



## PRESIDENT'S MESSAGE

This summer has flown by, and it's time again to fire up for fall! Hopefully you had an opportunity to attend a fall clinic and get some new material for your upcoming seasons! This is always a wonderful time of year, but it is a busy one, so get prepared by organizing yourself and your squads! Make this a special year for you and your squads and take advantage of all ICCA has to offer to your program!

This will be a wonderful year of opportunities for your squads! Take some time to look through the fall mailing that was sent from the IHSAA. Be sure and grab that rule book for any updates! As you plan activities with your cheerleaders this year, please remember all of ICCA's events in which they can participate. Look at what would be fun for your cheerleaders and get them involved! Remember those deadlines come up quickly!

Whether you are an experienced coach or a new one, ICCA has many ways to help you throughout the year. Be sure to read the newsletter, check out the website, and get involved. There are so many wonderful ways to get your cheerleaders involved with other cheerleaders throughout the state, and for you as a coach get to meet many new people to share in this cheer experience.

I hope you had a great summer and look forward to seeing you at all of the events ICCA provides for you and your cheerleaders. Challenge your squads to get more involved in whatever ways they can! Enjoy this year with your squads and remember that if you ever have questions or concerns, contact your ICCA Board members! The website has all of our contact information and, for some of us, some really old photos, so check it out! We are here to help!

Cheers,

*Kristen Morley*  
ICCA President

### Important Dates for Your Calendar:

- \* August 5 - August 29: Online Spirit Rules Meeting. This is required for coaches wanting cheerleaders to participate in ICCA Events: State Championships, All State Tryouts, Honor Squad
- \* August 10 : Registration opens for ICCA Fall Events: State Championships, All State Tryouts, Honor Squad
- \* August 17 : ICCA Free Clinics held in LeMars (LeMars High School), Manchester (West Delaware High School), and Tiffin (Clear Creek Amana High School)
- \* August 24: ICCA Free Clinics held in Mason City (Lincoln Intermediate School), Ames (Ames High School), and Shenandoah (Shenandoah High School)
- \* September 26: DEADLINE for ONLINE ICCA Fall Event Registration. (No other type of registration is allowed.)
- \* October 3: Deadline for mailing entry fees for ICCA Events

### WANTED!!

National Anthem Singers!!  
Individuals or Groups that are interested in singing the National Anthem at the 2019 State Cheerleading Championships should submit a CD by September 15. Find the application on the ICCA Website -- Events -- State Championships -- Helpful Links. Questions can be sent to [kennajohnson47@gmail.com](mailto:kennajohnson47@gmail.com)

## ICCA Membership – Why It’s Worth It!

*Dana Logan, Rep Council Member*

Whenever I meet a first year cheer coach, I almost always start by asking if they have joined the ICCA because there is no better way to prepare yourself to lead a cheer program than to have all the offerings of the ICCA behind you.

I feel that the three most important aspects of ICCA membership are:

1. **Education**
2. **Opportunities**
3. **Networking**

We are so fortunate as cheerleading coaches in the state of Iowa to have an association dedicated to making sure coaches are informed of rules, trained on stunting progressions, and tested on concussion awareness, because this is what keeps cheerleaders across the state SAFE! The ICCA’s overarching goal is to prevent accidents and injuries by teaching coaches everything they need to know and how to react in emergency situations. Access to the annual spirit rules training, NFHS concussion testing, AACCA certification, and receiving the spirit rules book are just a few of the things that help keep us well-trained and safety-conscious coaches.

Opportunities for cheerleaders and coaches beyond the normal sideline schedule are abundant once you join the ICCA! The ICCA hosts the annual State Cheerleading Championships to showcase and recognize every team’s hard work from the season and their athletic accomplishments. The ICCA also gives individual cheerleaders the chance to shine at special events throughout the state at All State, All Stars, Honor Squad, Shrine Bowl, and the Iowa Special Olympics. This gives cheerleaders the chance to go beyond their regular gameday duties and to perform and bond with fellow cheerleaders from across the state.

Lastly, the Annual Spring Coaches’ Conference makes learning fun! It’s a chance to meet other coaches from surrounding school districts or catch up with friends from conferences past. This is your

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## The Integrity Clause: What Is It?

*Jeanne Ehn, Executive Director*

Let’s talk about the **Integrity Clause!** Right now, some of you are saying to yourself, “What? Where? I didn’t know there was an Integrity Clause, much less know what it means.” My job in the next few paragraphs is to explain the intentions of this clause and its significance for each school participating in ICCA Events.

The Integrity Clause is generally connected to the State Championships, but it actually applies to **ALL** ICCA events. The idea of it is simple. It means that all cheerleaders participating in ICCA events are actually, really, believe-it-or-not, truly cheerleaders in their high school. These cheerleaders go to practices, cheer at games, and participate in cheer activities like making signs and promoting school spirit. They are involved in all activities that cheerleaders do. If it sounds simple, it is because it is simple.

The Integrity Clause should be easy to understand, but sometimes some coaches like to s-t-r-e-t-c-h that simplicity. Sometimes the coach has a person occasionally step in to assist with a stunt, or just be on the cheer competition squad because they are out for other sports and don’t have time to come to practices. Maybe the coach gets a special set of guys (mainly football players) together for a homecoming pep rally. The coach says they are cheerleaders and puts them on a squad. None of these “cheerleaders” are **bona fide** cheerleaders because they truly are not cheerleaders. All of these situations would be considered a violation of the Integrity Clause because they aren’t involved with all the activities that cheerleaders truly do.

There are several other ideas that coaches get confused about when figuring out whether a cheerleader is bona fide or not. One point of confusion is when a cheerleader is dual enrolled with high school and college classes, and they have started cheering at the college level while still trying to cheer for their high school, too. The ICCA Board of Directors believes that once a

*Integrity...Continued on page 3*

opportunity to take down names, phone numbers, emails and/or make social media connections with fellow coaches. There are times in every season when I want to get advice on a tough issue, vent about a problem, or get new ideas on running a fundraiser, uniform or spirit wear purchasing, using props on gameday, etc. and it's SO nice to talk to someone in the same boat. No one understands the challenges and juggling act that is coaching cheerleading quite like another cheer coach.

So if you meet any new coaches be sure to share with them all of the wonderful things the ICCA has to offer. If you **ARE** a new cheer coach, **WELCOME** to the team; we're so glad to have you here!!



Integrity...Continued from page 2

cheerleader begins cheering for a college, they forfeit their high school experience for ICCA events. The cheerleader would be considered ineligible for any ICCA event. The key words in this case are "high school." Because ICCA does not consider them a high school cheerleader, they would not be bona fide; thus, they are ineligible to cheer at ICCA events.

Next question/idea: What about an all-star cheerleader? There are many kids who do both high school cheer and cheer on an all-star squad. A cheerleader may do both as long as they aren't a "part-time" high school cheerleader. To be a bona fide high school cheerleader, they must participate in ALL cheer activities on a full time (within the season) basis. So a cheerleader who participates in just all-star cheer would be ineligible to participate in ICCA events, as would a cheerleader who rarely comes to practice or only cheers a few games because their priority is all-star. They would not be considered bona fide cheerleaders because they are not participating in the activity on a full-time basis.

The most serious part of the Integrity Clause relates to the consequences for a confirmed violation. ICCA reserves the right to take back any awards, trophies, and medals that a school wins/achieves

Integrity...Continued in next column

while cheering with someone who is not a bona fide cheerleader. That just isn't a good thing, so do the right thing and make sure all participating cheerleaders in All-State tryouts, Honor Squad, and the State Championships are bona fide.

Take a moment and re-read the second paragraph, then answer the following question: In your school, is every cheerleader who would like to be involved in an ICCA event a **bona fide** cheerleader? If the answer is yes, congratulations! Your cheerleaders are eligible for participation, and you understand the Integrity Clause.

**\*\*\* Integrity Clause for Participation \*\*\***

The Iowa Cheerleading State Championships are made up of teams of bona fide high school cheerleaders (both male and female) from Iowa schools. ICCA requires all participating cheerleaders to be bona fide cheerleaders. Bona fide cheerleaders cheer at scheduled games for an entire season, and participate in ALL cheer activities as team members. They cannot be cheerleaders who cheer now and then, step in to stunt, or only cheer on a competition squad. The cheerleader cannot be a college cheerleader or only cheer for a non-school all-star squad. To place someone other than a bona fide cheerleader on a squad will open the school to possible disqualification, probation from ICCA Events, and the rescinding of trophies and medals won at the school at the Championships.

**RENEW YOUR SCHOOL'S ICCA MEMBERSHIP TODAY!!**

**2019-2020 SCHOOL YEAR**

Coaches who attended the ICCA Spring Coaches' Conference in April are already members. When you register, make sure you know your school district's COUNTY. That way you can be placed in the correct ICCA District. *Schools are not officially members until payment is received by ICCA.*

# - RULES UPDATE -

*Erin Taylor, Rules Interpreter*

All high schools in Iowa need to follow the NFHS Spirit Rules and the ICCA Strengthened Rules. The NFHS Spirit Rules book is mailed to high schools in the late summer, and the most current rule changes can be found on the ICCA website. Another good source for rules information is [cheerrules.com](http://cheerrules.com). This website shows videos of legal and illegal stunts. When you use the [cheerrules.com](http://cheerrules.com) video search, make sure you are searching legal NFHS stunts.

## Partial List of New Rules for 2019-20:

**1-Definitions:** Dive Roll – An airborne forward roll where the feet of the performer are at or above the performer's waist prior to the hands making contact with the performing surface.

**3-3-5:** (P) ART. 5 . . . Braced flips in a pyramid are permitted provided all the following conditions are met:

- a. The top person maintains continuous hand-to-hand/arm contact with both of the bracer's hands/arms. The top person is not behind the bracer.
- b. Each bracer must be in a multi-base prep with a spotter.
- c. The top person must be to the side of or in front of the bracer(s).
- d. The bases/catchers remain stationary except as necessary for safety adjustments.

**3-3-6; 4-3-6:** (P) ART. 6 . . . In all other inversions:

- a. Inversions may release to the following provided there is a spotter:
  1. Non-inverted dismounts with no more than a 1/2 turn.
  2. Loading position with no more than 1/2 turn.
  3. A stunt at prep level or below any level with no twists.
- b. In inversions where the base of support begins and remains below prep level, at least one person shall maintain contact with the top person until the top person is no longer inverted or his/her hands are on the performing surface.
- c. In inversions where the base of support begins at or passes through prep level:
  1. At least two people on the performing surface shall be in a position to protect the head/neck of the top person., one of whom must maintain contact with the top person's upper body (waist and above, which may include arms/hands) until the top person is no longer inverted or his/her hands are on the performing surface. The contact must be sufficient to stabilize/control the top person's position.
  2. Contact must be maintained between at least one base and the top person's upper body, (waist and above, which may include arms/hands) until the top person is no longer inverted or their hands are on the performing surface. The contact must be sufficient to stabilize/control the top person's position.

**3-5-5:** (P) ART. 5 . . . Release transitions are permitted provided all of the following conditions are met throughout the transition:

- a. The skills/stunts before and after the release are permitted.
- b. The top person maintains hand-to-hand/arm contact with at least one bracer and at least one bracer maintains hand-to-hand/arm contact except for the following skills, in which the top person may not change bases:
  1. A non-braced top person in a vertical position at prep level or above may be released to a stunt at any level provided the top person remains vertical in a position where the upper body remains vertical and the legs are not in a seated/piked position. Vertical releases from an extended position to an extended position may not perform more than a 1/4 twist.
  2. A non-braced top person in a cradle position or horizontal position at prep level or below may be released to a loading position or stunt prep level or below.
- c. Each bracer is at prep level or below. If in a prep or shoulder stand, the bracer(s) shall have two bases or a base and a spotter.
- d. The bracers do not provide primary support for the top person.
- e. The released top person and base(s) make no more than a 1/4 turn around the bracer in a continuous movement in which the top person remains vertical over the base(s).
- f. When the catchers are not the original bases, the new catchers are in place when the transition is initiated, remain close to the original bases and are not part of any other skill.

## **Using the ICCA Website to Your Advantage**

*Gretchen Nollman, Rep Council Member*

One might wonder: why would a coach NEED to go to the website for ICCA? Well, let me tell you, my number one reason is that **ALL** ICCA information is right there at your fingertips whenever you need a question answered. On the website, when you first go to it, the most important details are on the Home page, such as: AACCA information, upcoming free fall clinics, online rules meetings dates, as well as the National Federation Spirit rule updates. Additionally, across the top of the website, topics are organized specifically into Tabs based on what you might need, such as Events, Coaches' Corner, Membership and the ICCA Calendar to name just a few.

If you wanted to know important details for dates for the season or for the full school year, you would just click on the Calendar tab, It would give the most pertinent details for the upcoming events, including Honor Squad, All State, Shrine Bowl, All Star, and Special Olympics.

Another great thing is the Spirit Rules are posted and explained to help coaches understand them, and again, if you are not sure about something, ICCA Board Members' contact information can be located on the left hand side of the Home page. If you do have questions that you can't find answers to, or you just don't know where to look, you can contact a board member who will get back with you regarding whatever information that you are needing.

Also, it has links to outside sources such as: NHFS training courses, AACCA safety training, and the Iowa High School Athletic Association.

The ICCA website is a great resource for information for not just us cheer coaches, but also for your school athletic director, principal, superintendent and school board members. In fact, they have their own Tab on the Home page. Make sure to not only bookmark It on your computer, iPad, tablet, or phone, but to also share that with your school administrators when your season starts!

P.S. If you have any suggestions on the website please contact Kristen Morlan (kristenmorlan@gmail.com) or myself (gretchen.nollman@gmail.com). Thank you!

## **First Practice = First Impressions! Starting Out Right**

*Michelle McCann, At-Large Representative*

Time is flying by! I hope you have enjoyed summer so far and that you have been able to enjoy some down time before the crazy season of fall starts. Even with that down time, if you're anything like me, you're doing everything you can to prepare for your fall season during our "off-season" (as if off-seasons really exists for cheer coaches.) There is a lot of preparation and planning that go into our seasons. Fall especially is a doozy, especially if you are coaching competition AND football cheerleading. It's good to get your priorities in order, which will help start your season off on a positive note, particularly preparing for how you want to start off your season with the first few practices. You may not realize how important your first practices are, but those practices can really set the tone for the rest of your season.

What can you do to make your first practice great and set a positive tone for your season? First off, give your squad a chance to get to know each other. You will most likely have a good mix of returning cheerleaders and new cheerleaders, so give them a chance to bond positively early on. Play a "get to know you" game (there are many, many ideas for games online!) or have everyone sit down and introduce themselves and have them include things like why they do cheerleading and a fun fact about themselves. One year, I had everyone show their favorite dance move, and then we had a mini dance party after introductions! If you want to include activity with your first practice bonding, try finding games that involve working together (i.e. The Human Knot or Magic Shoes). You can also find activities that incorporate a "mentor" program where you pair returning cheerleaders with new cheerleaders. I've found this to be a great way for the new cheerleaders to feel more comfortable in an unfamiliar setting, and it helps the veteran cheerleaders from excluding the newer team members from the beginning, keeping them grounded as a team.

I try to start my first practice out with some type of goal setting. It's important that cheerleaders,

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and all athletes for that matter, have goals to work towards. You can always incorporate fun ways to do this. One year, we had a beach-themed season, so the cheerleaders wrote their goals on pieces of paper and then put them in little messages in a bottle with sand and seashells, and we hung them up on the wall from a fishing net, so they were always there for them to see, and it was easy for us to revisit them throughout the season. It's also good to have your squad set team goals on top of individual goals. We typically make a big poster that I let them talk about their team goals and write them on the poster and then hang that poster on the wall. This is another good way to get them into the team mindset.

Most of you probably want to do some actual practicing during your first practice, so again, I like to incorporate ways that the returning cheerleaders can help the newer cheerleaders whether it be helping them critique jumps, teach cheers, arm motions, etc. Getting all team members involved and attempting to help each other has been very successful in my experience. This helps keep the squad close and instill a team first mindset.

**Good luck to all coaches with your fall season!**

## Know someone deserving of ICCA recognition??

**NOMINATIONS** are now being accepted for **Lifetime Achievement** (an individual who has made outstanding contributions over a sustained period of time, chosen in October); **Coach of the Year** (an active coach who demonstrates the highest standards of coaching, due December 20); and **Contributor of the Year** (coach or non-coach who has devoted time and effort to your district or throughout the state, due December 20). See the website for more information under About ICCA -- Awards.

## State Championship Opportunities

Jeanne Ehn, Executive Director

*"The ladder of success is best climbed by stepping on the rungs of opportunity!" ~Ayn Rand*

This fall there are three ICCA opportunities that can lead to success for your cheerleaders: All-State tryouts, Honor Squad, and the State Championships. Each one presents opportunities to learn and have fun. All-State and Honor Squad are for individuals and the State Championships for teams. The State Championships, held this year on November 2, is the perfect occasion to push your team to be better by taking new steps.

**The Opportunity of Participation:** The only participation requirement in the Championships is each cheerleader must be a bona fide cheerleader in high school. It doesn't matter if they are on the freshman squad, the sophomore squad, junior varsity or varsity squad member. Each cheerleader is welcome. If a school enters all divisions with the maximum number of cheerleaders a school might have participating, look at how many kids could be exposed to this experience: Class 1A - 38 cheerleaders, Class 2A - 38 cheerleaders, Class 3A - 51 cheerleaders, Class 4A - 55 cheerleaders, and Coed squads - 60 cheerleaders. I don't know how many cheerleaders you have in your program, but what a great opportunity to give to kids: the opportunity to participate. (Of course, there can be less than these numbers, too.)

**The Opportunity to Enter More Than One Division:** A school can bring up to 4 teams in 3 divisions. There can be 2 stunting teams the Stunt Group Division, one team in the Time Out Division, and one team in the Cheer/Dance division. There are rules regarding the number of divisions an individual cheerleader can be entered in, but what a great opportunity for your school to have teams in all divisions.

**The Opportunity to Show Different Cheering Skills through Different Divisions:** Each division is different from the other and offers a State Championship. Group stunt is simply stunting to music for one minute. Cheer/Dance is a

*State Championship...Continued on page 7*

combination of stunting, dancing, tumbling, jumps and motions for two minutes-thirty seconds. Finally, the Time Out Division is patterned after sideline cheer, so it is like a basketball timeout, and also, one minute in length. Each division has its own set of required skills. As a coach you can figure which divisions work for your cheerleaders. Don't be afraid to give each division a try and enter more than one division. You really won't understand the challenges and greatness of each division until entering it.

**The Opportunity to Improve Skills:** Each division has its own skill set. Many cheerleaders need a push to improve their cheering skills whether it is in jumping, stunting, tumbling, motion technique, or leading the crowd techniques. The State Championships provides a push that squads/cheerleaders need to improve. Isn't working toward a goal better for your cheerleaders? Build elements of routines into game situations to increase their success. The State Championships will also push your coaching skills. Help cheerleaders grow in skills/abilities, in relationships, and in life lessons. Sometimes it just takes a touch of courage to try to do more. Courage to improve stunts. Courage to become better at leading the crowd. Courage to take two/three/four teams to the Championships, or just enter a new division besides the old.

**The Opportunity to Have Fun and Gain Confidence:** One of the greatest gifts a coach can give to a cheerleader is to be a member of a team. It doesn't matter if their abilities are great; they just want to belong and have fun with their friends. Will there be adversity to overcome? Of course, but the confidence that is gained through overcoming and shining in performance will carry them into adulthood. Add in the group participating in something that they love, and you have the greatest situation for success that there is in coaching: the opportunity to have fun!

**The Greatest Opportunity, to Learn/Teach:** In taking on a difficult endeavor, there are always lessons to learn. Many are short in words but long in life. This is an opportunity. This is

competition. This is Life. Win with humility. Lose with grace. This is competition. Expect challenges. Expect competitiveness. Life is a competition. Competition is an opportunity. Much of winning and losing is perspective. Your perspective. This is Life. Win with the lessons competition gives. Make friends. Work hard. Have fun. Do your best. Winning feels great! There's no better feeling. Everyone wants to win. Losing is hard. Life can be hard. But Life goes on. Learning perspective can be hard. But life is more than winning or losing. Find the opportunity. Find the good. Find success. Life is learning to win and learning to lose. Life brings opportunities. Tomorrow, the sun will come up no matter what the results. It is up to you to decide how to greet the day and meet the opportunities it gives. This is Life.

**The opportunities for success are there for your team and you as their coach.**

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## MAKING MOTIONS SHINE

*Betty Lou Jones, All Stars Director*

Motions can improve the look of every squad. They are probably the easiest skill for **all** cheerleaders to master with a little work. With strong motion technique, a cheerleading squad can gain respect from the fans just by unified and clean.

Many times motions are overlooked by other skills, particularly jumps and stunts. You need to remember that motions are used almost all the time in cheerleading. Whether it is leading the crowd at games or performing a cheer or dance in competition, motions are used a lot. So if you can master your motions, your squad will be making a great impression to the crowd or even with competition judges.

What makes up strong motion techniques? There are three main parts.

1. Hands
2. Arm position
3. Body position

Remember to practice your motions. You can use a motion drill as part of your warm-up. There are many ways to do this. Just remember strong, impressive motions performed by the whole cheer squad can give your cheerleaders a **WOW** factor at games or competition.

You can find information on the different motions on YouTube, or better yet, you can get practical knowledge by coming to the ICCA conference or contacting other coaches in your area. There are also books and videos that can be purchased to help you out.

Once you have mastered those three parts, continue to work to make them strong, even add some creative sequences, and you are on your way to making those motions shine.

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**ICCA Membership = Opportunities**

*Cindy Pangburn, NE District Representative*

I remember when I started as a new cheer coach years ago, I felt isolated because I thought I had no one to help me! Starting a new cheer program in my school, I didn't know who to go to and ask questions because no other sport in our schools is like cheer. I felt many days as if I was drowning and wondered often what I had gotten myself into!!

*Then I got my fall newsletter from the ICCA.* As I read it, many, many of my questions were answered! It was just what I needed to keep me going as a coach. At that time I didn't realize all the OPPORTUNITIES the ICCA offers coaches and cheerleaders. I actually felt like was going to make it through my first year as a new coach!!

One of the main reasons I became a cheer coach was to offer opportunities to student athletes. As I found out about all the ICCA has to offer, not only cheerleaders but coaches as well, I knew this was an organization I wanted to be a part of!! The membership fee is completely worth it. As a coach I looked forward to each newsletter I received because there were so many situations and advice, which I could apply to my own

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# Putting Together Strong Stunt Groups

*Kelly Trinkle - NE District Rep*

The new fall season brings a lot of excitement! It's always fun to see the new excited faces, eager to get started cheering on their team! With the excitement, though, sometimes comes challenges. One challenge is trying to find the right combination of stunters to make strong groups. This can be especially difficult after losing a number of experienced stunters. Here are some helpful tips:

**Progressions:** Have all of your cheerleaders test out of stunts from easiest to difficult. Your most experienced stunters included! Have them test out of as many positions as possible as well. Sometimes just understanding the other position will make them better at theirs.

**Positions:** Don't be afraid to have cheerleaders try new positions. Especially the most experienced! For example, an experienced flyer can sometimes step right in and be a very strong base.

**Experience:** Mix up the experienced cheerleaders with the inexperienced. Have a freshman base with a senior. Let them learn from each other!

Putting together strong stunt groups can be challenging when you have new cheerleaders, but trying different combinations and using these tips will help! In the end, repetition and confidence will prevail!

**THE IOWA CHEERLEADING COACHES ONLINE RULES MEETING WILL BE OPEN FOR FALL CREDIT AUGUST 5-AUGUST 29 ON THE ICCA WEBSITE (IOWACHEERCOACHES.ORG) ALL COACHES WITH CHEERLEADERS WANTING TO PARTICIPATE IN FALL ICCA EVENTS, INCLUDING THE STATE CHAMPIONSHIPS, NEED TO TAKE THE FALL RULES MEETING.**

program. Also it was helpful because the board members emails were available, and each time I emailed one of them and asked a question, I found someone eager to help me.

Each of the events offered by the ICCA is different, yet they all have something in common as well. They offer the opportunity for cheerleaders to learn together as a team and develop life long friendships.

- \* Honor Squad offers the opportunity to be part of a squad of over 200 cheerleaders and perform at the football finals games in the UNI Dome.
- \* All Stars is a group of approximately 35-50 cheerleaders who perform at the half times of the final and consolation All Star basketball games put on by the Iowa Basketball Coaches Association.
- \* All State is a squad of approximately 25-35 cheerleaders who perform at the half time of basketball games during the Boys' State Tournament.
- \* Shrine Bowl is a squad of 60 cheerleaders who partner with the Shriners and meet UNI the last week in July. They perform at the halftime of the Shrine Bowl Football Game, as well as have the opportunity to be involved with community service alongside the Shriners.
- \* Special Olympic cheerleaders host a clinic for Special Olympic athletes and perform a routine at the Special Olympics opening ceremonies.
- \* State Championships are held the first Saturday in November and cheerleaders may compete in the Time Out division, Cheer-Dance division, and/or Stunt Group division.
- \* Free fall clinics are held every August with six sites around the state. You may take your junior high or high school cheerleaders to learn motions, jumps, cheers, chants, and a dance.

All of these opportunities await your cheerleaders once you join the ICCA!

As a coach you can attend our Annual Conference held each year in April in Des Moines. There are many, many educational classes you can attend to learn a multitude of things!

As a coach we often don't do things for ourselves, but joining the ICCA is something everyone should do! It offers endless OPPORTUNITIES for both you as a coach and your cheerleaders. Don't wait, join now!!

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## **Working With a New AD**

*Angie Trowbridge, Vice President*

We all know what a blessing it is to have a great Activities/Athletic Director, and many of us have one. But what if there is a new face coming into that position? Change can be challenging, but it can also be a new opportunity to establish an excellent working relationship. I have worked with at least six ADs in 15 years. Here are some things I have learned through those transitions.

- Above all, remember that your new AD is a human being, just like you.
- Is the new AD new to the community? Take the time to welcome him/her. Do not wait until your paths cross in a challenging or pressing situation. The welcome does not have to be big and fancy, just genuine.
- Welcome them into your program. Let them know that they are welcome to wander into a practice, encourage them to come to your season-launch meetings, and invite them to the fun things! Ever invited your AD to State if you compete? One of my favorite memories was when my former principal came to State with us. She confessed that before that day, she had no idea what all we did there, but she absolutely loved the entire experience.
- Show your AD you hold your program to high expectations by being consistent, particularly by following the rules. Show your AD you are

knowledgeable of the rules for high school or middle school cheer. (Remember: they are NOT the same as college or all star cheer because our level of risk management has to be different.)

- Ask the new AD what questions they might have about your program. It could be that you just give them the big things to look out for in their first couple months transitioning, and then have pertinent information printed off to give to them for reading and reference (Your AD should have a copy of your policies and procedures and all of their updates, regardless of how long they have worked in your district.). Know that some ADs prefer to observe a district's workings quietly on their own first before deciding how to proceed.
- They will have a favorite sport, and usually it will not be cheerleading...and that is OK. Often it is because it isn't fully understood, but you can help them at least gain an appreciation of it.
- Communicate! They like to be made aware of possible issues, but they also like to know the neat things you do. Let them celebrate with you!
- Be a problem solver. Come to issues-addressing meetings both with ideas for solutions and ears to listen.
- Check on them, too. We all know what it's like to transition to a new job, and being AD is an especially challenging one.

Most importantly, your perspective and your mindset have so much power in how relationships evolve. How you approach each situation has the potential to build or break down a relationship with your AD. You will find what you seek over time.

**REMINDER! REMINDER!**

**Make a date for the ICCA  
Online Rules Meeting!!**

**August 5 through August 29!!**

## **Build a Stronger Cheer + Student Body Culture**

*Katie Friedly, Rep Council Member*

Britannica Dictionary defines cheerleading as a team sport that "shout[s] slogans in order to entertain spectators at sporting events and to encourage louder and more enthusiastic cheering." Sideline cheerleading is meant to do **just that**, supporting the team that is on the field, court, or mat. But what are our cheerleaders supposed to do when the spectators don't respond? What do they do when the student body doesn't support them or, in a worst case scenario, goes against them? Many cheer teams seem to fight an uphill battle against the student body due to lack of respect and understanding of cheer. Below are some ways you can help encourage a positive culture among your cheerleaders and the student body.

Sometimes when the crowd isn't cheering with the cheerleaders, cheerleaders and coaches automatically think the worst of them. We may think they are purposely ignoring the cheerleaders, but that is not always the case. I always tell my team, "The crowd doesn't know how to cheer. YOU have to teach them." We do this in two ways: signs and fillers. Signs are the perfect way to tell your crowd exactly what to say and when to say it. You can order them through a cheer company, have a local print company make them for you, or even make them yourselves for a fun bonding day! I recommend having "Go, Fight, Win" along with your school colors and school acronym (Ex: C H S). These tend to be the words most often used for cheers that crowds can easily respond to. On game days, put up preps with the signs to emphasize to the crowd that they should be cheering with you. For fillers, encourage your team to yell out phrases such as "Let's hear it" or "Louder." Make sure they're using fillers at every practice so it comes naturally to them on game day. Teaching cheers at pep rallies will also help to combat this issue.

Unfortunately, sometimes even signs and fillers can't do the trick if you have a student body

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that truly does not support the cheerleaders. In an informal survey amongst coaches, 62% felt that the student body did not respect their team. This is not something that can be fixed overnight or even over a season. It can take years to develop that relationship between the cheerleaders and the student body. One of the first steps is to reach out to the leaders of the student body, specifically the leaders of the student cheer sections. Some schools have "assigned" leaders, and some do not. Either way, there will always be certain students that lead the student body, and your cheerleaders can most likely point them out. If you can win them over, you can win everyone over. Set up a meeting with a few student leaders, senior/experienced cheerleaders, and the athletic director. This meeting should focus on what could be done from the student section end WITH the cheerleading end to promote a positive culture. After all, everyone is there to support the team that is competing, so why not support them together? This meeting allows you to share ideas and will hopefully get those student leaders on your side.

There are also many small things that you can do that will add up to making a difference. Some teams will have a prize, like a t-shirt or mini football, to hand out to "super-fans" during games. These would go to a student, parent, or spectator who stands out as cheering and supporting the team and cheerleaders in a positive manner. You could also have a variety of items to throw into the crowd after they participate in a crowd cheer. Adding stunts and pyramids to your game day cheers can also make a difference. Adding that athletic element can help to gain respect and appreciation from the crowd, especially students! Lastly, encourage students in the student section to request their favorite cheers. Any time they make a request, try to do that cheer right away. That will help to build up a relationship of working together.

Building a positive culture will take time, but using the tips above can help you to get there. Cheerleading has been turning a corner over the last few years and is gaining more respect across the country. Let's do our part to get our individual schools to join in!

## **What Coaches Can Learn from Honor Squad**

*Alyssa Howlett, Rep Council Member*

Honor squad is one of my favorite events of the cheer year. This event occurs in mid-November, during this perfect week when football and competition season are completed (for most of us) and we are just getting into winter season. While Honor Squad is an amazing opportunity for the cheerleaders, this event ends up being exactly what I need each fall as a coach. It ends up acting as a mini-working vacation, a break in my everyday routine and allows me to reflect on the past season, celebrate all of our team's accomplishments, and inspires me personally as a coach to keep going. This event is just as valuable to me as the Spring Conference, and here is why:

- **You learn more about the three remarkable cheerleaders participating in Honor Squad.** Over the three full days you have with these girls, you learn so much about each of them personally: their family life, academic life, and future plans. Over the years I have had numerous impactful conversations that have made me a better coach and better mentor to these specific girls. With many cheerleaders being seniors, many conversations revolve around college and "what do I do with my life next?" You learn what passions the kids really have and you get an opportunity to coach them, not just in cheerleading, but also in life. In addition to the deep talks that end up happening over the long car rides, you also end up with special jokes and fun memories that recharge your cheer coach heart.
- **You learn more about your team and the impact your program has on your cheerleaders.** Because of the amount of time you have together, many topics get discussed with your cheerleaders, but the most heavily discussed topic is, you guessed it, cheerleading. Depending on what squad the girls you have with you participate in, you will talk about what happened during fall or competition season and/or discuss ideas for the winter season.

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During this time, you can get real glimpse into your team or program: team member relationships, stunt/cheer skills, community events, team bonding and what they enjoyed or did not enjoy. These conversations are gold for coaching, giving you honest feedback directly from the girls you coached. You have three of your best cheerleaders (usually leaders in the program) who will share insights and feel valued when you ask them for their opinion. From the information and ideas I get from these girls, I have directly implemented changes into my program and have seen great results. These changes can be small like more frequently recognizing positives that cheerleaders are demonstrating or they can be a major change like restructuring how we rotate/schedule cheerleaders for wrestling meets.

*Note: Make sure to facilitate these conversations to be discussions and idea sharing opportunities and not a gossip session, that can naturally happen sometimes.*

- **You learn that your best cheer support system are other cheer coaches.** One of the best parts of Honor Squad as a coach, besides seeing your cheerleaders thrive and shine at this opportunity, is to talk and catch-up with other cheer coaches! If you are longtime coach or a new coach, this is a great opportunity to talk, network, and make new cheer-coach friends! Over my time as a coach, I truly have found that cheer-coach friends really are the best support system. They "get it!!" They have been there and share the same stresses/issues as you. It's the best mid-year cheer round table you can be part of, and it doesn't matter the size of squad or school you have! You can get advice, explain how you dealt with a situation, find out where to get those cute bows from, or share funny stories (that only other cheer coaches get). This support system makes the difference on those hard days or hard seasons and gives you a group of coaches to lean on for anything!

## THE ROAD TO STATE

*Sarah Buss, Central District Rep*

As I write this I am sitting in an airport having just missed my connecting flight on a trip. The first plane was delayed an hour due to weather. Then we landed in good time but there was a backup and our plane taxied at a turtle's pace. I ran, showing up huffing and puffing to my deserted gate, crushed. I missed it. Initially, I am frustrated. But I immediately start weighing in the pros and cons. Pros: I now can get some Chicago style pizza and Jamba Juice. Cons: I am meeting someone for dinner, and now that is pushed back, and I won't get to my hotel till much later. Can I control it? Nope. So let's go get some pizza. *My experience today is very similar to the road to state.*

Like a trip you take, you book your destination in advance; similarly, you choose your team and learn your choreography. You plan and pack for your trip just like you spend time practicing. You have goals for your trip, just like your goals for state challenge your team: hit a clean routine safely and have pride when you walk off the mat. But sometimes you have delays, just like my plane. Sometimes, another sport gets the gym time, or you have an unexpected illness or injury and can't practice to your teams full potential. It's frustrating. So trying to make up time, you too "run to your gate," sometimes having two practices a day, sacrificing family and school time by getting together at anytime that works, including Sundays. It's hard.

There are definitely days where you "make the flight," where everything falls into place and your team goes all in and rises to the occasion on the competition floor. There are "no drama mamas," and your strawberry smoothie even tastes more wonderful than usual. There are also times when you miss the flight, things don't come together, team attitudes drop, you have lots of complaining, your new team shoes don't arrive in time and things simply don't hit.

After your trip or your competition you do the Pro-Con list or the Start, Stop, Continue list for

*Road to State...Continued on page 13*

next time. You analyze what went well and what you want to do better in the future. I have found after 20 years of coaching, my list is generally the same, but some years it's just harder to execute them than others. I'll share those helpful tips with you now.

 Make sure your practice time works for everyone and STICK TO IT

 Learning and performing new skills is HARD. Give them grace and make your shoulder a safe space to air their frustrations. They need to feel heard.

 Analyze the score sheet to make sure you are doing a routine that will hit all the required elements.

 Work hard, but play harder. The teams that have done well for me in the past aren't always the most talented teams. Instead, they are the teams that are the most BONDED with each other and with me through the fun stuff (bon fires, team dinners, good luck letter exchanges, designing matching practice wear and bows.) I have never regretted the time spent investing in our team.

 Practices that are walk throughs are just as important as full out practices. When they are sore and tired, don't have them throw humans. Do a walk through practice and create muscle memory so they can be confident with counts and transitions.

 Be transparent with the parents. I have a private Facebook page where I post practice updates. Be straight up. A post from me might say, "Well, today wasn't great, we changed the pyramid and that took up most of our time. But the tumbling we did today looked great. A reminder to all that just like the football team practicing right next to us, each week we are working hard to find the right combination of people that fit. Hang in there folks, we are all in this together! #goamesgo"

 Invite outside coaches and parents to watch. Performing for others helps your team! My girls are total show ponies! They love a crowd and step up to the plate when people come to watch. Another idea is to have a joint practice with another team. I did that last year with a couple teams, and everyone loved learning from each other.

 A couple times throughout the season I meet with every person on the team and ask them what they could do and what they think the team should do to be better. This takes some time, but I love the feedback. I get to hear what they are feeling and that helps me coach that girl better once I know how her heart is doing.

 When it comes to state, send your parents all the rules for state and remind them that they all represent your school. Also remind them that they need to give you space to do your job, so let you coach and remember its "Game Day." We need their positive vibes only.

 Remind all it is your job to put the strongest team on the floor. If you chose a comp team based on which kids you liked, everyone would be out there. But that isn't in the job description.

 Stress that stepping off the mat PROUDLY is the goal. You can't control how the other teams do. Focus on your own personal performance and work hard to represent the school on your uniform well.

With all this said, even the best plans don't always go as planned. You can still have no plane delays, even get to the mat on time, and a stunt still comes down or a tumbling pass still crashes. You can't control it. So as you get ready for competition season, try to be the coach who focuses on the best experience for the team and less on getting a trophy. If you do that, you will win and arrive at your destination as planned. Wishing you safe flights and happy planning. I'm cheering for you!

**DEADLINE FOR MAILING ENTRY FEES  
FOR ICCA EVENTS OCTOBER 3**

# Key to a Great Pep Rally

*JoEllen Wesselmann, Scholarship Director*

For cheer coaches, pep rallies can be overwhelming! I'm not going to lie! They are a lot of work. Sometimes we don't know very far in advance that they are going to occur, and this can cause a cheer coach to scramble. If a coach who hasn't ever actually seen one at their respective school, it is difficult to know what the expectations are. Throughout my years of coaching, I have been in the position of new coach, old coach, coach trying new things, student body responding favorably, student body staring at the cheerleaders like they are watching a ballet recital, and every other landmark in between!

If I could give you any advice, here's what I can tell you:

1. Organize, Organize, Organize
2. Communicate with the other adults involved
3. Change things up
4. Expect the Unexpected
5. Don't let the kids know you are more worked up about it than they are
6. Keep records of what worked, what didn't, responses, anything else you can think of
7. Try to have fun

**Organization is key:** Know exactly what everyone will be doing, and when. Make an "itinerary" and go over it with your cheerleaders. Practice the pep rally as it will occur for the cheerleaders step by step. They will appreciate it and be able to help you to know what has been done in the past. Get input from others, and don't be afraid to delegate small jobs to the kids to make them feel involved.

**Communication:** Since I always have a schedule in outline form, I share it with the other adults or speakers involved. I also make sure the AD has one, so that if there is something on it that they don't want, they can have forewarning and you aren't in the dog house afterward. For instance, one year I wanted two of the high

*Pep Rally...Continued on page 15*

## CHEER COACH

*Paula Kirkpatrick, SE District Rep*

You are a cheer coach, not a sponsor. Your cheerleaders are athletes, participating in an athletic activity. You are their coach. I have always felt that way, but it can sometimes be hard to get others to see you in that role. These are some things that I feel can help you be seen as a coach. Get a coaching endorsement. Attend trainings, get educated, and attend the ICCA coaches' conference. NFHS is a place where you can find classes. Know what you are doing! Ask your AD and principal to be included in all coaches meetings and correspondence at your school. Ask to be listed in programs as cheer coach. Treat your cheerleaders as athletes. Run practices as other sports practices are run, including time in the weight room and for conditioning. Follow all the NFHS rules. Be present at all games and actively coach your team.

## WHY IT'S IMPORTANT to be a part of ICCA??

*Amy Bieber, Rep Council Member*

The importance of being a part of the ICCA is relevant to everything you do within your cheer program. For starters, the annual membership to the ICCA helps activity directors and administrators work hand and hand with coaches and athletes to insure the state rules and regulations are carried out for safety, music copyrights, cheerleader education, sportsmanship, and special events.

The annual Coaches' Conference helps coaches gain information to be up-to-date with rules, regulations, and training courses. All the information you may need or want to ask can be answered at this very informative event.

The ICCA also offers free clinics in all districts each fall. They also give out awards annually to outstanding individuals in the cheer programs,

*Why It's Important...Continued on page 15*

school basketball players to speak. (This seemed reasonable to me, and we'd done it before.) When I had it listed on my itinerary, the AD came to me and said that he didn't want this to happen. There had been a recent assembly (not pep rally) where they had a student/speaker make an inappropriate comment, and he didn't want to take the chance of it happening again. Whew! Dodged a bullet there!

**Change things up:** You may find that there is always the typical stuff, but try to always have something that is different. For instance, don't always play a "game." You might try to have staff make a video using a current song and show that, or present a skit. Designate different organizations in the school to participate by sharing a fun activity where they get the audience involved. Have a "theme." **BE CREATIVE!**

**Expect the Unexpected:** No matter how well you've organized and communicated, there seems to always be something that doesn't go quite as you'd planned. IT'S OK! I've learned to go with the flow, and sometimes you just have to laugh and communicate to the crowd that things happen! Once in a middle school Homecoming pep rally, we tried to use signs. Sure enough, one of my girls had her sign upside down, and the crowd erupted! Being reassuring toward her as it happened and making it seem like it was my fault with the audience helped her to save face.

**Try to Keep Your Cool:** I have always let myself get a little "over-adrenalized" about pep rallies. I think it's because I just want everything to go well for my kids. Kids are worked up and worried too! I have learned to try to take a deep breath and realize this is a school pep rally, not the half-time of a Super Bowl! If there is something doesn't go right, attempt to think fast and find a way to make it right. There is nothing wrong with starting something over or doing it again, especially when it comes to teaching the crowd cheers, etc.

**Long-term:** Keep track of things you have done in pep rallies, what worked, what to change, etc. Don't do the same cheers at every pep rally or even year after year.

*Pep Rally...Continued in next column*

**Try to HAVE FUN and ENJOY the MOMENT:** This is just one pep rally for you, but very possibly a long-lasting memory for your kids. Don't let their memory of you being one where they were feeling pressure about making a mistake. Pep rallies are for to be fun for all involved, so have fun for yourself as well! Try to remember...Don't Sweat the Small Stuff! (And in the big scheme of things, it's all small stuff!)

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*Why It's Important...Continued from page 14*

and offer numerous scholarships throughout the year.

**Honor Squad** - Up to three cheerleaders per school, nominated by their respective coaches, get to learn and perform a routine at the IHSAA State Football Championships at the UNI Dome in November.

**All State Squad** - A squad that is chosen from tryouts in October, consisting of 20-45 of Iowa's best cheerleaders, learns a routine to be performed during the IHSAA Boys State Basketball Tournament.

**State Championships** - Schools from 1A - 4A get to compete in Cheer/Dance, Timeout, and Stunt divisions. Championships are held in November at the Iowa State Fairgrounds.

**All Stars Squad** - A squad of athletes chosen by being nominated by coaches and submitting tryout videos. The squad then learns a routine to perform at the IBCA Iowa All Star Basketball Games in March.

**Shrine Bowl** - A squad is chosen from tryouts in Altoona and will spend a week in Cedar Falls in July learning a routine and interacting with the Shriner patients. They perform perform at the Iowa Shriner's Football Games.

**Special Olympics** - Athletes are chosen by the coaches and travel to Iowa State in May for a fun day with the Special Olympians and learn a routine to perform at the Opening Ceremonies.

*Why It's Important...Continued on page 16*

The biggest benefit offered to us coaches for joining the ICCA is the amazing opportunities we get to offer our athletes through the year by attending special events on top of the great scholarships. These events have provided some of the best memories, the most rewarding experiences, and some of the longest lasting friendships our athletes can ever imagine. This is truly what it's all about and what makes coaching worth doing. I recommend trying at least one event this year if you haven't. You will never regret it!

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## PREPPING FOR ALL STATE TRYOUTS

*Melissa Hatfield, All State Director*

When I was coaching, one of the best ICCA sponsored events that my cheerleaders participated in was the All-State tryout process. Over the years, we were lucky to have a few be selected for the team. It's important to understand the preparation starts before the actual tryout weekend. This is where you, as a coach, can help them have the best tryout they possibly can.

### TIPS FOR ALL-STATE TRYOUTS

- \* First and foremost, keep it low pressure. Yes, tryouts can be stressful, but ICCA wants all cheerleaders trying out for All-State to have fun and learn. Many won't make the team, but it's not the end of the world. Remind them how proud you are that they tried out for such an elite team!
- \* Work on having good motion technique. The judges look for sharp, clean motions. You want your cheerleaders to come in having good motions that have clean lines and are not hyper-extended. Work with them on simple motions and have them practice at home looking in a mirror.
- \* Keep jumps clean and simple. For tryouts, cheerleaders need to complete a single toe-touch jump and a continuous double jump. As

*Prepping...Continued on page 17*

## **What Can Coaches Learn at Fall Clinics?**

*JoEllen Wesselmann, Scholarship Director*

ICCA has hosts Fall Clinics around the state where coaches can bring their cheerleaders to learn new cheers and dance counts to use as they choose and have a fun day of team bonding! This is all free to coaches who are ICCA members. You may be asking, "But what is in it for the coach?" It may seem like a rather boring Saturday sitting on bleachers and supervising students, especially when it is the time of year when you are mourning the days of summer being almost over and having to get ready for a school year.

Fall Clinics have much to offer coaches as well as the cheerleaders! It gives coaches a time for learning new ideas, having questions answered, and "team" bonding as well. At all clinics, the coaches will have a coaches' meeting. This is a valuable time to meet other coaches from your area, ask questions, have rules clarified, go over rule changes, and learn about ICCA forms and procedures. Each meeting is conducted by the respective district representative, so you will have an opportunity to meet them and find out who it is you can communicate with for information and have your questions answered throughout the year.

Forming relationships with other coaches is an important facet of being an ICCA member and attending our Fall Clinics. Every clinic I attend, there are new coaches there to meet and get to know. As a long-time member, I enjoy this part immensely. A good way to become a successful coach is to build a support system who understands exactly what it is that you do and are going through. Attending a Fall Clinic is a great start to building your success!

### **Did you know ICCA gives Academic Scholarships?**

Applications and materials due by February 15, 2020

Have Seniors start collecting application materials now!

More Scholarship information is available on  
ICCA Website -- Scholarship tab.

the coach, you need to direct your cheerleaders to use their best and cleanest jump. Don't complicate things by trying too difficult of jumps. Watch for pointed toes, straight legs, and clean, soft landings.

- \* Learn the tryout dance EARLY. A few weeks before tryouts the dance that is used will be posted on the ICCA website. Make sure to practice, practice, practice! This shows that your cheerleaders are prepared and take the tryout process and program seriously. This also helps lower the pressure because they know material beforehand.
- \* Coaches also need to read information regarding their duties if a cheerleader makes the team. Coaches AND cheerleaders are required to be at all practices and performances, so closely check the practice and performance dates carefully with everyone's calendars. This extremely important information is included in the Back to School mailing that is sent from IHSAA. If you know there are conflicts beforehand, be sure to address them and see if things can be changed. The commitment to All State is a solid one, so if there are conflicts, a cheerleader may have to choose between All State and another activity. Please make sure to ask questions and not just assume that something is ok.

I hope these few tips help when it comes to preparing for All-State tryouts. I am excited for another great year with the All-State squad. See you at tryouts in October!

## Befriend the Band

Bethany Brink, At-Large Representative

*It's the first time out of the football game, your cheerleaders turn and look to the band to see if they are going to play. It doesn't look like they are ready so the cheerleaders start up a cheer to get the crowd going. Then the band starts playing...*

Having a marching or pep band at a football game can be tricky. Should you start a cheer during the timeout, or is the band going to play something the cheerleaders can dance or stunt to? Is it their turn or ours?? To find answers to these questions, make friends with the band director at your school. Ask him or her when and what they plan to play so your cheerleaders can work with them to entertain and awe the crowd. Maybe have a signal or two to communicate with the director easily. Share the songs your cheerleaders would like to hear during the time outs. You can learn a few fun 8-count dances that can be repeated and will work for multiple songs. You don't have to create an award winning routine. Have your cheerleaders find things on YouTube that they like. Make them be the creators. Change them up from year to year. I find that these dances also work as a great warm up before stretching at practice.

Once you have an idea of when the band will be playing, you can start traditions that your crowd will begin to expect throughout the game.

The most important thing about having a band at your games is to remember that both of your groups are there to entertain the crowd during breaks from the football action. Find ways to have the cheerleaders work with the band to pep up the crowd, and make it a fun experience for everyone.

**FREE!!! We said FREE!!!**  
**ICCA Free Fall Clinics --- Don't miss out!**  
**9:00 a.m. to 3:00 p.m.**

- August 17 --- West Delaware HS, LeMars HS, and Clear Creek Amana HS
- August 24 --- Ames HS, Shenandoah HS, and Mason City, Lincoln Intermediate School

More information on the ICCA Website -- Home Page

Registration opens August 10  
for ICCA Fall Events

State Championships, All  
State Tryouts, Honor Squad

# Preparing for HOMECOMING

Sherrie Moritz, NW District Representative

Fall is approaching, which means Homecoming is right around the corner. This can be a very fun-filled time of the year for your cheerleaders and the students at your school. This week is usually very busy with activities and can lead to **STRESS!** Some helpful hints:

Start planning early. Get together with your squad and make a list of what needs to be done and what you expect of them. Assign your cheerleaders jobs, such as making posters, helping with the routine, planning fun games to play during the prep rally, deciding who will lead the cheers, etc. Make sure everyone stays involved. Enjoy the week, keep practices short and to the point. This will help keep the stress level down....hopefully!

## CHEERING COLD WEATHER GAMES

Cindy Pangburn, NE District Representative

It's hard to imagine cold weather will be here soon. Plan now and be sure your squad is ready to go. We all have school issued uniforms our cheerleaders were to cheer in. But what happens when it's too cold to wear skirts? Most cheerleaders have warm ups, but if not, there is still time to get them so you can be prepared. There are many companies you can order them from at a reasonable price. At our school each cheerleader has her warm up personalized, so they purchase them to keep. There are schools who own the warm ups, just like uniforms and the cheerleaders use them for the season or year. Whatever works for your school is fine.

Something coaches need to remember is to always keep your cheerleaders **SAFE!** If your squad has warm ups like ours, they are made of a slippery fabric so we **NEVER** stunt while wearing warm ups. My cheerleaders know, if it is cold enough to wear warm ups while cheering, that means **NO STUNTING!** You may think: well we are only doing a prep to get the crowd excited, but one simple slip, and your flyer can be on the ground. It is never ok to jeopardize your cheerleaders safety!

*Cold Weather Games...Continued in next column*

*Cold Weather Games...Continued from previous column*

When it gets really cold and warm ups are not enough to keep your cheerleaders warm, you need to keep them safe and **WARM!** Putting their health at risk by not dressing warm enough is just not an option. My cheerleaders wear as many layers under their warm ups as they can, but we add winter coats and hats and mittens. Do they all match? Nope, but keeping them healthy is more important! Again, they know that stunting won't happen when it's that cold. I have also bought the type of hand warmers you break apart and the cheerleaders can put them in their mittens, which sure brings a smile to their faces when their hands are warm!!

It's not worth the risk of your student athletes becoming sick because they are not dressed appropriately for cold weather! Be thinking ahead so you are ready when the cold weather games get here.

### **"Proper Gear for Cold Weather Games"**

Stephanie Buhman, Rep Council Member

Cheering in cold weather conditions can be difficult and unsafe if your team is not clothed properly. Rain, wind, and snowy conditions can put cheerleaders at risk for hypothermia, weakness, and exhaustion. If your cheerleaders performance is not 100% due to these conditions, you run the risk of team stunting errors or falls, so knowing what to pack your cheer teams sideline bag is essential! Listed below are cheer bag basics:

1. Long sleeves or a bodysuit under shell top
2. Cold Weather warm up pants and jacket
3. Gloves
4. Headband
5. Hand/foot warmers
6. Fleece blanket
7. Thermal socks or thicker cheer socks
8. Water and granola bars/fruit for hydration/nutrition

In the event you have a cheerleader who is not at 100%, the activity should be stopped and he/she should be attended to immediately.

# Special Olympics 2019

Sherrie Moritz, NW District Representative

The Special Olympics were held May 23, 2019, at the Hilton Coliseum in Ames, Iowa. Cheerleaders spent the morning and early afternoon practicing, hosting a cheer clinic for the athletes in the afternoon, continue practicing in the evening, and performing at the opening ceremony.

Waukon coach Amy Bieber said of the day, "My cheerleaders loved this event and are still talking about it today. They wished they could have spent even more time with the Olympians! This is an event that every cheerleaders should attend. So humbling and so rewarding all in one. Thank you ICCA for putting on this event."

Also strongly promoting the Special Olympics event is Ames coach Dana Logan, "I've had the honor of bringing over 30 Ames cheerleaders to participate in the Special Olympics cheer clinic & opening ceremonies over the years. Each time I'm rewarded with seeing true joy across the Olympians' and cheerleaders' faces as they play games and do cheers together. The ICCA's involvement with the Iowa Special Olympics organization truly embodies what cheerleading is all about and I feel so fortunate to get to be a small part of it!"



## SHRINE BOWL 2019

Sandy Norby, Shrine Bowl Director

Shrine Bowl 2019 was a huge success. Shrine Bowl was held the week of July 16-20 on the University of Northern Iowa campus. Game day was held at the UNI Dome on Saturday, July 20. A total of 90 football players and 28 cheerleaders along with their coaches spent the week on the UNI campus.

We welcomed out new choreographer Kinsey Dinsdale onto our squad. Kinsey cheered at Ames High School where she was a four-year

*Shrine Bowl...Continued in next column*

*Shrine Bowl...Continued from previous column*

All American cheerleader. She also cheered two years for the Iowa Shrine Bowl Cheer Squad and later cheered for the Panthers at UNI. She was an instructor for NCA/UCA cheer. She went on to coach high school cheer at Jesup for two years then was head coach for the CHIPS All Stars. We welcome Kinsey to the Iowa Shrine Bowl as our choreographer!

We had another great week full of practices and activities. Practices were held daily as well as team bonding. Evenings were filled with the water park, movies, a hog roast and the banquet on Friday night.

All day Friday was spent with the Shrine patients, football players, cheerleaders, dance squad, coaches and Shriners. Dances and cheers were taught to the patients where they were able to put on a show for all of us to watch. There were high fives, giggles, smiles and memories were made throughout the day.

Friday evening 800 people gathered at the Five Sullivan Brothers Convention Center in Waterloo for the Shrine Banquet. The king and queen were introduced along with the football players, cheerleaders, dance team and coaches.

Saturday morning we started the day with the Shrine Parade down Main Street in Cedar Falls and a short routine was performed by the cheerleaders. Kick off for the football game was at 4:00 at the UNI Dome.

Shrine Bowl week is a week filled with making new friends and building teamwork, but most important of all, having the opportunity to help change the lives of those children who are less fortunate than others. It is a week that will forever stay in the hearts and memories of those who participated.

**Are Run-Throughs legal?**  
**Cheerleaders may hold banners or run-throughs for a team to run-through but they may not stunt and hold the banner and the banner should not taunt or belittle the opponent.**  
**(NFHS Rules 2.1.5 and 2.2.1)**

**ICCA Board of Directors Meeting  
June 2, 2019**

The 2019 June ICCA board meeting was called to order at 9:34 AM, on June 2, by President Kristen Morlan. Board members in attendance: Angie Trowbridge, Sarah Buss, Michelle McCann, Bethany Brink, Erin Taylor, Paula Kirkpatrick, Sandy Norby, Cindy Pangburn, Tami Doyle, Sherrie Moritz, JoEllen Wesselmann, Kelly Trinkle, Kenna Johnson, Jeanne Ehn, Betty Lou Jones, Melissa Hatfield, and Kristen Morlan.

**Approval of Minutes:** Jeanne Ehn made a motion to approve the meeting notes from the January 2019 meeting. Cindy Pangburn seconded. Motion passed.

**Membership Report:** 144 schools, 8 other = 152  
276 individual members

A membership drive was conducted through an email blast to ADs to encourage membership. Another blast will be sent later this summer to remind ADs to have recently hired coaches to join.

**Financial Manager's Report:**

- Checking = \$86,745.04
- Savings = \$15,409.03
- CD = \$17,210.37
- Investment = \$16,178.68

Discussion ensued concerning transferring money over to another account. Different possibilities for which account to transfer to and insurance on State Competition was discussed. The board feels this is a time to be very conservative with our money; keeping in mind funding of all programs for at least a year in reserve. Erin Taylor made a motion to move \$20,000 to savings. Sandy Norby seconded. Vote passed unanimously.

**Executive Director's Report -**

IHSAA reimbursement - We previously voted to absorb some costs from IHSAA based on information received at our annual meeting with IHSAA last June. They will invoice us for the Back to School mailing, shipping, and newsletter. They did not pay for mats for state wrestling or basketball as agreed upon. We will be continuing to communicate and work with Tom Keating, who will be filling Alan Beste's position upon his retirement.

**State Competition:** The first discussion was concerning whether to use the Walnut building or not. It was not highly used, but the cost is only \$600. Signage will be used to encourage cheerleaders not to change in the bathrooms, but rather in the Walnut Building. Decided to keep Walnut and encourage using it for changing for at least this year. Sportsmanship wording in our paperwork is consistent with

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the National Federation wording.

**Rules Violations:** Suggestions were made to (a) give coaches their rules violation sheets before awards, and (b) hand out the violation sheets to coaches who receive a deduction before the awards assembly. Comparisons were made to state dance, national cheer competitions, state track, etc. A possible solution suggested is to place a table in a central location, and coaches would be able to check to see if they had a deduction before the awards. There will be no questions answered at this station. Coaches would have to sign off when they pick deduction sheets up.

**Time/Scheduling** - we will use the same type of schedule as last year.

**Water station** - this station has created some difficulty for scheduling purposes. Water will be provided in very small cups, but coaches will be encouraged to bring their own water. Station would be located in a location for when teams are done performing, near the restroom.

**Transportation for Judges** - Last year we ran into larger expenses for driving than expected. Mileage is typically turned in ahead of time, and if judges can carpool, we would like them to. Melissa will investigate and email the executive committee.

**Integrity clause:** There was mention of an illegal cheerleader who competed, but it was not verified. Jeanne will follow up with the program's athletic director. Other rule violation situations were discussed: how we follow up and how we move forward with consequences if there are excessive violations by a school. We have a written policy to refer to for habitual or blatant offenders. After much discussion, it was decided to leave our Integrity Clause as is.

State Championship Apparel is being handled similarly to last year.

Ken Krogman has contacted us about Live-Streaming. We are part of a bundle that IHSSN is offering, and he is just asking for permission to broadcast. We would receive financial compensation, and people could watch at no charge to them. Questions about music rights were discussed. A motion to go forth in accepting livestream with clarification about music rights and any other questions that may come up. Motion was made by Sarah Buss, seconded by Kristen Morlan. Motion passed.

**Credit Cards:** It was agreed we need to be able to have the availability for both coaches /registration, etc., and merchandise purchasing at state to be done by credit card. If they use a credit card there would most likely be an

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additional service charge. Melissa Hatfield moved that we move forward to accept credit cards for ICCA events. JoEllen Wesselmann seconded. All approved. (Kenna Johnson will be researching this; it may not be available by fall, but we will try!)

**Conference Survey Results:** Most were either favorable or gave no extra feedback.

Tami Doyle spoke about "Believe in You" (Kevin Atlas), a speaker who provides motivational speaking who is connected through Varsity. There are still many questions that need to be answered for this to happen. Potential collaboration with IGHS AU & IHSAA.

**Newsletter:** Deadline June 21.

**IHSAA:** Alan Beste's upcoming retirement was discussed. Betty Lou Jones made a motion that we give him a gift card as a retirement gift. Paula Kirkpatrick seconded. Motion passed.

**Website:** Updates need to be done. For the present time, send them to Kristen Morlan. If your directorship/activity/event has a page, you need to review the page, and put your contact information at the TOP of the page, along with correct information. Kristen will compile information to send to the website designer.

**Scholarship report:** No new information. Checks will be sent the first week of August.

**All-State report:** Dates and location for All-State Tryouts and practices have been posted on the ICCA website. They will be held on October 20 and 21, 2019, at Ames Middle School. Performances will be March 13, 2020, at Wells Fargo Arena.

**Honor Squad Report:** Director 239 cheerleaders participated from 78 schools. Dates and location for 2019 for Honor Squad practices will be posted on the website.

**All-Star Report:** Participation fee was raised to \$75.00 for this year (2019). There were 38 participants. Betty Lou Jones made a motion to raise the choreography fee to \$750 for the current choreographer. Jo Wesselmann seconded. All in favor, motion passed.

**Shrine Bowl:** Performance will be July 20. Kinsey Dinsdale has replaced Ronna McGrann as choreographer. All Shrine Bowl costs are paid by the Shriners' organization.

**Special Olympics:** 62 signed up, with 46 cheerleaders attending. \$1,060.00 was collected and paid through ICCA to Special Olympics. Sherrie inquired about a hotel room after the performance IF she didn't bring cheerleaders to the event and the event ended late, as she wouldn't want to drive home alone. The hotel room will be put into the Policies and

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Procedures as approved.

**Social Media Report:** Short discussion about how rule questions are asked at times on social media. Erin Taylor should have access so she can answer questions directly.

**Rules Interpreters Report:** Summer Clothing Issues: We possibly need to change our wording slightly to allow cheerleaders to wear t-shirts/shorts for summer parades, but still give the appearance of uniformity, while continuing to follow hair/jewelry rules. Erin will revise the wording and present to the executive board for approval. Stunting in the dark: Erin will address in the rules meeting, as to if it is dimmed and safe, or dark with spotlights. Differences between AACCA and National Federation rules was discussed.

**District Representatives:** Fall Clinics - we need registration set up on website. Evaluations indicated that instructors need to go to 3:00 to use up the whole time.

**Rep Council Update:** Angie Trowbridge explained that she is trying to keep them to one-year terms only to give more coaches opportunities to serve. Our policy states they will only serve one year. We discussed that one-year appointments are best but some may be asked back if needed to complete the council.

**Old Business**

**Board Application Process for Vice President:** At this time, we needed to split how to become Vice President from how members are nominated for the board. The board has decided to act on the VP at this time and Board positions later. President Morlan distributed the Vice President application process packet that was presented by the committee. Discussion about what the position(s) entails and how, by having this format, we have an example in forming the board member nomination process. Angie Trowbridge made a motion to accept the proposed process. Sherrie Moritz seconded. Motion passed.

**Beginning of Policies and Procedures Manual Update.** In revisiting the manual, it was realized that we need to be sure to have a lot of things in writing. Policies are written down and must be followed. Current committee will continue to work on the areas of focus and bring it back to the board in October for second reading and possible approval.

**Inventory of ICCA owned equipment - computer for executive director:** Sarah Buss made a motion for Jeanne to purchase an Apple computer with an approximate price of under \$1500. Sherrie seconded. Motion passed.

**Website - Update Process for submitting:** Send all information to Kristen for now.

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**Financial Manager Position Update:** Kenna Johnson has been overseeing daily operations. Jennifer Porter has continued to do taxes and answer questions. The Financial Committee recommendation for salary/Financial Manager is Kenna will be named the Financial Manager for the year (July 1, 2019-June 30, 2020). She will fulfill the job description of the financial manager including sending monthly summary reports to the board and line item/checkbook reports to the president monthly (date of report to be determined). JoEllen Wesselmann made a motion to pay Kenna Johnson \$250.00 a month to be reviewed prior to the June 2020 meeting. Jennifer Porter will be paid \$100 quarterly as the financial consultant. Kelly Trinkle seconded. Motion passed.

**New Business**

**Appointment of Financial Manager:** JoEllen Wesselmann made the motion to appoint Kenna Johnson as FM with Sandy Norby seconding. Motion passed.

**Back to School Mailing:** All who need to update do so before it is sent. Yearly meeting with IHSAA is June 20.

**Revisited mileage stipend:** No change is needed currently.

**Registration Fees:** No changes. Discussion ensued about competition and what to do if only one team is in a division. This will be discussed further after more investigation.

**Ideas for New Board Positions (suggestions made from existing board members' responses to survey):** Social Media/Public Relations; New Committees: Service, Health, Conference, Stunt, Social.

**Email Update:** our email situation is not sufficient with some members not receiving all emails from others. Erin Taylor will look into Google emails for board, and report back.

**Next Meeting:** October 6, 2019, in Huxley at 9:30 am. JoEllen Wesselmann will provide meeting place information closer to meeting time.

A motion for Adjournment was made by JoEllen Wesselmann at 2:25 pm, Seconded by Sandy Norby. Vote passed.

Respectfully submitted,  
JoEllen Wesselmann

**Addendum to minutes:**

After the meeting, the executive committee met through email to address two items not resolved during the meeting. Two motions were made and voted on through email of the board.

**Vote #1:** Moved by Angie: To add Jeanne Ehn as a signer on the ICCA bank accounts. This was seconded by Melissa.

**Vote #2:** Moved by Jeanne: To add the following statement to all ICCA Event language: Schools and coaches must be in good standing with ICCA regarding National Federation Spirit Rules and ICCA/IHSAA Strengthened Rules to participate in ICCA events involving cheerleaders. Seconded by Kenna.

Both motions passed through a majority of email votes of the ICCA Board completed by June 10, 2019.

Addendum submitted by Kristen Morlan.

**DAITH PIERCINGS NO LONGER ALLOWED  
PREVIOUSLY, THE ICCA HAS ALLOWED  
DAITH PIERCINGS AS LONG AS A  
PHYSICIAN'S NOTE WAS FILED WITH  
THE ICCA, STATING THE PIERCING  
WAS HELPING WITH MIGRAINE  
HEADACHES. THIS IS NO LONGER  
ACCEPTED. ALL PIERCINGS MUST BE  
REMOVED, INCLUDING DAITH PIERCINGS,  
FOR ALL CHEERLEADING EVENTS,  
INCLUDING PRACTICES, APPEARANCES,  
PERFORMANCES, AND GAMES.**

**It's really cold or rainy. Do my cheerleaders have to be in school issued uniforms?**

Use your best judgment to keep your cheerleaders safe. If it is really cold, of course, let them wear hats, gloves, and possibly winter coats. No stunting with gloves or coats with hoods. (NFHS 3.14.) If it is raining, you may wear rain ponchos, but again, no stunting. (NFHS 2.1.5)

**REMINDER! REMINDER**

**Make a date for the ICCA  
Online Rules Meeting!!  
August 5 through August 29!!**

# 2019-2020 ICCA Calendar

**OPEN:** National Federation Concussion Video Training (linked on the ICCA website). Required for all coaches participating in ICCA Events.

## **AUGUST 5 – AUGUST 23, 2019: Online Rules Meeting**

**\*\*ALL COACHES and choreographers MUST complete the FALL ONLINE RULES MEETING and be registered ICCA members to participate in ICCA EVENTS. The winter rules meeting will not be accepted for State, All-State, and Honor Squad registrations.**

August 10, 2019: **ICCA Fall Event Registration Opens**

### **August 2019: ICCA Free Fall Clinics (9:00 a.m. Start)**

NE – August 17, Manchester (West Delaware High School)

NW – August 17, LeMars (LeMars High School)

SE – August 17, Tiffin (Clear Creek Amana High School)

NE – August 24, Mason City (Lincoln Intermediate School)

C – August 24, Ames (Ames High School)

SW – August 24, Shenandoah (Shenandoah High School)

September 26, 2019: **DEADLINE for ONLINE ICCA Event Registration:** All-State Tryouts, State Championship, Honor Squad (No other type of registration is allowed)

October 3, 2019: **Deadline for mailing entry fees** for ICCA Event Registrations

October 14, 2019: **Deadline for Music Copyright Compliance Paperwork** for State Championships

October 19 & 20, 2019: All-State Tryouts, Ames Middle School

**October 28 – December 2, 2019: Winter Online Rules Meeting** (Not accepted for fall event registrations)

November 2, 2019: State Championships, Iowa State Fairgrounds, Des Moines

November 17, 2019: Honor Squad Practice, Ames

November 21-22, 2019: Football State Championships, UNI Dome, Cedar Falls

November 21, 2019: Honor Squad Practice, UNI, Cedar Falls

November 22, 2019: Honor Squad Performance, UNI Dome, Cedar Falls

January 5, 2020: All-State Practice, Ames Middle School

January 15, 2020: Deadline for Iowa All-Stars video tryout

January 25 & 26, 2020: Shrine Bowl Tryouts, Za-Ga-Zig Temple, Altoona

February 2, 2020: All-State practice, Ames Middle School

February 15, 2020: ICCA Scholarship application deadline

February 19-22, 2020: Wrestling State Dual & Individual Tournaments, Wells Fargo Arena, Des Moines

March 1, 2020: All-State Practice, Ames Middle School

March 8, 2020: All-State Practice (Makeup practice), Ames Middle School

March 9-13, 2020: Boys' State Basketball, Wells Fargo Arena, Des Moines

March 9-12, 2020: Halftime Performances at Boys' State Basketball, Wells Fargo Arena, Des Moines

March 12, 2020: All-State Practice

March 13, 2020: All-State Performances, Wells Fargo Arena, Des Moines

March 27-28, 2020: Iowa All-Stars, Dallas Center-Grimes High School

April 3-4, 2020: ICCA Spring Conference, The Meadows at Prairie Meadows, Altoona

May 2020: Special Olympics Iowa, Hilton Coliseum, Ames

July 2020: Shrine Bowl, UNI, Cedar Falls



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# 2019-2020 ICCA BOARD OF DIRECTORS

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**President/Trustee.....Kristen Morlan**

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## EXECUTIVE DIRECTORS

**AWARDS, CONFERENCE, STATE CHAMPIONSHIPS, IHSAA CHEER SAFETY, MEMBERSHIP, TRUSTEES**

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