

# Iowa Cheerleading Coaches' Association NEWSLETTER

Aug 2013     Jeanne Ehn, Editor



## **VERY IMPORTANT ONLINE REGISTRATION DATES FOR STATE COMPETITION, ALL-STATE, AND HONOR SQUAD**

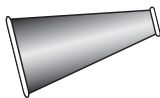
*by Jenny Crawford, President & Web Page*

Online registration will be open from **September 1 – 24th**. The forms will assist in adding up what you owe and give you a final confirmation page to print out at the end to submit with your check request. **MONEY DUE MUST BE POST-MARKED BY SEPTEMBER 27TH.** Please plan ahead. Do you know when your school Board meets? Do you know what day(s) your school cuts checks each month? If you don't, find out now. Get your paperwork finalized and register online as soon as you can, to avoid stress!

When you sit down to register online, please have all information with you. You will need information like the name of every cheerleader, t-shirt sizes, etc. If you are unsure about anything before registering, please read through the entire fall mailing first and then e-mail your ICCA District Representative. They will be glad to answer any of your questions. We want this process to go smoothly for everyone.

If you have already registered online as a member for this year, you're halfway there! When you register for State Competition, All-State, and/or Honor Squad, all you will have to do is click on the name of your school from a drop down list, click on your name, and go from there. All of your membership information is already recorded, so you don't have to enter it again! This also gives you a chance to add all of your coaches that are not yet listed as members. Look for the registration link on [www.iowacheercoaches.org](http://www.iowacheercoaches.org) September 1. There is NO Mail In Registration. Online Registration ONLY!!

## **PRESIDENT'S MESSAGE** Cheer Coaches...



The beginning of the school year is right around the corner. Whether you are a new coach or an experienced one, take a moment to reflect on the past year. What went well? What didn't work as you'd planned? How did you handle certain situations? Recently, I was watching one of those reality TV shows we all love. As I was watching, I started thinking about how their actions are filmed for all of us to see, and judge. Two months later during a rerun we get to do the same thing all over again. I'm thankful everything I do is not on the big screen TV in your living room! For most of us, we are the only ones who truly know our own reality. So as you reflect on the past year, think of this: All you have is today. What you do today creates your past. If your past wasn't so great, do something today to make it better. If you mess up today, do it better tomorrow.

Thank you for your enthusiasm and commitment to Iowa's cheerleaders. As you plan activities with your cheerleaders this year, please remember all of ICCA's events they can participate in. If you ever have questions or concerns, please feel free to contact me or any ICCA Board Member. Have a great year!

**CHEERFULLY...**

Jenny Crawford  
ICCA President

## **ONLINE RULES MEETINGS**

The online spirit rules meeting will be held August 5-August 29. Rules meetings for all fall sports will be held on these dates. Coaches who want their cheerleaders to participate in All-State, Honor Squad, and the State Competition must complete this rules meeting.

The online rules meetings will again open up from November 4 – November 18 for any coaches missing the earlier meeting (such as newly hired and/or winter cheer coaches). This rules meeting cannot be used to participate in the previously mentioned events since it occurs after the registration deadline.

ALL high school cheerleaders in Iowa must follow the National Federation Spirit Rules! Questions, please contact Donna McKay.

# KEEP CALM and CHEER ON!

by Kenna Johnson, Executive Director

We are always looking for ways to streamline our lives. Some people say it's as easy as two steps: (1) Find what is most important to you, and (2) eliminate everything else. Yes, that's pretty simple. Others might say life is simpler if things are neat, organized, and especially minimized. Clean out your closets and your emails, turn off your phone and/or computer for an hour a day, or keep a schedule handy at all times. All of those are great ideas; as a cheerleading coach, it's important to simplify life as well. That starts with JOINING the IOWA CHEERLEADING COACHES' ASSOCIATION!

An ICCA membership can do so many great things for you! First and foremost, coaches can take part in lots of networking during all of the various activities offered by ICCA, including the Spring Conference each April. ICCA Coaches' Conference provides you with educational opportunities, including visiting with and learning from local and national cheerleading experts. Being a knowledgeable coach can help reduce the stress of your job.

Another benefit of joining ICCA is having access to current trends in cheerleading, including the latest in National Federation Rules, which are followed within the state of Iowa. If there is something you aren't familiar with, such as a specific term or rule, ICCA has many people to reach out to, including other coaches and ICCA members.

The ICCA Newsletter is also provided quarterly to all members. This is a vital piece of information that gives coaches lots of tidbits to help make coaching much easier! Articles vary from organizing tryouts and pep rallies to dealing parents to preparing for State Competition and end-of-the-year celebrations. ICCA board members attempt to answer all of your questions before you ask them!

Finally, ICCA provides countless networking opportunities. Our website, [www.iowacheercoaches.org](http://www.iowacheercoaches.org), is updated regularly with the latest and greatest information about our organization. Our Facebook page allows coaches to interact online, and the events mentioned in the article allow coaches the chance to talk face-to-face, not only to expand on their cheer knowledge but also to build their repertoire of resources and maybe even find some friendships!

So make the decision to join ICCA. The benefits are endless, and there are so many ways ICCA can help SIMPLIFY your cheer life.



## ICCA FREE FALL CLINICS: Take Advantage

by Betty Lou Jones, NC District Representative

Do you want a way to add that little extra for the beginning of a new cheer season? The ICCA Free Fall Clinic can be your answer.

The ICCA is holding four free clinics around the state this fall instead of in every district. They are planned for an area of the state rather than an ICCA district.

### August 17th

- Southeast & South Central at Clear Creek Amana High School - To register contact Kristen Morlan at [kmorlan@cca.k12.ia.us](mailto:kmorlan@cca.k12.ia.us)
- Southwest & South Central at Anita High School - To register contact Kenna Johnson at [kennajohnson@gmail.com](mailto:kennajohnson@gmail.com)

### August 24th

- North Central & Northeast = Mason City High School - To register contact Betty Lou Jones at [jonesswea@iowa-telecom.net](mailto:jonesswea@iowa-telecom.net)
- North West = Storm Lake High School - To register contact Salli Nichols at [sallijanenichols@gmail.com](mailto:sallijanenichols@gmail.com)

At each clinic your squad will learn new cheers, chants, and a short dance. Plus, you will be able to work on your jumps.

Coaches, you are not left out. This is a time for you to ask your rules questions or just spend time with other coaches and discuss some of the same issues we all have, and see how others handle them.

The clinic is open to all high school, junior high/middle school cheerleaders whose coach is a member of the ICCA. What an inexpensive way to take your squad to a camp for a day! Your school can join ICCA for \$40. This membership covers ALL cheer coaches from your school.

To attend the clinic of your choice: contact the person in charge, AND bring a filled out medical form for each cheerleader attending. This can be found the ICCA website [www.iowacheercoaches.org](http://www.iowacheercoaches.org).

Start your season off right! Attend an ICCA Fall Clinic. They are FREE!!

**Follow ICCA on facebook!**  
**Join us today!**

# Honor Squad 2013

*by Tami Doyle, Honor Squad Director*

**COACHES:** We are calling for 3 of your Juniors and Seniors YOU want to honor!

**WHEN:** Sunday, November 17th (First Practice – Ames High)

**FOR WHAT:** Honor Squad of course!

**PERFORM:** In the UNI-Dome at the State High School Football Championships November 21st.

This is a great opportunity for you to recognize some of your cheerleaders you feel need special recognition for their hard work in the classroom or out of the classroom in your cheer program. Your cheerleaders will practice hard, meet new friends, and have fun performing in the Dome. Please check out your fall mailing paperwork and registered your cheerleaders for FUN TIMES!



## ICCA FINANCIAL STATEMENT

*by JoEllen Wesselmann, ICCA Treasurer*

The following information was provided by ICCA Financial Director JoEllen Wesselmann and recorded in the official Board Minutes of the June 2013 meeting.

- Checking – \$17,776.65
- Savings – \$15,400.45
- CD – \$16,424.95
- Investment account – \$15,263.22 (As of March 31; reported quarterly)

### Membership:

Schools - 112  
Individuals - 218

## WANTED:

**National Anthem singer/singers for the State Competition. Fill out the form in the Fall Mailing Packet and send in the singer/singers singing the anthem.**



# STATE COMPETITION CONTINUES TO GROW

*by Kenna Johnson, Executive Director*

The 2013 Iowa State Cheerleading Championships are currently undergoing changes for another outstanding event. This year will be the first year to offer ELEVEN State Championships: Cheer Dance 1A, 2A, 3A, 4A, 4A Large, Small Squad, Co-Ed, Group Stunt (Small and Large Divisions), and Time Out (Small and Large Divisions). There will no longer be a Non-Stunt/Mount Division, however.

Another addition to the Championships will be the opportunity for colleges to meet with potential cheerleaders. Colleges will be allowed to bring materials for distribution and talk to student-athletes in regards to their cheerleading programs. Tables will be set up in the Varied Industries Building and be accessible while teams are competing in that building.

Finally, ICCA officials continue to explore ways to improve upon our event. Be watching this year for new sponsorships, as well as a new and improved entrance area for the athletes, including great new banners and signage! Some changes will be made for warm-up areas and potentially judging stations and five-minute seating areas. ICCA is out to make State Competition 2013 our best yet!



## IT'S MAGIC

*by Jeanne Ehn, Executive Director*

November 2, 2013. November 2, 2013. November 2, 2013!! It will be a magical day for many cheer squads and ICCA. Squads will want to take their best wishes, click their tennis-shoed heels together, and hope for a magical finish. November 2, 2013, is the date of the State Cheer Competition. Squads work towards this date all fall. It is a day of magic no matter what the finish, and something your squad should do.

*Magical things happen when there are goals in life.* Everyone, including you, works a bit harder to make reality come true. Individuals push themselves, the team becomes more unified, and you as a coach make decisions to provide the inspiration needed for squads to do their best performances. Without the goal, everyone is scattered and there is little focus. With the goal of competing, your



school will have better cheerleaders in all facets of our activity.

Does the goal have to be winning? NO!! Actually, the best is to have several achievable goals along the way and then decide what the final goal should be. Maybe it is bringing home a trophy. Maybe it is just to get through the routine without any major mistakes. Maybe it is to do their best because then they will be winners no matter what. That is magical.

***Magical things happen when you push for achievement.*** As I coached, I learned my cheerleaders would achieve because I expected it. When I forced them to reflect back to the start, they, too, realize what they had achieved and they began to expect it of themselves and each other. Suddenly, confidence and pride swells because they realize they are capable. That is magical.

***Magical things happen when there is teamwork.*** New friendships will happen and old ones reinforced. Sometimes friendships are tested, but isn't it the same way in life? NEVER quitting on each other is true teamwork. Helping each other when it is tough is teamwork. Celebrating the good is teamwork. Accepting each individual's skills and weaknesses and working to overcome the weakness in teamwork is truly magical.

***Magical things happen when a team doesn't giving up, no matter what.*** Sometimes there seems to be insurmountable challenges. When there is commitment, you see it through to the end. It is a life lesson for every person (coach included). My biggest regret as a coach is the year I let my team talk me out of having us compete when we had entered the competition. Our excuse at the time sounded good; we had to focus on the football team because they were entering playoffs. What a lame excuse!! As a coach I let the kids down, because I let them quit in a time when I/we should have pushed and stayed committed. I did learn from my mistake. Fast forward 15 years. A student is killed in a car accident two days before state. My cheerleaders wanted to quit the competition in the worst way. The squad was physically, mentally, and emotionally exhausted, plus, they wanted to mourn the loss of their friend. Again, everyone would have understood, but I couldn't let it happen this time. Then the negative would win. So we pushed on through it all. It was one of my proudest moments as a coach. Everyone learned to not give up, no matter what life would throw at us: injury, stress, death - we would not give up! Life time magic.

***Magical things happen when there is fun.*** I can guarantee with the challenges, there will be just as much laughter & fun! When things click, it is fun!! When

they begin achieving (no matter what the level) it is fun! When there are high fives, it is fun! When the smiles are as big as can be, it is fun! When someone gets it for the first time, there is fun!! When something incredibly silly happens and everyone laughs, it is fun! When you begin to realize these kids mean the world to you and each other, it is fun! The fun brings magic because you never want it to end!

***The truth is magic happens all along the way.*** The state competition is learning about life and becoming a better person. Now that is magic. How can you deny your cheerleaders the magic of it all? November 2, 2013 - I'll see you there!



## Guidelines for Uniforms

*by Donna McKay, Executive Director & Ethics*

### CHEER UNIFORM REQUIREMENTS ALONG WITH RECOMMENDATIONS INTENDED FOR AN ATHLETIC IMAGE FOR HIGH SCHOOL CHEERLEADERS

Approved by the Board of Control on April 24, 2013

After receiving questions from coaches on uniform selection, plus comments from administrators and officials about appropriate uniforms, we investigated information and have developed recommendations to help clarify this issue. We hope that coaches follow these recommendations when selecting uniforms and accessories. Our goal is for high school cheerleaders to wear uniforms and accessories appropriate for depicting an All-American image both for student-athletes of high school age and the high school educational environment with cheerleaders displaying an overall appearance conducive to serving as public representatives and ambassadors of their school.

Uniform/accessory guidelines that are a National Federation or ICCA/IHSAA rule are marked by an asterisk (\*). Cheerleaders are required to follow these rules.

#### OVERALL

- Appropriate for high school student-athletes
- All-Star and dance uniform/costume performance styles are not appropriate
- Portrays a natural looking, positive, tasteful, and wholesome image
- No risqué or sexually provocative looking uniforms or garments

- \*No rhinestones, sequins, or bling on uniforms, warm ups, briefs, shoes, etc.
- \*Must wear school issued uniforms that follow requirements/guidelines – solid school colors, not patterned (animal prints, floral, etc.)

**Note:** See definition of official school issued uniform below.

### **FEMALE CHEER TOPS**

- \*Standard shell top covering midriff when standing at attention
- Athletic looking tops (no one shoulder or off the shoulder tops)
- Modest necklines – no low cut tops
- No excessively bare or backless style tops
- Tops with crossing straps in back and/or cutouts should have a liner underneath
- All long liners should be tucked in and may not hang out under cheer tops

### **FEMALE CHEER SKIRTS**

- Balanced look between tops and skirts
- No excessively short or tight skirts – cheerleaders should not be constantly pulling down skirts
- Must fully cover hips, briefs, and shorts and should be long enough to be modest
- Should not just cover the cheek area and should be long enough to be modest
- \*No performance shorts
- No low rise or rolled waistbands
- \*No undone skirts
- Wrestling skirts – select a tri-pleat or slit for sitting mat side – straight skirts ride up and expose the brief area

### **CHEER BRIEFS**

- \*Must be solid colored and same color as main uniform color
- \*Contrasting school color on uniform may be used if uniform is white
- \*Black briefs are allowed as an alternative, neutral color
- \*No silver or white briefs
- \*No metallic, sequined, rhinestone, or other bling
- \*No markings are allowed, including but not limited to prints, words, symbols, etc.

### **MALE CHEER TOPS**

- Must be full torso length when standing at attention
- Must be short or long sleeves

### **MALE CHEER BOTTOMS**

- Must be full length pants covering waist to feet or shorts which fall no higher than mid-thigh

### **CHEER FOOTWEAR**

- \*Athletic shoes appropriate for cheerleading – specifically created for cheerleaders
- \*No canvas shoes, sneakers, gymnastic shoes, wrestling shoes, dance shoes, casual shoes, etc.

### **DEFINITION OF SCHOOL ISSUED UNIFORM**

The ICCA definition of an official school issued uniform for high school cheerleaders is a combination of skirt, top, and sleeves that are actual cheerleading garments made/constructed of school colors which were purchased for the activity of cheerleading. This includes tops, skirts, and cheerleading warm ups. Yoga pants, shorts, and T-shirts are not considered official school issued cheerleading uniforms. There may be an exception for T-shirts if two schools have recently consolidated, but this would be rare.

For Coaches vs. Cancer type events, cheerleaders may wear pink T-shirts, but all other uniform rules must be followed. This means tutus, illegal hair bows, etc. are not allowed.



## **APPROPRIATE CHEERLEADING SHOES**

*by Donna McKay, Executive Director & Ethics*

The National Federation Spirit Rule 2-3-4 states that “Apparel and accessories must be appropriate for the activity involved. Cheerleaders must wear athletic shoes.”

All cheerleaders, including wrestling cheerleaders, must wear shoes actually designed for cheerleading. Even though some shoes look like tennis shoes, they are not legal if they aren’t cheerleading shoes. Not all cheerleading shoes are made the same, so it’s important for coaches to check out shoes before ordering them. This could (and should) involve actually putting on the shoes and jogging and jumping in them so you can feel the shoe’s flexibility, cushioning, and support.



## **ICCA/IHSAA STRENGTHENED NATIONAL FEDERATION SPIRIT RULES**

The Iowa Cheerleading Coaches’ Association and the Iowa High School Athletic Association have chosen to strengthen some of the NFHS Spirit Rules for cheerleaders in Iowa.

- NFHS Spirit Rule 3-3-2: “Fingernails, including artificial nails, must be kept at an appropriate length (short, near the end of the fingers) to minimize risk for the participants.” **ICCA/IHSAA addition:** “All nails, including artificial nails, must be cut to a

length so that the nail is not visible when the cheerleader holds up her/his hands from the palm side. This is what is considered safe."

- NFHS Spirit Rule 3-3-3: "The hair must be worn in a manner to minimize risk for the participant. Hair devices, if worn, must be secure and appropriate for the activity." **ICCA/IHSAA addition:** "All cheerleaders' hair must be pulled away from the face and off the shoulders: i.e. ponytail. This would be for both stunting and non-stunting squads. Ribbons may not have large or hard objects (including sequins of any size) glued onto ribbons."
- NFHS Spirit Rule 3-3-7: "Glitter that does not readily adhere on the hair, face, uniform, costume, or the body is illegal. Glitter may be used on signs, props, or backdrops if laminated or sealed." **ICCA/IHSAA addition:** "No spray on/roll on glitter. Glitter in eye shadow should be minimal."
- *NOW A RULE IN 2013-2014!! ALL SCHOOLS SHOULD BE FOLLOWING!!* All briefs should be devoid of any markings including but not limited to sequins, metallics, prints, wording, symbols, etc. In addition, no visible apparel may be worn under the uniform except bodysuits/spandex/briefs. If school uniforms are black with yellow striping, the briefs should be black. The only time the briefs should be the striping color rather than the main uniform color is when the main uniform color is white. Black briefs are an allowed as an alternative, neutral color
- **Teams shall wear official school issued uniforms (includes warm ups) that are of similar color and/or marking. Uniforms should be in solid school colors, not patterned (like animal prints, etc.); they should not have rhinestones or sequins on them. No performance shorts are allowed.**
- **All uniforms, including footwear must be in compliance with the NFHS Spirit Rules Book.**

**NOTE:** These rules will be in effect for **ALL** Iowa school (grades 7-12) events, including practices, performances, games, meets, tournaments, competitions, and all other events in which school cheerleaders participate.

**Friendship... is not something you learn in school. But if you haven't learned the meaning of friendship, you really haven't learned anything.  
~ Muhammad Ali**

## THE SOCK!

The newest hair rage is using "the sock" to roll hair into a bun. It has been ruled as illegal and should NOT be used!! Check out Hair Get it Right on the ICCA website or Fall Mailing with hair questions. It is easy to find the illegal and legal styles.

## SPECIAL OLYMPICS

*by Sandy Norby, Special Olympics Director*

For eight years, the Iowa Cheerleading Coaches Association has shown their support for the Iowa Special Olympics by organizing a group of high school cheerleaders to support the athletes. During the day of the Special Olympics events, the cheerleaders spend time with the Special Olympics athletes, teaching cheers and chants and spending valuable time getting to know them.

On May 23, 2013, sixty of Iowa's high school cheerleaders met at the Hilton Coliseum in Ames to once again support the athletes at the Iowa Special Olympics. The cheerleaders learned a cheer and dance routine and led a clinic for the Special Olympics athletes. The cheerleaders and athletes performed at the opening ceremonies for the event that evening. The day was a rewarding experience for both the Special Olympics athletes and the cheerleaders, and the ICCA looks forward to being involved again in 2014!



## ICCA SCHOLARSHIP OPPORTUNITIES

*by JoEllen Wesselmann, Scholarship Director*

ICCA offers several scholarship opportunities to cheerleaders across the state whose coaches are members. It is another benefit to promote cheerleading and give back to our membership and cheerleaders who are an important part of athletics and sportsmanship in their schools and the state of Iowa. These scholarships are selected at different times of the year in conjunction with other ICCA programs / events. Recipients are selected using a variety of methods, depending on the size of the event and number of participants. All scholarships are paid the first week of August, and paid directly to the scholarship winner. ONLY ICCA MEMBER'S SCHOOLS AND CHEERLEADERS ARE ELIGIBLE.

Scholarship opportunities include:

- **State Competition** – All squads participating are entered into a drawing according to their class, and a *Scholarship Opportunities...Continued on page 7*



\$250.00 scholarship will be chosen for each class. The teams' names will be announced during the awards ceremony, and it will be each coach's discretion to select one senior squad member to receive the scholarship.

- **Honor Squad** – Two \$250.00 scholarships are chosen from the seniors who are participating on the squad. Seniors are asked to submit their name and a drawing method is used to select these recipients.
- **All-State** – Senior members of the All-State squad are given criteria to apply for one \$250.00
- **Academic Scholarship** – This is the original and longest running scholarship given by ICCA. Four or more \$500.00 scholarships are given, based on GPA, leadership, school / community involvement, and coach's and community member's recommendation. There are specific guidelines listed on the ICCA website under the scholarship tab. Scholarship recipients are chosen under the direction of the Scholarship director, assembling scores from out of state judges. PLEASE NOTE THAT THE DATE TO APPLY IS JANUARY 15, 2014, AND ALL APPLICATION MATERIALS MUST BE POSTMARKED BY OR ON THAT DATE!
- **All-Star Squad** – Senior members of the All-Star squad are taken into consideration, and the selection is made by the All-Star director and coaches.
- **Shrine Bowl** – \$500.00 is donated by Gatorade, and either one \$500.00 scholarship or two \$250.00 scholarships are chosen under the direction of the Shrine Bowl coaches. Although this is not an ICCA scholarship, it is available to ICCA members, and chosen by ICCA coaches.
- **State Football, State Basketball** – Scholarships are given to squads funded by an independent sponsor/donor to support cheerleaders in the state of Iowa. These are given under the supervision and selection of ICCA Executive and Scholarship Directors.

PLEASE ENCOURAGE ELIGIBLE CHEERLEADERS TO APPLY FOR THE ACADEMIC SCHOLARSHIP IN JANUARY! APPLICATIONS MAY BE SENT AT ANY TIME, BUT MUST BE POSTMARKED BY JANUARY 15, 2014.

Questions may be directed to Scholarship Director, JoEllen Wesselmann by emailing her at: [iccajo@hotmail.com](mailto:iccajo@hotmail.com).

## ***Student Challenges for Service!***

*by Patti Davis*

Looking for an exciting, memory making cheer service project? Here are two really great opportunities!!

Meals From the Heartland will offer a Student Challenge on Wednesday, Aug. 28, 2013 at Hy-Vee Hall. Go

*Student Challenges...Continued in next column*

to [www.mealsfromtheheartland.org](http://www.mealsfromtheheartland.org) to join the fun and feed the hungry!

Susan G. Komen Race for the Cure will offer a High School Challenge for the Race Saturday, October 27, 2013. Go to: <http://www.komeniowa.org/komen-race-for-the-cure/fundraise/high-school-team-challenge.html> Get your high school team together and race for a cure!

For more information on either of these events, contact Patti Davis.



## ***SHRINE BOWL -- IT DOES A CHEERLEADER GOOD***

*by Salli Nichols, Shrine Bowl Director*

The Iowa Shrine Bowl All-Star Game is simply not a showcase of talented youth from across Iowa. The game offers both cheerleaders and football players a chance to donate their accrued talents for the benefit of many children who need the help of the Shrine doctors and hospitals.

Iowa's Shrine experience is one that all cheer coaches might consider when working to build not only a successful cheer program for their school, but young individuals who learn to have a compassionate and philanthropic attitude.

The Shrine Bowl Cheerleading Experience -- Potentially Life Changing

**Who Tries Out:** Any junior or senior cheerleader may be nominated for the tryout by his or her acting coach. The Shrine committee mails nomination forms to each Iowa cheer coach in the fall.

Tryouts are held in January or February at the Za-Ga-Zig Shrine Temple in Altoona, Iowa. The tryouts are available both Saturday and Sunday at the Temple. Tryouts consist of two jumps, a chant/cheer for motion technique, and a short dance. Any tumbling skills can be shown at the time.

**What Each Cheerleader Does:** The 60 chosen Shrine Bowl All-Star Cheerleaders are asked to raise funds to support their experience as well as the Shrine efforts. All Cheerleaders raise no less than \$500 from community donations with any funds above that going to the hospital efforts. Players and cheerleaders have raised as much as \$2,800 individually.

The chosen team arrives to camp on the University of Northern Iowa campus on the Sunday before the scheduled Shrine game. Previous to the camp arrival, cheerleaders receive a DVD with the routine music, dances and cheers. At camp, cheerleaders practice for the 10 minute half-time routine, performing stunts as well. The week includes mixers with the football team, a Shrine parade, an appearance at a local water park, hosting a mini-camp for Shrine patients, and of course cheering and performing at the final Saturday game in the UNI Dome.

**When to get involved:** Coaches are urged to nominate cheerleaders for the tryout process. Watch the mail carefully for the papers or check the ICCA website for updated paperwork. The tryouts are held in January or February each year. Iowa's Shrine game is generally held the third weekend in July.

**Where will cheerleaders go:** Tryouts: Za-Ga-Zig Temple in Altoona, Iowa. Coaches are NOT required to attend the tryout process. Camp and game: University of Northern Iowa, Cedar Falls, Iowa. Cheerleaders report on Sunday and are housed in Dancer dormitory until the following Saturday of the North/South game. Driving to Cedar Falls is permitted, however driving throughout the week is prohibited.

**Why experience the Shrine Bowl week:** The potentially life changing experience of the Shrine Bowl offers growth in many areas. Cheerleaders inevitably become better in skills and interpersonal communication with others from different backgrounds. Their exposure to the University campus prefaces a future possibility following graduation as well as dorm living and eating. The opportunity to meet and work with Shrine hospital patients allows participants to use their skills to bring smiles and happiness to those undergoing treatment offered by Shrine hospitals. It is this experience that past cheerleaders have both written and talked about as one of their most "life changing" moments.

**How it affects a young cheerleader:** As a whole, the Shrine Bowl will give each individual a chance to • become more independent • use talents and skills as a benefit for others • grow in compassion and understanding • work to attain a monetary goal both benefitting themselves as well as others • learn to work as a large team for a culminating performance • gain self confidence through teamwork and large group stunting • enjoy meeting others from outside their community

Obviously -- the Shrine Bowl experience is one that all coaches can encourage their cheerleaders to become a part of for many reasons. The program is GOOD for many reasons. Consider it for 2013-2014.

## **NOMINATE for Awards**

Nominations for several ICCA awards will be taken in the fall. Cheer Coach of the Year and District Coaches of the Year, as well as the Iowa Contributor of the Year will be taken until December 20. Please go to the ICCA website for more information. Award winners will be named in January. Start the process of nominating those hard working coaches today! They must be members of ICCA to be considered for the award.



## **1st Week Practice Tips**

*by Sherrie Moritz, District Rep. at Large*

Here are some quick tips to make sure happen your first week of practice:

### **Make sure all your athletes have their necessary forms in.**

- An updated physical form
- Insurance waiver form
- Signed activities handbook Code of Conduct form
- Signed assumption of risk form by parent and athlete
- Signed concussion form

### **Rules and Regulations**

All athletes have been informed regarding:

- Attendance at practice (illness, injury, vacation, etc.)
- Suiting up policy
- Care and return of uniforms/equipment
- Eligibility requirements
- Lettering requirements
- Inherent dangers of the sport
- Rules of the activities handbook
- Team conduct
- STUNT PROGRESSION

Coaches make sure to take the online rules meeting found on the Iowa Cheer Coaches Association available Aug. 5th-29th, BEFORE your first week of practice!

**ICCA Event  
Registration Opens  
Online-September 1.  
Registration closes-  
September 24.**





# Importance of Stunt Progressions

by Kristen Morlan, Trustee

Cheerleaders love to stunt! The best reward I could give my cheerleaders was time to just work on stunts and come up with new ideas and sequences. However, most of the older ones wanted to immediately jump in to basket tosses before the new squad members had mastered basic skills. This is where teaching stunt progressions comes in to play. Cheerleading stunts should be taught in progressions from easy to hard and low to high.

If a base can't catch an extension, then he/she has no business trying to catch a basket toss. Most athletes have thankfully never been seriously injured or have seen others seriously injured, so they don't always realize the potential danger involved with sports. As coaches, it is our responsibility to make sure everyone is educated about safety, that we determine the proper ability level of our squads, and that we decide when it is safe to move on to more difficult stunts. We have a legal duty to provide a standard of care when supervising our squads, and stunt progressions are an excellent way to document that you have used reasonable care when educating your squads.

**So where you do start? The Basics!** Building a level of trust is essential for a successful cheerleading program. No one wants to fly on bases that aren't consistently successful, nor do bases want to work with a flyer that doesn't execute skills consistently. Cheerleaders have to consistently react immediately and accurately during stunting. Each time a person comes down in a cradle, the bases need to automatically respond quickly and correctly, so that everyone is safe. This development of movement memory is best done through repetition of skills. Your cheerleaders may object to starting with basics such as thigh stands. However, it is important for all of those involved in the stunt to develop movement memory, and thigh stands incorporate skills for both bases and tops. Bases have to have their hands placed correctly, just as flyers have to know how to hold their weight correctly to make the bases more comfortable in their positions. Back spots need to know how to adjust to changing situations just as they do in a basket toss. Once they have mastered basic skills, they can move on to the next level.

**Documenting Skills!** As a coach you can best protect your cheerleaders and yourself by having written documentation of the skills progressions of each individual

*Importance of Stunt Progressions...Continued on page 10*

# WHY COACHES SHOULD HAVE A PARENTS' MEETING

by Sherrie Moritz

*Coaches should communicate effectively with both the athlete and their parents.*

Each year, I organize a parent meeting before we start the season. I make this meeting a requirement and ask that at least one parent from each family attend. During the meeting I lay out my goals and expectations for the season and explain to parents how I run my practices. I always leave a fair amount of time for a question-and-answer period. In anticipation of the parent meeting, I print a handout of approximately four to five pages. These pages consist of an approximate cost sheet (what is all needed), second one is rules, a concussion form, schedule of events, physical form, and last is a parent/athletic consent form.

Having a parent meeting will make for a better organized season for the athlete, the parents, and the coaches.

One of the key topics I cover during a parent meeting is what I expect from my cheerleaders. It's important to set these expectations early.

I also explain that I'm willing to address any complaints parents might have during the season under one condition. They address issues with the coach first before going to the Athletic director.

Once I began running parent meetings, I found that complaints were cut down at least 50 percent.

Communication is one of the best ways to avert trouble and gain support.

## YIKES!! Two Practices Till the First Game & So Much to Do!!

by Jeanne Ehn, Executive Director

I can't tell you the number of times this title went through my head when I was coaching. If we could have the entire day instead of school, we would be ready for the first game. Reality says that isn't going to happen, so you have to prioritize what has to be done in practice and out. Things are definitely complicated if the game is at home. Consider these ideas to help your squad get ready for the first game.

**TWO DAYS before the first game:**

*Two Practices Till...Continued on page 10*

cheerleader. I created a chart that had each skill with each cheerleader's name. I then would check off the skill if the cheerleader could successfully perform the skill at least ten times consistently, (yes that number is correct) and I would check off what position the cheerleader performed. The differences between being a side, a front, a back, or the flyer can be significant, so I also keep track of which position the cheerleader has successfully and consistently performed. Once these basics have been mastered, the cheerleaders can then move on to the next skill. FYI - These check off sheets need to be kept in your files along with other important documents for five years after graduation.

**Progression lists!** Instead of listing a progression list, I have copied the skill progression lists link recommended by Varsity.com. There are other lists out there that you can use as well. Just be sure take in to account the ability levels of your squads. Remember, safety is the first priority!! <http://www.varsity.com/varsityresources/stunt-progressions>



**Two Practices Till...Continued from page 9**

- **Prepare Two Cheers:** One is done between the 1st and 2nd quarter. The other is done between the 3rd and 4th quarters. If you have time to incorporate tumbling, jumps, and/or stunts into them that is great. Don't forget a formation. Hopefully, you've been able to do these things in earlier practices, but if not, it is okay. Get it done now.
- **Practice an Introduction of Players:** This can be as simple as spiriting in one spot to a more complicated series of stunts, jumps, and/or motions. We always found it a good time to do new stunts skills that were checked off in progressions. When I was prepping kids for this I would just count and not worry about a player's name. That way cheerleaders just have to count to know what comes next. There are eleven players, and we counted coaches as one for a total of twelve introductions. (Note: cheerleaders have to listen for the coaches because it can be a bit confusing if they are introduced in the beginning or end).
- **Situations & Chants:** Give a situation that could happen during the game and ask them to do the appropriate chant. (It is actually best if you do this everyday the week of the game so they feel confident). Understanding situations with good chants makes confident cheerleaders.
- **Review Game Expectations and Appearance:** It is better to do this now so they have time to prepare, talk with parents, and get their act together. Be sure to set arrival time early so there is cushion.

- **Review the School Song:** Make a formation

**Two Practices Till...Continued from previous column**

and give expectations because the school song can happen at several times and in different situations. Your expectation might be different if the cheer squad is leading the team on to the field verses after a touchdown.

- **Other** - look at the traditions of your school. Make sure the traditions are covered or people will wonder what is going on.

**The DAY BEFORE the First Game (at practice):**

- **Pre-game activities:** it is best to take your cheerleaders to the FIELD if it is possible so they can see where they will go. Have a "dry" run of the following:
  - ★ **Welcoming the opposing cheerleaders:** Talk about when, where, and sportsmanship.
  - ★ **National Anthem:** If you wonder how they should stand, make it simple. A hand on the heart, the other hand at their side or behind their back will show respect to the flag and anthem. Put them on the field/track where you expect them to be so they understand. Then talk about how they will stand. Remember YOU are the coach. Any other motions truly aren't necessary and goes against flag etiquette.
  - ★ **Team Entrance & School Song:** This is probably different for a home game vs. away game. Walk them through each situation. If they can lead the team on to the field instruct the tumblers to go well in front of everyone else. Be sure to caution your squad to watch out for players. Many times this will flow immediately into the school song and/or the introduction of players. Walking them through these situations will make it much easier and keep them safe.
  - ★ **Introduction of Players:** Put them on the track or cheering area so they see where they will be; then practice it.
- **Game Activities:**
  - ★ **Placement During the Game:** Generally experienced cheerleaders are in the front with less experienced in the back. Let them know if they rotate or move each quarter. I always asked them to stand in a window-pane formation and space out accordingly to crowd placement.
  - ★ **Practice Game Cheers:** Do the formation on the track and all incorporations. Spacing can be challenging so doing this the day before will make it much easier on game night.
  - ★ **Practice Stunts that may be performed.** If something hasn't been checked off the progression list, it should not be performed. They cannot assume that it will be okay in front of a crowd if it hasn't been okay in practice. They must stay safe and wait for another game for that stunt/series.
  - ★ **Your Coaching Style & Location.** Whether you are on the field or in the stands, show your kids where you expect to be during the game. Show them your

**Two Practices Till...Continued on page 11**

signals and how you will communicate with them from your location. Tell them where you will meet at half-time and any other expectations you may have.

### OUTSIDE of PRACTICE during the week or at earlier practices:

- *Locker signs & the prep* - Have each cheerleader pick 4-6 players (depending on your number of each) and have them do locker signs outside of practice.
- If your game is a home game & you do a *hoop/sign for the players to run through*, be sure this is done as well. If it must be done in practice, break it down in steps and limit the number of minutes it is worked on. Remind them that it will be broken and discarded. It doesn't have to be their best artistic work; keep it simple.
- *Goodies for visiting cheerleaders*. Give assignments of who is to bring & when.
- *Pep Rally organized*. Many schools have a pep rally the first game. Get it organized well in advance so these last couple days only require run throughs.

There are many things to do those last couple days. Being organized it will make your life and that of your cheerleaders much easier. They will be ready for the fun and excitement of cheering.



## Get Your Cheer World Organized for the Fall

by Krystal Fitzpatrick

Now that it is late summer, I find myself thinking a lot about our coming cheer year and how I can start to get myself and my team organized for it now. Not surprisingly, the more often that I think about it, the longer my to-do list gets. Here are some of my big summer "to-do's" and questions that I think about that may help you get a head start on planning for the fall:

- **Communication** – How will I communicate with my cheerleaders until our season begins? Is it via snail mail, a phone tree, a webpage, group texts, email, etc? Decide how you will contact your cheerleaders (and how they should get a hold of you) and inform everyone of your plan. Things will come up and having a plan in place makes everything easier.
- **Practices** – Will you practice over the summer? Is it required of your cheerleaders to attend? When and where? Have you secured your practices times and location with your school? Does it conflict with your cheerleaders' family vacations, their work schedules,

*Get Your Cheer World...Continued on page 12*



# Taking Care of Yourself in the Busy Season - There's Science Behind Needing a NAP

by Traci Buck, Trustee

For those who are long-time followers of our Iowa Cheerleading Coaches' Association newsletter, you may remember that last year we encouraged each reader to consider the concept of a life fit model. In that model encouragement is given to move away from thinking about work, family, recreation, etc. as a balance and to move towards a work-life fit model. While true balance centers on the idea that balance is a defined "known" and is the same for all people, the life-fit model recognizes that there are ebbs and flows in the areas we emphasize in our life and that there are multiple solutions based on the life needs and experiences of each individual.

Having written all of that, it might be fun to examine another piece of the life-fit puzzle and that is the power of napping! In a quick review of information from WebMD, it is clear that there is benefit to taking some time out to get recharged through some sleep. Research shows that 20 minutes power naps (sometimes called stage 2 naps) help boost memory and enhance creativity. Slow wave sleep – napping for 30-60 minutes – is good for decision-making skills and getting rapid eye movement (REM) sleep in 60-90 minutes naps plays a key role in making new connections in the brain and solving creative problems.

### When considering a nap, here are some tips:

1. Be consistent. Keep a regular nap schedule. Prime napping time falls in the middle of the day, between 1 p.m. and 3 p.m. (Sounds like weekends during the school year might be the best time!)
2. Make it quick. Set your cell phone alarm for 30 minutes or less if you don't want to wake up groggy.
3. Go dark. Nap in a dark room or wear an eye mask. Blocking out light helps you fall asleep faster.
4. Stay warm. Stash a blanket nearby to put over you because your body temperature drops while you snooze.

So... This fall if you are feeling some stress in your work on the life-fit model, here is some encouragement to treat yourself to a little bit of healthy additional shuteye!



practices/events for other sports teams, etc? Will this schedule stay the same throughout the fall? Thinking about these things ahead of time can help to ensure that your team has a designated practice location/schedule when the season begins.

- **Transportation** – Will your team be traveling to away games to cheer on your school's teams? If so, how will your cheerleaders get there? Do you need to arrange for a van or communicate with another coach if they will be riding another team's bus? What is your school's policy regarding athletes leaving away events with family or friends instead of returning by school-provided transportation? Does your school have a policy like this in effect or is it up to you as a coach? Take some time to think about your rules and expectations regarding transportation now so that it is not an issue in the fall.
- **Calendar** – Get as many dates as you can now and begin to put together a calendar. This includes practices dates/times/locations, home and away games that you'll cheer at, bus times, team meetings, pep rallies, fundraiser deadlines, volunteering efforts, etc. This is a huge task on its own, but very feasible if you work on it little by little throughout the summer.
- **Budget/Fundraising** – Does your team have a yearly budget or do you constantly think of new ways to fundraise? If fundraising is your thing, discuss your fundraising goals with the appropriate individuals, whether it is your athletic director or a fundraising rep. Get a plan and timeline set now so that you don't have to worry about this when your weeknights are full of practices and games.
- **Inventory** – First, make sure that you have enough uniforms to accommodate all of your athletes. If not, do what you need to do to get additional uniforms ordered now so that they are here when the first game rolls around. Often, uniform orders take eight weeks before they are delivered and in your hands. Don't put this task off or you might be scrambling at the last minute! Next, take note of the inventory that your team has or might need by fall. Do you have or need signs, mats, banners, megaphones, poms, paper, paint sets, etc? Once again, take a minute to order the items on your shopping list now while you have some downtime.
- **Handbook/Expectations** – In between seasons is a perfect time to reflect and decide what has worked and what hasn't with your team. For example, is your attendance policy not very clear or does it leave some loopholes? Put your expectations in writing (being very specific), including it in your handbook now so that everyone is on the same page when the season begins. Spend some time reading and editing your handbook or list of expectations to give yourself a good understanding of it. If you don't fully understand it all, your cheerleaders certainly won't understand it, either!

# Building A Working Relationship with Cheer Parents

by Patti Davis, NE District Rep.

Where to begin...there are television shows dedicated to entertaining us with regard to those parents that emotionally support their cheerleaders. Not always is it a positive experience. No matter how long you have coached, the most effective method of communication is to start with the pre-season **Parent Meeting**.

This is an excellent opportunity to introduce yourself and your staff. Discuss coaching philosophy, team goals and objectives. Those parents new to the sport need to have an understanding of cheer responsibilities, time commitment, monetary expectations for camps and uniform needs. This is also a great reminder to those returning cheerleaders and parents.

Go over the team constitution that offer rules and regulations. Discuss practice times, games, attendance, bus transport and penalties for lack of communication or participation. Make sure your policies are clear regarding safety and academics. Hand out paperwork needed and give parents the schedule when to have it returned. If your team participates in special events/projects of community service, this is the time to communicate information on what is to be expected.

It is helpful to offer the best way to communicate with the Coach, whether it is an email address, a cheer web page, a cheer face book group, whatever your school allows. Let the parents know how to reach you and an approximate turn-around time for your response. Stay in contact with parents throughout the season via newsletters, calendars, etc.

Discuss the Parent's responsibilities. Ask for team parents to help out at events/competitions. Assist when needed for team dinners or care packages for long trips made by the team.

Have a question and answer opportunity to receive parent/student questions and input sometime during your meeting.

Ultimately, we all want what is best for each cheerleader. If coaches and parents work together to create a positive atmosphere, you will be helping to create memories, self-esteem, athleticism and leadership skills that are the attributes for success.

# TRADITIONS

by Melissa Hatfield

Personally, I think traditions are very important. You can have many family, work, and even cheer traditions! Your family can have traditions of celebrating birthdays, holidays, and family reunions. At work, you can celebrate birthdays, goals met, and special occasions. With cheer, the possibilities are endless!! Here are some of my favorite cheer traditions and how to make them happen!

**Who doesn't LOVE Homecoming!?! The cheerleaders can start a tradition of planning the school's pep rally, bon fire, etc...** Get upperclassmen to think of some great ideas and have the younger cheerleaders help with the set up. This way, your underclassmen will know how everything works as they get older!

**Start a tradition with your rival school.** Get together with them before the big game and plan a mini routine together. This is always a great way to boost school spirit and make new friends. You can learn from them and they can learn from you! Try doing this once during football season and maybe once during the winter season. If you can't get together with your rival school, try working with your school's dance team!

**Have an end of the year banquet...just for your team.** I know most schools have an end of the year banquet for all sports during that season. Why not have something special just for the cheerleaders? Assign each grade items of food to share and invite parents and siblings! You can recognize everyone's accomplishments in front of the people who have supported them all year long! If someone on your team is really tech savvy, have them make a slide show with fun memories from the year.

**ICCA Event  
Registration Opens  
Online-September 1.  
Registration closes-  
September 24.**

# Summer and Season Awareness

by Nicholette Mausser, Ballard, Rep. Council Member

The beginning of a new season can be very exciting and scary. As a coach there are many things you need to be aware of to feel prepared for all the different activities in the upcoming year. This takes a lot of preparation to get ready, here are some things to help you get started.

Practice, when to start? Should I practice in the summer, if so when, and what about the heat; it is always an issues. Not everyone has air conditioned practice areas in the summer and fall, so you need to plan around the weather. Our practices are held at 9 am-10:30, *before it gets too hot*. We practice 3 days a week. Our practice area is not air conditioned, so we have our girls *bring water and let them know they need to drink a lot of water; not only during practice but after and through out the whole day*. During our practice we have them *bring towels*, to minimize sweat. Be aware of the weather, and plan your activities according to it. When it is the coolest, do your stunting. It is safer and the girls will have the most energy. Afterwards work on jumps, and then go to skill that do not require a lot of energy as it gets warmer; such as, cheers and motion drills. A couple of things you can do to help stay cool is to have *fans* in the room, bring towels to wipe sweat or *use baby powder to dry hands*, if there are a lot of windows, don't turn on the lights.

Summer practices are always a challenge because, you may run into your girls having prior commitments. Once you have had try outs and your squad is set, meet with your girls and hand out a *schedule of summer practice or the whole season*, if you are able to schedule that far in advanced. When you hand out your schedule, make sure you get the girls schedule as well. Many of the girls may have vacations or other team practices, this will make life a lot easier because you know where everyone is at, and the girls know where they have to be and when.

When having summer practice, it helps you get ready for the season. Before you start practicing, you need to *know each girls skill level and their ability* of what they can do; this is very important. Always start with simple skill, and then gradually work on harder skills, but don't move on until everyone can perform the skill well and everyone is comfortable.

Once school starts, things become hectic. If you have been coaching for a while, you try to think of everything to be prepared. When cheering at

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football games, something we don't think much of is the *type of surface* you will be on. There are many different options: grass, gravel, rubberized track. Rubberized tracks get slippery and can be very dangerous, when wet; jumping is not advised if on wet rubber. Also standing on boxes when there is rain, is not a good idea. There can be holes in grass. Check the area to make sure it is safe before starting. This is from warm up to during the game. Knowing what surface you will be on, will help you to stay safe.

Before your game starts and during your game, your band may be playing. Since we are always looking for ways of crowd interaction, you can get together with your band and plan some ways to get the crowd excited for the game. Have the band play one of their regular fun songs and the girls can make up a "ditty" a short dance, or some type of clap, that the crowd can join in. It will get the crowd and the team pumped up, making for a more exciting game!

Don't forget to *keep track of the team during the game*. Sometimes football players end up pretty close to the cheerleaders. Some might just be standing on the sidelines. Sometimes it is a player running out of bounds or being tackled out of bounds, but they end up close. Sometimes the bleachers are on the track and the cheerleaders literally cheer among the players. During those games cheerleaders have to be very aware of their surroundings. And if your school ever cheers in the UNI Dome, you have to watch out because they do get close.

Coaching can be a difficult job, because we need to be aware of many thing to keep our girls & guys safe. The most important thing we need to do is make sure we are following the rules. We need to follow the rules not only at game time, but during practice, and any time you are interacting in anything cheerleading related. This makes everyone's job easier and we can all enjoy the activities!

As a coach the season should be both fun, exciting and challenging. I hope these situations help prepare you to have a more productive season! Enjoy! Good Luck!



***ICCA Fees for Event  
Registration must be  
postmarked -  
September 27.***

## **GET YOUR CHEERLEADERS TO BE BE TAKEN SERIOUSLY**

*by JoEllen Wesselmann, Trustee*

"What can I do so that people outside the program understand how hard my kids work?" "No one understands how serious my cheerleaders are about what they do!" "How do we get people to view us as athletes?"

One of the biggest comments/frustrations that I hear when talking to cheer coaches is how their athletes are viewed by their students, faculty, administration, and community. This has been the case for as long as I have been a coach - which is a LONG time! Although there is really no way to suddenly change other people's minds about what you do, by teaching your cheerleaders to conduct themselves in a professional manner, they can work to gradually change the perception of a school's cheerleaders and program.

**Creating a sense of team** is a great first way to gain credibility and help your squad members feel like they aren't in this alone! Who doesn't feel better knowing that they are working toward a goal with the support of others and not out on a limb by themselves? There is safety in numbers, so use this to your advantage. Make others see that you are a team, and that the people on it are working together and having fun while achieving common goals.

This brings up a main point: **GOALS**. Whether the goals have to do with school spirit, creating posters, organizing pep rallies, higher jumps, harder stunts, more cheers, better crowd participation, etc., setting goals for a stronger program is a must. Set the goals together, making sure that everyone gives input, thus creating a sense of ownership. Make a plan that includes everyone and details how each member will contribute toward the common goals.

**"PERCEPTION IS REALITY!"** The first time I heard this, I didn't agree. However, when we think of how people perceive cheerleaders, it does hold true. While the role of cheerleading has changed and evolved into an athletic activity instead of a social one, people outside of the cheerleading world don't have the knowledge of what today's best cheerleading programs are made up of. It is up to us to set the bar high to demonstrate what makes a good program. We can talk all we want, but by **SHOWING** our community that we are a team, working together to improve our skills along with building spirit, will we make progress toward earning the respect of our community.

**FOLLOW THE RULES!** Build an awareness of how the National Federation has created rules for all sports, including cheerleading, and how a top-notch program and

*Get Your Cheerleaders...Continued on page 15*



coach follow these rules for their own safety. Educate yourself and your team - know the rules and follow them. Expect your cheerleaders to demonstrate that they know and consistently follow the rules. . Don't allow gum chewing, expect hair to be up and secure, along with all other safety rules followed.

**HAVE HIGH EXPECTATIONS!** Make your expectations known, and be fair and consistent. Develop a cheer handbook, and follow it, along with NF rules & ICCA/IHS-SA Strengthened Rules. Although you cannot possibly list every situation that can come up, having a basis for expectations is important. Follow all guidelines, ALL the time, not just at games, etc.

**EARN RESPECT - CONDUCT YOURSELVES LIKE ATHLETES!** Cheerleaders are there to lead the crowd, show school spirit, and show good sportsmanship. This doesn't mean that you can't have FUN, but talking or giggling during a game certainly doesn't give the perception of being a serious about your sport. Cheerleaders should remain focused on leading the crowd and supporting the team.

**LET THE COMMUNITY SEE YOU!** Whether it be at a game leading the crowd, showing the results of your hard work with new material, stunts, etc., building school spirit with locker posters, etc., or by doing community service or volunteering, be visible in the community.



## A Perfect Practice Timeline- are you kidding???

*by Bobbie Tucker, Waukee, Representative Council*

We all dream of it. We all want it. But is it a reality? Sure it is. The Perfect Practice Timeline doesn't have to be perfect; it just has to work for you and your Team. Just like there are many variations that make the perfect pie, there are many ways to have a Perfect Practice Timeline for you and your Team. Think of your Timeline as the slices of the pie.

Just like every pie starts with a recipe, every practice needs to start with a plan so take the time to put one together. Your plan outline can be the same throughout the year or can vary as the year progresses and your Team's rhythm becomes set. Either way, a good outline for a plan should include a focused objective for the practice, a time

for warming up, execution of skills, time for conditioning, review of key events for the coming week and don't forget to find a way to rally together to bring it all to a close. Once the plan is complete, these areas become the slices of the pie. The amount of time set aside for each of these areas can vary (big slice of pie or small) depending upon where you are in your season.

Whether or not it is the first time your new team is meeting or halfway through your season, this outline is flexible enough to grow and evolve as your Team does throughout the year. In the beginning, more time could be spent on the Squad members getting to know each other. It is important to find ways for those new to your squad to get to know those who are returning. Also, in the beginning, you will need more time for "getting into shape" than later in the season. After the first several weeks, expand your time for the skills portion of your practice in exchange for time at the beginning or end. Try to have each section of your plan incorporate your practice objective.

**The Warm-up "slice"** You may ask yourself "how do I keep the squad interested in perfecting our motion technique"? One way to do this is to camouflage it. Warm up with jumping jacks but add motion technique to the arms – multiple sets of jacks with low-v arms that transition to "t" motion then to high-v motions. Snap the arms into place and you have a motion drill disguised as a warm-up drill. If you start your practice with a quick jog around the track, have the squad stop at the halfway point and perform an 8-count dance combo or a motion drill combo. These activities get the heart pumping and practice your moves at the same time. A little bit of warm-up plus a little bit of skill – a two-fer!

**The Skills "slice"** of your plan is the most important. This is the section you set aside for polishing your chants, cheers, jumps, dances and stunts (if you stunt). In the beginning, it's best to start small and build. Take your cheer/chant list and break it down into 5-6 items for each practice. Teach and then polish these. Expect your Squad members to practice these at home so they are ready to keep moving forward with more material at each practice. Jump Drills are a great way to improve your jumps and work on synchronizing the jumps across the squad. Have your squad form columns and execute your jumps together. This way you can see where arms and legs don't match or if timing is off. If you incorporate stunts into your squads, start with your Stunt Progressions for each squad. Be sure each stunt group has mastered the basic steps BEFORE you move on to the next stunt. It is critical as a Coach to determine what level of stunting your squad can master based upon their experience, strength and skill level. NEVER allow a

squad member to execute a stunt until they have mastered the basic steps to that stunt.

**The Cool Down “slice”** -Set aside some time towards the end of your practice for conditioning and cool downs. This is the time to work on exercises to strengthen the core, back and large muscles as well as stretches to improve flexibility.

To wrap everything up, let the squad talk about their goal for the next practice and review how the current practice’s mission objective was met. Paint signs or plan locker decorations. Be sure to celebrate the little milestones!

At the start of the season, the biggest slice of the pie should be your skills area. As the season progresses, that slice evolves from learning your “stock” material to creating new ways to showcase your skills and rally your crowd. No matter how you slice it, you consume a pie one slice at a time. A Perfect Practice Timeline is no different. Start small and take it one “slice” at a time. So there you have it – A Perfect Practice Timeline.



## **Team Building, Tea, and Story Time - Large School Perspective**

*by Sarah Buss, South Central District Rep.*

Yesterday I set out a jar of sun tea when I left for work. Coaching can be just like the sun tea gamble. You will have days when the sun heats the jar right up and the tea is ready in no time, similar to those squads that just click instantly. Then there are the days where the sun plays hide and seek between the clouds and the tea takes all day to process, those are the years you see brief flashes of greatness and then at the next practice they can’t even be in the same room together without conflict. Everything can be the same, but depending on the weather/girls it a different result each time.

I do three team building exercises every year regardless of the “weather” in my practices. They help create unity and put things in perspective for ideal team-centered thinking.

### **#1-Create a “Dream Team”**

Take a big piece of poster board and have them yell out 15-20 attributes of a dream team member. Here

is a sample list of what they usually yell out.

-Friendly -Happy -Trustworthy -Hardworking -Nice -Loyal  
-Good Jumper -Brave -Positive Attitude -Tumbling -Outgoing  
Personality -Smiles -Dedicated -On Time -Listener

Out of those 15 qualities, I circle “Good Jumper” and “Tumbling.” I then ask them if they know why I circled those two. After a variety of guesses I tell them that out of 15 things listed, 13 are things they can control when they walk in the door to practice by their attitude and effort. Good jumps and tumbling are developed over time, but those other 13 things, each member chooses to do or not do at each practice. When practices are hard, and they aren’t hitting a stunt, or they can’t agree on what cheer they want to do at the quarter break, or the energy at practice is negative...all I do is go get that poster board and set it in front of the room. I don’t say a word. They know what I’m saying without saying it, and soon enough the situation turns around. Now some days it takes longer than others depending on the girls or the conflict. But by their senior year, they will “get-it.” It even becomes a fun joke where at practice instead of saying something negative, one of the girls will say, “Suzie, you are ruining my ‘dream team’ snap out of it!” Everyone laughs, and everyone gets it.

### **#2 Boundary Breaking Questions**

2-3 times a week, I pair them up and ask 2-3 boundary breaking questions. I do a mix of challenging and fun ones, “If you had \$100 and I dropped your off at the Mall where would you spend it”, and serious, “When was the last time you had your feelings hurt?” I find this connects them and makes them more invested and connected to each other. We do an entire hour of this at camp, each person has a candle and we turn all the lights off, we call it, “candle talks” and a camp favorite.

### **#3 Story Time**

The “Chicken Soup for the Soul” books are an awesome tool for team building. I use a variety of their stories and read them to my teams. We do one story a week that has a meaning that everyone can relate to. They look forward to it and if I forget, they always remind me. Our team favorite is called, “Who packs your parachute?” It’s about a man in the Army who never knew the name of the man who carefully and meticulously packed his parachute. The man would grab his assigned backpack and head out to his helicopter, never even looking at the man who had spent all those hours folding his parachute in the eye. This story taught us all about how we need to say thanks to everyone around us, because some of the people we have never met, or taken the time to meet, protect and provide for us the most.

**Good Luck and Team Build On!**

# Building Confidence in Your Squad

by Tami Doyle, Honor Squad Director and Trustee

## PRACTICE!

**P - Progressions**, start at the beginning and make sure they master each step.

**R - Review** everything from motion technique, dance moves, stunting steps, dismounts, jumps, how to smile, tumbling, formations and all the little things like fingers together etc...

**A - Attitude**, strive for positive attitudes (cheerleaders and coaches).

**C - Camps**, home/away, small/big all bring more knowledge for cheerleaders and coaches

**T - Teamwork**, one person on a team does not make a confident team.

**I - Include** your cheerleaders when team goal setting – make goals achievable.

**C - Constructive Criticism**, focus on one issue at a time and start broadly getting more precise. Be positive and encourage two way communications. Positive reinforcement first!

**E - Encouragement** – never ever enough of this!



## LEADING THE CROWD WITH SIGNS

by Mindy DeBaun, Vice President

At Prairie Valley the cheerleaders have a hard time using signs. They really do not like to use them. As far as myself as a coach and a fan in the stands – I love signs. I try to explain to the girls that using the signs help the crowd know what it is you are trying to get them to call back to you. It also shows great spirit and helps the student section participate.

Cheerleading signs should be a basic part of the equipment used by a cheerleader at any game that they are cheering. It teaches the entire fan section what to do at a given time during a game. Sometimes the crowd will respond and sometimes they will not, but as a cheerleader they need to continue to work the crowd with the signs and chants. Their job is to lead.

Use signs at time-out cheers with basic chants and also during the quarter cheers. We do use defense signs with a big “D” and a sign painted like a fence for the “fense.” Our crowd does respond to this one. Keep the cheers simple when using signs and remember to tell your cheerleaders to keep going if the crowd is responding. So many times they stop after three times and this is really when the crowd is just starting to figure the cheer out. If something works – keep doing it.

# Team Building Ideas from a Small School Perspective

by Cindy Pangburn, District Rep. at Large

Team building is a very important aspect for your cheerleaders! If you expect each of your squads to become a cohesive unit it must start with ~ YOU ~ THE COACH! In Northwood Kensett we have about 250 students in our junior - senior high school.

Being a small school has advantages and disadvantages when working on team building. As a coach the team unity starts with you. In a small school you will know most, if not all of your cheerleaders, so you MUST be fair from the first day of tryouts until the end of your seasons. Unfortunately, in a small school, kids can be labeled as the class clown, the over achiever or even the troublemaker. It is your job, and a very important one, to look past that and see all the potential in each and every one of your cheerleaders.

Another thing to consider is in a small school many of your cheerleaders will be involved in other sports: volleyball, basketball, track or softball. So as the coach the sooner you set your practice schedule the better. Your cheerleaders can't begin team building if they are not all at practice. By setting your practice schedule early enough, you are helping your cheerleaders attend practice, and learn how to organize their time.

A great way to get your athletes to bond is to ask your upperclassmen to mentor a younger cheerleader. An easy way to do this is when they do partner stretches. Also, I ask them to always pick a new partner for their stretches; it is an easy and fun way for them to get to know everyone on their squad. Also at the same time your upperclassmen can be setting a good example and encouraging your new cheerleaders.

If you squad stunts at practice this is another great way to help team building. Each cheerleader must trust the rest of her stunt group and the entire group must work together. What a great feeling it is when they have learned and perfected a new stunt!

I also encourage each of my squads to come up with their own ideas on how to promote team building. As always if they have a part in the ideas they are much more willing to make it work.

My football squad enjoys getting ready for the Friday games at one of the cheerleaders homes. They bring snacks and some of the moms make a meal for them. They help each other with their hair and makeup, and again it is a great time for those new younger cheerleaders to become more comfortable with the upperclassmen.



# Ask Jeanne

Dear Jeanne:

How do I get the crowd to chant with the cheerleaders? It always seems to be such an issue at my school. Any ideas would be appreciated.

**Frustrated**

Dear Frustrated:

There are actually few things much more frustrating to cheerleaders when they truly want people to chant with them. The crowd probably will not chant with them all the time. However, that doesn't mean cheerleaders should be chanting one thing and the crowd something else. If the crowd is chanting on their own, the cheerleaders need to be smart and pick cheers that will motivate the crowd to cheer with them. There are three things to help this happen along with the tips to make it work.

**1. Use Tradition!** Chants that work should be repeated often. The crowd doesn't care if they yell, "Defense!" over and over, especially if the team has a defensive stand when they are chanting it. Smart cheerleaders will use these when they need chanting the most. Use traditional chants when it is needed the most. If everyone loves them, they will likely chant when the cheerleaders start them.

**2. Keep it Simple -**

- a. When the crowd can chant something simple, it is easier because they don't have to think about what the cheerleaders are asking them to say. Examples: Defense! or Go! Your school's mascot name: Cats! Spartans! Tigers! Let's go, Tigers! Are all things that crowds will like. Again it is simple and short.

- b. Use signs and poms to help get the word to the crowd. Poms in school colors can help the crowd know what color to yell. Simple words on signs tell the crowd what you want them to say.

**3. Timing is Everything**

- a. The crowd doesn't know it is time to chant unless your cheerleaders urge the crowd to join them. TEACH your cheerleaders to urge during chants and expect them to urge during the game. This can be challenging to do so have your cheerleaders rehearse urging during practice. Do several chants and during each chant, each cheerleader has to practice urging the crowd. Here are some simple things to say: "Louder now!" "Can't Hear You!" "Join Us!" "Louder!" "That's right!"

For example, maybe the chant is "Let's go, Comets!" They would yell one of the above phrases during the natural break so it would sound something like this: "Let's go, Comets!" (Louder!) "Let's go, Comets!" (Join us!) "Let's go, Comets! (Can't hear you!) "Let's go Comets!" etc. It is fine if they say different things to the crowd at the same time. The crowd will get the idea very quickly that the cheerleaders want them to join in the chant.

- b. In football - chant while the team is in the huddle. Help take them to the line of scrimmage with the push they need. Keep it going, then let the crowd watch the play.
- c. Keep your offensive and defensive cheers to the correct time. Don't do a defensive cheer when your team is on offense.
- d. Knowledge of the game helps so the cheerleaders can tell when to do a cheer with the crowd because the players need to hear the support. Talk extensively about some football basics and terminology so your kids understand what is happening on the field. Game knowledge makes a huge difference in what chant to pick.

All of these ideas will help your cheerleaders be better at chanting and getting your crowd to follow along.

I'm cheering for you!!

*Jeanne Ehn*

**Team Building Ideas...Continued from page 17**

My basketball squad loves Pink Out night. They get together and make new bows and design their pink shirts. They also make cookies and cupcakes for our annual bake sale.

My wrestling cheerleaders are perhaps the best at team building. They start with a love of the sport and they really look forward to spending all day with each other at the Saturday wrestling meets.

We also do community service projects. We have a bake sale at The Worth County Relay For Life with all the proceeds going to the American Cancer Society. Of course we all love getting together outside of practice ordering some pizza and watching competition videos; what a great relaxing way for your cheerleaders to get to know each other! We have themed practices, a black out, or school color where we wear certain colored clothing to practice.

A very important way to promote team building is to go to cheer camp, either in your own gym or an overnight camp, whatever works best for you. This is one of the best ways to bond as a squad.

There are many ways to promote team building in a small school; these are just some, which have worked for us. If you allow your cheerleaders to choose part of the team building your squad does they will have ownership and will feel responsible for their own success as a squad.

**Good luck as your new season of cheer begins.**



# Working Towards a Successful Homecoming

by Dixie Thomas, Rep. Council Member, SW District

Everybody has their traditions and homecoming remains to be the biggest! Homecoming is for everyone, young to the old and those who live near and far. Cheerleaders are the ambassadors for your community, our school spirit! Here are some ideas to make it a success!

**Start Early!!** Break it down step by step so you don't get burned out and have enough energy to cheer the actual game on game day.

Homecoming can be successful by **carrying on your school spirit** and a successful **fundraiser** as well!

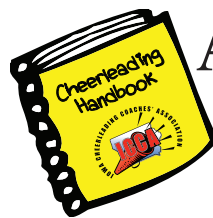
School Spirit:

- Large personalized posters for each Junior/Senior football player! It all starts in August. Obtain Football Roster (names and addresses) from Coach in 1st week. Paint signs in the 2nd week. The goal is to have all Homecoming signs done before school even starts. After the signs are dry, simply roll them up and write names on the outside and put them in storage.
- Don't forget your run through sign!
- The cheerleaders then perform a culvert mission all dressed in black days before the big game in the fall and hang each sign made on the individual's house after dark. The idea is players wake up to it in the morning. This can also serve as a great bonding event for the cheer squads.
- The countdown continues to the big day.... The final practice of the week before homecoming game have your cheerleaders deliver "Treats" at the end of practice. Keep your football players pumped up!
- Your homecoming is successful if traditions are kept (for those traditions that have worked and are repeated, they become expected) and if you can add a new item each year and/or slightly modify your traditions. This will keep your football players and community anticipating the events. Again, start early!
- Homecoming Pep Rally everyone is invited – the community – have fun games and a dance/cheer routine at the rally. If you attended a UCA camp in the summer, we usually try and pick a favorite dance, cheer and chant from that and put to our own music and add stunts. This way your cheerleaders know the material and you just practice putting it all together!

## Paint up the town with Homecoming Spirit!

- Painting business windows throughout town and residents (if requested) is one of our biggest fundraisers! We have a form that is handed out about 1 month before

*Successful Homecoming...Continued on page 20*



# A Cheerleading Handbook

by Paula Kirkpatrick, District Rep. at Large

A cheerleading handbook is a place where you, as a coach, can set up rules and consequences for your program. This is so important. It eliminates the cheerleader who feels she hasn't been treated fairly. It also helps parents to understand what is expected of their child from the very beginning. You will also be able to share the handbook with your administrator and your athletic director, so they also know what rules you have set down for your program. Lastly, it really helps you as a coach to be consistent and fair. Your cheerleaders will respect that!

When I first established a handbook, I gathered a lot of information from other cheer coaches and also from other coaches at my school. I also looked on-line to see what was out there. I looked at the rules and expectations they had in their handbooks. I tried to keep it simple and as short as possible.

In my handbook, I have established rules and expectations for practices, games, transportation to and from games, uniforms, social media usage, academics and our school good conduct policy. I state what I expect and the consequences for not following expectations. I go over the handbook at my first squad meeting. I talk about specific situations and explain exactly what I mean. The girls are given a copy to keep in their cheer folder. The parents are given a copy.

You may think, "But I have good girls. I don't need to do all this." I have thought that in the past also, but every year something comes up where I have to enforce one or more of my rules and it is invaluable to be able to go to the handbook and point out the rule, point out the consequence and enforce it. There is no "Oh, what should I do???" There is no emotional reaction or overreaction. A parent can't call and accuse me of picking on her child. I can show the parent the same thing I showed the cheerleader. I can also explain to my administrator the rule infraction and the consequence right from my handbook.

Lastly, I review and revise my handbook at the end of every season. Most recently I added the social media part. I make sure that the rules are enforceable. I add things or take things out that didn't work very well. That way I am all ready when the next cheer season rolls around!

Homecoming. We advise the businesses when the donation is due to the school (2 weeks before game) so we know who is participating, when the painting will go on and when the windows will be cleaned up. The goal is to give yourself a week to paint the windows and to be done 1 week before the game so all can enjoy!

- If business owner's did not want paint on their windows, offer a poster instead.
- We usually allow 1 week for clean up after the homecoming game.
- To carry this spirit to the school, set dates and times after school to paint car windows for a donation as well. Students usually love to "drive" their school spirit around town!

### A Homecoming Parade!

- Call your local fire department a month before the game to see if the cheerleaders can ride on a fire truck in the parade.
- Have a raffle the spring before as a donation by the cheerleaders to invite a community member to ride with them! (usually little girls love this idea). The cheerleaders if applicable ride in the beginning of the parade and then "walk" later in the parade to chant, cheer, tumble for the crowd and then stops and performs a cheer for their football players. The football team unites and watches the paraded together at a designated location. Make a day of it!.... it is a busy time as students get to all their activities. If possible have find a family /cheerleader volunteer to host a luncheon before the game for all the cheerleaders to get ready for the game together!

**Game time is here!** If all your prep work has been done, the student body and community spirit will be high and ready to go for the game. Cheer loud and clear, and enjoy all the enthusiasm you have spread throughout the community!

## COMMUNICATING WITH YOUR CHEERLEADERS

by *Mindy DeBaun, Vice President*

With technology today it is pretty easy to communicate with your cheer squad. The first thing I do at the beginning of the season is have our mandatory parent meeting. It is the first line of communication and what is expected of each team member. The next thing I do is pass my phone around and have the girls put in their numbers so that I have their correct contact number. I then create a group on my cell phone for easy messaging of the squad.

## Is Anyone On My Side?

by *Jane Bauman, Secretary*

Have you ever felt alone with this thing they call coaching? Do you know where to ask for help if needed? Do you want people to know what is going on with your program? If you answered, "Yes" to any of these questions you need to get your administration team on your side.

Having coached for 13 years, I understand how hard it is to build a program up. You have parents complain, girls complain, and even fans complain. Something is not to their liking, however no one ever asked my opinion on why things are being done the way that they are being done.

It is so important that you have the AD and administrative team aware of everything that is going on with your program. Share the handouts that you give the cheerleaders, include them in decisions when it comes to purchasing things for the program, and most importantly, ask them to attend practice and your parent meeting. Let them see and hear what you are doing. They can not help if they wonder or are clueless to what is going on.

I have built a great relationship with my administrators. It is easy to just complain to them but that is not going to help. Now, when there is an issue, they know what I am doing and can step in and help with the situation. Everything in coaching is not always going to be smooth or life as far as that goes. You need to have people to turn to and get their help. So make a plan, ask your AD or administrator to sit down with you and discuss your program. There is not better time than right now!

## EFFECTIVENESS OF PLANNED PRACTICES

By *Amber Durr, Nishnabotna,  
Rep. Council Member SW*

"What time is practice?" "Where is practice?" and "How long is practice?" are questions we as coaches hear more times than we can count. The first time we receive the text message, it really isn't that big of a deal. However, by the fourth, fifth, and sixth time our patience is thin and we wonder, how can they not remember? It is like anything else, change is hard for people. That theory is no different for the teenagers that we coach. Consistency is everything, and this includes cheer practice dates and times as well.

Effectiveness...Continued on page 21



I have talked to other coaches and they have set up private Facebook pages to communicate with their team and they have said this works well as a quick line of communication. They post cheers on the link to learn and also dances that only the squad members can see. If you are a savvy coach with great technology skills, you are probably already using these methods of communication with your squad members, or possibly using Twitter.

Remember that cheerleaders and parents like to have open communication and know what is going on at all times during the season with no surprises. This also includes the schedule for the season which has required practices on it and games.



#### **Effectiveness...Continued from page 20**

Cheerleaders manage more in their daily lives than we tend to give them credit for. From jobs, other athletics, school functions, and family time, their schedules tend to be packed. This makes it hard for them to balance it all, especially if each of their coaches has changing practices.

Following three simple rules for planning your practices will eliminate the headache for both you as their coach, but also for their calendars. The three simple rules should be followed whenever possible.

- Same Place
- Same Time
- Same Length

As you start to enforce this change you will quickly learn there are more benefits than not to this method. You will find that you will have less conflict with gym time as other coaches will know when and where your practices are scheduled. You will have happier parents as they will know how to schedule around cheer. The attendance of your athletes will improve as they will gain a routine, and routine is everything. You will better be able to balance your home, work, and coaching life as you, too, will know what to expect. And last but not least, you will save a small bit of your sanity by not receiving as many calls and text messages about general practice information. Always remember: same place, same time, and same length. Good luck and happy planning.



# **LOCKER SIGN FUN!!**

**by ICCA BOARD & REP COUNCIL MEMBERS**

It is the start of a new cheer year. Cheerleaders all over Iowa will be making signs!! Signs! Signs! Everywhere signs!! Locker signs. Hallway signs. Signs in a commons. Signs in the gym. Signs outside the gym. Locker room signs. Here is a collection of tips & kinds of signs to make life easier!

And if your school has done away with signs because it is messy and janitors have said, "NO MORE!" maybe you can be creative and send a fun text to players or an email that each player receives in their school email account. BEFORE sending the email - check with your tech person to see if it is okay, but it could be a fun thing that can be personalized.

## **Good luck in your sign fun!!**

**Locker Sign Ideas** - Each season we assign a game to a cheerleader volunteer. She makes a locker sign that can be copied. Each locker signed is turned in at the beginning of the season and sent to the print center to make copies for each player and game. Cheerleaders are assigned a player to decorate the already printed locker sign. All signs are handed out prior to the beginning of the season. All locker signs are the same other than how they are colored or decorated and this gives cheerleaders the opportunity to get their signs done early to help with time management.

**State Cheer Time** - Parents come in and make locker signs for our cheerleaders. They have a lot of fun decorating and finding their lockers in the dark halls!

**CARD STOCK** - The last few years we have made locker signs out of card stock and used a Cricut to cut letters. We put the name and number on a rectangular piece of card stock. Then we laminate them and put a magnet strip on the back. They are up for the whole season.

**DEADLY DEFEAT** -- *Make this sign in landscape print. "Deadly" is on top and "Defeat" on the bottom. Put a skull and cross bones in the middle. Pick a font that is strong & sharp!*

Provide an 8 1/2" x 11" locker sign for each player for each game with a "Treat" Take turns on who provides the treats and drawings. If you pick a Tootsie Roll your saying could be "Roll Over the Chargers"

Good luck! If you choose a Hershey Golden Nugget, you may choose to say a "Victory is Golden" GO RAMS!

**Personalize Senior Night with one more step.** Honor your seniors the whole week before Senior night. Paint up a personalized sign / banner (approx. 18"h x 60"l) and hang above their locker for the week. The day of Senior Night take the sign down and roll up and tie with curly ribbon (like a scroll). As the player is announced at the evenings game with their parents, a cheerleader presents them with their sign to keep!

**"Shock the Bulldogs"** Shock candy

**"Let's leave the Bulldogs behind in our trail to victory"**

- give a bag of trail mix

**"Blow them away"** - give them bottles of bubbles

**"Tear Them to Pieces"** - give them bags of Reeces Pieces

## BOARD MEETING MINUTES BOARD MEETING MINUTES

### ICCA BOARD MEETING CONDENSED

JUNE 9, 2013

JANE BAUMAN'S HOUSE IN STORY CITY, IA

President Jenny Crawford called the meeting to order at 9:06 a.m. Board members present were Jane Bauman, Traci Buck, Jenny Crawford, Mindy DeBaun, Jeanne Ehn, Donna McKay, Kenna Johnson, Betty Lou Jones, Kristen Morlan, Sandy Norby, JoEllen Wesselmann, Sarah Buss, Paula Kirkpatrick, Sherrie Moritz, Patti Davis and Cindy Pangburn. . Absent members: Tami Doyle, Melissa Hatfield, Krystal Fitzpatrick, and Salli Nichols

**Minutes:** A motion was made by Kristen Morlan to accept the minutes from the last meeting held in April. Sandy Norby seconded the motion. The motion was approved.

**Membership:** There are presently 218 members from 112 schools.

**Treasurer's Report:** We have \$17,776.65 in checking and \$15,400.45 in savings. Our CD is presently at \$16,424.95. Our investment account stands at \$15,263.22 as of March 31.

#### **Executive Directors' Report:**

**Conference:** Conference will be held the first week in April with a sporting theme. More information will be forth coming.

**Newsletter:** The deadline is June 20.

**State Competition:** The Jacobson Building will once again hold our State Competition. ICCA board members are looking into the layout for the competition. There is a concern with the warm up area that needs to be addressed.

A discussion was also held about the 5-minute

seating area. Many squads would like to see this return to our event. We will look into hiring security for this section. Colleges will have the opportunity of buying table space to talk to the cheerleaders. Mindy will send a letter to the colleges to make sure that everyone is following the rules that have been set.

**Ethics:** The IHSAA Board of Directors approved uniform suggestions. We are going for the athletic look. No performance shorts, yoga pants, or t-shirts will be allowed. All uniforms must reflect the school colors. All coaches are encouraged to read the rules and regulations. They will also be included in the fall mailing. Please contact a board member if you have any questions. Rules meetings will be held on-line from August 5-29 and Nov. 4-18. There will also be a rule interpretation meeting in Boone on July 22. Coaches will meet at Honor Squad to discuss rules and violations. There will also be a Question and Answer session on both days of All-State Tryouts. A motion was made by Tracy Buck to allow Donna McKay to purchase a flash drive to put things on. Mindy DeBaun seconded the motion. Motion carried.

**Website:** Jenny Crawford encouraged all Board members to send things to her keep information updated.

**Scholarship:** Checks will be mailed the first week of August.

**All State:** Melissa Hatfield emailed her financial report to the meeting. A profit of \$467.41 was made on this event.

**Honor Squad:** Tami Doyle emailed her financial report. A profit of \$1,574.46 was made on this event.

**All-Stars:** A loss of \$557.28 was reported. This is due to increased motel cost due to the NCAA Wrestling Tournament.

**Shrine Bowl:** It was suggested that we ask the Shriners to sponsor an ad in our State Competition program.

**Special Olympics:** Sixty cheerleaders participated. A motion was made by Donna McKay to pay a choreographer \$250 for this event plus mileage if necessary. Kristen Morlan seconded the motion. Motion carried.

**Facebook:** The last post was made in March. There are 197 who like this page.

**District Reps:** District reps will send a letter to all the coaches in their area to introduce themselves and let them know when the free clinics will be held. On August 17, free clinics will be held at Clear Creek Amana and Anita. On August 24th, clinics will be held in Mason City and Storm Lake. Coaches are encouraged to attend these free clinics with their squads. Questions and answer sessions will be held during the day of these meetings.

**OLD BUSINESS**

We are continuing to look for sponsorships for the State Competition. The board is working with Ken Krogman on this.

Mileage is going to remain at 40 cents per mile.

**Rep Council:** A motion was made by Mindy DeBaun to appoint members to the rep council. Jeanne Ehn seconded this. Motion carried. Mindy will keep track on how the rep council is responding to their duties in a timely fashion. The rep council will be meeting in Cedar Falls during Honor Squad practice.

Kenna Johnson continues to work on the History Page. This is very time consuming but will be worthwhile when it is finished.

**Job Descriptions:** Are all completed and turned in.

Jeanne Ehn presented Sherrie Moritz with the NF State Cheer Coach of the Year Certificate.

**NEW BUSINESS**

Slush Fund: Members turned in their \$5.00 for the slush fund. Members non-present are reminded to turn in their money to Jenny Crawford.

**On-line Registration:** All board members have access to this.

Coaches must be hired or designated by the school to bring squads to ICCA events. This will be included in the paperwork. This is the schools responsibility and they will need to sign off on this.

**Trophies:** Discussion was held on the number of trophies to hand out at State Competition. This will be discussed again in January. Patti Davis is also looking into the cost of giving the champions a team banner to display at their schools.

**Next Board Meeting:** The next board meeting will be held on October 6 at Jane Bauman's house in Story City, IA.

**Adjournment:** Donna McKay moved to adjourn the meeting. Kenna Johnson seconded the motion. The meeting was adjourned at 2:14 p.m.

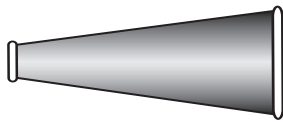
Respectfully submitted,

Jane Bauman  
Secretary

**ICCA CALENDAR 2013-2014**

July 22-27, 2013	Shrine Bowl at UNI (Cedar Falls)
August 5-29	Online Rules Meeting - must be done for all participating in State Competition, Honor Squad, All State Tryouts
August 17	Free Fall Clinic at Clear Creek Amana High School Free Fall Clinic at CAM High School (Anita)
August 24	Free Fall Clinic at Mason City High School Free Fall Clinic at Storm Lake High School
September 1	Online Registration Opens for ICCA Events - go to website to register ( <a href="http://www.iowacheercoaches.org">www.iowacheercoaches.org</a> ) There is NO mail in registration.
September 24	Online Event Registration Deadline/Closes (All State Tryouts/Honor Squad/State Competition)
September 27	Payment Deadline for Mailing ICCA Event Fees (All State Tryouts/Honor Squad/State Competition)
October 19 & 20	All State Tryouts – Ames
November 2	State Competition – State Fairgrounds, Des Moines
November 4-18	Online Rules Meeting
November 17	Honor Squad Practice – Ames
November 21-22	Honor Squad Practice & Performance – UNI (Cedar Falls)
December 1	All State Practice – Ames
January 5, 2014	All State Practice – Ames
January 15	Scholarship Deadline All Stars Tryout Video Deadline
January 25-26	Shrine Bowl Tryouts – Altoona
February 2	All State Practice – Ames
March 2	All State Practice – Ames
March 9	All State Make-up Practice -- Ames
March 10-14	Halftime Performances at Boys' State Basketball Tournament
March 13	All State Practice -- Ames
March 14	All State Performance at Boys' State Basketball Tournament
March 28-29	All Stars Practice & Performance – Dallas Center-Grimes
April 4-5	Spring Conference, The Meadows Altoona
May 22, 2014	Special Olympics -- Ames





# 2013-2014 ICCA BOARD OF DIRECTORS

**President & Website..... Jenny Crawford**

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