

Learning, Leading, Living

CADA News

Volume 110
Issue 2

California Association of Directors of Activities



The time to lead is now
Here's YOUR "License to Lead"

From the moment I was elected to lead CADA until I began to write this, the headlines have bombarded me. Those listed in the grey box below are just from August and September of this year, and they are a rally cry for all teachers who care about their school, their kids, and their profession. Our service to students today affects all of our tomorrows, and that is the highest calling.

My friend Cindy Bader, CADA's current President, has shared a few thoughts on this topic in the past year, and I feel they are worthy of saying again:

"As activities directors we know our programs address school culture and climate;" "We are acutely aware that our programs directly affect student attendance and student performance in a positive way;" "We are excited that our ASBs work hard to create opportunities for students to bond with the school community;" "Our programs promote social-emotional learning on our campuses and that in turn reduces such things as alcohol and marijuana use as well as aggressive behavior;" "Positive social-emotional development provided by your trained student leaders through your activities programs can result in increased cognitive skills test scores, academic motivation and graduation rates."

From CADA's Spirit of New Orleans State Convention in 2010 to the upcoming License to Lead in 2011, some things remain the same: we are the difference makers on our campuses.

"License to Lead - CADA is California's

new sessions on bullying, alcohol abuse and creating a positive school climate in our schools as we delve deeper into this critical issue.

We will spotlight technology as we feature Jaime Casap from Google, Brian Brushwook discussing social networking, and Bill Englehard who is a director of instruction technology. These speakers will focus on how today's educators can make the most out of cutting edge technology.

Dr. Dennis Scott, an expert on financial regulation will offer a special seminar on fiscal responsibility covering both federal and state laws, as well as best practices to help with financial issues facing our schools.

And finally, nationally renowned speaker Keith Hawkins will tend to our emotional well being, and filling our hearts as only a past CADA-kid can do.

Our breakouts, our workshops, our mini keynotes and our networking will reinforce some of those themes while exploring related areas. The 2011 CADA State Convention will give us time to rekindle old friendships and renew that spark that brought us into this profession, so we can leave San Diego with a true "License to Lead."

Please join us early on Wednesday for our financial seminar and stay through Saturday lunch. This will insure you see the New Connections piece comprised of three groups who are working with students in a service capacity. The groups will include a focus on invisible students, poverty and the new global citizen (see convention pamphlet for details).

Make your plans right now to join us at "License to Lead - CADA is California's Secret Service." Missing this is not an option. Your mission AND your school year won't be complete without it.

Make your plans right now to join us at "License to Lead - CADA is California's Secret Service"

March 2-5, 2011 in San Diego

"Racial Violence Prompts Changes at Philly High School"

- AP (9/6, Washington)

"In Growing Trend, More Schools Being Led By Teachers"

- The New York Times (9/7, Hu)

"Texas Instruments Tests 3-D Technology in Classrooms"

- The Dallas Morning News (9/3, Weiss)

"Laptops Become Increasingly Popular as Classroom Tools"

- USA Today (8/24, Steinberg)

"Oklahoma Students Pledge to Stand Up Against Bullies"

- KOTV-TV Tulsa (8/18, Surette)

"Online High School Programs Expanding in California"

- The Bakersfield Californian (8/10, Barrientos)

"Down Economy Brings Instability to Teaching Profession"

- The Chicago Tribune (8/9, Rubin)

Secret Service" promises to continue the work we began last year; we will deal with issues that are current and relevant to today's activities directors. We will focus on character with Michael Josephson, founder of Character Counts. Teen Truth will introduce three important

Paul Chylinski
CADA President Elect

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A few words

Our CADA President's message

I recommend you check out this fairly new book, Nudge, written by Richard Thaler and Cass Sunstein, a University of Chicago economist and a law professor respectively. Nudge is about resetting the default button of your life to healthy, wealthy and wise. And it's about resetting other peoples' default buttons as well. As I was reading it I was reminded of some nudging I've done during my career in education, in the area of student activities.

Before we go any further I want to make sure you know that the word "nudge," as used by authors, is in no way related to the word "noodge," a noun from the Yiddish, meaning, "You never call; you never write." Rather it's more like making the decisions you might make if you could consult people like Albert Einstein or maybe Yoda from Star Wars or even Wilson, you know... Tim the Tool Man Taylor's neighbor.

The idea is that if people are given a broad menu of choices they tend to choose wisely. We have a piece of art on our wall by Rodney White that says that "People tend to choose happiness if happiness is actually a choice." I think all of this is true, but what does it have to do with this CADA newsletter?

In 1995 I began teaching at a new school. The tradition for freshmen included being mistreated by the seniors. It was beyond hazing. Freshmen were talked into believing it was a rite of passage, something of value — when in fact it was simply abusive and awful. After about three years at the school, another teacher and I began Link Crew and we/it changed the school. Up until that time I believe I'd been trying a noodge technique, when in fact what we needed was a nudge. Those seniors needed a different choice for how to interact with freshmen. When it was offered, they took it.

There is a myriad of examples when activities directors nudge their leadership students and an incalculable number of instances when the student body at large experiences a nudge. In fact I would argue that activities directors are their campuses chief nudgers or the "choice architects" (Thaler's and Sunstein's word for the person who has the responsibility for organizing the context in which people make decisions).

How many times do you think students, on campuses where the culture supports and rewards good grades, choose to study over other tempting options? Students who choose to stay on campus for a noontime activity end up being on time for class, avoiding a tardy or more involved "off-task" types of behaviors that might result from leaving campus. The authors of the book maintain that "by properly deploying both incentives and nudges, we can upgrade our ability to improve people's lives, and help solve many of

society's major problems. And we can do so while still insisting on everyone's freedom to choose." Yep, we know how to nudge our students. And incentive... HA... practically our middle names.

A quality activities program creates a culture on a campus that encourages involvement, and school pride and a climate that allows students of all walks of life to thrive. And how does a school insure a first-rate activities program?

Well, nudging the right person into the job and sending them to CADA of course. CADA's Master Activity Advisor (MAA) certification is a program designed to provide the educational community with highly trained advisors. CADA offers opportunities to train your students and yourself during all times of the year and in just about every venue imaginable. CADA's Leadership Development Days (LDD) will come to you. Our Area Conferences are happening in your area right NOW (check the website www.cada1.org). The CADA Convention, License to Lead, comes to San Diego in March. The CASL Convention takes place in San Jose at the end of March/beginning of April, and CADA Leadership Camps happen during the month of July in Santa Barbara (MAA Certification is available at the convention, camps, and some area conferences).

CADA wants to be your partner in creating and continuing an excellent activities program on your campus. If you have not yet signed up for this year's CADA Convention consider yourself nudged.

"Do or do not... there is no try," Yoda.

Cindy Bader
CADA President



Extracurricular

Life outside the classroom

To follow up on our feature article in issue 1 of CADA News, the College Board recently published an article on the topic. See what colleges think about the value of student activities... as we all know, they're pretty valuable! From www.collegeboard.com:

Sure, life in school is pretty interesting. You've got algebraic equations, Bunsen burners and vocabulary lists. But chances are you've got commitments outside school, too. Maybe you play on a sports team, perform in a band, do volunteer work or hold a part-time job.

Colleges Care

The good news is that colleges pay attention to your life both inside and outside the classroom. Yes, your academics come first, but your activities reveal a great deal about you. In addition to demonstrating your interests, they can show that you are able to:

- Make a meaningful contribution to something.
- Maintain a long-term commitment.
- Manage your time and priorities.

Haven't Gotten Involved Yet?

Many school, community and religious organizations give you chances to explore your interests and talents. There are lots of opportunities to try different things.

If you've got multiple interests, and have the time, try activities in more than one area. For example, write for the school paper as well as volunteering at the animal shelter.

School Activities

It's easy to find out about activities available at school. The challenge may be figuring out

how much to do. Here are some quick tips:

- When you find something you like to do, stick with it.
- Don't worry about being president of the club, or captain of the team. The key is whether you've done something significant — center stage or behind the scenes.
- Give your all to each activity, and, most importantly, to your schoolwork.

Maintaining a Balance

Colleges are not necessarily interested in students who do everything. "We're looking for a commitment to and a passion for an activity outside of the academic setting — we're looking for depth rather than breadth," explains Nanci Tessier, a college admission director.

Colleges don't have a checklist of requirements when it comes to extracurriculars; they want to see your individuality — and your consistent commitment.

Work Experience

Work experience — paid or volunteer, year-round or summer — can help you identify career interests and goals, gain skills, and apply classroom learning to the real world. It's also a great way to earn money for college. Consider arranging for an internship or to shadow some people at their workplaces.

Community Service

You can also gain skills and experience through volunteer work, such as by tutoring elementary school kids or spending time at a local hospital. Some schools even offer academic credit for volunteer work. Group and individual service opportunities are available.

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Medieval Times	Valley Decorating
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We want to hear from you!

What works on your campus for fund raising? Share your best fundraising ideas with CADA News, and we'll share them with our CADA family in a future issue. Email what works on your campus and in your community to news@cada1.org by December 1st. An idea that came in from CADA affiliate Teresa Schmidt with Audio Dynamix is to have students bring in old phone, computer and wall chargers and then sell them at back to school night or before a drama production where parents can purchase them inexpensively.

There are companies who will even pay for gently used chargers and donate money back to your school — have collection boxes around campus, or make it a class competition to see who can fill a box first!



C
CASL
D
A

License to Lead

CADA is California's Secret Service

State Convention
MARCH 2-5, 2011

The Town and Country Resort
San Diego, California

Area Themes

Can you guess the theme for your CADA Area for this year's State Convention? The "License to Lead" theme with a James Bond flair gave Area Councils a plethora of movies and ideas to choose from. Don't miss the CADA State Convention to get your License to Lead in James Bond style!

A View to "B" a Leader

Live and Let Lea"D"

The World is not Enoug"H"

Casino Royale

On Your "A"rea's Secret Service

The Spy who Lov"E"d their Area

Leaders on the Coast Forever

Quantum of Leadership

CADA News

Editorial Board

Volunteer Opportunity!

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

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

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

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ASB groups - take advantage of discounted prices when you order our balloons and helium tanks. We will replace, refill and return tanks to your school on the same day! PTA's and booster clubs, get in on the balloon action for all your fundraising needs too! Decorative, quality balloons ~ sure to beat the going prices of other vendors. Set up an annual contract with Funtastic Balloons and receive and EXTRA 10% discount!

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Area News

News you can use from your local area

Area A

www.cada1.org/AreaA

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

Area A was excited to welcome advisors for their annual conference August 28-29. We had a big group of activity directors that came for the conference and certification program. It was a fabulous time and everyone left with their heads “spinning” with ideas. Steve Dyer from Blaker Kinser Junior High – a first time CADA conference attendee – said he got so much information that he was on overload and would need a few days to process it!

As a side note, Anna Ripken steered up to the website www.nbc.com for “Minute to Win

It” information. It is an activity director’s dream – lots of ideas, lists of materials and videos to match. Have fun!

Find more Area A information and contacts at www.cada1.org/AreaA.

Area B

www.cada1.org/AreaB

Serving the Silicon Valley and extended Bay Area of Northern California

The Area B Council is excitedly planning our upcoming Area Conference – “A View to “B” a Leader” at James Logan High School on November 22nd. We hope everyone will make plans to attend this fun filled day – featured sessions include Phil Boyte and Motivational Media. Our Area B CASL student

leaders will be pitching in to help out by offer exciting workshops and activities and Stu Shaffer’s famous “Traveling Junk Show” is sure to be one of many highlights of the day. “I would never miss the opportunity to take my students to the Area B Conference,” shared Ellen Reller. “It provides them the boost they need to make it through the rest of the school year.” Registration materials are available on our Area B website, www.cada1.org/AreaB.

Area B is putting the spotlight on Potter Valley Jr/Sr High School. Potter Valley started a Friday Night Live “Be the Change Club,” where high school students mentor junior high students. The activities director, Wendie French, along with County Public Health is working to prepare high school students to lead the junior high meetings once

a week. The goals of the program are to build the high school students leadership skills and create a more positive environment for their school and their community. According to Wendie, “The high school students enjoy the responsibility of teaching and being an example for the younger students”. For more information, contact Wendie French at wfrench@mcoe.us.

Your Area B Council is also looking forward to under taking our super top secret mission at the CADA State Convention in March of 2011. Make sure you stop by the registration table to see which leader is looking back at you!

Registration information for our conference, contact information for our council, and additional Area B news can be found at www.cada1.org/AreaB.

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Area C

www.cada1.org/AreaC

Serving the center of the state

The courageous, creative Area C Council Secret Agents worked diligently this summer and early fall preparing for the “License to Lead” Student Leadership conference held September 27 in Tulare at the International Agricultural Center. Agents welcomed more than 1,300 students and advisors and were thrilled with the successful mission of promoting leadership throughout the middle of California.

After many years of working with Her Majesty’s Secret Service, Special Agent 003 Shelly Henderson of Dinuba is on spotlight this newsletter. Shelly is well-known throughout CADA with her Crazy Crowd Pleasers workshop, and has developed a new competition for added leadership development entitled, “Show What You Know”. More information will be provided in the next newsletter, so stay tuned!

Don’t miss the Diamonds are Forever Advisors Conference on December 7 in Fresno. Special Agents look forward to the development of new spies to serve Area C schools.

Find more Area C information and contacts at www.cada1.org/AreaC.

Area D

www.cada1.org/AreaD

Serving coastal central California

By the time this newsletter hits mailboxes, Area D will have hosted its 7th Annual Student Conference. This year’s theme of “Lead 24/7” featured Micah Jacobson for the middle School conference on November 2, and Keith

Hawkins at the high school conference on November 3. If you missed the conferences, consider attending the upcoming Leadership Development Day on February 11 at Westlake High School (for middle school delegates).

Find more Area D information and contacts at www.cada1.org/AreaD.

Area E

www.cada1.org/AreaE

Serving greater Los Angeles

CADA Area E would like to welcome everyone back to school and hopes that your opening went very smoothly! We have already been a busy area. On Saturday, September 11 Area E and Area F hosted our annual Advisors Conference at Chino Hills High School. This conference was for new and seasoned advisors who wanted to hear some fresh new ideas. More than 45 high school and middle school activities directors had a great time learning, sharing and networking.

We have begun to gear up for our CADA Area E Middle School and High School Student Leadership Conference on Tuesday, November 16th. We have a NEW DATE and NEW LOCATION in the hopes of reaching more of the schools in Area E. We are at the beautiful, centrally located, Pasadena Convention Center. The cost this year is only \$50 per student for a day of leadership learning and fun. We will be listening to two amazing keynote speakers. They are the “Original” Mike Smith and the amazing Phil Boyte. Each student attending the conference will start the day with donuts and juice while networking with many other student leaders. They will be attending

four breakout sessions including such subjects as: team building, anti-bullying, technology in leadership, community outreach, balloons with a flair, putting the wow in your dances and so much more. At the end of the day each student will get a sack lunch and dance with to the sounds of Pegleg Entertainment. This conference will fill up fast so get your registration in now!

Find more Area E information and contacts at www.cada1.org/AreaE.

Area F

www.cada1.org/AreaF

Serving Orange, Riverside and San Bernardino Counties

Area F’s first conference, the Area E & F Advisors Conference, was a huge success. More than 45 middle school and high school advisors attended and they were very pleased with all the information that received. I would like to thank our Area F presenters, Mary Jane Smith, Geniel Moon, Randy Jensen, Jeff Cornelius, Turbo Garcia and Mike Pattison.

Area F’s first Inland Empire middle school conference was held October 7 at the Orange Terrace Community Center in Riverside. Our keynote speaker was Phil Boyte and more than 300 middle school students and advisors attended. It was a great day, and we hope to see you at the CASL MS Conference in Yorba Linda in February.

Our annual high school conference is around the corner too. The conference will be at the Disneyland Hotel and Resort on November 22. We will have more than 16 workshops, a live band performing, and our keynote speaker is a student favorite,

Tyler Durman. All registration information is available now online on our area page at www.cada1.org/AreaF.

Area G

www.cada1.org/AreaG

Serving San Diego and Imperial Counties

Quoting Jim Collin’s book, the Area G Council is going from Good to GREAT! With the upcoming Leadership Development Days and the Area G Student Conference, Unlocking the Secret Service of Leadership in Del Mar, Area G will be guaranteed good times and great learning opportunities! Everyone is invited! There will be two sessions for advisors to attend including Advisor Certification. The keynote speakers are Scott Greenberg, Micah Jacobson, Patrick Maurer and presentations from Motivational Media, Teen Truth and SOS Entertainment.

The CASL Board President, Erin Leonard, is a member of the Area G family and her team is gearing up for an awesome community service program for the CASL State Convention. Stay tuned to *CADA News* for further details, or check out the CASL website at www.casl.org. For more information about the CASL and the community service drive, please contact Erin at erin.leonard@caslboard.com.

The Area G Council is busy getting ready and planning for the CADA State Convention, which is being hosted in Area G this year! Come to San Diego—we welcome you with open arms!

Find more Area G information and contacts at www.cada1.org/AreaG.

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Technology News

Video Contest

CADA wants to know how you are using technology to promote or enhance student activities: Twitter, Facebook, YouTube, or some other online technological wonder.

We want to know how you use tech to make your program interesting, exciting or unique.

Post your videos on YouTube and then send the link to our technology coordinator Matt Soeth, tech@cada1.org. Or, you can share the video via YouTube with our own YouTube channel, CADALeaders.

Videos must be submitted no later than 11:59 PM on December 5, 2010. All videos will be reviewed at the January board meeting with the winning school earning a scholarship of one CADA registration to this year's convention.

Get creative, CADA, we look forward to your creations!

Hey, Ma! I'm on TV!

CADA is broadcasting twenty-four hours a day, seven days a week on YouTube. Our CADALeaders channel features videos of various student activities as well as other helpful resources such as lesson ideas and tech examples to help you out in the classroom.

One of our more successful adventures came with a lip-dub video shot during camp II of the CADA Leadership camp. Camp III quickly answered and the middle school camp also put their own slant on a great team building activity.

Looking for tech help? Learn how to download videos from YouTube with our self-

help guide. Even better, learn how to do some magic with Russ Peak or take advantage of the wonderful content provided by Teen Truth Net. Videos you can show in your classroom to lead some great discussions – right after you learn how to download them.

Looking for more ideas, check out the CADA Facebook page where we have started a discussion to share your favorite YouTube videos. Have a favorite you use in class or came across something you would like to use, post it. We are always looking for great content to share.

www.youtube.com/CADALeaders

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Spirit

The Bob Burton Spirit Award

CADA presents the **Bob Burton Spirit Award** annually to a person who makes spirit work, who makes a positive difference, and 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

Bob Burton, the award's namesake, served for 30 years as the director of student activities and student council advisor at Fallbrook High School in southern California.

He authored Spirit Works...

Turn It On!, a book containing 1,000 ideas to help improve school spirit, and 99 Nuggets, the 99 most important lessons learned during Bob's career. Burton was a charter member of CADA's Hall of Fame, and received CADA's Jack Moore Award, Warren Shull Award, and Earl Reum Award.

Each CADA Area Council selects the Bob Burton Spirit Award recipient prior to the State Convention.

If you are interested in nominating someone you think makes spirit work on their campus, you can find the nomination form on the CADA website (www.cada1.org) under Member Awards.

Please submit completed forms to your Area Coordinator by January 15, 2011.

Student Scholarships

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

CADA/CASL MEMORIAL SCHOLARSHIP

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

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

DAVE KNIERIEM SCHOLARSHIP

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

DONATIONS ACCEPTED

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

www.cada1.org/scholarships



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Visionary leadership

The four practices of a visionary leader

In follow up to the Vision: from start to finish article in Volume 110, Issue 1 of CADA News, this article from www.giantimpact.com's *Leadership Wired* e-newsletter details four best practices for the visionary leader.

By John C. Maxwell

In February 1895, brothers Louis and Auguste Lumiere patented the cinematograph, an all-in-one film camera, projector, and printer. With the use of their invention, the two Frenchmen created the concept of a motion picture. Their public screening in March 1895 was history's first. Later on that year the Lumieres reached another milestone, as a showing of their work became the earliest instance of an audience paying admission to watch a film.

Initially the brothers made a

splash, producing thousands of short films in a span of less than two years. Their footage, shot at a variety of exotic locations, is widely considered to be the forebear of the modern documentary. However, despite their pioneering work in cinematography, the brothers failed to foresee the broad appeal of motion pictures. Within five years, the Lumieres had given up filmmaking to return to their previous work developing still photographs. "The cinema is an invention without a future," Louis Lumiere allegedly remarked.

For all of their inventiveness, the Lumiere's demonstrated a surprising lack of vision. Shortly after they stopped making films, the movie industry exploded. Crowds have been flocking to the theaters ever since. According to the Motion Picture Association of America,

U.S. box offices took in 9.79 billion dollars in 2008.

The Lumieres missed out on the benefits of vision, but you don't have to. As a leader, you can keep sight of your vision and use it to influence others by following the four practices of a visionary leader.

Realize that things will change

The Lumiere's weren't the only ones who failed to anticipate the future direction of the movie industry. Early on in cinema, movies had no dialogue. This was the era of silent movies featuring the likes of Charlie Chaplin.

When Sam Warner approached his brother Harry with the idea of adding sound to films made by Warner Bros. Pictures, he received the infamous retort, "Who the hell wants to hear actors talk?"

Harry fought vehemently against incorporating sound into the studio's pictures, and only yielded to his brother's suggestion with Warner Bros. on the brink of financial ruin. Having added audio, the Warners' talkie films (movies with sound) took off, revolutionizing the way movies were produced and bringing a windfall of profits for Warner Bros. Pictures.

Consider other people's perspective

Henry Ford obstinately refused to adjust his assembly process to suit the desire of consumers to choose the color of their automobiles. "Any customer can have a car painted any color that he wants so long as it is black," Ford stubbornly insisted. Within a few years, Ford

Continued next page...

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Continued from previous page...

Motor Company's market share had plummeted as drivers bought from manufactures that catered to their color preferences.

Display courage when others are insecure

Harriet Tubman conducted daring journeys into the South to rescue slaves and escort them to freedom in the North via the "Underground Railroad." At times, the slaves she had freed would fear capture and would want to go back. However, Harriet Tubman had a "no return" policy. Whenever an escaped slave threatened to turn around, she would pull out a firearm and give the ultimatum, "Be free or die." Needless to say, she had no trouble convincing her "passengers" to stay the course.

Harriet Tubman's vision of freedom overrode her concern for the consequences of being caught. Fellow abolitionist William Still summed up Tubman's courage: "Great fears were entertained for her safety, but she was wholly devoid of personal fear. The idea of being captured by slave-hunters or

slave holders, seemed never to enter her mind." In total, Tubman helped more than 300 slaves gain their freedom, risking her life on 19 secretive voyages into the South.

Prepare today to win tomorrow

John Wooden achieved unparalleled success in the coaching profession, winning 10 NCAA basketball titles in 12 years, including seven consecutively. His teams also won an astonishing 88 games in a row at one point.

Amazingly, for all his victories, Coach Wooden never spoke to his teams in terms of winning or losing. Instead, he focused his concentration on maximizing his players' potential and coaxing their best effort. In his words, "How you run the race-your planning, preparation, practice, and performance-counts for everything. Winning or losing is a byproduct, and aftereffect of that effort." In Coach Wooden's world, success was measured by the amount of sweat put forth in practice rather than by the numbers showing on the scoreboard after a game.

"All men dream: but not equally. Those who dream by night in the dusty recesses of their minds wake in the day to find that it was vanity: but the dreamers of the day are dangerous men, for they may act their dream with open eyes to make it possible."
~T.E. Lawrence

"Keep yourself clean and bright; you are the window through which you must see the world."
~George Bernard Shaw

"Vision without action is a dream. Action without vision is simply passing the time. Action with vision is making a positive difference."
~Joel Baker

"Vision is the art of seeing what is invisible to others."
~Jonathan Swift

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Staff appreciation

Ideas to add to your student and staff appreciation efforts

A recent email between a handful of activities directors sparked the idea for this article... here, in raw form, is the result of a quick email sent to colleagues around the state asking for ideas for student and staff appreciation. Send your ideas our way, and you just might be featured in a future issue of *CADA News*!

I think the two things that our staff appreciated the most were when every student in ASB had three staff "buddies." Each ASB member made a fun mobile/card for them that we attached from a string and hung over their desks. It said something like "Mrs. Jones... we love you". They were so cute, cost us nothing in ASB funds and most of the staff left them hanging above their desks for the entire year.

The second thing – which I know that has been done a lot – was all the ASB students got to school about a half hour early. We stood outside the classroom doors and as teachers got there we said good morning and helped them carry things into their class rooms. As the students left they said, "Mrs. Jones, have a great day, the students at CHHS really appreciate you." It didn't cost anything but... wow! It made a HUGE impact. I got emails from staff members for several weeks.

– Janet Roberts
Area E Coordinator, Chino Hills HS

We also have staff buddies – each of my student government officers have three or four staff members to whom they give a monthly little gift/note. But, our staff's favorite thing is the staff potluck we do the Friday

of staff appreciation week in the spring. It doesn't cost much, because the kids bring the food... we have a theme, and decorate, and have lots of amazing food during a one lunch so the staff can hang out with each other. The students serve them.

Their favorite staff appreciation gift is still a CD that we made them. It was pretty cheap – we bought CDs in bulk at Costco, made our own labels, and burned a CD of awesome "oldies" like Journey, the Eagles, etc... sort of crossing all the decades that belong to our staff, young and old. This was about four years ago and staff members still say they listen to it all the time!

– Tamara Givens
Granite Bay High School

We also do a staff secret buddy program which is a big hit! Students

are encouraged NOT to spend any money so we make things like a CD of their favorite music; we interview their students and compile a fun summary; we give them poems, cards, etc.

Then for our staff appreciation luncheon we decorate the ASB room (it is a former kitchen with round tables), decide a theme and do a big potato bar. Staff love it! Kids do a skit and have raffle prizes...best part is a video montage created and shown during the luncheon.

– Denise van Doorn
Area G Coordinator, Bear Valley MS

For a variation on the potato bar luncheon theme... what a great St. Patrick's Day idea! Call it "for all you do, this spud's for you" and have lots of green stuff to put on the

Continued on next page...

Social Networking

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Continued from previous page...

potatoes (sour cream dyed green, peas, broccoli, chives, and any other fixins...).

Some other ideas for recognizing every staff or faculty group on campus include:

Department of the Month (DOM)

Display for members of the department with their picture, a brief bio, some memorabilia. DOM gets a special brunch ; DOM members get posters made for their room and students get an opportunity to thank that teacher (leadership students all write on it... then other kids follow suit!).

DOM gets a little prize—pens or something that is chosen for the year.

Fantasy Breakfast

The department that wins the “most spirited department” by wearing school colors on Fridays

and coming to the staff lounge to get donuts every Friday of the month... wins a special Fantasy Breakfast—these were themed based on info they knew about members of department. So a breakfast in Hawaii with fresh pineapple, leis, and little umbrellas in their OJ. Nothing too wild, just fun.... you can also just have a few destinations that you have collected “stuff” for like table décor for the following: Mexican, Hawaiian, picnic, ball game, super bowl, carnival, winter, summer, fall, spring, etc. Just do the food that fits with the theme...voila! A fantasy breakfast.

King or Queen for a Day

To honor whomever for whatever...the person wears a red velvet cape and crown for a day... kids are posted various places around campus ready to throw a little confetti when they walk by, their favorite snack is served, they are given a little (cheap) plant

from Trader Joes or somewhere... they get the royal treatment for one whole day... kids volunteer to do stuff for them... clean their windshield, erase their board, etc.

Custodian Appreciation Day

They don't work for the day. You have them scheduled for different stuff off and on all day. Brunch in the a.m. with coffee, a newspaper and slippers. Lunch out... a restaurant gave us gift certificates for them each year, goodie bag with homemade cookies (by kids), gift certificates for various things around the community (car washes, pizza, movies, etc.). We did it up BIG for the custodians. One year the principal took the top down on her car and gave the head custodian the keys to her Mercedes to drive to the restaurant for lunch out.

Kids in classrooms empty trash cans at the end of the day into the big garbage cans so they don't have to do that on their day. (They did

work some but we found lots of times to get them off task and they loved it... just once each year).

Student Recognition

Cake day once a month for that month's birthdays.

Student of the month – each teacher nominates one kid each month. Kid gets invited to a special brunch. SOM gift for the month (some school logo item – water bottle, key chain, zipper pull, pen, etc.), list printed in school paper, principal comes and greets them at brunch, thanks them for being stellar.

SOM extraordinaire or UberSOM – honored at Renaissance Rally and given a plaque if they have been nominated a number of times... we chose the few kids that had been nominated over and over by multiple teachers.

– Cindy Bader
CADA President, San Rafael High School District

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*2011 talent to be announced. Visit restrictions apply.

Certification program

CADA offers a Master Activity Director certification

Did you know that CADA offers professional certification for activities directors? You can earn a Master Activity Advisor graduate certificate through programming offered at the State Convention, Leadership Camps and Area Conferences.

The program begins with a two-unit basic foundations of student activities component which introduces the participant to the essential elements of a positive and successful school activity program.

Following the Level I component are seven advanced courses with an emphasis on the specifics of each of the essential elements. Each of the Level II components is equivalent to a one-unit course:

- Effective communications
- Organizing student activities
- Leadership program development

- Developing personal leadership skills
- Legal aspects of student activities
- Fiscal accountability
- School culture and climate

The culminating activity, a field study, is designed to apply the acquired information to effectively benefit the school site by creating a positive school climate and excellent student activity program.

The benefits of taking part in CADA's Master Activity Advisor certificate program are many, and include:

- Become a professionally trained activities director
- Serve as a positive role model for your peers
- Create a safer and more positive environment for all school

stakeholders

- Understand the key elements of the school's activity program
- Be able to network and guide club and class advisors on campus
- Have knowledge of legal and fiscal issues inherent in student activities
- Ensure effective risk management of the school-wide activity program

Your professional expertise will translate into high quality programs which allow for the maximum inclusion of students in leadership experiences.

The certification program goal is to provide the educational community with highly-trained activity advisors. After completion, participants receive the designation as a Master Activity Advisor (M.A.A.) and become leaders

in their profession.

Having served 15 years as an activities director, Lauretta Eldridge found that the certification program gave her tools to be more effective in her job.

"The certification program allowed me to demonstrate to our elected boards, administration, staff and community that the school is providing co-curricular programs that are aligned with state standards and courses of study," shared Eldridge. "I am excited about the program and the networking and professional development it provided," she continued.

Fees will be charged for each course in the program when taken. College units are available through Fresno Pacific University.

For more information regarding the certification program, contact J. Peter Cahn at pcahn@cada1.org.

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Building a foundation

Finding success as leaders in our schools

This article from www.giantimpact.com's *Leadership Wired* e-newsletter illustrates how leaders can build a foundation for success.

By John C. Maxwell

California redwoods are enormous, majestic trees that can grow taller than a 30-story building. A full-grown California redwood is estimated to weigh greater than one million pounds. The massive redwoods can be so wide that in some places tunnel-like roads have been built through their tree trunks.

A mature California redwood tree is virtually indestructible. It has no known diseases, and insects pose no threat to its health. The thick bark of the redwood even makes it resistant to most fires. Fierce winds are perhaps the tree's greatest hazard. That's because, even for trees towering 350 feet, the redwoods' roots only grow about six feet deep. Erosion or wet soil can weaken the roots

to the point where a giant redwood can be brought crashing down by blustery winds.

For a California redwood, a strong root system supplies nourishment to the tree and anchors it to the earth. Character serves the same function for a leader. The strength of a person's character below the surface sustains his or her success in leadership. Stalwart character gives a leader a base of support from which to withstand the tumults of life.

How, as a leader, do you develop your "roots?"

The first requirement is to shift your attention. As my friend Andy Stanley says, it is a mistake to focus on what you want to do before you've decided who you want to be. As leaders, we can be in such a hurry to build our careers that we neglect to lay a solid foundation of integrity in our lives.

The second requirement is to

identify specific character qualities that you would like to make a part of your character. Set aside time to ponder this question: when I'm gone, what do I want the people in my life to remember about me? Think about each of the meaningful relationships in your life and write out the response.

- How do you hope your co-workers will think about you after you've transitioned to another job or into retirement?
- What would you like your spouse to say at your funeral?
- What legacy do you want to leave your children?
- How would you want your church or community to describe your involvement in it?

Look for patterns in your answers. Words like generous, caring, or courageous may appear. These are the character traits you should hone in on

developing.

The third and final requirement is to make the cultivation of character part of your regular routine. At the beginning of each week, strategize concrete ways in which you can demonstrate the character qualities you aspire to attain. If you want to be generous, then what can you give this week? If you would like to be caring, then who can you show regard for over the upcoming week?

List out the specific actions you can take to build up your character. Review them during the week, and then evaluate how successful you were at accomplishing them at the week's end.

If you diligently mold your character within, then over time it won't matter what you do. Once you've grown your roots deep enough, whatever happens to you and whatever you choose to do, you'll be in demand.

With the roots of character to sustain you, you'll experience true success.

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Student Connection

CASL news and information for your student leaders

CASL is the student branch of the CADA parent organization. CASL stands for the California Association of Student Leaders, and they are doing great things statewide led by CADA's Leadership Development Coordinator Sandra Kurland, and a board of directors made up of student leaders from all over the state.

CASL's goal is to establish a strong leadership foundation in middle schools and high schools throughout California, while improving campuses and their surrounding communities by building better leaders for tomorrow.

Our Mission

To provide an avenue for student expression through a statewide

communication network. CASL provides assistance in developing leaders with integrity and ethical decision making skills, so they may be active participants at the local, state, and national levels.

Programs Offered

CADA/CASL Area Conferences

Area Conferences are offered each fall by CADA and include keynote speakers and workshop sessions focusing on different aspects of student government. They are an excellent way to kick off the school year. Check the CADA website www.cada1.org for more information regarding your Area Conference.

CASL Comes To You!

CASL Board members provide local resources through on site workshops, discussions, and local school visits. A board member can come to your school today! Check the CASL website for contact information for your northern or southern state directors at www.casl1.org.

Leadership Development Days

These days are devoted to individual leadership training in which students in small groups learn through experiential activities and discussion. Students learn specific tools to enrich group dynamics with curriculum that focuses on skills related to experience and evaluation including: communication, inclusion, individual strengths, risk taking, and involvement in a positive way.

Check the sidebar to the left for dates of upcoming LDDs near you. Don't see an LDD scheduled in your area? Host one! Contact Sandi Kurland for more info at sandrakurland@cox.net.

CADA/CASL Camp

There are both high school and middle school camps, and the MS camp is CASL sponsored. This is a three day summer experience during which students are engaged in a variety of activities and taught how to bring these events back to their schools. School planning time is included. Check out the www.cadaleadershipcamps.org for more information.

Our Facebook Fan Page

Have your students join our Facebook fan page! This is a great way to network with other students from around the state, share ideas, and gather information – www.facebook.com/CASLfan.

Scholarships

The David Knieriem Memorial Scholarship – this \$1,000 scholarship is awarded to a selected

senior from a CADA/CASL member school. The scholarship focuses on the applicant's investment in the lives of people on campus and in their local community. These were the attributes which exemplified David's life and inspired this scholarship. For more information and an application visit www.cada1.org/scholarships.

The CADA/CASL Scholarships – these scholarships are awarded to students from CADA/CASL member schools and are valid for attendance at the CASL State Conference in the spring. Check out www.cada1.org/scholarships for an application.

Program Award

All CADA/CASL member schools are eligible to apply for the Outstanding Activities Program Award. It is presented at the CASL State Conference, recognized at the CADA State Convention, and featured in the spring edition of the CADA newsletter and on the CASL website. A representative from your school must be registered and attend the CASL state conference to receive the award. Download an application now at www.casl1.org.

State Conference

These three day annual conferences – one for middle school and one for high school – are hosted by the CASL State Board. Each provides a common place for schools throughout the state to come together, share ideas, and learn while networking with fellow student leaders. Delegates attending the conference learn from professional grade workshops, and are inspired by award winning motivational speakers.

The 2011 Conference theme is "CASL Goes Camping: leaving our campus better than we found it." It's sure to be a great learning experience and a lot of fun! *Check out this year's theme logo and continuation of this article on page 18...*

LDD Upcoming Dates

Remaining Leadership Development Days 2010-11

DECEMBER 1

Area E

Quartz Hill HS

DECEMBER 2

Area E

Chino Hills District

DECEMBER 3

Area F

Vista Del Mar MS

JANUARY 6

Area A

Ygnacio Valley HS

FEBRUARY 3

CASL Regional Conference

Area F

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FEBRUARY 8

Area E

Chino Hills HS

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Area D

Westlake HS

FEBRUARY 15

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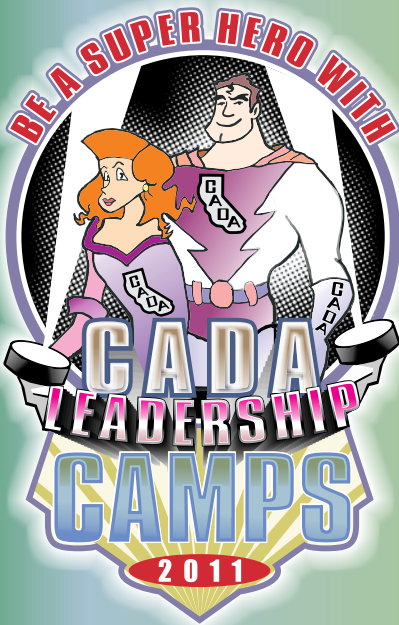
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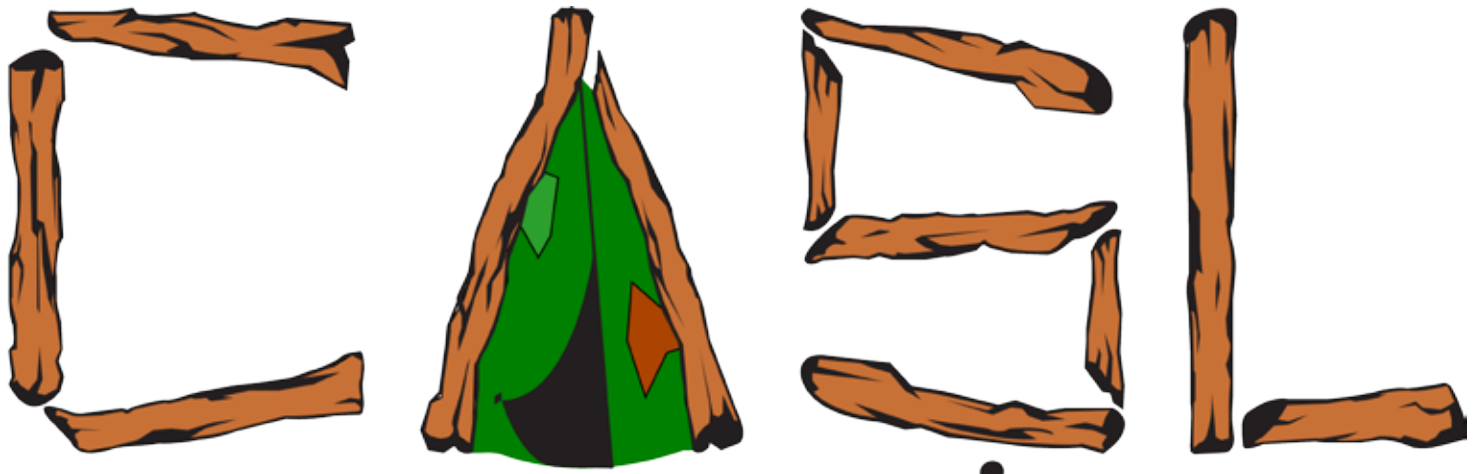
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For more information, contact

Sandra Kurland

CASL/Leadership Development Coordinator
(619) 957-9107
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Goes Camping

Leaving Our Campus Better Than We Found It

CASL Info continued from page 16

Meet the Pros

CASL features a “Meet the Pros” session at the State Conferences. Student delegates prepare a 12 minute presentation on a topic of their choice. Topics include fundraising projects, service learning, student and staff recognition, and other unique ideas. The leaders in the audience attend several presentations on topics of their choice. If interested in being a Meet the Pros presenter, you must apply before the State Conference. Anyone attending the conference can apply. Check out the CASL web page for an application at www.casl1.org.

Region Meetings

These meetings provide opportunities for delegates to network with student leaders

from other schools within their geographic region. Students have the opportunity to form a bond with nearby schools and to potentially develop activities that involve multiple campuses.

Intrastates

Intrastate meetings encourage students to interact and network with fellow student leaders across the entire state. Time is allotted for sharing ideas from individual leadership classes while breaking down barriers. As a whole, the group is challenged to find solutions to problems schools face statewide such as planning specific events which target integrating the invisible students on campuses in school related activities.

Service Learning

At each annual CASL State

Conference, student leaders are taught to “pay it forward” as delegates actively engage in a service learning project that they can bring back to their school and neighborhood community.

2011 Conference Dates

The middle school conference will be held March 31-April 2, and the high school conference will be April 2-4. The conference alternates between southern and northern California each year. Registration materials and further details are available at www.casl1.org and posted on Facebook regularly at www.facebook.com/CASLfan.

State Office

The CASL State Board consists of six northern and six southern

directors, two freshman directors, media directors, communications directors, and the state president. Throughout the year, board members assist with Leadership Development Days, present at Area Conferences, intern at the CADA/CASL Middle School summer camp, and host the annual State Conferences. Elections and appointments to the board occur at the State Conferences. Check the CASL website for deadlines and an application at www.casl1.org.

Contact

If you would like more information on CASL programs please contact CADA’s Leadership Development Coordinator:

SANDI KURLAND
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CADA Calendar of Events



Registration materials are available online for all Area Conferences and the State Convention at:
www.cada1.org

For the CASL Conference:
www.casl1.org

For Leadership Camps:
cadaleadershipcamps.org