



Series
2013-2014

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Winter 2013

CADA

California Association of Directors of Activities

CADATOONS 2014 - RENO



The 2014 CADA Convention will show you how to bring character to your campus to help transform your program. We will look at how Leadership Programs contribute to character on our campuses, how activities directors serve as super heroes to their students, and how we truly change the way our students look at themselves and the world.

Building character is at the heart of CADA's training and networking. The convention will feature over 90 workshop sessions with instruction for incorporating more of your student body into your school culture (including EL, Special Ed and at-risk students) with ideas for your entire educational team. Activities Directors, administrators, class advisors and finance clerks will all benefit from the workshops offered.

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FROM THE PRESIDENT...

Happy New Year CADA. Here's to an amazing year full of wonderful experiences for all CADA members! With that in mind check out all the great events you and your students have to look forward to:

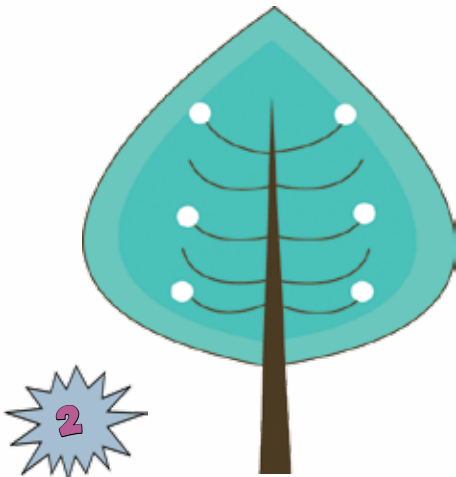
For 50 years CADA has helped us build character in our students. I'm so excited that from **March 5 - 8, 2014** we'll be **celebrating our anniversary** together at the **Grand Sierra Resort in Reno**. It's time to get your travel arrangements made, hotel room reserved and CADA Convention registration sent. CADAtoons will be up-lifting, inspiring and fun. The convention is such a wonderful way to get renewed and ready for the rest of the school year. You absolutely will not want to miss **"CADAtoons – 50 years of Building Character"**.



Life-changing experiences await your student leaders at this year's CASL Convention. **"Be the First... The CASL Expedition"** at the **DoubleTree Hotel & Ontario Convention Center on March 27-29, 2014 for middle school students and March 29-31, 2014 for high school students**. Your leaders will have the opportunity to attend various workshops, share ideas with other student leaders throughout the state, get motivated by outstanding keynote speakers and learn what it means to be a servant leader. Registration is now open on the CASL website at www.casl1.org.

Consider hosting or attending one of our **"Leadership Development Days" (LDD)**; where CADA/CASL brings the leadership training right to your own school site or to a school near you. Are you looking for a successful way to collect student ideas and change the culture on your campus? Then the **"Raising Student Voice and Participation Program" (RSVP)** is perfect for your school. It's a wonderful program where every single student voice on campus is heard. It's a program that's easy to implement that can reap wonderful rewards for your entire community. To find out more information about these programs visit the CADA website at www.cada1.org.

June 17 – 22 CASL is teaming up with USA Student Travel to provide a service learning experience for student leaders in Costa Rica. This adventure includes everything from a cooking lesson, a local school



CONTINUED FROM PAGE 2

beautification project and a zip line tour. What a life-changing experience for our student leaders. For more information and a full itinerary check out: www.caslboard.com.

This summer, bring your student leaders to **CADA Camp at the University of California at Santa Barbara**. This year's theme is **"Game On"**. The student's will have the opportunity to network with other student leaders throughout the state, be a part of a "council" that produces a project, attend workshops and hear stirring keynote speakers. It is 3-4 full days of leadership training. Don't miss out, game on! Registration begins soon. Check out the information on the camp website at www.cadaleadershipcamps.org.

Hey CADA members, don't forget to become a fan of our CADA and CASL Facebook pages. Wonderful information is shared daily. Are you looking for some new leadership lessons or curriculum you can use today? Well, check out our "Resource Library" on the CADA website.

CADA's mission is to ***promote and support leadership development through student activities***. I know you're each doing that on your school campuses every single day. You don't have to do it alone; CADA is an amazing resource designed to make your job easier.

IMAGINE, **JANET ROBERTS - CADA PRESIDENT**

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2014 CADATOONS CONTINUED FROM PAGE 1...



If this is your first time attending a CADA Convention, be sure to attend the **New to Convention Orientation** on Wednesday afternoon. This highly interactive session is the perfect way to get introduced to CADA. You'll have the opportunity to meet other new CADA members and develop a plan to help you navigate the convention and stay in touch with your new found friends at follow-up sessions on Thursday and Friday.

Leadership Lessons for Leadership Development – Taking 10 – 15 minutes of a class period to teach a concept or specific skill can save you hours in the weeks to come. Invest in this session and come away with four new lessons and countless other ideas that will spur you on back in your classroom.



The Batcave was good, but the **Cyber Café** is better. Our interactive classroom will show you how technology is being utilized successfully by characters throughout the state and will give you tips on how to integrate technology into your own program.

One of the best aspects of the CADA convention is that you are surrounded by people who do what you do. CADA provides an array of opportunities for networking with your peers. At the convention make sure to check out Wednesday night's **Animation Evening**, Thursday night's stroll down **Cartoon Alley** and **Bowling in Bedrock Party**. On Friday night, come celebrate CADA's 50th anniversary in style in the Grand Theatre at the **Cartoon Ball**. You are encouraged to come dressed as your favorite cartoon character, have your photo taken to commemorate the evening and take part in the costume contest. Winners of the costume contest will receive a free registration to CADA 2015 in San Diego. Prizes will include - the most creative individual, most creative group and ultimate grand supreme. The evening will include a walk of CADA's Past Presidents as we celebrate in style and dance on one of the largest stages in the world.



CADAtoons has a cast of three amazing speakers lined up for you. On **Wednesday**, **Justin Boudreau** will get the show started with his insightful "There YOU Are" vision and his expertise in HUM-ERGY (Humor & Energy) will empower you to step up and stand out. This former high school teacher, coach of the year, world traveler and author, exudes a realness that people don't question. In 2007, Justin created and launched "Calling for Gratitude", a campaign that is based on paying gratitude forward. More than 30,000 people from more than 15 countries called the toll free gratitude hotline or posted a comment directly on the website that was featured on "The Ellen DeGeneres Show." Justin is the

Founder & Executive Director of Gear UP for Excellence, offering high quality, cost effective leadership retreats and summer institutes for non-profit organizations and student associations across the country. Justin is also the co-author of the book for teens "Gearing Up: Inside & Out for a Great Life".



On **Thursday**, **Ian Tyson** will hit the stage to inspire us to realize our potential, seek the positive



CONTINUED FROM PAGE 4

in life, and find the “Hero Inside” yourself. Ian’s high-octane presentation is sure to keep any audience in stitches and leave them with words and thoughts to live by. His presentations take the audience on a hilarious and heartwarming journey from childhood to high school and beyond, with observational humor and life lessons along the way. He has worked extensively with educators on teaching positivity and inspiring youth. Ian recently released his first book, “Hooray for Everything! The Optimist Manifesto” an insightful collection of stories, rants and ideas about finding and keeping the positive in your life.

On **Friday, Kathy Buckley** will remind us of how we touch the lives of our students every day. Her extraordinary story is truly amazing to all who experience it. She is the author of the heartfelt and hilarious book “If You Could Hear What I See.” She has also been recognized by the U.S. Air Force and U.S. Army for outstanding efforts toward disability employment awareness, and is a key speaker for Anthony Robbins’s Life Mastery Classes. She is a five-time American Comedy Award Nominee as Best Stand-Up Female Comedienne and the winner of countless other awards for her work. She is also an actress, writer, producer, author, humanitarian, and one of the country’s leading motivational speakers. Whether performing in a comedy club, appearing on television, speaking publicly, teaching at camps for children, or appearing in any number of other settings, Kathy Buckley bears her message that anything can be achieved when the heart and the mind work together.

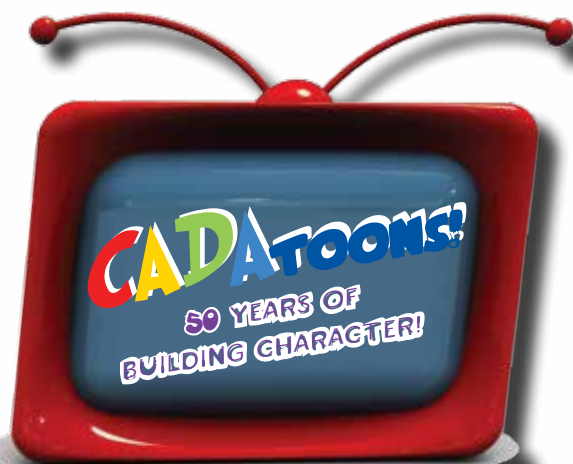
The always popular **Meet the Pros** will be back in action. There are more than 30 presenters at this fast paced session. You’ll see four different 12-minute workshops and glean a wealth of information.

CONTINUED ON PAGE 6

JOIN US FOR CADA'S 50th Convention!

MARCH 5 - MARCH 8, 2014
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.....
REGISTER TODAY!
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VISIT WWW.CAD1.ORG/STATECONVENTION



CONTINUED FROM PAGE 5... 2014 CADATOONS - RENO

Come to the **Speaker Showcase on Saturday** and get a quick glimpse at some new and amazing speakers that you'll want to bring back to showcase to your entire campus.

CADA Talks will be back on Friday afternoon. Based on the popular TEDtalks, our version will also offer knowledge and inspiration in a storytelling format from educational experts. We invite you to come listen to their stories, think about leadership programs on your campus and gain new perspective. What are the most important elements we should teach and what are the most valuable experiences we can provide young leaders to ensure they become the change agents of the world?



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

How Student Activities Help Achieve Common Core Goals - Most schools are preoccupied with preparing for full implementation of Common Core State Standards focusing on college and career readiness. In addition to presenting grade level content standards, a major part of Common Core concerns the development of higher level thinking skills, particularly analytical, problem solving and creative thinking skills. In addition, schools also are committed to developing social/emotional, executive functioning, and 21st Century life skills. In this seminar, Professor Michael Josephson, founder of CHARACTER COUNTS! and creator of CHARACTER COUNTS! 4.0, will show how leadership and other student activity functions can be designed to enhance and more explicitly promote Common Core and executive functioning skills.

Effective and Compliant Student Body Programs -The Fiscal Crisis and Management Assistance Team (**FCMAT**) is proud to offer a workshop on how to maintain an effective student body program in grades K-12. This workshop focuses on information necessary for today's school leaders to maintain fiscal accountability, legal compliance, and accuracy within their student body accounts. Student body finances have become a higher-focus area as school site leaders are forced to respond to the increased demands to augment funding for students and schools to help maintain and supplement existing programs. This session will look at the great range of decision-making authority of student councils, suggest useful tools and procedures, provide practical advice, discuss effective procedures for safeguarding assets, and identify the legal constraints in certain business areas. Most importantly, the information will be communicated in an easy to understand manner and will focus on "how to get things done" within the parameters of the law. (This workshop fulfills Certification 107 – Fiscal Accountability)

Technology 1 – This is an introductory workshop for people wishing to build their technology skills using Google Docs, Twitter and other online tools. If you are looking to get started or would like to start using tools you have developed in your class this is the workshop for you.

Technology 2 – This is an advanced course in technology. Learn from experts on how to take your skills to the next level as we look at automating your technology and using your online toolbox to work together in collaborative units. This advanced session will have a couple of different strands looking at iPads and mobile devices where you can use apps to streamline communications, create visual media content with pictures and video for lessons, and ways to share that content between you and your students.

- MIKE WHITE, PRESIDENT ELECT



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THE CASL EXPEDITION: BE THE FIRST

As mountain climbers ascend Mount Everest each member of the expedition crew knows he is responsible for not only carefully monitoring each and every step up the summit, but also turning to help his fellow climbers. Although the climber's goal is to reach the peak of the mountain, he knows watching out for his team will not diminish his success, but rather allow others the opportunity to achieve their aspirations.

This was the CASL Board's inspiration as we delved into preparations for the 2014 CASL State Conference. Because it is always our mission to leave the delegates of the conference with a message that can be implemented back on campus, the process of choosing is not instantaneous, but only possible through the dedication of passionate student leaders working behind the scenes. After countless discussions it was clear the message of taking initiative would make the greatest impact on students and campuses across California. Combining our original inspiration of the mountain climbers and the message of initiative and pioneering new grounds, CASL is thrilled to invite you to the **2014 CASL Conference: The CASL Expedition: Be the First...**

This message will not only empower students with the courage and bravery to lead fearlessly on campus, but also serve as a reminder to *be the first* to make their campus a better place for others. We hope the experiences at this year's conference will inspire student leaders across the state *to be the first* to help someone succeed, *be the first* to stand up for what's right, *be the first* to believe in someone others doubt, *be the first* to reach beyond friend groups and ultimately, *be the first* to make a positive impact in the world. Just like climbers on Mount Everest or an expedition crew in the jungle, we must have the courage to surge forward fearlessly while remembering to foster the needs of the team. **2014 CASL Conference: The CASL Expedition: Be the First...**

We hope you are the first to join us on the CASL Expedition!

- Middle School Conference: March 27 – 29, 2014
- High School Conference: March 29 – 31, 2014

- NICOLE NORDSTROM, CASL PRESIDENT



CADA STORE NEWS:

Look for the CADA Store at the CADATOONS Convention. We will be adjacent to the vendor's hall.

This is a great time for you to check out the resources we offer in person. There are items we only carry at the convention, so don't miss out, come in and check us out. We open Wednesday afternoon.

Looking forward to seeing you.

If you're not attending the convention, don't forget to check us out on the CADA web page, www.cada1.org/cadastore

Take your student leaders on

The CASL Expedition

Be The First...

Three days jam-packed with...

- Meet the Pros
- Student-Led Workshops
- Keynote Speakers
- Intrastate Networking
- Region Meetings
- Community Service Projects

The 2014 CASL State Conference

Middle School: March 27-29
 High School: March 29-31
 Ontario Convention Center
 & DoubleTree Hotel

Registration fee includes everything you'll need—even the hotel stay!

Contact Sandra Kurland
 sandra.kurland@caslboard.com | (619) 957-9107
 www.caslboard.com | facebook.com/CASLfan | Twitter & Instagram: @casifan



Top 10 Reasons to Join

The CASL Expedition

Be The First...

1. General Sessions with award-winning keynote speakers
2. Statewide & local networking sessions led by the CASL board
3. Workshops on everything from Publicity to Reputation Formation and Changing Campus Culture
4. Service project: give back to the conference's host community and learn ways to give back at home
5. Meet the Pros: Learn from the experiences of 100 different students!
6. Elections: YOU choose next year's CASL State Board!
7. School meetings for group reflection, review, and planning
8. Rotations: three things you can bring back to your school
9. Outstanding Leadership Program Awards for schools that excel in student leadership—like yours!
10. Nighttime activities like Speedzone with USA Student Travel and a dinner-dance hosted by SOS Entertainment!

The 2014 CASL State Conference

Middle School: March 27-29 | High School: March 29-31
 Ontario Convention Center & DoubleTree Hotel



Contact Sandra Kurland
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AREA A - YOU'VE GOT A FRIEND IN US.. TO iNFiNiTY & BEYOND!!!

Area A is excited about the upcoming CADA Convention and the chance for advisors from our region to meet, network, and learn from colleagues throughout the state! Woody, Buzz, Mr. Potato Head, Bo Peep, and even Ham are all planning exciting surprises and activities to entertain and educate our members. After an amazing fall packed with well-attended advisor and student conferences, we are energized and ready for the CADA Convention!

In Area A we are also holding some exciting local **Meet and Greets** across the vast region that *is* Area A. These informal activities provide advisors with support and resources (between conferences and the convention). We have created a DropBox of materials, curriculum and ideas that we share with our participants to keep the year going strong. These free events are being held in multiple locations, so please contact me at areaa@cada1.org if you have questions, need more information, or would like to attend your local upcoming **Meet and Greet**.

This spring Area A has an exceptional student conference planned to help prepare your leaders. Keynote speaker Mike Smith Live will enlighten, entertain, and inspire your students to plan for an amazing 2014-15 school year. Separate workshops will be held for middle and high school students, and leaders will be divided into groups based upon their leadership experience. We will also hold advisors' sessions to help support you and provide you with resources and materials. Last year's conference was extremely successful and well-attended. We hope you will join us on **May 8, 2014** at the **Modesto Center Plaza** for this outstanding leadership event! Check out Area A's web page for more information: www.cada1.org/areaa and mark your calendars now.

Area A would like to add experienced members to our outstanding council. Applications and information can be found on our CADA Area A page. If you enjoy supporting your colleagues, have a successful ASB/Leadership program, and want to be part of an exciting team that works together to promote student leadership across the northern region of our state, then YOU are the person for whom we are looking. We urge you to talk to one of our current council members to get more information and find out how YOU can join the team.

It's time to prepare for the amazing 50th anniversary of our outstanding organization; send in your CADA Convention registration, start planning your character costume for the dinner dance and get ready to have the most important educational experience of your professional career. I look forward to seeing all of you in Reno!



AREA B - IT'S CALLED LEADERSHIP!

The Area B Student Conference "It's Called Leadership, Charlie Brown" was well attended and all students left with messages about how to stop bullying, how to help their communities and how to be a better leader. The advisors were given multiple ways to assist their student leaders and make their sites safer for all students. Thanks to Keith Hawkins, Laymon Hicks, Happiness is NOW, SOS Entertainment, Kim Karr (#Icanhelp), Hallie Pond (Free the Children) and four members of the CASL Board who came and presented to large groups of the attendees.

It will be Peanuts Galore at the CADAtoons Convention in Reno. The Peanuts gang will take over the Area B Booth and the Area B Council looks forward to seeing YOU there. Make sure you check in at the booth after registration to get information about our area suite and area meeting. This is the main event of the year to get solid, useable material to take home and implement at your site. This is the only convention that teaches you how to be an effective advisor. There are sessions for administrators, class advisors, business office personnel and club advisors. Any adult at your site who deals with students outside of the classroom will benefit from attending.



Remember to bring your pajamas to wear to the Area B suite as we will host a PJ party. This is time to connect with other advisors in Area B and share experiences and resources plus reconnect with old friends.

Any Area B member new to the convention is invited to join me, your Area B Coordinator Lorraine Martinez, in an informal meet and greet at convention. Details will be handed out at the booth during check in. Come and find out the best way to navigate the convention and how to get the best experience. Area B members will wear Peanuts related attire all convention so if you have a question stop and ask one of us. We need to "B" ready for a great time!!!

- LORRAINE MARTINEZ, AREA B COORDINATOR

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AREA C SUPER FRIENDS!!!

Building Character for over 50 years! Tuesday, December 3 – an experience that will be well-known for 80 advisors experiencing a wide-spectrum of leadership...with tons of technology thrown in!! When the Area C Council sat down this year to draw up the Advisor Leadership Conference for 2013, they took into account the members' questions, wants and needs. Many advisors had attended CADA functions and had learned about programs, but needed that refresher and in-depth leadership idea that they could use immediately upon return to school. Shelly Henderson started by examining the Campus Culture, Erin Tobias added tons of Leadership Lessons that are easily utilized, Teresa Hutson gave her positive suggestions for Staff Involvement and Julie Larrivee explained her visions of Building Kid's Self-Esteem. Ron Ippolito presented on the newest and most advanced technologies that are on the market for advisors to use. A big thank you goes out to Josten's, Balfor/Taylor and Valley Decorating for their sponsorship and concepts that were presented. The day concluded with a Super Friend to Friend share which harvested many more innovative thoughts for the members. Many positive comments and praises have been received regarding the work and expertise of Area C Board. Because CADA started in Area C, the council continually tries to live up to its great reputation each year by offering original ideas that the advisors need and want. Please place Tuesday, December 2, 2014, on your calendar for the Adult Advisor's Conference next year.



- LAURETTA ELDRIDGE, AREA C COORDINATOR

GADA/CASL LEADERSHIP CAMPS



CAMP DATES FOR 2014

- U.C. SANTA BARBARA MIDDLE SCHOOL
JULY 7-9
- U.C. SANTA BARBARA I HIGH SCHOOL
JULY 12-15
- U.C. SANTA BARBARA II HIGH SCHOOL
JULY 17-20
- U.C. SANTA BARBARA III HIGH SCHOOL
JULY 22-25

We will again be offering the Early Arrival option the night before each camp. This year we will have a limited number of beds for this option.

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FOR MORE INFORMATION CONTACT JACK ZIEGLER...

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AREA D - LEADING WITH CHARACTER

Since our CADA theme this year is CADAtoons, Area D chose "Leading with Character" as the theme for our conferences. Because our area is so elongated (from Hollister to Thousand Oaks) we decided to bring LEADERSHIP to every section of our area. We began in June by holding our Area Council meeting at CSU Channel Islands. We had the largest turnout for an area meeting in years, to plan our FOUR fall conferences and our area themes for convention. Thanks to Kevin Lorch and Rick Kent for hosting us!

We started off the year with an Advisor Conference at the Yacht Club in Avila Beach on September 9th. We learned about ways to create a Positive School Climate on our campus from Christy Hertsch, the CADA Roadmap from Monica Anderson and about #icanhelp and how to delete negativity on social media from two of Kim Karr's protégés. Thanks to Chuck Noroian for BBQing for the day.

On September 26th we hosted a Middle and High School Conference in Salinas for over 500 enthusiastic student leaders. Mike Smith Live wowed them with his story and Happiness is Now entertained and challenged them to seek happiness in their lives, and to dance. Workshops inspired and engaged our students and were lead by Christy Hertsch, Laurel Gast, Mark Dover, Sheila Eubanks, Chuck Noroian, former CASL kid Justin Livingston and student leaders from Carmel and North Salinas High Schools.

Moving to the central part of our area, our NEW High School Conference in San Luis Obispo was a success on October 5th. Keith Hawkins kept 300 leaders engaged with his powerful message. Workshops presenters Joe Hurtado, Lisa Walters, Jake Ballentine, Stephen Colon, CASL leader Jacob Quiroga and Don Henry gave students many ideas to take back to their schools. Jim Johnson and Monica Anderson led directed SWAPS before the students were energized by Happiness is Now. All in all, it was a huge success for a first time conference.

Finally on November 13th, we hosted 1000 Middle School leaders at the Ventura Middle School Conference. The Original Mike Smith kept the students thinking, entertained and in awe of how fast he talks! Happiness is Now joined us again to provide positive energy that music and dance brings. Other outstanding presenters included Rick Kent and Kevin Lorch, Chuck Noroian and the North Salinas leaders, Jena Branstetter, Becky Kaspar, the retired Carol Cook, Jake Ballentine, Don Henry and three amazing CASL students...Gabby Della Ripa, Amanda Regalado, and Carlyn Morones. The Poster Contest made a comeback! The winners were: 1st place Cabrillo; 2nd place Sinaloa; 3rd place Haydock; 4th place Rio Real; 5th place University Charter. The day ended with a presentation by Motivational Media and Dave Cornett. A huge thank you to Jose Duenas and the Balboa students for helping set up and clean up. Thank you to our retired educators who still serve on our council and help us, Bob Collins, Phalba Thomas and Linda Ayerza!

At all of our conferences there was an advisor workshop where the new and experienced teachers came together to share ideas, learn from each other and of course eat and socialize. Thanks to our advisor workshop presenters: Glenn Zimmerman and Stephanie Munoz from CADA Central, John Gibson and Jack Ziegler from Camp, Jose Duenas, Monica Anderson, Sandra Kurland and the CASL leaders and all those who served on the Power Panel!

We are now ready to take a breather for the holidays. But our leadership adventures will continue in the new year with Leadership Development Days at North Salinas High School on January 28th and at Pajaro Valley High School on February 13th. Join us!! Our next Area D Council meeting will be held on January 26th in the Arroyo Grande area.



- MARGAROT NOROIAN, AREA D COODINATOR

AREA E - MYSTER-E

It was Scooby Doo time in Pasadena as Area E students and advisors attended the “Your Character Should Not be a MysterE” Student Leadership Conference on October 15th. We had 1920 students and 108 adults in attendance and it proved to be a productive day of networking and learning for all. Thank you to Area E for providing high-quality workshops and to Mike Smith and Phil Boyte, our keynote speakers, for the leadership lessons and inspiration they gave our students.

Here’s what a few of the attendees had to say:

- *“It was a place where students, from diverse schools, came together to share their spirit of ASB. The reason it stood out for me was due to the fact of how much I learned. Before, I was clueless and now I know how to change lives and impact futures”* – Ansh Shah (Canyon Hills Junior High)
- *“Seeing my ASB kids in awe of others just like them with the same purpose in one room...Magical!”* – Mrs. Tanksley (Rosamond High School)
- *“Phil Boyte was inspirational and a great way to kick off the conference”* – Gabby Dominguez (Sierra Vista High School)

Area E will be hosting a Leadership Development Day (LDD) at Sepulveda Middle School (North Hills) for 150 LAUSD middle school students on February 5th. We owe a big thank you to Jennifer Childers for hosting this event.

I am hoping that your holidays were a time to reconnect with family and friends as well as get some needed rest and that I will see you in Reno for the CADA Convention.

- DEBI WEISS, AREA E COODINATOR



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AREA F - WHAT'S UP LEADERS!

First, I hope everyone in Riverside, San Bernardino and Orange County had a very Happy Holiday! Thank you to all the schools and advisors who attended the middle school conference in Riverside this past October. Our total number of students was down, but we had more schools attend than last year, which means more schools will benefit from the training and curriculum shared that day. With all the financial issues state wide it's great to see that Area F values the leadership curriculum presented at our conferences. That value continued at The Disneyland High School Conference which was a major success once again with over 2300 students from Area F and other parts of the state as well. This conference is the biggest high school conference in the state and a big thank you goes out to everyone who helped to make that happen. If you were unable to attend the middle or high school conference be sure you don't miss the State Convention in March and the CASL Conference for your students in April. Go to www.cada1.org for more information.

CADA and Area F are always here to support you through all your ups and downs. We understand that sometimes the stress is high but the reward is even higher. The following statement from Dylan, a four year ASB member, says it all, *"When I was a freshman I was a completely different person. I was quiet and introverted, basically a seed waiting for a reason to bud. Pushing myself out of my comfort zone by joining ASB and doing several other co-curricular activities has made me the person I am today. ASB has taught me how to be reliable, social, responsible and overall a well rounded person. All these skills I would have never learned if I didn't put myself out there."* If that doesn't motivate you nothing will! Thank you for making a difference in students' lives.

- KEVIN FAIRMAN, AREA F COORDINATOR

STUDENT CORNER

We asked students across California to share their perspective on a couple of different topics. This is what they shared ...

What do you do on your campus to include more students?

Destiny Nelson, Freshman Class President, Lincoln High School

"The secret to my success is a two word answer: know people' -Harvey S. Firestone. Knowing people on your campus is the key to getting them involved. The more people you know and have a genuine connection with, the more people who will want to attend your events. But be careful to not stick to one group of people; make sure you interact with every group, and make everyone feel special."

Elli Hernandez, Senior, Pioneer High School

"At Pioneer High School, we were able to include every student on campus on our first three days of school. For the first three days, my ASB class led ice breakers in every class. Our goal was to make our campus more of a community, and to make as many students feel included as possible."

What qualities does a good activities director possess?

Laura Bustos, ASB President, West Ranch High School

"A good activities director listens to students and gives support. They give freedom, but structure within that freedom."



AREA G - MEET THE JETSONS!

Area G hosted their Student Conference at the Del Mar Fairgrounds on Wednesday, November 6. Students were inspired by keynote speaker Micah Jacobson to use their leadership to make a positive impact on their campuses, and motivated by keynote speaker Laymon Hicks to "Get up, get out, and go get it!" Students "brought their happy back" with the Happiness is Now dance crew and learned how to get their groove on with more moves than just twerking! They learned new and inventive ways to publicize with signs and technology, how to use balloons creatively without helium, how to show appreciation to their staff and students with low-cost ideas, how to bond their ASB classmates with teambuilding activities, and fun, high-energy activities to incorporate into rallies and lunchtime. They enjoyed "Live Out Loud!" the latest movie from Motivational Media Assemblies, heard inspiring messages from Jeremy Poincenot, a blind golf champion and Brent King, founder of Chelsea's Light Foundation (both San Diego locals!), and explored and analyzed their leadership strengths and shared ideas with each other in workshops led by amazing CASL leaders! Students danced and enjoyed fun music provided by SOS Entertainment and left inspired to bring new ideas and make differences at their schools! Thank you to everyone who participated.

Area G is always looking for more people to serve on Area Council – email areag@cada1.org if you're interested in getting involved!

Area G would also like to congratulate the two **Area G CASL Scholarship winners: Eileen Solano from Keiller Leadership Academy and Eleanor Wheeler from Valley Center Middle School!**

Be sure to check out the Area G page for information on upcoming advisor socials and events: www.cada1.org/areaG.

- HEIDI DUNNE, AREA G COORDINATOR

NOT THE KARDASHIANS...

I'm writing to you from the faculty-club pool at UCSB, and there's an old guy tanning who looks like George Hamilton. I wonder if he's the dermatology professor.

For the past twenty summers I've been coming here to speak to almost 2000 student leaders from Orange County, who are, coincidentally, also quite tan. Kids who come to conferences like this are pretty impressive – the cream that's risen to the top of their communities.

I enjoy them because they're articulate, self-motivated, and use deodorant. They know more about technology, math and politics than I ever will, and many of them are more mature than I am, as evidenced by the fact that they don't laugh at booger jokes.

In the early years I made the mistake of assuming that they were as adult as I was. But as I listened to their personal stories, I discovered that they still have powerful and lingering childhood needs lurking below the surface.

In this way, they're a lot like barbecue chicken. Just because they look done on the outside, doesn't mean they're done on the inside.

I met Josiah here last summer, and a few months later sat alone with him in the bleachers at his high school. He said he needed to tell me something.

"Well here's the thing." He paused and then his emotions pushed the words past the lump in his throat.

"My dad doesn't love me." He began to sob, dropping his chin, with tears dripping from his nose.

"It's obvious he doesn't care. He lets me get away with everything and never disciplines me." He wiped his face with the sleeves of his leadership t-shirt.

"It just feels like he's not there for me, you know? He's big on us being friends, so he treats me more like a roommate more than a son, and I don't want that."

And there it was. At seventeen he's one of the brightest and best, but he still needs to know there's someone above him, to help cover and guide him.

As I sit here thinking of his dad, I'm humbled because I realize how often I've forgotten that teenagers need me to be something more than a peer, and that they need to know there's someone over them, to provide safety and guidance.

I think about this a lot. Not only when I speak at middle or high schools, but with my own kids as well. So at home we've come up with seven expectations that remind us how we should treat each other. We've given them fun names and hung them on the kitchen wall near the pencil marks that show how tall we're getting.



CONTINUED FROM PAGE 18

All this got me thinking about you and your student leaders. And so for what it's worth, I've come up with a list of seven expectations you can use with them. Feel free to change them if you like, it won't hurt my feelings. But I think it might be helpful to have something you can point to on tough days, to remind everyone what it looks like to be a good leader and person.

Josiah used the word "discipline" to define what was missing and made him feel like his dad didn't care. I hope this silly list of mine will help your students understand how much you do.

7 EXPECTATIONS FOR YOUR LEADERSHIP CLASS:

- 1.** We are like BBQ Chicken. Just because we look done on the outside, doesn't mean we're done on the inside. So we will stay teachable, in order to grow.
- 2.** We are like an iPhone with cracked glass. We still work even though we're imperfect. So we will never judge each other for our faults.
- 3.** We are not the Kardashians. We do not believe we are the center of the world. We are a family that will spread out at lunch and eat with someone new, at least once a week.
- 4.** We are not Jillian from The Biggest Loser. It's not our job to change each other. We will accept each other just as we are.
- 5.** We are not Taylor Swift. She writes songs about how messed up her ex-boyfriends are. Unlike her, we will take responsibility for our own part in things, and not blame others when something goes wrong. Never. Ever. Ever.
- 6.** We are not T.M.Z. We will never gossip! Nothing will come out of our mouths except things that build each other up.
- 7.** We will be like Stephen King. We will take time to tell stories. Storytelling is important to us. It's how we will change our school culture, by choosing which stories get told

- TYLER DURMAN, AUTHOR & SPEAKER

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MEET LAURETTA ELDRIDGE... YOUR NEXT VICE PRESIDENT

CADA life began when Laretta was in grade 10. Being elected ASB Secretary at Trona High School both her sophomore and junior year allowed her to assist the CADA Secretary/Treasurer Genel Wokal with the CADA mailings and publications. During Laretta's Junior and Senior year, she attended CADA Cheerleader/Leadership camps in Stanford and San Diego. After completing her teaching education, Laretta moved from San Diego and began teaching at South Fork Middle School where she started her three year stint as Student Council Advisor. She then moved to Kern Valley High School where after a year she became the ASB Advisor and thus began her service to Area C as a council member and later Area C Coordinator. She has been an Activities Director for 17 years and this upcoming CADA Convention marks Laretta's 20th professional year in CADA even though her service started much earlier.



Laretta loves CADA and feels a great responsibility to represent Area C to the best of her ability. Service, Empowerment, and Inspiration are words that describe Laretta. She has served on many committees and continues to fulfill her leadership responsibilities. She was the Kern Association of Student Leaders (KASL) chairperson for 8 years, has made presentations at CADA Conferences numerous times, has presented at various Area Student and Adult Leadership Conferences, has spoken at colleges, worked CADA summer leadership camps and was the very first person to be certified as a Master Activity Advisor (MAA). Laretta was selected to help present some of the MAA components and is now continuing to enrich the program by writing curriculum. She hopes to carry on the successful work that the Task Force began so many years ago and make improvements where there is a need.

Laretta's vision is to continue the valuable educational opportunities and support for the adults of CADA. Activities Directors, Advisors and Leaders come in contact with many obstacles and sometimes need support or services. Mentoring is a favorite of Laretta's and she doesn't hesitate to assist an AD with Homecoming, Leadership training or any of their many responsibilities.

Laretta has two children and a son-in law. Victoria (27) and Tony are both UCLA graduates and live in Culver City. Victoria is an Event Planner and volunteer, while Tony is the Senior Game Designer for Treyarch. Westley (25) graduated from Cal State San Marcos and is serving in the United States Navy as a Master at Arms. In Laretta's spare time, she dabbles in Event Planning and is a Wedding Officiate. She has coached most sports, plays co-ed softball and enjoys hiking, biking, swimming and life.

Please do not hesitate to come up and meet Laretta. You can contact her on Facebook, Instagram and LinkedIn. She is extremely excited and humbled by the tasks and responsibilities ahead, and hopes to continue the outstanding legacy of past CADA Vice Presidents.



- MONICA ANDERSON, PAST PRESIDENT

FUN WAYS TO APPRECIATE YOUR STAFF

We've probably all given our staff a note attached to a Payday Bar after their first paycheck that says "Happy pay day". Here are 30 additional fun ideas you can use to let your staff know they are appreciated.

1. Tie a note to a highlighter that says: "You are the "High-light" of our school." Or: "You make all students "bright".
2. Give each staff member a pocket mirror with a note that says: "Our school is awesome because it's a reflection of you."
3. Attach a note to a Crayola Crayon that says: "Thank you... beCause you'Re A raY Of Light – Always."
4. Attach a note to a Fanta drink that says: "You are a "Fanta-stic" Teacher"
5. Attach a note to can of soda that says: "We're soda-lighted that you teach at our school"
6. To a bag of un-popped microwave popcorn attach a note: "You are the most "pop-ular" teacher ever!"
7. A note attached to some hand cream can say: "Hope you have a smooth year"
8. On a pencil attach a note that says: "Mrs. Jones... You are the "write" stuff!"
9. Attach a note to some Starburst candy that says: "Thank you for being a bursting star."

CONTINUED ON PAGE 26

STUDENT CORNER - CONTINUED FROM PAGE 18

Diego Martinez, Senior, Westview High School

"Good activity directors have the ability to think from multiple angles. As the cliché says, one must be able to think outside the box. Not only does a good activity director do that, but they are also able to recognize what the box is made of. The director has to be comfortable taking risks and trying new things."

Kelly Babigian, ASB President, Yorba Linda High School

"A good activities director understands the fine line between directing and doing. It is the director's job to motivate his or her students and act as an adult voice for them. However, it should be the students who execute the events and activities on campus. Good activities directors practice patience, selflessness, and positivity."

What legacy do you want to leave behind on your campus?

Ben Pollock, Senior, Vista Murrieta High School

"With the help of the class of 2014, I believe that our legacy will truly be not just greatness, but also strength in developing character in our school. It would be amazing to see students follow our example by simply doing the right thing at all times, on and off campus and it starts with us setting the example."

Dylan G, ASB President, Lincoln High School

"The legacy I wish to leave behind is that nothing is impossible. Doubting yourself will lead to failure, but when you believe in yourself, even the hardest task becomes feasible."

Alyssa Brisby, ASB President, Sierra Middle School

"I want to leave the legacy that at our school we stand up for others and make sure that all kids enjoy themselves and feel welcome on our campus."

Emily Rivas, ASB President, Central Valley High School

"I would like to leave behind the legacy that leadership isn't just a class, it's a mindset and a form of life. It's something that everyone at my school is more than capable of accomplishing. I also want to leave behind the legacy that it's okay to be who you want to be!"



THE SAY/DO RATIO!

You have the highest “Say/Do” ratio of anyone I have ever met. That was her colleague’s comment on her annual report. I scratched my head and thought “What is a “Say/Do ratio?”

I called my daughter Shyana and asked “What does that mean?” She said, “It is something we use at our company – it is a conversation about what percentage of the time you actually do what you say you will do. After we hung up I started to consider my own say/do ratio. I thought about how people trust me when I make commitments and then started wondering how high my own say/do ratio is.

I wonder where the conversation might lead in a leadership class. What student leaders might think about if they really considered how often they meet their commitments?

- “I’ll be there at 7 am”
- “I will turn in my homework tomorrow”
- “If you let me go tonight I will do that first thing in the morning”

Every time I have asked students to guess at their say/do ratio they answer with the comment “it depends on who I am talking to”. They explain if it is their friends it is different than with their parents. If it is with their coach it is different than with their boss.

So in a way to break it down I ask them to rate their ratio in three possible groups:

- 85% and higher
- 60-85%
- 60% and lower

Then I ask them to consider what their ratio is with these groups:

- Family
- Friends
- Coaches

It is interesting that most young people have the lowest say/do ratio with their families. When we talk about it their response comes down to “we get away with it with our families”. Several students shared the penalty is too high if they have a low ratio with their coach. Their friends tolerate a lot and their parents put up with almost anything so they often take advantage of that.

The conversation turns interesting when asked how they respond to people who have low ratios with them. Many students say “I eventually learn not to count on them and after that I quit calling them and including them”.

Recently I have asked how ratios might affect their jobs someday. That conversation usually leads to opportunities to come to people who have high ratios and opportunities lost for people who have low ratios.

As an advisor I would invite you to play with this idea – banter with your students about their ratio and see where the conversation goes. I am guessing it will be a conversation that will last a few weeks and perhaps longer. And perhaps your leaders will see their ratio’s increase.

And please drop a note sometime and give me some thoughts about this conversation. I would enjoy hearing what you learn.

A STREAM OF CONSCIOUSNESS ABOUT SENIOR ACTIVITIES

Second semester.....State Testing....Senior Activity Time...what to do?

Such energy, such trepidation....Senioritis? Yes it's time to get all of the Senior Activities in place and out to the masses. Keep them in school, keep them occupied, get them ready and watch them soar. When planning for the second semester creating a booklet, pamphlet or flyer outlining the final countdown is a must. Having a senior assembly and explaining all of the activities, cap and gown information, guest speakers, Grad Nite information and monetary deadlines is a definite "to-do." If you click on the www.cada1.org website, you can see examples of the booklet, pamphlets and flyers that have been used by some schools.

What to include in your information:

- Dances and prices...Winter Formal, Spring MORP, Sadie Hawkins, PROM, End of the Year
- Cap and Gown Delivery Dates and Prices
- Class Ring, Jacket, Announcement Delivery Dates
- Grad Nite Information including dress, prices and deadline
- All Awards Night Information including: Sports, Band, Choir, Orchestra, FHA-HERO, FFA, Drama, Academy, Honors, CSF, NHS, etc...
- Yearbook Distribution Day: Do seniors get it earlier? Signing party?
- Fun times: Senior Rollerama/Skate night, Rent-a-Senior, Ironman volleyball, Powder Puff
- Important Nights: Senior Scholarship Night, Senior Recognition Rally, Baccalaureate
- AP, ACT and SAT testing dates and times
- All information regarding Senior Sunset: time, place and what to bring-blanket, yearbook.
- Senior Finals: Dates including periods and times
- All information regarding Check-out: Clearance Paper, Debts Cleared, Due date, Signatures needed
- Last week of school: Breakfast, Hypnotist, inflatables, fun days
- Graduation: Time and place of rehearsals and Ceremony, Ticket and Parking information
- When and where to pick up the Diploma
- How and where to get copies of Transcripts

During testing times, various assemblies can be planned and given to students in advance to encourage them to come to school. Plan on Cap and Gown and Graduation Announcement deliveries to be distributed during this time on separate date...students are eager to come and receive these.

Assemblies can include, but are not limited to: League of Women Voters-register your seniors, Alliance Against Family Violence, CHP and Police Department videos warning against distracted and drunk driving, Financial Planning, Donor Registration, etc...Ask your vendors if they have something: Jostens, Balfor/Taylor and LifeTouch have presented programs aimed at our students such as "Pause Before You Post", and they are free.

Communication is key: parents, staff and students will appreciate your hard work and this pre-planning will aid you during your final semester of seniors.

BOOK REVIEW - SWITCH - HOW TO CHANGE THINGS WHEN CHANGE IS HARD - BY CHIP HEATH AND DAN HEATH

To make change happen we have to 1) Direct the Rider, 2) Motivate the Elephant, and 3) Shape the Path. The following is a simple summary of a great book on change.

What do elephants have to do with leadership and change? Well, as it turns out...everything. In the book Switch—How to Change Things When Change is Hard the authors, Chip and Dan Heath, use an analogy from The Happiness Hypothesis by Jonathan Haidt. Chip and Dan say that an elephant is like our emotional side and our rational thinking side is the rider of the elephant. The rider sits up on that elephant holding the reins like the leader but the truth is the rider's control is pretty shaky. Because the elephant is gigantic and the rider is so small in comparison there's no way that rider is truly in charge; if the elephant and the rider disagree about which direction to head, it's pretty clear the elephant is going to prevail. So, the rider, (or the part of the brain that sets goals and looks toward long-term outcomes) tries to steer the elephant, (the emotional part of the brain that looks for short-term benefits and wants to take the easiest path). By the way, it's the elephant that's engaged when we're doing just the day-to-day routine things that we do effortlessly (or out of habit). That poor rider gets exhausted if he's constantly trying to make the elephant move in a direction that it doesn't want to go. The elephant can go all day but wants to stick to the friendly and familiar; the path that just feels easiest and most comfortable. It takes a whole lot of effort to get that elephant to go in a direction it doesn't want to go. For change to happen it is essential to motivate the elephant to take a different path and to make that path easier to follow.

THE BOOK IS DIVIDED INTO THREE PARTS (I BET YOU CAN GUESS WHAT THOSE ARE).

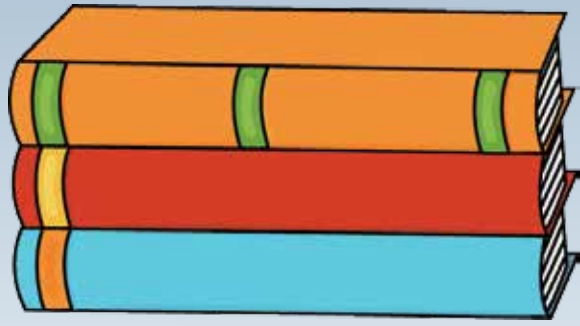
DIRECT THE RIDER:

- **Find the bright spots:** Solve big problems with small changes by looking for areas where the problem has been resolved locally with methods transferable to the rest of the group.
- **Script the critical moves:** Ensure that a clear set of steps is provided, that will guide the rider through the process of change.
- **Point to the destination:** Ensure that the rider is provided with a clear destination.

MOTIVATE THE ELEPHANT:

- **Find the feeling:** To drive the elephant it is important to find an emotional driver for making change and is especially important when the change parameters are not well understood and the final outcome is not clear. Remember that, when people fail to change it is not usually because of a failure to understand the problem. The authors go on to suggest that for quick and specific changes, negative emotions may work, but negative emotions tend to narrow our focus while positive emotions tend to broaden our thinking.
- **Shrink the change:** People find it easier to be told they are partway through a long journey than be told they are at the start of a short journey. Emphasize what has stayed the same and limit the investment you are asking for. Look for early successes and make changes small and understandable.

CONTINUED ON NEXT PAGE



- **Grow your people:** Help people understand the change as an identity model instead of an economic model by getting them to ask if this is something a person like them would do? Another way of putting this is get them to ask themselves; what is the situation and what would a person like me do in this situation? Ensure that you create the expectation of some failure along the way and help people understand that failures are part of the change process. Instill a growth mindset that helps people understand that we are not limited by where we are now.

SHAPE THE PATH:

- **Tweak the environment:** We commonly make the assumption that problems are people-based when in reality the problem is often situational. Making small changes to the environment can make a change far easier. Remember that people will follow the path of least resistance.
- **Build Habits:** Preloading decisions by making a decision on what to do and drive the decision through process. Checklists are great tools for building habits and avoiding blind spots in complex environments.
- **Rally the herd:** People will look to others to see how to act in ambiguous situations. Use this to your advantage by publicizing positive actions.
- **Keep the Switch Going:** Reinforce positive action by celebrating small changes.

Let's plug this into a real-life transformation that tends to be a challenge. Suppose you want to make some changes in your lifestyle where food is concerned; you want to enhance your health and drop some weight. Knowing about the elephant, rider and path will help guide you in your efforts. First-direct the rider; make sure your rider knows exactly what healthy eating means. The next step is to motivate your elephant. While your rider is clear on all concepts of that healthy eating plan, Horton may hear bacon sizzling in the pan and ignore the rider's directions; so motivating the elephant is the next step. Shaping the path is done in conjunction with the other two, so once you've learned enough about nutrition and you are excited to be a healthier, thinner, more youthful you, it's time to control the course, manipulate the route...move the empty calorie snacks to a back shelf, transfer the apples and celery to the front and center of the fridge and eat off of smaller plates; a proven way to fool Horton into thinking he's had a whole plate of food!


When helping your students make changes the same principles apply. Direct your riders. Make sure they know what change needs to take place and how to make the change. Motivate the elephants. Help them understand why the change must happen and help them understand both the benefits of making the change and the consequences of refusing to change. And shape the path. Give parameters, set-up systems, use check lists, and provide structure...

And remember to celebrate those positive changes; bring in some peanuts every now and then.

APPRECIATE YOUR STAFF...CONTINUED FROM PAGE 21

10. With a tray of cookies place a card that says: "I'm going to be one smart cookie because of you."
11. Attach a note to your favorite mints that says: "I'm so glad you're "mint" to be our teacher"
12. When giving teacher's flowers, place a note that says: "If teachers were flowers, we would pick you."
13. Or a plant: " Thank you for helping us grow"
14. To a glue stick, attach a note that says: "You're the glue that keeps us together".
15. Attach a note to a coffee cup with the teacher's initial on it that says: "You are a letter-perfect teacher"
16. Possible notes attached to a tea bag could say: "#1 Tea-cher" or "Tea-riffic Tea-cher"
17. A note attached to a pencil or pad of paper could say: "You are the "write" teacher for me."
18. To a bag of hot cocoa, attach a note that says: "We're "cocoa" for you as our teacher."
19. Attach a note to a Mounds candy bar that says: "Thank you for making school mounds of fun!"
20. A note attached to a bag of Gold Fish could say: "You are O-fish-ally the best teacher"
21. A note on a set of markers: "Looking forward to a reMARKERable school year"
22. Attach a note on a bag of Smarties that says: "Terrific teacher + great students = a bunch of smarties."
23. In a Zip lock bag put: 2 marshmallows, a gram cracker and a Hershey's chocolate bar with a note that says: "We need "s'more" teachers like you."
24. On a package of Extra gum a note could say: "You are an EXTRAordinary teacher"
25. On a cut-out of a hand attached to anything, place a note: "Hands down, you're the best teacher!"
26. With a coffee cup or coffee gift card a note could say: "Thanks a "latte" for all you do."
27. A bag of Hersey's Hugs attach a note: "Teacher's can't live on apples alone so here's a hug."
28. On a pudding cup attach a note that says: "Thank you for pudding up with us."
29. Hang a heart from the ceiling above a teacher's desk that says: "Thank you for being the "heart" of our school"


- BY JANET ROBERTS, PRESIDENT



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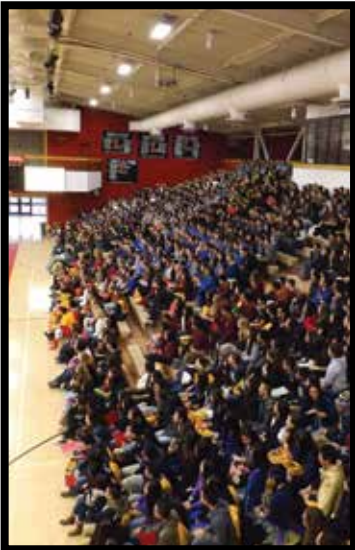
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MAGNIFICENT MIDDLE SCHOOL ELECTIONS!



Do you ever wish your elections had a different outcome – where every student had a really fair shot at being elected? Our school changed our elections process a few years ago in order to do just that. We hold our elections in the spring (to elect our incoming 8th grade ASB Officers) and the fall (one more 8th grade officer and all 7th grade ASB Officers.) Our elections are comprised of a four-part process that takes into account: the student vote, the quality and delivery of the candidate's speech, an analysis of the student's overall behavior and grades, and an interview between the candidate and three or four staff members. This makes our elections fair and consistently yields candidates that are serious about the job and are dedicated to making a difference on campus.



In addition, we have an application that helps students evaluate whether or not they are really interested in signing up to be an ASB Officer. Our application requires a parent, teacher, and principal's recommendation. It also asks tough questions about character, decision making and cooperation skills. Students really get a feel for what their responsibilities will include and what the demands and rewards of the job both involve.

Our 8th grade officers are elected in the spring for a variety of reasons. First, it allows them a few months of "on the job" training with their older (retiring) peers. They are able to ask questions, get clarification on rules, and basically just learn how to be an effective officer. Also, these new students are able to attend CADA Summer Leadership Camp (where they receive in-depth training for their offices.)

Some things to consider when planning your elections include:

1. Does your ASB Constitution spell out your elections guidelines (it needs to.)
2. Have you included policies that include what to do in case of ties, procedural abnormalities (disqualification), etc.?
3. Did you outline behavioral expectations (in your Constitution, application, etc.) for your new officers – you may want to include on-campus behavior as well as social media expectations for them?
4. Is the playing field leveled for all students by including a clause about expenses related to the campaign (we have a \$25 limit – purchased, owned, or donated)?
5. Did you plan time to meet with your candidates and enjoy snacks, share pointers for planning, writing, and delivering good speeches, and for having success in their interviews?

Above all, it is important that all candidates have a fair chance at being elected, that they are set-up for success, and that, regardless of the outcome, the election experience is enjoyable.

- BY ALLISON GADEKE, AREA A COORDINATOR



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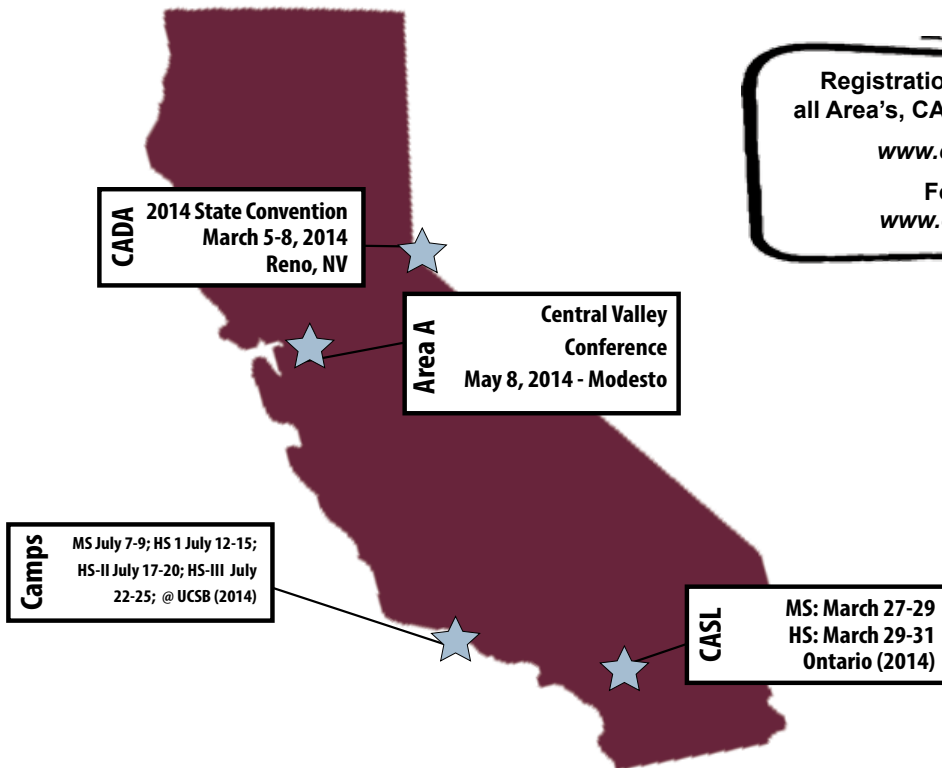
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Calendar of Events - 2014



Registration materials available online for all Area's, CASL, LDD's & State Convention at:
www.cada1.org | www.casl1.org
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