serving San Diego and Imperial Counties*

Save the date for our student conference Tuesday, November 16 at the Del Mar Fairgrounds! This conference is for both middle and high school students, and registration information will be available at [www.cada1.org/AreaG](http://www.cada1.org/AreaG).

All advisors are invited and encouraged to attend Area E&F's advisor conference on Saturday, September 11 at Chino Hills High School. See their Area updates for details, and check the Area F website for registration info at [www.cada1.org/AreaF](http://www.cada1.org/AreaF).

# NuWater

## WHAT WE ARE:

NuWater is a refreshing, healthy alternative to soda and other caffeinated drinks containing large amounts of sugar, which allows consumers to revitalize while hydrating themselves!

## HOW WE GOT THE IDEA:

It was developed specifically with schools in mind. We got the idea from ASB Directors expressing their concerns with the lack of support and funding that once came from the providers of school beverages.

## OUR PHILOSOPHY:

NuWater has one simple philosophy: provide a great tasting quality product for schools, while helping to increase much needed revenue to each school.

## OUR OPTIONS:

NuWater has nine 20 oz. bottled options, compared to competitors who mostly offer 12 oz. bottles. There are five flavored waters, three sport drinks and one natural water.

## SCHOOL BENEFITS:

Increases yearly school fundraising, so far NuWater has been able to triple the amount of money a school receives from its yearly percentage of beverage sales.

## VENDING:

NuWater can provide all the vending machines needed for your school campus and staff to keep each machine stocked and fully operative.

*\*NuWater follows all California state beverage requirements for schools while also providing essential vitamins and electrolytes with no artificial sweeteners.*

## CONTACT US:

Kirby Hady  
khady@nuconrad.com  
858.635.2190



# NuConrad

A unique fundraising opportunity

NuConrad is a new and unique artist development platform that works directly with schools to receive instant feedback on bands and artist from students. In exchange for this opportunity, each school receives a great FREE student activity that can be worked in with any ASB activity.

On top of this, each School is PAID for every performance!

Schools are grouped by CADA areas to compete against each other to have the chance to more money, free dances and have a live performance at their school by a major artist!

NuConrad's rapid growth is tied to our close relationship with each school. We work very hard and pride ourselves to provide a safe, and positive school event. Each band or artist plays clean, non-controversial music that the ASB and administration have approved prior to a live event on campus. In working with more than 1,530 schools, NuConrad has yet to receive one negative comment or issue from administration.

## SCHOOL CONTEST

School competitions are broken down to CADA areas (A, B, C, D, E, F, G). NuConrad works with schools within each CADA area as they compete against each other to win a \$5,000 grand prize every three months. The contest is simple – the school with the most votes wins! Votes are accumulated by students simply providing their opinion on

an artist or group that performed at their school.

## REWARDS/PRIZES/FUNDRAISING

- Each school can receive up to \$500 guaranteed per show performance
- Each school has the opportunity to win up to \$5,000 by winning a local area competition
- Each school has the opportunity to win a yearly grand prize of \$25,000
- Each school has the opportunity to win a live major artist performance

## GIVEAWAYS

At each event, NuConrad always makes sure there are free giveaways for students. NuConrad will never hand out or give away any items that have not been approved by the ASB or administration.

## CONTACT US

*NuConrad*  
GEORGE BRUTON  
gbruton@nuconrad.com  
858.635.2190



*LifeTouch*<sup>®</sup>

National School Studios

*Southern California*  
Karen Schmel – 909.215.4269

*Northern California*  
Mark Burket – 510.372.1501

# PEGLEG ENTERTAINMENT

YOUR COMPLETE EVENT PRODUCTION COMPANY  
DJ . LIGHTING . STAGE . VIDEO . SOUND . FLYERS

PEGLEG ENTERTAINMENT  
6880A Orangethorpe Ave.  
Buena Park, Ca 90620  
peglegentertainment.com  
So. Cal: (714) 527.8443  
No. Cal: (888) 372.2989

# Bon voyage

## USA Student Travel & CADA

USA Student Travel (formerly Grad Night Tours) attended its first CADA Convention in 1979. It offered student trips to Disneyland Grad Nite, Santa Cruz Boardwalk, Washington D.C., and Hawaii and was the only travel related vendor involved with CADA.

A lot has changed in 31 years but one thing remains the same. Today, Bruce Bitnoff and USA Student Travel is still the only student travel company sponsoring and supporting CADA! This seems like a small coincidence, but Bruce finds it relevant when choosing vendors.

“Consistency, integrity, and loyalty are very important ingredients to any business relationship, the same ones we deliver to every school account that receives our services,” says Bruce.

“Every year I attend CADA as a sponsor, I know I get opportunities

to see our clients, to meet them face to face and put a smile to a voice on the phone. I want those talks to be pleasant and I want them to feel like they are special to us and that their business matters, because it does. We are lucky because attending CADA each year is about seeing old friends and making new ones, not chasing numbers or focusing on a bottom line,” he continues.

USA Student Travel has just committed to another three years of Platinum Sponsorship to CADA and CASL. They sponsor the New to Convention morning breakfast at CADA and the off-site event during the CASL conference.

To speak to Bruce Bitnoff or find out more about his company’s programs, you can call 800-949-0650 ext. 100 or go online:

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

# Student Scholarships

CADA/CASL is proud to provide several scholarships each year to promote personal growth and student leadership.

## CADA/CASL MEMORIAL SCHOLARSHIP

Sponsored by CADA, one \$200 scholarship will be awarded to a CASL student to use towards one of the following: CASL State Conference, CADA Leadership Camp

Deadlines to apply for a CASL Scholarship is December 11, 2010; for CADA Camps, April 20, 2011. The applications and further information is available at [www.cada1.org/scholarships](http://www.cada1.org/scholarships).

## DAVE KNIERIEM SCHOLARSHIP

Sponsorship by USA Student Travel, the Dave Knieriem Scholarship boasts two \$1,000 scholarships awarded to seniors from CADA/CASL member schools. The scholarship is not necessarily based on the highest GPA, but on the applicant’s investment in the lives of people, both throughout their school and the local community. These were the attributes that the exemplified Dave’s life. The deadline to apply is Spring 2011.

## DONATIONS ACCEPTED

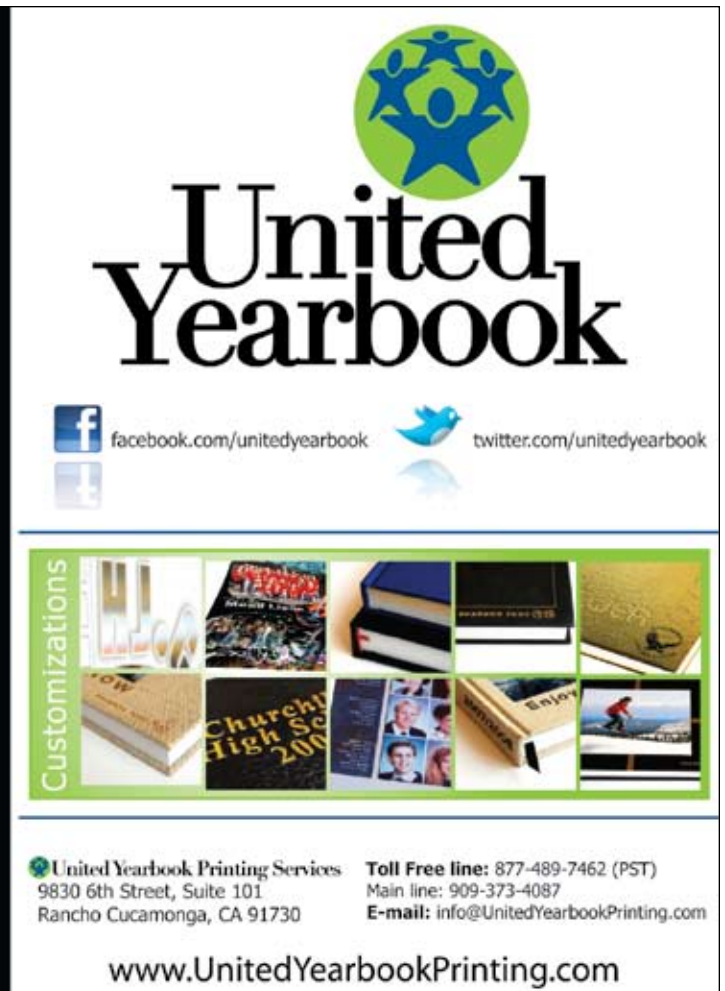
If you or your school are interested in donating to the CADA/CASL Memorial Scholarship Fund, visit the CADA website for further details.

[www.cada1.org/scholarships](http://www.cada1.org/scholarships)



**License to Lead**  
CADA  
MARCH 2-5, 2011  
SAN DIEGO, CA

**United Yearbook**  
Working together to make your yearbook publishing an everlasting experience.



**United Yearbook**

facebook.com/unitedyearbook    twitter.com/unitedyearbook

**Customizations**

**United Yearbook Printing Services**    Toll Free line: 877-489-7462 (PST)  
9830 6th Street, Suite 101    Main line: 909-373-4087  
Rancho Cucamonga, CA 91730    E-mail: info@UnitedYearbookPrinting.com

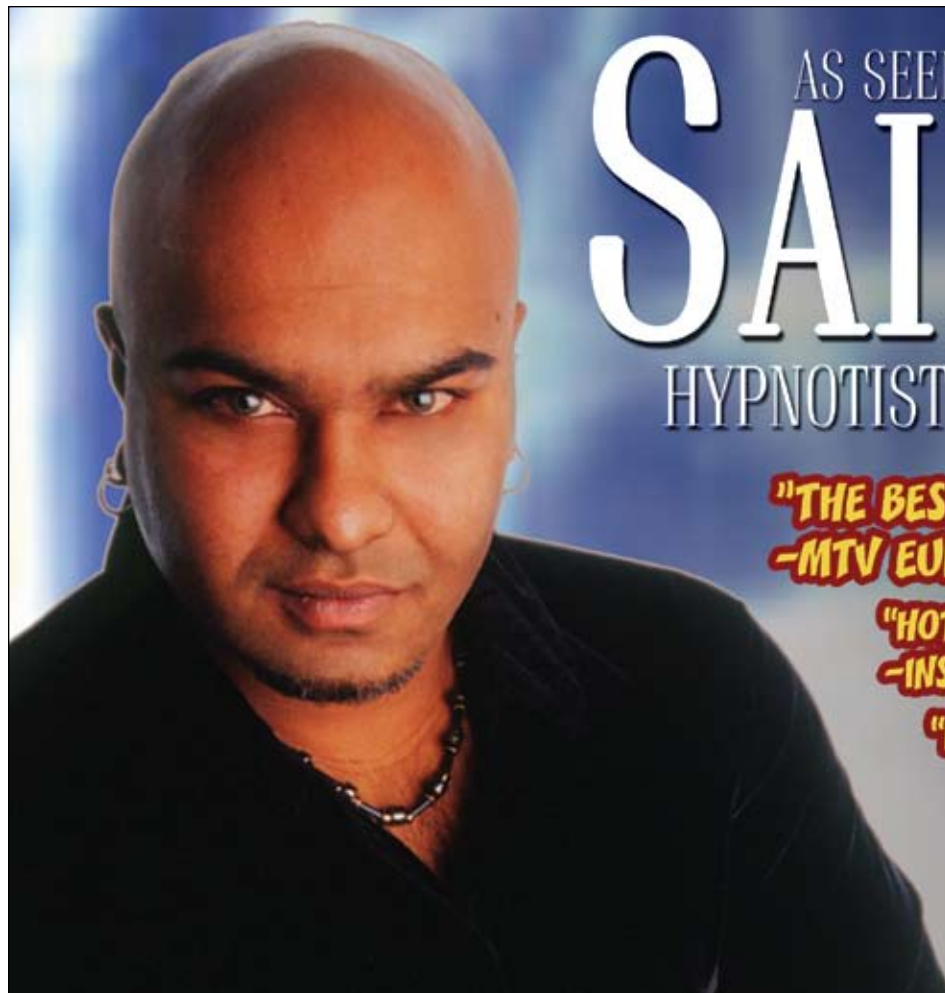
[www.UnitedYearbookPrinting.com](http://www.UnitedYearbookPrinting.com)



**PEGLEG**  
ENTERTAINMENT



**6880A Orangethorpe Ave. • Buena Park, CA 90620**  
**peglegentertainment.com**  
**So. Cal. (714) 527.8443 • No. Cal. (888) 372.2989**  
**Fax: (714) 527.8608**



AS SEEN BY MILLIONS!

# SAILESH

HYPNOTIST EXTRAORDINAIRE

**"THE BEST HYPNOTIST IN THE WORLD!"**  
**-MTV EUROPE**

**"HOTTEST HYPNOTIST ON THE PLANET!"**  
**-INSIDE E**

**"RIDICULOUSLY BRILLIANT!" -POP TV**

[www.sailesh.ca](http://www.sailesh.ca)  
**877-536-5374**  
[sailesh.ca@gmail.com](mailto:sabilesh.ca@gmail.com)

# Vision

## From start to finish

As a new year begins, many student leaders will begin carrying out their vision for their term as an officer, and for their school year. This article from [www.giantimpact.com](http://www.giantimpact.com)'s *Leadership Wired* e-newsletter illustrates how leaders develop and implement their vision.

By John C. Maxwell

How did James Cameron direct a movie as incredible as *Titanic* or *Avatar*? How is Alicia Keys able to write world-class music in an era when few elite performers pen their own lyrics? How does Pixar keep churning out animated blockbusters?

The answers all involve vision. The best leaders are able to see a vision and then activate it by stepping forward. In addition, they're willing to sacrifice to see the vision come to fruition. Finally, they realize the importance of surrounding themselves and their vision with an incredible team.

**See the vision.** Many people don't jumpstart their lives because they don't have anything to jump to! They plod along through life with little more than survival in mind. Visionaries dare to dream. They peer into the future and generate possibilities in their mind's eye.

The legendary sculptor, Michelangelo claimed that as he looked into the stone, "I saw the angel in the marble and carved until I set him free." His imagination had already created his masterpieces

before his hands did the work.

**Step toward the vision.** Some people see the vision, but they never step toward it. They cannot seem to summon the courage to overcome their fear, or they cannot find the passion to get past their apathy. As a consequence, their vision sits on the shelf until it spoils, or until someone else takes initiative to claim it.

More than two months before Alexander Graham Bell submitted his patent for the telegraph, Elisha Gray had already arrived at the conclusion that voice could be transmitted over a telegraph wire. Why, then, is Elisha Gray anonymous and Alexander Graham a celebrated inventor? Because Gray procrastinated two months before putting his vision on paper. Then, when he finally finished his sketch, Gray delayed another four days before taking it to the patent office. When he finally made up his mind to go, he arrived two hours too late. Bell had already secured the patent, and Gray's idea was worthless.

**Sacrifice for the vision.** Visionaries give up to go up. They bypass good to gain at shot at being great. If they fail, at least they go out swinging. Visionaries don't fear failure; they only fear losing out on opportunity.

In an effort to break into the U.S. market, Cirque Du Soleil founder, Guy Laliberte, took his entire troupe from Montreal to Los Angeles. At the time, Cirque was a budding act that was barely breaking

even. As legend has it, the circus did not even have gas money to return home if the show flopped. Laliberte had leveraged every resource at his disposal for the opportunity to achieve his vision of striking it rich in the United States. Thankfully for everyone involved, the show was a smash hit. Cirque Du Soleil's success catapulted it forward in terms of recognition on the entertainment scene.

Seek help for the vision. Teamwork makes the dream work. If you can achieve your vision by flying solo, then chances are you're not doing anything worthwhile. A big dream requires a talented team in order to take root in reality.

Wilt Chamberlain was one of the most gifted athletes to ever set foot on a basketball court. He holds the NBA record for most points in a game (100), most rebounds in a game (55), and the highest scoring average for a season (50.4 points per game). However, Wilt was so talented that he had trouble meshing with his teammates. At one point, coaches even advised him to shoot less so that other players could be involved.

Despite his prodigious abilities, Wilt never won a championship while the star player of his team. However, he did eventually learn to become an unselfish player. As his point totals declined, he became better and better at setting up teammates to score. Well past the prime of his career, Wilt finally

won achieved his vision of winning a title. As a role player for the Los Angeles Lakers, he captured two NBA championships. His growth as a teammate made him an invaluable asset even though his athleticism had diminished from its peak.

"The real voyage of discovery consists of not in seeking new landscapes but in having new eyes."

~Marcel Proust

"I can teach anybody how to get what they want out of life. The problem is that I can't find anybody who can tell me what they want."

~Mark Twain

"A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more."

~Rosabeth Moss Kanter

"Vision is not enough. It must be combined with venture. It is not enough to stare up the steps, we must step up the stairs."

~Vaclav Havel

"I paint objects as I think them, not as I see them."

~Pablo Picasso

"The most pathetic person in the world is someone who has sight, but has no vision."

~Helen Keller

CADA  
Platinum Sponsor



Mike Westra

703 Pier Avenue, Suite B-231

Hermosa Beach, CA 90254

310.372.8498



USA  
Student  
Travel

Education • Leadership • Arts • Celebration • Adventure

# Summer Camp review

## Students and advisors caught the Aloha spirit at UCSB!

Groups of students timidly arrived at UCSB's beautiful campus in Goleta throughout the summer for four sessions of CADA Leadership Camp. Within minutes they are practicing a school cheer, huddling together for a school photo, and getting a little pep in their step along to the beat of the DJ. They discover other students – like them – who aren't sure what to expect. Then suddenly a group of 300ish student leaders are alive with the realization that they're amongst friends, and they spend the next four days exchanging ideas, developing

lifelong friendships, and growing as leaders.

CADA's Leadership Camps are a one-of-a-kind experience, and the best way for student leaders to spend four days of their summer. "[Camp] really brought me back to high school days, and reminded me about the potential of what kids can do when they want it," shared Michael Motherspaw, Canyon High School.

"Each year we go to camp with the goal of planning our school wide theme, and for homecoming ideas. This year [at Camp] was another successful year to attain these two

goals," said Geniel Moon, Murrieta Valley High School.

Keynote speakers each evening of Camp serve to inspire, motivate and encourage students. "Each speaker was enthusiastic, knowledgeable, and a treat to listen to," said Summer DeWitt, Sierra Vista Junior High.

"The main message I am taking home from one of the speakers was the session on caring [by Andy Thibodeau], said Luis Coronel, Miguel Contreras Learning Complex. "Andy said leadership is really about caring; leadership is not only about school spirit and

planning school activities, but how students care for one another. I really enjoyed hearing that message and I plan to share that with my

*Continued on page 18*

*"There were... some life changing moments."  
– Jason Welch  
Exeter Union HS*







### Portable PA Systems

- 100% Portable -
- Easy Plug and Play set-up -
- Simple operation -
- Professional brand name gear -
- 3-year warranty -
- Available for audiences up to 5000+

### Equipment Rental

- Audio, Lighting, Staging, & Video -
- Graduation ceremonies -
- Rallies -
- Assemblies -

### Design and Installation

- Gymnasium sound system upgrades -
- Theatrical lighting -
- Video systems -
- Dance classrooms/studio -



**UltraSound Audio - The Professional Choice  
For All Of Your Audio & Video Needs!**

[www.getultrasound.com](http://www.getultrasound.com) - (877) 438-8587

Attention All California ASB Directors and Administrators!

NuConrad has begun scheduling shows for  
the 2010 - 2011 academic school year



As a benefit for scheduling in advance, your school will automatically qualify for the following NuConrad giveaways:

- NO COST TO YOUR SCHOOL EVER
- Guaranteed \$200 for Each Performance
- \$5,000 School Competition Giveaways
- School Events and Dances Paid for by NuConrad
- Live Performance by a Chart Topping Artist
- Chance to Win the Grand Prize Giveaway of \$25,000!!
- Additional Prizes and Giveaways for Students

\*Preference of dates are scheduled on a first come first serve basis.

If you have any interest NuConrad and would like your school to participate in this new fundraising opportunity,

Thank you in advance and we look forward to working with you soon.



P: 858-635-2190  
F: 858-635-2175

[WWW.NUCONRAD.COM](http://WWW.NUCONRAD.COM)

CONTACT:  
GENERAL INFO  
[CONTACT@NUCONRAD.COM](mailto:CONTACT@NUCONRAD.COM)

GEORGE BRUTON  
(NORTHERN CALIFORNIA)  
[GBRUTON@NUCONRAD.COM](mailto:GBRUTON@NUCONRAD.COM)  
760-845-1963

# Leadership Camp

*Continued from page 16*  
 leadership class,” he continued.

UCSB’s ocean-view campus always gets rave reviews from students and advisors. “My students really enjoyed the experience of staying in the dorms and being on campus,” said Randi Seligson, Hale Middle School. “They especially liked the dining commons (oh, kids!). What a great chance to expose them to college!”

High school camps feature a rally, and is often a highlight of camp and gets students sharing rally ideas with one another. “One thing that we really liked about the rally was the ‘celebration group’ who cheered in front of the winning group,” said Sherie Gross, Redondo Union High School. “That was a good spirit booster. We’ll use that.”

The middle school camps have CASL high school student leaders serve as small group facilitators. “My students really loved working with their CASL leaders!” said Seligson. “They were really impressed that

the council leaders were in high school!”

There is ample time to meet as a school during Camp, as well as opportunities to debrief the activities taking place. Every part



of the Camp schedule is planned as events and activities schools can take back home and implement, so the debrief is an important piece. “I plan to have my students watch the CADA DVD and see how activities were implemented at Camp,” shared Coronel.

“I think the most unrecognized

part of camp was its structure. The days were so packed with helpful meetings and activities that students had no way of getting into trouble from boredom. The structure, crucially, also offered a sense of

security for kids (and adults) who had little idea of what to expect and who would otherwise have been uncertain of the role they were expected to play. The organization, instead, made it clear what we were supposed to be doing and where we were supposed to go,” said Tony Sciarini, Brookside Elementary.

Advisor feedback summarizes the camp experience best:

“This is a must attend event,” said Jason Welch, Exeter Union High School. “I will be back. There was so much electricity in the air, excitement about everything, and some life changing moments discovered,” finished Welch.

“I can’t wait until next year and hope to bring even more students!” said DeWitt.

“I really appreciated the time we had to meet as adults and talk about campus issues and assist one another with ideas and suggestions,” shared Moon.

“I honestly went in thinking that I wouldn’t learn anything and that this was more for the girls, but I left the CADA camp with surplus of information and ideas from all the other advisors,” said Bianca Perez, Saint Joseph High School. “This camp was very well organized and fun for the students AND the adults. I will definitely return,” finished Perez.



**Nu Taste. Nu Benefits. Nu Water.**



**CONTACT:** E: [khady@nuconrad.com](mailto:khady@nuconrad.com) P: 858-635-2190



# Like CADA?

Your student  
leaders will love

# CASL.



The California Association of  
Student Leaders

The CASL Conference unites delegates from student  
councils and leadership teams statewide to share ideas and  
learn the true meaning of effective peer leadership.

#### **Middle School Conference**

March 31st - April 2nd

#### **High School Conference**

April 2nd - 4th

#### **Your Students Will Experience:**

- Meet the Pros
- Team Building Activities
- Intrastate Networking
- Educational Workshops
- Teen Topic Discussions
- Inspirational Speakers
- Community Service Project
- CASL State Board Election

Location:

#### **San Jose Double Tree**

2050 Gateway Place  
San Jose, CA 95110

For more information, contact

#### **Sandra Kurland**

CASL/Leadership Development Coordinator  
(619) 957-9107  
sandrakurland@cox.net

# Student update

## CASL trains student leaders throughout the state

By Roman Alcocer

*CASL Communications Director*

The CASL State Board held their first 2010-2011 board meeting this summer and we are exceptionally enthusiastic about the new year. We have many new plans to help student governments across the state create the campus culture they desire.

"I am thrilled to lead the CASL State Board this year as it is the opportunity of a lifetime to serve the students of California," shared Erin Leonard, CASL president. "My main goal for the CASL Board is to grow an awareness for all schools to know and utilize CASL for what we know it truly is – an organization which exists to serve its members and create a network where many schools can come to as a resource for help and ideas," she finished.

We participate and present leadership trainings all over California via our Leadership Development Days, Area Conferences, Camps, and hope you are able to join us! Or join our leadership discussions and idea sharing on our CASL Facebook fanpage – [www.facebook.com/CASLfan](http://www.facebook.com/CASLfan).

One of our key events is the CASL State Conference in San Jose in the spring. The middle school conference is March 31st-April 2nd, and the high school conference is April 2nd-April 4th. This incredible experience is an amazing opportunity we wish to present available to every student leader on your campus, in addition to those with the ASB title.

At the conference, students can share ideas and discuss teen topics at area meetings, intrastates, and Meet

the Pros, be inspired by the keynote speakers, attend a wide variety of workshops, enjoy a trip to the Santa Cruz Beach Boardwalk, and even run to serve on the CASL State Board.

Our theme will be CASL Goes Camping... Leave Your Campus Better Than You Found It. Rachel's Challenge will be joining us as we listen to their story and move on to region meetings and create an action plan together to pay it forward for all of California students.

Additionally, our past-president, Stefan Fertala is working on a campaign for recognition of the Week of the Student Leader. In 2008 the California State Assembly passed a resolution while working with CADA/CASL in which the third week in April would be set aside to recognize and celebrate all student leaders on your campus. This can include sports captains, club presidents, academic leaders, social leaders, anyone on your campus who has a strong influence on the students around them. We feel this is an amazing opportunity to recognize and reaffirm students on your campus who do a fabulous job at leading the students around them in a positive direction.

There are a plethora of ways to participate in the Week of the Student Leader because this is not an event that you have to attend, but rather a celebration in which you have the freedom to execute at your preference. If you would like to see how some schools have participated in this week, you can find ideas at [www.cada1.org](http://www.cada1.org).

## CASL Calendar

### Leadership Development Days

September 29

Area A  
Sequoia MS

October 8

Area A  
Bidwell JHS

October 12

Area D  
North Salinas HS

October 14

Area F  
Yorba Linda

October 19

Area G  
Chavez MS

October 26

Area F  
Yorba Linda

December 2

Area E  
Chino Hills

January 6

Area A  
Ygnacio Valley HS

February 8

Area E  
Chino Hills HS

February 15

Area B  
Ida Price MS

February 17

Area A  
Holmes JHS

*For updates to dates and sites, check the CASL website.*

### CASL MS Regional Conferences

October 7

Area F – Riverside

February 3

Area F – Yorba Linda

### CASL State Conferences

March 31-April 2

Middle School – San Jose

April 2-4

High School – San Jose

*(check out the special CASL issue of CADA News starting on the next page; it features the 2010 CASL Conferences!)*

## Contact CASL

[www.casl1.org](http://www.casl1.org)

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

**CASL Coordinator, Sandi Kurland:**

[sandrakurland@cox.net](mailto:sandrakurland@cox.net) or 619.957.9107



*The 2010-2011 CASL State Board*



# MS & HS Conferences

April 15-19, 2010



CADA News  
May 2010  
Special Edition



## Leadership took us places

*Oh, the places you'll go with CASL!*

*A note from Sandi Kurland, CADA/CASL Leadership Development Coordinator:*

**T**here's no doubt, ASB advisors and student leaders are an extraordinary group! You inspired us, made us laugh, and provided insightful perspectives on leadership at the CASL Conference. I hope you realize what a tremendous difference you are making on campuses every day. Believe me, the climate and culture of schools across California would look very differently without your vision and hard work. I applaud and thank every one of you for all you do and will continue to do to take leadership to the next level.

We had a record breaking more than 1,500 passionate leaders and adults at the CASL Conference this year engaged in workshops, roundtable discussions, area meetings, MIPs, intrastates, and an impactful service project while learning how to make a positive difference on their campus (mixed in with some fun as well!). I hope it was a time filled with special memories for the students and they came home eager to start implementing some new ideas.

I was honored to serve all of you this year with Leadership Development Days and the CASL Conference, and am excited to meet more of you. Feel free to call or email me anytime with questions, ideas, or suggestions. Together, we can all help each other and continue to be a positive force on school campuses across California. Special thanks to the CASL Board for their devotion and enthusiasm which inspires us to keep striving for excellence. I hope everyone in attendance will continue to learn and take action, while seeking opportunities for "Leadership to Take You Places."

*A note from Stefan Fertala, CASL State President:*

**F**ive days have never gone by so fast, as we never stopped once we left the station. From workshops to Meet the Pros to Intrastates, the CASL Conferences were jam packed with leadership ideas and visions. However there was so much more!

We were ecstatic to introduce a new session to this year's conference, roundtable discussions. These gave the students a chance to take a break from all of the fast-paced activities and discuss some of the issues students face today, and how we as leaders can reach out to help. I was able to hear some of these discussions, and I know the



students at the conference were ready to make a difference back in their schools.

Also, we were so excited to engage in a phenomenal hands on service learning project, in which we not only understood how fortunate we are to have clean water readily accessible, but we were able to embark on a journey to get just a little taste of what people in developing countries have to do every day to get clean water. That's right, more 700 middle school delegates, and 700 high school delegates each picked up a gallon of water and walked a mile to better understand how fortunate we are, and it was a truly eye opening experience!

All in all, I could not have asked for a better state conference, or a better year with CASL. And that was thanks to you and your efforts to make the best of your time with us, and to make an impact back in your school and community. It was a pleasure to have served as your state president, and I look forward to the year ahead for CASL with eager anticipation!



**California Association  
of Student Leaders**

3540 Soquel Avenue, Suite A  
Santa Cruz, California 95062

**Sandi Kurland**

*Leadership Development Coordinator*

619.957.9107

leadership@cada1.org

# Winners

## Outstanding Activities Awards

### MIDDLE SCHOOL

Adele Harrison MS  
Bear Valley MS  
Castaic MS  
Cesar Chavez MS  
Herbert Slater MS  
Juan Crespi MS  
Kraemer MS  
Lone Hill MS  
Lorbeer MS  
Mae Hensley MS  
Marina Village MS  
Meadowbrook MS  
Mesa MS  
Sierra MS  
South Tahoe MS  
Twin Peaks MS  
Yorba Linda MS



### HIGH SCHOOL

Castro Valley HS  
Ceres HS  
Cesar Chavez HS  
Chino Hills HS  
Don Lugo HS  
El Dorado HS  
Foothill HS  
Francis Parker HS  
Grossmont HS  
John A. Rowland HS  
Lincoln HS  
Madera South HS  
Marysville HS  
Modesto HS  
Murrieta Valley HS  
North Salinas HS  
Pacifica HS  
Pacific Grove HS  
Pioneer HS  
Quartz Hill HS  
Rancho Cucamonga HS  
Rio Mesa HS  
Ruben S. Ayala HS  
Santa Fe HS  
Sierra HS  
Upland HS  
Valencia HS  
Vista Murrieta HS  
Ygnacio Valley HS  
West Covina HS  
Willow Glen HS



# Special Thanks

## CASL Steering Committee

Jose Duenas  
Allison Gadeke  
Susan Moerder



# Scholarship Winners

**Karly Zrake**  
*Bear Valley MS*

**Jacqueline Arcineiga**  
*Cesar Chavez MS*

**Alyssa Virgilio**  
*Olive Pierce MS*

**Delanie Harrington**  
*Twin Peaks MS*

**Amanda Salm**  
*Lone Hill MS*

**Shelbie Moore**  
*Lone Hill MS*

**Emily Prigmore**  
*Bear Valley MS*

**Cheyenne Haven**  
*Ygnacio Valley HS*

**Brandon Bratcher**  
*Ygnacio Valley HS*

**Noah Cole**  
*Rancho Cucamonga HS*

**Crystal Morgan**  
*Lincoln HS*

**Sara Linsen**  
*Francis Parker HS*

## Dave Kniereim Memorial Scholarship Winners:

**Dallas Moon**  
*Murrieta Valley HS*

**Karli Cox**  
*Vista Murrieta HS*



## Special Thanks

### 2010 CASL State Board

**President:** Stefan Fertala

**Area Directors:**

**A:** Jackie Uweh, Keizra Mecklai

**B:** Amanda Cariato, Roman Alcocer

**D:** Brita Rustad

**E:** Stephen Colon, Bradley Cruce

**F:** Jamal Edwards, Audrey Zazuetta

**G:** Erin Leonard, Heather Rogers

**Freshman Directors:** Makenna Hopwood, Katherine Manley

**Communications:** Carley

Applegate, Lauryn Mascarenas

**Web/Media:** Elijah Shaffer, Luis Gracia



# CASL Conference at-a-glance

Thanks to a dedicated team of student leaders at **Bear Valley Middle School** in Area G, and **Yorba Linda Middle School** in Area F, we have an in-depth review of several aspects of the 2010 CASL Conference.

## Area Meetings

by Vanessa Leedy, BVMS

Area meetings began with learning different chants and cheers to show area pride during the conference. We also brainstormed ideas and talked about what we wanted to experience and take back to our schools. These meetings brought our whole area closer together, and even though most of us were complete strangers in the beginning, we were all one big family in the end. Not only did we get to make connections with our areas, but we also got in intrastate. We did fun activities, learned some dances, and swapped ideas with leaders across California. I met many new friends through these sessions, and I learned a lot about what other schools do that I can take back to my own school. When it came time for the round table discussions, I attended Audrey Zazuetta's chat about peer pressure. We had a long chat about the different pressures at our schools, why kids feel the need to make these bad choices, and ways we can prevent it from happening. I am so thrilled that I was able to experience this conference for the second year in a row. It was amazing and I left with many new ideas and friends.



## Choices

by Alexis Pierce, YLMS

There were many great presenters at this year's CASL

Conference. This includes an amazing keynote speaker named Micah Jacobson.

Micah's speech was a great way to finish off all the amazing activities and learning experiences at the conference. Micah told us how he tries to change others' lives, even knowing it probably won't happen.

An example of this is when someone broke into his car and he caught them in action. Micah confronted the guy, and the guy started crying and telling him that he just needed the money, and that was it. Micah knew the robber probably wouldn't change but he pulled out his wallet and gave him the money that he would have gotten from stealing his stuff. So, the robber turned the corner and Micah was thinking that maybe he would have made a difference in someone's life. The robber could've turned the corner and change his life around or he could live the life of crime. It was his choice.

Micah also talked about communication. He was telling us how when people ask you a question they probably don't care or are not listening. A lot of people don't even look for the answer, they are just thinking about what to say next.

I was really inspired by everything Micah - and all the keynote speakers - said. Their presentations definitely changed the way I look at everything. I'm so happy that I got the chance to be a part of such a wonderful experience like CASL.

## Meet the Pros

by Melissa Hoo, YLMS

Presentations during Meet the Pros ranged in topic from public speaking, to helping your community, from increasing spirit in your school, to everything in between. I was lucky to attend four sessions presented by my peers:

- 1) Have a HEART: making a positive school environment
- 2) Dazzling Dances

- 3) Including Everyone
- 4) Pump Up Your Spirit

At the first one I learned that you need four things to have a positive school environment: honesty, encouragement, a positive attitude, respect, and teamwork.

The second taught me some of the factors of having a successful dance which include having a good DJ, a fun theme, and advertising well.

The third session gave me tips for creating a good activity that everybody will want to participate in. Some tips were that the event should be planned at least two weeks in advance, have something to grasp the interest of passersby, and to have many options available.

The final session I attended taught me many things such as fundraising ideas, spirit tips, and some helpful information about planning spirit weeks. There were some obvious tips such as to plan well, and to get everything approved before you put it into action. And some words of advice that you might not think of at first, including lay down tarps or covers if you have a messy activity, and always keep the budget in check. All four of the presentations I viewed were all worth my time and the presenters all did a wonderful job. They made me want to present at the next conference!



## Inspiration

by Nora Williams, BVMS

Three days might not seem like much, but three days was all it took for me to learn more about being a true leader than I might have in my entire lifetime! Through various

workshops, area meetings, and just breakfast, lunch and dinner I made new friends, got closer to the ones I had, and learned to look inside of peoples' hearts. Out of all the things we did at CASL, I would have to say listening to the keynote speakers was my favorite! Stu Cabe taught us how to "be the big elephants", Chad Hymas told a truly inspirational story and about a girl named Melanie, and Micah Jacobson told about making the right decisions. You could say that my experience at CASL was amazing and inspiring, but that would be a complete understatement! It was life changing! So now I can say without a doubt that CASL has changed me for good.



## Big elephants

by Natasha Rivas, BVMS

Keynote speaker Stu Cabe talked about watching something on how humans are destroying elephants' natural habitat and basically killing the elephants. So these people decided to move the elephants to a protected habitat where they could live safely. The only problem was they only had enough money to transport some of the little elephants, so that's what they did. Little did the people doing this know that there were white rhinos in this habitat and that white rhinos are the only natural enemy of the elephant! Within a couple weeks only a few white rhinos remained because the little "punk" elephants kept killing them off. The habitat workers were so distraught they called a physiologist for help and the first thing the physiologist said was, "Well, where are the big elephants? These little



elephants need somebody to look up to and follow and learn from." The workers quickly transported some big elephants to the habitat and within weeks the little elephants were linked trunk-to-tail with the big elephants and following their every move.

Basically, he was saying we need to try to be the big elephants in the world. If nobody steps up to be the big elephants, the little elephants are just going to be lost and not know right from wrong. So, go out there and be the big elephants in the world!

## **Invisible students** by Adam Ebeltoft, YLMS

Round Table discussions were held, and a group of about 30-40 students sat around in a circle and discussed a topic. One topic was invisible students. What is an invisible student anyway? Well invisible students can have a lot of meanings.

At almost every school, there are the popular students. Everyone knows them no matter what grade they are in. Then there are the invisible students - or the shy students, who are often alone and feel left out. They can also be students who are always bullied and picked on. Sometimes they can even be students who have lost a family member or someone they love. Now our schools need to be a place where everyone belongs so we need to find games or activities that don't embarrass invisible students, but make them want to get involved or participate.

Games like races and balloon popping are good low-risk games that can attract invisible students. At your school, you should make a school goal to try and get more invisible students to participate in school activities and rallies to make your school a place where everyone belongs.

## **Walk for Water**

by Peyton Hutchinson, YLMS

More than 3.575 million people die each year from water related diseases. Eighty-four percent of those deaths are in children ages birth to 14. These diseases can occur when

people drink unsanitary or dirty water.

A non-profit health and humanitarian aid organization called Project Concern International is trying to do something about it and save lives. When Project Concern International visited Nicaragua, they found that the population of a village was being forced to drink the same water that they bathed in, washed clothes in, and the water in which their sewage flowed into. This desperation is not an uncommon sight for it occurs all over the world every day. PCI is working to help as many people as possible visiting places such as Nicaragua and Indonesia to provide them with clean water, a resource we take for granted here in our country.

During the CASL Conference, Project Concern International took us on a "trip" to developing countries by putting us in the shoes of women and children that have to walk about six miles to get water. We each grabbed a gallon of water and descended on a one mile "Walk for Water" outside the hotel. When we returned most of us were exhausted and in awe that women and children in developing countries would have to walk six times as far and carry two to three times as much water as we did.

One student commented on the project saying it was "an eye opener." Another said they "couldn't believe it." It's easy to live inside a bubble here in the United States because we enjoy many luxuries that we think of as things we just have since they are given to us. Overall, I think our "Walk for Water" will inspire many people to be more cautious of our water use and to be grateful for the things we have.



## **As seen on:** facebook

Here's what you've had to say about the 2010 CASL Conference, as seen on Facebook:

"I will continue to use the information I learned to making my school better! I am so glad I was able to attend such an amazing and inspirational event!"

- Helen Cao

"We are going to have a Water Awareness Day! Thank you to CASL, Project Concern International, and NIKA Water for your inspiration. Sierra Middle School heard your call to action!"

- Allison Marie

"The conference was so amazing! I can't stop thinking about it. I'm not kidding when I say that I've tied CASL or something I learned from the conference (stuff on creativity, determination, focus) into everything. I don't even have to try! Got student leadership on the mind."

- Stephen Paul Colon

"One of the most valuable things that I learned from the CASL conference was actually something I heard somebody say in one of the Round table discussions I participated in. They said, "If not you, then WHO?" As leaders, we are the ones that can make a difference in our communities to make the world a better place."

- Noah Cole

"I'm still re-telling stories of the 2010 CASL State Conference! It was the most amazing experience in the world! I wouldn't trade it for anything else!"

- Keizra Mecklai

"CASL was definitely an amazing experience that I will never forget! I met new people, learned a ton about being a leader, and made memories to last a lifetime."

- Lexie Smith Sinatra

"We are in good shape with the future generation. Student leaders are amazing!"

- Geniel Moon

"CASL was probably the most amazing thing that has ever happened to me. I miss it so much everything there was such a great learning experience and it was great meeting new people!"

- Genna Nelson

"I have so many CASL memories that it is hard to pick a favorite! I loved the dance! And Speedzone! Area meetings may have to have been my favorite though."

- Erin Leonard

"The CASL board deserves so much praise for their hard work all year."

- Brodie Kaster

Find your friends from the conference, share ideas, and keep up to date on the latest from CASL at:

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

# 2011 CASL State Board

## PRESIDENT

**Erin Leonard**  
Poway High School  
erin.leonard@caslboard.com

## NORTHERN DIRECTORS

**Roxanne Burke**  
Foothill High School  
roxanne.burke@caslboard.com

### Peter Choi

Monta Vista High School  
peter.choi@caslboard.com

### Cheyenne Havens

Ygnacio Valley High School  
cheyenne.havens@caslboard.com

### Neco Johnson

Lincoln High School  
neco.johnson@caslboard.com

### Justin Livingston

North Salinas High School  
justin.livingston@caslboard.com

### Keizra Mecklai

Mira Loma High School  
keizra.mecklai@caslboard.com

## COMMUNICATIONS DIRECTORS

**Roman Alcocer**  
Montgomery High School  
roman.alcocer@caslboard.com

**Audrey Zazueta**  
Esperanza High School  
audrey.zazueta@caslboard.com

## FRESHMAN DIRECTORS

**Nicole Nordstrom**  
Northern California  
nicole.nordstrom@caslboard.com

**Carlyn Morones**  
Southern California  
carly.morones@caslboard.com

## SOUTHERN DIRECTORS

**Carley Applegate**  
Grossmont High School  
carley.applegate@caslboard.com

### Kevin Bachar

Ayala High School  
kevin.bachar@caslboard.com

### Jamal Edwards

Rancho Cucamonga High School  
jamal.edwards@caslboard.com

### Catie Finnegan

Palos Verdes High School  
catie.finnegan@caslboard.com

### Makenna Hopwood

Escondido Charter High School  
makenna.hopwood@caslboard.com

### Ryan Ouillette

Murrieta Valley High School  
ryan.ouillette@caslboard.com

## WEB & MEDIA DIRECTORS

**Noah Cole**  
Rancho Cucamonga High School  
noah.cole@caslboard.com

### Stephen Colón

Santa Fe High School  
stephen.colon@caslboard.com

### Elijah Schaffer

Sonora High School  
elijah.schaffer@caslboard.com

## STATE BOARD COORDINATOR

**Sandi Kurland**  
Office 760.440.9299  
Mobile 619.957.9107  
leadership@cada1.org



The California Association of Student Leaders (CASL) was developed as a board project by the California Association of Directors of Activities (CADA) to provide a forum for student expression. Since 1996, CASL has been governed by a regionally-elected student board of 14 directors and assistant directors, and three elected officers, under the sponsorship of CADA with guidance from an adult advisory board/steering committee.

# Leadership Development Days

## 2009-10 LDD Host Schools

Archbishop Riordan HS – Advisor David Elu  
Arvin HS – Advisor Mary Alice Finn  
Bear Valley MS – Advisor Denise Van Doorn  
Calavera Hills MS – Advisor Carol LaBreche  
Castaic MS – Advisor Matthew Rubin  
Chino Hills HS – Advisor Janet Roberts  
Colonel Mitchell Paige MS – Advisors Juliet Makapugay & Kerry Stephenson  
Fremont Union School District – Mike White  
Grossmont HS – Advisor Jeremy Hersch  
Holmes JHS – Advisor Bill Williams  
Kraemer MS – Advisor Don Shaffer  
Las Flores MS – Advisor Petra Davis  
North Salinas HS – Advisor Margaret Noroian  
Orange Lutheran – Advisor Marilyn Webster  
Ontario Christian HS – Advisor Lisa Valencia  
Potter Valley Jr/Sr HS – Advisor Wendi French  
South Pasadena HS – Advisor Casey Shotwell  
Westlake HS – Advisor Diane Blackburn  
Yorba Linda MS – Advisor Patricia Holt  
Ygnacio Valley HS – Advisor Corissa Stobing

## Schools trained through CADA/CASL LDDs

Acacia MS	Fisher MS	Menifee Valley MS	Santiago MS
Aliso Viejo HS	Frances Harper	Mesa Intermediate	Shorecliffs MS
All Souls Catholic	Fremont HS	Niguel Hills MS	Sierra MS
Antelope Valley	Gardner MS	Mission Dolores School	Sierra Vista MS
Apple Valley MS	Granada MS	Monta Vista HS	South Pasadena HS
Archbishop Riordan HS	Granite Hills MS	Monte Vista HS	South Pasadena MS
Arlington HS	Great Oak HS	Moore MS	Southport Elementary
Arroyo Vista MS	Grossmont HS	Mt. Miguel HS	St. Anne School
Arvin HS	Hamilton Elementary	Natamas MS	St. Brendan School
Aviara MS	Hamilton HS	Newbury Park HS	Steele Canyon HS
Bear Valley MS	Harden MS	Newhart MS	St. Elizabeth Catholic
Beaumont HS	Harper JHS	Niguel Hills MS	St. Dunstan School
Bella Vista MS	Helix HS	North Mountain MS	St. Finn Barr Catholic
Bell Mountain MS	Hemet HS	North Salinas HS	St. Gabriel School
Benicia MS	Highlands Academy of	Notre Dame des Victoires	St. James School
Bernice Ayer MS	Art and Design	Oak Avenue Intermediate	Stonegate Elementary
Bernardo Yorba MS	Holmes JHS	Oak Hill MS	St. Thomas Moore
Bridgeway Island	Horner JHS	Oakridge Private	St. Vincent School
Elementary School	Homestead HS	Olive Peirce MS	Summit Intermediate
Cabrillo MS	Ida Price MS	Orangeview JHS	Sussman MS
Calavera Hills MS	Indio MS	Our Lady of Perpetual Help	Tarbut School
Carmel HS	James L Day MS	Parks MS	Temescal Canyon HS
Castaic MS	Jefferson MS	Parkview	Temecula MS
Cerro Villa MS	John Barrett MS	Parkway Heights MS	Terrace MS
Chemawa MS	Juan Crespi MS	Peter Burnett Academy	Terra Cotta MS
Chino Hills HS	Jurupa MS	Peterson MS	Travis Ranch MS
Clairbourn MS	King MS	Pinecrest Lancaster	Tuffree MS
Colonial Heights	Kraemer MS	Pioneer MS	Tully C. Knoles
Cooley MS	Ladera Ranch MS	Pinole MS	Twelve Bridges MS
Cope MS	La Entrada MS	Portola MS	Twin Peaks MS
Cupertino HS	La Paz MS	Potter Valley Jr/Sr HS	Valadez MS
Dale JHS	Lincoln School	Quartz Hill HS	Valhalla HS
Day Creek Intermediate	Lincoln Elementary	Rancho Cucamonga HS	Van Nuys Pinecrest
Diablo View MS	Las Flores MS	Rancho Cucamonga MS	Valley MS
Diamond Valley MS	Las Palmas MS	Redwood	Vineyard JHS
Don Juan Avila MS	Lexington JHS	RH Dana MS	Vista Del Mar
Don Riggio School	Los Cerritos	Rio Hondo	Vital Ranch MS
Eastlake HS	Lyman Gilmore School	River Bank Elementary	Wangenheim MS
Edna Hill MS	Lynbrook HS	Ruth Musser MS	Walker JHS
El Cajon HS	Marble Barron	San Benancio MS	Warren T. Eich MS
El Dorada HS	Marco Forster MS	San Geronio MS	Washington MS
Elkhorn Village School	Margarita MS	San Geronio HS	West Hills HS
El Sausal MS	Martin Murphy MS	San Jacinto HS	Westlake HS
Emerson JHS	Meadowbrook MS	Santa Cruz City	West Valley HS
Esperanza HS	Mendenhall MS	Elementary Schools	Will Rogers MS
Fairmont Prep	Mendocino MS	Santana HS	Yorba Linda MS

## Save the Date!

## 2011 CASL Conference

## MIDDLE SCHOOL

March 31-April 2

## HIGH SCHOOL

April 2-4

## San Jose, California

# CADA / CASL Leadership Development Days

## “Taking Leadership to the Next Level”



As an organization, CADA/CASL is proud to provide an incredible training opportunity for your middle school and high school student leaders with Leadership Development Days. 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 school student leaders, utilizing experiential activities and the related applications to teach specific skills and enrich group dynamics. The curriculum centers on skills related to:

- Team building
- Communicating
- Prioritizing
- Risk taking
- Learning through experience
- Evaluation
- Challenges to include more students in the leadership base
- Discovering individual's strength
- Determining how to change the culture and climate of your campus in a positive way.

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

*Yesterday was one that my leadership students will always remember.”*

**Margaret Noroian, North Salinas High School**

For more information on locations of a Leadership Development Day in your area, or to host one yourself.

**Contact:** Sandra Kurland [leadership@cada1.org](mailto:leadership@cada1.org)



### What are people saying about our Leadership Development Days?

*“I've kept in touch with a lot of the middle school delegates who attended the LDD at my high school and they e-mail me stories about how much they learned and went to school after that day and talked to so many of the “invisible kids” on their campus. Such an impactful day!*

**Melissa Edera, Chino Hills HS**

*“The whole day was amazing and one of the best days of my life! It just made me finally realize what genuine leadership is truly about and I do have the power to make a difference if I choose to work at it!”*

**Rachael, ASB President, Westlake HS**

*“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! This inspired me to try to do this to not only the people at my school, but everywhere around me.”*

**Nikki Effenberger, Bear Valley MS delegate**

*“I am so grateful for all the new leadership skills I learned at the Leadership Development Day. I'm positive everyone who attended feels the same way as we all made a pact to put these lessons into practice when we go back to our schools because now we have the skills and the confidence! With great power comes great responsibility!”*

**Lauren Hughes, Quartz Hill HS delegate**

### Contact Information

Sandra Kurland [leadership@cada1.org](mailto:leadership@cada1.org)

Office number 760-440-9299

Cell number 619-957-9107

And you can view this information on the CADA website

[www.cada1.org](http://www.cada1.org)



# CADA / CASL Leadership Development Days

# CADA Board of Directors

**CINDY BADER**  
*President*  
San Rafael City Schools  
San Rafael, CA  
president@cada1.org

**PAUL CHYLINSKI**  
*President Elect*  
Loara High School  
Anaheim, CA  
preselect@cada1.org

**MONICA ANDERSON**  
*Vice President*  
Nipomo High School  
Nipomo, CA  
vp@cada1.org

**PATTY JUDGE**  
*Past President*  
Cesar Chavez High School  
Stockton, CA  
pastp@cada1.org

**SUZY KRZACZEK**  
*Area A Coordinator*  
South Tahoe Middle School  
South Lake Tahoe, CA  
AreaA@cada1.org

**MIKE WHITE**  
*Area B Coordinator*  
Fremont Union HS District  
San Jose, CA  
AreaB@cada1.org

**LAURETTA ELDRIDGE**  
*Area C Coordinator*  
Stockdale High School  
Bakersfield, CA  
AreaC@cada1.org

**JANET ROBERTS**  
*Area E Coordinator*  
Chino Hills High School  
Chino Hills, CA  
AreaE@cada1.org

**KEVIN FAIRMAN**  
*Area F Coordinator*  
Ocean View High School  
Huntington Beach, CA  
AreaF@cada1.org

**DENISE VAN DOORN**  
*Area G Coordinator*  
Bear Valley Middle School  
Escondido, CA  
AreaG@cada1.org

**LINDA WESTFALL**  
*Secretary*  
Wildomar, CA  
bookstore@cada1.org

**BOB MARTIN**  
*Treasurer*  
Bakersfield, CA  
cadacash@cada1.org

**RADON FORTENBERRY**  
*Assistant Treasurer*  
Kern High School District  
Bakersfield, CA  
cadacash@cada1.org

**WENDY FAUST**  
*Communications Coordinator*  
Fairmont Prep Academy  
Anaheim, CA  
news@cada1.org



## CADA Central

3540 Soquel Avenue, Suite A  
Santa Cruz, California 95062

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

**DON SHAFFER**  
*Convention Coordinator*  
Kramer Middle School  
Placentia, CA  
convention@cada1.org

**SANDI KURLAND**  
*Leadership/CASL Coordinator*  
Ramona, CA  
leadership@cada1.org  
www.casl1.org

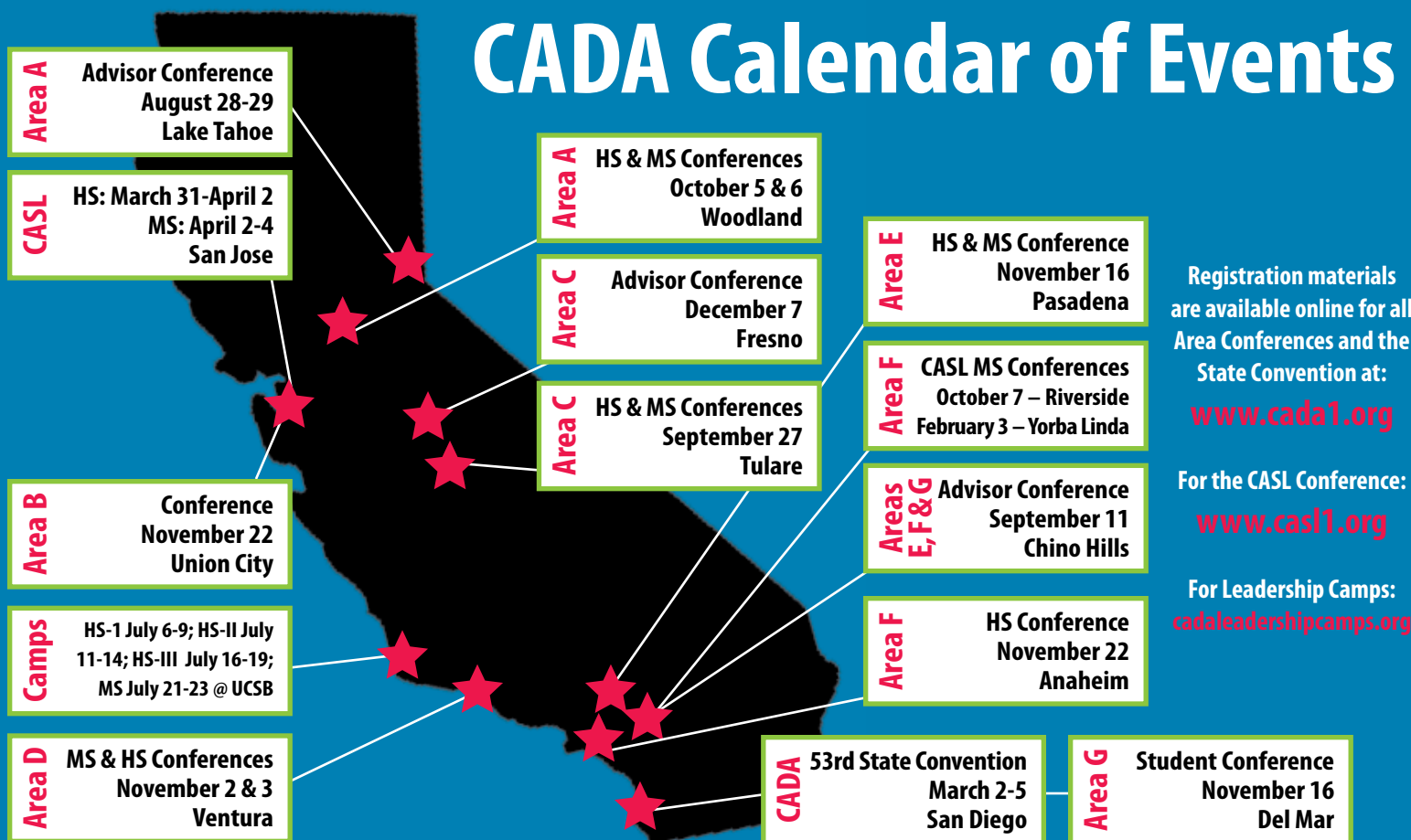
**JACK ZIEGLER**  
*Leadership Camps Coordinator*  
Woodland, CA  
camp@cada1.org  
www.cadaleadershipcamps.org

**PETER CAHN**  
*Legislative Advocate*  
Woodland, CA  
pcahn@cada1.org

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

**CADA CENTRAL**  
*Glenn Zimmerman, Executive Director*  
glenn@btfenterprises.com  
*Stephanie Munoz, Account Manager*  
stephanie@btfenterprises.com

# CADA Calendar of Events



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

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

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