



Iowa Cheerleading Coaches' Association NEWSLETTER



February 2017 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE

Happy Winter! As we move through basketball and wrestling seasons there are a few things to keep an eye out for and mark on your calendars.

Get geared up for the State Tournaments! Be familiar with your school's policies about chaperoning cheerleaders at these events. Also, check out any information sent out from IHSAA and ICCA regarding numbers of cheerleaders you can bring and how the tournaments work.

Attend the 2017 ICCA Conference March 31 - April 1! Come and listen to national speakers, network with other coaches, and set yourself up for success! Our conference is definitely the place to be to learn material to take back to your teams!

Make sure to read your emails! There will be some very valuable information coming your way very soon! And, Included in this newsletter there are some great ideas on how to end your year successfully and have a positive outlook going in to next year.

Stay warm and safe the rest of this winter. I can't wait to see many of your smiling faces at Conference!



Melissa Hatfield
ICCA President

AND WE'RE OFF! SAVE THE DATE FOR THE SPRING COACHES' CONFERENCE!

by Donna McKay, Executive Director

It's time for coaches to save the date for this year's ICCA Coaches' Conference on March 31 - April 1. We are excited to offer a Kentucky Derby theme - The Winner's Circle. We are thrilled to have three well-known national speakers at this year's conference, speaking on NEW topics.

◆ **LeRoy McCullough** is recognized throughout the nation as an outstanding and successful cheer coach. LeRoy has won an astounding six NCA High School National titles, seven NCA All-Star National titles, four ICU World Championship gold medals, two USASF World Championship gold medals, and seven NCA Collegiate National titles. We are excited to have LeRoy attend our conference and share his knowledge.

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TOP 10 REASONS TO ATTEND THE ICCA SPRING CONFERENCE

by Jane Bauman, ICCA Secretary

10. A weekend away to have time to yourself to do something you enjoy.
9. Purchase items from vendors to use with your squad or to keep for yourself.
8. A time to enjoy good food and drinks.
7. A chance to win the Derby Hat Contest.
6. Chances to win AWESOME prizes.
5. A time to voice your opinions to other coaches in a safe environment.
4. A chance to have rules clarified for you that you are unsure of.
3. A chance to sharpen your coaching skills.
2. Opportunity to learn new things by taking certified classes to enhance your squad.
1. **A CHANCE TO CONNECT WITH OTHER AMAZING COACHES FROM ACROSS THE STATE!**

◆ **Morton Bergue** is a renown international choreographer. He serves on the Board of Directors of the United States All Star Federation, and was the first inductee to that organization's Hall of Fame. Morton was the choreographer for the Macy's Thanksgiving Day Parade for 10 years, plus has choreographed half times of the Cotton Bowl and Jeep/Eagle Aloha Bowl. Morton always has informational as well as entertaining sessions!

◆ **Jim Lord** is the Executive Director for the American Association of Cheerleading Coaches and Administrators (AACCA). He works with the NFHS Spirit Rules Committee and is a recipient of the NFHS Outstanding Service Award. Jim has spoken at over 30 different state coaches conference as well as national and international conferences. We are happy to have Jim offering the AACCA safety course, plus updating coaches on National Federation rule changes.

AACCA is the best-known course on cheerleading safety in the United States, and the AACCA certification is good for four years. The AACCA safety course will be offered at a discount thanks to the IHSAA. The AACCA class costs \$75. However, the IHSAA will pay \$40, so each coach only needs to pay \$35. Coaches should take advantage of this great opportunity!

Why should coaches attend the conference? Continued education is an expected professional responsibility of coaches. The National Federation states coaches should participate in an ongoing program of education about coaching and safety techniques, and that spirit teams should be placed under the direction of a knowledgeable coach. Coaches should remain up-to-date on all new techniques, progressions and safety regulations by frequently attending conferences, clinics and rules meetings. The coach should also belong to appropriate professional spirit organizations. Attending the coaches' conference meets these requirements.

The ICCA Coaches' Conference not only offers sessions for continued education, but also allows coaches from across the state the chance to meet, learn, and exchange information. Coaches have an opportunity to develop a productive network of supportive people to connect with throughout the year.

Time is allowed for coaches to visit vendors to find new fund raising ideas, receive information about summer camps, check out uniform ideas, and much more. Vendors also donate items which are included in the large number of door prizes given out during the conference.

So, be a front runner and begin planning now to attend The Winner's Circle ICCA Coaches' Conference, and enjoy a run for the money! Watch for your conference brochure; information will also be available on the ICCA website.



Feasting in Fashion: 2017 Conference Banquet

by Kenna Johnson, Executive Director

The Kentucky Derby is marked by tradition: the garland of roses, the fancy hats, and most importantly, "The Winner's Circle." The 2017 ICCA Spring Coaches' Conference will step into the world of Southern tradition, inviting cheer coaches to express their inner Southern Belle or Beau for the Friday Night Banquet. After all, this is an event to show off the latest in spring fashion, enjoying the opportunity to coordinate hats, dresses, bags, shoes, and maybe even a parasol!

The Kentucky Derby today is a display of fashions ranging from cool sundresses to simple cocktail dresses. Our banquet will be no different! This is an time to feel both comfortable and luxurious. No matter what style of dress you choose to wear, all outfits have one thing in common: The big Derby hat!!

The Derby hat is the one accessory you don't want to be seen without! Decorated with everything from feathers and flowers to ribbons and bows, women can use any color to express their creativity and individuality. Here are a few tips for styling with a Derby hat:

- If your hat is patterned, keep your dress simple.
- If your hat is elegant and simple, keep your outfit simple as well.
- Want to coordinate with a funky outfit? Accept your hat most of all!
- Wearing a hat with long hair? Try a side ponytail or a side-swept hairstyle.
- Above all, HAVE FUN!

Not exactly a hat person? Try a fascinator. A fascinator is smaller than a traditional hat, made out of a woven disc and topped with feathers and netting. It can be secured with a comb or headband. The best part – no hat hair!! Looking for inspiration? Google Kate Middleton!!

Some of the best hats are homemade. Create your own look using materials from around the house and garden. Simply strap some beautiful flowers to a plastic headband, and you're set. Remember: The Derby hat is about expressing your fun side!

Gentlemen, you will also want to be fashionable but ca-

Feasting in Fashion...Continued on page 3

sual. Slacks and a button-down shirt with tie is acceptable, but don't be afraid to show off your Derby spirit by breaking out some vibrant spring colors. Top off your outfit with a fedora or bowler hat!!

Whatever your budget or taste, there is no wrong way to celebrate "The Winner's Circle." Even if you decide to not wear a hat, come and celebrate at the 2017 ICCA Coaches' Conference Banquet, we honor our Award Winners as well celebrate all of the accomplishments of our coaches in the past year. We look forward to having you join us for this ICCA time-honored tradition.

ATTENTION

State Wrestling Coaches! New Information!

by Jeanne Ehn, Executive Director

Wrestling cheer coaches need to read all of the rules for State Wrestling and go over them with their cheerleaders. There are changes this year that every coach should note! The following changes are new for 2017:

- ▶ **SAFETY CHECK:** *Safety checks will END 5 MINUTES before the START of a session so monitors may take their positions at the mat. Squads arriving late will be delayed until a checker is available. We RECOMMEND the cheerleaders for 106 and 113 pounders arrive no later than 60 minutes before a session begins.*

In the past, some squads come in at the last second (no matter what the weight class) and ask to go to the head of the line so they wouldn't miss the match. Many times we tried to accommodate to be helpful. However, this year, all teams will just have to wait until after a session starts and a checker can get back to assist. Everyone will wait in the order as they arrive. Plan ahead!

Shutting down safety check is also new. Plan to arrive early so your squad gets through the process and can find their seat before the session begins.

- ▶ **TIGHTS & Nylons: APPAREL** - Participants shall wear an official school-issued cheerleading uniform while cheering. **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.** Pants, shorts, jerseys, and T-shirts are not considered official school issued cheerleading uniforms. This includes cheer pants and performance shorts. **No tights, nylons, etc. are allowed.**

A SPECIAL ICCA NOTE

*If you are planning on attending the ICCA Conference, **RESERVE your ROOMS at The Meadows NOW.** There is a link on the ICCA website or call 515-957-3000 to reserve your rooms. Our group code is 03312017ICC for online booking. **Booking BLOCK CUTOFF DATE: Tuesday, February 28 at 5pm.***

MAKE POST-SEASON EASIER FOR YOUR WRESTLING CHEERLEADERS

by Donna McKay, Executive Director

We're approaching that fun time of the season where wrestling teams and individuals vie for a chance to compete at the State Tournament. Cheerleading coaches are responsible for reading and following the Cheerleader Information from the IHSAA which was sent to schools

Each qualifying school may have SIX cheerleaders and ONE coach/chaperone admitted free to post-season events (NO MASCOTS). If your school only has four cheerleaders and two coaches your school will only be allowed four cheerleaders and one coach admitted for free. Only six may cheer at regionals and districts or a session at State without substitutions.

Injured cheerleaders must adhere to the same rules to be admitted for free and will be counted as one of your six wristbands available. Ineligible cheerleaders will not be admitted. Injured cheerleaders must be in uniform and undergo a safety check to be admitted for free.

Coaches need to make sure that all NFHS, IHSAA, and ICCA rules ARE followed. This should not be difficult, since these rules were required to be followed during the regular season.

At post-season events, no pillows are allowed since there is not enough room for them. Please be sure that cheerleaders either leave these items at home or on the bus.

No stunting or tumbling is allowed at post-season events because there is a lack of space.

Please talk to your squad about NOT removing or putting on items of clothing, which includes pants, in public; this includes the stands. Cheerleaders should wait until they are in the locker room, not the restrooms. The restrooms are not changing rooms and need to be kept free for fan use.

Cheerleaders who are in violation of a rule will need to sit in the stands with their coaches. They will not be allowed mat side for the rest of that session.

- ▶ **CHANGING IN THE STANDS:** There should be **NO CHANGING in the STANDS** when done cheering. **This is 100% inappropriate. Squads found doing this will be ineligible for the next session.** Use the cheer locker room to change and not in the stands or a public restroom. The restrooms are for the fans; they are not changing rooms.
Teach your cheerleaders to be respectful of the female/their body. While cheerleaders might not think anything of it, there are many (not necessarily cheerleaders or coaches) who are offended by seeing cheerleaders changing in the stands. This is a concern of ICCA and IHSAA.
- ▶ **ILLEGAL BOW:** Bows with **hard rhinestones/bling as the middle part of the knot** have been ruled illegal. Cheerleaders wearing these bows will be asked to remove them.
- ▶ **HAIR NOTE:** For State Wrestling, cheerleaders **must not have hair covering any part of their ears.** This is to make it easier for monitors to check for jewelry and plugs as cheerleaders travel back and forth between the stands and the mats.
- ▶ **106 CHEERLEADERS:** Cheerleaders who have a 106 wrestler will be called to the mat before the session begins. Be listening for the announcer to call the 106 wrestlers, coaches, and their cheerleaders to the mats. Go to the correct mat where ICCA monitors will assist the cheerleaders.

Also in this newsletter, there are several articles regarding the State Individual Wrestling Tournament. All are in the newsletter to assist your squad. The entire set of IHSAA State Wrestling Rules for Cheerleaders can also be found on the ICCA & IHSAA websites. Be sure to read them and go over them with your cheerleaders.

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**Post season...Continued from page 3**

**STATE TOURNAMENT** – All safety checks will END 5 MINUTES before the START of a session so monitors may take their positions at the mat. Squads arriving late will be delayed until a checker is available. We RECOMMEND that cheerleaders for 106 and 113 pound wrestlers arrive no later than 60 minutes before a session begins.

No big bags, boots, pillows, pillow pets, stuffed animals, blankets, and coolers (for wrestlers or personal use) will be allowed at State as they take up too much space in the cheer seating area. A small sling type bag (no back packs) would be allowed. All bags MUST fit under the seats and not be in the walk areas or on empty seats. This includes the walk area in the rows of seats.

## Are You ready For State Wrestling?

by Jeanne Ehn, Executive Director

It is almost here! Wrestlers, coaches, fans, cheerleaders can't wait for the **State Wrestling Tournament**. Before State Wrestling are the sectionals and districts. Excitement will continue to build so as a coach, the more prepared your are for it all, the better. Whether this is your first time experiencing State Wrestling as a coach or if you are a pro, there are a few things to know so your cheerleaders have a great experience.

### GET PREPARED

- **Read the cheerleading rules now!** The rules are for sectionals, districts, as well as the state tourney. These are posted on the IHSAA website and the ICCA website. Contact myself, Donna McKay or Kenna Johnson with your questions!

- **If you have more than 6 cheerleaders decide NOW who will cheer at what session/tournament.** Remember the same numbers apply for cheerleaders at sectionals and districts. Only 6 cheerleaders will be admitted. Those 6 are the only ones who may cheer. You are NOT allowed to take more cheerleaders and rotate them through. It is easier to decide who will cheer and when they will cheer if it is done now. If you wait, there will be too much emotion and everyone will want to cheer.

- **Communication is key.** Talk to your cheerleaders about the IHSAA/ICCA wrestling rules as well as YOUR expectations. National Federation rules should have been followed all season, so they should be easy to follow. There are a few special State Wrestling rules that your cheerleaders need to be aware of so their experience is a positive one. There's no reason to have a rules violation. Communicate it to your cheerleaders.

- **Fill out transportation requests ASAP** if you have to worry about transportation.

- Talk to administration about **housing** while in Des Moines if your team will be staying. What are the expectations?

- **Parental permission slips** need to get signed. Do you contract following the rules to your cheerleaders? It may save issues later if you do. Be sure to have parents sign it as well. I know there are coaches who do this. Again, it is communication.

- **Prepare medical release slips** for each participating cheerleader. This is something that should be at every meet, but if you don't have copies, you certainly should have them with you at State Wrestling.

## BE READY

- **Come prepared for the safety check.** A violation slows the process and your team will be sent to the locker room until it is fixed. Yes, your cheerleader may wear fingernail polish. CHECK the NEW RULES article to make sure there are no surprises.

- **Don't bring valuables.** The best thing to do is leave them at home.

- **Change in the locker room** - including taking off coats and pants. The hallway is not an acceptable place to prepare.

- **There's not room for "stuff"** - pillows, blankets, stuffed animals, balloons, coolers, etc. Don't bring them in the Cheerleader Entrance. Someone will be sent back to the car with them and the team delayed. **Cheerleaders should just have a SMALL sling type bag.**

- Decide with your team some **fun things** to do when you are not at WFA. Check out the article of things to do in DM.

## ON THE MAT

- Help your cheerleaders **notice where other cheerleaders are sitting** while at the mats. Your cheerleaders will sit in the same places (generally close to your school's coaches). Have them note the center walk way to the far mats.

- Cheerleaders should **check each other** to make sure they are following safety rules (no gum, candy, cell phones, and following NF rules). No one wants to cut a band.

- **Stay in the stands** until your wrestler's weight class, name, and school have been announced.

- **Walk** to the mat.

- If they have cheered State before, this year will be the same. We will have **established walking areas** to get to the far center mats. Cheerleaders are expected to walk single file, using the designated walk way. These have not changed from past years.

- **Listen to those monitoring the mats.** This is for their safety and all working the match.

## HAVE FUN

- We want the cheerleaders to have fun, but **stay safe**. Our job is to see that the rules are followed at WFA.

- **Cheering at State Wrestling is a privilege.** To keep the privilege, IHSAA and ICCA expects the rules for safety at the tournament to be followed.

## ENJOYING DES MOINES STATE WRESTLING WEEK

*by Trish Sevier, Representative Council Member*

Hello fellow coaches it's that time of year to plan your state wrestling week adventures. Here is a list of places to eat and check out in your down time.

### Eat:

- **Zombie Burger** - Located in down town 300 E. Grand Ave. Great spin on American burgers. Wait time can be long but well worth it.
- **Malo** - Located in down town 900 Mulberry St. Latin cuisine.
- **Americana** - Down town 1312 Locust St. Steak house
- **Tursi's Latin King** - Located at 2200 Hubbell Ave. Traditional Italian Dining.
- **Fongs Pizza** - Down town 223 4th St. A nice spin on traditional pizza.
- **Jethros BBQ** - 3100 Forest Ave. Open till 9 pm and will give you that great American BBQ flavor.
- **Centro** - 1007 Locust St. A Des Moines restaurant specializing in delicious Italian.
- **Django** - 210 10th St. Quaint classic French cuisine
- **Bubba** - Located at 200 10th St. Finger licking soul eats with a classic southern meal of Chicken and Waffles.
- **Gateway Market** - 2002 Woodland Ave. A great Vegan option place! Enjoy Soups, salads, and a good kick-start to your Breakfast needs.
- **South Union** - Looking for a spin on have it your way deli made fresh sandwiches for lunch. 1007 Locust St. could even order it online and pick it up on the way.

**Do:**

- **Sky Zone Indoor Trampoline Park** - Have those busy bodies needing to exert some energy check out their Open Jump times. 1300 SE Gateway Drive Ste 103 Grimes
- **Bowling at Bass Pro Shops**
- **Shopping:** Jordan Creek, East Village and Valley Junction
- **Botanical Garden** - Needing some tranquility time till 5 pm or could even grab a bite to eat for lunch café hours open until 2 PM.
- **Ice Skating at Brenton Plaza** - 520 Robert D Ray Dr. Enjoy this fun experience until 9PM during the week.
- **Science Center** - Check out an IMAX film
- **MB2 Raceway** - Have some competition anxiety get it out with some indoor kart racing.
- **Salisbury House** - Needing a different scenery check out this historical museum.
- And as always check out the **Iowa Hall of Pride in Hy-Vee Hall.**

Plan a head and make it a great opportunity for your cheerleaders to create memorable moments as well as forming those good team-bonding memories. State wrestling week can be stressful. However, take the opportunity and enjoys those little life moments that will help in providing those positive vibes. Enjoy Des Moines. (Suggestions provided by Emily Nichols, Interactive Lead at Lessing-Flynn; (2017 e-mail.)

## ICCA Coach of the Year

*By Kenna Johnson, Executive Director*

Each year the Iowa Cheerleading Coaches' Association presents the Coach of the Year Award to an active cheer coach in Iowa who exemplifies the highest standards of sportsmanship, ethical conduct, and community service. Coaches who are nominated for this award are actively involved in ICCA programs and seize opportunities to recognize cheerleaders on their squads. The 2017 ICCA Coach of the Year Award winner is Kelly Trinkle of BCLUW High School.

In just her sixth year of coaching, Kelly has already made a name for herself in Iowa cheerleading. At the 2016 State Championships, her teams took home first place in 2A Cheer-Dance, as well as first and second place in 2A Group Stunt. Previously competing in Class 1A, her squads have taken home two first place trophies in Cheer-Dance and several

*Coach of the Year..Continued in next column*

## Coach of the Year...Continued from previous column

other second, third, and fourth places in both Cheer-Dance or Group Stunt. Kelly also involves her cheerleaders in all other ICCA events, including Honor Squad, All-State tryouts, and the scholarship programs. She has had several All-State cheerleaders selected, including her own daughter Shelby.

Kelly's coaching experience actually began as a power tumbling coach. When her husband's military career took her to Washington state, she found an opportunity in front of her that would prove to be beneficial in her future. She educated herself in coaching USA Gymnastics and started her own power tumbling team. A few years later, her family moved back to Iowa, and Kelly started helping out at practices at BCLUW under then coach Jeanne Ehn, focusing on tumbling. As Kelly's daughters became more involved in the program, so did Kelly. She came to admire the moral and ethical views of Coach Ehn (who was actually Kelly's high school coach too.) She volunteered for several years, then was hired as the head basketball coach and competition co-coach. Soon after, Kelly took over as head football, basketball, and competition coach. Overall, Kelly gives much credit to Coach Ehn, saying, "I had the best teacher ever!"

One expectation Kelly maintains for her cheer squads is participation in Community Service projects. The BCLUW Cheer Squads focus their energy on serving the surrounding area, assisting with projects at the Animal Rescue League and local nursing homes, as well as helping to raise money for a child with cancer.

Along with her cheerleaders keeping her busy, Kelly spends time working for ICCA. She first served on the Rep. Council for ICCA, then was named to the Board of Directors as first an At Large Representative, and then the Northeast District Representative. She has provided sessions at the Spring Coaches' Conference, focusing heavily on the Scoring Rubrics for the State Championships. Kelly has assisted at State Wrestling as a mat worker and safety check.

Kelly and her husband Richard, both graduates of BCLUW, will be married 28 years in August. Kelly works in the Special Education department at BCLUW. They have four daughters: Morgan, a senior Bio-Chemistry major at the University of Iowa; Shelby, a sophomore Education major at Iowa State University; and twins Madison and McKenzie, juniors at BCLUW. One highlight for Kelly: getting to coach ALL FOUR of her daughters!

Throughout her lifetime, Kelly has had the opportunity to travel all over the world – Norfolk, Virginia; Oak Harbor, Washington, and Holy Loch, Scotland, to name a few. But as the saying goes, "there's no place like home." Kelly has made her home at BCLUW and carries on a very strong cheerleading tradition with her.

**Congratulations Kelly Trinkle,  
2017 ICCA Coach of the Year!**



# CLARIFYING THE HAIR RULE FOR CHEERLEADERS

The following are examples to help coaches understand the intent of the hair rule; not all situations are covered.

SECURING hair away from the face situations:

1. Hair in a ponytail and bangs (which would have been in the eyes) secured away from the face – legal
2. Hair in a high ponytail that is long and goes down the back – legal
3. Hair in pigtails or side ponytail that does NOT touch the shoulders – legal
4. Hair in a low back ponytail at the base of the nape of the neck – legal
5. Short hair with hair that could be in face secured away – legal
6. Hair that is half up and half down (the back of hair is down, but front and bangs are pulled up and secured) – **illegal**
7. Long, ratted hair that goes in cheerleader's face, which includes top person's hair going into the face of the base(s) or spotter – **illegal**
8. Long hair in a ponytail high on the crown that allows the hair to fall into the face – **illegal**
9. Short hair that brushes the tops of the shoulders – **illegal**
10. Hair in a ponytail that's lying on or over the front of the shoulder – **illegal**
11. Hair in a side ponytail that goes onto or touches the shoulders – **illegal**
12. Hair in pigtails that touches the shoulders – **illegal**

**NOTE: For State Wrestling, cheerleaders must not have hair covering any part of their ears. This is to make it easier for monitors to check for jewelry and plugs as cheerleaders travel back and forth between the stands and the mats.**

Bangs pulled across forehead, wispies, and chunks of hair beside face:

1. The above - out of eyes and if necessary soundly secured away from the face – legal
2. Hair that falls into the face while cheering, stunting, or tumbling – **illegal**
3. How do you know if it is legal? If you have to:
  - a. Move your head to move hair away from your face – **illegal**
  - b. Use your hand to move hair away from your face – **illegal**
  - c. Tuck hair behind your ears – **illegal**

Accessories:

1. A few small rhinestones punched into a bow or headband – legal
2. Headbands and bows with small, flat items sewn on – legal
3. Flat clips or bobby pins – legal
4. Headbands and bows with sequins or other items (any size) glued on – **illegal**
5. Bows with hard rhinestones/bling as the middle part of the knot – **illegal**
6. Large items on headbands or bows sewed on – **illegal**
7. Bows touching the face area including the forehead – **illegal**
8. Alligator type clips, including those on bows or other items – **illegal**
9. The plastic hair bump-it, bun sock, or anything under the hair to lift it up – **illegal**
10. Hair interwoven with beads – **illegal**
11. Flowers, feathers, etc. in the hair – **illegal**

**If you have to move your head to get hair out of your eyes, use your hands to tuck hair behind your ear, or move hair off your shoulders – your hair is not secured and probably **ILLEGAL**.**

**Any time the hair gets in the way of a stunt, it is **illegal**. The hair should be off the shoulders for stunting.**

## All-State's Michelle Barlas Named Contributor of the Year

by Kenna Johnson, Executive Director

Long-time All-State choreographer Michelle Barlas of Mason City has been named the 2017 ICCA Contributor of the Year. Michelle was the choreographer for the esteemed All-State group for the first 25 years of the ICCA program. In that time, she guided over 800 of Iowa's best cheerleaders to outstanding performances at the annual Boys' State Basketball Tournament. Her choreography pushed each cheerleader to do their best with challenging stunts, advanced dances, demanding tumbling passes, and sky high jumps. It was with great skill that Michelle could bring a group of 30-40 cheerleaders together, in just five practice sessions, and come out with a routine that could equal a national performance, all while showcasing the talents of each individual in the group. All-State Director Melissa Hatfield said of Michelle, "She always treated the kids as one team. Even though they were all from different schools with different abilities, they were the best of the best to her."

Michelle also challenged coaches to continue learning. Her innovative and high energy choreography always made coaches think, wonder, and go home to push their own cheerleaders to do their best. Besides All-State, Michelle has offered her insight to coaches as a speaker at the ICCA Conference many times, helping coaches to improve their programs.

In addition to her All-State work, Michelle has choreographed hundreds of routines for the State Championships for schools of all sizes. Her routines were designed to challenge schools to learn new skills, and in return, schools worked hard to stay true to Michelle's vision. To see the routine come to life was challenging, but always rewarding.

Her contributions to cheerleading in Iowa were also highlighted in Michelle's business, Jump and Jam. She hired staff who graduated from Iowa schools in order to give back and teach more Iowa cheerleaders. Because of this, she has nurtured the growth of cheerleading in Iowa for more than 25 years.

This year's music royalty compliance was another place that Michelle contributed to ICCA and its members. Kelly Trinkle from BCLUW said, "I'm not sure I would have made it through the music challenges without Michelle!" Michelle tried to learn all she could to help others through this first year of learning. Because she had choreographed routines and worked extensively with cutting music before the music directive happened, she did all she could to help schools get music or figure out their music situation. She contacted companies and vendors to

## IT IS TIME TO NOMINATE!

by Jeanne Ehn, Executive Director

### ATHLETIC DIRECTOR/ADMINISTRATOR of the YEAR:

Do you have an activities/athletic director or administrator who supports your cheer program? Does this person promote and recognize the cheerleaders and cheer program in your school? Do they make a difference in your school? Each year ICCA members are invited to nominate special administrators that go above and beyond helping and recognizing cheerleaders. If you answered the above questions with a "yes" then it is time to nominate your athletic director/administrator for the ICCA Athletic Director/Administrator of the Year Award.

#### The following guidelines will help:

- ✓ The athletic director/administrator must have been in that position at the current school for a minimum of 3 years.
- ✓ The nomination may be in the form of a letter, listing the specific contributions to the cheer program.
- ✓ Nomination letter information needs to include the administrator's philosophy on the role of cheerleading at your school; any significant positions held in other organizations; previous educational/athletic experience; educational background; and other awards.
- ✓ One nomination letter (coach) which includes the above background information.
- ✓ One letter of recommendation from another school administrator or Booster Club President.
- ✓ One letter of recommendation from a current cheerleader.
- ✓ Nominations must be postmarked by March 1, 2017.

Send nomination information to Jeanne Ehn, P.O. Box 211, Conrad, IA 50621. A selection committee will review each nomination and choose a winner to be recognized at the ICCA Spring Conference Banquet.

### FRIEND OF CHEERLEADING:

Each year ICCA members are encouraged to recognize those people who contribute so much to our programs but get no money and no recognition. This award is a special way to recognize these great contributors. ICCA members write a letter of recognition. Award certificates are given to

educate herself, and she even tried to become licensed so she could easily create music. On top of all this, Michelle was free to share her knowledge and understanding with anyone who had questions for her.

Michelle has retired as All-State choreographer, but she is still contributing to cheerleading in Iowa through her knowledge, dedication, talent, and crazy funk! She is truly making a difference for Iowa's cheerleaders and their coaches.

**Congratulations Michelle Barlas,  
2017 ICCA Contributor of the Year!**



**Nominate...Continued from page 8**

the nominating coaches at the ICCA Spring Coaches Conference and coaches can award them to their Friends of Cheerleading at a convenient time.

Nominations are due March 1. Send nomination letters to Jeanne Ehn, P.O. Box 211, Conrad, IA 50621.

**SPORTSMANSHIP AWARD:**

Each year ICCA members are invited to recognize other schools and/or cheerleaders for exemplifying exceptional sportsmanship during the year. A member can send in a letter of recommendation. Award certificates are given to the recipients at the ICCA Spring Coaches Conference.

Nominations are due March 1. Send nomination letters to Jeanne Ehn, P.O. Box 211, Conrad, IA 50621

**ICCA Teams Participating  
in State Basketball**

It takes a special coach and a special group of cheerleaders to keep a routine going through Boys' State Basketball. The commitment is very rewarding, yet takes time. It is with much pleasure that we announce the teams representing ICCA while performing at the Boys' State Basketball Tournament.

Ames, Ankeny Centennial, BCLUW, Burlington, Cedar Falls, Johnston, Mason City, Mount Pleasant, Nashua-Plainfield, Waukee, and West Fork.

Congratulations to all of these squads and their coaches.

## Getting Social With the ICCA

*Angie Trowbridge, SW District Representative/Social Media*

HELLO, ALL!

Many of you are socially savvy, and I love when I get to see posts of pride from coaches! Social media tools can be just that - tools that connect us to our world.

Guess what? We want to connect with YOU, too! Every week or so, the ICCA posts on its Facebook page; it's about the same for our Twitter, @IACheerCoaches. It's a fun job; I get to help promote our sport by highlighting the great things you all do, as well as interacting with you through comments and questions you post to each.

Want to help us strengthen our connecting mission? Get those tags going! You can tag us in something you publish, or use one of our event hashtags- the formula is #ICCA[event] [2-digit year]. For example, the 2016-2017 All-Staters saw #ICCAAllState1617 in their group picture post, while this past Honor Squad had #ICCAHonorSquad16. This year's conference tag will shorten a bit to #ICCAconf17. Just plain #ICCA will work in a character-limiting pinch, too. Remember when posting to model a good online presence for those who look up to you, always.

Thanks for what you do, and another thanks for those interacting with us on social media! Until we see each other in person, keep connecting!



**ICCA All-Star Cheer Squad**

*by Betty Lou Jones, All-Star Director*

The ICCA All-Star Cheer Squad will perform at the halftime of the girls and boys IBCA All-Star Championship and Consolation basketball games on March 25th. The All-Star Games are held at the Dallas Center-Grimes High School in Grimes.

The 2017 routine is choreographed by Megan Moritz. This is her third year as choreographer. The routine is four to five minutes long and includes cheer, dance and stunts.

The All-Star Cheer Squad was chosen by a video tryout in January. After being chosen the cheerleader will receive a video of material to learn. They all come together on the Friday before the games where they add the stunts and formation.

If you are in the area on March 25th come and see some of the best basketball players from Iowa, plus the ICCA All-Star Squad.

The squad is coached by Betty Lou Jones, Director; Sherrie Moritz, and Becky Corbett.

# ***ALL-STATE Squad Announced***

*by Melissa Hatfield, All-State Director*

Congratulations to the 2016-2017 All State Cheer Squad! These talented cheerleaders were selected for this squad based on superior motion technique, jumps, dance, tumbling, and personality. Their routine will be televised during the Boys State Basketball tournament on March 10th. Make sure to tune in! This is a halftime show you won't want to miss!

Kilie Akers – Mediapolis  
Makayla Allison – St. Edmond  
Maris Behan – Assumption  
Sari Brakke – Ames  
Allison Buckert – Mount Pleasant  
Macee Buss – Ames  
Alex Craig – Fort Dodge  
Katie Ensminger – Mount Pleasant  
Caroline Farner – Ames  
Emma Fletcher – Cedar Falls  
Rylie Gibbs – Ames  
Hailey Gray – Fort Madison  
Hannah Heindel – Ames  
Abby Lorimor – Glenwood  
Megan Meyn – Ames

Addi Moritz – Fort Dodge  
Janelle Nguyen – Assumption  
Sophia O'Brien – Assumption  
Haley Palmer – Glenwood  
Tiffany Piper – Carlisle  
Laney Rees – Fort Dodge  
Anna Robisky – Cedar Falls  
Marina Ruppel – Carlisle  
Sara Sharp – BCLUW  
Jamie Steinman – Northwood-Kensett  
Carsyn Vance – Dallas Center Grimes  
Jenna Willett – BCLUW  
Mary Yarkosky – Oskaloosa  
Qian Qian Ye – Mount Pleasant  
Ellie Yoder – Fort Dodge

## **Honorable Mention**

Joscelyn Buss – Ames  
Maly Jordan – Indianola

Josie Nordhagen – Carlisle  
Emily Wilkerson – ADM

## ***Special Olympics Opening Ceremony 2017***

*by Sherrie Jo Moritz, Northwest District Representative  
and Special Olympics Director*

The Special Olympics Opening Ceremony will be held in Ames at Hilton Coliseum on May 25th, 2017. Registration is at 11:00 a.m. Iowa's high school cheerleaders will spend the day learning the low-key dance routine and cheers. The high school cheerleaders also hosted a cheer clinic for the Special Olympics athletes in the afternoon and the athletics will perform their cheers that evening. Then the cheerleaders will perform their routine.

This experience is a rewarding one for the cheerleaders. This is another opportunity for our high school cheerleaders to meet one another and make friends from across the state, all while doing what they love to do – cheering! This event is a wonderful opportunity for our cheerleaders to not only perform, but also work with and support other children with various needs. Cheering at this event is an

## **SHRINE BOWL 2017**

*by Sandy Norby, Shrine Bowl Director*

Shrine Bowl Tryouts for the 2017 Cheer Squad were held on Sunday, October 16, 2016 in Altoona, Iowa at the Shrine Temple. A total of 66 girls from all over the state came to tryout.

Jerry Hoffman, the General Manager of the Iowa Shrine Bowl and fellow shriners were there to talk about what Shrine Bowl is all about, they talked about the Shrine Hospitals and about how much they appreciate the girls coming to Altoona and taking the time to tryout for such a great cause.

Ronna McGran, the Shrine Bowl choreographer was there to teach a cheer, chant and short dance for which the girls were to perform for their tryout. She also, talked about her experiences as a two time Shrine Bowl Cheerleader and how much the Shriners mean to her and their cause.

Shrine Bowl 2017 will be held the week of July 24-29th. Cheerleaders will report to camp at Noehren Hall on the UNI campus on Tuesday, July 25th and game day is Saturday, July 29 at the UNI Dome in Cedar Falls, Iowa.

extremely rewarding experience for the cheerleaders.

The cost for each cheerleader is a nonrefundable fee of \$20, which is donated to the Special Olympics Cheer Program. Iowa Special Olympics provides each cheerleader with a sack lunch and t-shirt. Information and forms for the event could be found on [iowacheercoaches.org](http://iowacheercoaches.org). Each cheerleader performs in their own school uniform. Only 4 varsity cheerleaders per school are allowed, giving many schools the opportunity to participate. We will take the first 50 cheerleaders that sign up with their fees.

**Encourage your cheerleaders to participate in the Special Olympics next year!**



**I Survived Creating My Own Music🎵 - Tips to Coaches**

*By Kelly Trinkle, NE District Rep*

Putting together a competition routine can be a stressful process! One aspect I have never had to worry about before, was our competition music...until this past season! The news of the newly enforced music royalties was scary and confusing! I started looking at the different "USA Cheer Preferred Provider" sites, and quickly discovered I was in deep trouble... I knew NOTHING about music royalties, mixing music, cover music, BPM (beats per minute), and it seemed a million other things! This was totally uncharted territory for me!

To put it mildly, I WAS STRESSED! I kept going to the sites daily, thinking it would miraculously all come together and make sense... and on a few occasions, I even found myself in tears... WHAT IN THE WORLD WAS I SUPPOSED TO DO?

At this point, I decided I needed some HELP! I started researching and asking anyone and everyone that may have answers for assistance. Here are a few tips that helped me:

**Talk to your choreographer:** If you are fortunate enough to have a choreographer, they probably have dealt with these music issues before! Our choreographer was a HUGE help getting me through and helping me understand what I needed to do!

**Use the ICCA Website and other resources:** The rules, guidelines and updates that ICCA emailed to coaches and posted on their site kept coaches up-to-date on the latest information that they had to help coaches and choreographers.

**Talk with other coaches:** Maybe they have found a great user-friendly music site, or maybe they've already purchased compliant music from a site!

*Music...Continued on page 12*

## **Time for Tryouts!** **Small School Perspective**

*by Paula Kirkpatrick, SE District Representative*

Your winter season wraps up, and it is time to think about and get organized for tryouts again.

I usually begin the tryout process in the middle to end of March. Basketball and speech have wrapped up and track has begun, but I find it pretty easy to work around track.

I will post signs around the school announcing practices and a tryout date. I also send out an email to all students grades 8 - 11. I do this 10 days to 2 weeks before practice begins.

I have morning practices and then tryouts, all in the same week - usually Tuesday, Wednesday, Thursday. Candidates must attend both practices and tryouts. If there is a conflict or emergency I deal with that on a case by case basis.

I have a couple teachers on staff with cheer experience that I use as judges, along with myself. I am the coach, so I feel I should have a say in who is on the team.

I will email the girls that night or the next day, announcing who made the squad.

My school is a very small school. I usually am very familiar with all the girls trying out. They were probably my elementary student at one time! I know what activities they are involved in, what their grades are like, and what their work habits are. Sometimes all this information is very useful.

To cut or not cut is always a consideration. For years, my squad had 8 members. The reason - that is how many the suburban held. 4 years ago I had 12 girls tryout and they were all very good. So I took them all on the team and worked out the transportation issue. The next year I had 20 tryout so I had to cut. In a small school, every year will be different.

**Good luck with your tryouts!**

**Registration for the ICCA  
Annual Spring Conference  
opens on February 15 &  
closes March 23.**

**Figure out a music budget:** Figure out how much you can and want to spend. There are so many options out there! Pre-made mixes, custom mixes, voiceovers. A 1:30 routine can vary in cost from \$150 to thousands of dollars! The more songs, voiceovers, etc., the more it will cost!

**Contact/email the providers:** They want your business, and they will answer questions for you! Don't be afraid to email them and ask questions, no matter how simple they may seem!

Lastly, I remember something my daughter said to me that really put things into perspective regarding competition music:

**"The music in your routine won't determine whether you will win or lose!"**

She was exactly right! Although music is a necessity in your routine, in the end it's the skills, dedication and teamwork that wins championships!



## **COACHES ARE RESPONSIBLE FOR KNOWING THIS INFORMATION BEFORE PURCHASING NEW UNIFORMS!**

*by Donna McKay, Executive Director*

The goal in Iowa 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. Coaches are responsible for knowing uniform requirements and recommendations, which can be found under Spirit Rules on the ICCA website. These requirements and recommendations were approved by the IHSAA Board of Control on April 24, 2013, and re-approved in August 2015.

Coaches should focus on an athletic looking uniform over performance-oriented; cheerleading uniforms should not look like dance team uniforms/costumes. It is helpful for coaches to have uniform representatives come to the school with samples. This way correctly fitting uniforms can be ordered, plus **length can be added to tops and skirts if needed.** Listed below is a brief overview of the requirements and recommendations. A complete list can be found on the ICCA website.

## **Choosing A Summer Camp**

*by Sarah Buss, South Central District Rep.*

When choosing a camp I feel the most important goal is determining what experience you want your team to have. It doesn't matter if you find a camp that is nearby your school and cheap, if you have a bad time and it doesn't meet your goals.

As a coach you need to determine what are the factors that your team need. Is it team bonding? Stunting? Cheers? Sideline Dances? Motions?

Another option to consider is overnight camps vs home camps. Not all teams do well away from home and some teams do better when they are taken away from their home environment.

Cost, of course, is another factor. You want to get the best return on your investment and to feel like it was worth your time and your teams' dollar.

My advice after you have set your goals of what you would like to achieve at camp, is to call other coaches. Ask a variety of opinions from coaches who have 'been there, done that.' Several camps also list a "sample schedule" of their camps online, that is a great resource in determining if the camp layout of your time together would be conducive to your teams mental and physical capacity.

My team has done it all. We have traveled 3 hours away for a 4 day luxury camp, we have gone to camps nearby and commuted, we have had home camps, and attended the ICCA FREE Clinics. All options are great and accomplish different goals. For me choosing the camp depended on the type of team I have each year.

I highly encourage you to attend a FREE ICCA camp in 2017, this is a great opportunity to meet teams and coaches in your area and to grow. Teams learn and improve basic and important cheer skills together, and hopefully you will come away with some new material to wow your crowds as well!

The good news: You Can't Go Wrong. I feel there isn't a camp out there where you won't at least learn something that can help your team, and going to camp nearly always bonds you and makes for great memories that carry on throughout the season.

**Good Luck, I am cheering for you!**

*I don't look at myself as a basketball coach. I look at myself as a leader who happens to coach basketball.*

*-Mike Krzyzewski*

## Overall

- 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.
- Appropriate for high school student-athletes
- Portrays a natural, positive, tasteful, and wholesome image skirts
- No rhinestones or bling on uniforms, warm ups, briefs, shoes, etc. – similar to uniforms worn by other athletes

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. Pants (including yoga pants), leggings (including hose/tights), shorts, jerseys, 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.

## Qualities of a Good Cheerleader

by Kristen Morlan, ICCA Vice President

What makes a good cheerleader? Is it super spirit, or amazing jumps or a big voice? While those things are important, there are several other qualities essential for success as a cheerleader.

**Cheerleaders Need Determination** – cheerleaders need to look at every challenge as something to overcome. Whether it be as simple as learning a new cheer or more difficult as learning a new pyramid, cheerleaders need determination to achieve their goals.

**Cheerleaders Need to Practice Cooperation** – cheerleaders need to be able to cooperate with many people and in many situations. Teams can't survive if people don't get along, and so with cheerleading squads.

**Cheerleaders Need Good Physical and Mental Health** – cheerleaders need to take care of themselves to be their best both on the field and in the classroom. Proper nutrition, adequate sleep, and positive thinking all contribute to the overall health of the cheerleader.

Qualities...Continued on page 14

# Honoring Your Seniors

by Kristi Carew, Rep Council Member

The end of the season is a great time to honor your senior cheerleaders for their years of hard work as members of your high school cheerleading squads. Here are a few ways to let those cheerleaders know how much they will be missed as a part of your program:

**S- Special Gifts** (A special gift for Senior cheerleaders is always appreciated. A tie blanket embroidered with the years in your program is a fun idea. A special cheer charm attached to a key lanyard that goes with them to college will remind them of their cheer days. Check Pinterest for a variety of cool ideas!)

**E- Everyone Involved** (Find a way to get the whole squad involved in recognizing their senior squad members. A signed picture frame with a squad pic makes a neat keepsake that they can put out at their graduation parties and display in a dorm room).

**N- New Bows for Senior Night** (Many cheer companies have bows that say Senior on them... purchase these for your seniors to be worn on Senior Night and let them stand out in front of the crowd.)

**I- Involve Them in Tryouts** (Allow Seniors to feel special by giving them a special job to do for your upcoming tryouts. Let them choreograph a short dance or cheer that will be part of the tryout. They are also great helpers for teaching material.)

**O- Order a Banner** (Many schools have been displaying their senior athletes and cheerleaders with a special poster or banner outside the gym, showing them in action. Make sure to bring a good camera with you to capture some action shots while they are cheering early in the season. Staples and other local print shops do a good job creating this type of poster size print.)

**R- Recommend for Scholarships** (As the school year draws to an end, many of your seniors will ask for a recommendation for scholarships. Make sure you check out the ICCA Scholarship available to seniors!)

**S- Senior Speeches** (It is fun to let your seniors have the floor at your end of the year cheerleading banquets. Often, the seniors will come up with something fantastic that will leave their squad members feeling appreciated and you as a coach feeling extra-special, too.)

**Cheerleaders Need Strong Communication Skills** – cheerleaders need to be able to communicate with a variety of people including coaches, players, crowds and other teammates. They need to be approachable, non-judgmental and positive to be effective communicators with adults and with their peers.

**Cheerleaders Need to Understand the Importance of Commitment** – cheerleaders need to accept the responsibility of their roles, and remain committed to the jobs they have accepted. The role of responsibility and dependability comes into play here. While we might all rather sleep for an extra hour in the morning, practice at 6:00 am is necessary, and it's what is needed to be successful.

**Cheerleaders Need to be Good Role Models** – cheerleaders need to be role models both on and off the field. Whether in uniform or not, cheerleaders represent their team, their school and themselves at all times. They need to inspire respect and confidence both on and off the field.

These are only a few of the many qualities that good cheerleaders should have. These qualities will serve them well both while in school and in their futures. Good cheerleaders become good citizens and leaders.

## WAYS TO BE POSITIVE WITH YOUR CHEERLEADERS

by Michelle McCann, Rep. Council Member

"Positive thoughts, positive actions, positive results!" These words couldn't be truer in any situation, and they definitely ring true when it comes to coaching. As coaches, we are called to be role models for our cheerleaders, and hopefully, if you're like me, you strive to be the most positive role model you can be for them. Part of the package of being a good role model is making sure that we are creating not only a fun environment, but an overall positive environment for our cheerleaders. How can we do that? I'd like to share with you all some ways that I have found to be successful throughout my seasons.

One of the best gifts that we can give our cheerleaders is **FEEDBACK**. In my mind, there are two types of feedback: constructive criticism and positive feedback. It's our job as coaches to provide our cheerleaders with the tools they need to succeed, and if they are truly committed to what they do, they should thrive off of our feedback. My co-coach and I really try to balance out the two types of feedback. On the Monday after each competition, after we watch a video of our performance a couple of times, the cheerleaders take a piece of paper and have to go write down five things they felt they did during the performance

## Why I Love to Coach

by Cindy Pangburn, At Large Representative

As I sit and reflect on the statement why I love to coach there are so many wonderful memories. Those first couple years of coaching I don't remember even having the time to stop and ponder that statement, as I was so busy figuring out what I was doing, and trying to keep my head above water, trying to build an entire cheer program. Even now, as I think about the many reasons I love to coach that statement has changed and evolved over the years.

I remember the early years when I was excited to see more cheerleaders each year become interested and tryout! I loved seeing a new squad come together and learn the cheers and perfect them and feel great about what they had learned. Then when some of my cheerleaders began making up new cheers I remember how much I loved seeing them bring new ideas to everyone and seeing something as simple as our cheer list growing and seeing the kids excited to show off what they were learning.

I loved being able to introduce ICCA events to my cheerleaders and love seeing how much fun they have when they attend Honor Squad or All Stars or Shrine Bowl. They came home full of excitement at what they had accomplished with a whole new squad and happy with the new friendships they formed.

Along with the cheerleaders I was learning new things as well, which I came to love. Whether it was meeting new coaches or connecting with coaching friends I don't see as often as I like at Honor Squad and having a chance to talk with and get new ideas or share some of my own, I walked away feeling great about what we were accomplishing at Northwood-Kensett. Then I was fortunate to be elected to our State Board and again feeling like I had a new family to help me with anything and everything as a cheer coach. I love knowing that each of my fellow board members is always there for me!

I remember well the excitement the first time I had a cheerleader make the All State squad, my cheerleader was so very proud of herself, as was I, knowing she was good enough to be considered one of the best in our state! The look on her face as well as the others who have since made All State over the years remains one of the top things I love about coaching, knowing you have helped and guided them in their skill and confidence to even tryout!

As we began competing and working very hard on our stunting progression and skills I am just as excited when

that need improvement and five things they felt like they did well on, and then we come together to talk about it all. This keeps them thinking about what they need to improve on, but it keeps them from walking away feeling completely defeated by knowing also what they did well on. Keep that open communication with your cheerleaders and keep that feedback rolling throughout practices/games/meets/competitions...etc.!

Another thing I like to do throughout my seasons is check in with my cheerleaders individually and as a team. Every once in a while, I'll use the last few minutes of practice for us all to sit down and talk about how the season's going. I'll ask them different questions: how do they feel about how things are going? Do they feel like practices are efficient and we get stuff done? Do they feel like they are working on accomplishing their goals? Are they having fun? I'll ask them if there is anything they would want done differently, and I take what they have to say and mold the season around it if I see fit. My thought process is while I am the coach, they are the ones that put on the uniforms, and even though I have the final say for everything, I want to value their input as much as I can so that they feel like they are having a successful and positive season.

One thing I just mentioned is that I ask my cheerleaders if they're having fun...because cheerleading should be fun!! Should our cheerleaders work hard? Yes. Should we be pushing them to their potential? Yes. Does that mean we have tough practices? Absolutely. But we also have to remember that they're kids, and while we want them to be committed to cheerleading and take it seriously, they should also be enjoying the time they have on their squad. Find things throughout the season that are lighthearted that keeps the cheerleaders laughing and having fun. Team bonding can consist of many activities that not only allow the cheerleaders to have fun, but those activities can help bring your squad closer together. Start some of your practices with warm-up games instead of just random exercises or whatever you do before you stretch. This already starts those practices out in a fun way. When you find your cheerleaders getting frustrated during practice because maybe stunts aren't hitting or everyone's just kind of tired and out of it, take a five minute break to do something fun like playing the Haha Game (look it up if you don't know what it is!) or get everyone in a massage circle. Those are just two small things that can give them a break but loosen them up to possibly move forward in practice more positively. Utilize the internet to find fun things to do or talk to other coaches and bounce ideas off each other to keep your season fun and lighthearted at times. Keep up the good work, coaches!!

**Stay positive!!**

we hit those stunts which we've worked long and hard for. Seeing the smiles all around our gym with the high fives and pats on the back is something I have come to love.

Knowing my cheerleaders are proud of all they do whether it be cheering a wrestling meet, basketball or football game. Watching them work so very hard to improve their jumping skills and watching their faces when I show them their videos of how far they have come again fills me with pride.

Now that I have been coaching a number of years I love that I have had many go on to cheer at the collegiate level and even a few have decided to take their love of this sport and become a coach and share with others. Also, now I love getting the wedding invitations and baby announcements. Those continued relationships after my cheerleaders graduate are so precious.

There are so many reasons I love to coach it is impossible to chose just one or two. As long as my cheerleaders learn new things and have fun while doing it, learn some life skills along the way and above all have fun and form new friendships I am happy and will have continued reasons to love being a cheer coach.

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## **Keeping Cheerleaders Improving in the Off-Season**

*by Nikole Keaster, Representative Council Member*

You might be reading this title thinking, "Wait, we have an off season?" We coach an activity that goes most of the year: football, basketball and wrestling; competition in the fall; or teams preparing for nationals in the spring. Downtime for some squads may be at a minimum. Whether your cheerleaders have six months, two months, or a few weeks off, it is important to keep them in shape, focused, and excited, so they can pick up at their highest skill level from season to season.

The best way I have found to keep athletes motivated to work during the off-season is to give them individual goals and expectations for the next season. I like to run try-outs the week after state basketball. That way your tryouts are held when the athletes are still in cheer shape. After tryouts, a 5-10 minute meeting is held with each girl who has made a squad. Parents are encouraged to attend this meeting. We review their score sheets, talk about the things they did well, and things that need improved upon. This is the time where I share with them my expectations for the following season. Expectations vary based on grade, skill level, and overall confidence. We also take pictures of their flexibility during this meeting. They are given a cal-

endar/chart to fill out during their time off. The chart has workouts and stretches listed. Parents initial at the end of each week on their calendars, agreeing that the workouts were preformed. Every day the length of time of the workout varies to keep it motivating and realistic. At the first practice of the season they bring their charts. If they don't bring them, or don't have them filled out, they do additional jumps, and time is added to their conditioning for the first month of practices. We also look at their flexibility pictures. If there is noticeable improvement they are rewarded for their hard work.

My husband is a strength and conditioning coach, so he was able to create workouts that are specific to our sport. Most schools have a weight-training staff who can help you build a pro- gram that is specific to the needs you want met for your athletes. We always hold one practice right before the off-season where my husband comes in and reviews every workout with the girls so they know each term, and how to perform it correctly.

My favorite part about keeping my cheerleaders in check during the off-season is what I like to call "Toe-Touch Tuesday." I don't do it every Tuesday in the off-season, or there would be no surprise factor. I have a group chat on my phone with all my girls. For example, I might send them a friendly, "Hey, girls...It's TOE-TOUCH TUESDAY! You have two hours to submit your video to this group message, and your jump sequence is: right hurdler, toe touch, left hurdler. I usually do a series of connected jumps, or sometimes just a double toe-touch. The cheerleaders love it! We get videos of cheerleaders at work in their backroom, at the pool, on vacation at the beach, and all their teammates get to see! As the two hour timeframe winds down, if we are missing one or two videos, the girls are after them..." Allison, where is your video?" "Coach Nikole, is Allison going to have to do an extra workout?" I've never had anyone actually not make it within the timeframe. It is fun to do it with tumbling as well. It's a great way to make sure they are keeping up on their skills, while the team is holding each other accountable. My best advice, get creative, have fun, and get organized before the off-season begins. The first year I started the chart, it did take some time. I had to make a few tweaks here and there, but the benefits at the start of the season was well worth the extra time.

I hope this motivates you and gives you some creative ideas to continue to hold your athletes accountable in the off-season. You might be surprised at how much your athletes like checking in. Most kids want to keep up their activity in the off-season. A little communication and the chart can help guide them to the start of a great new season.

## Preparing for Tryouts Large School Perspective

By Katie Bales, Representative Council

Starting your tryout process is always an exciting and stressful time. Everyone looks forward to this time. All the new possibilities and exciting new things you are going to do different than last year... But first, tryouts!

Every year I start the same way. I make a list of everything I need to do in order of priority. Making sure you are organized and stay on top of your list is a huge part of tryout success!

Every year the top of my list is booking the gyms. With a school where we have 150-200 candidates tryout every year we need a BIG space!! Talking to the Activities Secretary at our school to see WHEN we can have our meetings, clinics, and tryout is number 1!

After I have the when and where I get that information out! I make flyers to put around the schools (High School and Middle). That way the information is available to everyone.

This year the school asked us to try to be more efficient and have less paper waste. This was a huge challenge for me as I like to have hard copies of EVERYTHING! So we did things a little differently when it comes to gathering information from the would-be cheerleaders. With the number of people who come to our pre clinic meetings having all the paperwork available to them is a HUGE task! This year we have put everything on our School Cheer Website. The Parent/Cheerleader Handbook is on there as well as the concussion form, emergency contact sheet and the link to our online application. This helps the school and our budget, as we don't have to print out all the papers for every individual.

Our online application is new this year. I created a Google Form this year that has all of the questions that our printed ones had. This gathers all the crucial information; name, grade, which squads you wish to cheer for, do you wish to double sport and so on. It also has many areas that give out information as well as a place for the candidates to check a box saying they have read and understand the statement. All of the information gathered from this form goes onto a spreadsheet where I can easily access the information at a given time.

Now that you are all organized and ready – Have a Pre-Tryout Meeting!! Get as much information out to your soon to be cheerleaders! What will be different this year? What

# Department of Education Information on Students Purchasing Uniforms and Attending Required Camps

by Donna McKay, Executive Director

This information was given to the ICCA by Nicole M. Proesch, Legal Counsel for the Department of Education. Please read carefully and make sure your program is following the rules in regards to uniform purchases and camp attendance.

**“Anything that is required or essential for any student activity of the district would fall under the “no fee”. Cheer or dance uniforms are necessary and required for cheer or dance squads, being that they are necessary this would be the responsibility of the district to provide those.** Districts can hold fund raisers if they do not have sufficient funds, and most districts in the past did ask a booster club to donate or to lead the fund raisers for that purpose.

Is the district customizing the uniforms in some way? Anything done to customize the uniforms could not be paid from district funds. It may be that by requiring customized uniforms this is how the district is transferring the costs to the cheerleader. However, uniforms can have removable customizing such as a name that is sewn on and can be removed, if customizing is necessary for some purpose.

If the district requires students to attend a camp, then the district must pay. Although, the district should carefully consider whether or not they can require a student to attend a camp outside of normal practice at the school under the guidance and leadership of the district’s cheer/dance sponsor.”

As in other athletic activities, cheerleaders would be responsible for purchasing shoes, socks, briefs, and possibly a bodysuit (if it is not a specific uniform). Uniforms are required to cheer; if schools require warm ups, bags, poms, and cheer camp attendance then these items are also to be purchased by the school. Cheer coaches should follow the direction of other high school athletic activities in regards to the amount of money required to participate in an activity.

*Tryouts...Continued from page 16*

can they expect for a practice/game schedule? What will the estimated costs be? Whatever information you can give out BEFORE the actual tryouts the better!

The week of tryouts we hold clinics. This is where the candidates learn the material they will need to know for their tryout. We typically teach them a cheer, a dance and the jumps they will need to perform. We have our graduating seniors help with this and they look forward to it every year! Let them be the leaders they should be! We teach them all of the material they need to teach the others and even have them do a mock tryout on the last day. The seniors get to act goofy as a ‘what not to do’ and ‘what to do’ at your tryout skit. It’s a lot of fun!

Tryout day is here! Are you ready?

The day of tryouts we have check in times. That way some of the girls are not waiting for hours to tryout! We have those trying out for freshman check in first, then those trying out for JV and then finally Varsity. This also helps give the judges a break in between the different groups.

The day of tryouts the girls know that material (hopefully ☺) and are ready! Their dance is polished, the cheer is tight and their jumps are springy. Every year we surprise them with a short chant they learn before they go in for their tryout. Each girl learns the chant the same way and with the same amount of time. Something easy and SHORT! This helps us see who picks up on things quickly and accurately.

After tryouts are done we will put all the scores into the spreadsheet that was created by Google Forms from their applications. We sort everything and see who is on what team. After we have all the teams figured out every year we get poster board and put the names of the girls and what teams they made on them. We put these posters on the windows looking out to the parking lot where most of the girls are usually waiting.

Tryouts are always stressful for the girls and the coaches. So find what works best for you and your school/team and keep it going! Traditions are important for every high school kid. They look forward to the fun and stressful time and will always remember their time with you!



**Reserve your rooms for the ICCA Spring Conference at The Meadows, a part of Prairie Meadows NOW! While there are several area hotels, room numbers at The Meadows are limited.**

# BOARD MEETING MINUTES • BOARD MEETING MINUTES

The ICCA Board of Directors met on January 8, 2017, at the Ames Middle School. Members present: Kristen Morlan, Donna McKay, Jeanne Ehn, Kenna Johnson, Betty Lou Jones, JoEllen Wesselmann, Kelly Trinkle, Sarah Buss, Tami Doyle, Sandy Norby, Patti Davis, Angie Trowbridge, Paula Kirkpatrick, Jane Bauman, Melissa Hatfield, Cindy Pangburn and Sherrie Moritz.

The meeting was called to order at 10:05 by Kristen Morlan.

Minutes from the October meeting were approved. Jo Ellen made a motion to approve the minutes and seconded by Sherrie. Carried

Membership: 195 schools and 399 coaches

## **Financial Manager Report:**

Checking: \$50,033.93

Savings: \$15,405.70

Cert. of Dep. \$16,818.88 Date of Maturity 10/12/2017

Investment: \$15,748.16

Auditing of books motion was made by Jeanne Ehn and seconded by Patti Davis. Carried.

## **Executive Directors Report:**

A handout was sent to everyone. Tickets sales were \$32,000.00. Registration was \$32,740.00. This is a little down from last year but registrations were down from last year.

Discussion was held on Coed Group Stunt Division. After much discussion the board decided that we would like to see the following change. Donna made a motion to allow teams to register one coed team and one all girl team with no crossover. Kristen seconded the motion. Carried.

In order to have finals in group stunt there needs to be a minimum of 15 teams registered in each class. Kenna made a motion that there must be at least 15 teams in the group stunt division in order to have finals. Jane seconded the motion. Motion passed 16-1.

Judging Panels: Remain on the same path and do not invite judges back that are inconsistent. Score sheets are being looked at. Suggestions are welcome.

Point Deductions: Donna discussed the idea of hiring judges for point deductions. At this time, the board feels that we will stay as is.

On line store: Shipping was a huge issue with Deckers. They wanted to charge every order \$10.00. Kenna got it down to \$5.00, but sorting was horrible. Decision to be made in June whether to continue the online store or not. Kenna will do more research on other companies to check prices and options.

Music: Other options can be given to coaches besides CDs. We need to make sure that the sound guy can do it.

Rules book: ICCA will buy the rules books for schools on the even years.

Increasing membership by \$5.00 will cover this.

JoEllen made a motion to increase membership by \$5.00 and provide rules book every even year. Seconded by Cindy. Carried

Rules Meetings: Alan Beste suggested that we make another layer to our practice. Discussion was held about charging money if the meeting needs to be opened up for the school because it was not completed in a timely fashion.

Conference: March 31 and April 1st.

Winners Circle will be the theme this year.

A conference registration can be given out during the drawings for the following year.

Door prizes will be provided by board members. No alcohol can be given out. Sherrie is going to reach out to vendors to see if they would like to see a change in having the sheets signed. Vendor tables will go to \$200.00 plus \$25.00 for electricity.

## **President Report:**

Supporting board policies publicly: We need to positive in the eyes of the public when talking about ICCA.

Our main goal is to support good high school cheerleading. We need to remember that it is not all about competing.

Newsletters are due January 15.



**Website:** Patty has talked to Julie. They are working at restructuring the website.  
**Scholarship:** nothing to report

*Board Minutes...Continued on page 19*

# BOARD MEETING MINUTES • BOARD MEETING MINUTES

## *Meeting Minutes...Continued from page 14*

**All State:** Practice and pictures went well. Alternates were also photographed. Next practice is Feb. 5th.

**Honor Squad:** New choreographer this year. Things went well. Coaches still are putting kids in the stunt group and they are unable to do the stunts safely.

**Rules Interpret:** 533 coaches. ICCA needs to make sure that the progression form is completed by kids that are stunting at our events. Injury forms need to be filled out if needed. We also need to check up on the kids that were injured at a later date.

**All-Star:** Tryouts are due by the 15th. She might go over her budget this year.

**Shrine Bowl:** Tryouts were Oct. 16. There are 60 participating.

**Special Olympics:** May 25. Registrations is at 11. They will take up to 50 participants.

**Social Media:** Angie posts things as they come available. Donna discussed a Newspaper contact person. Perhaps different programs could write up something about their program and send with cheerleaders to put in their local papers.

### **District Reps: Free Clinic Dates**

NE: West Delaware August 19

SE: Clear Creek Amana August 19

SC: Ames High August 19

SW: Shenandoah August 26

NW: LeMars August 26

NC: Mason City August 26

Kelly shared how she contacted the schools in her area. Contact her if you need help doing this.

Rep Council Update: Kristen met with them at Honor Squad. Many items were discussed. The meeting went well.

### **Old Business:**

Job descriptions needed to be sent to Melissa and Jane. Jane and Kenna will work to get them on Kenna's computer as well.

Board Attendance Policy: We need to make every effort to get to the meetings. Melissa will put together some things and get it to board members. It will be handled as a case to case issue.

### **Future meeting dates:**

March 31 and April 1 is Conference

June 4 will be held at the Story City Elementary School.

October 8 will be held at Ballard Middle School in Huxley.

January 7 will be held at Ames Middle School

June 3, 2018 will be held at Ballard Middle School.

### **New Business:**

**Constitution:** For the membership meeting we need to make adjustments. We need to flip NC with NE. We also need to add website.

**Slate of Officers:** The ballot will be given out at the general membership meeting. Erin Taylor will be asked to join the board as an At-Large member. She sent in an application Melissa and Kenna will interview her.

### **Awards:**

Contributor of the Year: Michelle Barlas. Motion was made by Jeanne and seconded by Sandy. Carried

Coach of the Year: Melissa nominated Kelly Trinkle. Melissa made a motion to nominate Kelly Trinkle as Coach of the Year. Seconded by Jane Bauman. Carried

**Iowa Athletic Council Meeting:** Tami attended the meeting. Music was discussed at the meeting. A question came up about insurance coverage for board members at our events. JoEllen will check with our insurance company to clarify this.

### **Program Music Fees:**

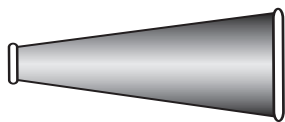
SESAC will cover us this year. This is something that we need to figure out now that we know what music will cost. ICCA will pay up to \$250.00 for music for our events. If they go above that, the choreographer will be responsible for extra expenses.

A motion was made by Kristen to pay up to \$250.00 per program for music. Seconded by Donna. Carried

**Cheer Forum:** Will be held in California.

Motion was made by Jeanne to adjourn the meeting at 3:05. It was seconded by Sherrie. Carried

Jane Bauman



# 2016-2017 ICCA BOARD OF DIRECTORS

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## EXECUTIVE DIRECTORS

*AWARDS, CONFERENCE, STATE COMPETITION, TRUSTEES*

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