



California Association  
of Directors of Activities  
Series 2022-2023  
Vol. 122 ISSUE 4

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Promoting  
& supporting  
leadership  
development  
through  
student  
activities



*Our Future  
is Bright*

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# President's Message

**By Bonnie Bagheri**  
CADA President  
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Finally, I feel we are closer to normal than we have ever been but I struggle with my students knowing things that I thought they should have known already. Why don't they know how to do this or that? Is it the learning loss from not being in person? Did I forget to teach them? My hope is that CADA and CASL can come alongside you and help reconstruct our leadership programs to make us even better. Yesterday, I met with my ASB team and we looked at everything we are doing and decided that we needed to streamline things. Thanks to many of you who inspire me throughout the state and are so willing to share what you do because we have the ideas and examples to make our school a better place to be each year. A special thank you to CADA's Ven

a Mi Casa Conference and CASL Studio Conference which motivated us and so many other programs around the state.

Spend time every day in your classroom taking time to get to know each other. Our students crave connections with adults. We are their real life influencers. We are not alone on this journey of life so reach out to your neighboring school or your area council groups or board members or me. Yes, we do activities but really we teach the lifelong skills of leadership throughout the day, the week, and the year. As we finish the year strong, enjoy each other, the students and, the people you meet every day and, look for those differences that make us amazing. Serving you is my joy!

*Thank you!*



# CONVENTION Recap

By **Bonnie Bagheri**  
CADA President  
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CADA, thank you for the amazing time reconnecting at Ven a Mi Casa 2023. Wow! We have waited a long time to be in San Diego! We hope you were inspired to go back to your campus and continue to make a difference! We had three new speakers on our main stage. Carlos Ojeda, Jr., who shared the power of our voices and surprised us by thanking one of our own on stage. Dr. Farah Ortega-Choate, let us experience culture through dance and family and taught us to show them we can, and Dr. Luis Cruz gave us the reason we teach because it takes a village of influencers and we are those people.

It was beautiful to walk into our CADA home with open minds and open hearts and experience the culture, and traditions of each area. This opportunity to become part of our CADA family of Advisors, where we experienced the food, the people, the games, the traditions, and so much more. We had so many amazing workshops, meet the pros, 60-60 presentations, award winners, the scholarship run, the exhibit hall, and networking each evening. Thank you to the many people who made this all possible. Together, I hope that we grew because we were open to learning and embracing each other's cultures. Our differences make us beautiful and we should celebrate those with each other.

*The conference was sold out in early February which was both exciting and discouraging so make plans now for the Spirit Games Jubilee in Reno.*



# Vice President's Message

## Ideas Worth Sharing

By Lindsey Charron

CADA Vice President

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**A**re you still floating on that CADA cloud? Learning new ideas, reconnecting with friends and making new ones, and being re-inspired always leaves me prepped to finish the year strong. I hope this year's CADA convention has left you feeling the same way.

CADA Family, I am honored to be your new Vice President, and I would like to thank everyone who took the time out to vote in this election. This organization means a great deal to me, and I take this vote seriously. Working with the CADA Board, I hope to elevate and evolve our organization to meet your needs as our jobs, schools, and world continue to change. CADA is the organization that can and will support you. And with so many new members having attended the convention for the first time this

year, we want you to stay in the positions you are in order to help improve the culture and climates of your schools.

As a lifelong learner, I am excited to learn and grow with the CADA Presidential team of Geniel, Bonnie, and Joe this year, as well as the CADA Board. The first of my goals that I articulated at the convention, which I plan to work on this year, is making sure that you are provided with resources and lessons that will help you. There is nothing like being put into a new position and not knowing where to start, and we can also use new lessons to try with our students from time to time.

The first lesson I would like to share with you focuses on active listening from StoryCorps. I often tell my students, "Many times we listen to respond, but we do not listen to understand." This lesson starts



with having the students play the game telephone and then discuss what the message that was first shared became jumbled and nothing like the first message by the time the last person shared it. Next, students will listen to part of an audio clip between a teacher and a student during which the student reveals to his teacher that he was homeless. Afterwards, students will discuss how the teacher demonstrated she was really listening to her student and why it was important for the student to hear that his story was being listened to by his teacher. To close, the teacher goes over the definition of active listening with students before debriefing on the importance and power of listening to others in an active way. There is an optional activity to have students watch a video that goes over tips for active listening as well. This lesson ties into the CADA/CASL leadership standard of Communication under the sub-standard 7, which focuses on interpersonal skills, "The student leader practices active listening skills, including positive facial expression, eye contact, posture, summarizing, and eliminating distractions." To go over this lesson, please visit <https://tinyurl.com/CADAactivelisting>. I hope this lesson helps you as we also continue to work on a badging system to recognize our student leader of mastery of the CADA/CASL standards. Be on the lookout for more ideas and lessons each month, and please email me with any ideas you might have.

**I often tell my students, "Many times we listen to respond, but we do not listen to understand."**





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# Bob Burton Spirit Award Winners

**The Bob Burton Spirit Award** is presented to a person who makes **SPiRiT WORK**, who makes a positive difference, who emphasizes inclusion with all students and members. The nominee must be a CADA member, individual, or vendor. The award is given through the area in which the nominee maintains business or membership. The nominee cannot be a current council member and will be given to one person, not to teams, partners or groups.



## Area A - Karalee Ruelas

Karalee Ruelas has been an English teacher at Hughson High School for 22 years. During her time at Hughson High, Karalee has also been the Renaissance Coordinator for the last 19 years, the PHAST (Promoting Health and Slamming Tobacco) club advisor for the last 17 years, the Mock Trial advisor for the last 4 years, and she has been the Director of Activities for the past 3 years. Karalee has a passion for working with students and creating unique, special, and memorable events for the entire student body.

As Director of Activities, Karalee tries to include all social groups, allowing them to see themselves reflected in all activities created. She challenges her leadership students to open their imaginations and hearts and concentrate on creating an environment that makes people want to be a part of, as well as feel included, in the school. In everything her leadership group plans, they think of these six words (Diversity, Inclusion, Belonging, Dream, Believe, Achieve) and how these words drive and contribute to the inclusivity and spirit of each event planned, thus positively benefiting the school culture as a whole.



## Area B - Jerell Maneja

Jerell Maneja has served as the Milpitas HS Activities Director for four years. In order to shift the culture and climate as his school, he started by transforming the culture of the

MHS Student Leadership program. He trained the students to address campus issues of social isolation, struggling mental health, and low school engagement. He started by having the leadership group establish a new organizational mantra, "Embraced as Individuals, Together as Trojans." By utilizing UDL models and OKRs, they have increased programming focused on cultural inclusivity, student mental wellness, supporting unduplicated populations, expanding their work to the broader community, staff support, and creating more student belonging and connectedness. This has led to higher levels of campus engagement, especially in social media followers and interactions (IG: @mhstrojans), record levels in event attendance exceeding pre-pandemic levels (including doubling homecoming dance attendance to 1500 students), highest student club roster, increased student election candidates, and highest enrollment in Leadership that more closely reflects the demographic of the school.



## Area C - Ben Cummings

Ben Cummings is our Bob Burton Spirit award recipient this year. This is his 4th year as Activities Director at Golden West High School in Visalia and his 4th year with CADA as well. Ben was chosen because of his willingness to serve Area C in a variety of ways including but not limited to presenting at area conferences throughout the state

and summer leadership camp at UCSB with CADA Throwdown! He was instrumental in developing the throwdown at our first year in 2020 in a virtual setting and he has been a key component since!

Ben believes CADA is about students. Every bit of learning, sharing, caring, is about making our students' lives better. He can think of no greater ideal than to lend, borrow, steal, and share with a group of people who want to make sure that our students are sent into the world better than how we got them because of the work we are doing, and it is a joy to know that there is so much goodness, kindness, and belief in the future when you see all the people committing to the work at CADA. He always tells his students to do good things, be good people, and make good choices. In his seven years of teaching he's always found it important to remember that every student is capable of those three things when given the right opportunities, and resources. Beyond that he loves his dog, his boyfriend, and his colleagues who help to remind him that it's all gonna work out even when it seems like every challenge has been put in their way.

Thank you Ben for your service and congratulations on behalf of Area C.



## Area D - Steven Pina

Steven Piña is in his second year as Activities Director at his alma mater, Monterey High School. Steven empowers his student leaders to "Lead with Intention" and have purpose behind every event that takes place on campus. He attributes much of his success this year to the power of his ASB Executive Officer team and how well they work together. He and his ASB Officers meet weekly to discuss what needs to be done and how to accomplish it. Monterey High has seen a resurgence of Spirit this

year because his student leaders believe in themselves to create memorable events like this year's highly attended Battle of the Bay Night Rally. He recognizes the importance of communication and utilizes every form of media possible to promote and celebrate these activities. He added a new communication channel this year by helping his student leaders to develop a video production team which works extremely hard to create weekly video announcements that highlight everything happening on campus. Monterey High is an incredibly diverse school and his student leaders work hard to celebrate the diversity and highlight all groups on campus. The students have created strong partnerships with clubs and academies to create co-sponsored events like their annual National Coming Out Day Celebration and various arts fairs. As a former ASB student at Monterey High, Steven is incredibly proud of the work his students have done this year to increase school spirit and create a more fun and welcoming campus for everyone.



### Area E - Joy Glaspy

Joy Glaspy has been with Covina Valley Unified School District and Las Palmas Middle School since 2000, serving in the role as an SAI math teacher. Prior to that, she served as a paraprofessional at Northview High School, her feeder school, for two years. Along with teaching, she serves as the Las Palmas Renaissance Coordinator and supports and celebrates student achievement and student character. Specifically, she supports students with Las Palmas PRIDE Cards, SOM Lunches, OC Club days, REN Room Service, Outstanding Character Celebrations, Santa's Bag, Best Buddies, as well as other campus celebrations that promote good character and positive school culture. Everyday, Joy Glaspy makes a difference in the life of her students, staff, and the overall Las Palmas community. On an exciting note, she was just awarded C-VUSD's 2023-2024 Teacher of the Year! She brings the SPIRIT and JOY to all activities and events on her campus.



### Area F - Eron Campuzano

For 23 years, Eron Campuzano ("Mr. C") has never "slept." In his ten years as a high school English teacher he provided a classroom for students to laugh, celebrate, and grow into individuals. For the past 13 years, as an activities director, Eron has built the asb program and the community at El Dorado High School into a thriving and exciting world where SPIRIT NEVER SLEEPS.

EDHS has become an innovative and transformational campus in the world of activities. Mr. C's students are challenged to lead by example and build positive school culture at every turn. The Golden Hawk students are the foundation for black & gold pride everyday.

Eron has served on the CADA Area F council, is the current vice-president of the Orange County Leadership Association, and in 2017-18 Eron was recognized by the Placentia Yorba Linda Unified School District as Manager of the Year. Mr. C always says, "Spirit might get some rest, but Spirit Never Sleeps!"



### Area G - Heather Weiner

Heather Weiner has served as the ASB Advisor at Escondido High School for 17 years. Heather believes that all students have unique talents and skills that can be used to have a positive impact on their school and community. Leading events such as Club Rush, Homecoming, Pep Rallies, Prom, and Senior Activities is special to her because it provides her with the opportunity to help students create meaningful and lasting high school memories. Hosting Canned Food Drives with the Salvation Army and Blood Drives with the American Red Cross and the

San Diego Blood Bank allows students to engage in civic responsibility and serve their community. Dr. Martin Luther King, Jr. said, "Everybody can be great because anybody can serve." Helping students to believe in their "greatness" and their ability to make a positive difference in the world around them makes being an ASB Advisor an honor and privilege. Heather would like to thank EHS for entrusting her in this role as a new teacher, and she would also like to thank her family ASB: Aubrey, Scott, and Brooklyn for their support which makes everything possible.



### Area H - Jimmy Gleich

Jimmy Gleich has been the Director of Student Activities at Bishop Gorman in Las Vegas, NV for 6 years. And is in his 15th year in activities serving at two schools previously in Reno, NV. Jimmy is also a graduate of Bishop Gorman and that makes it even more of a labor of love for him. Jimmy is an active member of the Area H Council and the Nevada Association of Students Councils, winning the Nevada advisor of the year award in 2016. In 2017 he was a finalist for the national advisor of the year. Jimmy has served as a member of the CADA summer camps staff as well. At Bishop Gorman, Jimmy tries to create an environment of fun and respect while running well over 100 student centered events each year. His favorite event is the yearly winter wishes week where he spends an entire week of school granting hundreds of wishes for his student body. He does all this while also serving as an assistant coach of the boys varsity basketball team. Jimmy loves what he does, and goes to school everyday with a smile on his face and the goal to put a smile on everyone else's too.



# Area Service Award Winners

The Area Award is presented each year for overall contributions to CADA. These recipients should have been active on the Area council, summer camp program, as a state officer, as a presenter at area conferences or state conventions.

## Area A - Pete Totoonchie

Through his involvement on the Area A Board, Pete has served the Area A board by helping to plan, prepare and present at both student and advisor conferences. He goes out of his way to foster relationships in all the work he does and truly loves being connected to his CADA family.

## Area B - Laura Saldana

Laura Saldana has been a CADA member for fifteen years. She was activities director at Willow Glen Middle School before moving to Westmont High School ten years ago. On her campus, Laura worked to increase student recognition, developed a student/staff equity team, and empowered her leaders to create a more inclusive campus. Laura has been a member of the Area B Council for over five years. During that time, she organized the Area B talks throughout the pandemic as well as presenters for the area conference. Laura has presented at area conferences around the state as well as the state convention. She has been on the CADA Summer Camp staff, serving as Curriculum Director for three years. Most notably, Laura coordinated the CADA Slam for the state conference, summer camp, and Area B conference. Laura is honored to receive this award and is thankful for everything she has learned and the connections she has made through CADA.

## Area C - Nyrie Karkazian

Nyrie Karkazian is our Area C Service Award winner. She has been teaching for 9 years and has been a CADA member for 8. Nyrie was chosen because she is a rockstar council member and valued member of our team. She is always the first one to volunteer to

assist when a need arises and takes the lead on all our icebreakers at our student and advisor conferences. She is fun and innovative and we are better because of her work and dedication. Nyrie states that CADA is where she found her people and it gives her life. With CADA she has truly found where she belongs, with people who are just as crazy as she is and who absolutely love making education fun! Thank you Nyrie for your continued service and support!

## Area D - Lori Lowensen

Lori is a 1986 graduate of North County High School where she has been teaching for 20 years. She teaches 21st Century Skills to the freshmen and is happy to say that she has now had every one of the school's freshmen in her class this year and is excited to be able to work with them and get them involved in HER school. She is the advisor for the Interact Club, cheerleading and a very proud advisor for the Freshmen class (Class of 2019), who for the first time in school history won the Homecoming float decorating contest. She is a support to the ASB and Link Crew and steps in to help whenever they need it. She is a strong advocate for students and pretty much cannot say no to one of her Condors! Personally, Lori has been married for 25 years, has a beautiful 20-year-old daughter who is in her junior year of college and is on her way to becoming a teacher as well.

## Area E - James Jontz

James Jontz works at South Pasadena High School. He has worked there since 1993 teaching Stage Production and used to teach Digital Media Production. He received the

student nominated SPHS Hartsough Award as an outstanding teacher in 2014. He works as Stage Manager in the performing arts centers at Pasadena City College and Citrus Community College. In addition to dramatic productions, he designs and implements 10-12 musicals a year, for SPHS and organizations such as Upstage and Theatre teachers and middle school students not only learned meaningful activities that they could implement immediately upon return to school, but also these emerging student-leaders could relate to speakers who were their peers. Dilene is well deserving of this recognition and her council members are truly grateful for everything she does.

## Area G - Laretta Eldridge

Laretta has been involved in Activities since her days in Junior High School. She served as ASB Secretary during her sophomore and junior year in high school, and served as Senior class Vice President. She attended CADA Cheer/Leadership camp two summers while in high school. During these early years, she learned her leadership lessons from CADA Secretary/Treasurer/Conference Coordinator Genel Wokal-Hodges who was her ASB advisor.

Laretta has belonged to Area C council for 26 years, serving as Area Coordinator for seven years and was nick-named the "People's President" during the EPIC CADA 2016 Convention. During this time she has received the Area C Service Award, Earl Reum Award, Harry Bettencourt Award, the Hall of Fame Award, and has been awarded the Master Activity Advisor credential. She has presented at every conference in all CADA areas A-G, and has presented



at prestigious National Leadership organizations out of state. She also has worked CADA high school and middle school Leadership camps since 2009. She loves CADA and her goal is to meet every member of CADA. 360. He serves on the South Pasadena Tournament of Roses Committee, spent 2 years as President, and works every year to build the Rose Float and has driven the float down the parade multiple times. In what free time he has, he enjoys going to Disneyland and seeing as much theater as possible.



### Area F - Dilene Pulsipher

Dilene has been a long time Area F Council member and quietly has assisted in just about everything that is middle school. This year she took on the challenge of leading the middle school conference committee, with the opportunity to make big changes in how we present. The committee, led by Dilene's vision, moved us from keynote led activities into a world where students and advisors were the



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# Harry Bettencourt Award Winners

The Harry Bettencourt Character Award recipient has distinguished themselves by their exemplary character and service at the local, state and national levels. This award recognizes an individual of exceptional character and kindness who has contributed significantly to the leadership development of students, teachers, and/or administrators.

### Area A - Steve Southard

Steve is always willing to help and encourage both advisors and students. Steve has gone above and beyond for years as the Activities Director at Sonora High School and at CADA conventions to support new and veteran advisors. He was a central part of Area A council for many years and has helped and continues to help at Area Conferences. He is a true Area A legend and gem!!! Steven Southard is legendary! When I think of Area A I think of Ron Jones, Linda Cooper, and Steve Southard! His integrity and compassion for Activities Directors is impeccable!

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presented at the state conference and now he would say about 85 to 90% of all high schools have an academic letter. Also, he would like to think that he had a lot to do with CASL having state conferences. His daughter was the second state CASL President and he was the first CASL state conference coordinator in Visalia. He was involved in many things over the years and has earned many awards but the two things that were aforementioned are the two that he cherishes the most.

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attended Leadership Camps and CASL with her students for over 30 years as well as giving her students opportunities to attend and present at the National Renaissance Conference and NATSTUCO. Debi retired in 2020 but continues to support CADA as well as students and teachers in her area and her ASB Leadership alumnus. In her retirement, her husband (Jim) and her love traveling (RV'ing and cruising) spending time with her family and having lots of play dates with their grandchildren (Archie and Teddy). She is honored to have received the Harry Bettencourt Award as she was blessed to have known him and been inspired by Harry's generosity and kindness.

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### Area C - Mark Vincent

Our Harry Bettencourt recipient is Mark Vincent. Mark was an activity director for 32 years at four different high schools. His first involvement with CADA was in 1975 when he was an activity director at Lone Pine High School and on our Area C council representing the desert. He continues to serve currently on the area council and is a valued member. He is involved now to help the younger activity directors in any way he can. He shares that not all activities are merely fundraisers, they are activities to help teach leadership and raise school involvement. What keeps him involved is the relationships that he has made over the years with both seasoned activity directors and new ones. He is always hoping that he can make their job a little easier than it was when he got started. The thing that he would like to be most remembered for was the creation of the academic letter for the 'S'tate of California when he was at Hanford High. It was the first activity letter in the state and was then

### Area E - Debi Weiss

Debi has been a member of CADA for 33 years. Working as an educator for 35 years she taught Home Economics and Leadership at Hollencrest and Bloomington Junior High before coming to Ayala High School to teach Home Economics. She was also involved in the ASB Leadership program as a Class Advisor and Renaissance Advisor before becoming the Activities Director at Ayala. Debi has presented at the Area E Student Leadership Conference, CADA State Conference and at the National/State Renaissance Conferences. She is a CADA Past President (Oh, the Places You'll Go with CADA), Past Area E Coordinator and continues to serve on the Area E Council. She has also served on the CIF-SS Executive Board, Sierra League co-coordinator, Sierra League and Palomares League Treasurer and CARE Team (Renaissance). She has been recognized as an Ayala Renaissance Teacher of the Year, CADA Area E Service Award and CADA Warren Shull High School. Her passion is Student Leadership! She has supported and guided new Activity Directors,

### Area F - Connie Weeks

Connie Weeks has been involved with CADA in so many ways during her 40 years. She currently serves on the Area F council and is willing to help in any way possible. Connie was a dedicated activities director at Don Lugo H.S. who had her students involved in CADA and CASL. Her school won the Outstanding Activities Program 8 years in a row, and it was with pride that her students represented the school at the CASL state conference. Connie believes in being a mentor to everyone including students, staff, and members of the CADA family. She has worked with the spirit camp and leadership camp programs as well as presented at numerous conferences and conventions. Now in retirement she helps to mentor other members of Area F. Connie can be found behind the scenes working for the betterment of students and those who make a difference in the lives of their students.

## Area G - Kodi Crow

Kodi Crow (formerly Keller) has been the ASB Director at Twin Peaks Middle School in Poway, California since 2018. In addition to her sixth-grade English, Social Studies, and Exploratory Leadership teaching assignments, Kodi remains committed to developing a student body organization grounded in inclusion, kindness, and respect for all. In addition to serving as the assistant to the Area G Coordinator, Kodi has presented on developing school spirit at the middle school level at the CADA Convention, as well as at her local Area G Student and Advisor Conferences. She hopes to energize and inspire middle school advisors, teachers, and students with strategies to encourage participation, collaboration, and positive team-building skills. She believes in the power of celebrating individuality and the unique gifts of all people in a way that helps her community feel both welcome and connected.



# We Need YOU!



CADA is looking for passionate and involved members statewide to be a part of the digital and print media teams. Love technology? Join the Digital Media Team! Love sharing your words of events and fun on your campus? Join the Print Media Team! Sign up today at the following link:

[www.bit.ly/cadamedia](http://www.bit.ly/cadamedia)

### Digital Media Team Member Responsibilities

- Attend monthly Digital Media Team meetings
- Assist in creating content for the CADA digital media platforms
- Provide media coverage (photo, video, interviews) at Area student & advisor conferences
- Reach out to members in your Area for event tips, tricks, and ideas to be shared via the CADA digital media platforms
- Assist with outreach to highlight different activities advisors and programs in your Area

### Print Media Team Member Responsibilities

- Attend monthly/bimonthly Print Media Team meetings
- Assist in developing the newsletter's theme & purpose quarterly, contribute by writing for the newsletter, and reach out to members in your area to write for the newsletter.
- Provide photos for the newsletter.
- Provide event coverage in the form of photos & interviews at Area student & advisor conferences

# Award Winner Listing/PMCs

## Moore, Reum, Life, Shull, Hall of Fame

### CADA HALL OF FAME

The CADA Hall of Fame has been established to honor members of the organization who have distinguished themselves in service to their profession through exemplary service to their students, to their school, and to the CADA organization.

#### Corissa Stobing

Corissa Stobing bleeds Blue and Gold and has been the Director of Activities at Ygnacio Valley High for the last eighteen years. Corissa brought Link Crew and Breaking Down the Walls to YVHS; created and shared Week of Welcome all over the state. As a member of CADA for the past twenty years, Corissa has brought students to CASL, Camp, and Area conferences. Under Corissa's leadership, her ASB class has won the Outstanding Leadership Program Award multiple times. Corissa also won the CADA Warren Shull Award and was the Region 7 finalist who moved on to Nationals. She has presented at Area Conferences, the State Conference, student conferences, and more. Corissa is lucky to be a member of the Camp staff. Corissa co-teaches MAA 101 Foundations with her partner in crime, Leah Darby. Corissa is all about giving her students opportunities to build their leadership capacity. Corissa truly believes in creating a school that nobody wants to leave, and strives to make YVHS that place for students. A huge thank you to Tom Palmer, who gave a first-year teacher a sweatshirt and an invitation to visit his Leadership class. Without Tom, none of this would have been possible for Corissa.

#### Todd Arrowsmith

Todd has served on the CIF Southern Section Executive Committee since 2011 as a representative of CADA and Activities Director Representative. Todd served on the

CIF Federated Council as a representative of CADA from 2008 through 2016. Todd serves as Chairman of the CIF Southern Section Activities Director Advisory Committee. He serves as Director of Operations for the CADA High School/Middle School Camps. In 2011, he received The Bob Burton Spirit Award from Area E

and in 2018 received the Area E Service Award. He currently serves on the Area E Council and has traveled around the state speaking on Sportsmanship and Spirit at Athletic Events.

#### Judy Fortenberry

Judy has served CADA and Area C for over 30 years as a member, Council member, and consistent support staff at both Area and state levels. Her enthusiasm, creativity, and passion for success of student activity programs and events has contributed to the growth and development of many student leaders and Activity Directors.

### CADA HONORARY LIFETIME AWARD

Once a year, CADA recognizes a person outside of the membership who goes above and beyond in making sure that CADA's programs continue to prosper and succeed in accomplishing its goals.

#### Brian Dellis

Brian Dellis has produced the annual CADA highlight video and the Jack Moore Award video on behalf of Lifetouch since the River of Gold conference in Sacramento in 2000. Brian has been producing TV shows and Videos for Lifetouch since 1988 and best describes his job as being a storyteller and doing the same thing he was doing with his Marx playsets when he was 8 years

old. The CADA event has been an annual highlight of Brian's year because the people involved are so passionate and enthusiastic about their wonderful jobs! He has met so many amazing leaders and one of his career highlights was producing a short documentary on Earl Reum back in 2010. Earl was the epitome of what this group stands for. He is truly honored by receiving this recognition and wants to thank Lifetouch and all of his fantastic Lifetime friends from the CADA organization!

### JACK MOORE AWARD

The Jack Moore Award is a lifetime achievement award, named after our first President, recognizing longstanding efforts on behalf of the organization in working with both student leaders and advisors as well as serving CADA statewide.

#### Paul Chylinski

I lived, I loved and CADA helped me through it all!

### THE WARREN SHULL AWARD

The Warren Shull Award is given by the National Student Council (NatStuCo) recognizing outstanding contributions in working with student leaders. CADA chooses a designee each year to represent the state of California and Region 7 with the NatStuCo organization.

#### Farrah Rigo-Witt

Farrah got her start with CADA in high school attending CADA/NCA spirit camps during the summer. Fast forward to the present and this is her 23rd year as an educator and

22nd year as a CADA member. She was part of the opening staff of Chino Hills High school teaching history and got involved with activities as a spirit advisor, class and club advisor. She is currently the ASB director at her alma mater, Don Lugo High School. Farrah loves CADA and all she has learned from the incredible people who make the organization amazing! She loves the new ideas and motivation she gets by attending the different CADA events. Farrah has presented at the Area E student conference and the state convention numerous times and has been a part of the Area E council and camp staff since 2006.

**Ricky Castro**

Ricky Castro has been the Activities Director at Kraemer Middle School for the past five years. He is incredibly proud to be working at Kraemer because he was once a former student and also a member of their leadership

program. He was recognized as the Placentia-Yorba Linda Unified School District Teacher of the Year in 2016. Since then, he has presented at the CADA Convention in 2020 and has also presented at various CADA Zoom events. Recently, Ricky became one of the adult advisors for CASL.

**THE EARL REUM AWARD**

The Earl Reum Award is given by the National Association for Student Activities (NA4SA) recognizing outstanding contributions in the training and mentoring of student activity advisors.

**Leslie Loewen**

Leslie Loewen has served California's Central Valley as a teacher, coach, club sponsor, and administrator for more than

24 years. She is focused on active learning, positive relationship-building, and planting the seeds of knowledge and leadership through student engagement. As Fresno Unified's current Campus Culture Manager she strives to engage ALL students in Arts, Activities, and Athletics, through a wide array of opportunities, so that they may find their spark, connect with an adult champion, and learn how to be the best version of themselves. Developing people and systems, striving for excellence, by understanding their "why", is her "why". Her core values include seeking truth, working hard, caring for others, and building an effective team. Service leadership is her passion. Leslie has presented at CADA Convention and Area Conferences, NSBA, Fresno Area Student Leaders Camp, and is a past CADA Area C Coordinator, and current Area C Council Member.



# iCertificación!

## Congratulations 2023 CADA Master Activity Advisors

By Jeff Culver

CADA Professional Development Coordinator  
[jculver@cadaboard.org](mailto:jculver@cadaboard.org)

Another group of CADA members had the opportunity to walk across the CADA main stage on Friday, March 3 and be recognized as 2023 graduates in the Master Activity Advisor (MAA) certification program. Thank you to Jostens for once again providing our program graduates a beautiful CADA/CASL diploma cover.

After starting the program with Foundations for Student Activities, these CADA members completed a focused course of study in areas of finance & law, communication, organization, curriculum development, personal leadership, and culture & climate. And finally, each graduate has completed a field study/project to improve student leadership and activities on their campus or in their district.

This year's MAA graduates developed final projects titled: Building an Organized Student Cheering Section to Football, Building School Culture in the Virtual World, Leadership Interactive Website, Major Events Planning Guide, Ravens United, Spartan

Club Rush, Staff School Culture Committee, Standards Based Leadership, Student Success Program, Transition Plan, and Writing Revolution with Social/Emotional Learning for Student Leadership Electives.

### 2023 MAA Graduates

Congratulations to the 2023 CADA MAA graduates recognized at "CADA 2023: Ven a Mi Casa": Katie Baker - Area F, Redlands High School, Wendy Bell - Area E, Highland High School, Michelle Bowie - Area B, Crocker Middle School, Cameron Chitwood - Area A, Tracy High School, Bryan Crabtree - Area H, Laughlin Jr/Sr High School, Jackie De La Cruz - Area C, eLearn Academy, Laurel Gast - Area D, Rancho San Juan High School, Cynthia Gemel - Area F, Lakeview Leadership Academy, Johnny Munoz - Area F, Vista del Lago High School, Janet Leilani Riehle - Area H, Mililani High School, and Jennifer Stein - Area B, De La Salle High School

CADA members interested in earning the MAA certificate should register for the MAA 101-Foundations for Student Activities course at the 2024 State Convention in Reno. For more information about the MAA program, please visit [cada1.org/certification](http://cada1.org/certification).



# **2022-2023 OUTSTANDING LEADERSHIP PROGRAM RECIPIENTS**

Academy of the Canyons  
Bellflower High School  
Concord High School  
Dinuba High School  
Excelsior Middle School  
Francis Parker School  
Grace M. Davis High School  
Hanford West High School  
Irvington High School  
John A. Rowland School  
Lincoln High School  
Madera High School  
Matilda Torres High School  
Modesto High School  
Monta Vista High School  
Mt. Carmel High School  
Murrieta Mesa High School  
Murrieta Valley High School

Orange Vista High School  
Oxnard High School  
Pioneer Valley High School  
Quartz Hill High School  
Ripon High School  
Rubidoux High School  
San Dimas High School  
San Marcos High School  
Santa Fe High School  
Sierra Middle School  
Summerville High School  
Temescal Canyon High School  
Vista Del Lago High School  
Vista Murrieta High School  
Westmont High School  
Whitney High School  
William J. Pete Knight High School  
Winston Churchill Middle School

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ABILITY TO CULTIVATE AN INCLUSIVE, STRONG,  
AND UNIFIED CAMPUS CULTURE THAT  
VALUES THE VOICES OF ALL STUDENTS.**

# Area Conference Dates & LDDs in Area

## Jul 31, 2023

Warm Springs Middle School  
- MS Delegates PRIVATE  
Murrieta, CA

## Aug 1, 2023

LDD - La Reina High School  
- MS Delegates  
Thousand Oaks, CA

## Aug 7, 2023

LDD - Bernardo Heights Middle  
School - MS Delegates  
San Diego, CA

## Aug 11, 2023

LDD - Sierra Middle School  
- MS Delegates PRIVATE  
Stockton, CA

## Aug 11, 2023

LDD - Pajaro Valley High School -  
HS Delegates PRIVATE  
Watsonville, CA

## Sept 6, 2023

LDD - Harriet Eddy Middle  
School - MS Delegates  
Elk Grove, CA

## Sept 7, 2023

LDD - Riverside Prep Middle  
School - MS Delegates  
Oro Grande, CA

## Sept 21, 2023

LDD - Madison Middle School  
- MS Delegates PRIVATE  
Oceanside, CA

## Oct 20, 2023

LDD - Rutland Senior Secondary  
- HS Delegates PRIVATE  
British Columbia, Canada



## The Newbie Guide to Activities

# Relatable, Frustrations, Passion

**By Nate Whitaker,  
Mark Twain Junior High School**

AVID Teacher, Leadership/Yearbook Advisor,  
Activities Director  
[natewhitaker.tpr@gmail.com](mailto:natewhitaker.tpr@gmail.com)

**A**s a new member of CADA last year, I did not realize that there was a wealth of resources and information available at my fingertips as well as an army of Activity Directors with hundreds of years of experience teaching and advising our future leaders. My journey to becoming an Activity Director has been a very bumpy ride without always having the guidance and resources I needed to begin with.

I became an Activity Director during the 2019-2020 school year. The year started off really rough. I was teaching 7th and 8th grade English Language Arts and was supposed to also have a Yearbook class. Yearbook is a second passion of mine, and the only way to be truly successful with publishing an awesome yearbook is to have a class full of students that are dedicated to creating one. Unfortunately, the class I was supposed to teach was collapsed the day before school started and I had to figure out another way to put the book together on the fly. If that wasn't bad enough, I inherited a Leadership class in which I did not vet the members which meant I had no input on who would be in the class.

Let's just say, the class was full of challenging students who may have not been born leaders. Four members were suspended for various reasons, some very serious, before the end of the 1st semester.

As a first-year Leadership Advisor and Activity Director, I just followed in the footsteps of my predecessor that year. Luckily, I was one of those teachers that really enjoyed participating in every event that Leadership hosted in previous years, so I had a good foundation from where to start. I soon discovered that relationship-building, with both students and adults, was one of the most valuable skills I could have. It didn't hurt that I had an excellent relationship with my principal as well. Without the solid relationships I formed with our bookkeeper, our administrative assistant, our vendors, the high school Activity Director, my principal, and the many students on campus, I probably would not have been successful my first year, especially since that year ended with everyone suddenly going into quarantine due to the COVID outbreak.

Being a successful Activity Director is almost impossible without administrators that believe in the service that ASB Leadership provides a school site. Although academics are very important at any school, students actually go to school to be with friends and socialize, participate in sports and dance,

or just get away from bad situations at home. Academics is just how they are able to do those things. And students are not successful with academics unless they feel connected to their school and their peers. That is where ASB Leadership and our role as Activity Directors come into play.

Lately, I have started to question my journey. I find I do this in years I do not have the full support of an administrator. In fact, my current administrator won't even acknowledge me as the Activity Director at my school even though I teach two Leadership classes, have a release period to manage activities, and I run them all. A couple of months ago, I asked this question: "If we don't have an Activity Director, who is in charge of the activities on our campus?" The response started with a moment of silence and then a finger pointing at me. It is that lack of professionalism and respect that makes doing this really important job very challenging. I am still pushing for recognition even if it is just a title. It is the least I can have for all the work I put into training our future leaders and helping students and staff feel connected to our school. I am so glad I joined CADA last year and I will continue to fight for the students AND staff at my school. With the help of this organization, I can continue to get the support I need from veteran Activity Directors and the resources they pass on. Thanks CADA!



# Prioritizing YOUR Mental Health

By April Yan & Gracie Winchell  
Class of 2023, Ripon High School

It's easy to get caught up in the stress of everyday life. There are so many different things vying for your attention: work, school, family, friends...the list goes on. Each seems to be the most important until the next thing comes along, until suddenly, you find yourself being pulled in what feels like a million directions. Every decision you make seems increasingly more important than it actually is, and this leaves you in a never ending cycle of constantly adding more things to your plate. What time is left for you? For the necessities like eating well and getting enough sleep? For finding joy and time for yourself? The answer is very little. If all of your time is dedicated to tasks that supersede the importance of your mental health, everything will quickly spiral out of your control. Prioritizing your mental health should not be an afterthought, but rather the first box on your to-do list.

When you put emphasis on the many tasks that seem to plague your everyday life, rather than your mental health, you're putting your body's needs at the end of the list. You are doing a disservice to yourself by ignoring what you need to survive. All of the things that are required for you to perform well are often the things you do last, when all of the more "important" items on your list are completed. Skipping the most important parts of your day, like eating and sleeping, makes you tired, cranky, and ultimately, just not your best self. This will have a negative effect on your ability to do quality work, which will further discourage you and require you to put even more effort into things that shouldn't be your main priority. It'll become easier to get overwhelmed and overworked when you're constantly fighting an uphill battle against your body and what it needs.

Sometimes, you might avoid focusing on yourself because you think it's selfish, and that's perfectly normal. You've been conditioned to think that doing things for others is more valuable than focusing on your own needs. However, the first step in helping people is truly to help yourself. You are just as important as the people you want

to help, and remembering that will help keep you grounded.

If you need a break from people, the best way to help yourself is to spend some time alone. You could sit with your thoughts or do something that keeps you happy. You could even take a true break from everyone and just take a nap! On the flip side, if you need to take a break with people, hang out with your friends! You could plan an adventurous outing, or meet new people. Sometimes you might just want to step away from your work to go on a little walk, and that's perfect too.

The important thing to be aware of is that there are multiple ways to take care of yourself, and every one of them is just as valuable as the next. Even addressing your own needs could change on a day to day basis, and that's perfectly fine! No one method will work universally or every time, and adapting to that difference will allow you to truly prioritize your needs. You might feel weird doing something for yourself, but that's precisely why it needs to be done: you don't do it enough!



Gracie Winchell



April Yan



# Perspective from our Youth: *The Future is Bright*

By Madalen Golden

Hanford West High School, Class of 2023

As high school is coming to an end, I find myself thinking about my future a lot more than I used to. Am I going to continue to pursue my passions? Am I going to have a career I love? Am I going down the wrong path or the right path? What will my life be like when I'm out in the world on my own? Now what? So many questions have been circling my mind this school year, and all these questions have made me realize that the future is unknown. But even though the future is unknown, it is also

filled with opportunities. The future is full of things we can't control, which causes anxiety for many people, me included, but there are many opportunities to reach for as we continue to grow. Lucky for me, being in ASB, a dance teacher, and many other leadership positions, I have been prepared for what is to come. I have gained skills in communication, patience, compassion, resilience, and much more. I've learned how to work with others and help each other achieve a common goal, even when disagreements occur. Being a part of leadership programs from elementary school to now has helped me gain qualities and skills that will help me grow in the future.

Thinking of the future can be scary, but being a leader and having these leadership qualities ease my fears a little because I know I can handle whatever is thrown my way. The future can be an endless amount of things, but the future to me is a chance to grow more as a person, a chance to achieve the things that I've set as goals for myself, a chance to give back and help others, a chance to break farther out of my comfort zone, a chance to make the life I want for myself and others that I wasn't given growing up. The future is an opportunity to grow and learn, to find true happiness, to become a successful person, to find myself, to be the role model that I wanted growing up and who I want to be. The future is the unknown; the future is taking chances, and the future is falling down and getting back up again. The future is unknown, slightly anxiety filled, huge opportunity that I look forward to jumping right into.

# Perspective from Our Youth: *Now What?*

By Kennedy Starr

Quartz Hill High School, Class of 2023

When I think about graduating, I often get lost in made-up daydreams. Does the screen cut to black as "Don't Stop Believing" plays? Am I going to walk across my school's football field and throw my fist in the air as Simple Minds serenades my journey? While these things will most likely not happen, the uncertainty falls into my hands.

When teachers ask me what I will do after high school, or I get sucked into a college talk with a distant relative that somehow made it to the family holiday celebration, I am filled with fear. My stomach tightens and my words falter. I, in my own sound brain, understand my passions and dreams, but explaining them or saying them out loud is embarrassing.

In a strange way, I know what could happen after I graduate. I could walk off the stage and into a new life. Having been admitted to my dream school, I would move and start over. I would be somewhere that is always slightly rainy. The coffee will always be warm, and my nose pricked with a chill. I would be filled with excitement about being

18. And I would write. I would write something that resonates with one another. I would do something meaningful.

I learned early in my life how fun it is to dream. Maybe it's always been a naive way to hang on to my youth. High School taught me how to make friends, how to make something worthwhile, laugh, cry, and dream. I joined a then, scary, leadership class, slowly but surely, I stopped walking into room 102 and walked into a home. In the small room at QHHS I spent countless hours, laughed,

painted, made memories, and created a life for myself. I wouldn't be who I am today without this organization. While yes, I am the better, more corny leader a school needs, I am better as a whole. I communicate and grow, I am strong and determined, and I have the courage to keep going.

Now I know this sounds like an impossible hope that only a young high school graduate would have. Still, I can't help but dream, like the great poet Alice Cooper said, "I'm 18 and I just don't know what to do".





# From Moments to Memories

**By Eron Campuzano**

Activities Director, El Dorado High School  
[ecampuzano@pylusd.org](mailto:ecampuzano@pylusd.org)

Every June at El Dorado High School, the ASB class celebrates the graduating senior class with excitement and pride for their final week of high school. One month prior to graduation, ASB makes a poster with every single graduate's name. The Sunday prior to our senior's final week of high school, the posters are placed in and around the Senior Quad. While the posters are placed down, those same ASB students use chalk to draw the college,

university, military, or trade schools where the graduating class is headed.

For over a decade, this tradition is one that many seniors look forward to, especially their friends and family. For one week, everyone's camera roll fills up quickly with individual photos and group shots around the senior quad. Friends from other schools even pop onto campus to take pics of their future school in the chalk art.

Two big memories are created. The first is the most obvious: Seniors capture photos that will last a lifetime. Second: Your ASB will realize they are better artists than they thought and that their work will last for decades.



The poster and chalk photos seen throughout our community are shared to family and friends across the country. The work put in to draw, color, paint, and tape is so meaningful beyond the moment. We've come to understand that the pictures taken in the moment will be seen at graduation parties, 10 year high school reunions, and even weddings!

The reminder that the work our ASB's put in today will be seen for years to come is a great tool that helps us take moments and turn them into lifelong memories.

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# Capture the Moment this Summer

## with CADA/CASL Leadership Camps

By Jeff Culver

CADA Camp Coordinator  
[jculver@cadaboard.org](mailto:jculver@cadaboard.org)

As I sat in Lotte Lehmann Theatre on the UC Santa Barbara campus the evening of July 7, 2022 for the debut of the CADA Camp Throwdown at our first in-person CADA Camp in 3 years, I couldn't believe the intensity of excitement that was erupting from the 400+ CADA Campers who filled the seats of the theatre. After two summers of holding virtual CADA Camps, the students, the advisors, the staff, and ME were all so ready to experience in-person CADA Camps again. And that night in that theatre, I FELT it. There was this palpable feeling of freedom, after being locked down for so long; a feeling of

camaraderie as we embarked on a summer of leadership training and preparing to impact our schools for what we hoped would be a more "normal" school year.

And what a year it has been! Personally, I returned to my former school site to lead the ASB Leadership program again. After seven years and a pandemic, it has been apparent that much has changed. But what still exists at the heart of students and staff is the need to feel connected to campus and to each other. Our activities and leadership programs provide those opportunities for our school communities.

As we host rallies, lunchtime activities, assemblies, sporting events, appreciation projects, and the long list of other campus culture building activities, we are encouraging everyone to Capture the Moment, which leads us to this year's camp theme: the Leadership Snapshot!

Since 1984, the CADA Camp program has been based on the idea of bringing your key student leaders to be trained over 4 days, with the opportunity to network with students from around the state, share ideas, collaborate on a council project -- one that you might implement on your own campus during the school year, hear words of wisdom from top youth motivational speakers, and build a foundation & like-minded goals to take back to the rest of your student leadership team to prepare for the new school year.

We will be returning to the campus of UC Santa Barbara with four camps this summer, which are all open to grades 7-12. Choose from July 7-10, 12-15, 17-20 (Sold Out), or 22-25. Register early to reserve your school's spots during your preferred camp date. Student names are not needed until May 19.

CADA/CASL Leadership Camps are staffed by a passionate group of CADA members (plus the CASL State Board at camp 4) who return summer after summer because they love working with your students and connecting with other advisors from around the state. We look forward to seeing you this July in Santa Barbara as we capture more moments and help to prepare your student leaders for a successful '23-'24 school year!

For more information, online-only registration, and to check date availability, visit [cada1.org/leadershipcamps](http://cada1.org/leadershipcamps).



# Generational Leadership in CADA

By Don Shaffer

Retired Activities Director

[donshaffer@sbcglobal.net](mailto:donshaffer@sbcglobal.net)

One of John Maxwell's "21 Irrefutable Laws of Leadership" is The Law of Legacy stating "a leader's lasting value is measured by succession." This concept was uniquely in focus during this year's CADA Convention Awards presentations as the Jack Moore Award and Warren Shull Activity Directors of the Year recipients crossed the stage. This year's Moore Award recipient was Paul Chylinski, alum and current activities director at Loara High School in Anaheim, the Shull Middle School Award was presented to Ricky Castro, alum and current activities director from Kraemer Middle School in Placentia, California and the Shull High School Award was presented to Farrah Rigo-Witt, alum and current activities director at Don Lugo High School in Chino, California

Beyond these presentations, is the fact that each of these three individuals are not only serving at their alma mater, but also are the second individual to receive the awards from their respective school. The first recipient, in each case, was the person, in years gone by, the school's activities director during their leadership development journeys.

At Loara High School, Alden Esping, was the Shull National Award recipient in 1994 mentoring Paul, at Kraemer Middle School, Don Shaffer, was the Shull National Award recipient in 2004 mentoring Ricky and at Don Lugo High School, Connie Weeks was the Shull California State Award recipient in 2009 mentoring Farrah. It was great to see each of these past honorees in San Diego continuing to support leadership development through CADA and being able to celebrate together.

Thanks to every one of the activities directors across the state and the impact that each one is, oftentimes, unknowingly, having on the lives and leadership development of their students. Some will stay in the communities where they grow up and others will change the world in different ways... but ultimately each will change lives and be a part of that generational leadership legacy.



# How To Use Quotations in Your Leadership Program



**By Judy Zazvrskey**  
Retired Activities Director  
jzazvrskey@cadaboard.org

**One of the goals of an ASB Advisor, is to have a student leadership team made up of dedicated, hard-working, socially well-adjusted, and personable students who have bonded together into a loving, supportive family. However, that sometimes presents a challenge in starting class every day... moving from “social hour” to “time to get to work.”**

I have been collecting inspirational quotations from novels for several years, and having found them an effective way to start my English classes, I decided to start my ASB class every day with a quote, requiring a written response in a Quote Journal. Students were given three options for their response:

- Do you agree/disagree with this quote? Explain
- How does this quote relate to our student body? Explain
- How does this quote relate to your personal leadership/personal life?

Depending on how much work was scheduled for that day, and the timeliness

of the quote, we might pair share, small group share, or have a whole group discussion. Quote Journals are not graded, just checked each quarter for completion, and they counted as part of the overall grade. Here are some of my favorite quotes, many of which led to meaningful class discussions:

**“My model for business is the Beatles. They were four guys who kept each other’s ...negative tendencies in check. They balanced each other and the total was greater than the sum of the parts... Great things... are never done by one person. They’re done by a team of people.”**  
(Steve Jobs, The Last Days of Night)

**“I expect to pass through this life but once. If therefore, there can be any kindness, I can show, or any good thing I can do to any fellow being, let me do it now, and not defer or neglect it as I shall not pass this way again.”**  
(William Penn, Birthday, by Armand Eison)

**“The more clearly you understand yourself and your emotions, the more you become a lover of what is.”**  
(Baruch Spinoza, Loving What Is, by Bryon Katie)

**“Every opportunity is a dividing line... you choose, if you want to commit to stepping over the line, easy as that, really.”**  
(Graham Moore, South of Broad, by Pat Conroy)

**“When you have exhausted all possibilities, remember this – you haven’t.”**  
(Thomas Edison, The Last Days of Night, by Graham Moore)

**“We often miss opportunity because it’s dressed in overalls and looks like work.”**  
(Thomas Edison, The Last Days of Night, by Graham Moore)

**“Reality mattered not at all; perception was the whole business.”**  
(The Last Days of Night, by Graham Moore)

**“Never be afraid to ask a question, even if you’re not sure you want to hear the answer.”**  
(The Sound of Grace, by Karen White)

**“[integrity] means telling the truth, keeping promises, and taking responsibility for your mistakes... it’s a matter of what you claim to be, doing what you say you’ll do.”**  
(A Dangerous Fortune, by Ken Follett)

**“...It’s not enough to say you’re sorry. You have to make peace with the person you hurt.”**  
(The Goldfinch, by Donna Tarett)

**“Reputation... it is idle and most false, often got without merit and lost without deserving.”**  
(Doc, by Mary Donna Russell)



**Fame is a bee  
It has a song –**

**It has a sting -  
Ah, too, it has a wing.**

(Emily Dickinson, Rise and Shine,  
by Anna Quindlen)

**“If your face is swollen from the severe  
beatings of life, smile and pretend to be  
a fat man.”**

(Nigerian Proverb, Little Bee, by Chris Cleave)

**“...the starting point for [being a team player]  
...is always understanding your own role  
and its limitations.**

(Bear Town, Fredrick Backman)

**“Bitterness is corrosive; it can rewrite your  
memories as if it were scrubbing a crime  
scene clean, until in the end, you only  
remember what suits you of its causes.”**

(Bear Town, by Fredrick Backman)

**“No social scientist nor any member of a...  
team really knows what makes them who  
they are, the leaders we follow. Only that  
we don't hesitate when we see them.”**

(Bear Town, by Fredrick Backman)

**“There are few words that are harder  
to explain than loyalty. It's always regarded  
as a positive characteristic, because a lot  
of people would say that many of the best  
things people do for each other occur  
precisely because of loyalty. The only**

**problem is that many of the worst things  
we do to each other occur because of  
the same reason.”**

(Bear Town, by Fredrick Backman)

**“Be kind, Plato said, “for everyone you  
meet is fighting a hard battle.”**

(Tolstoy and the Purple Chair – My Year  
of Magical Reading, by Nina Sankovitch)

**“May I tell you why it seems to be a good  
thing for us to remember wrong that has  
been done us?... That we may forgive it.”**

(Charles Dickens, Tolstoy and the Purple  
Chair – My Year of Magical Reading,  
by Nina Sankovitch)

**“...a leader must treat public opinion the  
way a sailor deals with the wind, using it  
to blow the ship in one direction or another,  
but never trying to go directly against it.”**

(Fall of Giants, by Ken Follett)

**“...I said to myself... this is your life, this is  
your real life, and you are living it. Your life  
is not going to start later. This is it, it is now.  
It's funny how a person can be so busy  
they forget this...”**

(Fair and Tender Ladies, by Lee Smith)

**“Good and evil both increase at compound  
interest. That is why the little decisions you  
and I make every day are of such infinite  
importance.”**

(The Inklings, by C.S. Lewis)

**“The value of a clear conscience... being  
able to lay your head on your pillow  
every evening and say, ‘I have not passed  
judgment on the work of others; I have  
given pain to no one; the keen sword of  
my intellect has wounded no innocent soul;  
my wit has destroyed no one's happiness...  
I never acted against my own conscience.’ “**

(Lost Illusions, by Honore' de Balzac)

**“Don't confuse guilt with shame... Shame  
says, ‘I am the mistake’; while Guilt says,  
‘I made a mistake’. You made a mistake,  
but you are not a mistake.”**

(The Tennis Partner, by Abraham Verghese)

**“We don't know people until we know  
their greatest fears.”**

(Us Against Them, by Fredrick Backman)

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### **\*FOR SENIORS:**

**“We didn't realize we were making  
memories, we just knew we were  
having fun.”**

(A.A. Milne, Winnie -the- Pooh)

**“How lucky am I to have something  
that makes saying good-bye so hard.”**

(A.A. Milne, Winnie- the- Pooh)

# Perspective from our Youth: *The Light of Leadership*

**By Brooklyn Brunetti**

ASB President, Class of 2023,  
Hughson High School

**S**erving as the Associated Student Body President at Hughson High School, a small school in the heart of the central valley of California, I have come to learn that there is so much more this world has to offer. Growing up in this small town, I have learned what we have in our so-called “bubble” as I like to refer to it, shows us only a small fraction of the possibilities the world can offer. The world itself is vast, with many opportunities to gain new experiences, learn valuable lessons, and meet amazing new people along the way.

When I first stepped onto my high school campus on the first day of my freshman year, I was beyond nervous. Everything I encountered seemed to be far outside of my “bubble,” or my comfort zone. I was pushed into a world where I was forced to have

experiences that were different than what I was used to. As a freshman, I looked up to the leaders of our school with longing eyes, hoping one day, I would be able to serve and help those outside of their comfort zones the same way that the upperclassman had done for me.

During my freshman year, I met Mrs. Ruelas, who at the time, was my English 9 teacher. Back then, I was a whole lot shyer than I am now, but Mrs. Ruelas showed us what it was like to step out of our comfort zones, even if it was just in the small realm of a freshman English class. At the time, this particular lesson given by Mrs. Ruelas seemed very insignificant. However, what I did not know at the time was the crucial effect that this lesson would have later on in my life.

Fast forward to 2020, the pandemic hit and we were left with nothing but squares on a Zoom page to look forward to. Mrs. Ruelas became the Director of Activities and the teacher of the leadership class this

year. Undeterred by the lack of face-to-face instruction, I took it into my own hands to try and get involved in our school’s activities, regardless if they were strictly online. I reached out to Mrs. Ruelas, who informed me that she would love to have me join and that there was a Sophomore Class Representative position open if I wanted to be a part of the school’s leadership team. I was ecstatic and so excited to be a part of the leadership at Hughson High School even if we were only interacting online. Little did I know, this seemingly tiny step of faith that I had taken that day in 2020, over time, led me to take some of the biggest steps of my life.

My sophomore year in leadership taught me self-worth and allowed me to grow my confidence. The leadership class this year allowed me to find my voice and believe in myself and my purpose as a leader. Then, finally, back in person at school for the 2021 school year, I decided to run for Junior Class President. This position came with a high workload and high demands, but it became the sole reason why I finally ran for the Associated Student Body President position during my senior year of high school. It is in this position, that I am able to serve each and every student at Hughson High School in the best way that I possibly can, with the help of our amazing advisor, Mrs. Karalee Ruelas.

Looking back, I am eternally grateful for that lesson taught in Mrs. Ruelas’ 9th grade English class, and I am grateful for myself for taking that leap of faith in joining leadership and never looking back. It has taught me to make decisions based on my gut and to follow my heart, even if the future looks uncertain.

Leadership. The word itself may spark different images in the minds of those who read it. One may think of the President, as he is the leader of our nation. Others may picture their team leader at work or even a picture of themselves as a leader. Whatever it may be, the term leadership encompasses a great deal of variables that contribute to the word itself. The English dictionary defines the word as “the ability of an individual or a group of people to influence and guide







followers or members of an organization, society or team.” Although this is technically the dictionary definition, the word, leadership, has a different meaning for me. The term itself produces an image in my mind of vast opportunities, different people, and the reason why individuals want to be leaders, to serve the needs of others. I see the word as an opportunity rather than just a simple term. I see it as one of the opportunities that have greatly shaped me into the human being that I am today.

Being in leadership has influenced my life in the best way possible. Throughout my journey, I have made long-lasting memories and built long-standing relationships with those around me. I will never forget the countless hours that I spent planning events with my fellow leaders and our advisor. I won’t forget how beautiful each and every event we planned turned out, because of all the work we put in. I will forever be grateful for each and every individual that I have met along this wild journey, from those who have motivated me to become a leader in the first place, and to those who have been rooting for me all along. These relationships that I have built because of leadership are ones that I will never regret.

Becoming a part of leadership has opened many doors to new opportunities as well. As ASB President, I am also the Hughson Unified School District Board Representative, where I serve as the bridge between the student body and the Board of Trustees. This particular opportunity has allowed me to not only serve my fellow student body but build new connections with those in my district as well. Being in leadership has also inspired me to pursue my future career as well. As a part of leadership, we are encouraged to job shadow those careers that are of interest to us. My personal job shadowed the Speech-language Pathologist this past year, and I was immediately inspired to pursue this career in my own future as well, which I owe all to leadership. Not only have new opportunities opened up for me because of leadership, but further, I have been shaped as a human being because of it as well.

Finally, my goal is to inspire others to join leadership as well. Despite one’s background, lack of knowledge of leadership, or whatever the case may be, leadership is an opportunity that I highly encourage all individuals to partake in. Not only will individuals have the chance to serve students around them, but further, they will also be able to serve themselves, by taking charge and becoming a leader. These valuable skills that come from joining leadership will positively influence each individual in their future, and simultaneously, allow them to influence others as well.

## Mindful Moment with Morty: Breathing Life into Our Intentions

**By Jill Mortensen**  
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Breathing life into our intentions creates a commitment to those around us, but more importantly to ourselves. Developing our intentions, speaking our truth, believing in our goal allows oneself to be mindful, aware, and happy. That is a lot to process especially when we face toxic situations that can alter our attitude and mood.

Intentions are the mantras/ statements that one makes to themselves. “I intend to be on time for work today.” “I intend to lead my life with love and kindness in my heart.” An intention can be about the next hour, the day ahead, or a monthly goal. It could relate to interactions with family, going to the gym each day, or grow in your own spiritual practice. Most importantly, these intentions made are yours to own, to live by, to be proud of, as you practice them.

As your semester comes to a close and you evaluate the pros & cons of the year, and as you look forward toward your summer and fall school year, begin to reflect on your own intentions. Write them down, speak them everyday, allow them to become a part of you. Perhaps some will be short term and some could be long term. The beauty of this practice is that it is about you and the life you choose to live.



# Enlightenment from a Veteran: Wisdom & Communication through Time

By Ron Ippolito

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I'm now in the final weeks of my 27th year of teaching. Of those, I have spent 25 of the 27 either as an activities director, a yearbook adviser, or a video production adviser, so I've spent a fair amount of time trying to provide positive academic and social-emotional learning experiences for both the students in my classroom, as well as my larger school community. Here is some wisdom I think is worth sharing.

## START LEARNING NAMES ON DAY ONE

It doesn't matter whether you're a kid or an adult, brain research shows that there is a different level of cognitive activity that happens when you hear the sound of your own name. For the first couple weeks of a new school year, I will intentionally take attendance each day with my seating chart, giving students low-risk prompts like, "When I call your name, tell me your favorite dessert," or "When I call your name, make your favorite animal noise." Students will have fun with it, and you'll start creating neural pathways of your own, remembering that Carlos likes to hiss like a snake, or that Riley loves tiramisu.

## INSTEAD OF CALLING KIDS OUT, INVITE KIDS IN

Sometimes students are intentionally rude, disrespectful, tardy, etc. Most times, though, students exhibit these behaviors in response to something else. I heard someone say once, "Kids sometimes show the need for love in the most unloving ways." Whenever I need to address a behavior, rather than calling a kid out in the middle of class, I just say, "Hey Andrew, let's talk after class." Or if it's already the end of class and



the bell has rung, sometimes I'll just say, "Hey, Ashley, can you stick around?"

I have a quick question for you." When you call out a student in front of an entire class, they behave in ways that are different (and often far more defensive) than if you chat with them one-on-one. "I know you probably didn't mean to be disrespectful, but when you tear up the handout that I gave to everyone and just leave the pieces on the floor, the one I worked hard to prepare to help you learn, you can see how I might interpret that as disrespectful, right? What's going on?" Or, "I can't allow that kind of language in my classroom. Is there anything I can do as a teacher to help you so that doesn't happen again?" One-on-one, away from the glare and judgment of their peers, students are almost always thoughtful, reflective, and sincere.

## CREATE A CULTURE OF HONEST FEEDBACK

This is really something I've been working on recently as a video production adviser, but the practice transfers to most leadership-based programs, in athletic coaching, and even into an academic classroom. Whenever we watch each other's work, we start by answering the

question, "What do we love?" We always start with the positive. And then we ask the next question, "How can we improve?" and then we move into constructive feedback, with specific suggestions for how to make it better. The rationale I use at the beginning of each school year is simple: whether it's a dance, a rally, a lunchtime activity, a video morning announcements show, whatever the product is--our "customers" (the students and staff of the school) are going to critique it anyway. And our clients are going to be brutally honest ("that rally sucked"). Since our students and staff are going to be brutally honest anyway (and usually behind our backs), let's build a culture of kind, but helpful honesty so we can make this finished product as high quality as possible before it gets rolled out to the masses. And if it's already rolled out, let's give each other feedback anyway so that when the next dance, the next rally, or the next whatever comes up, we do better the next time. Constructive feedback is the only way we learn and grow as humans, so let's teach students how to give and receive feedback effectively. As Brené Brown says in her 2018 article, "Clear is kind. Unclear is unkind."

## PRACTICE YOUR COMMUNICATION SKILLS

Education has evolved considerably in the last quarter century I've been in the classroom. Technology has given students and teachers amazing new tools for learning and productivity. And in spite of all the technology and gadgets that surround us, some of the most popular forms of media still revolve around one ancient skill: storytelling. And so as a teacher I listen to audiobooks, watch Ted Talks, and enjoy stand-up comedy, all in the pursuit of becoming a better storyteller and communicator. One of my favorites is Mike Birbiglia (my wife recently surprised me with tickets to see him live at the Mark Taper Forum in Los Angeles). The way storytellers like Birbiglia use timing, cadence, volume, pacing, and voice modulation can serve as a model for the skills that can make us more effective in the classroom, in the gym, or in the stadium. I regularly teach "Confident Communication" workshops at CADA area conferences and at CADA Leadership Camp because I love this so much, and because I think being an effective communicator makes you a better leader.

## USE THE POWER OF VIDEO TO SAY IT, WRITE IT, AND SHOW IT

I was first editing video for pep rallies back in the late 90s. There's a magic that happens when you shut off all the lights in a gym, press play, and hold your breath as a thousand high school students watch a story you and your students have created. That's another kind of storytelling, and it's exciting when you get to create an emotional response through the power of video. Video is also really powerful, however, when you need to give detailed instructions. Need to tell your incoming class of new middle schoolers or ninth graders how to get involved in clubs and co-curricular activities? Show them in a video! Need to go over field trip bus loading logistics for a trip involving hundreds of students? Show it in a video! Need to conduct a prize drawing, but want to show students you did it fairly using the Wheel of Names? Show it in a video! Need to record a message for parents and families? Show it in a video! Whether you need to communicate to one person or a thousand, when you use the power of video, you give your audience the power to play, pause, and rewind as needed. When I need to respond to an angry or upset parent, rather than laboring over the perfect words to put in an email so they don't get misinterpreted, I use my face and my voice in an email to show how much I care about their child. When I needed to share with parents and families the value of sending their kids to CADA Leadership Camp, I said it with a video (I got my highest camp turnout ever when I did that!).

Really, when it all comes down to it, so much of being an effective leadership teacher and an effective educator in general really just comes down to being a strong communicator. Hopefully I have communicated to you some helpful ideas to make your practice, your classroom, and your school community the best it can be.

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# The Impact! From an Alumni

By Maria Cecilia Soto

RHS ASB Alumni 2020

Co-Author of The Media & Me: A Guide to Critical Media Literacy for Young People  
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**“See a need, fill a need.”**

This proverb is more than a statement, it is a commitment to self, community, and excellency. To me, this is what responsible leadership is about. In my high school ASB Leadership program, I was given the opportunities and support to learn and apply this lesson in each part of my life. From programming such as school-wide rallies and community fundraisers to the little details such as sweeping up the floor in the storage room after an event, leadership has taught me to bring a mindful dedication to everything I do.

In addition to the development of this fundamental value, I learned practical skills such as time-management, resume and

cover-letter writing, and ways to shine in an interview. One of the most pivotal lessons I got from leadership is how to identify possible opportunities and how to know which ones to choose. Utilizing this judgment skill helped me find my way in college. I assessed the needs of my community (leadership in on-campus housing for new and transfer students) and my needs (affordable college) and found opportunities to fill them: now I am a Lead Residential Assistant, a Mentor, and a representative with my university’s undergraduate Student Union Assembly. The positions allow me to work collaboratively with others on building a better and more equitable community for those at the university now and the generations of students to come. Needless to say, these tools have proved themselves indispensable in college and the work-force.

Working in the classroom and housing facilities I learned that many students had never been taught how to network or that they even needed a resume in the first place! It was surprising to discover that not



all of my peers got the same opportunities to even learn practical skills like schedule planning and how to recognize when to ask for help. Thankfully there are workshops and programs in place at my campus’s resource centers that I have found myself connecting my friends and mentees to so that they can learn how to use these tools from professionals (see a need, fill a need).

If it wasn’t for the life lessons I learned in ASB leadership and the connections I made with community members, I might not be graduating a year early from university with my B.A.s, TESOL and substitute teaching certificates, and co-authored a book! I look forward to applying and teaching what I have learned about leadership to encourage others to fill a need when they see a need.

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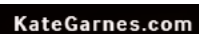
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JULY 7-10, 2023	CADA/CASL Leadership Camp 1	<b>SOLD OUT</b>	University of California Santa Barbara
JULY 12-15, 2023	CADA/CASL Leadership Camp 2	<b>SOLD OUT</b>	University of California Santa Barbara
JULY 17-20, 2023	CADA/CASL Leadership Camp 3	<b>SOLD OUT</b>	University of California Santa Barbara
JULY 22-25, 2023	CADA/CASL Leadership Camp 4	<b>SOLD OUT</b>	University of California Santa Barbara
AUGUST 26, 2023	Pasadena Advisor Conference		South Pasadena High School
SEPTEMBER 13, 2023	Temecula Advisors Conference		Great Oak High School
SEPTEMBER 18, 2023	Escondido High School Student Conference		Classical Academy High School
OCTOBER 3, 2023	Woodland High school Student Conference		Yolo County Fairgrounds
OCTOBER 4, 2023	Woodland High school Student Conference		Yolo County Fairgrounds
OCTOBER 9, 2023	Perris Middle School Student Conference		Orange Vista High School
OCTOBER 16, 2023	Hanford Student Conference		Hanford West High School
OCTOBER 24, 2023	Pasadena Student Conference		Pasadena Convention Center
NOVEMBER 3, 2023	Salinas Student Conference		Palma High School
NOVEMBER 4, 2023	Sacramento Area Advisor Conference		Monterey Trail High School
NOVEMBER 7, 2023	Santa Maria Student Conference		Santa Maria Fairpark
NOVEMBER 9, 2023	Oxnard Student Conference		Oxnard High School
NOVEMBER 9, 2023	San Marcos Advisor Conference		San Marcos High School
NOVEMBER 20, 2023	Disneyland High School Student Conference		Disneyland Hotel & Convention Center
NOVEMBER 20, 2023	Union City Student Conference		James Logan High School
DECEMBER 5, 2024	Clovis Advisors Conference		Clovis Rodeo Grounds
JANUARY 26, 2024	Carlsbad Middle School Student Conference		Calavera Hills Middle School
FEBRUARY 6, 2024	Pomona S.T.A.R.S Student Conference		Cal Poly Pomona
MARCH 6-9, 2024	CADA State Convention		Grand Sierra Resort
APRIL 11-13, 2024	CASL Middle School Student Conference		Ontario, CA
APRIL 13-15, 2024	CASL High School Student Conference		Ontario, CA
APRIL 11-13, 2024	CASL Middle School Student Conference		Ontario, CA
APRIL 30, 2023	Modesto Student Conference		Modesto Centre Plaza

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