

# THE SPOTTER

## THE "OFFICIAL" NEWSLETTER OF THE IOWA CHEERLEADING COACHES' ASSOCIATION

Welcome to the adapted version of the Spring ICCA Newsletter! Due to the circumstances of our world, I am going to do this quarter's newsletter in a number of editions. Two things to note: first, you will be getting the same type of information, just a little different format. Tune in each weekday for the latest articles. Secondly, WE ARE TRYING to reschedule our Spring Coaches' Conference. Please know we are doing our very best to make it happen! ICCA is here to serve you, coaches! Thank you for your patience! ~ Kenna

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### Coaches: We Need to Aspire to Excellence, Not Discredit It

~ Betty Lou Jones, All Stars Director

How we react to something can influence the way our cheerleaders react. Be careful. When we are upset – think before you speak. Cheer coaches need to remember that the way we act towards situations and other people will many times affect the way our squad sees the different situations. Two situations come to mind. First, there are times when others do not see cheerleading as we do. To us it is very important. We work with our squads every day, trying to improve them. Then we run into someone who can't understand it; they do not feel cheerleading is important at all. You, the coach, should deal with this, not your squad. There are several different ways you might handle this. Sit down with that person and discuss your feelings. Don't use social media. Cheerleading is unique, and some people need to understand that. If you speak to them, do it in a positive way and don't discuss this with your cheerleaders until things are resolved. If you don't, then your cheerleaders will get upset or mad, and that might cause them to disrespect this person. Think through the situation and see if there are ways to change people's thoughts to positive thoughts or talk to one of your peers. They might have a different outlook on the problem. There are many other cheer coaches that have probably felt the same way you do. Second, there are times during competitions we (as coaches) sometimes do not understand why another squad is better. We think we have that routine that has met all of the right boxes. Then you go to the competition, and things do not turn out the way you had thought they would. You must remember things are seen differently by different people. One judge likes it; the other not as much. Don't run down the judges in front of your cheerleaders. Go over the score sheet with the cheerleaders and ask them how they think they could have gotten a higher score. They probably can come up with ideas. Remember, coaches should not discredit excellence in others but aspire for excellence in your squad. Do not run down others, but rather, work to improve your squad. They act the way you act. Talk to them about setting goals to get better. Talk to them about how to win the respect of others. Make a difference and help shape the world of your cheerleaders. Do what you can to help your squad and others understand so everyone grows.

**ICCA Membership is  
OPEN  
for the 2020-2021  
School Year!  
Log on to:  
[www.iccaforms.org](http://www.iccaforms.org)**

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*The best coaching advice I ever received was to always remember to take time to make myself happy. If I am not happy, my practices, games, etc will not be a happy thing for my cheerleaders either. ~  
Bethany Brink, At Large Rep.*

## **2020 AD of the Year is Carlisle's Schreck**

Darin Schreck, Activities Director at Carlisle High School, has been named the 2020 ICCA AD of the Year. Schreck has served in this capacity since 2016. His personable and caring demeanor has contributed to the respect he has earned within the community. In his short time as AD, he has worked hard to establish a culture of high performing student- athletes. Additionally, he has set the expectation that, as a Wildcat, you represent EVERYONE in the community, and you are to represent Carlisle well. Cheerleader Lainey Olsen commented, “Mr. Schreck puts a great deal of pride into his relationships with all of us, and it pays off.” Cheer coach Jen Nordhagen appreciates Schreck because he holds cheerleading to the same standards as he would any varsity activity. Nordhagen said, “He has consistently supported our program and understands the significant part cheerleading plays in promoting other school activities.” He advertises the cheer program, encouraging staff and students to attend cheerleading events and competitions, and he encourages growth and involvement in every student. Following that mindset, Schreck even watched the “Cheer” series on Netflix in order to fully understand the complexity of competitive cheerleading. Matthew Blackmore, Carlisle High School Principal, concluded, “His leadership has been essential in our high school’s growth over the past five years. Whether it’s social media, live streaming events, capital projects, or developing coaches/sponsors, Mr. Schreck has left a lifetime fingerprint on our school community.”

**Congratulations Darin Schreck of Carlisle, ICCA Activities Director of the Year**

## Tryout Options

~ Jeanne Ehn, Executive Director

The COVID-19 certainly has changed and put a halt to our cheerleading programs. As we look to the 2020-2021 school year, there are many questions to be answered. How do we have tryouts? How do we get orders in for uniforms, shoes, and poms when I'm not sure who's going to be on my squads? If I take all who want to be on my squad, how do I pick a competition squad? Camp is also a big question. So many questions and so few answers at this time. ICCA is here to help give you some ideas for tryouts. Think about the pros and cons of each before deciding.

TRYOUT OPTIONS: Option 1 - Wait for an "in person" tryout. Waiting to have tryouts until the end of the school year has been decided and social distancing has ended might be the best option this year. It might mean that tryouts won't happen until the end of June or early July or even later. It is okay to simplify things this year. Advantages: Tryouts can be in person. Everyone will be happy to see each other. Coaches will have an advantage of actually coaching the potential cheerleaders and seeing their ability to be coached. With so much time off, cheerleader and coach burnout will not be an issue. Disadvantages: Waiting can be difficult and it takes patience. Coaches will have to figure out a plan for shoes, uniforms, and supplies. Work with cheer company representatives to get the timing figured out. Schools who do not have to order uniforms will be at an advantage. Maybe the team can start the year with old shoes until the new ones come in? There are ways to make it work. It will just take patience and creative thinking.

**More on TRYOUT OPTIONS in tomorrow's edition!!!**

### UPDATE: Shrine Bowl 2020

The Iowa Shrine Bowl 2020 is set for the week of July 13-18, 2020.

However, with COVID 19 and the uncertainty of the future of sports and activities in Iowa, the Iowa Shrine Bowl 2020 is tentatively on hold. If your cheerleaders who were chosen for the cheer squad have any questions or concerns please have them contact: Jerry Hoffman, General Manager (iowashrinegame@centurylink.net) ~Sandy Norby, Shrine Bowl Director

What's the best piece of coaching advice you have ever received? Share with us on FACEBOOK!