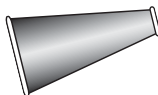


Iowa Cheerleading Coaches' Association NEWSLETTER

August 2011 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE Cheer Coaches...



Summer greetings to you all!

As I write this, we just pulled in from a week of boating at The Lake of the Ozarks last night! Vacation is so fresh for us that as I hung up the life jackets last night, I could still smell the aroma of sunscreen on them! There is almost nothing we love more than boating there and a week of relaxing and just getting sun-soaked.

Friday afternoon, our last afternoon on the lake, I was saying how I could just stay there forever and Chad, my husband, said that we could stay through Monday if we wanted to, since it was the the Fourth of July. That would have meant three more days of boating for us on our beloved lake... Normally I would have jumped at that offer! But...

It took me about a half a second to say no because on Saturday I had a former cheerleader getting married in Rochester! I could quickly decline boating three more days because we had to get home for that wedding! I wouldn't have missed it for anything. So, what trumps my most favorite pastime of boating? Obviously weddings of former cheerleaders!

That made me think about how special the bond is between coaches and cheerleaders. It made me think about all of you and how you each have probably had multiple cheerleaders like that. Cheerleaders that have become friends of yours throughout the years and have looked to you as a role model and have taken some of your wisdom and teachings to heart as you coached them!

This cheerleader was a freshman the first year I coached, the only freshman on the varsity squad that year. She worked very hard over the next four years of cheering and became on All-State cheerleader her senior year! On the way home from one very icy All-State practice, we went into the ditch on I-35 in the Nashua-Plainfield school car. Lovely. My husband had to drive 2 ½ hours in the ice storm to rescue us! That is just one of the many cheer-moments I share with today's bride-to-be! She is also a distant cousin of mine for whom I baby-sat as she was young! Her mother was one of my role-models growing up as my 4-H leader and so it was an honor to coach both her daughters! (The other daughter, also a former cheerleader, was married last November and I was at that wedding, too!)



As I share this little story with you, I hope that it will remind you of the many girls that you have coached and influenced positively. I hope you will think of the many weddings you have attended as the beloved "cheer coach of the bride." I hope that it will make you think about how you treasure the opportunity you have to pass along some of your wisdom to the next generation!

The Presidents Message...Continued on page 2



The National Federation Spirit Rules Meetings will again be held online. All coaches are encouraged to complete this rules meeting as soon as possible, preferably before your first practice.

Rules meetings will be available online from August 1 – September 1. Coaches with cheerleaders planning to participate in the All-State tryouts, State Competition, and Honor Squad **MUST** complete the rules meeting during this time frame –
NO EXCEPTIONS!

* Be sure to print confirmation of your rules meeting completion at the end of your online meeting. This confirmation must be submitted to the ICCA with registration paperwork for the preceding events.

The online rules meetings will again open up on November 7 – November 21 for any coaches missing the earlier meeting (such as newly hired and/or winter cheer coaches).

To complete the rules meeting, please log on to the ICCA website:
www.iowacheercoaches.org

The Presidents Message...Continued from page 1

Have a great rest of the summer and a great school year coaching kids who are now cheerleaders but whom you are helping to mold into wives, mothers, employees, and leaders of the future!

CHEERFULLY...

Lisa Nelson

To All Cheer Coaches and Athletic Directors,

I'd like to welcome you to the Iowa Cheerleading Coaches Association! You have in front of you the quarterly newsletter that is written with Iowa's cheer coaches in mind! Its purpose is to give cheer coaches information to help their programs succeed.

Let me acquaint you with ICCA. Established in 1988, we are an active organization sponsoring many events to recognize the cheerleaders in your school & promote cheerleading in Iowa. Some of the events are the State Competition, Honor Squad, All-State, All-Star, and cheer teams performing at the Boys' State Basketball Tournaments. We offer FREE Fall Clinics to any cheerleader who would like to attend as long as their coach is a member of ICCA and give thousands of dollars in scholarships to cheerleaders participating in events and have an academic scholarship program.

I invite you to take a look at this newsletter and go to our website: www.iowacheercoaches.org to check us out. We have great things to offer to Iowa's cheer coaches and their cheerleaders. If you still have questions, give myself or Nancy Huether a call. You can find our contact information at the back of this newsletter.

Don't hesitate...join today!

**Sincerely,
Jeanne Ehn**

PAPERWORK DEADLINE

The deadline for ALL ICCA EVENTS: All-State Tryouts, State Competition, and Honor Squad is September 27, 2011.

Please include the Certificate of Completion for the ONLINE Rules Meeting (August 1 - September 1). All paperwork must be put together in ONE envelope that is postmarked by September 27 or before by the post office. No school postage meters are accepted. IHSAA has sent paperwork to each school along with a 2011-2012 National Federation of High Schools Spirit Rules Book in a mailing that went out the first week in August. Paperwork for these events can be found in the mailing and online.



FREE FALL CLINICS

Each year the ICCA sponsors FREE Fall Clinics for ICCA members. They are held in each part of the state over two weekends. Coaches are welcome to take their cheerleaders to any clinic. Coaches need to contact the ICCA District Representative at least ONE week before the clinic, so he/she knows how many coaches and cheerleaders will be in attendance.

The dates, locations, and district representatives for each clinic are:

AUGUST 13

NW – at Storm Lake High School – Salli Nichols
SW – at Griswold High School – Kenna Johnson
NE – at Charles City Middle School – Lisa Nelson

AUGUST 20

NC – at Mason City High School – Betty Lou Jones
SC – at Northview Middle School (old Ankeny H.S.) – Renee Murphy
SE – at Clear Creek Amana High School – Kristen Morlan

We are going to try to have computers available at the free clinics for coaches to complete the online rules meeting. Coaches will then be able to write down questions while they're completing the meeting, and then questions will be answered after all coaches are finished.

Free Fall Clinics...Continued on page 3

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."
-- John Quincy Adams

If online rules meetings will be available at a specific fall clinic, that information will be included in the paperwork sent out by each district representative.

If a clinic does not have computers available for the rules meeting, please complete the rules meeting before attending the clinic since time will be made available to ask questions.

ICCA on facebook

ICCA is now on facebook! If you haven't checked us out yet, search for "Iowa Cheerleading Coaches' Association" and click on our logo. Click "Like" to receive friendly reminders and ICCA updates on your facebook News Feed! Better yet, leave us a message and say "Hello!"



THE WEB CORNER **www.iowacheercoaches.org**

by Jenny Crawford

The ICCA Web Site is Essential for You!

The ICCA web site is designed with you in mind. Our goal is to give you the most updated and accurate cheerleading coach information as possible. The home page always has the latest information and links for you. Be sure to check it out all year long. Also, forward the link to other cheer coaches you connect with. www.iowacheercoaches.org is here for you!

MEMBERSHIP – If you would like to participate in all ICCA has to offer you and your cheerleaders (Newsletter, Coaches Conference, Awards, Free Clinics, Scholarships, Honor Squad, All-State Squad, State Championships, All-Stars, Shrine Bowl, Special Olympics) become an ICCA member. There are several links to the membership form on the home page.

*****NEW***** The address for your membership payment has changed*****NEW*****

Please notify your school's accounts payable department of the address for membership payments only:

ICCA, PO Box 8432, Cedar Rapids, IA 52408-8432

In August, you will want to complete the online rules meeting. The rules meeting site will only be available from August 1 to September 1. Go to www.iowacheercoaches.org for more information.

Do you want to see your squad represented on the **Home page** of our site? Submit a picture to jennycrawford1@msn.com for consideration!

www.iowacheercoaches.org. Bookmark it, make it a favorite, write it on a sticky note and stick it to your computer monitor. Our Web site is here to help you. It is full of information regarding opportunities for cheer coaches and cheerleaders. If you are having trouble navigating the site, please let us know. We want the site to be user-friendly and helpful. If you ever have any ideas, questions or suggestions for the ICCA web site, please contact Jenny Crawford at jennycrawford1@msn.com.



FREE Training Videos

Training is wonderful, but usually involves expenses. The National Federation of High Schools is offering two free videos to assist you in your coaching: "Concussions in Sports," and "The Role of Parents in Sports." Both videos are offered at the website: www.nfhslearn.org. You will have to sign up and log in, but there is no expense to do that.

This website also offers great coaching classes like "Fundamentals of Coaching," "Fundamentals of Coaching Cheer and Dance," and "AACCA." Check out the Spirit Coaches section. If you are looking for outstanding and inexpensive training, check it out.

2011-2012 Spirit Rule Changes

2-4-6-d A spotter must not hold objects in her/his hands.

Rationale: If a spotter's hands are not free, the ability to spot safely is greatly diminished.

2-6-7 A twist to a cradle is permitted only on grass (real or artificial) or a mat.

Rationale: Prohibiting all twisting cradle dismounts from being performed on hard surfaces is consistent with the NFHS focus on risk minimization.

2-8-5 In pendulum, or pendulum-type stunts, (c) was eliminated to allow the top person to land on her/his side and the last phrase of (g) was removed to allow the top person in a single base full pendulum to drop on her/his side.

Rationale: These allowances do not present a greater risk than dropping face up or face down.

2-8-11c A swinging stunt is legal provided all the following conditions are met:

& Note c. The top person begins from a cradle or the performing surface.

Note: A slight downward swing to prepare for an upward swing is permitted.

Rationale: Allowing more than a slight downward swing from a stunt higher than a cradle presents increased risk to the top person.

2-9-7 Airborne twisting tumbling skills are permitted only on grass (real or artificial) or a mat, with the exception of roundoffs and aerial cartwheels.

Rationale: Prohibiting twisting tumbling skills from being performed on hard surfaces is consistent with the NFHS focus on risk minimization.

2-10-2 Basket tosses, elevator tosses, and similar multi-base tosses are permitted only on grass (real or artificial) or a mat.

Rationale: Prohibiting these tosses from being performed on hard surfaces is consistent with the NFHS focus on risk minimization.

2-10-7 Quick/load-in tosses that begin with the top person in weight-bearing contact with the performing surface and end in a stunt or pyramid are legal provided all the following conditions are met:
c. The top person does not twist during the release unless it is performed on grass (real or artificial) or a mat.

Rationale: Prohibiting airborne twists during quick/load-in tosses from being performed on hard surfaces is consistent with the NFHS focus on risk minimization.

2-12-2b In non-release transitions that involve changing base(s), all the following **Exception** conditions must be met throughout the transition:

b. The new base(s) must be to the side or front of the person moving the flyer except when the flyer remains vertical.

Exception: A backward leapfrog to a prone position is permitted provided there are at least two catchers and the top person maintains continuous hands-to-hands contact with the post throughout the transition. The original bases, post, and catchers must remain stationary.

Rationale: This stunt presents minimal risk to participants if adequate restrictions are in place

WHO DESERVES A LITTLE HONOR!!!!

by Tami Doyle, Honor Squad Director

Your cheerleaders! Do you have a few cheerleaders that go above and beyond what's expected, or have great individual talent? Or manage their studies with excellence? Or just need a "Hey I am proud of you" pat on the back? If so sign'em up for the Honor Squad!

You can choose up to three juniors or seniors to represent your school for any reason you feel fit. These cheerleaders will meet on November 13th in Ames, Iowa, with another 200+ cheerleaders from across the state to learn a performance routine to perform at the State Football Championships in Cedar Falls at the UNI Dome! Your cheerleaders do not need to try-out, all skill levels welcome.

CALLING ALL CHEERLEADERS!!!!

**Important information about
ALL-STATE TRYOUTS 2011-2012!!**
by Melissa Hatfield, All State Director

When: Tryouts are being held October 15th and 16th, 2011
Where: West Des Moines Valley High School
Who: Any high school cheerleader can tryout!
Why: The team performs at the Boys State Basketball Tournament in March

More information will be sent in the fall packet from IHSA/ICCA, including practice information and tryout details!

Please contact Melissa Hatfield, All-State Director, with any questions!



THE CHALLENGE

by Nancy Huether, Co-Executive Director

Iowa Cheerleading State Championships 2011

Each coaches' major job is to develop young people in a positive way. Having your team participate in the Iowa Cheerleading Championships is a huge step in that development! Focus on what your kids can learn by working together to be the best they can be and then sharing it with 100 other cheer teams from all over Iowa!

Changes for 2011

Location – Yes, we have been moving around a lot lately, but we truly hope that we've found a new home at the Iowa State Fairgrounds in Des Moines. This year's championships will be held in the brand new Jacobson Exhibition Center. ICCA has no doubt that cheerleaders, coaches, and fans will love our move to this fabulous arena. It features many of our "ideal situation" requirements. We know you will love it.

Two Performance Areas – Due to large numbers of teams (YEA!) making a busy day very long, ICCA has been able to procure a second arena very close (across the parking lot) to hold parts of the competition. In addition to the Jacobson arena, we will be using a section of the Varied Industries Building. The Sideline division will be held in this location, along with preliminaries for the Group Stunt competition. Group Stunt Small School and Group Stunt Large School teams will hold a preliminary competition in the morning. The top five teams in each division will be invited to perform at the end of their respective sessions for the trophies and medals. Small School will be during the early session and large school during the late session. We hope that cheerleaders and fans will enjoy this. It should also shorten our day in the main arena.

Score Sheets – Most of you are aware that ICCA has developed a new scoring system for State Championships 2011. We feel that it will better reflect the quality of cheerleading skills used by the team and not be as subjective as in the past. Cheerleading has changed dramatically in the past ten years and we hope this new score sheet will reflect that. To learn more, you can go to the ICCA website (iowacheercoaches.org) and click on the "state competition" tab. The new rubrics will be explained there.

Competition Divisions –

- The Non-Stunt/Mount division will no longer be a "state championship" division. We will not hand out a state championship in this

division. Instead we will reward top scoring teams with plaques (as in the Sideline Division). This doesn't mean that division is gone. If this is where you'd like your team to participate, then please feel free to enter this division.

- Prelims and Finals will be held in the Group Stunt Division. See explanation above.
- Co-Ed – Teams with one male will be entered in the "All Girls" divisions and not Co-Ed (same as 2010).

Saturday, November 5, 2011, we will be holding a "Celebration of Cheerleading in Iowa"! The ICCA hopes that you and your team will choose to be a part of this exciting day!



Did you know...ICCA Offers Many Scholarship Opportunities?

by JoEllen Wesselmann, Scholarship Director

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

Scholarship opportunities include:

* **State Competition** – Our newest scholarship, to be given for the first time in 2011! All squads participating will be entered into a drawing, and a \$250.00 scholarship will be chosen for each class or groups of classes. The teams' names will be announced during the awards ceremony, and it will be each coach's discretion to select one senior squad member to receive the scholarship.

* **Honor Squad** – Two \$250.00 scholarships are chosen from the seniors who are participating on the squad. Seniors are asked to submit their name and a drawing method is used to select these recipients.

* **All-State** – Senior members of the All-State squad are given criteria to apply for one \$250.00

ICCA AWARD CHANGES

by Nancy Huether

For over 20 years ICCA has received nominations and chosen district winners and a state Iowa Cheer Coach of the Year and Iowa Cheer Contributor of the Year. We are very proud to have had the opportunity to recognize some of the most outstanding people in cheerleading in Iowa! This year we are changing the process a little, but not the awards.

In the hopes that we receive more nominations so we can recognize those significant people, we are changing the time of the year that we nominate. In the past we have received nominations in July and August. This is both a down time for people (summer) and the very busy beginning of the school year. In 2011, we will be receiving nominations during November and December and the board will choose winners at the January ICCA Board of Directors' meeting. Nomination forms for the Iowa Cheer Coach of the Year and the Iowa Cheer Contributor of the Year will be sent to members by email, to AD's by email, and posted on the ICCA website.

The Lifetime Achievement Award is ICCA's highest award recognizing outstanding service to Iowa and the nations' cheerleaders and coaches. Beginning the fall of 2011, the ICCA Board will nominate and choose this winner. It will no longer be an open nomination. The Board will do this at the October Board meeting.

Let's Just Review some Rules...

by Jeanne Ehn

Many times I receive questions from coaches and athletic directors about some rules that cheerleaders are asked to follow. Here's a review of frequently asked questions:

What if I take the Online Rules Meeting and don't print a certificate of completion? You'll have to do the Rules Meeting again. This year the meetings are online from August 1 to September 1. If you don't print it, you'll have to do the rules meeting again. EVERY school is responsible for following the rules as adopted by IHSA. Every cheer coach should do the Online Rules Meeting whether they join ICCA or not.

Rules...Continued on page 7

scholarship, and selection of the recipient is conducted by the All-State director and a scholarship committee.

*** Academic Scholarship** – This is the original and longest running scholarship given by ICCA. Four or more \$500.00 scholarships are given, based on GPA, leadership, school / community involvement, and coach's and community member's recommendation. There are specific guidelines listed on the ICCA website under the scholarship tab. Scholarship recipients are chosen under the direction of the Scholarship director, assembling scores from out of state judges.

*** All-Star Squad** – Senior members of the All-Star squad are taken into consideration, and the selection is made by the All-Star director and coaches.

*** Shrine Bowl** – \$500.00 is donated by Gatorade, and either one \$500.00 scholarship or two \$250.00 scholarships are chosen under the direction of the Shrine Bowl coaches. Although this is not an ICCA scholarship, it is available to ICCA members, and chosen by ICCA coaches.

REVISED SPIRIT RULES BOOK STUNTS BY SECTION

Non-Release Stunts

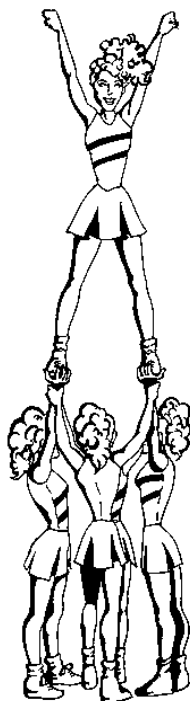
Cupie/Awesome
Prep and Extension
Flatback/Deadman Lift
Pyramid (including Hanging Pyramid)
Leapfrog (non-release transition)
Liberty
Non-Release Transition (includes Vaults)
Pendulum
Side T-lift
Swedish Fall
Totem Pole

Release Stunts

Basket Toss
Elevator Toss
Helicopter
Log Roll
Quick/Load-in Toss
Release Transition
Tick-tock
Multi-base Toss

Suspended Stunts

Suspended Roll
Suspended Splits
Swinging Stunt



Can cheerleaders wear acrylic nails? The answer is yes and no. Yes, they can wear them, but the nails CANNOT go above the tip of the finger. If they go above the tip of the finger it would be a violation of NF Spirit Rules.

Can cheerleaders wear fingernail polish? Yes, and any color. This is not a NF Rule. It might be a rule for an individual coach, but that coach should not enforce their rule on another squad.

Can cheerleaders have bangs? Yes, as long as it isn't in their eyes. Check out "Hair Get it Right" on page 19 in this issue to answer all your hair questions.

Can cheerleaders cover earrings with tape and still be legal? No. Earrings, spacers or any jewelry on while cheering (or practicing) is illegal. Think of it in these terms. If you weren't born with it, you can't wear it.

Can cheerleaders throw a basket toss with 5 bases? No. Basket tosses must be thrown with 3 or 4 bases only. They also must be performed on an approved surface (matted area). Anything else would be a violation.

If a cheerleader failed a class second semester last year. How long is she/he ineligible? This is a school issue because cheerleading is not a sanctioned sport. It would be logical for schools to follow the same policy they have in place for other students in their school. This should be something you discuss with your athletic director or administrator.

Who determines the cheerleading rules in Iowa? Do they have to be followed? The spirit (cheerleading) rules are actually made and governed by the National Federation of High Schools located in Indianapolis, Indiana. IHSAA is a part of that organization. Because of this, IHSAA has adopted the rules for cheerleaders participating in their events (all end of season tournaments). It is logical that all of Iowa's high school cheerleaders follow the rules. IHSAA appoints Iowa coaches to be a part of the Spirit Rules Committee. Right now, Donna McKay (ICCA Ethics Director) is serving on that national committee. IHSAA sees to it that every high school in Iowa has a current copy of the Spirit Rules at their school.

If you have any more questions, please do not hesitate to contact me: jeff@heartofiowa.net OR 641-366-2914.

Partner Stunt Progressions

This is referred to many times in cheerleading. Here it is if you have questions. This is also found in the Spirit Rules Book from the National Federation. You will also find Tumbling Skill Levels. Your cheerleaders should not progress from one to the next until the lower level is mastered.

1. Step - up drills
2. Double-base thigh stand
3. Double-base shoulder stand
4. Single-base shoulder stand
5. Extension prep, step off dismount
6. Cradle drills
7. Extension prep, cradle dismount
8. Press extension, return to shoulders, cradle dismount
9. Press extension, cradle dismount
10. Full extension Step-up Liberty
11. Ground up Liberty
12. Braced Liberty - tick-tock
13. Skills to cradles (i.e. touches and twists)
14. Basket toss drills ("rides")
15. Basket toss skill execution (i.e. toe touches & twists)

NOTE: No partner stunt should be attempted until each individual skill in the progression.

STATE COMPETITION SMALL TEAM DIVISION

by Nancy Huether, Co-State Competition Director

Recently a lot of questions have come up about who can enter the Small Team division in the state cheerleading championships. We'd like to thank all of the coaches that have contacted us and asked these questions. It's much better for everyone to have accurate information.

Our decision is based on our philosophy. The main goal of our championships is participation. It is our hope that coaches and cheerleaders will work together to bring a routine that will showcase the talent of each individual team. We've spoken many times of the value of competition – pride, unity, working toward a common goal, discipline, team work, commitment, perseverance – the list is endless. The true value of competition is not actually being a champion or winning a trophy. Please don't misinterpret me. Winning and trophies are great recognition.

It is concrete proof of your efforts and team take

***Editor's note: There has been much talk of the new scoring system. Many of you know how talented the Cedar Falls cheer program is year after year. After listening to Tami give her views on the score sheet at a recent board meeting, I thought she had things to say that everyone needed to listen to.*

SCORE SHEET FEARS

How many of you coaches are scared of this new score sheet?

DON'T BE!!!

by Tami Doyle

The new score sheet was created to help judges be more consistent with their judging - leaving their own personal taste or style out of the scoring. ICCA does not want to recognize one particular style (ex. NCA, UCA, CSA, JUMP & JAM). There are numerous cheer styles across the state – all good and your school should not be judged on a style but rather your skills.

So how does this new score sheet change things? This score sheet really does not change anything from what has been scored in the past – but it does give you a great guide as to how your skills will be scored. One thing you can bet on is that just because you can see how each skill is scored the average skill ability that is performed within each division will remain the same as in the past. However, if you read the score sheet thoroughly you may pick up on a few areas that your squad could earn a few more points – **easy points!** For example, perform three consecutive jumps vs. two! You still have to perform them well but what an easy way to earn more points.

This is how I see it – you are getting an advantage by having such a well detailed score sheet! You will know going in where your team will score for skill level – just perform it well! If there is a team out there that goes for all the advanced skills, they may get the points for skill level, but if it is not performed well they won't get the points for execution – opening the door for the team with lower skill levels, who performed to perfection to rise above!

This score sheet should also be used as a source of motivation – look at the skills that earn higher points. See what your team can realistically achieve, set a goal and remember you are the coach and responsible for your team – **SAFETY FIRST!**

Don't let change keep you and your team from working together to achieve cheer miracles! **TEAM UNITY** - Dedication, Laughter, Tears, Hugs, High Fives, Sweat, Sticking a Stunt, and every **YEAH** in your routine!

great pride in those awards. Unfortunately, not every team who competes is able to attain those awards. Think of how many teams in school sports compete, and compete a lot. They do it for much more than the winning. These thousands of students and coaches continue to compete whether they win or lose, because they find more value in it than just the winning.

We hope that you choose to compete for those reasons. Choosing the correct division for your team is a big question. The intent has never been to only choose a division in which you think you can win – or not compete at all. We are saddened when we hear of teams who choose not to compete because they might have less talent than in the past and are afraid they can't win or at least place high. We are also saddened when a team does not challenge itself to be the best they can and chooses a less challenging division. We encourage teams to challenge themselves.

Small Team is an **OPEN DIVISION** – which means any school 1A, 2A, 3A, or 4A is eligible to enter this division.

Small Team is designed for teams that have smaller number of cheerleaders. In 1A and 2A schools compete with up to 12 team members. For this school classification, teams can still be competitive with 9 – 12 cheerleaders. In 3A and 4A, the teams compete with up to 16 cheerleaders. We have found that teams of 12 – 16 members have been very competitive in these divisions. But, we also know that if you have fewer than 9 in 1A/2A or 12 in 3A/4A then you might not be as competitive even though the cheerleaders have outstanding skills. This is why the Small Team division was created.

Small Team was not created for teams to cut eligible members to get down to 8 on the team.

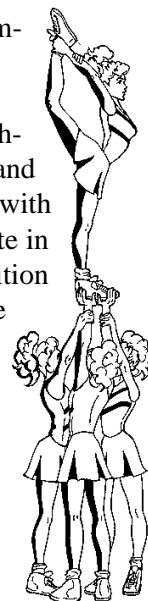
Can a team of 4 enter the Small Team Division? Of course, remember what was said about the value of competition!

If you are a 3A or 4A school and you have only 8 – 10 on varsity and another group in JV/Sophomore/Freshman can you enter the Small Team division? That depends. Some schools only allow so many on varsity and younger students are not allowed on varsity. If that school has some JV/Sophomore/Freshmen cheerleaders with good skills, then the coach will move them on to a “competition” team and have enough numbers to compete in the regular school classification. On the other hand, some JV/sophomore/freshmen are not ready for competition or may not wish to compete. Then the coach might choose not to include them in a competition team. We are trying to trust our coaches to make the “right” decision – the ethical decision.

Anytime a 3A or 4A team enters the Small Team division, we make an effort to contact the coach and discuss the situation to ensure the integrity of the division.

Coaches, it is up to you to make the decision that is right and ethical for your team.

Questions – please give contact Nancy (nhuether@huxcomm.net) or Jeanne (jehn@heartofiowa.net). Both will be happy to help answer your questions.



WHEN Is It Time to COMPETE AT STATE??

by Mindy DeBaun

Is this a question you have asked yourself as a coach?
How many years have I been contemplating competing at
State Cheerleading?

Well what are you waiting for? Many coaches are overwhelmed with the thought of putting together a team and competing at state, but really you just need to take a leap of faith and try it. There are many choices from the cheer/dance division, sideline division and stunt group division.

When Is It Time...Continued on page 10

Why Should My Squad Compete at State?

by Lisa Nelson

This summer, as you are contemplating your upcoming cheer season, you may be thinking, “Should my squad compete at state?” If that is your question, the answer is, “Yes!” Here is my perspective on why competing at state is good for every squad!

You may be thinking, “But my squad is young and inexperienced. I don’t think they are ready.” Young

Why Should My Squad...Continued on page 10

If you have been thinking about it there is no better time to just give it a try. The kids will love it.

How do you get started?

1. Watch for the ICCA papers to come in the mail in August to your school and it will have all of the competition information in it. If you can't wait, check out the ICCA website. Information has been placed there for your team also.
2. Make sure you take the rules meeting online for ICCA or you cannot participate in state cheerleading or any other sponsored ICCA event.
3. Decide which division you are going to enter in whether it is cheer/dance, sideline, or stunt group.
4. Next select your team and don't forget to have a couple of alternates. (Every year I have had to use alternates). Many coaches use their varsity football squad as it makes practices easier, BUT you can decide how to pick your competition squad. Whatever way works for your school is the way to go. Many schools also have separate tryouts for their competition squad. Remember that a competition cheerleader has to be an official member of your cheerleading squad at your school; they cannot just be someone that you pick from your school or be a member of an All-Star program. They have to be a cheerleader.
5. You may or may not want to hire a choreographer. There are many great choreographers around the area and also from out of state; it just depends on what you can afford.
6. Practice, practice, and more practice. Practice your routine at homecoming or at a pep rally or football game, anytime you can get the kids out in front of a crowd.
7. Don't be afraid to ask for help! Call any coach who has competed before and I am sure they will give you some helpful tips.
8. Get all your paperwork in ON-TIME to compete at state.
9. Have fun and make it a special day for your cheerleaders.

Just try it and you might realize that it is not as scary as you thought! Cheers!



and inexperienced squads are the ones that really need to be going to state because where else will they get experience and grow? If a young, inexperienced squad competes at state, they will have a chance to compete, get feedback from the judges, and then set goals for how to improve for the next year. If you wait until your now young and inexperienced squad is all seniors to go to state, they will then be older, but they will still not be experienced at state. They will get down on the blue mat and have only that one chance to show what they can do. Take your young squad NOW, this year, and then they will be able to learn from this year, grow, and give it another shot next year! Very few wrestlers do as well at state as they could the first year because they are overwhelmed by the state experience. But, when they go back the next year, they feel like they understand what is going on and they have the tournament more under control! That is how it will be with your cheerleaders! Attend a few competitions or exhibitions with your squad in your local area before state or perform your routine for the student body before leaving to get some of the jitters worked out! If your squad is young, celebrate!! Take them to state this year and by the time they are seniors, they may perform really well on the blue mat!

Another thought that often trips coaches up is, "Well, what if we don't win or don't place well?" That is a tough one and it can stop coaches in their tracks and make one decide not to compete. But at the risk of sounding harsh, not everyone is going to win in a competition! If the fear of not winning is holding you back, push that thought aside! There is only going to be one winner per division but that championship wouldn't mean much if there was only that one competitor, would it? So, get in there and help make the competition stiff for all! I am not saying that you shouldn't work and practice hard enough to win, that is always a great goal. But, it is a great opportunity to teach some valuable lessons as a coach about competition. I remember I always coached my cheerleaders to do their best performance, give it their all, and be happy with the way they did. That way, if they were proud, it would not matter how the actual competition turned out. They may win or they may not and they could be happy. Especially in today's world, teenagers sometimes believe that they have to be on top or something is not worth doing. Someone has to recognize their efforts, or they will not try at all. We as adults know that is not how the world works! Why not teach them some lessons in the value of hard work for your own goals instead of for an external reward?

For this year, with they changes in the scoresheet, you may be thinking, "We can't do some of those elite stunts so we are not going to get all the points, so why go?" Actually, this new scoresheet is going to help you immensely! Instead of wondering why you got the score you got, you will

know. I also would like to suggest to you that if you look back on your scoresheet from last year, you probably got similar points to what you will score this year, if you have the same skills. For example, if you did not have multiple one-legged stunts with full-downs, you probably did not score a 9 or 10 in the stunts category last year. The scoresheet itself is changed but the score you receive should not vary, if you do the same caliber routine as you did last year. Instead of being concerned about the new scoresheet, look it over and see if there is any area where your squad could safely earn a couple more points! It is a great coaching tool to have!

Finally, you might be thinking, “My squad just is not that hard-working or dedicated a squad. We can’t do state.” If this is your thought, I would really encourage you to try competing at state! Lots of times, squads, or people in general, can be lazy when they don’t have a goal to work towards. Give them the common goal of state competition, something to practice for and work for and see if you don’t see your under-motivated athletes turn themselves around! Going to state gives your squad a reason to keep sharp, try and perfect new skills, and learn new material. Competing at state keeps your cheer-year invigorated and your athletes fine-tuned and constantly honing their abilities! If you have never tried it before, try it this year! I can almost guarantee you will love how having the goal of state transforms your squad so much that you will be back next year! Competing at state is addictive! I never left the competition without thinking... “Next year...”

Those are just my reasons for competing at state! Hopefully some of them hit home with you! I hope to see you all at the competition this year!

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HERE WE GO

by Jane Bauman

Summer break has finally arrived. Time to sit back, relax, and enjoy some much deserved rest. Time is up, time to prepare for the cheer season. Have you prepared for the upcoming year? There are lots of things that can be done during the summer to help you get through the year.

It is August, so make sure you get on-line and take the rules meeting. Better yet, have your squad watch it with you so they also hear it.

If you are going to participate at Honor Squad, make your motel reservations now.

My squad makes all of our posters for the fall sports in one 3 hour practice. We get all of the homecoming decorations done and put away also. Have your cheerleaders search the internet for short skits to use at pep assemblies. They are on the computer all the time anyway, so this gives them something to do. If you haven't started on state competition it will be here before you know it. Take time to look at the new score sheet, get music and your choreographer lined up. Make sure all of your uniforms are clean and repairs are done. By the time you get all of this done it will be time to head back to school again. However, take time to relax. **YOU DESERVE IT!**

Get Yourself Organized Communication and the ABTs

by Traci Buck

When it comes right down to it, coaching IS communicating. So how are you going to make sure you are doing it effectively? Take some time at the beginning of your seasons to decide what fits your program best.

Examine the numerous choices of how you can send messages to your cheerleaders and their families now. We always want the information to be easily accessed, convenient to find, and concise. Hard paper copies are still preferred by some, while other squads use mass emails, text messages or the internet. There are some that have access to a page on the district’s website, some that start their own simple site, use a Facebook page or share a Google calendar that all can see. It’s a good idea when sharing electronically to know the privacy issues involved: who can view and which members are able to post.

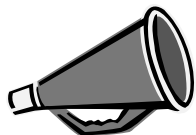
Beyond the medium you select for contacting your squad, consider the frequency. How much is too much? This speaks to coaching style and personality—but whatever you decide, it’s helpful for people in your program to have a sense of consistency. Consider a Monday update with reminders in it, or let everyone know that you will be sending a schedule out the first of every month. Even if it’s a small amount of information, we all like to know when it’s coming!

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Lastly, no matter how it's communicated, the content of course is key. Instead of the ABC's, I'd like to try to remind you of the two ABI's. One of them is positive, the other not so much! We have a running joke at our house that being correct or right doesn't mean that an idea or statement can't be too harsh or hurtful. Another way of saying this could be "true, but rude" but we say ABI: Accurate But Insensitive. Consider this when trying to deliver a message that might not be very well received. And the more positive ABI? When emotions get heated and tensions are high sometimes try to look at exactly WHY the person is so passionate. What's the source--their loved one is involved, they really want to do better, or maybe they really felt hurt in the first place. Then we can remember the second ABI: Assume Best Intentions.



ADVICE

by ICCA Board of Directors

Your ICCA Board of Directors is a pretty smart bunch! Together they have many, many years of coaching experience to draw on when you have a question. Please do not hesitate to call, email, or text them when you have questions or just need some help. Below you will find their one piece of advice to Iowa's coaches to assure them of success OR get the year off to a great start. They were limited to one sentence. So here's some of the best advice that you will ever get from the experts. Whether you are a coach that is an old pro or in your first year, there is plenty to think about. (Yes, a couple did use 2 sentences!)

"Front load your year... do all calendars, vehicle requests, locker signs, posters...plan pep rallies, etc. in the summer so you don't have to think about those things during your busy year." - Lisa Nelson

"Communication is your key to success." - JoEllen Wesselmann

"Have a parent meeting and state expectations to both parents and cheerleaders, and while doing so set expectations high and hold them to it. Be sure to explain why for parental support." - Donna McKay

"Communicate with your cheerleaders." - Betty Lou Jones

"Try to do a 'team building' activity once a week." - Melissa Hatfield

"Get calendars out EARLY!" - Tami Doyle

"Try to not refuse help. Think about what it is okay to let go of." - Traci Buck

"It is okay to say, 'No!' sometimes! You cannot do everything and need to rely on others." - Kenna Johnson

"Stay positive!" - Jane Bauman

"Have a good attitude and have fun!" - Sandy Norby

"Document EVERYTHING that has to do with cheerleading: conversations with your administrator, parents, cheerleaders, etc., drills done at practice, stunts your cheerleaders have progressed through, etc." - Krystal Fitzpatrick

"Remember to take a break once in a while. Give you and your kids some breathing space as it inspires and gives a refreshed renewal." - Nancy Huether

"Because the first two weeks set up the entire season, be as organized at practice as you possibly can be by keeping everyone focused in progressions, skills, & expectations; yet still having fun with variety, music, and team building activities." - Jeanne Ehn

Get Yourself Organized: First Practice

by Betty Lou Jones

There are many reasons for you to be organized for your first practice. The most important reasons are the following:

1. It will start the tone for the season to come.
2. You can set your expectations for the year to come.

Once these are set you should review:

1. The National Federation and State rules that have been adopted for the cheerleaders in Iowa.
2. Your rules for your cheerleaders.
3. Practice schedule.
4. Game schedule.
5. Clinic dates.
6. Competition dates. (if your squad competes)
7. What each cheerleader is responsible for such as shoes, briefs etc.

This would also be a good time to discuss your emergency plan with the squad.

The last thing I feel you should discuss with your cheerleaders is communications. There are many sides to communication and each member needs to know how you will communicate with them and what and how they should communicate with you.

Remind them that the better the communication the fewer problems there will be.

After all the “communicating” has taken place it will be time to start your practice. It is a good idea to have a written plan on what you want to cover at each practice and how much time you want to allow for each activity. There are so many aspects of cheerleading that always need to be covered, especially in the early part of the season; you will not always have time to do everything at each practice.

Decide where you will start and set goals for your squad and a plan as how they will meet them. In your written plan make sure you cover not just what you want to cover but how you will cover it.

Remember to get the most out of your practices be organized and on time. Set the standard that you want for your cheerleaders. They will be much happier knowing what you expect of them.

BUILDING A STRONG RELATIONSHIP WITH PARENTS

by Kenna Johnson

Some things never change.....like the humidity in July in Iowa. We can just count on it year after year. Working with cheerleaders AND their parents are other things that simply cannot change: “For an individual and a team to succeed, parents and coaches must work together. We are all here for the young players, so everyone must get along” (Steve Pavlovic). We have to work TOGETHER!! Some coaches are lucky enough to have a very strong support system in the parents they deal with, while others find parents to be their worst nightmare!! By taking on a few ground rules, help parents become your friends, rather than your enemies.

Communication is essential. Keeping parents informed with what is going on is key to a working relationship. Having parent meetings at least one time in the year gives you the opportunity to express guidelines and expectations clearly, but communication must take place throughout the year. And there are many parent agreements that have to be signed; if you can meet face to face with parents and answer questions, many problems can be averted. No parent wants to get caught off guard, particularly about financial obligations. Sending home notes routinely about fees and basic practice and game schedules can also alleviate much confusion.

Educating your parents is also part of that communication process. Not only do parents need schedules, basic expectations, etc, they also need to be informed about the rules. Let them know safety rules, like fingernail and jewelry rules. This might save everyone involved; for example, many girls want to get their ears pierced during the cheerleading season. If parents know and understand that jewelry cannot be worn during the season, they can help their cheerleader make a decision before the rule is violated. Parents also need to know and understand your school’s Good Conduct Policy and the “No Pass-No Play” policy. After all, they are to be students first and cheerleaders second, but as we all know, not all parents feel that way.

Involving parents is another great way to build relationships between school and home. Friday night meals are a great way to build a sense of team and involve the parents. For football season home games, we travel to someone else’s home each week, with two or

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three parents being responsible for helping with a meal for the cheerleaders. I have also asked parents to help organize fundraisers throughout the year, drive to outside events like volunteer activities, and be actively involved with those same volunteer efforts. Many times I find that parents are looking for a chance to spend more time with their child, so involving them in an activity together is a perfect way.

One of my favorite things to do, whether it's right before state competition, at the end of a season, or the end of a year, is have my cheerleaders write thank you notes to their parents. It's not until they actually put it into writing that the cheerleaders really understand how influential and supportive their parents are of them. I point out all the sacrifices their parents make, both with time and money. I also make an effort to write thank you notes to parents as they work with the cheerleaders throughout the year. I find that I truly cannot survive without the help of those parents.

Building a strong relationship with the parents of your squad members can be a very fulfilling thing. Usually by simply asking for help, parents are more than willing to pitch in to assist you. Simple gestures like notes home and open communication can alleviate a lot of stress in a coach's life, and we all know how beneficial that can be!

Making It Through the First Week of Practice

by JoEllen Wesselmann

The first week of practice can be one of the most hectic times of the year! It is looked upon with excitement and hesitance, by both coaches and cheerleaders... What will my squad be like this year? Will the seniors take the leadership roles that they need to? Will the "chemistry" be one that is positive, or will I spend my time refereeing?

There are several things that I like to make sure that I have in mind for the first week of practice. I've always thought if I could have someone to take care of the "secretarial stuff", my job would be a breeze! Money turned in, handing out the orders, scheduling facilities, fundraising, attendance, practice plans, conditioning, goal-setting, a parent meeting, calendar, posters, little girls' clinic, BLAH, BLAH, BLAH! It all still makes my head spin! However, if I break it down into times to concentrate on each, it does make it easier to handle!

Setting up schedules for meetings, facilities for practices / practice times is a great place to start. I have to admit that when I started writing this, I

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realized I needed to make contact with my AD to schedule my gym for practices. Having worked in another district for many years, my old AD knew that I had dibs on a certain gym for a regular time... however, you need to find out the process for scheduling and reserving facilities for your district, since districts handle things differently! Don't wait until the last minute and be without a place to practice!

By this time of the year, you have either been to camp or have one scheduled. This probably means that you've ordered and passed out shoes, etc. Make sure that you have ordered everything that you will need for the season... T-shirts, warm-ups, poms, bags. Most of these things don't take long to get (besides the warm-ups) but make sure that you've thought ahead so you aren't scurrying around at the last minute.

Have a parent meeting! Most districts either require this or encourage it, but I would do it whether or not it is mandatory. Getting parents informed and involved in a scheduled, organized manner can make or break your season! I always have parents say to "let them know if they can help". Taking care of some of the "secretarial stuff" is a great place to start. I have had moms who want to be in charge of collecting orders, making posters with the girls on Monday nights after school, getting treat baskets for the visiting teams, taking pictures, and organizing the team dinners for home games and the little girls' clinics. LET THEM! There is no reason that you can't delegate some of the non-coaching duties to them so you can concentrate on the actual coaching of your team! I have found that the more parents are involved, the more they appreciate ALL that YOU DO!

So now to the actual topic that this article was supposed to be about, THE FIRST WEEK OF PRACTICE...

The first week is always challenging, with the meshing of the new and the old. The more experienced girls want to "get on with it" and not go back to the basics. The new girls are totally overwhelmed. Some girls come to you in condition, and others throw up and cry when they have to run a mile.

Once again, what I am going to suggest is ORGANIZATION! Have a plan of what you want to accomplish each practice (Conditioning, stunt progressions, teaching of how many cheers, school song, one or two new stunts, etc.) Be ready to be the "peacemaker" and to steer the more experienced girls in the direction on mentoring the new ones. Have them teach the cheers in a large group, and then split

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up into small groups where it is easier for the new girls to learn and ask questions. After you have talked about a new stunt, have those who have stunted add to what you said and tell specifically what they do in their job in the stunt group. This keeps everyone involved, and gives less time for side conversations, etc.

Have goals **WITH** the girls. After all, this is a **TEAM!** Let them be a part of the organizing, especially the seniors. Help them to become the leaders, and be a part of the planning. Also, make goals as individuals and a squad. Check back on these goals each week, and especially at the end of your first week or two. These are good reminders to everyone to stay on task and use time wisely. Kids can see if they are not meeting their goals that they need to stay focused or they won't be successful in meeting their goals.

Lastly, take time to **ENJOY** and have some **FUN!** A small team bonding activity will work wonders. Some of the girls will be overwhelmed, some will think they know it all..... but in the end, what you need to do is remember to enjoy each other and your successes, reflect on what went well and what didn't. Laugh at the good and not so good, and praise each other for improvement and what they've learned!

ORGANIZING YOUR UNIFORMS!

by Kristen Morlan

One of the most tedious tasks of coaching is organizing uniforms! Since we all know how many car washes or candy bar sales or grocery sackings it takes to dress an entire squad, keeping track of all of those uniform pieces is a necessary evil!

Ok, maybe it's not evil, but it is necessary. The first step to organizing your uniforms is to take inventory. How many of your current uniforms do you have? Which uniforms do you use for each season? How many warm-ups do you have? What sizes are all of these uniforms? What other accessories do you have to store? What old uniforms can you get rid of? If you know you won't use them again, sell them to the kids! I've sold old skirts and sweaters to kids and they wear them to the games to show their spirit. It's a great way to add some color to the crowd, and it


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Leading the Crowd


by Melissa Hatfield





On a chilly fall Friday night in Iowa City, my thoughts are flooded with the words "Let's Go! Let's Go! L-E-T-S G-O!! Let's Go Trojans!" The crowd is loud and the game is exciting! The cheerleaders are getting everyone involved and they are loving every minute of it. This is my idea of a fun Friday night football game! Maybe we don't win, but the cheerleaders and crowd still have a good time cheering on their team. But, some may ask, "How do you lead your crowd so well?". Since I have been coaching for 10 years, I have learned what works and what doesn't. We have figured out a way to effectively involve the crowd in the game and get everyone excited! Here are some simple ideas that might help you and your team this season!

 **Signs** - They don't have to be elaborate! At one time we just had green and gold colored ones and kept saying the colors. Bright and bold lettering will help your crowd see them and know what they are supposed to say. Use your mascot name on one and incorporate "Go, Fight Win!"

 **Stunts** - Use the signs in stunts! The easiest stunts are sometimes the most effective when combined with signs. You can even change the levels of stunts with certain words and then you don't have to use signs!

 **Get the younger students involved** - Utilize your Junior Highs and Elementary schools! Have cheerleaders go to that section and have them cheer! This will also help them learn the cheers and feel involved when they get to high school.

 **Get your parents cheering** - The cheerleaders parents probably know the cheers better than some students! I have some great moms that do the cheers in the stands and get other parents involved. It is really neat to see everyone supporting each other!

 **Cheers** - Use the same cheers for certain parts of the game. For football, my cheerleaders always use the same cheers after touchdowns. The students know this and they cheer along! You can always use new cheers during the game, but use some of your old "standbys" too!

Good luck this season and remember ICCA is cheering for you!!

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puts a little money back in your account. Be sure to check with your administrator to make sure you can sell them.

The next step is to create an organizational system with the different pieces of the uniforms. I number all of my skirts, sweaters, shells, etc., with permanent marker a place where it wouldn't show. I number by size so it's easier to remember that number one is a 5-14, number two is a 5-15, etc. Don't just number the tags as those fall off and the numbers are gone. On skirts, the number can go inside the waistband in the back, and on shells the number can be hidden on a side seam. My warm-ups came as a set, so I number the top inside of the front pocket, and on the pants I number it on the waistband. I then store the pants inside the front zipper of its top so they don't get separated. I create a master list of numbers with sizes so that I can keep an inventory of all sizes separate from my uniform check out. This helps when someone loses a uniform and I need to see what size I need to replace. Without the size chart, I only have the number to which to refer.

When you check out uniforms keep a spreadsheet of who has what numbers for each piece. This makes it easier at the end of the season to check in everything and hold the cheerleader responsible for all of the uniform. My warm-ups always seem to get mixed up, so having the numbers makes it easier to see if someone turns in the wrong uniform.

After all uniforms are turned in, where are you going to put all of them? If you are lucky enough to have a place you can hang your uniforms, organize them in numeric order so you know what you have. If you only have to put them in boxes or plastics crates, you can organize them by type (all the shells in one box, all the skirts in another). I also always tag the uniforms of returning cheerleaders to make check out in the fall a bit quicker. Be sure wherever you store your uniforms is clean, not likely to get wet, and lockable. Too many uniforms wander off over the summer and don't ever find their way back. Likewise, if your space isn't clean and you can end up with some musty-smelling cheerleaders in the fall.

Save the Drama for Your Mama

by Sandy Norby

We all know how this story goes: "Anna" says something about "Erin" to "Amy." "Amy" goes and tells "Audrey" an exaggerated version of the tale, and "Audrey" tells it to another friend. The story gets told and retold all day, being revised and exaggerated every time, until it gets back to "Erin." When "Erin" and "Anna" next see each other at cheerleading practice, "Erin" is MAD! Drama ensues. Now they're on your time, so who is responsible for working it out? YOU, Coach, that's who!

This might not be exactly the drama you will encounter, but you will be a very lucky coach if you make it all the way through a season without some drama or another. High school is an age where these things can happen, and you can help your cheerleaders and your squad by modeling and teaching some conflict resolution strategies. These will help your season and squad run smoothly and assist even the worst of enemies with getting along during the stressful practices, games, and competitions.

The first step you can take is to lay down the law, so to speak. At the beginning of the season, while going over rules, you can talk with the squad about leaving their problems at the door when it's time for practice, games, or competitions. Your squad needs to work together, especially when it comes to stunts. Make sure your squad knows that the "no drama" rule boils down to a safety issue.

Even with a rule in place, there's bound to be a conflict eventually. It's important to listen to your squad members if they need to talk, but do not engage or take sides in the conflict. That will only lead to more problems. Listen and give advice with a nonjudgmental, nonbiased approach and make sure your cheerleaders know that you are not taking sides. Sometimes people just need an opportunity to be heard.

Another strategy is to give the cheerleaders time to cool off. Take a break from practice, put them at opposite sides/ends of the formation, or make sure they are not in the same stunt group for that day. A little time apart can be a good thing when two people are upset.

The most important strategy, and the strategy that needs to happen every time there is a conflict, is communication. As the coach, you may have to mediate. After the cheerleaders involved in the conflict have had their time to vent or cool off, pull them aside and talk with them privately.

"A person who won't read has no advantage over one who can't read."

Mark Twain

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They need to both have a chance to discuss their points of view on the conflict, and you can help by rephrasing, giving advice, and serving as the calm middleman in the discussion. The cheerleaders may not be best friends by the end of the discussion, but you can help create peace for your squad by facilitating the communication.

Use these strategies to help your cheerleaders save the drama for their mamas and your season will be peaceful!



I stumbled upon this last summer as I was gearing up for the coming school year. We had so many new cheerleaders that had so much to learn and they had the time on their hands to learn more material when we weren't at practice. I also wanted another way for my squad members to find needed information on their own, especially information that I had already given them! I was looking for a website that I could create a webpage for my team on. I found a site online called Shutterfly (www.shutterfly.com). This site had exactly what I was looking for and is FREE. Here are some of the features of the site that I took advantage of when making a website for my squads.

- Locked – The site that you create has the ability to be locked, which is something that I definitely wanted. In order to gain access to the website, a person has to be invited via an email from the site owner. I simply asked all of my new cheerleaders to provide me with both their and their parents' emails and sent them an invitation to join our site. This kept strangers from looking at the info that was provided on our site to the members of our program. If at any point a cheerleader left our program for any reason, I

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Dear Jeanne:

What do I give my cheerleaders so they know the rules? It seems complicated, yet shouldn't they know the rules?

Wanting to Get it Right

Dear Wanting:

Yes! Your cheerleaders need to have the rules. By giving your cheerleaders your rules and the penalties, they know if they make an error what to expect. You are going to want to do 4 things:

1. After you've written the rules give them to each cheerleader & their parents.
2. Talk through your rules at a meeting where the cheerleaders and their parents/guardians are present (hopefully a parent meeting). If your AD can be present also, it is even better. This way everyone hears the rules together.
3. Give a copy of the rules to your athletic director for reference.
4. Make your the rules and expectations a part of practice. Don't just talk about them once and then forget them. For example: Before the first game go over their appearance and your expectations of it. By doing things like this you give them control & have reminded them of your expectation.

What should your rules contain? The simple answer is anything and everything. Realistically it might take a few years to get this tweaked so it reads exactly as you want it. Here are some options for you to pick from. Remember this is a place where cheerleaders, parents and administration can go to when there is a question. Being clear and concise will be to your advantage.

Philosophy:

This is what you want to accomplish in your program. Some areas to think about here are sportsmanship, citizenship, leadership, raising school spirit, teamwork, and having fun.

Academic Eligibility & Good Conduct Rules:

While these may seem simple because they are given to you from your school, cheerleaders and parents must realize that cheerleaders are in school to learn, and failure is not an option. Following the Good Conduct Rules your school district has established should also be at the top of your list. I urge you to have strong statements about following these rules. You might want to give examples so everyone has a clear understanding.

Expectations & Training Rules:

You have to write down what you want to

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simply deleted their (and their parent/guardian) email address from the members list so that they no longer had access to current squad information.

- **Calendar** – This is where I created our squad calendars. Any member of the site has access to print it off, which came in handy many times. I always printed off copies to give to my squads initially, however having it available online soon eliminated the much heard “Can I have another calendar?” after a cheerleader misplaced the first one that I had given them. This was also very helpful to the parents who had access to the often-updated calendar at any time.
- **Rosters** – I created a roster for each squad which was also able to be printed by any member of the site. The roster for each squad included the name of each cheerleader, their parent/guardian’s names, contact numbers, etc.
- **Pictures and Videos** – I take a lot of pictures at all of our events. This is the place that I added them to. Along with giving all site members the ability to download or print the pictures to keep for themselves, it also acts as an online backup area of all of my pictures that I have taken. Shutterfly guarantees free unlimited storage of pictures on their sites. In addition to uploading the pictures that I take, the site owner can choose whether or not to allow members to upload their pictures, as well. I also took a video of each cheer (as well as the school song being performed to counts), added it to my youtube site as a “hidden” (not able to be searched by internet users) video, and then copied the youtube link that the “hidden” video was on and added them to our website. This allowed the squad members to view and learn cheers and the school song on their own time that they did not yet know (or simply needed more practice with). Although Shutterfly does allow videos to be uploaded to their sites, I believe that they did have a limit as to how many could be uploaded and I knew that I would be way above their limit with the amount of videos that I wanted to upload. Using my free youtube site in addition allowed me to link as many videos as I wanted.
- **Links** – I added a page to this site (which was very simple to do...as simple as the click of a button) that solely consisted of links to all things that I thought may be helpful, either to the squad members themselves or their parent/guardians. Some of the links that I added include the school district’s homepage, the high school’s homepage, the high school’s athletic calendar, our squad’s youtube site, local newspaper websites, ICCA, IHSA, AACCA, local gymnastic facility websites, etc. In addition, I added a section on our squad’s Shutterfly homepage that included links to documents that I thought members might need to be able to access and print on their own. I simply uploaded documents (such as our program’s constitution, parent permission forms, cheer lists, picture order forms, etc) and Shutterfly helped me to create a link to it that would appear right on our main page.
- **Journals** – I also added this feature to our homepage and called it “Coaches Corner.” This is where I write updates as to what is going on in the program. I also include reminders about upcoming events, money due, etc.
- **Reminders/Update Notification** – One thing that I really liked about this free site is that the members can choose whether or not to receive updates about what is going on. Some of the parents choose to get an update every time I make a change or add something, some choose to get a reminder email the day before every event/game, and some choose to get nothing at all. This was a valuable feature to me when looking at my options. In addition, a site owner can choose to email all of the members at once with the click of a button...another valuable feature.

There are so many more useful features of a Shutterfly site (which you can choose to use or not use), but I chose to tell you only about my absolute favorites. Although I am sure that there are other sites on the internet that offer similar features, I initially decided to go with Shutterfly and never regretted the decision. It seemed (and is) easy to use, which is helpful to someone that does not have a background in creating websites. It is also simple and quick to update and maintain, leaving time to do what we all love to do most: coach cheerleading.

Ask Jeanne...Continued from page 17

happen. For example: If you want practice to start 15 minutes after school lets out, put that down. "Practice will begin 15 minutes after school is dismissed."

Standards and expectations for cheerleader behavior should be stated in your handbook as well. If you expect it, it should be there. If they are to represent your school in and out of uniform, they need to know what they should be doing. If you expect them to participate in community service activities, it needs to be a part of your expectation rules.

I would urge you to have rules that enforce the National Federation Spirit Rules (hair, jewelry, glitter, apparel). If the expectation and rule are there from the very first day, your life will be easier. What is hard to understand about this rule? "No jewelry -ever. This includes earrings, bracelets, necklaces, piercings on your body, under and in your tongue. This include spacers, corsages, and all kinds of spirit pins. If you weren't born with it, you can't have it on during practices, performances, or during games."

My guess is you understand and get the idea.

Consequences for Violations of Rules:

This is simply what happens when a rule has been violated. Include academic, good conduct, and training rule violations. What is going to happen if they miss practice and you weren't notified? Missed the bus to a game? Had on jewelry at practice? Received a detention? Get caught at a party where there is alcohol? Etc.

I always included a section called, "You Will Not Cheer When..." It gives examples of the offense.

Other Things to Consider:

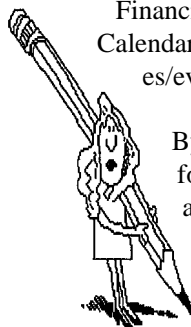
Don't forget to lay out your expectations for uniforms, poms, or anything your cheerleaders would use.

Medical Release Form

Transportation Expectations to and from games

Financial Obligations

Calendar - games, practices, special performances/events



By laying out the expectations and rules for your cheerleaders and their parents and the consequences when there are violations you will have a simpler time explaining what is going to happen when a violation occurs.

I'll always be cheering for you!

Jeanne Ehn

Hair - Get It Right Official Rulings

by the Iowa Cheerleading Coaches' Association

Find Your Cheering Hair Style

Is an ILLEGAL style really worth the RISK?

Pulling 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 pig tails 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 in a side ponytail that goes onto or touches the shoulders – **illegal**
7. Hair in pigtails that touches the shoulders – **illegal**
8. Short hair that brushes the shoulders – **illegal**
9. **The PLASTIC HAIR BUMP IT – illegal**

Bangs, Bangs pulled across Forehead, Whispies, & Chunks of Hair beside face:

10. The above - out of eyes and if necessary soundly secured away from the face – **legal**
11. Hair that falls into the face while cheering, stunting, or tumbling – **illegal**
12. How do you know if it is legal?
 - A. Move your head to move it away from your face – **illegal**
 - B. Use your hand to move it away from your face – **illegal**
 - C. Tuck it behind your ears – **illegal**

GOAL: Fix your hair before the meet or game so you don't have to worry about it. Look like an All-American cheerleader all the time; not just at tournament time.

If you have to move your head to get it out of your eyes, or use your hands to tuck it or replace it - it is probably **ILLEGAL**. If you get caught doing these things your hair **MAY BE ruled ILLEGAL**. Get it fixed **BEFORE** you start to cheer.

Why risk it?

ICCA BOARD MEETING CONDENSED

JUNE 5, 2011

LISA NELSON HOME, NASHUA, IOWA

The meeting was called to order by President Lisa Nelson at 10:16 a.m. Board members present were Jane Bauman, Traci Buck, Jeanne Ehn, Krystal Fitzpatrick, Melissa Hatfield, Nancy Huether, Kenna Johnson, Betty Lou Jones, Donna McKay, Kristen Morlan, Sandy Norby, and JoEllen Wesselmann. Absent were Jenny Crawford, Mindy DeBaun, Renee Murphy, and Salli Nichols.

Agenda: Betty Lou Jones made a motion to approve the agenda. Kenna Johnson seconded the motion. Motion passed.

Minutes: Jeanne Ehn made a motion to approve the minutes from the January 2011 meeting. Jane Bauman seconded the motion. Motion passed. Nancy Huether made a motion to amend the April 2011 General Membership meeting. The Merchandise Director position was eliminated. Traci Buck seconded the motion. Motion passed.

Membership: There are presently 122 members with 12 more in the process of becoming members.

Financial Report: The checking account balance is \$27,292.05. The savings account balance is \$25,396.32. The CD contains \$16,408.52. A financial report was received from All-State. Kristen Morlan moved to approve the Financial Manager's report. Sandy Norby seconded the motion. Motion passed.

Co-Executive Directors' Report:

Conference: The hotel costs were \$1,100 more because we used more board rooms, plus we paid more for speaker transportation. Ideas were discussed for the 2012 conference.

Newsletter: Articles are due July 1. Present coaches and athletic directors will receive a green copy of the newsletter, while a hard copy will go to all coaches.

Competition: The Varied Industries Building will be the second venue. Board members are going to look for volunteers to roll the mats in the second venue. We will continue to rent mats at this time. A discussion was held on the tumbling portion of the new score sheet. That section will be judged in the same way as other sections. All coaches will type in their cheerleaders' names online by October 1, if they want them in the program. Professional dress will be suggested for coaches.

Website: Jenny would like everyone to email updated information for the website.

Ethics: The online rules meetings will be August 1-September 1 and November 7-November 21. Online rules meetings will be held at free clinics with access to computers.

Scholarship: Reminder that there will be a \$250 scholarship given at the State Competition to a school in each school classification (1A, 2A, 3A, 4A), not division. The chosen school will be responsible for giving the

scholarship to one of its senior cheerleaders.

All-State: Tryouts and practices will be held in West Des Moines. Tryout dates are October 15 and 16; practices are December 4, January 15, February 5, February 26, March 4 (make up date). Practices and performances are March 8 and 9.

Honor Squad: The Sunday practice will again be at Ames High School on November 13. The practices/performances at Cedar Falls are November 18 and 19.

All-Stars: The All-Stars event went very well; forty cheerleaders participated.

Special Olympics: Forty two cheerleaders participated, and the event was very successful.

Facebook: Krystal will put an article in the newsletter. She will put updates/reminders about ICCA events on the site.

District Representatives: Free fall clinics were discussed above.

OLD BUSINESS

Score Sheet Committee Update: This issue was discussed previously during Competition.

Board Application Process & Organization Restructuring: Traci is spearheading a group to organize the Board restructuring with an idea of possibly rotating At-Large Representatives.

Job Descriptions: All updated job descriptions need to be emailed to Donna.

Old ICCA Laptop: Jeanne will look into recycling the laptop or giving it to Goodwill.

Marriott Visa: This issue was discussed earlier.

NEW BUSINESS

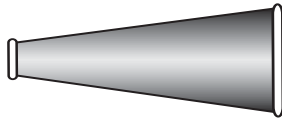
Cheer Forum: Jane Bauman motions to send four Board members and pay for two hotel rooms each night. Sandy Norby seconded the motion. Motion passed. Krystal, Traci, Lisa, and Donna will attend the Cheer Forum in Madison, Wisconsin.

Budget Committee: The Budget Committee, made up of the Executive Board and the Financial Manager, will meet on July 19, at 10:00 at Nancy's house.

Next Board Meeting: The next Board meeting will be Sunday, October 9 at 9:30 a.m. at the Story City Elementary School.

Adjournment: Kenna Johnson made a motion to adjourn the meeting. JoEllen Wesselmann seconded the motion. Motion passed; meeting adjourned at 1:55.

Respectfully submitted,
Donna McKay
ICCA Secretary



2011-2012 ICCA BOARD OF DIRECTORS

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Trustee..... Traci Buck

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District Representative - Northwest.....Salli Nichols

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District Representative - At Large..... Krystal Fitzpatrick

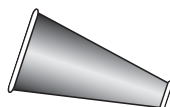
Home: 333 Stoney Point Rd. SW, Cedar Rapids, IA 52404
CELL 319-521-1229
Email: krystalfitzpatrick@ymail.com

Co-EXECUTIVE DIRECTORS

AWARDS & COMPETITION

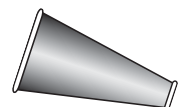
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ICCA - 2011-12 Calendar

In an effort to help you plan your year, the following is a calendar of events which are planned for 2011-2012 school year. We have tried to make it as accurate as possible, but please realize that not all dates are completely final.

August 1 – September 1 – NFHS ONLINE Rules Meetings -- Go to ICCA website: iowacheercoaches.org for further directions. There will be no access to this required meeting after September 1. All coaches need to do this rules meeting.

August 13 Free Clinic for ICCA members, SW – Griswold High School - Kenna Johnson-kjohnson@winter.k12.ia.us
Free Clinic for ICCA members, NE – Charles City Middle School - Lisa Nelson -chadandlisa@q.com
Free Clinic for ICCA members, NW – Storm Lake High School - Salli Nichols – snichols@slcsd.org

August 20 Free Clinic for ICCA members – Clear Creek Amana High School - Kristen Morlan - kmorlan@cca.k12.ia.us
Free Clinic for ICCA members, SC – Northview Middle School (old Ankeny HS) -Renee Murphy -rmurphy_4@msn.com
Free Clinic for ICCA members, NC – Mason City High School - Betty Lou Jones - jonesswea@iowatelecom.net

September 27 Paperwork for State Championships, All State, and Honor Squad is due

October 9 ICCA Board Meeting in Story City

October 15, 16 All-State Tryouts at Valley High School

November 5 Iowa Cheerleading State Championships in Des Moines

November 7 – 21 ONLINE Rules Meeting available for new coaches and winter season coaches. Go to ICCA: iowacheercoaches.org for further directions. This is not a valid option for coaches registering teams for All-State tryouts, State Competition, and Honor Squad.

November 13 Iowa All Honor Squad practice at Ames HS

November 18 Honor Squad practice at UNI in Cedar Falls

November 19 Honor Squad performance at IHSAA Iowa State Football Championships

December 4 All State Practice – West Des Moines

January 15 All State Practice – West Des Moines
ICCA Board meeting

January 15 Scholarship Applications due
All Star Applications and tryout videos due

February 5 All State Practice – West Des Moines

February 15 IHSAA State Dual Team Wrestling Tournament

February 16 - 18 IHSAA State Dual Team Wrestling Tournament

February 26 All-State Practice –West Des Moines

February 27 – March 3 IGHSAA Girls' State Basketball Tournament

March 4 All State MAKE UP Practice (if needed) – West Des Moines

March 8 All State Practice – West Des Moines

March 9 All State Performance – IHSAA Boys' State Basketball Tournament

March 5 – 10 IHSAA Boys' State Basketball Tournament

March 31 IBCA All Star Tournament – ICCA All Star Cheerleaders

April 13, 14 ICCA Coaches' Conference in Ames

July 2010 Shrine Bowl - TBA

Rules Book CHANGE

One rules book will be in the fall mailing to each school. Hang on to it. IHSAA has decided to furnish one rules book per school every OTHER year instead of every year. You will receive a Spirit Rules book this year, but not next in 2012 – 2013. The Spirit Rules book was completely revamped this year. Next year, you'll just receive a copy of the rules updates, but not a new book. Please do not discard the book you receive this year.

**There are two rules changes
that will affect many cheer
squads this fall.**

- **Basket tosses, elevator tosses, and similar multi-base tosses are permitted only on grass (real or artificial) or a mat.**
- **A twist to a cradle is permitted only on grass (real or artificial) or a mat.**

These stunts will no longer be able to be performed on the all weather tracks.