

CADA



CALIFORNIA
ASSOCIATION
OF DIRECTORS
OF ACTIVITIES

SERIES 2017-2018 - VOLUME 117, ISSUE 1



SHORT, TALL, GRANDE AND VENTI STUDENT LEADERS

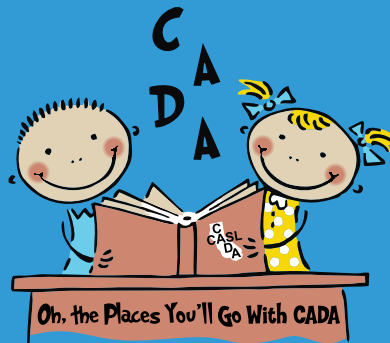
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OH THE PLACES YOU'LL GO WITH CADA!

2018
CONVENTION

6



Feb. 28-March 3, 2018
CADA State Convention
Reno, Nevada

SPOTLIGHT: FIRST YEAR ADVISOR STORIES

14



THE INVALUABLE ACTIVITIES DIRECTOR

20





PRESIDENT'S MESSAGE

KEVIN FAIRMAN
CADA PRESIDENT
president@cada1.org

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“
**BE THE SOMEBODY
TO THINK OUTSIDE
THE BOX AND
CREATE A NEW
EVENT THAT
REACHES INVISIBLE
STUDENTS**
”

Welcome to another amazing school year. The start of the school year is always exciting, fun and stressful for everyone connected to activities; whether you are close to retirement or you started a few weeks or days ago. So what can I say in this letter and what can CADA do this year to help support you and keep you motivated? I attended the National Association of Student Councils (NASC) Conference this past June in New Hampshire. During one of the workshops I attended the presenter used this quote in his presentation, “I always wondered why somebody didn’t do something about that, then I realized I was somebody” - Lily Tomlin. This quote is a great way to empower our student leaders (and adult leaders) on campus. Be the somebody who gives all students a voice on campus; when students on your campus believe their opinion matters they will be more supportive of all school activities. Be the somebody to think outside the box and create a new event that reaches invisible students; start a video game or chess tournament or even create a skateboarding club. Remember dances aren’t for everyone. Be the somebody who creates opportunities for students to give back to the campus and local community. There is nothing better for self-esteem than doing something for someone else. And it could be successfully argued that a student body with high self-esteem will be a student body with good attendance, behavior and grades. Be the somebody who honors the many levels of diversity on your campus; our differences make us more interesting and more powerful. Help your students to appreciate one another’s cultures, abilities (and disabilities), hobbies and interests.

Being the somebody to do all these things requires passion, perseverance and support. In most cases it is support that is lacking and that is where CADA comes in. CADA is available to support you year around. In the fall and winter Advisor Conferences and Student Conferences provide just the preparation support you’re looking for. In the spring the State Convention and the CASL State Conference offer on-going training to keep you and your students highly motivated. In the summer CADA/CASL Camps will help you start the school year strong. Don’t forget about the year around Leadership Development Days throughout the state, where we bring the training to you! Finally you always have access to our website: cada1.org

Remember, you are the somebody and CADA is here to support you and your students. The culture of your school depends on you. “Culture is intangible, but it’s essential: you can walk into a school and know immediately whether you want to be there or not.” - Unknown

STRATEGIC PLAN OVERVIEW

KEVIN FAIRMAN, CADA PRESIDENT, president@cada1.org

This past spring the CADA State Board worked together to develop a Strategic Plan designed to help refresh policies, renew goals and objectives and guide board decisions in a way that is aligned with modern practices. The new plan supports CADA's direction for the next three years and is based on the board's focus to reach more students, directors of activities and more schools in California and beyond with curriculum-based middle and high school leadership training.

Explore The CADA Strategic Plan below.

CADA STRATEGIC PLAN

YEAR 1

- Develop the CADA Story
- Increase exposure and benefits of being a CADA member
- Find new sources of revenue through fundraising/grants/donors
- Find a larger venue for the Northern CASL Conference to allow for growth
- Establish a Northern California Summer Camp Program.
- Explore Southern California locations for CADA Convention

YEARS 2 & 3

- Grow Leadership Development Days (LDD)
- Grow the Master Activity Advisor (MAA) Program
- New Activity Support Programs
- Area Conferences - Campaign/Invite
- Leadership Development Days for Adults
- CADA In-House Training
- Monetized YouTube Channel
- Commuter Camps

2018 GOALS

NORTHERN CALIFORNIA CAMPS: One Middle School & One High School Camp or one combination of Middle/High will happen in 2018.

CADA STORY (CORE MESSAGE): All CADA Board members & Area Council members are telling the same story to all current & future CADA members.

MEMBER VALUE & BENEFITS: Increase the CADA membership value in at least three areas; create an article in the newsletter & add testimonials to the website.

DONOR/FUNDRAISING & GRANT DEVELOPMENT: Run one fundraiser, establish a relationship with one donor & apply for at least two grants.

CASL GROWTH PLAN: New location for CASL 2019 will be booked.

SOUTHERN CALIFORNIA CADA CONVENTION: Options will be presented to the Board for the 2021 CADA Convention in Southern California.

SHORT, TALL, GRANDE AND VENTI STUDENT LEADERS

ALAN NELSON,
LEADYOUNG TRAINING SYSTEMS
anelson@kidlead.com

When I go to Starbucks, I know the size of the coffee I'm ordering and how to fix it according to my tastes. Even though I always add milk and sweetener, I never ask for "room" because I've learned that the baristas give you $\frac{3}{4}$ of an inch less coffee and at \$50 per gallon, I want everything for which I pay. A Tall dark roast requires some cream and 2 Splendas to appease my taste buds gods and a Grande takes 3 yellow packets.

So when you're working with student leaders, do you know the size of their individual leadership capacities and how to develop them appropriately? The US and CA Departments of Education recognize leadership as a domain

of gifted and talented education, yet we do little to nothing to specifically identify or train these students in our schools. Every great chef knows that before you create a great dish, you need quality ingredients. So let me give you a recipe for identifying students most likely to be gifted in leadership. This will help you augment standard student elections that typically only select half who are gifted in leading, with the other half picked for their popularity.

There are two categories of leader qualities; one causes a person to emerge as a leader and one makes him/her effective. Mislabeling these two results in Type II errors, notably false positives (thinking someone is a leader, when they're not) and confusing correlation with causation. For example, we want leaders to be ethical, but we also want our non-leaders to be ethical. So integrity makes leaders more effective, but doesn't necessarily distinguish what they do and what they're like from those who do not lead.

Our work with thousands of young leaders around the world has shown us four types of characteristics that reflect students most apt to be gifted in leadership. All four are evident in high aptitude influencers. These four qualities include: Persuasive, Propelled, Planner, Power.

Persuasion is vital to leading because leaders have to sell their ideas and convince others to join them on their journey. Students who negotiate well, plead their case, and move others' emotions, not just their minds, often convey leadership capacity.

Propelled has to do with an inner drive to achieve. Students gifted in leadership tend to be self-motivated. They like starting new things, setting goals and pursuing projects. Note that these result in others following them, not just doing them alone. Psychological terms for this quality include self-efficacy and an internal locus of control.

Planner refers to the ability to think strategically, by seeing the big picture and then breaking it down into smaller parts, actionable tasks. This typically results in a leader assigning roles to team members. Leaders must think both conceptually as well as tactically.

Power reflects a student's comfort and confidence with being in charge and/or working side-by-side other people of power. Courage

and boldness inspire others to follow. This quality helps them stand-up to bullies, confront injustice, and advocate for their cause.

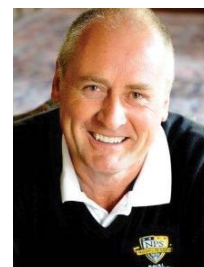
Because leading is a social skill, these four types of qualities involve other people; you can't lead alone. When you observe behaviors in these areas in a student, chances are you're looking at a youth gifted in leadership and s/he will hopefully be/become a part of your team. These students can learn executive functioning skills very young and at an accelerated pace.

We use a free, online instrument called the Social Influence Survey (SIS). The free, 25-question tool is completed by an adult on a student, who has observed the youth in social settings. Scores of 3.0 or lower, reflect a low aptitude for leading. Those between 3.0 and 3.7 demonstrate some ability and scores 3.8-5.0 signify high aptitude. You can find the SIS at www.LeadYoungTraining.com.

Think of student leadership like your school's athletic program. Most schools have a varsity starting team and bench squad, and junior varsity, or equivalent. Student leaders are not created equal. As a leadership coach, you want to develop your team according to their capacities and even recruit talent that may not go out for the team. Because at the end of the day, your primary goal should be to develop student leaders, not just to accomplish any number of assigned tasks or events.

So the question remains, can you turn a Tall leader into a Venti? My belief is that generally, you cannot, although a filled to the brim Tall will outperform a quarter full Venti. The goal should be to identify those gifted in leading and recruit them into roles where they can develop their abilities, as well as helping your current student leaders become full, whatever their capacities.

Alan E. Nelson, Ed.D. teaches leadership at USC and the Naval Postgraduate School. He is the founder of LeadYoung Training Systems and lives in Thousand Oaks, CA. Dr. Nelson has studied the identification and development of students, ages 10-18, gifted in organizational leadership for the last decade.



CALENDARING YOUR YEAR

Looking for some fun days to infuse into your school calendar? Check out www.daysoftheyear.com for some great ideas (there are multiple choices each day) and a brief explanation of each special day! This could even be a class assignment. Each student picks a day and has to plan an event to coincide with that day. Here are some ideas for weekdays over the next few months to keep the school year fresh:

OCTOBER

Pizza Month

October 2 - International Day of Non-Violence
October 3 - Techies Day
October 4 - Taco Day
October 5 - World Teachers Day
October 6 - World Smile Day
October 9 - Fire Prevention Day
October 10 - Face Your Fears Day
October 11 - Take Your Parents To Lunch Day
October 12 - World Sight Day
October 13 - World Egg Day
October 16 - World Food Day
October 17 - International Day for the Eradication of Poverty
October 18 - Chocolate Cupcake Day
October 19 - Evaluate Your Life Day
October 20 - Suspender's Day
October 23 - Boston Cream Pie Day
October 24 - United Nations Day
October 25 - International Artists Day
October 26 - Pumpkin Day
October 27 - Cranky Co-workers Day
October 30 - Checklist Day
October 31 - Magic Day

NOVEMBER

Peanut Butter Lover's Month

November 1 - Stress Awareness Day
November 2 - Use Less Stuff Day
November 3 - Cliché Day
November 6 - Nachos Day
November 7 - Hug a Bear Day
November 8 - Benjamin Banneker Day
November 9 - World Freedom Day
November 10 - Sesame Street Day
November 13 - World Kindness Day
November 14 - World Diabetes Day
November 15 - Philanthropy Day
November 16 - International Day of Tolerance
November 17 - Take a Hike Day
November 20 - Peanut Butter Fudge Day
November 21 - Entrepreneurs' Day
November 22 - Go For a Ride Day
November 27 - Pins and Needles Day
November 28 - Giving Tuesday
November 29 - Square Dancing Day
November 30 - Computer Security Day

DECEMBER

Human Rights Month

December 1 - World AIDS Day
December 4 - Cookie Day
December 5 - International Ninja Day
December 6 - Miners' Day
December 7 - Pearl Harbor Remembrance Day
December 8 - Pretend to Be a Time Traveler Day
December 11 - Noodle Ring Day
December 12 - Gingerbread House Day
December 13 - Violin Day
December 14 - Monkey Day
December 15 - Ugly Christmas Sweater Day
December 18 - International Migrants Day
December 19 - Oatmeal Muffin Day
December 20 - Go Caroling Day
December 21 - Re-Gifting Day
December 22 - Forefathers' Day

See Issue 116.4 in the CADA Newsletter archives at www.cada1.org under Advisor Resources for Calendar ideas for August & September. And check out the CADA Newsletter coming in November 2017 for more ideas to get you through the rest of the year.

2018
CONVENTION

OH, THE PLACES YOU'LL GO WITH CADA!

DEBI WEISS, PRESIDENT ELECT
preselect@cada1.org

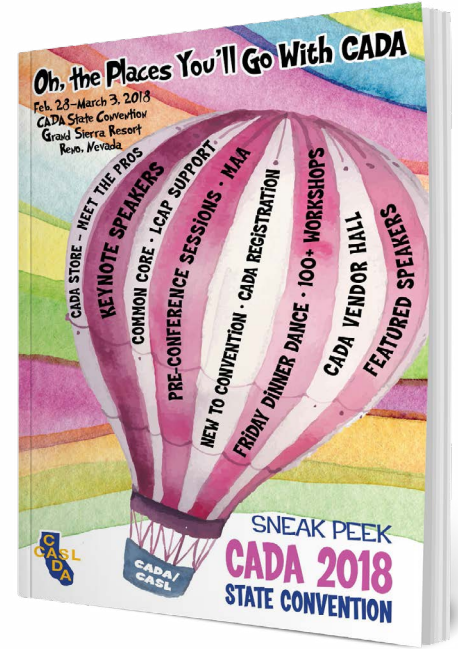


The California Association of Directors of Activities (CADA) has a proud tradition of offering quality leadership development for 60 years. Oh, The Places You'll Go With CADA will be the leadership experience you will not want to miss. There will be Pre-Conference sessions, Master Activity Advisor (MAA) training, Featured Speakers, Meet the Pros, CADA Slam, Keynote Speakers, amazing workshops, ideas to promote a positive school culture on your campus, an exhibit hall with vendors to meet your needs and of course, networking for all.

Networking events include: Wednesday night at the Lex Nightclub, CADA Vendor Hall Reception, Thursday night's bowling and dancing, CADA Scholarship 5K Run/1K walk and Friday Dinner Dance.

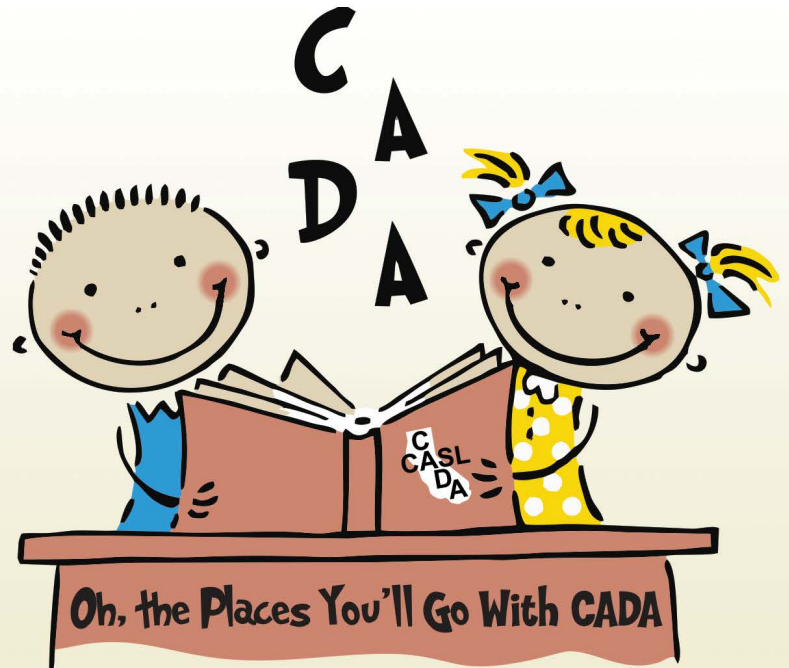
Make sure you bring your favorite children's book to donate to a local charity chosen by each area.

Look for the Convention brochure to arrive in your mailbox soon and book your next CADA experience!



Advisor Trainings
Over 100 Workshops
Keynote Speakers
Vendor Exhibit Hall
Networking Events

Grand Sierra Resort, Reno, NV
February 28 - March 3, 2018



2018 CADA State Convention

JOIN US FOR OUR STATE CONVENTION WITH OVER 1500 ACTIVITIES DIRECTORS FROM ACROSS THE GLOBE!

QUESTIONS? CALL CADA CENTRAL AT 831-464-4891 | WWW.CADA1.ORG | INFO@CADA1.ORG

2016-2017 CADA FINANCIAL REVIEW

CADA had another successful year of holding sold out conferences and growing membership! The CADA board continues to strive to have financial transparency, fiscal accountability, and a clear understanding of CADA's finances. They have made great strides in recent years to achieve this and continue to work on maintaining this. In turn they have been able to find areas to save, areas to grow, and areas to invest in new programs.

Because of the great work of all of our dedicated volunteers, we are able to provide our members with valuable programs and services at an affordable cost. CADA is also faced with rising hotel, food, and operating costs, but it is our loyal membership, councils, and board that help CADA provide so many affordable programs.

Alongside our loyal members and volunteers are our CADA Sponsors who continue to give their generous contributions to the entire organization. The dedication, motivation and commitment CADA's sponsors have for making

the school experiences the best possible for all students is greatly appreciated. It is these efforts that allow CADA to provide exemplary services at reasonable costs. When planning your next school purchases and events please consult the CADA directory (available online at www.cada1.org or delivered in print at the end of September) for a list of CADA sponsors.

Thank you member schools and sponsors for your devotion and contributions to the CADA membership. CADA looks forward to another successful year in partnering together with you to help "Create a Positive Culture & Climate on Your Campus."

Breakdown of Income by Program:

• Area Income	16%
• Association Income	13%
• Convention Income	20%
• Leadership Camp Income	23%
• CASL Income	23%
• LDD Income	5%

INCOME BREAKDOWN 2016-2017



■ Area Income	16%
■ Association Income	13%
■ Convention Income	20%
■ Leadership Camp Income	23%
■ CASL Income	23%
■ LDD Income	5%





www.cada1.org/resourcelibrary

Resource Library

Packed full of resources to help you plan a successful and inspiring school year!

- Communication
- Service Learning
- Personal & Social Development

BE SURE TO CHECK THE RESOURCE LIBRARY TO TAKE ADVANTAGE OF ALL OF THESE GREAT RESOURCES THAT ARE JUST CLICKS AWAY!

AREA REPORTS



ALLISON GADEKE,
AREA A COORDINATOR
areaA@cada1.org

Counties: Del Norte, Glenn, Humboldt, Modoc, Trinity, Shasta, Siskiyou, Tehama, Lassen, Colusa, Plumas, Sierra, Sutter, Nevada, Yuba, Butte, Yolo, Sacramento, Placer, El Dorado, San Joaquin, Stanislaus, Mono, Contra Costa, Tuolumne, Amador, Alpine & Calaveras.

Summer has drawn to a close, and with its ending comes memories of family gatherings, barbecues, vacations, and relaxing days. As we start to set our alarm clocks again, we are excited about the many opportunities that lie ahead. A new year brings new student leaders, new colleagues, and new chances to create opportunities to change lives! Your Area A Council has worked throughout the summer to plan activities and programs that will support you in these endeavors.

In just a couple of weeks we will hold our Area A Advisor Conference at Sheldon High School in Sacramento. We have organized an outstanding program that includes a keynote by renowned speaker Micah Jacobson, a presentation on Restorative Justice and Practices by Debbi Holmerud, a presentation on Closing the Opportunity Gap by Sandi

Kurland, and a wide variety of other workshops that will help you to grow professionally in the area of student leadership education. Regular registration rates (\$60 for CADA Members; \$70 for non-CADA Members) for the program will be offered until September 7, 2017, when registration closes. The day includes participation in numerous workshops, access to valuable resources, a breakfast-style snack, and lunch. Networking with colleagues from across Northern California will be an added bonus! There will also be an opportunity to participate in the MAA Program as we will be offering a Master Activity Advisor course at the end of the traditional program. For more information and to register, visit cada1.org/areaA.

In addition, we will be providing two exciting days of training for our student leaders on Tuesday, October 3 (high school) and Wednesday, October 4 (middle school). These programs did sell out early last year, and we urge you to register now so that we can include your students. On both days your students will get to hear keynote speeches by Laymon Hicks and Jesse Billauer and participate in workshops presented by SOS Entertainment, Stu Shaffer, CASL, and more! These exciting conferences

will energize, educate, and empower your student leaders and give them tools to create valuable programs and activities on campus. Registration is open until September 22, 2017 (or until we reach capacity). Regular registration rates are \$35 per attendee if you are a CADA Member and \$45 if you are not a current CADA Member. I encourage you to sign up and be part of this exciting program. Visit cada1.org/areaA for registration information.

As we move into fall and get busy with numerous activities and schedules, remember to take time for yourself. A few moments of quiet reflection can do the soul good and can help you to quickly recharge before diving back into the multitude of responsibilities you have. Simon Sinek said something that helps me to remember that everything I do for my Leadership kids has my love behind it. He said, "Working hard for something we don't care about is called stress. Working hard for something we love is called passion." I hope that each day brings out your passion in your work and that your students feel and are inspired by it! Have a wonderful first quarter, friend, and please call upon us if we can support, encourage, or listen! We are just a click away at areaA@cada1.org.





LARRY LOPEZ,
AREA B
COORDINATOR
areaB@cada1.org



Counties: Mendocino, Lake, Sonoma, Napa, Solano, Marin, San Francisco, San Mateo, Alameda & Santa Clara.

Wishing everyone in Area B a great start to the beginning of the school year. We have just finished our Advisor Conference at Dave and Busters in Milpitas. Thank you for everyone who was able to join. If you missed it, we uploaded our presentation on the CADA website under resources.

Register now for the Student Conference being held at James Logan High School. Next year, we are planning to expand and have TWO student conferences. More information will be given about how that will look.

We are looking for any individuals interested in joining council. We have areas within Area B that need representation. If interested, please contact me at areab@cada1.org.

Lastly, we have a facebook page titled CADA Area B. Check us out and like it. We share lots of information and are 85 members strong. Please join us on social media and help us connect with one another and share amazing ideas.

We look forward to seeing many of you at the student conference in November and will be planning more opportunities to connect our area, so keep an eye out for future updates and/or emails.

PS: New Activities Directors, email us today and let us know how WE can help you at areab@cada1.org.



LEADERS THAT CAN

LESLIE LOEWEN,
AREA C COORDINATOR
areaC@cada1.org



Counties: Mariposa, Merced, Madera, Fresno, Kings, Tulare, Kern & Inyo

The members of Area C look forward with excitement to Oh, The Places You'll Go With CADA this year; with CADA's support and inspiration we can take on any mountainous challenge of leadership with determination and strength.

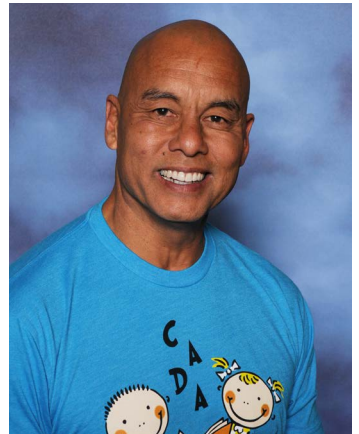
All aboard the Area C leadership train!

- Area C Student Conference: MS & HS Leaders October 20th @ Hanford West High School
- Area C Adult Conference: December 6th @ Fresno Elks Lodge

Like *The Little Engine that Could*, we know we will have some large obstacles to surmount this school year, but we are never afraid to try. We lead with purpose and passion, and are not swayed by title or position or perceived skills. We are determined to see our schools succeed, and we will not be discouraged. Both conferences and our Area Munch & Mingle gatherings will be focused on empowering leaders to take on difficult tasks with commitment and heart. Rise to the occasion leaders, and come ride the train with us! Information and registration forms available at cada1.org/areaC.



JOSE DUENAS,
AREA D COORDINATOR
areaD@cada1.org



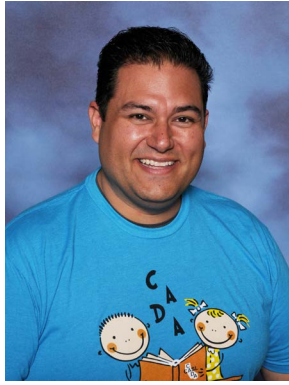
Counties: Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara & Ventura

Happy fall from Area D! Here are some future Area D events of which to make note: Tyler Durman is the keynote speaker at our first student conference in San Luis Obispo at Mountainbrook Community Church on September 25, 2017. The Central Conference will be held on October 11, 2017 at the Salinas Community Center; Micha Jacobson is our scheduled keynote speaker. The Southern Area Conference will be held on November 7, 2017 at the Ventura County Fairgrounds, Seaside Park. The keynote speaker will be Harriet Turk who is provided through the Herff Jones Platinum Sponsorship. All Area D conferences include workshops offered by Area members and CASL State Board members. Snacks, lunch and entertainment are also provided.

Our Advisor Conference is scheduled for September 16, 2017 at Pioneer Valley High School. Stephen Amundson will present his popular "Four Seasons of ASB." Brunch and lunch will be provided followed by wine tasting and dinner to include a significant other. Registration and details can be found at cada1.org/aread



RON IPPOLITO,
AREA E
COORDINATOR
areaE@cada1.org



County:
Los Angeles

We have four amazing conferences coming up this year in Area E! We'll start at the top with the Area E & Area F Advisor Conference at Dave & Buster's in Ontario on Saturday, September 16. Topics will include grading and accountability, leadership lessons and curriculum, the latest tech tips for improving school culture, and activities that include everyone. The cost is only \$45, while space lasts.

On Tuesday, October 10, the beautiful Pasadena Convention Center once again will play host to the Area E Middle and High School Student Leadership Conference. It's our biggest conference of the year as we welcome 2,500 student and adult leaders to learn from some of the best leadership and school culture experts from around California. Students can choose three workshops, plus one of four inspiring keynotes. Early registration price will be only \$45, and regular price will be \$50 per person.

On Saturday, January 20, 2018, at the beautiful new Dave & Buster's at Hollywood and Highland, we will be hosting our first-ever Area E Technology Conference! Exclusively for educators, it is the first conference of its kind specifically focused on the use of technology for student activities and improving school culture. There will be workshops geared toward leadership teachers and advisors, account clerks, administrators, and any adult at your school involved in campus-wide culture and communication. Early registration price will be \$50 per person, and space will be limited to the first 70 registrants. Presenters get free registration! Please contact Ron Ippolito at AreaE@cada1.org if you are interested in presenting.

And finally, our annual tradition continues on the campus of Cal Poly Pomona for the S.T.A.R.S. Conference. The S.T.A.R.S. Conference is geared for "at-risk" students who are ready to make the effort to turn their life around but need a little push in the right direction. Through workshops and powerful keynote speakers we will provide them a positive way to begin reaching their goals. We ask students to dress for success (in business attire). S.T.A.R.S. will be held on Monday, February 5, 2018.

For information and registration forms for all of the Area E Conferences, visit cada1.org/areaE.



GENIEL MOON,
AREA F COORDINATOR
areaF@cada1.org



Counties: San Bernardino, Riverside & Orange

It's time for a story:

Once there was a tree... and she loved Area F. Giving... The Heart of Leadership. Give What You Can.

Area F is once again excited to pair up with Area E for our Advisors Conference on Saturday, September 16, 2017 at Dave and Buster's in Ontario. The conference will be from 8am to 1pm, with a continental breakfast and lunch provided. Early bird price is \$45 and regular price is \$50.

Area F Middle School Conference will be on Friday, October 13, 2017 at Grove Community Church Center in Riverside. The conference will feature keynote speaker Russ Peak, and runs from 8:30am to 1:30pm, with lunch included. Register early so you won't miss out; cost is \$25 per person.

This year, we will host two Area F High School Conferences. The first will be held on Tuesday, November 14, 2017, at the Disneyland Resort and Conference Center, featuring keynote speaker, Tyler Durman and many new and exciting breakouts. Register early and don't be left out. Cost will be \$55 per person. Our inaugural spring conference will be held on Wednesday, May 2, 2018 at Coto Valley Country Club. Your school elections should be over by then, so bring your new leaders and get a jumpstart on planning your next school year.

Information & registration information for all the conferences is available at cada1.org/areaF. And the Tree was happy because Area F has so many opportunities for our students. The end!



BONNIE BAGHERI,
AREA G COORDINATOR
areaG@cada1.org



Counties: San Diego & Imperial

The Area G Conference will be Wednesday, September 27, 2017 at the Del Mar Fairgrounds. The high school will begin their conference in the Mission Tower while the middle school begins their conference in the Activity Center. The keynote speakers will be Keith Hawkins and Phil Boyte. Keith Hawkins believes in Relationships, Empowerment, Attitude and Leadership. He believes the relationships you build will guide you in the person you become. It all starts with learning to lead yourself and ultimately leading others. Phil Boyte is passionate about creating amazing school culture. He empowers students and teachers to transform the climate on their campuses.

Registration fee includes both keynote speakers, separate sessions for high school and middle school students, light morning snack, lunch, entertainment by SOS Entertainment and CADA giveaways! No on-site registration will be available. We look forward to having you and your leadership team in Del Mar. For information and registration materials, visit cada1.org/areaG.



DENISE VAN DOORNE
AREA H LEAD
areaH@cada1.org



Area H is the place where people from out of state feel like they are in! We have a strong leadership team from across the nation that helps make the Convention come alive as our Area continues to grow in number. We had our first Area H Bob Burton Award Winner, Sandy Ginger, and our leadership team meets virtually every few months. Our plans for the fall include selecting our next Bob Burton Award winner so if you know someone deserving please contact me. We will also be gearing up for the CADA Convention with our unique giveaways and improved Area Meetings. Lastly we welcome anyone wanting to contribute to this newsletter. I will be at the NAWD/NCSA conference in Spokane, WA this year and hope to connect with our out-of-state friends.



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follow Russ on

LIGHTS, CAMERA, ATTENTION!

LINDSEY CHARRON
 CADA PUBLIC INFORMATION
 COORDINATOR
pic@cada1.org

Flyers, posters, chalk art...we have all used these methods to advertise the events happening on each of our campuses. Videos, however, tend to grasp our students' attention. Enabling our students to create videos to promote and advertise events requires them to take initiative and allows them to include other students and staff. There are a number of different applications that enable students to use their cell phones to utilize pictures and videos to construct advertisements that will engage your student population and garner attention. Here are just a few applications that your students can download to create their own advertisements.

Splice: This is a free apple application that allows students to use both video and photos they

have taken to create video. There is an extensive audio library and multiple transitions that you can use. You can also include text and export directly to youtube, Facebook, or Instagram.

Ripl: This is another free application (that will include a watermark at the bottom of your video) that uses still photos you have taken to create advertisements. You enter the text you like and customize the colors, and then it will create animated features for you. You can either save your creation as animated or still, and then you upload it to the social media platform that you'd like. If you would like to be able to save your content and remove the watermark, the paid version is \$9.99 per month.

Adobe Spark Video: Adobe Spark Video is another free application that only requires your students to have a script. They use the photos they have taken, and then the application guides them through the rest. The script they write out

is included as a voiceover. There are a number of different templates and themes to choose from, and then once your story has been created, you can either save your video to the camera roll on your phone or export it to the social media platform of your choice.

Thus, allow your students to take initiative. If you want to capture the attention of students on your campus, consider allowing them to create a video.



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STORIES ABOUT
THEIR FIRST YEAR
ON THE JOB AS
WELL AS ANY
ADVICE THEY
HAVE FOR FIRST-
YEAR ACTIVITIES
DIRECTORS

SPOTLIGHT: FIRST YEAR ADVISOR STORIES

This issue, we asked members from around the state why they got involved in this wonderful world of Student Activities, why they continue to work in the field and finally, we asked them to share stories about their **FIRST YEAR** on the job as well as any advice they have for first-year Activities Directors.

Sara Longyear

Area: A
Email: longyearsara@dublinusd.org
School: Wells Middle School



I always wanted to be a part of our ASB council in high school but I was never given the chance. I enjoyed dances and dressing for school spirit. So when I first started working at my current school, I threw myself into chaperoning the dances, dressing up for spirit weeks, being a part of the rallies, and volunteering to help with community service projects. Our former Leadership teacher was going to be stepping down to start a family and wanted to leave the class in a special person's hands and she said she immediately thought of me. At first I laughed because while I enjoyed participating, I never thought I'd be capable of running everything behind the scenes. She told me you're bound to fail at some point but it's about getting back up and giving it your best. It was chance to really make a difference so I ended up changing my mind and said I'd go all in taking over the class and our program.

I have been a Leadership teacher and Activities Director for the past four years. I continue to say yes to being a leadership teacher and our Activities Director because of our amazing kids. Being in this role is a chance to help mold our leaders of the future. To teach them it's about serving others and not themselves and that it takes working together as a team to run the show. I always wanted to make a difference in this world and who knows

if I'll ever achieve that but getting the chance to teach our students about integrity, spirit, community, and other important values keeps me holding on and coming back each year.

One of my most embarrassing stories which still to this day makes me turn red from embarrassment happened during Teacher Appreciation Week; my students were making thank you cards for each of our teachers and I had asked them to make sure they showed them to me before placing them in the teachers' mailboxes. One of the sweetest girls was up next to show me what looked to be a beautifully crafted card. As she handed it to me and placed it down on my desk, I ended up having an uncontrollable, allergy hacking, sneeze which I was not able to cover with hands in time. So this poor student's beautiful card ended up getting destroyed as my sneeze ended up all over the inside of her card. I immediately started apologizing and trying to clean the card. While most of the kids ended up trying to hold back dying laughter, the student was so nice and said, "It's OK. I can make another one. No problem." I felt so bad and still do.

In our district we only have 2 middle schools and we do a joint dance every spring. Each year, each school switches hosting the event but the event is always planned together by both Leadership classes. My first year, that was all new to me, and I wasn't exactly sure how the planning was going to unfold. The event was going to take place in March so the other school's leadership teacher and I decided to start having our classes plan the event in January. The other teacher would visit our school with her students during our leadership period to begin planning. Not realizing the planning was only going to involve the student officers, I had my whole class present for the planning vs. just my eight officers. The other school felt outnumbered and they had every right to feel that way as it was only eight of their students involved in the planning to 31 of my students. I later apologized to the other

teacher and her students. To this day the lesson learned is; never assume anything, always communicate and ask questions!

My one tip to offer first-year Activities Directors is: You're going to fail. It's OK. Things won't be perfect. It's OK. Give it your best and don't stress!! I'm the biggest stress ball and I still remind myself of this advice each year

Leah Grant

Area: A
Email: grant@tracylc.net
School: Millennium High School

I became involved in student activities early on in my teaching career, even before I was an Activities Director. I believe that student activities are the times in school that students look back on and remember fondly. I wanted to be a part of creating experiences for students that they will remember for years to come. I started out teaching fifth and sixth grade and someone was needed to coordinate the celebrations that took place for the students and I volunteered to take that on. When I saw the sense of spirit and investment in the school that the events brought, I knew that planning activities is something that I wanted to continue to be a part of.

I have been a high school Activities Director for three years. I have the unique experience of working at a K-12 school and felt like our high school was lacking a sense of school pride that I remember from high school. Our students were always talking about what was happening at the other high schools in town rather than being excited about what was happening on their own campus. Because of my experience



with activities in the middle school, I felt getting kids involved in activities was the key to creating buy-in and spirit on our own campus. When the high school Activities Director job opened up, I applied with plans in mind on how to take the school spirit to the next level!

My first year as an Activities Director was more difficult than I could have ever imagined. I took over a program from a director who was upset when she left the school. Because she finished out the year, she had already interviewed and selected all of the students that would make up the leadership class, most of whom had been with her for several years prior to me getting the position. In addition to coming in and trying to alter a program that was already in place, I had an uphill battle with the students, trying to make them believe in the changes to the class and campus that I felt would make the school a home. It was not until January that I fully had the support of the kids and the vision that we were trying to create.

The best advice that I can offer to first-year Activities Directors is find friends in Activities. These friends may be allies on your campus who will help you to institute your activities, but also look to meet other Activities Directors in your area. On our campuses, Student Activities is often an island and feeling alone is something that many Activities Directors experience. By connecting with other Directors, and especially local CADA members (and Area Council Members!), the feeling of isolation goes away, as suddenly there are others experiencing all the same things!

Lorraine Martinez

Area: B
Email: lorrainemartinez13@yahoo.com
School: Maria Carrillo High School

My first job as a brand new teacher, I was hired to teach PE and Leadership. I convinced the interview committee that I was ready to be the next ASB Advisor. I had skills and knowledge for the position; well, not really, but fortunately the previous teacher was involved with CADA and encouraged me to join the organization. I did and here I am over 20 years later still involved. People do not become educators for the salary and they do not tackle any large assignment without someone to assist them as needed. Fortunately



all the district middle school activity directors at that time were CADA members and offered resources, plus, I could contact any one of them to get advice. My first year went by quickly and, of course things went haywire at times or I forgot to buy something for a rally and we had to change the game at the last minute. But, with all the chaos that can happen in middle school I do not regret one minute of the time I took each day to help shape those students into leaders.

When I became a high school ASB advisor I again looked to CADA to educate the leadership class to look through the CADA lens for activities. I made sure we attended the area conferences, took them to CASL and I became a part of the Area B Council. Now as a mentor to new activity directors in my district the first thing I suggest they do is join CADA, attend their area advisor workshop, take their students to the area conference, go to the CASL conference and if possible CADA camp or do a retreat with them before school. The best part of CADA is the connections that are made with vendors, speakers and of course other advisors who love to share their stories with you. All are welcome!

Amy Leigh Vollmar

Area: F
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School: Murrieta Mesa High School

I got involved in the leadership world by being one of the newest teachers on campus when the ASB director was ready to step down. Typical to most new teachers I was willing to say YES to any position without knowing all the ins and outs of the job. When my principal asked me to take on this responsibility I was excited and nervous, but I embraced the challenge.

What is the key to why have I have stayed in Activities for just over 16 years? There is a proven correlation between student participation and success. Activities Directors have a direct hand in connecting students to their learning environment. If a student is connected to their learning environment, success is more easily attained. If success is easier to attain, then dreams will be fulfilled. That is why I stay, so that I can create new ways to connect students to school to help them cultivate their dreams.



A moment that is memorable to me just recently happened; Bridgette was my student as a 6th grader during my first year. Her parents were living under the poverty line and she had a light; she was a determined young lady. We were together over the next three years as she grew from a 6th grader to an 8th grader. I sent her off to her high school career knowing that I would probably never hear from her again. Four years later I got a letter in my mailbox at school, it was from Bridgette. This letter contained a thank you for being influential in her life, memories that we shared and an invitation to her graduation from high school. She also included that she had succeeded in fulfilling her dream of becoming a student at UCLA. What more could a teacher ask for? Well again another four years went by and not a letter this time, but a Facebook message asking me to attend her college graduation. Not only did she graduate, but Bridgette was the student speaker at the 2017 Graduation Commencement Ceremony. Bridgette is just one student, but she will always be an example of why I do my job. She is going to make a difference for her family. I am so proud that she could even remember her 6th grade ASB director; she inspires me to continue to connect with students and support dreams.

I consider having two “first” years in activities; one as stated above was in the beginning of my career as a middle school director. My second new beginning was last year as a high school activities director. My disaster came to me in the first few months, which was homecoming. The event was set, and kids were getting ready to come into the event. I was not familiar with the online check-in system so I reverted to paper and highlighter check in. The administrators were literally in the dark, using their cell phones to see, students started to mob the tables, wristbands were not in an organized place... what an insane check-in experience. Over 1,400 students attended this dance so my learning wasn’t just steep, it was vertical.

If I were to give a piece of advice, I would say ATTEND the CADA Convention. When you attend CADA you are with like-minded people who are experts in this field. These people are willing to help everyone get started. They want you to succeed. When you attend you will be overwhelmed, but if you are able to meet up and connect with a veteran and use them over your time as a leadership teacher, they will support you for the life of your career. Once there you will also have a chance to go to different sessions to help you navigate this career of Activities Director.

Ruben Martinez

Area: G

Email: rmartinez@schscougars.org

School: Steele Canyon High School

Two of my colleagues were having a horrible time advising the Steele Canyon Class of 2009 during freshman year. I knew I could have success as an advisor and the school needed me to step up, so I took over during sophomore year.



I have been involved in student activities for 11 years. It's something that I do well and allows me to contribute to improving our school and improving the time kids spend on campus.

My first CADA camp in 2012 was an amazing experience! It set me on the right track to becoming a much better advisor.

My first year, just before our first assembly of the year was about to begin, the fire alarm went off. Yes, we evacuated the whole school. Turns out that when our ASB kids were throwing rolls of streamer over the gym rafters just above our highest bleacher rows, the paper blocked the laser smoke detector thereby setting off the fire alarm.

My advice to a first-year Activities Director is to stay humble, stay kind, and don't be afraid to ask for help.

Denise Van Doorn

Area: G

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School: Bear Valley Middle School

In high school I went to a summer leadership camp at Chico State and heard Earl Reum speak. He said this would be "the single most significant educational



STORIES ABOUT
THEIR FIRST YEAR
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experience in my life." I was inspired by my camp leaders, Norm Hull and Phil Boyte. I went back to my school as Student Body President and became known for saying, "What do we need to do to make.... happen?" That year we got an awesome mural of our school mascot on the outside of the building. My advisor, Mrs. Brown became my mentor and she strongly believed in leadership development. Fast forward to getting my first job as a teacher, I volunteered to be in charge of Student Council and took my kids to their first workshop where I ran into Norm Hull and he told me that I should go to the CADA State Convention. I went to that convention all by myself. I remember standing in the registration line watching people hug and say hi like it was a reunion. The people were friendly and I felt at home even though I knew no one. During that convention I ran into my high school cheer coach who was attending the convention and she said, "Hey! What are you doing this summer? Want to run CADA SPIRIT CAMPS with me?" I was young and had nothing better to do during the summer and so I did it! I was a camp leader for the CADA Spirit Camps, where we taught cheerleaders how to be leaders. The next summer I was asked to be on the Spirit Camp Steering Committee and the following year I became Curriculum Coordinator and CADA Spirit Camps became the vehicle for my passion in lifelong leadership. After Spirit Camps dismantled, I knew I had to get involved somehow! I joined the Area G council because I thought the meetings at Convention were horrible. I wanted to do something about that and not just complain. A few years later I ran for Area G Coordinator and earned a spot on the CADA State Board. When I ran for VP of CADA I re-told a story from Phil Boyte about "Opportunity Rocks" and talked about picking up opportunity rocks along the way in life because you never know if those rocks will turn into diamonds. My leadership philosophy has always been to keep trying new things and see where they will lead you. All that to say, I hope you will see my journey as an example of how you can take small steps in doing what you love

and you will create your own story that you can be proud of. Earl Reum was right, leadership camp was the single most significant educational experience in my life!

Leslie Loewen

Area: C

Email: areaC@cada1.org

School: Fresno Unified School District

I got involved with student activities as a first year teacher at a school that was struggling to find their new identity. I partnered with like-minded CADA Activities Directors to change the culture of the school.



Several years (and kids) later I was empowered to lead again at my new school, by a student in my freshman Earth Science class who was disillusioned with the state of her campus. Like her, I knew the school could be all she envisioned - welcoming, passionate, spirited, strong, and kind.

Over the past 19 years of Campus Culture and Activities leadership I have had many funny and disastrous moments, and a lot of times they are the same moment. My first year back in the game, seniors revolted under "new management", boycotted Sadie Hawkins, and left me with our sophomores to find the "ghost" in the gym. The sophomores and I bonded through the difficulties and they became strong and compassionate leaders. They also taped me to my desk, stickie-bombed my entire room, popped 500 balloons in 20 seconds with a giant dog pile, and had security storm my room after an epic tape ball battle was caught on security cameras. They are still one of my favorite groups of kids.

First year Activities Directors: know your "why" and only do things that advance your purpose. Do not take on everything the first year. Listen to the "elders" at your school about what makes it great and focus on only a few key things. All the rallies, events, spirit weeks, and meetings will be what they will be - give yourself grace, but over communicate to your staff about all of it. Focus on building great kids into powerful leaders for good...and let the small stuff be the small stuff. One last

thing, reach out to the CADA members in your area. They are a great support and can provide valuable tips and tricks specific to your region.

Kevin Lorch

Area: D

Email: klorch@mrpk.org

School: Mesa Verde Middle School

As a young teacher, I helped with Activities at Chaparral Middle School. We grew so large that a new middle school had to be built, and when I moved to Mesa Verde everyone pointed to me like I knew what I was doing. That was over 20 years ago. I stay involved because I believe that Student Leaders want to be given responsibility, and each year I see their growth from taking charge.

I remember how overwhelming it was; I was also coaching at the time. Take things as they come, hold students accountable as the group with whom you can share the work. Enjoy the variety and fun that Activities bring and remember, you could be teaching English all day.



Bryan Speed

Area: E

Email: bspeed@avhsd.org

School: Littlerock High School

My freshman year of high school I decided to run for Class President and won, which secured a place for me in the ASB Leadership class. I fell in love with ALL things ASB and it consumed my life. I continued on as class president, then took on the role of ASB president my senior year. At the end of my college career I decided I wanted to become a teacher, because I wanted to give students the same experience I had in high school. When I became a teacher, I knew that I wanted to get involved with student activities and I was fortunate enough to take on the role of Activities Director at the start of my second year.



I am beginning my third year as an Activities Director. I love the fact that we have the opportunity to impact students' lives in a positive way. I love helping student leaders to come out of their shell and challenge them to step out of their comfort zone. I also enjoy the fact that I get to teach students to be servant leaders, showing them the importance of giving back to their school and their community.

My first year, I inherited a group of students that were prone to drama. I'm talking tension so thick you could cut it with a knife. One of the highlights of that year, was bringing the students together, and showing them that our purpose on campus was more important than any problems or negativity they may have had. In that moment, we

were able to come together as a family and establish a shared purpose.

I was hired on as activities director closer to the end of the summer, the day after I accepted the position I was tasked with putting on Freshman Orientation. I was left on my own without much guidance and had to run an event with a group of students I had never met. Let's just say everything that could have gone wrong that day, went wrong. At the end of it all I was able to create a teachable moment for my leadership students, and we were able to grow from it.

A tip I'd give a first-year Activities Director is it's okay to make mistakes, that's how you ultimately learn and grow. Take notes as you go through the year, and work to improve your program over time.

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NASC RECAP

SANDI KURLAND, M.ED.,
 LEADERSHIP DEVELOPMENT COORDINATOR
leadership@cada.org

The Out of This World Leadership National Conference held this summer, June 24-26, 2017, was a time for students to expand their leadership potential and network with 750 other students from across our great nation! Out of This World was sponsored by the National Association of Student Councils (NASC) and hosted by Pinkerton Academy in Derry, New Hampshire. CASL selected a group of 10 students to represent the California delegation. Three CASL students presented student workshops (Jasmine Colak, Jasmine Tong-Seely, Ansh Trivedi) and the CADA Area A Coordinator Allison Gadeke, and Past President Lauretta Eldridge presented to the adults. Thanks to all for making it a memorable experience.

Join us for the 2018 NASC National Conference June 25-27 in Plymouth, Minnesota! For more details contact: Sandra Kurland, NASC California at leadership@cada1.org





Who is Eligible? Students entering grades 9-12 in the fall of 2018. Must be from a CADA/CASL school & NASC Member School to apply!

How do I apply? Fill out the application online (www.casl1.org) along with a one page essay and send it with a deposit by March 1, 2018. Those selected to represent California will be notified by April 1, 2018.

Let's hear what the California delegation had to say about their experience:

JASMINE COLAK

CASL President, San Pasqual HS

Attending the National Conference was a transformative experience I will remember for many years to come. In a span of three days, I emerged from the conference a refreshed and more open-minded student leader, feeling empowered by the diverse yet like-minded individuals from across the nation who share in the same goal - to make our campuses a more positive and welcoming environment for all students and ultimately to create sustainable and powerful change in our communities, throughout our nation, and across the globe.

After hearing from numerous speakers and attending various workshops and sessions, my reason for participating in student council is clearer to me than ever. I want to cultivate goodness and create a world where everyone feels they have a chance, a reason, and most importantly, a home. Mike Smith Live, a motivational speaker, ambassador, and entrepreneur whom we had the privilege to hear speak, hit home when he said, "Helping people happens when no one else is looking". To me, this was the perfect way to end the National Student Council Conference. After all, as servant leaders, we should strive to commit acts of goodness because of a genuine interest in the well-being of others, and never for selfish reasons or for show. The National Association of Student Councils did a wonderful job promoting this message throughout the entire conference, and I feel content knowing that hundreds of student leaders from across the country are returning to their campuses and communities with this forceful mantra in mind. Thank you CASL and NASC for an invigorating and unforgettable experience!

MATT NICHOLS

**CASL Southern Director,
Steele Canyon High School**

This summer I had the amazing opportunity to travel to Derry, New Hampshire for the 2017 NASC National Conference at Pinkerton Academy. At the conference, I could branch out of my comfort zone and meet new people from all over the country. I got to hear from some of the nation's best keynote speakers, as well as attend many great workshops presented by outstanding students. I developed so many new leadership skills at the conference that will help me be a better leader. I learned from keynote speaker Kevin Wanzer that although we are all different, we are also all the same, and as leaders we need to recognize this thought. Although it was not said outright, I also took away a major California leadership theme, service above self. It is important to put others ahead of yourself not only in a leadership position, but in life. I am so excited to bring back everything I learned from the NASC National Conference to my school and California.

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JILL MORTENSEN,
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jmortensen@sjcoe.net

As the year begins there is excitement in the start of something new. New school supplies, new classes and teachers, new friends to make, and new activities in which to participate. It is a time of year where the summer heat has yet to fade and the night sky is still bright. A campus can see various activities at the beginning from a Week of Welcome, Club Rush, school BBQs, dances, lunch time activities, and Friday Night Lights. Pride swells, spirit days are in full force, and learning takes off.

To be fully successful in the start of an amazing year, key players must work hard

to develop the atmosphere of learning and excitement for school. Administrators, classified, and teachers all play a role in a grand start to the year, but the most important person – the invaluable individual – is the Activities Director.

Really?

Yes!

The tone of a school year, the activities created for student buy in, comes from the guidance of an Activities Director and their students in the program. The summer brings about retreats, planning, new ideas and so much more to create an atmosphere where students want to come to school and get involved.

The Activities Director must be the most highly paid and valued position on a campus.

Right?

No!



Many don't fully understand the job description and the dedication of an Activities Director. False thoughts develop from those who don't hold this position. Theories transpire that it is a class that only makes posters, puts on a few dances, and initiates a few rallies. While those components are an aspect to any program, so much more occurs. Time management, conflict resolution skills, professionalism, organization, execution of an event, long days and late nights are a small insight to this world.

Stories of horror have been heard throughout the years of teachers being thrown in the



position of AD, little to no resources and training have been given, lack of a prep period for the job, little to no stipend, long days and even longer nights have occurred. Yet, the Activities Director perseveres.

Why?

Simple...Passion!

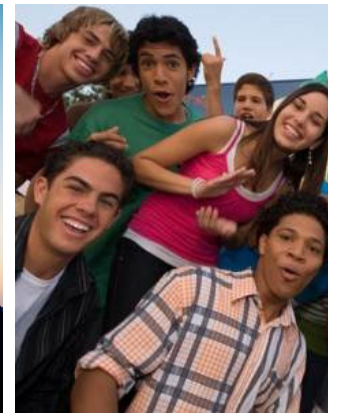
An Activities Director is a passionate soul who wants to make sure school is a safe environment for all students where all feel included. It is a job where relationships develop and friendships are etched in time. It is the best position on a campus and to hold this job is a true honor. Yet, exhaustion will set in as the year continues, administrators will create challenges, students will be frustrating, parents will cause a few headaches, but one thing will remain constant for the Activities Director – CADA is here for YOU!

CADA, an organization dedicated to service and support, gives so much to an Activities Director. From Area Councils, Meet and Greets, Leadership Development Days, and conferences...an Activities Director never has to be alone in this hectic, crazy and rewarding position. Data has shown that an AD will last between 2-3 years and burn out will set it. This doesn't have to be the case. Getting involved in your area, finding support in your region, attending conferences can be ways to fully understand this job and continue with success. It is like-minded souls coming together, working to find solutions to problems, sharing ideas, and spending quality time with those who understand this world. CADA is an organization where support and guidance are here for you!

As you start your year, may you find happiness in all that you do. Find a passion, share it with your students, and help them grow into young adults. Know that you are making a difference, changing the world one day at a time, developing school culture and so, so, so much more. You are invaluable and don't forget it!

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CASL Scholarship

Application must be postmarked by December 15, 2017
Recipients will be notified on or before January 18, 2018

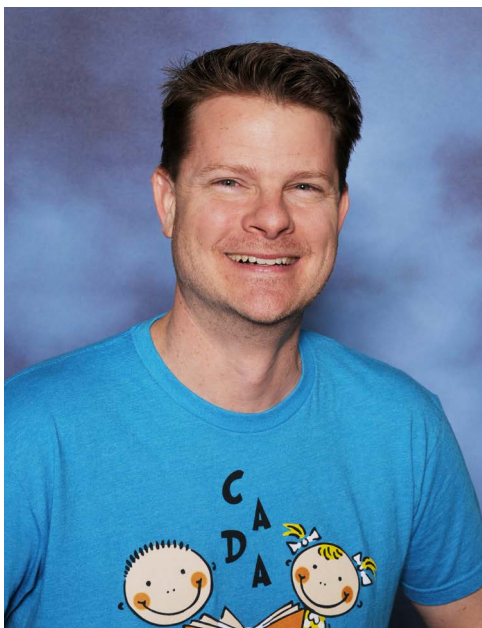
Leadership Camp Scholarship

Application must be postmarked by February 9, 2018
Recipients will be notified on or before March 16, 2018



CADA Leadership Camps

The Heart of Leadership



JEFF CULVER, PROFESSIONAL DEVELOPMENT COORDINATOR

PASSION - PURPOSE - COURAGE - COMPASSION

The Heart of Leadership, this summer's CADA/CASL Summer Leadership Camps wrapped-up on July 26 on the campus of UC Santa Barbara. This year, the camp program expanded with an additional high school camp, allowing us to welcome nearly 150 additional students and 30 more schools compared to 2016. The five sold-out sessions were run by the camp staff, consisting of CADA members from around the state, and CASL State Board members at the middle school camp. We welcomed 1,623 students and 238 advisors from nearly 180 schools from California, the nation, and Canada.

Thanks to the efforts of this year's Curriculum Teams, the council curriculum was all new. The middle school team was led by Melissa Edsall from Douglas Middle School. She was assisted by Ron Ippolito and Verne Johnson. The high school team was led by John Lucero, retired from El Dorado

High School, and assisted by Laura Saldana, Mary Jane Smith and Kim Karr. Our team of Directors worked behind the scenes to keep the Camp program moving smoothly: Thanks to Paul Chylinski (logistics), Todd Arrowsmith (operations), Ron Ippolito (media/technology), and Monica Anderson & Margie Reed (admin interns). And not behind the scenes were this year's Camp Directors, helping to steer our students through the #CADACamps experience: Shannon Hurtado (HS1), Melissa Edsall (HS2), Janet Roberts (HS3), Ron Ippolito (MS) and Laura Saldana (HS4).

This summer brought three new keynote speakers to the camp program. Speaking at all five camp sessions were Houston Kraft, The "Amazing" Tei Street, and LaVonna Roth shared her life philosophy with our four high school camps. As our opening keynote speaker, Houston Kraft's message about love tied into the Heart of Leadership theme seamlessly. He reminded our campers that "people in our schools need hope,

acceptance, kindness and love.” LaVonna Roth, helped our campers look at themselves as leaders and humans, inspiring them to ignite their S.H.I.N.E. by being true to themselves, lead with heart, inspire others, navigate their lives and to strive to be exceptional. And finally, as our closing keynote speaker, The “Amazing” Tei Street wrapped camp with a high energy presentation teaching our campers to be who they say they are and to be in action and not motion, for the greatest movements in America are led by young people and America is calling!

In addition to our keynote speakers, Rotations focused on fundamental skills necessary for Leadership students to successfully start the school year. CADA Medallion Sponsor #ICANHELP provided a Rotation for all five camps promoting positivity on campus and on social media. At middle school, our campers also learned about the 7 C’s of Leadership from Susan Moerder and experienced Leadership Lessons from the CASL State Board.

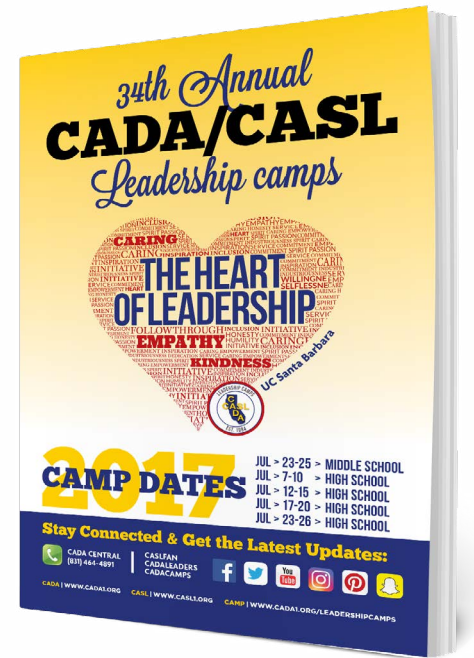
Our high school Rotations included basics of Project Planning led by Stu Shaffer and other Personal Leadership topics from Tim Hopper, Ron Ippolito, Laura Beers & Laura Saldana.

CADA/CASL Leadership Camps are an intensive 3-day (middle school) and 4-day

(high school) experience; students are divided into councils where they have the opportunity to meet other students from around the state to share ideas, network and work on a camp project together. We were excited to introduce the camp project to our Middle School campers this year. Students come out of camp with a solid foundation to start the school year with goals in mind for themselves and their school’s activity program. Catch-up on all of the posts from this summer’s CADA Camps program by searching #CADACamps on Twitter, Instagram and Facebook. Follow @CADACamps on those social media sites, plus SnapChat and view this year’s camp videos on the @CADACamps YouTube channel.

Special thanks to the CADA Medallion Sponsors whose products and services helped make this year’s camp program a success: #ICANHELP, All Action Awards, All-Star Events, Audio Dynamix, Beverage Brothers, Herff Jones, Houston Kraft, Kustom Imprints, Pegleg Entertainment, and SOS Entertainment!

CADA Camps will be back at UC Santa Barbara in July 2018. Watch for dates and registration forms at cada1.org/leadershipcamps soon. And we are currently working to add additional dates in Northern California in summer of 2018!



Check out the Camp Recap videos, produced by Humboldt State film major Steven Clavijo (High School videos) and CASL State Board members (Middle School video)



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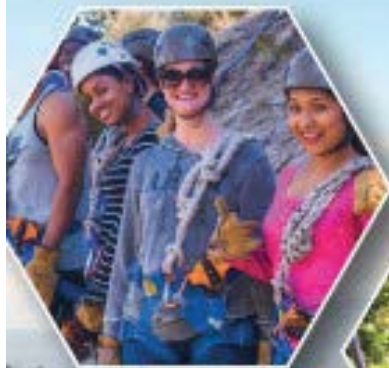


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**THE CALIFORNIA ASSOCIATION
OF STUDENT LEADERS**

DATE	AREA	HOST	PARTICIPANTS	DATE	AREA	HOST	PARTICIPANTS
7/25/2017	E	BALDWIN PARK HIGH SCHOOL	PRIVATE/ DISTRICT	10/17/2017	F	LAS FLORES MIDDLE SCHOOL	MS DELEGATES
7/26/2017	B	EVERGREEN HIGH SCHOOL	PRIVATE	10/19/2017	A	BIDWELL MIDDLE SCHOOL	MS DELEGATES
8/1/2017	F	HERITAGE MIDDLE SCHOOL	MS DELEGATES	10/25/2017	F	YORBA LINDA MIDDLE SCHOOL	MS DELEGATES
8/7/2017	A	STOCKTON EARLY COLLEGE ACADEMY	PRIVATE	10/26/2017	D	WEST LAKE HIGH SCHOOL	HS DELEGATES
8/9/2017	E	KNIGHT PREP ACADEMY	PRIVATE	11/8/2017	E	SOMERSET CONTINUATION SCHOOL	CONTINUATION HS DELEGATES
8/10/2017	G	DEL NORTE HIGH SCHOOL	PUHSD DELEGATES	11/13/2017	E	WHITTIER HIGH SCHOOL	HS DELEGATES
8/18/2017	B	CAROLYN CLARK ELEMENTARY	MS DELEGATES	12/6/2017	G	TWIN PEAKS MIDDLE SCHOOL	MS DELEGATES
8/23/2017	F	AUHSD	PRIVATE	12/7/2017	E	QUARTZ HILL HIGH SCHOOL	MS DELEGATES
		HOST SITE - BUENA PARK JUNIOR HS		12/8/2017	F	PALM MIDDLE SCHOOL	MS DELEGATES
8/24/2017	B	CADWALLADER ELEMENTARY	PRIVATE/ SECONDARY GRADES	12/11/2017	A	EAST UNION HIGH SCHOOL	HS DELEGATES
8/25/2017	B	CADWALLADER ELEMENTARY	PRIVATE/ PRIMARY GRADES	12/12/2017	A	BETHANY ELEMENTARY SCHOOL	MS DELEGATES
9/1/2017	B	CASTILLERO MIDDLE SCHOOL	MS DELEGATES	1/11/2018	G	CESAR CHAVEZ MIDDLE SCHOOL	MS DELEGATES
9/12/2017	A	UNIVERSITY PREPARATORY SCHOOL	MS DELEGATES	1/18/2018	F	CASL REGIONAL CONFERENCE	MS DELEGATES
9/13/2017	E	GLADSTONE HIGH SCHOOL	HS DELEGATES			HOST SITE - THOMAS LASORDA FIELD HOUSE	
9/14/2017	E	LONE HILL MIDDLE SCHOOL	ELEMENTARY DELEGATES	1/19/2018	B	MILLER MIDDLE SCHOOL	MS DELEGATES
9/18/2017	C	GOLDEN VALLEY HIGH SCHOOL	PRIVATE	1/23/2018	D	PAJARO VALLEY HIGH SCHOOL	MS DELEGATES
9/18/2017	F	EXCELSIOR CHARTER SCHOOL	MS DELEGATES	1/24/2018	E	CASTAIC MIDDLE SCHOOL	MS DELEGATES
9/19/2017	B	WESTMOOR HIGH SCHOOL	HS DELEGATES	1/25/2018	A	SUTTER UNION HIGH SCHOOL	8TH-12TH GRADE DELEGATES
9/21/2017	F	ARLINGTON HIGH SCHOOL	PRIVATE	2/1/2018	A	YGNACIO VALLEY HIGH SCHOOL	HS DELEGATES
9/21/2017	G	GUAJOME PARK ACADEMY	PRIVATE	2/8/2018	G	MADISON HIGH SCHOOL	HS DELEGATES
9/26/2017	D	PACIFICA HIGH SCHOOL	PRIVATE	2/9/2018	G	VISTA INNOVATION AND DESIGN	MS DELEGATES
9/28/2017	A	FORTUNA HIGH SCHOOL	HS DELEGATES	2/13/2018	F	MURRIETA MESA HIGH SCHOOL	HS DELEGATES
9/29/2017	A	STOCKTON UNIFIED SCHOOL DISTRICT	PRIVATE	2/21/2018	F	VALLEY VIEW HIGH SCHOOL	HS DELEGATES
10/12/2017	F	YORBA LINDA MS	PYLUSS MS DELEGATES	2/23/2018	F	RIVERSIDE PREP	HS DELEGATES
		HOST SITE - THOMAS LASORDA FIELD HOUSE		3/7/2018	A	ARDEN MIDDLE SCHOOL	MS DELEGATES
				4/24/2018	G	SAN MARCOS HIGH SCHOOL	HS DELEGATES

CASL 2017 WRAP-UP



SANDI KURLAND, M.ED.,
LEADERSHIP DEVELOPMENT
COORDINATOR
leadership@cada.org

Thank you for giving your student leaders the chance to attend the “The CASL Newsroom...Speak Up Stand Up” 2017 CASL State Conference. Our mission was to teach advocacy over the three days we spent with your agents of change. It is my hope the conference educated every single one of them on how to advocate for themselves, on behalf of another, for those who can’t speak for themselves and for lasting systematic change which continues to move humanity forward. My wish for the student leaders was to leave the conference with the inspiration and commitment to go back to their campus and community and notice what has been done, what remains to be done, and constantly ask questions of those around and of themselves: What do I want? What do you want? How can we try things differently? What will it cost us to maintain status quo?

We had a sold-out conference two weeks before the registration deadline with 2,361 passionate students and advisors with us at the San Jose Doubletree Hotel. Everyone stayed engaged every step of the way - from the workshops, Meet the Pros, the Service Project (I Like Giving) and the State Board Elections. All those in attendance continued to show us how much they genuinely cared about serving others and wanted to advocate back at their schools to make good things happen! I hope it was also a time filled with special memories for the students and CASL will remain in their hearts forever. “Once a CASL kid, always a CASL kid” is now common to hear among the delegates and our alumni group from previous CASL boards were anxious and happy to reconnect with all of you and your current change agents, while paying it forward at the 2017 CASL State Conference.

“OUR LIVES
BEGIN TO END
THE DAY WE
BECOME SILENT
ABOUT THINGS
THAT MATTER.”

**DR. MARTIN LUTHER
KING, JR.**

Thanks to our inspiring general session speakers: Kathy Buckley (HS) Houston Kraft (MS), Keith Hawkins and Kevin Laue. They articulated our message on stage and helped us think about the way we look at our leadership programs. Rotation highlights Leon Logothetis (The Kindness Diaries Netflix series) and Brodie Kaster (Leadership Development Days) added to our curriculum and we look forward to a better world because of their creativity, compassion and contributions.

Additionally, we could not offer this conference without the help of our Platinum sponsors: SOS Entertainment (Derek Sage) and USA Student Travel (Bruce Bitnoff). They continue to give much more than their services. Their contributions are from the heart and they truly do make this world THAT much better.

A very special thanks to the CASL “kids” on the board for their vision, courage and enthusiasm which inspire me to continue pushing the boundaries and striving for excellence. Behind the scenes were Mikaela Ayala, Jose Duenas, Brodie Kaster, Susan Moerder and Jana Plat serving as humble heroes on the CASL advisory board this year with complete dedication, passion, and professionalism. We also had a team of other adult volunteers at the conference which proved



invaluable and I am incredibly grateful to each of them. Add the amazing Dylan Valdivia (CASL intern –USD) and together, adults and students, the CASL team makes all that I do possible.

I was honored to serve all of you this year in my capacity on the CADA board and am excited each time I get to meet someone with whom I have only known via email or social media. It has been my pleasure working with so many of you at Leadership Development Days; you continue to amaze me with your creative ideas and powerful programs. Feel free to call or email me anytime with questions, ideas, or suggestions.

Lastly, and most importantly, we all know the campuses across California would look very different without you, the advisors and mentors of the architects of change. I applaud and thank each one of you. Your hard work and enthusiasm inspires those around you to keep striving for the most inclusive campus possible. As Erin Gruwell (Freedom Writers Diary) said, “I realize if you can change a classroom, you can change a community, and if you can change enough communities, you can change the world.”

I can't wait to see the world all of you create together. Dream big, and practice courageous leadership that drives real change.

See you next year at the Ontario Convention Center!

Sandra Kurland, M.Ed.

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CADACAMPS

2017		
SEP 16	AREA A – ADVISOR CONFERENCE	SHELDON HIGH SCHOOL
SEP 16	AREA D – ADVISOR CONFERENCE	PIONEER VALLEY HIGH SCHOOL
SEP 16	AREA E & F – ADVISOR CONFERENCE	DAVE AND BUSTER’S – ONTARIO
SEP 25	AREA D – CENTRAL STUDENT CONFERENCE	MOUNTAINBROOK COMMUNITY CHURCH
SEP 27	AREA G – MS & HS STUDENT CONFERENCE	DEL MAR FAIRGROUNDS
OCT 3	AREA A – HIGH SCHOOL STUDENT CONFERENCE	YOLO COUNTY FAIRGROUNDS
OCT 4	AREA A – MIDDLE SCHOOL STUDENT CONFERENCE	YOLO COUNTY FAIRGROUNDS
OCT 10	AREA E – MS & HS STUDENT CONFERENCE	PASADENA CONVENTION CENTER
OCT 11	AREA D – NORTHERN STUDENT CONFERENCE	SALINAS COMMUNITY CENTER
OCT 13	AREA F – MIDDLE SCHOOL STUDENT CONFERENCE	RIVERSIDE GROVE COMMUNITY CENTER
OCT 20	AREA C – MS & HS STUDENT CONFERENCE	HANFORD WEST HIGH SCHOOL
NOV 7	AREA D – SOUTHERN STUDENT CONFERENCE	VENTURA FAIRGROUNDS
NOV 14	AREA F – HIGH SCHOOL STUDENT CONFERENCE	DISNEYLAND HOTEL – ANAHEIM
NOV 20	AREA B – MS & HS STUDENT CONFERENCE	JAMES LOGAN HIGH SCHOOL
DEC 5	AREA C – ADVISOR CONFERENCE	FRESNO ELKS LODGE
2018		
JAN 20	AREA E TECHNOLOGY CONFERENCE	DAVE & BUSTER’S – HOLLYWOOD & HIGHLAND
FEB 6	AREA E S.T.A.R.S. CONFERENCE	KELLOGG WEST – CAL POLY POMONA
FEB 28 – MAR 3	CADA STATE CONVENTION	GRAND SIERRA RESORT – RENO
APRIL 5 – 7	CASL STATE CONFERENCE – MIDDLE SCHOOL	DOUBLETREE – ONTARIO, CA
APRIL 7 – 9	CASL STATE CONFERENCE – HIGH SCHOOL	DOUBLETREE – ONTARIO, CA
MAY 1	AREA A – MS & HS STUDENT CONFERENCE	MODESTO CENTRE PLAZA
MAY 2	AREA F – HIGH SCHOOL CONFERENCE	COTO VALLEY COUNTRY CLUB