



# Iowa Cheerleading Coaches' Association NEWSLETTER



February 2018 Jeanne Ehn, Editor

## From the Editor:

*With this edition of the ICCA Newsletter, coaches will notice some changes in the length from normal Newsletters. Instead of it being at least 20 pages, it will now be 10 pages or less. Our goal is to still provide information to help each coach with their program, but make it much easier to read in a short amount of time. It will also be easier print if the coach decides to do so.*

*I would love your feedback about this change. The newsletter goal of the ICCA Board is to provide coaches with information to help their programs and answer questions.*



## PRESIDENT'S MESSAGE

It's crazy to think that it is almost time to start preparing your cheer squad for next year. One of the best ways that you can prepare is to attend the 2018 Iowa Cheerleading Coaches' Conference on April 13th and 14th. This year's conference will be at The Meadows at Prairie Meadows in Altoona. Once again, ICCA has an amazing lineup of speakers from all over the country to help you get excited for the year ahead. Registration opens in early February, so make sure to visit [iowacheercoaches.org](http://iowacheercoaches.org) and plan on being there. Bring your questions, network with coaches, and get inspired to be the best coach you can be!

Best of luck!

Melissa Hatfield  
ICCA President

## Donna McKay Announces Retirement

ICCA Executive Director Donna McKay is retiring from the executive director job and the ICCA Board of Directors in April. McKay is one of ICCA's founding members and has been a pillar in our organization. While serving ICCA, Donna has been the ICCA vice president & president, ethics director, and executive director (holding that position since 2012). Donna has also served on the National Spirit Rules Committee and was the committee's chairperson from 2012-2014. Her cheer knowledge in general and of the rules will be missed.

Donna will be honored at the ICCA Conference banquet for her 30 years of service. At this point, the board of directors has not decided on who will be the replacement.

## SPRING CONFERENCE

**Celebrate 30 ICCA years with  
This is Us!  
April 13 & 14  
Registration opens in February**

## BAGS, BAGS, AND BAGS AT STATE WRESTLING

*By Erin Taylor, At Large Representative & Ethics*

Are **bags** a headache for you at State events? I have a solution for you! I give my cheerleaders a **ziplock bag** with their name on it and they can only bring in what fits in the **bag**. At the state cheerleading championships, I give my cheerleaders a **quart sized bag**, because I have a large team,

*Bags...Continued on page 2*

and I can fit all of the bags in a duffle bag. At state wrestling I give my cheerleaders **gallon sized bags**. I allow my cheerleaders to bring whatever they want, as long as it fits in their **ziplock**. Snacks, money, phones, games it all goes in the **ziplock**, if it doesn't fit then they don't get to bring it and that includes purses. Make your life easier by instituting the **ziplock bag** and you won't have worry about your cheerleaders trying to bring things that they don't need.



## Join the Rep Council!

By Kristen Morlan, Vice President

Interested in getting more involved in ICCA? Join the Rep Council! This council is comprised of coaches from the different districts who are interested in helping with ICCA events, possibly leading to an appointment to the ICCA Board of Directors.

Responsibilities include reviewing minutes of the board meetings, volunteering at events, writing newsletter articles, and encouraging coaches to join ICCA. Members need to attend two meetings per year (one at the state conference and one at honor squad) where they will give feedback on programs and suggest ideas to the Vice-President.

While it would be best to have two members from each district, if someone is interested, the board may select a third member from another district to serve. Even though these are one-year terms, a current council member can re-apply for an additional term as needed. Once an ICCA member has served on the Rep Council, he/she is eligible to apply for the Board when openings occur.

If you are interested in becoming a member, please submit your name and a one-paragraph essay stating why you would like to be on the Rep Council. This should be sent to the ICCA Vice President, Kristen Morlan (kristenmorlan@gmail.com) by April 1st.

## PLAN for State Wrestling

by Jeanne Ehn, Executive Director

If you LOVE wrestling, February 15-17, 2018, has probably been etched in your mind for a long time. ICCA partners with IHSA to make sure the wrestling cheerleaders of representative schools are safe! This means a safety check and special rules for each cheerleader. IHSA and ICCA expects the cooperation of each person passing through the cheer doors for the good and safety of all.



Plan for...Continued on page 3

## "This Is Us"

### ICCA'S SPRING CONFERENCE

by Kenna Johnson, Executive Director

Everyone has a family. And every family has a story. "This Is Us" chronicles the Iowa Cheerleading Coaches' Association "family" across three decades and looks towards the future. "This Is Us" is about where we have been and what direction we are headed, starting at the 2018 ICCA Cheer Coaches' Conference held at The Meadows Hotel and Conference Center at Prairie Meadows in Altoona, Iowa. This annual event reveals how the smallest parts in our cheer lives impact who we have become. The connections we make through cheerleading can go beyond time and distance, so plan now to join the ICCA family on Friday, April 13, and Saturday, April 14, 2018, and experience the bond that you will feel you've known for years.

In the past 30 years, our ICCA family has welcomed many guests, and this year is no different. We bring back some of our favorite national speakers, including Jim Lord, Jeff Brewster, and Jenna Reynolds. New to our Coaches' Conference, hailing from the great state of Texas, is Logan Leffler, bringing his expertise on elite stunting and tumbling. We will also carry on our time-honored traditions of invaluable educational opportunities throughout the day Friday, the spectacular awards banquet on Friday evening, lots of opportunities for network and friendship-building all weekend, and don't forget all the great giveaways!!

Be watching the ICCA website for Conference Registration information. Registration will open in FEBRUARY!!



### 2017-18 National Federation Rules Meetings

by Donna McKay, Executive Director

An all time high 723 coaches took the National Federation online rules meeting this year! This is forty-five coaches more than the previous high and 312 more than the number who took the meeting last year. This is fantastic! With so many coaches taking the rules meeting and keeping current with the rules, this should keep cheerleaders safe and injury free. Coaches who follow these national safety rules for cheerleading also help protect their schools and themselves from liability if injuries do occur.

As a reminder, the National Federation Spirit Rules MUST be followed by ALL schools. These rules were not developed by the ICCA; they were developed by the National Federation, which writes the rules books for all sports. These rules are recognized nationwide as the safety rules for cheerleading. Even if a school is not a member of the ICCA, these rules must still be followed.

Remember there could easily be 2000+ cheerleaders in attendance. That is a lot of finger nails and ponytails to check. Each rule is there for a reason. **Let's plan: Plan** to come early because the lines will be long (cheer doors open 90 minutes before each session). **Plan** to come as ready as possible because there's not a lot of room in the cheer locker room. **Plan** to have your cheerleaders ready for a safety check. **Plan** to bring SMALL bags (coaches) or even no bags (cheerleaders). **Plan** to check the pictures of acceptable bags on the website. Yes, a small purse is fine. **Plan** to have patience and listen to instructions. **Plan** to take the time necessary to read all the State Wrestling Rules on the ICCA website! **Plan** to go over the rules with your cheerleaders (maybe more than once). To be uninformed will only cause issues, and we will not let your team through the safety check until each person passes the check. **Plan** to have fun! It's my #1 goal for every squad. Advance preparation will make it easy! Go to the ICCA website right now and plan!!

*Hint: Check out the "Bags, Bags, and Bags at State Wrestling" article in this newsletter! It is a great idea that coaches & cheerleaders love!*

## *Academic Scholarship Application Deadline is Approaching!*

*by JoEllen Wesselmann, ICCA Scholarship Director*

Scholarship application materials must be postmarked by Jan. 31, 2018, to be considered for the 2018 ICCA Academic Scholarships. Forms and application requirements may be accessed on the ICCA website. If you have any questions, contact ICCA Scholarship director JoEllen Wesselmann via email: [iccajol@gmail.com](mailto:iccajol@gmail.com)

Scholarship recipients will be contacted via USPS letter by March 15. After that date, winners' names will be posted on the website, along with the ICCA All-Iowa Academic team. To qualify for the academic team, scholarship applicants must have followed and met the scholarship application guidelines. Certificates for the All-Iowa Academic team will be distributed to coaches at their spring conference, or mailed to coaches after that event.

**NEED INFORMATION?  
CHECK THE ICCA WEBSITE:  
IOWACHEERCOACHES.ORG**

## the **top 5** coaching moments

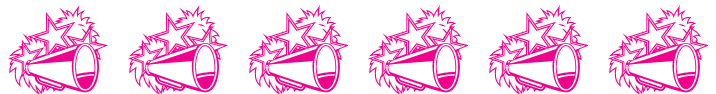
*by Angie Trowbridge, SW District Representative*

Everything we go through builds character. Good or bad, these types of moments mold us as coaches. In efforts to save your time and bring you smiles instead of higher blood pressure, here are the top five GOOD moments!

5. When a cheer alum makes it a point to introduce their significant other, or eventually their own little family, to you. And when you still hear the words, "my cheer coach".
4. Invitations to weddings, and their wedding party is almost entirely their high school cheer teammates.
3. That smile when they show you their college acceptance letter, or when you stand with them for a college signing.
2. Sticking that routine and banking hardware because of it.
1. Going through every single emotion with them, but still hearing them say, "Thank you for everything, Coach".

Those kinds of moments are authentic and golden, and they fill our tanks. Hang onto them well, as they're incredibly powerful tools to help you through any kind of challenge that may lie ahead.

March on, Coach, and know you're making a HUGE impact on your kids!



## All State Report

*by Melissa Hatfield, All-State Director*

IHSAA and ICCA are proud, once again, to bring the very talented All-State Squad to perform at the Boys State Basketball Tournament in March! Don't forget to set your DVRs...or even better, make a trip to Wells Fargo on March 9th to watch this amazing group jump, stunt, tumble, and dance. The All-State Squad is made up of 30 of the best cheerleaders from across the state. Over 200 cheerleaders tried out for the team with the squad members being selected based on their superior motion technique, jumps, dance, tumbling, and personality. Third year All-State choreographer, Ronna McGrann, has designed a routine to really show off the team's strengths! We can't wait to see how everything comes together on the floor!



# Special Olympics 2018

*Sherrie Moritz, Special Olympics Director*

The Summer Games of the Special Olympics is Iowa's largest event of the year with more than 2,600 athletes, 1,200 coaches, and 2,000 volunteers converging on Iowa State University in Ames. The Special Olympics Opening Ceremony will be held in Ames at Hilton Coliseum on May 17th, 2018.

Also featured at the games are 50 high school cheerleaders from across the state. Your team can participate! Registration starts at 11:00 a.m. Cheerleaders spend the day learning a low-key dance routine and cheers. The high school cheerleaders also hosted a cheer clinic for the Special Olympics athletes, with the athletes performing their cheers that evening. Afterwards, the cheerleaders will perform their routine.

This experience is a rewarding for the cheerleaders. It is a great opportunity for our high school cheerleaders to meet one another and make friends from across the state; while doing what they love to do – cheering! This event is a wonderful opportunity to work with and support others with various needs.

**The cost for each cheerleader is a nonrefundable fee of \$20, coaches fee is \$10 for the meal and t-shirt. All fees are 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 the ICCA website. Each cheerleader performs in their own school uniform. Only 4 varsity cheerleaders per school are allowed, giving many schools the opportunity to participate. Encourage your cheerleaders to participate in the Special Olympics next year!



## A New TOOL for Tryouts to Help Avoid the Tums!

*by Sarah Buss, SE District Representative*

Your season is winding down and in pops an email to your inbox titled "TRYOUTS." Depending on your range of experiences, past and present, your heart leaps or sinks. There is excitement thinking of a new team, sadness (or joy) about losing your current seniors, or anxiety about the stress of releasing the tryout results, or maybe a mix of all of them.

It's a stressful time under the most perfect of circumstances, because someone will have a conflict



*New Tool...Continued on page 5*

# CHEER CAMP

*by Paula Kirkpatrick, SE District Representative*

As the winter season wraps up, it is time to think about summer cheer camp.

- A great place to start is coming to the ICCA Conference. There are camp vendors there such as UCA or NCA, and you can talk to lots of other coaches about their camp experiences and recommendations. Hearing first hand about how things go at a camp is very valuable information!
- Talk to your team and parents. How much are they willing to spend? That can really narrow or broaden your choices.
- Figure out what you want out of camp - stunting? game day cheering? Some camps specialize in what you learn.
- Lastly, be sure to pencil in an ICCA Free Clinic in August. They are jam packed with new cheers, motion technique and jump practice.

Good luck at the camp that fits your cheerleaders' needs!



## The Importance of Cheer Camp

*by Cindy Pangburn, NC District Representative*

I hope you are all enjoying your winter cheer season! Although camp won't happen soon the planning of it should. Research now whether you want to have a home camp or travel to camp. There are positives to both, but determine what will benefit your squad the most. Here are things that will happen at camp:

- Your team will bond much better than at practice
- Your cheerleaders will make new friends and get to know each other
- It will give you time as a coach to evaluate your cheerleaders
- Your cheerleaders will learn new material
- They will be challenged by other coaches and instructors

*Importance...Continued on page 5*

#### New Tool...Continued from page 4

with a practice; you will get bumped from the gym; a judge won't show; the mom-squad (which we lovingly refer to as bomb squad) emails with questions about your policy's listed and if they always have to have their hair up or just for games are frequent. **Insert more coffee.** But when dealing with any of the above impending stress, here is a quick tip on handling: Use - **Feel-Felt-Found** when dealing with situations.

Using the word **feel** implies you are putting yourself in their shoes and showing compassion. **Felt**, shows experience and being relatable. It implies proven results. Example: When replying to a parent who has a conflict with the tryout date. "I understand how you **feel**. It's a tough situation for you and your daughter. I, too, would have **felt** the same way, but I have **found** as the coach of this program, if I move the date for one, I will have conflicts with the new date for other athletes. I have chosen the best date when coordinating with other school activities so its best we stick with the original date chosen. Your our daughter can submit a video prior to the audition date of the material."

This method of **Feel-Felt-Found** can be used to diffuse a variety of situations. I hope you find this helpful to finish your season on a high note and are excited thinking about tryouts for your new teams with a new tool on addressing common stress factors and issues. Be strong, you can do this, and if you need some help to get through, the **TUMS** Chewy Bites are my favorite.



#### Importance...Continued from page 4

- Your team can learn new stunts you may not be comfortable with teaching
- You can tell which cheerleaders need more encouragement
- You will see who your natural leaders are
- It's a great way to mix up stunt groups
- Camp can help you achieve success as a team

Making time for camp is a great way to make your season successful. It shows your cheerleaders that you as a coach, are making a commitment to them. You can learn along side your cheerleaders. Set a great example with positive and encouraging behavior. Camp can be a great beginning and foundation for your year. Attending camp should be considered an investment in your cheerleaders!

## Shrine Bowl 2018

By Sandy Norby, Shrine Bowl Director

Shrine Bowl tryouts for 2018 were held on Sunday, October 15, 2017, at the ZA GA ZIG Temple in Altoona. A total of 61 cheerleaders from throughout the state participated. A short cheer and dance were taught by the Shrine Bowl choreographer, Ronna McGrann.

The 2018 Shrine Bowl Squad consists of 41 cheerleaders. They will come together the week of July 16-21 on the University of Northern Iowa in Cedar Falls. Game day is Saturday, July 21, at the UNI Dome.

Tryouts for the 2019 Shrine Bowl Cheer Squad will be held January 12 & 13, 2019, at the ZA GA ZIG Shrine Temple in Altoona. Information for these days will be posted late fall.



## RANDOM FUN IN THE WINTER SUN!!

by Patti Davis, Website Director

Fall flew by with no time to spare! Winter has done the same. The cheerleaders all know their performance material and have been infusing school spirit at every meet and game.

Now it's time to change up the practices in an unorthodox way, to keep the team full of energy on even the coldest day!

- ☺ Choose to have a game day instead of the norm. Play red rover, ships and sailors, red light/green light, heartbeat, and more. Even telephone is good for some added fun, and gets them talking and laughing without using their scrolling thumb.
- ☺ Ok, you've already heard or done these things...so... bring the snow pants and go sledding, build a snowman, make snow angels, have a snowball fight. All great bonding and cardio to reenergize for game night!
- ☺ Grab your favorite picture book, wear your matching attire, take some school spirit to a childcare center, the local Y, or library and be a cheer-reader!!
- ☺ How about baking cookies for your teachers...they will love anything heartfelt, delicious and chocolate.
- ☺ Maybe craft day fits your team better, bring an old, cool t-shirt and turn it into a cross body carryall.

Just know that the Random Fun these cheerleaders will have, will be about memories, life lessons, and life skills they have been introduced to, by you, their coach, to leave an impact for years!



# END OF YEAR BANQUET

by Betty Lou Jones, All-Star Director

Each year I have an end of the year cheer banquet. I invite the cheerleaders along with their parents for a pizza party. At the banquet I talk about each cheerleader, what they have participated in and their contribution to the cheer program. I pick out a saying or quote for each cheerleader. I try to make this meaningful and point out their potentials. (I find many websites that have many to choose from or make up your own.) I make a card with a funny picture on it and write a note to each cheerleader along with the quote or saying.

Check the information on the ICCA website regarding charging for uniforms and requiring camp attendance.

To read the minutes of the February 4th board meeting, contact ICCA secretary Jane Bauman.



## Ask Jeanne

Dear Jeanne:

Can cheerleaders wear a different colored bow besides school colors? We would like to pay tribute to a mom with cancer.

State Wrestling Cheer Coach

Dear Coach:

YES! There are no rules regarding the ribbon color of bows. Paying tribute to the mom is a very kind gesture.

*I'm always cheering for you!*

*Jeanne Ehr*



## SPRING CONFERENCE INFO

**What:** The ICCA Annual Spring Conference

**When:** April 13 & 14, 2018

**Where:** The Meadows at Prairie Meadow in Altoona

**Who:** For all CHEER Coaches! Come join us!

**Theme:** This is Us! Come celebrate 30 years of ICCA! We'll take a look at where we are going and where we've been!

**Schedule:** Add on classes (include AACCA) on Friday AM and PM. Take advantage of IHSAA's offer to pay a portion of each coach's tuition for AACCA. **Friday evening banquet & awards.** Saturday will have many educational classes on just about every part of cheer!

### National Speakers:

- ★ **Jeff Brewster** - National choreographer and speaker; NCA Head Instructor and Camp Specialist. Herky Legacy Award winner. NCA Championship's announcer. His motions class will take your cheerleaders to a new level. His high energy and enthusiasm makes Jeff a must see!
- ★ **Logan Lefler** - Head Instructor, College Staff, Member of the Core (training) Staff with UCA. Worlds, Summit, NCA and UCA Nationals. Judged and instructed in 15 states and 7 countries. Championship Event Announcer. His knowledge in elite stunts and tumbling will bring a new look to your team! This is Logan's first trip to our conference! We've heard nothing but great things about him!
- ★ **Jim Lord** - Executive Director of AACCA. AACCA continues to be the best course for cheer coach education! Jim has great insights into the new National Federation Rules. Coaches ask for this gentleman to come back each year because of his vast knowledge. We get it! If you look up cheerleader in the dictionary, Jim's picture might be there (or it should be).
- ★ **Jenna Reynolds** - NCA State Director for Iowa and many midwest states. Jenna is coaching at the University of Missouri. We've invited her back this year because her Sideline Cheer class was fantastic last year! She'll share even more tips and ideas this year! Plus, she has great ideas for prepping cheerleaders for college cheer.

**Hotel Reservations:** Make your reservations now. Once the block is full no rooms will be added.

**Call 515-957-3000 with reference code: 04122018IAC**

Or go to the ICCA website for an [online link](#).

**The room block will be released to the public on March 12, 2018.**

Check the ICCA website for more information.  
Watch for the brochure coming to your school.  
Registration will open in February!



# 2017-2018 ICCA BOARD OF DIRECTORS

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