

Iowa Cheerleading Coaches' Association NEWSLETTER

November 2012 Jeanne Ehn, Editor

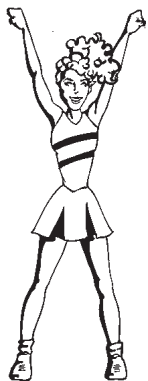


PRESIDENT'S MESSAGE Cheer Coaches...

I hope that all of you got the chance to register your cheerleaders for the State Competition and Honor Squad, and also to try out for the All-State Squad. If not, try to make it your goal for next year. The Iowa Cheer Honor Squad is a great way to showcase up to three of your cheerleaders. Criteria for choosing the cheerleaders are completely up to the coach but the cheerleaders must be either a junior or senior. You could register your top academic cheerleaders or those who have the best attendance or the ones who put forth the most effort. This squad of up to 200 will perform at the half times of two or three Iowa High School Football Championship Games in November.

I remember my first experience with ICCA was at Honor Squad practice the day before the performances. There were so many cheerleaders out on that floor practicing the cheer, dances and stunts that would be incorporated into the routine. Looking around I saw several coaches sitting in groups talking, mingling around, laughing, smiling, and having a great time. Soon, another cheer coach approached me and before I knew it, I was in a group of coaches doing the same thing. Since that day, I have always felt a part of ICCA if even just as a member.

I've come a long way since that day and I have learned a lot. I sincerely hope that you have had or will have that moment when you feel the cheer coaches of Iowa pull you into their "group". Make it a goal to try one new activity ICCA has to offer. This is just one of the many ways you can get involved in ICCA and provide your cheerleaders with all kinds of cheerleading opportunities. Have a great winter season!



CHEERFULLY...
Jenny Crawford
ICCA President

CELEBRATE SILVER

ICCA's Spring Conference - New Date, New Place

Planning is underway to celebrate ICCA's Silver Anniversary, April 5 & 6, 2013. Please note that this is a week earlier than past conferences. We are also very happy to announce that the conference has a NEW location at The Meadows Conference & Event Center and The Meadows Hotel at Prairie Meadows in Altoona. You will love this new facility as it fits our needs. No longer will the vendors be down the hall, but right outside each session's doors. It will be very easy to see them to meet all your needs.

The Meadows not only has beautiful rooms, with wonderful beds, but has free internet in every room. Plus, there is a Keurig coffee maker in every room, unless you want to venture to the Starbucks for your favorite morning brew. The parking is free. Add in restaurants, a buffet, a casino & live entertainment, and you have a great place to learn more about cheerleading and just have fun. So plan on helping us Celebrate Silver! Bring all the coaches in your school district. Get training for everyone from middle school through the varsity. Make coaching from one to the other seamless. Trust me, we have some exciting things planned. You aren't going to want to miss what we've created for you! Help us celebrate - ICCA Helping Cheer Coaches for 25 Years!



Iowa High School State Cheerleading Championships 2012 A GROWing Experience

by Nancy Huether, Co-Executive Director

Congratulations to all who participated in the State Cheer Championships on Saturday, November 3! Once again Iowa high school cheerleaders and their fans converged on the Iowa State Fairgrounds in Des Moines. The Jacobson Exhibition Center and the Varied Industries Building hosted over 1,500 cheerleaders and over 5,000 fans! These are record numbers! The competition continues to GROW every year!

The expanded performance area in the Varied Industries Building welcomed around 1,000 fans during the course of the day. The new Time Out division attracted 17 teams. Kudos to **Prairie City Monroe** (Small Team) and **Indianola** (Large School) for taking home a Division I trophy! Non-Stunt is our other non-championship division. **Albia** won this division. One of the most popular events in the competition is the **Group Stunt** Division. Fourteen teams from small schools and thirty-one large schools competed to earn the right to move on to the Five Finalists (in each division). Five teams in both the Small School and Large School divisions competed for trophies in the Jacobson Arena.

For the second year the main venue of the Iowa Cheerleading Championships was in the Jacobson Arena! With a new floor plan designed for more seating, over 5,000 fans and 1,700 cheerleaders were able to see seventy-eight teams showcase their talents in the popular Cheer/Dance Divisions. The number of teams entered in Cheer/Dance this year did GROW and in 2012 we had the most cheer/dance teams ever.

Champions were crowned in nine divisions:

Group Stunt Small School – Prairie Valley A
Group Stunt Large School – Waukee B

Small Team – IKM-Manning
1A – Prairie Valley
2A – Des Moines Christian
3A – Mount Pleasant
4A – Waukee



Championships...Continued in next column

Championships...Continued from previous column

4A Large – Valley

Coed – Fort Dodge Senior

(A complete list of the finish of all teams has been published in this newsletter.)

ICCA would like to congratulate those coaches who are working to GROW their teams by accepting the challenge to compete. Preparing and performing for competition takes an additional effort on the part of the cheerleaders and their coaches. Teams that compete tend to have more dedicated and knowledgeable coaches. Thank you coaches for taking time to GROW by taking credentialed classes on Risk Management, Partner Stunt Progressions, Coaching Fundamentals, First Aid, and Motions, Jumps, and Tumbling. These coaches go the extra mile to learn so they can pass it on to their teams. Educated coaches GROW both their sideline teams as well as their competitive teams.

The experience of competition helps our cheerleaders to GROW in so many ways – team work, perseverance, dedication, and more. Yes, competition is about winning, but winning a state championship is not the only way to win. By taking on the challenge, these 100 schools and 1700 cheerleaders become winners just by preparing and competing. ICCA is so proud of every one of you! Be proud of yourselves!

Thanks so much to all of the judges and workers who make this day possible. Tim McConnell Photography and Mr. Video were happy to make some memories for our teams. Don't forget to order your pictures and DVD's. You can find a link to order on our website iowacheercoaches.org

ICCA hopes that this exciting event can continue to GROW and serve the coaches and cheerleaders in Iowa! Congrats to EVERYONE!

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!"

Iowa Cheerleading Championships 2012

Final Team Standings

Small Team

1. IKM- Manning
2. Van Meter
3. Marion
4. Center Point Urbana
5. Riceville
6. Jesup
7. Cascade

1A

1. Prairie Valley
2. BCLUW
3. Northwood Kensett
4. Bishop Garrigan
5. Newman Catholic
6. Madrid
7. North Iowa
8. Don Bosco
9. Lake Mills
10. Tri-County
11. Woodward Granger
12. HLV
13. Montezuma
14. SE Webster Grand
15. Nishnabotna
16. Remsen Union

2A

1. Des Moines Christian
2. Nashua Plainfield
3. West Fork
4. Saint Edmond
5. Davis County
6. Forest City
7. South Central Calhoun
8. Emmetsburg
9. North Union
10. Beckman Catholic
11. Garner Hayfield Ventura
12. Central Springs
13. Roland Story
14. Clarke
15. Central Lyon/George Little Rock
16. Central Decatur
17. East Sac County

Group Stunt Small School

1. Prairie Valley A
2. St. Edmond B
3. Prairie Valley B
4. Nashua Plainfield A
5. St. Edmond A

3A

1. Mount Pleasant
2. Crestwood
3. Norwalk
4. Assumption
5. Dallas Center Grimes
6. ADM
7. Union
8. Carlisle
9. Clear Lake
10. Glenwood
11. Winterset
12. Williamsburg
13. Waverly Shell Rock
14. Humboldt

4A

1. Waukee
2. Urbandale
3. Ames
4. Lewis Central
5. North Scott
6. Cedar Falls
7. Bettendorf
8. Dowling
9. Dubuque Senior
10. Pleasant Valley
11. Des Moines Lincoln
12. Waterloo East
13. CB Thomas Jefferson

4A Large

1. Valley
2. Mason City
3. Southeast Polk
4. Burlington
5. Ankeny
6. Johnston
7. CR Washington

Coed

1. Fort Dodge Senior
2. Davenport West
3. Linn Mar
4. CR Jefferson
5. Boone
6. North Cedar

Group Stunt Large School

1. Waukee B
2. Ames B
3. Ames A
4. Waukee A
5. Assumption A

Division Finishes

Non-Stunt

1. Albia
2. Mid-Prairie

Time Out Cheer Small

1. PCM
2. Nashua Plainfield
3. Central Lyon/George Little Rock
4. CAM
5. East Sac County
6. Fremont Mills
7. Albia
8. North Tama

Time Out Cheer Large

1. Indianola
2. Fort Dodge Senior
3. Cedar Falls
4. Muscatine
5. Waukee
6. Mason City
7. Dallas Center Grimes
8. Maquoketa
9. Bettendorf



TAMI DOYLE, ICCA's Lifetime Achievement Winner

by Kenna Johnson

It is with extreme pleasure to name Tami Doyle of Cedar Falls High School as the 2012-2013 Iowa Cheerleading Coaches' Association Lifetime Achievement Award recipient. Tami has coached at Cedar Falls since 1990, serving two years as junior high coach, then taking over the head coach's position from 1993 to the present.

Tami Doyle has developed the cheerleading program at Cedar Falls High School into one of the top high school cheer programs in the state. Her teams have always competed at a high level, claiming eight State Championship titles. They have been on the medal stand all 19 years of the years they have competed at the state level. On the national level, Cedar Falls squads have either placed high or taken home the National Title. Two years ago, they competed in the CANAM Nationals in Myrtle Beach, South Carolina, where they placed third overall with a stunt team placing second.

Additionally, Tami has coached more than 50 All-State cheerleaders and numerous other Shrine Bowl, Honor Squad, and All Star cheerleaders. A large number of cheerleaders from Cedar Falls go on to cheer at the college level, with much credit being given on behalf of Tami.

Tami has been a highly involved and loyal member of the Iowa Cheerleading Coaches' Association. She has served in a variety of capacities during her 20+ years on the ICCA Board of Directors, including President, Vice President, Northeast District Representative, and At Large District Representative. Tami currently serves as a Trustee to the Board and is the Honor Squad Director. In 2000, Tami was named ICCA District Coach of the Year, as well as being named the National Federation Section 6 Coach of the Year that same year. Tami has truly been a leader in the cheercoaching world in Iowa.

Tami has also influenced the lives of her cheerleaders in more ways than just being a coach.



Tami Doyle...Continued on page 5

REPRESENTATIVE COUNCIL - COMING IN APRIL

ICCA will hold elections for its first Representative Council in April. The last newsletter gave the purpose, duties, process, and the term of members and what the Rep Council would do. One of the duties would be to volunteer at ICCA events. The following is a list of the **possible volunteer opportunities for Rep Council members**. As you read, please carefully consider whether you would like to be a part of this new opportunity. If you have questions, do not hesitate to contact any ICCA Board member.

All-State Tryouts & Performances

Tryouts – Check in

Tryouts – Door monitors

Performances: Give wristbands and cut wristbands

Conference

Thursday night prep – stuff packets

Registration/check in

Hostess Special Guests – Friday night banquet

Introduce Speakers/Room Monitor

Run ICCA Booth

Free Fall Clinics

Registration

Monitor cheerleaders while coaches in the meeting

Someone to help the District Rep during any special meetings they may have

Honor Squad:

Registration – 1st practice

Registration – Thursday practice

Registration – Friday morning practice

Medals for Cheerleaders

Newsletter (required by all)

Write an article for an edition (divided up so everyone takes one time in the year).

State Competition

Writing/Prep Score Sheets

Representative Council...Continued on page 5

Tami Doyle...Continued from page 4

Cedar Falls cheerleaders are involved in a number of community service efforts, including Relay for Life, the American Heart Walk, Cheer for a Cure/Breast Cancer Awareness, Blue Zone, and Fun Fair Workers that assists at local elementary schools. She encourages her athletes to be part of other school activities, church activities, and other athletic endeavors. She is a team player, often working around all the various activities of her athletes, and she sees the big picture about how her program fits into the total educational experience for her students.

Tami is highly respected by her administration, her peers, and the ICCA Board of Directors. She has been a mentor for many, a friend to many more, and most importantly, a very busy and supportive mom!! The Iowa Cheerleading Coaches' Association is very proud to award Mrs. Tami Doyle with the ICCA Lifetime Achievement Award

Interpreting Inversions & Other Rules

by Donna McKay

Sometimes the National Federation Spirit Rules might seem confusing, but by following the steps below, coaches might find the following strategy helpful in determining a stunt's legality. Let's begin with the new inversion rules. Please have the 2012-13 rules book or the new inversion rules from the fall mailing accessible to reference while reading this article.

DESCRIPTION OF STUNT

The bracers in a stunt reach down to support the top person in the middle stunt. When they reach down, the bracers' shoulders are below their waists.

ANALYSIS OF STUNT

Ask yourself: Which rule criteria does the above stunt meet? (If a stunt doesn't meet all requirements of one of the allowed types of inversions, it is illegal according to rule 2-5-1.)

Interpreting...Continued on page 6

Representative Council...Continued from page 4

Stuffing Packets
Certificates
Team arrival packet
Work at competition

State Basketball

Judge Sportsmanship if necessary

State Wrestling

Safety Check and Expectations
Monitor the Mats

WHY NOT HAVE YOUR CHEERLEADERS TRY-OUT FOR THE ICCA ALL-STAR CHEER SQUAD



by Betty Lou Jones, All- Star Director

The Iowa Cheerleading Coaches' Association would like to invite cheerleaders to try out for the twelfth Annual ICCA/IBCA All-Star Cheer Squad. This squad will cheer and perform at the Iowa Basketball Coaches' Association All-Star Basketball Games, which are the longest running and most prestigious of the basketball all-star events in Iowa. The games will be held March 23th at Dallas Center-Grimes High School in Grimes.

Cheerleaders will be chosen by a video try-out. Information on the tryout procedure can be found on the ICCA website. The video is due by January 15, 2013, to Betty Lou Jones, Box 249, Swea City, Iowa 50590 and will be judged by ICCA Board members and ICCA All-Star coaches.

Once a cheerleader is chosen, a video of the material needed to be learned will be sent. A practice will be held in Grimes starting at 12:00pm on Friday, March 22nd. An additional practice will be held on Saturday morning.

There is a \$50 charge which will cover Friday evening meal, Friday night room, and Saturday breakfast and lunch.

Tryout information can be found on the ICCA website - iowacheercoahces.org under All-Stars. If you have any other questions please e-mail Betty Lou Jones at jonesswear@iowatelecom.net.

Interpreting...Continued from page 5

2-5-1 Start with the premise that the inversion is illegal, because it is illegal unless it meets one of the six rules below.

2-5-2 It's not a forward suspended roll...still illegal.

2-5-3 It's not a backward suspended roll...still illegal.

2-5-4 The bracers were not moved from a weight-bearing, inverted position on the performing surface...still illegal.

2-5-5 This one might fit; let's look at all aspects of the rule. The base of support of the bracers doesn't remain below shoulder level...still illegal.

2-5-6 This rule might fit. The base of support of the bracers again doesn't remain below shoulder level, so this one doesn't apply either...still illegal.

2-5-7 It's not a braced flip...still illegal.

INTERPRETATION

As performed, the described stunt is illegal. The applicable rule is 2-5-1 on page 17.

COMMENT

This same idea can be used to analyze any stunt with multiple steps. For example, if cheerleaders are performing a swinging stunt, coaches would just need to take each part of the swinging stunt rule (2-8-5 on page 25) to determine their stunt's legality.

a. Does the downward movement begin from below shoulder level height?

b. Is the top person face up?

c. Does the top person begin on the performing surface or in a stunt that's below shoulder level?

If the answer to any of these questions is no, then the stunt is not legal.

Many of stunts in the National Federation Rules Book have steps to help determine legality. It's up to the coaches to use these steps so cheerleaders are performing legal stunts. Following the rules helps keep cheerleaders safe and reduce coach and school liability.

SINGLE BASED STUNTS

by Donna McKay, Ethics Director

As more squads are performing single based stunts, teams need to follow the spotting rules to make these stunts legal. The rules for spotters are 2-4-4 through 2-4-8, plus 2-9-6 (dealing with cradle dismounts from single based stunts). The biggest issue is that spotters cannot be providing primary support. Rule 2-4-6 is very clear on what a cheerleader may not do if he/she wants to be considered a spotter. A cheerleader is considered a base, not a spotter, if his/her hands and/or body are under the top person. It's important for coaches to be familiar with all the rules covering any stunts their teams are performing.

CHEERLEADING UNIFORMS

by Donna McKay, ICCA Ethics Director

This is a reminder that all cheerleaders must wear school issued, athletic looking uniforms when cheering. This is no different than what is expected of high school athletes in other sports. It's important for cheer coaches to understand that it's not the uniform that makes their cheerleaders noticed; it's how good the cheerleaders are with their cheer technique and how effective they are at leading the crowd. A glitzy uniform or rhinestones on bows do not cause fans to cheer or earn points at competitions. Instead, people expect to see cheerleaders choosing chants appropriate for game/meet situations and leading the crowds in these chants. They expect to hear strong voices and see sharp motion, jump, and building technique. They want to see confident, smiling cheerleaders who are exhibiting spirit in which to inspire their fans to follow their lead and yell for their team.

Coaches are reminded to check uniform fit on their cheerleaders. The apparel must cover the midriff when standing at attention (Rule 2-3-6, page 14). Cheer performance shorts are not appropriate for Iowa high school cheerleaders. As role models and leaders of young athletes we should not be promoting skintight, skimpy uniforms (which includes short, tight skirts), but instead an All-American, athletic, tasteful

Uniforms...Continued on page 7



It is **TIME** to **NOMINATE ICCA** coaches for 2013 ICCA Coach of the Year and 2013 ICCA Contributor of the Year. Nominations are due December 20. Please go to the ICCA website for details. Contact Jeanne Ehn with your questions.

These uniform rules include cheerleaders at wrestling tournaments; they also must wear school issued uniforms. Be sure that cheerleaders' skin is not showing between their tops and bottoms when sitting at the side of the mat. Wrestling cheerleaders may not wear wrestling shoes, either, since the cheerleaders are not wrestlers and are not wrestling (Rule 2-3-4, page 14).

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by Donna McKay, Ethics Director

The ICCA was very pleased with how well coaches and teams prepared for the State Competition. The majority of coaches read the material, studied the rubrics, and checked that their routines followed the rules to help make State a more positive, stress free experience for their cheerleaders. We commend the coaches for taking the time to go through the huge amount of ma-

The warm up process went very smoothly, also, because almost everyone followed the ICCA officials' directions. This allowed all teams to have an equal amount of time at each station, so the time allotment was fair for all. Having equal time for warm up is important for our state cheer competition just as it is for state competitions in all other sports in the state.

It was also positive to see all the teams performing safe, legal routines. Unfortunately, we still had too many teams receiving warnings and deductions. The majority of these safety issues could and should have been taken care of before arriving at the competition. In the online rules meeting and the second mailing, coaches were reminded of some specific, basic rules that needed to be followed at ALL times (practices, performances, games/meets), yet some teams still violated these rules. We had eleven cheerleaders receiving deductions for long nails, even though these cheerleaders shouldn't have even been practicing for State without cutting their nails; it wasn't a rule just for State. We had nine teams over time on music and six teams over time with their routine. These were higher numbers than the past few years, and coaches just needed to check that their routines/music were under time before coming to State. There were still eight jewelry violations, and six of them were because of hair ties on the wrist (even though it was bold printed in the second mailing that hair ties on the wrist were illegal). We had five teams with hair in the face and on the shoulders. Hair that is secured back in long pony tails still cannot go into a cheerleader's face while jumping, stunting, and/or tumbling. Long wispy pieces along the face are not legal, either. Hair must be secured away from the face. Four teams threw their signs instead of gently tossing or placing them, and we still had two

teams wearing glitter.

One note of concern was that some people, including the EMT, noticed that there seemed to be quite a few injured cheerleaders at State. While injuries do occur in any athletic activity, numerous injuries might be the result of cheerleaders trying skills for which they aren't ready. This is why perfection BEFORE progression is so important. There is a progression sequence that teams should be following for safety. Cheerleaders should be able to perfectly perform a stunt ten times before progressing to the next level. At State, nine teams landed on their sides during twist downs and four landed on their stomachs; this is not perfection. We also had too many teams with no spotters at all (six), inattentive spotters (five), or weight on the bracers (five). Three teams had a participant walk/move under a stunt. If a team has experienced any concussions this year, the coach should be examining how and why this injury occurred. If any stunt participants are not able to perform a stunt correctly, the stunt should not be performed.

Finally, the fans were very supportive and orderly, and we didn't have any problems with the five minute seating honor system. This is also a reflection on the coaches who helped set the tone for the day. We thank all of you for making this year's State Cheerleading Competition a success!



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

ONLY ICCA MEMBER'S SCHOOLS AND CHEER-LEADERS ARE ELIGIBLE.

Scholarship opportunities include:

* **State Competition** – All squads participating are entered into a drawing according to their class, and a \$250.00 scholarship will be chosen for each class. The teams' names will be announced during the awards ceremony, and it will be each coach's discretion to select one senior squad member to receive the scholarship. * **Honor Squad** – Two \$250.00 scholarships are chosen from the seniors who are participating on the squad. Seniors are asked to submit their name and a drawing method is used to select these recipients.

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

* **Academic Scholarship** – This is the original and longest running scholarship given by ICCA. Four or more \$500.00 scholarships are given, based on GPA, leadership, school / community involvement, and coach's and community member's recommendation. There are specific guidelines listed on the ICCA website under the scholarship tab. Scholarship recipients are chosen under the direction of the Scholarship director, assembling scores from out of state judges. PLEASE NOTE THAT THE DATE TO APPLY IS **JANUARY 15, 2013**, AND ALL APPLICATION MATERIALS MUST BE POSTMARKED BY OR ON THAT DATE!

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

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

CONGRATULATIONS!!

The following schools received scholarships from the State Competition. These were random draws. The school gets to determine the winner from senior squad members.

- 1A - Lake Mills
- 2A - Central Lyon/ George Little Rock
- 3A - ADM
- 4A - Mason City

How Can We Prevent Bullying in Our Programs?

by Traci Buck, ICCA Trustee

Bullying can threaten students' physical and emotional safety at school and can negatively impact their ability to learn. The best way to address bullying is to stop it BEFORE it starts. There are a number of things school staff can do to make students feel safer and prevent bullying.

Bullying before, during or after sports may take many forms. Sports related bullying may include:

- unwarranted yelling and screaming directed at the target
- continually criticizing the target's abilities
- blaming the target for mistakes
- making unreasonable demands related to performance
- repeated insults or put downs of the target
- repeated threats to remove or restrict opportunities or privileges
- denying or discounting the target's accomplishments
- threats of, and actual, physical violence
- emails or instant messages containing insults or threats

What Coaches Can Do: Accept your obligation to ensure a safe and respectful sports environment by not engaging in, allowing, condoning or ignoring behavior that constitutes, or could be perceived as, bullying.

1. Build a Safe Environment

Establish a culture of acceptance, tolerance and respect. Use practices, assemblies, class and parent meetings, newsletters to families, the school website, and your policy handbook to establish a positive climate. Reinforce positive social interactions and inclusiveness.

2. Create Policies and Rules

Create a mission statement, code of conduct, school-wide rules, and a bullying reporting system. These establish a climate in which bullying is not acceptable. Disseminate and communicate widely.

3. Engage Youth and Parents

It is important for everyone in the community to work together to send a unified message against bullying. Establish open and honest communication between all parties involved including parents, athletes, and volunteers. Be prepared to look critically at your own behavior. Accept feedback without being defensive.

For more information visit: stopbullying.gov



Bully-Proof Your Squad

By Lisa Nelson

Bully-proofing your squad begins with you, the coach! You will set the tone for the year and the squad that you are going to have. There are ways that you can help your squad to avoid the drama and prevent bullying from happening. Below are some things that should help you start.

Establish a positive squad climate!

1. As the ultimate leader of your squad, it is your responsibility to set the squad climate. Your attitude should be genuinely positive and upbeat as much as possible. Don't try to put on a positive act because that will just encourage a negative climate in which people are not truthful. You actually need to be positive about your squad. Before you even begin your year or season, make sure you are thinking favorably about your team. Deliberately search out the strengths in each girl and think about that. Let each squad member know what things at which you think they are particularly good.
2. Next, expect great things! If you expect that cheerleaders will treat each other with respect and be positive, that is likely to happen. If you think, "Oh that girl is a bully and is going to be trouble," she probably will be. Expect the best.
3. Finally, to establish a positive squad climate, dispel drama. Refuse to listen to your squad members' talk about others. Insist that if a cheerleader comes to you with a problem, that she addresses it as it affects her, not as what someone else has done or what someone else is doing wrong. Insist on team unity. At no time during practice would you allow mean comments to be made. Even eye-rolling and other subtle things should not be allowed. Quietly let your squad know this in advance. Talk about things that are going positively. Teach your cheerleaders about tact. Ask them to be aware when critiques of others are starting to be too much. Everyone has their breaking point and your cheerleaders need to be able to see it in their teammates. When someone is reaching her breaking point, teach your cheerleaders to back off. That next suggestion about her stunt and how she can fix it can wait until tomorrow!
4. Genuinely love your cheerleaders! Enjoy spending time around them and building a little "cheer family!" Tell them how they lift your spirits at the end of a busy day (if they do!) and praise them for things they do well.

Foster Team Spirit

1. Host a team dinner, movie night, sleep over, etc. – just a fun activity for your team to do together
2. Assign all your veteran cheerleaders a buddy that is new to a squad to help them with questions they may have for the year. (These buddies can be used for jumping buddies, sign-making buddies, critique-buddies, etc. throughout the year and go a long way to prevent bullying from older to younger girls.
3. Allow your girls to have input on team-building activities. Have your cheerleaders plan games or activities, snacks for certain times, awards for certain things accomplished at etc. These would be good activities to do as buddies.
4. Before you start your season, have the girls share what they would like to accomplish individually and as a squad. This allows everyone to see each other as cheerleaders in progress and all needing to work on something instead of some seeming to perfect to measure up to. Be prepared to celebrate those accomplishments as they happen.
5. As a squad, plan your apparel or bows for random or game days and then shop for them together so that, once in a while, everyone looks the same in some way. This is a quick and easy to encourage unity.
6. Assign secret cheerleaders for your squad to have during the season.

Communicate!

1. Despite your busy schedule, allow time for just simply talking with your squad.
2. Take advantage of moments when they feel like talking just to hear what they have to say.
3. Come together at the end of practices to focus on the positive and celebrate successes of the squad.
4. Model good communication. If you are less than genuinely positive and upbeat one day, (that would never happen!) model an apology for your squad the next day. Tell them that you feel bad about your mood, comment, etc. the day before and ask for their understanding. This model of respect will stick with the girls and hopefully encourage them to own up to their own mistakes.
5. Model reaching out in kindness to others. It can be on the squad or as you meet cheerleader elsewhere, but make sure you are modeling how to act toward other people for your cheerleaders at all times.

I hope some of these tips make sense for bully-proofing your squad. It starts with positivity and team building and grows from there. If you establish a positive and unified squad, the word bullying will never cross your mind when it comes to your team.

Celebrate the Season

It is the time of year to not only be thankful but enjoy the season of giving. One of the greatest gifts you can give to your cheerleaders is the gift of helping others. With that in mind, here are some ideas to help your squad and you celebrate the season by giving to others:

- V Take the day off practice and work at a shelter, House of Compassion, or a food pantry.
- V Gather food for a food pantry. Deliver it as a squad.
- V Do your own "giving tree" or adopt a family by contacting an area agency where your cheerleaders supply gifts for a needy family.
- V Do a donation drive for Toys for Tots.
- V Volunteer at a day care, the elementary school, or middle school.
- V Make cookies, bars, pies, and desserts. Raffle them off at a game and then give the money to a needed cause.
- V Wrap gifts at a ballgame (you'd have to advertise this) and have a free will donation. Give the money to the Salvation Army or the American Red Cross.
- V Go to a nursing home, assisted living, or visit shut ins and sing Christmas carols. While there, just spend some time visiting. Have them tell your cheerleaders their favorite Christmas or Holiday memory.
- V Each day of a week, find someone that needs some sort of assistance and help them. It might be Christmas shopping with them, or decorating their tree, or cleaning, or doing their laundry.
- V Host a Random Act of Kindness Week at school. Help teachers, help students, help custodial staff, help secretaries, etc.
- V Have them write a thank you note to 2 teachers who have been an influence in their lives. Make them be specific and not general. I guarantee it will become a treasure.
- V Have them thank their parents for all that they have done for them -- think State, before and after games, hair ribbons, food, organizing fund raisers, etc.
- V Do a school needs drive. Divide it up and give it to schools in your district. There are always kids who do not have pencils, paper, colors, etc.
- V Go to a hospital and carol in the halls -- be sure to check it out first.



Happy Holidays Everyone!!

There's No "I" in "Team": Tips to Reduce Competition Within Your Squad

By Sandy Norby

It is human nature to be competitive. Some competition can be healthy. It makes people work harder, improve on skills, and challenge themselves to attempt and master tasks of which they were previously unable to master. However, too much competition can break apart a team. Too much competition within your cheerleading squad can cripple the teamwork needed to be a successful. Hurt, negative feelings towards each other can cause cheerleaders to gossip about one another, feel uncomfortable together, or not communicate with each other. These feelings and behaviors will lead to unsafe conditions for the tasks in cheerleading that require clear communication, such as stunting or performing a routine. You also may see cheerleaders give up if they feel that some members are getting most of the attention and praise. Their refusal to try will leave them stagnant in their progress, and the squad as a whole will be unable to improve and grow.

The most important thing to do to when trying to reduce these feelings of competition between your cheerleaders is to make sure you are paying attention and offering praise and suggestions for improvement to all of them regularly. You may have a range of abilities on your cheerleading squad, but you can challenge your cheerleaders to get better by offering them praise for their efforts and hard work, while encouraging them all to work on and perfect more difficult skills. Providing praise on their efforts rather than their end product communicates that you value their hard work, which will encourage cheerleaders to work even harder. Also, making a point to praise and work with each cheerleader on their specific successes and difficulties spreads the attention out, giving every cheerleader the special attention they need to minimize the feelings of competition.

You can also model for your cheerleaders how to provide constructive criticism. Using a "positive-negative-positive" structure, you can teach them how to offer help by providing a compliment, followed by a suggestion for improvement, ending with another compliment. They can then work together to critique

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one another, putting everyone on an even playing field.

It is also helpful to have squad meetings or events outside of practice, games, and competitions to promote a sense of togetherness. By giving cheerleaders opportunities to get to know each other and value one another's unique gifts, communication will be more natural and relationships will be built so that cheerleaders will feel happy for each other's successes and be willing to help when someone needs it. Keep open lines of communication within your squad as well, never siding with any of the cheerleaders if a problem arises, and address problems right away.

As a coach, you can provide healthy competition on your squad by having little awards or mini-competitions within the squad. Make sure to arrange them so that different people have a chance to "win" and get recognition for the unique gifts they bring to the team. Celebrating everyone's talents will allow for a positive attitude amongst squad members and a great environment in which cheerleaders can improve and have fun!



The Secrets of Cheering During a Time Out

by Jeanne Ehn

From going to regular season games, to tournaments, and helping at State Basketball through the years, I've watched many cheer squads do a marvelous job of being in control of their fans during a time out. Unfortunately, I've also seen those who need the help of this article. Here are some simple things to remember to get that perfectly executed time out by cheerleaders.

- Each time out takes planning & rehearsal. Before you get shook and wonder how this is going to happen, think practice. Teach your cheerleaders in practice what to do during a game. Plan several time-out situations at practice and rehearse them in practice. If they make errors - that is great! You can help them correct it so it will be right during the game. This will give them confidence in the actual situation. They can make the calls with confidence because you have practiced.
- Do a "big cheer" at quarter breaks &

chants during time outs. The definition of a big cheer is one that has many words and may tell a story. The big cheer should always have a simple call back so the crowd becomes involved. Chants can be fun, or powerful and strong, but always full of tradition. It seems logical to plan all of these ahead of time so the cheerleaders know what is coming during the game. However, the next two points are very important in the planning ahead scheme.

- Teach your cheerleaders to know the "purpose" of the time-out and plan accordingly. If the game is close the purpose of the time out changes - it is to get the fans & team excited. If your team is ahead by thirty, you can take a slightly different, more relaxed approach, yet have fun.
- Always be ready to ditch the plan because of circumstances and the purpose (this is why it is so important to talk through this and do this in practice). The circumstances might be a VERY CLOSE game! In that instance you are going to want to do an alternative to something that might not have the crowd involved as much. I remember one game where the score was tied at the end of the third quarter and our team had the momentum. We were going on defense and the cheerleaders wanted to get the crowd's message to the players. My cheerleaders decided to do two chants that were simple and powerful because we had talked about it at practice. "Comets!" Repeated over and over! (It became deafening.) And finally ending on "Defense!" XX "Defense!" During the time out the cheerleaders used 2 words that became very powerful for our team & ultimately gave them a momentum push. This takes us to the next secret.
- Keep it simple. The fans don't care if you do fancy things so why do them? Simple chants will always get the best results. Words like go, fight, win. Your school name or school colors are always good alternatives. Clapping & repetitive cheers always work the best. Keep it simple.
- Develop traditions. If the first time out of the second half is a color yell & the crowd loves it. Do the color yell. You would be amazed at the number of times fans are just waiting for a certain chant to be done. Use that power.

- Get everyone standing. There is more energy in everyone standing. Whether they are clapping or doing a repetitive chant; if they are standing it will be better. How do you get them standing? Simple - ask them to stand, or do a chant that they always stand and do. At this point, some of you might say, but our fans always sit during a time out. You know those influential student fans. Talk to them ahead of time. Get them on your side & ask them to stand so that their “power” continues to dominate over the other fans. They can sit at half time & between games.
- The school song is always a great choice if you are out of ideas and it is close. You don’t need the band. Start it and go! The crowd stands and claps!
- Cheer EVERY second of the time out! Yes, every second. Your cheerleaders should chant as they go out on to the floor and chant as they exit the floor. This is where practicing ahead of time comes in. The exit should start when the 45 second buzzer goes off. Use the slide step on and the slide step off. This is where the cheerleaders face the crowd and lead cheers as they enter or exit and slide (this step isn’t difficult, but it is wise to let them practice it in practice). If it is the exit, keep chanting when on the sideline. When the time out is over, lead the crowd in celebration for your team!
- Stunting is permitted. Jumping is permitted. Tumbling is permitted. Just remember the purpose in regards to the score of the game. If the score is close - this is not the time to show off skills. It is the time to get the crowd going. That said, some very powerful things can happen with all these things. Use them to the purpose of the time out. To tumble out and simply put up a pyramid with no chant and come back is simply showing off and not helping your athletic team. Build to a chant, jump within a chant, tumble to a chant, but always show support to the team.
- Use signs and poms. Poms can be very powerful especially when they are one color and can be used like a sign because it is one color. Signs - show the crowd the word by holding it down low and moving it. When it is time, push the sign in the air for the response.

Now the secrets are out! Make the most of every time out!

Everyone **IS** special and an **IMPORTANT** Part of the Squad....

by Salli Nichols

Helping each cheerleader find his or her place and purpose on a cheerleading squad will enhance your season, your performance, and most likely make a lasting impression for the rest of a young person’s life.

As a coach, it becomes a large part of the responsibilities of coaching to notice, listen, guide, and make conscience efforts to make the season productive in both cheerleading and in life experiences. Remember: coaching is NOT simply about cheers, chants, jumps and stunts. It is about molding a young person into an adult.

Things to consider when coaching a cheer squad:

1. Dividing the leadership equally among all members and TEACHING leadership skills. There will always be natural leaders in every group. These members can be overwhelming to those who do not have those natural skills. Watch those members and begin to ASSIGN some of those tasks to others in a very defined and directed way.
 - a. If you need music for the bus or van rides, ask a cheerleader to find the music, make the CD and even take a poll of the others of what kinds of music they like to listen to. Perhaps there is a cheerleader who has more music experience, but letting someone else do the job gives purpose.
 - b. Assign older cheerleaders to buddy up with younger members and assign them specific “buddy” tasks. Making “alike” locker posters with both names; giving weekly “reports” on something personal they learned about each other; having each pair be responsible for a practice “fun activity”; assigning each pair to make up a new chant and teach it to the rest of the group.
2. Make sure that YOU ARE PAYING close attention to the way your cheerleaders are interacting with others and treating each member of the squad. DEMAND a level of professional interaction, explaining that a squad does not consist of best friends, but DOES consist of cohesive,

hard working, goal oriented members who have one common goal – to be the best squad possible with the best performance level. REMEMBER to review that before every practice begins.

3. Cheerleaders are regular students outside of cheerleading. They each have interests and talents and interesting lives. Coaches must be aware of each members lives in a personal way and note that – perhaps with verbal announcements or a small personal note. Simply saying, “I noticed that....” is one way to make anyone feel special. Just noticing is a human ego builder.
4. Of course, awards for large and small deeds will do wonders for a young person’s self esteem. Improved motions, jumps, smiling at the crowd, spiriting, timeliness, willingness to jump in and help, collecting poms, offering a shoulder to cry on.... the list is endless. Coaches can help any member’s situation by noticing the small things and mentioning those.

Most important: COACHING IS NOT ONLY ABOUT CHEERS, CHANTS AND STUNTS.

Being a coach is one of the most rewarding and worthwhile experiences – it is the chance to mold young adults and help each member find his or her potential – it is life changing.



MOVING JV TO VARSITY

by Kenna Johnson

The theory behind having a Junior Varsity level for any activity or sport is to help kids with their skills in order to move up to the Varsity level at a later time. It does matter whether it’s dribbling a basketball, serving a volleyball, or hitting a high V motion, it takes time, practice, and often, a lot of patience on the part of the coach. I view this as more than just working on skills; instead, I believe its about developing a whole package, including skills, attitude, and a sense of belonging. If we want to see our squads/teams continue to grow, both as a team and as individuals, having a JV squad is a great place to start.

I have gone back and forth with having a JV squad/ not having a JV squad. But after a long talk with a close friend of mine who also coaches (not cheerleading), the point he made to change my mind was that it was about getting **MORE** kids involved. Yes, it means greater responsibilities for me, but in the end, it is **THEIR** high school experience, and getting involved in activities is one way to make high school memorable for the kids.

The way I treat my JV squads is very similar to how I treat my Varsity. Practices are the same, expectations are the same, and “the fun stuff” is the same!!

PRACTICES – For early practices, **ALL** of my cheerleaders practice together. They all need to learn the cheers, motion technique, jump technique, etc. I don’t water down anything they do, with the hopes that the JV will go to Varsity games and cheer along and vice versa. If they are learning the same material, they can work together in small groups and help clarify any misunderstandings. Good habits will rub off and become permanent actions.

I even have all cheerleaders stunt together in the early stages. Once we get closer to having JV games separate from Varsity games, I have the squads break into their respective groups. This allows the level of teamwork amongst squads to grow and strengthen. I find working together as a large group makes the individuals more supportive of one another on a regular basis.

EXPECTATIONS – Expectations range from their behavior at school and in public to community service to doing locker signs. My JV squad is included in all messages I send out or meetings that I have. I need them to be informed about everything that goes on as they are the future of my program. All requirements for community service efforts apply to both JV and Varsity --- **ALL KIDS** should be doing community service. Finally, just like the Varsity, the JV cheerleaders make locker signs each week for their designated players, and once that connection is made, they take a personal stake in how their players do each week. I think those connections make their job of cheering much more personal and important!

“FUN STUFF” – Every Friday night of a home football game, I host a meal for **ALL** the cheerleaders in

my home. That includes every one of them, not just the ones cheering the game that night. This is a great opportunity for the younger kids to get to know the older ones, a chance they might not otherwise get to make a new friend. When we gather to make treats for a team – or just ourselves – every cheerleader is invited to attend. Team t-shirts and sweatshirts include every cheerleader's name. No one gets left out or is designated as a higher or lower level cheerleader.

In the end, moving from JV to Varsity is nothing more than giving the kids a little time to develop and often just gaining a little maturity. If the JV cheerleaders have good leadership from coaches and the Varsity cheerleaders, they can gain the skills and understanding to become your next group of Varsity members – more cheer-**LEADERS** in every sense of the word.

TIRED OF THE SAME OLD CONDITIONING FOR YOUR CHEER TEAM? WHY NOT TRY STUNT CONDITIONING??

by Mindy DeBaun

So many times I hear from cheer coaches about running out of ideas for different types of conditioning for their cheerleaders. I hear them say they make them run laps or do 100 push-ups or squats, this gets very repetitious for your squad. Why not have them stunt condition and work the muscles they use when they are stunting?

When stunt conditioning I place all of my flyers in a spot and then ask the bases and backs to step to them. We form AS MANY stunt groups as we can with the whole squad. We then tell them they have to use proper technique and FULL OUT stunting to condition. We first start with preps.

- Bases set with legs squatted, hands ready for flyer to jump in.
- Flyers - hands on bases' shoulders, up on toes – ready to jump in.
- Back spot – hands on flyers waist ready to help load.

Conditioning...Continued on page 16

The Beauty of a Phone Tree

by Melissa Hatfield

A phone tree is a beautiful thing!! It can help you and your team communicate with each other AND help keep you organized! It also teaches your cheerleaders responsibility! So, let's start at the top and work our way down...

*First, before we even get started with the phone tree... each parent and cheerleader should have a way of contacting YOU! Whether it be an email that you can check often or your phone number. This is crucial to getting important information to you, and then you can start to pass along that information to other team members from there. The phone tree can be used to communicate practice information, location changes, dates, times, info regarding games, and many more items! As winter approaches it is a tool to reach everyone very fast.

*The first people on the phone tree should be people that you know are responsible enough to get everything rolling. It could be your team captains or seniors who have worked with the phone tree in the past. It can even be an underclassman that you know will get the information to the next person on the list.

*Let's say you have 21 team members. You, as the coach, start by calling the first 3 people. Make sure they repeat the information you are telling them back to you. It is important that everything is clear and understandable.

*Those 3 people then call the next 2 on the list after them. The list doesn't have to go in any order, not by grade or seniority, etc.

*Then those 6 people call the next 2 after them. At the end, all 21 of your team members have been called!

*A good rule to give your cheerleaders is to make sure they CALL, not text. A text can be mis-interpreted and with a phone call ALL of the information can get passed along.

You can also start a phone tree for your team parents, also! This can be very helpful when planning dinners, get togethers, team bonding events, etc. A couple of parents can be put in charge and set up a system just like the one you have for the cheerleaders!

In the wintertime when a snowstorm is ready to hit, make sure the Phone Tree has worked by having the last person on the list call or text the first cheerleaders on the list. When they have heard from everyone on their list, they text you that their part of the tree is complete.

I hope this information helps you get started with your team's phone tree! GOOD LUCK!

- Coach – 1-2
- Flyers jump in – load to prep and clean with arms.
- Coach – Tells them to hit a high V.
- Coach – Smoosh – 1-2 and every one bumps down and holds. Flyers hold themselves up and bases hold in the load position. Then let your flyer out and get ready to go again.
- After you master this – then I have flyers rotate to the right with a different group and repeat. Continue rotating. Yes this will start getting tougher...It also prepares your kids that **THEY CAN STUNT WITH DIFFERENT PEOPLE** and to push through and use proper technique when you are tired.
- Next move to cradles from preps – after they catch the cradle make them all hold in the cradle position until you tell them to set out. Flyers should be holding tight and toes pointed. Again, rotate flyers. You can also rotate bases to get them use to basing with other people and rotate backs.
- Progress to extensions, extension cradles and cradle fulls.

Guarantee after doing this for 15-20 minutes your squad will be tired and they will have used the muscles that they use **EVERY** day in practice for stunting.

BENEFITS OF STUNT CONDITIONING –

- Using the muscles you stunt with and building strength.
- Teaching your squad to work with other cheerleaders and not just the same groups all the time.
- Teaches them to continue with proper technique even when you get tired.
- Changes up your conditioning workout.



Cheering a GREAT Wrestling Match



by Lisa Nelson

To cheer a great wrestling match, think about each single match from beginning to end. Also, think about each match as a single event, not as part of a much longer day. To make each match great, remember that each match is important to the athlete wrestling. That is their moment. To make each match great, think about making it the moment of focus for each athlete... Not just match number 486 out of your really long season. So, how do you make each match great!!!? J

**Start of the Match ---* You are standing, waiting for the wrestler to take the mat, how can you make that time specific for that wrestler, or special? Maybe if you are at home, you can have a little clip of that wrestler's favorite pump-up song queued up and played over the loud speaker. If you are away, or at a tournament, maybe use this time to lead the crowd in a simple

“Let’s go _____!” chant. This gets the momentum going for the start of that match. Have that planned and do it before each kid. Put this into habit as you cheer! You will build momentum from the start and the crowd will get used to this and carry it on! You will be the most spirited school there! Just remember to make it the same chant for each kid and simple so that the crowd will actually do it!!

**On the whistle, sit down and have a PRE-PLANNED chant for each wrestler. This should be different for each kid, but you should start each wrestler's match with his own chant! This way, once you have the crowd involved you can just keep going and not have to sit down and immediately loose the crowd or turn sideways to someone else to see what you are going to do next.*

**During the match, set a standard amount of time for when you are going to do a chant. Let's say, 30 seconds on the clock should not pass without a chant starting. (Decide the time on your own with your squad.) Assign each cheerleader wrestlers. That cheerleader,*

then, decides which chants to do for those wrestlers and she calls it. This will cut down on leaning down to discuss what we are going to do. Also, whatever that cheerleader calls is not up for debate (unless it is a reverse cheer and your wrestler is pinning the opponent!). There is nothing worse than having time elapse and no cheers done because the cheerleaders on the side plainly can not decide which cheer to do!! Embarrassing! The girl whose wrestler is on the mat calls the chant and that's it!

*Be knowledgeable... Since you are giving power to the cheerleaders to call the cheers, you must make sure your girls understand what is going on!!! Ask your wrestling coach if your girls can come in at the end of a practice and he can walk the cheerleaders through situations cheerleaders might see in a match with a couple of wrestlers. Teach your cheerleaders about wrestling!! Wrestling fans are very knowledgeable fans and your cheerleaders need to be knowledgeable, too!! Also, partner up your new cheerleaders with veteran cheerleaders who understand.

*Limit distracting behavior--- If your girls are starting chants every 30 seconds, hopefully there will be limited time for distracting behavior anyway, but make sure to discuss this with your girls. As the girls sit on the side of the mat, during a match, please tell your girls not to hold random conversations or giggle, point, or pass messages down the line. Also, tell them to save practicing cheers for when they are not mat side.

*Take advantage of the energy of the crowd--- As well as being a knowledgeable fan base, the wrestling crowd is also an involved fan base. Your crowd will be a roller coaster or tidal wave of emotion during the meet or tournament. Take advantage of that! If the crowd starts, "Let's go _____!" teach your girls to angle on the mat to lead the crowd and see the match and pick up the crowd-started chant! (Even if that means you have to stop one of your chants to pick theirs up!) Also, if it is a heated match, teach your girls to angle themselves and start an easy crowd chant... Maybe "Go big _____!" (whatever your color is). Be one with the crowd! Pick up on crowd emotion and use it! Also, remember that the job of cheerleaders is to remain positive. If calls of, "What's he doin' ref?" or "C'mon ref?" rain down from the crowd, try to start

a chant that will be positive and deter negative comments. And, no matter what, just make sure your cheerleaders never engaged in making those negative comments! Don't follow the crowd in that instance!!

*At the end of the match--- If your wrestler wins, your cheerleaders should bolt from the mat, face the crowd, and pre-assigned girls should jump for each wrestler. Assign two or three girls for each wrestler to jump upon a win. This should happen every time that wrestler wins, as long as it is safe to jump. The rest of your squad should spirit and call out "Good job, _____!" and "Way to go!"(or whatever you decide). If your wrestler does not win, your cheer squad still needs to stand (quickly) and clap, applauding both wrestlers' efforts. Sportsmanship is always the goal of a great wrestling match!!

These are just some basic, simple thoughts on how to cheer a great wrestling match. I hope it helps and you can take these ideas and build a great season upon them!! See you mat side!!



Can Practice Be Fun?

by Jane Bauman

The answer should be, "Yes". There are lots of ways to make practice fun. However, they also need to understand that there is a time to be serious and a time to have some fun.

During our warm up time, I tend to change things up. I have had cheerleaders lead the warm up time and they design it. Maybe it is just changing up the music or dancing to increase heart rate instead of always running.

We also have had wheelbarrow contests. We have lots of different races. The team that wins is excused from practice 5-10 minutes early. A little reward can go a long ways.

We try to have team bonding activities at least every other week. I plan some and the kids plan some. We play some of the games that we learn at camp. Sometimes, we bring in special treats and sometimes I surprise them with a pizza party.

Cheerleading can get to be long and usually ends up with some DRAMA happening throughout the season. Bringing in some fun to practice can help relief some of the tension.

BOARD OPENINGS

Dear ICCA Members – Looking for a great way to share your cheer knowledge, time and have some fun while doing it? Then ICCA is looking for you. The ICCA Board of Directors has openings in At – Large Representatives and District Representatives.

Interested coaches may apply for the at-large or district representative positions. Applicants may also be solicited by current Board members. If you are currently interested in becoming an ICCA board member, please go to our website and click on the link for board applications. Questions – please email Mindy DeBaun @ debaun7@lvcta.com

COACHING MULTIPLE SQUADS

by Lisa Nelson

Any cheer coach understands the challenges of coaching multiple squads. We all have had the occasions where we have tried to arrange practice times and tasks for diverse groups of cheerleaders, all while trying to build a squad mentality. Here are some tips for coaching multiple squads.



SPACE – To coach multiple squads, you have to have ample space. Ideally it would be in a room that is large enough for you to monitor all your squads by sight at once. Arrange for enough space for your squads. Space is a precious commodity.



PRACTICE TASKS – When sending kids off to work on their own in separate squads, make sure all squads have a detailed list of practice tasks. Give them a checklist to check off and then rotate to monitor completion of those tasks.



SHARE – At the end of each practice, organize a time for each squad to report back and share out what they accomplished during practice.

Poor Sportsmanship in Your Crowd: How should your cheerleaders cope?

If you are at a close game or a dual meet with a rival and the tide of your crowd starts to turn toward the negative, it can be pretty scary! Now imagine that as you watch your fans get more and more heated, you are standing in the shoes of your teenage cheerleader and you are faced with the daunting task of getting that crowd back on track! That is a big job and one that you need to have discussed with your cheer squad in advance. There are three steps to take when your crowd turns vitriolic.

1. Teach your cheerleaders to never participate in any negative yelling, gestures, or noises! Teach your kids that no matter how bad they might have thought the call or no matter how close the game or how upsetting the rival, they should never take part in any negative behavior whatsoever. This includes negative chants, (think “You can’t do that!” variety), yelling negative comments at the refs or opposing players, (even “C’m on ref!” should not come from a cheerleaders mouth), or making any negative gestures (cheerleaders should not even exasperatedly toss up their hands!).

2. If the crowd starts in on this poor sportsmanship road, teach your cheerleaders to start a positive chant. Something really simple and easy works the best. “Let’s go _____!” or “Go Big _____!” are great. Have them start the positive, hopefully noisy, chant until everyone catches on or the negatives are drowned out. Even better, teach them to start chants like that even before negative comments get started, as they feel the crowd wanting to turn, anticipate it and be ready with what you will do. Maybe even identify a few influential students in your crowd and send your cheerleaders up to cheer right by them as the tide turns to try to steer it on a more positive course. Beside chants, things like the clap work good at these moments.

3. Remain positive at all costs. In the end, if the crowd has bad sportsmanship, your cheerleaders should remain an active and positive role model for others. Practice with them positive things to yell like, “That’s okay _____! Let’s do it again! Hang in there!” Reward good sportsmanship at the end of each game or at a pep rally. Brainstorm some characteristics of good sportsmanship and monitor the crowd for it and reward the winner with something small (a free soda from the concession stand at the next game) at the end of the game. Focus on and remain positive and hopefully you will turn poor sportsmanship moments into positive ones.



COMMON GROUND – Maintain a common vision and focus even though you have separate squads. Have a fun routine in the works that everyone performs together at some time. Have buddies on separate squads that work on skills and projects together. Organize regular team bonding activities in which everyone is involved. Everyone can certainly condition together and jump together. Stunting can even be something that you do together as long as there is space for each group.



ENLIST HELP – If you can, have others to help you. Perhaps you can rely more heavily on assistant coaches. (Or encourage your school to hire one!) Perhaps there are parents that would enjoy helping you monitor cheerleaders. Do not feel as if you must go it alone.



Work on a **common goal** together. Perhaps you create a dance with stunts, jumps, tumbling and it is performed all together. This could be a fun time mixing stunts groups, jumps, and tumbling. Your crowd will love the unity. Don't forget that you have to do your routine two times. Once for basketball and once at wrestling.

Those are just a few thoughts to consider as you think about working with multiple squads.



The Power of Volunteers

by Kristen Morlan

When I first started coaching I thought I needed to be in charge of every aspect of my program. I organized all the fundraisers, I scheduled and supervised all practices and events, and I often found myself away from home much too often to make me happy. I kept this crazy schedule for many years because that's what I thought I should be doing. I knew that if I wanted to save my sanity, I needed to find ways to keep my program the best it could be, but still find time for myself

Volunteers...Continued in next column

and for my family. That's when I discovered the power of VOLUNTEERS!!!!

For those of us who can't get an official assistant coach, volunteer coaches can be a lifesaver. These volunteer coaches can be former cheerleaders from your program, cheerleaders from local colleges, or even parents who were cheerleaders. After I got a volunteer coach, I found my practices were more efficient, and that I liked having a second opinion on a variety of issues. You do have to check with your school on the insurance issues involved (since they are not paid). They will also have to follow any procedures your school requires of volunteers. In my school this includes attending a meeting and providing information for a background check.

Most parents are more than willing to help you, but often don't know what they can do to help. These people make wonderful fundraising organizers. Instead of me working at the concession stand, or sacking groceries, or washing cars, I had parents who took care of organizing and supervising these events. They just handed the money over when they finished!

Parents are also a great resource when you need treats made for the team, or you want to do something nice for your own cheerleaders. The parents I have had have organized and hosted team dinners, made locker signs, and written notes of encouragement for their own children as well as those of other people.

Need someone to keep track of attendance, update your calendar, or make sure the cheer bag is stocked? Find a responsible student who wants to be involved with your program, but doesn't want to be in front of a crowd. My best manager was a girl who had been on the team, but just wasn't very coordinated. She knew she didn't want to be out on the floor, but wanted to help out. Everyday she took attendance, wrote down formations, reviewed the calendar for the week and issued reminders, and sometimes watched my own children if I didn't have a place for them to go!

Volunteers can make your life a lot easier, and with your guidance, can make your program stronger!

Ask Jeanne

Dear Jeanne:

I really don't know what to have my cheerleaders do when the crowd becomes negative. Suggestions?
Signed: Help

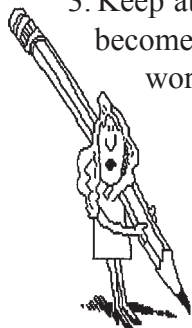
Dear Help:

This is a great question and can be one that is challenging for cheerleaders. I've always found that negative leads to more negative. Soon there is so much negativity that frustration slips in and then everyone has lost. There are 3 things to do.

1. Instruct your cheerleaders to not join in with the crowd. This can happen and it doesn't reflect on the school and cheerleaders if he/she are doing negatives.
2. Have a standard chant that the crowd likes that you do each time a negative chant starts. It should be a crowd favorite. If you get a chance educate the crowd to know that the united chanting of this cheer will be far more powerful than their yelling.
3. Keep at it. If you have some fans that are extremely negative, report it to your athletic director. It then becomes something that they watch and work with. Many an AD is very thankful for cheerleaders who work to stop poor sportsmanship.

Good luck!! I'm always cheering for you!

Jeanne Ehn



BOARD MEETING MINUTES BOARD MEETING MINUTES BOARD MEETING MINUTES BOARD MEETING MINUTES

ICCA BOARD MEETING CONDENSED

OCTOBER 7, 2012

PRAIRIE MEADOWS HOTEL & FIRESIDE GRILLE, ALTOONA

The meeting was called to order by President Jenny Crawford at 9:42 a.m. Board members present were Jane Bauman, Traci Buck, Mindy DeBaun, Jeanne Ehn, Krystal Fitzpatrick, Melissa Hatfield, Tami Doyle, Nancy Huether, Kenna Johnson, Betty Lou Jones, Donna McKay, Kristen Morlan, Lisa Nelson Salli Nichols, Sandy Norby, and JoEllen Wesselmann. Absent was Renee Murphy.

Minutes: A motion was made by Kristen Morlan to accept the minutes from the last meeting held June 10. The motion was seconded by Jeanne Ehn. The motion was approved.

Membership: There are presently 316 members from 180 schools. There are 20 registered, but not paid yet.

Treasurer's Report: We have \$4,056.71 in checking and \$15,399.48 in savings. Our CD is presently at \$16,419.44.52. A total of \$15,000 was put into a low risk investment. JoEllen Wesselmann had the ICCA books audited, and we are doing things well.

Executive Directors' Report:

Conference: The theme is "Celebrate Silver," for the 25th anniversary of the ICCA. Bill Patterson has already agreed to attend as a speaker. An email blast will be sent to schools and the ICCA membership

informing coaches of the 2013 conference dates and location.

Newsletter: The ICCA pays the IHSAA \$1000 for the printing and mailing of the fall newsletter; all other newsletters are sent through email.

State Competition: There are 164 teams registered. The online registration worked well, and a few needed changes were noted. It was decided that there wouldn't be a carryover score for the Group Stunt finals; it would be new scores based on the final performances. The need for two printers and a copier was discussed. Donna McKay made a motion to purchase these three items. Nancy Huether seconded it. Motion passed. Jeanne Ehn, Kenna Johnson, and Kristen Morlan will research and purchase these items. Nancy Huether made a motion that JoEllen Wesselmann should purchase an iPod to use at State and other ICCA events. Kenna Johnson seconded the motion; motion passed.

Iowa Athletic Council Meeting: The Iowa Athletic Council Meeting will be held October 17, at the Iowa Girls High School Athletic Union.

IHSAA Rules Meeting Dates: It was decided to keep our dates consistent with other fall sports' dates, which are August 5 to September 6 with another two week option in November.

Awards: Salli Nichols made a motion to present an Award of Appreciation to Mason City for hosting numerous fall clinics; it was seconded by Sandy Norby. Motion approved. Donna McKay nominated Tami Doyle for the Lifetime Achievement Award. She has been ICCA President, Honor Squad Director, participated in all ICCA programs over the years, etc. The motion seconded by Jeanne Ehn. Motion approved.

Website: No report. Jenny Crawford encouraged all Board members to send things to her keep information updated.

Ethics: A total of 539 coaches/individuals took the online rules meeting in August; this is 111 more coaches than our previous high total. A message will be published in the newsletter and on the website reminding people that the ICCA name is not to be used when advertising their events.

Scholarship: The ICCA gave out thirteen scholarships last year totaling \$4500.00.

All-State: There are 285 cheerleaders registered for tryouts on October 20-21, at Ames Middle School. The practice dates are December 2, January 6, February 3, February 24, March 3 (makeup date), and March 7, with performances on March 8.

Honor Squad: There are 270 cheerleaders representing 90 schools registered. The first practice is November 11, at Ames High School with final practices and performances at UNI on November 15-16.

All-Stars: All-Stars will practice and perform on March 22-23 at Dallas Center-Grimes.

Shrine Bowl: This year around 60 cheerleaders participated. Next year the Shrine Bowl will be held at UNI in Cedar Falls.

Special Olympics: The Special Olympics will be held on May 23.

Facebook: Krystal Fitzpatrick updates the page when necessary with information, deadlines, etc. for coaches.

District Reps: Free Fall Clinics information was shared. NW – 92 cheerleaders (Storm Lake). NC – 81 cheerleaders (Mason City). NE – 116 cheerleaders (Cedar Falls). SW – 82 cheerleaders (Shenandoah). SC – 80 cheerleaders (Ankeny). SE – 88 cheerleaders (CCA).

OLD BUSINESS

Job Descriptions: Donna McKay reviewed the job descriptions and monthly duties still needed. All updated job descriptions and monthly duties are due in April.

Executive Directors Mentoring: Discussed the mentoring and division of duties.

Executive Director Requirements: Jeanne Ehn outlined a list of requirements to be considered for an Executive Director position.

Sponsorship Update: We decided to seek guidance from Ken Krogman and develop guidelines for representing ICCA. We will discuss this more in January.

NEW BUSINESS

Policies and Procedures Update: Changes were discussed and finalized except for the Board attendance policy. Kristen Morlan, Jenny Crawford, and Traci Buck will work on the wording for this policy. The Rep Council information will be added to Policies and Procedures.

Special Olympics Directorship: ICCA Board members do the job like other Board directors even if the event is hosted by another group. We will revisit this subject at the January meeting.

Two Day Competition: Nancy Huether suggested that we keep the State Competition the same for next year at least since we've changed it the past two years. We will revisit this in January.

Middle School Freshmen Competing at State: We will follow the IHSAA guidelines and change the wording in our fall mailing to read 9-12 bona fide cheerleaders.

History Page on Website: Lisa Nelson will begin compiling this information.

North Polk Trophy: North Polk would like to replace a lost trophy. Jeanne Ehn will give North Polk replacement information, plus the wording on the trophy.

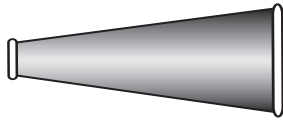
Board Openings: Mindy DeBaun will write an article for the newsletter announcing Board openings. There is an application online, and interested parties would need to submit a hard copy to be considered.

Next Board Meeting: The next Board meeting will be held during All-State practice at Ames Middle School on Sunday, January 6, 2013, at 9:30 a.m.

Adjournment: Jane Bauman moved to adjourn the meeting. The motion was seconded by Betty Lou Jones. The meeting was adjourned at 3:11 p.m.

Respectfully submitted,

Donna McKay
Secretary



2012-2013 ICCA BOARD OF DIRECTORS

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

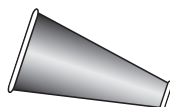
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