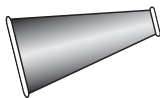


# Iowa Cheerleading Coaches' Association NEWSLETTER

November 2013      Jeanne Ehn, Editor



## PRESIDENT'S MESSAGE



### Cheer Coaches:

Last year at this time, I gave all of you the goal to step out of your comfort zone and try something new, like registering for the State Competition or Honor Squad or having cheerleaders try out for the All-State squad. Those coaches that do this year after year will tell you, they are all rewarding experiences for both the cheerleaders and you!

For those of you that tried something new, cheers to you! I am betting it was a great experience and that you met at least one new coach if not more, or maybe even an ICCA Board member; trust me, we're always around! For you veterans, thank you for your continued support of ICCA events!

Now that you tried something new this fall, look forward to the spring. Think about volunteering to assist cheerleader check in at State Wrestling, or maybe, this will be your first conference you attend in April. Go one step further and look into being a part of ICCA's new Rep Council. What about your cheerleaders? Great question! ICCA partners with several organizations including the Iowa Basketball Coaches Association, Special Olympics and the Shriners to give cheerleaders even

more opportunities to not only showcase their talents, but help the community too! Check out our web site for more information.

Until then, I hope you all have a great winter season!



**CHEERFULLY...**

Jenny Crawford  
ICCA President

## NOMINATE NOW!

ICCA is now accepting nominations for 2014 Coach of the Year and 2014 Contributor of the Year.

**Coach of the Year:** This award is given to an active cheer coach in Iowa who exemplifies the highest standards of sportsmanship, ethical conduct, and moral conduct. You may nominate any active coach in the state for this award. This person does not need to be in your school district. The nominee must be a member of ICCA. Please include at least two letters of recommendation (not more than three) along with the nomination form (found on the ICCA website under Awards).

**Iowa Contributor of the Year Award:** This award must go to someone who is not an active coach but may be a past coach. These are people you wish to recognize for their service to cheerleading in your district or throughout the state. They also must exemplify the highest standards of sportsmanship, ethical conduct, and moral character. You may nominate an adult who has contributed significantly to the success of cheerleading in your school or state. Please include at least two letters of recommendation (not more than three) along with the nomination form (found on the ICCA website under Awards).

Send completed nomination form and letters of recommendation to Jeanne Ehn/ICCA, P.O. Box 211, Conrad IA 50621 by December 20. If you have any questions, you may contact any of ICCA's Executive Directors.

# **HEY ALL YOU CHEERLEADERS STAND UP AND SHOW YOUR STUFF**

*by Betty Lou Jones*

The ICCA is looking for outstanding cheerleaders to try out for the ICCA/IBCA All-Star Cheer Squad which will perform at the IBCA All-Star Basketball tournament on March 29, 2014, at the Dallas Center-Grimes High School in Grimes, Iowa. The cheer squad will perform at half time of the boys and girls semi-final games and the girls and boys final games on that Saturday. Cheerleaders are chosen by a video try-out process. All cheerleaders who are chosen are required to also attend a practice on March 28, 2014, starting at noon. This is held in Grimes.

Cheerleaders that are 10th to 12th grade may submit a try-out video. All information about the try-out is on the ICCA website: [www.iowacheercoaches.org](http://www.iowacheercoaches.org).

There is a \$60 fee which is payable if you make the squad. This covers a uniform, your room on Friday night, dinner on Friday night, and breakfast and lunch on Saturday.

Every year the cheerleaders have fun performing and making new friends. What are you waiting for? Make a video of your outstanding cheerleaders today and send it in by January 15, 2014.

# **State Competition 2013**

*by Jeanne Ehn, Executive Director*

Congratulations are in order for every squad/team who participated in the 2013 Cheerleading State Championships. It was a day of cheerleaders, coaches, and fans coming together from every corner of our state to crown state champions in eleven divisions. It was a record year of participants (over 1800) and participating teams. We had great crowds in both performance centers and just missed last year's attendance record. Without a doubt, every team met challenges to do their best whether in ability or heart. The excitement generated on each mat was fantastic to watch and experience.

Now that a few weeks have passed, I hope you as a coach can reflect on the successes of the day. I'm not referring to a championship or being a place winner, although any team who took home a trophy, needs congratulations. Winning is nice, but there is more to this day than winning. The feeling of winning fades and what is left is what is important. What I'm referring to what makes everyone a champion; learning about life. What did your cheerleaders gained by doing the competition? Did they become better cheerleaders in ability? Did they learn perseverance by not giving up? Did they learn about teamwork and collaboration by working together for one cause? Did they learn to problem solve? Did they learn to think through situations as they happened? Did they gain friendship through laughter, fun, and belonging? Did they learn resilience when faced with adversity? Did they learn about all of these things and more? I hope so. Because those are the things that they will face in life. Because life is competition, and competition is life. The excitement fades and what is left is what is important. Friendships. Learning. Life.

Congrats to every team that participated! For your calendars - November 1, 2014 = ICCA High School Cheerleading State Championships.



*May the joys of the season touch each of you  
while enjoying family and friends.  
Happy Holidays!*

*The ICCA Board of Directors*



# Iowa Cheerleading Championships 2013

## Final Team Standings

### Small Team - Cheer Dance

1. Ballard
2. Crestwood
3. Prairie Valley
4. IKM-Manning
5. Marion
6. H-L-V
7. Wayne
8. Center Point-Urbana
9. Lake Mills
10. Cascade
11. Iowa Christian Academy
12. Central Decatur

### 1A - Cheer Dance

1. Bishop Garrigan, Algona
2. Northwood -Kensett
3. Nashua-Plainfield
4. BCLUW, Conrad
5. Marcus-Meriden-Cleghorn
6. Tri-County
7. North-Linn
8. North Union
9. Woodward-Granger
10. Remsen-Union
11. Bedford
12. Nishnabotna

### 2A - Cheer Dance

1. Des Moines Christian
2. St. Edmond
3. Central Lyon/George Little Rock
4. Dike-New Hartford
5. Garner-Hayfield Ventura
6. West Fork
7. Bellevue
8. Van Meter
9. South Central Calhoun
10. Forest City
11. Central Springs
12. East Sac County
13. Roland-Story
14. Davis County
15. Pella Christian
16. Beckman Catholic
17. Sumner-Fredericksburg
18. Clarke

### 3A - Cheer Dance

1. Mount Pleasant
2. Clear Lake
3. Carlisle
4. Winterset
5. Boone
6. ADM
7. Assumption
8. Waverly-Shell Rock
9. Williamsburg
10. Atlantic
11. Dallas Center - Grimes
12. Spencer
13. Bondurant-Farrar
14. Oskaloosa

### 4A - Cheer Dance

1. Ames
2. Dowling Catholic
3. Waukee
4. North Scott
5. Burlington
6. Lewis Central
7. Pleasant Valley
8. Bettendorf
9. Ankeny
10. Ottumwa
11. Muscatine
12. Des Moines Lincoln
13. Dubuque Hempstead
14. Dubuque Senior
15. Iowa City, City High
16. Council Bluffs

### 4A Large - Cheer Dance

1. Valley, West Des Moines
2. Cedar Falls
3. Mason City
4. Johnston
5. Southeast Polk
6. Cedar Rapids, Washington

### Coed - Cheer Dance

1. Davenport West
2. Linn-Mar
3. Fort Dodge
4. Union, LaPorte City

5. North Cedar
6. Glenwood
7. Humboldt

### Small School Group Stunt - Finals

1. Prairie Valley
2. Des Moines Christian
3. St. Edmond
4. Central Lyon/George Little Rock
5. West Fork
6. Central Lyon/George Little Rock

### Large School Stunt Group - Final

1. Waukee
2. Davenport West B
3. Ames B
4. Valley, WDM
5. Davenport West A

### Small School Time Out

1. Roland Story
2. Albia
3. Cardinal, Eldon
4. PCM, Monroe
5. Central Lyon/George Little Rock
6. Shenandoah
7. Eagle Grove
8. East Sac County
9. CAM, Anita
10. Woodward-Granger

### Large School Time Out

1. Fort Dodge Senior
2. Dowling Catholic
3. Cedar Falls
4. Valley, West Des Moines
5. Indianola
6. Assumption
7. Dallas Center-Grimes
8. Glenwood
9. Charles City





## ***Lifetime Achievement Award Presented to JoEllen Wesselmann of Van Meter***

*by Kenna Johnson, ICCA Executive  
Director*

It is with extreme pleasure JoEllen Wesselmann of Van Meter High School is named as the 2013-2014 Iowa Cheerleading Coaches' Association Lifetime Achievement Award recipient. JoEllen has coached for more than 20 years; in that time, she has participated in countless cheerleading events, both in Iowa and in other states. She has been a valuable resource for fellow coaches, a boundless spark of energy for those around her, and a very devoted person to the world of cheerleading.

In Iowa, JoEllen has served in a variety of capacities for the Iowa Cheerleading Coaches' Association. Early on her service began as District Representative. Soon after that, she served as ICCA President, and now is the Financial Manager for the organization. She has been a strong voice for the ICCA, holding the ideals of our organization in the highest regard, being present at all ICCA events. She has had squads compete year after year in the State Competition; she has also had cheerleaders participate in Honor Squad, Shrine Bowl, and All Stars to name a few. She has judged All State tryouts for years and been integral in teaching classes to other coaches, including Stunt Progression classes at the annual spring conference and a number of Free Fall Clinics. Her squads have participated in many community service projects, including Susan G. Komen Race for the Cure and Special Olympics. JoEllen also coached a young all-star team in the Des Moines area for a number of years.

On a larger scale, JoEllen has been part of the Cheer Forum a number of times and formerly attended the National Federation Rules Committee meetings, where she represented the ICCA proudly. She has judged competitions in various states, traveling thousands of miles to be part of the events happening in other states. Involvement in such activities has helped her cheer program remain current with cheerleading trends.

*JoEllen Wesselmann...Continued from previous column*

Essentially, JoEllen has devoted herself to cheerleading. If there is something asked of her, she takes that task on with the best of her ability. JoEllen is highly respected by her peers and the ICCA Board of Directors. Most importantly, she has had the support of her family – husband Chris, daughter Elizabeth, and sons Zach and Ross – through it all! The Iowa Cheerleading Coaches' Association is very proud to award JoEllen Wesselmann with the ICCA Lifetime Achievement Award.



## **Ames High School Receives ICCA's Award of Appreciation**

Ames High School has been a huge supporter of cheerleading and ICCA for several years. They have opened their doors to ICCA and hosted a variety of the organization's events, including Honor Squad practice and All State tryouts. More recently, they added All State practices to that list of events. The staff and administration are always welcoming and willing to accommodate the needs of the ICCA, its members, and the cheerleaders across the state.

ICCA wishes to thank Ames High School for all they have done for cheerleading across the state of Iowa! Congratulations!!

# Student Achievement Award

by Kristen Morlan, Student Achievement Committee Chairperson

The Student Achievement Award was given for the first time at the 2013 State Competition. This is an award that recognizes the cheerleader who involved in many things in high school. Their achievements are many and cross many areas. The following are the **ICCA Student Achievement Award Winners for 2013:**

## 1A

The 1A winner is Chelsea Pierce from HLV High School in Victor. Chelsea has participated in volleyball, basketball, track, softball, as well as in cheerleading. She has received numerous All-Academic awards and leadership awards through her involvement in sports and activities. She has participated in band, choir, show choir, flags, dance and National Honor Society. She has received many honors through her music including selection to honor choirs and honor bands, and division I ratings at contest. She has been the lead for two musicals and the lead in the play. She has also been a member of the ICCA Cheer Honor Squad. Her volunteer activities include working at a homeless shelter serving Thanksgiving dinner, helping at the Victor's Old Fashioned Christmas, and providing tobacco education activities for elementary students and the community. She also helps with the local girls scouts and with volunteer projects as a member of the Victor Public Library Teen Board. Her coach recognized her for her leadership in both her school and her community. She further described Chelsea as being patient, positive and well organized; someone who can be "relied on to put a good face on our cheer program." Chelsea's future plans include a career in nursing after attending Clarke University.

## 2A

The 2A award winner is Abby Peterson from Shenandoah High School. Abby is a four-year cheerleader and softball player. She has been a UCA All-American Cheerleader for two years, and has been a member of the ICCA Honor Squad. Her other activities include FFA where she was chosen for State Chorus for two years, and for the National FFA Chorus for two years. She has won "best in center" at small group solo/ensemble contest for two years and is 1st chair flute in concert band. She has also participated in Interact-Student Rotary, National Honor Society, and speech events, including plays, musicals, and large group and individual contest. She is also involved in her community as a liaison to the local Rotary, a Red Cross Blood Drive Coordinator, and a board member for the Southwest Iowa Theater Group. She is also involved with many church activities and helps with the community talent show and the local food bank. Her coach described her as

*Student Achievement...Continued from previous column*

"a well-known and respected member of her community." Her coach further recognized that her "contributions are as broad as they are numerous, creating a well-rounded, confident individual capable of forging positive, long-term connections." Abby plans to continue her education at Peru State College, pursuing a degree in elementary music education.

## 3A

The 3A winner is Cassandra Adamson. As a senior at Williamsburg High School, she has participated in volleyball, track, dance and cheerleading. She has been a member of the All-Iowa Honor Dance Team, and received a Division 1 rating for solo dance performance. She has also participated in band, choir, show choir, student council, National Honor Society, and was chosen to serve on the Williamsburg school improvement advisory committee. She is the show choir dance captain as well as student council class president. She was also selected as a Hills Bank Youth Salute Leader recipient. She was recognized by her coach as someone who is a role model for younger students and as a genuine person who cares about her teammates. Her coach described her as "a perfect role model of what is expected of each cheerleader inside and outside of practice." Cassandra is considering a physical therapy major while attending the University of Northern Iowa next fall.

## 4A

The 4A winner is Jennifer Klodt of Ottumwa High School. Jennifer has been a cheerleader for football and basketball, and has also been on the tennis team for four years. She has been on the ICCA Honor Squad, and has been named All-conference for tennis for the past two years. She has been her class vice-president, and is a member of orchestra, choir, show choir, science club and interact club. She is also a member of the Torch Club/National Honor Society, Future Educators of America, the Substance Abuse Task Force and the Teen Pregnancy Task Force. She is currently ranked first in her class with a 4.0 GPA and was this year's Homecoming Queen. She has accumulated over 900 hours of community service through her work with Race for the Cure, Relay for Life, the Good Samaritan Nursing Home, and the Heartland Humane Animal Shelter. She has also been active in 4H throughout high school, serving many leadership roles including the 4H Lego League Student Advisor. When describing her, Jennifer's coach described "her friendly demeanor in the hallways and greetings to all students is just one of the ways that she reaches out to everyone." She also was a People to People Ambassador to Europe this past summer. Jennifer is considering an engineering major at Iowa State University next fall.

## EXCITING NEWS FOR INCLUSIVE CHEERLEADING SQUADS

by Donna McKay, Executive Director

We have exciting news for schools with inclusive cheerleading squads! Students with disabilities who are bona fide students of the school and who are designated as members of the school's spirit team (sometimes called a "Sparkle Effect" team) are allowed to cheer while the ball is in play (Rule 2-1-2). In keeping with Department of Education regulations, "[A] school district must ensure that a student with a disability participates with students without disabilities to the maximum extent appropriate to the needs of that student with a disability." The ICCA encourages full participation to the "maximum extent appropriate to the needs of each individual student with a disability." The Sparkle Effect encourages inclusive teams to pair up each student with a disability with a typically developing peer. This is an excellent idea to increase the safety and security of all cheerleading participants and others at the game/meet. (Rule 2-1-15).

The ICCA also encourages schools to look for ways to include cheerleaders with disabilities in all aspects of cheerleading. Examples include: pep rallies, sign making, float building, community events, fund raising, team dinners, etc. There are many opportunities available through the ICCA also, such as Honor Squad, All Stars, Shrine Bowl, Special Olympics, and Fall Clinics. The Time Out Cheer division at the State Cheerleading Competition would be an excellent place for students with disabilities to participate with their typically developing peers. The ICCA and IHSAA take great pride in working with schools to accommodate disabled athletes at their state events.

We know many schools are already doing a great job of including students with disabilities in their programs. The Sparkle Effect, a national non-profit that generates and tangibly supports inclusive school-based cheer teams, is located right here in Iowa. If your school would like more information on how to create a cheerleading squad that includes students with disabilities, please visit The Sparkle Effect's website at [www.TheSparkleEffect.org](http://www.TheSparkleEffect.org) or contact the Sparkle Effect's National Director of Outreach, Linda Mullen, at [info@thesparkleeffect.org](mailto:info@thesparkleeffect.org).



## WHY FOLLOW THE RULES?

by Donna McKay, Ethics Director

Listed below are four reasons why following the National Federation Spirit Rules and the IHSAA/ICCA Strengthened Rules is important.

**#1 – Helps to keep your cheerleaders safe.** The rules were written to regulate stunts and situations for improved participant safety. As coaches, it only seems reasonable that we would want to keep our athletes protected and healthy.

**#2 – Protects you and your school from possible negligence.** Anyone can be sued, but the possibility of being found negligent is lessened if coaches are aware of and following the required spirit rules and stunt progression sequence (see related progression article in this newsletter).

**#3 - All cheerleaders in Iowa MUST follow the National Federation Spirit Rules and IHSAA/ICCA Strengthened Rules.** If schools are not following the rules, they could potentially forfeit the catastrophic insurance coverage provided by the IHSAA.

**#4 – It's a professional duty of coaching.** Coaches are expected to follow all rules, stay current in their sport/activity by continually educating themselves (attending rules meetings, conferences, and/or classes), and be positive role models for their athletes. Coaches have a responsibility to be informed about the rules and to follow them for the benefit of all.

### ICCA'S SPRING CONFERENCE

APRIL 4 & 5 at the Meadows  
& Prairie Meadows in  
Des Moines. See you there!!  
It promises to be the best yet!



# Congratulations - All State Cheerleaders

*by Melissa Hatfield, All State Director*

Congratulations to the cheerleaders selected for the 2013-2014 All-State Squad! Tryouts were held in Ames on October 19th and 20th. Cheerleaders were judged on motion technique, jumps, dance, tumbling, and personality. The 36 member squad will perform at Wells Fargo Arena during the IHSAA Boys' State Basketball Tournament in March.

## ***SQUAD MEMBERS INCLUDE:***

Sarah Amhof - Fort Dodge  
Cali Beyer - Pella Christian  
Chandler Capitani - Northwood Kensett  
Anna Dameron - Burlington  
Megan DeMouth - Waukee  
Emma Dornath - Fort Dodge  
Danielle Duvall - Southeast Polk  
Emma Gibson - Fort Dodge  
Megan Gloede - Union  
Catherine Goodall - Davenport West  
Mackenzie Haag - Garner Hayfield Ventura  
Kassidy Hays - Waukee  
Stephanie Hood - South Central Calhoun  
Haley Hutton - Sioux City North  
Katie Joiner - Ames  
Jaque Judickas - Pleasant Valley  
Allie LeGrand - Marion  
Ellie Lemer - Ames  
Clarissa Lewis - Norwalk  
Larissa Michaeliek - Pella  
Maddi Mills - Ames  
Alex Munn - Ames

Delaney Olcott - Davenport West  
Claire Pickford - Fort Madison  
Taylor Piper - Carlisle  
Catherine Quant - Ames  
Marissa Scadden - Winterset  
Julia Sheber - Norwalk  
Mia Spitzer - Carlisle  
Cassandra Stumpf - St. Edmond  
Leslie Taylor - Mount Pleasant  
Sidney Taylor - Mount Pleasant  
Shelby Trinkle - BCLUW  
Lizzie VanDyk - Carlisle  
Kelsie Vertanen - Ames  
Lexi Wilcox - Fort Dodge

## **HONORABLE MENTION**

Emily Berch - Winterset  
Savannah Farner - Ames  
Katelyn Jaspers - Northwood Kensett  
Kelly Kagy - Cedar Falls  
Trinity Wignale - Des Moines East

# Scholarship Information

*by JoEllen Wesselmann, Scholarship Director*

I can't believe this, but it is time for seniors to be thinking about scholarship applications, and there is one very important one for senior cheerleaders to remember! Every year, ICCA gives \$500.00 scholarships to graduating seniors. Our academic scholarship application **postmark due date is January 15, 2014**. Information will be e-mailed to member coaches OR you may access the application guidelines by going to the ICCA website. If there are any questions about the application process, please contact Scholarship Director JoEllen Wesselmann, at [iccao@hotmail.com](mailto:iccao@hotmail.com).

Other scholarship recipients will be selected from our various programs. At 2013 Honor Squad, seniors will sign up to receive one of two \$250.00 scholarships that will be announced at the final Honor Squad performance. An All-State scholarship and All-Star scholarship will be given in collaboration with those programs. Scholarships are also awarded at the Boys' State Basketball Tournament, one to a halftime performance squad, and the other to a squad cheering for their team.

*Please ENCOURAGE your cheerleaders to apply for the appropriate scholarship(s) that they qualify for!  
ICCA is proud of them, and want to award their accomplishments!*

# DEPARTMENT OF EDUCATION INFORMATION ON STUDENTS PURCHASING UNIFORMS AND ATTENDING REQUIRED CAMPS

by Donna McKay, Executive Director

This information was given to the ICCA by Nicole M. Proesch, Legal Counsel for the Department of Education. Please read carefully and make sure your program is following the rules.

*Anything that is required or essential for any student activity of the district would fall under the “no fee”. Cheer or dance uniforms are necessary and required for cheer or dance squads, being that they are necessary this would be the responsibility of the district to provide those. Districts can hold fund raisers if they do not have sufficient funds, and most districts in the past did ask a booster club to donate or to lead the fund raisers for that purpose.*

*Is the district customizing the uniforms in some way? Anything done to customize the uniforms could not be paid from district funds. It may be that by requiring customized uniforms this is how the district is transferring the costs to the cheerleader. However, uniforms can have removable customizing such as a name that is sewn on and can be removed, if customizing is necessary for some purpose.*

*If the district requires students to attend a camp, then the district must pay. Although, the district should carefully consider whether or not they can require a student to attend a camp outside of normal practice at the school under the guidance and leadership of the district’s cheer/dance sponsor.*

As Ms. Proesch states, removable customizing is available, so coaches would be expected to look at this option rather than requiring customization to get around the rules. It really isn’t a good idea to put individual names on items anyway; knowing individual cheerleaders’ names may allow for harassment by opposing fans and/or allow for a familiar approach by a predator.

Coaches might want to consider the reasons why there are **rules for fees** that can or cannot be charged to students. **Students should**

[www.iowacheercoaches.org](http://www.iowacheercoaches.org)

By Jenny Crawford, ICCA Web Master

Have you checked out ICCA’s web site lately? We’ve added a lot of information! First, try clicking on the “Spirit Rules” button on the left and you’ll see we’ve structured the page to help you navigate without difficulty. If you click on **2013-2014 NF SPIRIT RULES CHANGES** and scroll down to the red section, you will see six power points that contain videos of legal and illegal stunts.

On the left side of any page on the ICCA web site is a link that says, **“Board Members.”** On this page you will find a list of the ICCA board members, their picture, responsibilities and e-mail address. Your District Representative is the best person to contact with any cheerleading questions or concerns. There are six District Representatives. At the bottom of the board members page, you will see a map of Iowa showing what district you are in. Feel free to contact your District Representative, if just to introduce yourself.

**Raise your megaphone** and share your cheerleading success story with the rest of the state of Iowa! Does your cheer squad promote school spirit in your community all year round? Do they volunteer and give back to your community? Did your cheerleaders organize an event to be proud of? Promote these stories on our web site at [www.iowacheercoaches.org/celebrate.htm](http://www.iowacheercoaches.org/celebrate.htm). No matter how big or small, we want to hear about it! You should be proud to share and your cheerleaders should get some recognition.

Do you have a **picture of your squad** you would like to post on the home page? Do you have any ideas, questions or suggestions for the ICCA web site? If so, please contact Jenny Crawford at [jennycrawford1@msn.com](mailto:jennycrawford1@msn.com).

Last, but not least, make sure you **follow us on Facebook and Twitter @IACheerCoaches**.





be able to participate in school activities without causing a financial hardship on a family. Requiring students to purchase uniforms (including warm ups) doesn't take into account that students probably won't remain the same size from freshman to senior year, so they might need to purchase a larger size later which would cost even more money (hopefully coaches would not expect students to purchase new uniforms/warm ups every year). Students who purchase uniforms, and then don't make the squad the following year, have purchased an item for a lot of money they won't be wearing again. Not requiring students to purchase items would show compassion for situations such as this. "Allowing" students who don't make the squad to sell their uniforms to a student who did make the squad doesn't show consideration as to what each of those students would have to go through to complete this transaction.

Cheer coaches should be able to follow the Department of Education guidelines by fund raising and becoming part of their schools' uniform rotation with other sports. Other athletic teams don't purchase uniforms every year or allow their athletes to wear warm ups, use the team bags, etc. except on game/meet days; there isn't any reason that cheerleading athletes can't follow these same policies.

## CONGRATULATIONS to ICCA's Donna McKay

Donna McKay, ICCA Executive Director and Ethics Director, will begin a two year term as **Chairperson of the National Federation Spirit Rules Committee** in January. This means she will oversee the national NF Spirit Rules Committee when it comes to revision of rules and adding new rules for spirit (cheer and dance).

This is a great honor for Donna, ICCA, and IH-SAA. It speaks to her tremendous knowledge of the current rules, evaluating rule questions, trends in cheer, and her ability to lead. Donna had previously been a member of the NF Spirit Rules Committee from 1996-2000 and 2008-2012 and will now be the chairperson until 2015.

Congratulations, Donna!

## PREVENTING INJURIES THROUGH YOUR CHEERLEADING PROGRAM

by Donna McKay, Executive Director

No coach wants injured athletes; if an injury occurs, it's only because of an unavoidable accident. So how can coaches reduce injuries to squad members? Perfection before progression, practice organization, conditioning/strength training, and avoiding overuse of certain body parts can all help cut down on injuries.

**Perfection before progression** – The RIO Study, which is a high school sports-related injury surveillance study covering twenty sports shows that concussions continue to be the number one injury in cheerleading and occur at a higher rate than many other sports. This should be a major concern to cheer coaches. To decrease the rate of injuries to the head/face area and reduce the risk of concussions, coaches should follow stunt progressions and keep a record of and check off stunts when performed perfectly ten times **before** progressing to the next stunt level.

It's also necessary for coaches to teach proper techniques to stunting personnel. *Bases and spotters need to practice the proper building and catching techniques at a lower level before performing higher level stunts.* Bases and spotters can practice catching top persons as they "dismount" off of a low bleacher to learn how to catch before putting a person in the air. Top persons need to learn proper climbing and dismounting techniques to protect themselves and their bases/spotters during stunts. They need to practice what to do if they're not stable, how to pull up using their core muscles, and how to dismount safely even when a stunt doesn't build correctly. Coaches should not allow stunting until cheerleaders are performing them safely. Sometimes this means going back to the beginning and starting over.

If stunting progressions are followed and proper building techniques are learned and practiced, cheerleaders will not be hitting the ground during stunts and/or causing head/face injuries by hitting each other with heads, hands, elbow, and/or other body parts. It's more important to take the time to teach and progress at a safe rate rather than rushing to perform higher level stunts.

The RIO Study also showed a 15% increase in injuries to freshmen cheerleaders last year. Coaches must recognize each cheerleader's physical, mental, and emotional ability. Younger and possibly smaller cheerleaders should not be encouraged to perform skills before they have the strength, practice time, and skill progressions necessary to perform them safely.

**Practice organization** – Practices should be organized to cover a variety of skills in the time provided without too much time devoted only to stunting and/or tumbling. Planning practices ahead of time with a certain number of minutes allotted for each skill is useful for effective time management and allows all items to be covered. After a short warm up, stunts and tumbling should be practiced first while the cheerleaders are still fresh. Once the stunting/tumbling time is over, jumps and motions could follow with conditioning and stretching at the end of practice. The end of a workout is the best place for increasing flexibility. The RIO Study shows most cheerleading injuries occur between the first and second hour of practice.

**Conditioning/strength training** – Strength and conditioning activities should occur a minimum of twice a week. Practices could be followed with strength training which is important for injury prevention. Wearing ankle braces (unless used for a new injury) actually weakens ankles. Instead of wearing braces, cheerleaders should be wearing shoes with proper support and strengthening their ankles through strength training. Shoes need to be tied securely in order to take advantage of their intended ankle/foot support. There are a variety of exercises that can be used in practice or at home if a weight room isn't available.

**Overuse injuries** – Overuse injuries was a Point of Emphasis in this year's National Federation Spirit Rules Book. As stated in the rules book: *Headstands, headspring flips, back handsprings, or jumps are examples of skills that have the potential for injury due to overuse. Cutting back on the intensity, duration and frequency of specific activities/skills will help minimize the potential for overuse injuries to athletes.* Organizing practices can help prevent the tendency to spend too much time on certain activities which could overuse specific muscles/joints.

On a positive note, the cheerleading injury rate per 1,000 athletic exposures was third to the bottom out of all the sports analyzed in the RIO Study (boys' and girls' swimming had lower injury rates). If we focus on perfection before progression, practice organization, conditioning/strength training, and ways to avoid overuse injuries, we can keep cheerleaders safe and lower this injury rate even more.



## STRONG LEGS SUPPORT...

by Salli Nichols, Shrine Bowl Director

Wearing a cheerleading uniform, representing a school, performing in front of a crowd and being a role model to many a young person are only the tip of the iceberg for the many teens who have the opportunity to cheer during their high school years.

It is, without a doubt, one the highlights for countless teenagers in today's world. It CAN BE, in addition, **one of life's greatest lessons in giving back** and utilizing talents for the betterment of others less fortunate.

With those talents comes the opportunity to support the very individuals and groups who may not possess the physical or mental capabilities to fully participate in cheerleading -- thus a **REAL** reason to use cheerleading skills as a means to **show support for those less fortunate**.

Cheerleaders of Iowa schools have countless opportunities to use health and ability for good cause:

- **The Iowa All-Star Shrine Bowl** - cheerleaders try-out for a position on the 60+ member squad - raise funds in support of Shrine Hospital children - host a clinic for hospital children - perform at the half-time of the Shrine All-Star Football Game.
- **Special Olympics** - Schools sponsor cheerleaders who assist with the Special Olympics of Iowa - cheerleaders interact with Special Olympics athletes - a half-time routine and opening ceremony presence inspires many.
- **Local Events** - Squads become involved in local Relay for Life, Cancer Awareness Events and Benefits, Walk-a-thons for individual and group causes - supports and activities of all kinds.

Looking beyond game night, locker posters, competitions and formations is well worth the efforts and time it takes for a COACH to lead and mold young athletes. **Teaching teenagers the joy of heartfelt giving may be more life shaping than perfect jumps or competition trophies.**

Take time to see what a coach can "mold and create" in the minds of cheerleaders who may one day continue giving and supporting those who need it most.  
#givingback#joiningtogether#risingup

# *Ask Jeanne*

## **Dear Jeanne:**

My cheerleaders have injuries. I don't know what to do. So many stunts are falling. I need help. I don't want them to be embarrassed. Do I put in more people? Do I keep trying to make them do something that falls 3 times out of 5? HELP!

Several ICCA Coaches

## **Dear Coaches:**

I heard from several of you before State with the above questions. I felt badly for you. All were frustrated and lost as to how to get their teams ready when they couldn't hit the stunts. While this year's competition is over, this problem can apply at each game/meet.

Many of the coaches that I visited with said, "They can do it by itself. They just can't do it when it is with other things." That is the challenge of doing something like the State Competition, and where ability starts to separate or grow.

What should a coach do when a performance is coming and the cheer squad is struggling? Considering cheerleaders are cheering at games/meets before a crowd, each game can be considered a performance where stunts must hit, jumps are sky high, motion technique is sharp, and smiles are on each face. The answer to what to do when things aren't hitting is easy. Think - "simplify" to make the performance work. After the performance, work to incorporate stunts, jumps, great motions, and smiles into practice and eventually to the performance level again.

Simplify until your team feels comfortable with what they are doing. Take it back a level or two. You want to build confidence. It isn't smart to ask them to do something in stunting that they haven't checked out of in practice. It truly is the same way in all the other facets of cheer. To expect that they can just do a triple jump without building to that level is unfair and probably won't happen. Build them to the level that you want in a performance. Pushing them to a high performance level has to start from the first practice and builds with incorporation. Work towards synchronized jumps, stunts, and tumbling and taking incorporation to another level for great performances.

Build in practice. Start with working on motions, jumps, and stunts at every practice. Next incorporate two things in a simple way. Start with a jump in the middle of a cheer, not at the beginning or the end. By putting it in the middle you are asking them to do good motions, hit the jump, land it correctly, and then move on with more good motions. When they are ready, add a chant to the end where they can add a stunt. A simple prep will work until they feel good about it, eventually add difficulty or add a second synchronized prep, etc. One jump moves to two jumps and then three. Add difficulty with one, then two. Don't forget tumbling when incorporating as well. Help them perfect it in practice, then expect them to perform it at a game. The more they do, the better they will be at performing a routine that is more advanced for State.

### **Here is the secret process:**

1. Make sure the cheerleaders know you are confident that they will do a good job. They've practiced and the cheer/stunt/dance/routine is ready. It sounds so simple, but is VERY important.
2. Tell them if something happens and the stunt doesn't go up, they start again and put it up. When I first said this in practice, my cheerleaders looked at me in horror, but I went on with my reasoning.
3. Here's my secret: Let them know that there are few things that are 100% perfect all the time & cheerleading is no different. I always ask them if a quarterback completes every pass, or does a team score on every play? Does a basketball team make every shot? Of course their answer is no. I tell them that they are no different. If the stunt stalls: re-start, concentrate more, and get that stunt up and sticking! While your expectation is high, the goal for success is higher.
4. Tell them the crowd will forgive them if it stalls and applaud that they pushed for success. Perhaps my school was just kind, but the support the crowd gave to my cheerleaders was always great in this situation.
5. Celebrate their success. Be their biggest cheerleader, especially if the stunt failed and they re-tried and got it to go! If they get it the first time they deserve that celebration just as much. Cheer them on and let all know you are happy with their effort.

By doing incorporation and the re-start system, your cheerleaders will learn perseverance, determination, and experience success. You are building their ability to incorporate, process, think, and "jump back in" when something happens in that big performance. Now you have success and that word "simplify" isn't a part of the thought process.

Remember, I'm cheering for ya!

*Jeanne Ehr*





# COACHES VS. CANCER/PINK OUT NIGHT CHEERLEADING UNIFORMS

by Donna McKay, Ethics

The ICCA allows a special modification of the uniform rules for **Coaches verses Cancer/Pink Out Nights** similar to IHSA and IGHS AU modifications allowing pink uniforms. Cheerleaders may wear the official shirts designated for the event; the shirts need to be fitted and not baggy. Cheerleaders may wear pink ribbons (that follow the hair accessory rules), pink socks, and pink shoelaces, plus use pink poms. All other uniform requirements must be followed.

Cheerleaders may NOT wear the following:

- **Pink** tutus or other garments except official event shirts.
- **Pink** briefs/spunks - Pink canvas or other casual shoes. Bows with glitter, large objects (including large rhinestones), etc.
- **Jewelry** of any kind.

Modifications to the cheerleading uniform are not allowed during Homecoming games. Cheerleaders need to wear the athletic cheer uniforms provided by the school.

**Do you have your text group or phone tree ready? The snowy season will soon be upon us. Be ready for those practice or event delays!! Who calls who? When is a text enough? Get ready!**



## HOW TO EFFECTIVELY LEAD FANS DURING GAMES

by Donna McKay, Executive Director

The number one priority of school cheerleaders is to lead the fans – hence the name, “cheer leaders.” The National Federation philosophy states, “Cheerleader activities should center on ‘leading’ or ‘directing’ the cheering of student and adult fans. It seems like cheerleaders should inherently know that their job is to lead the crowd, to get them to yell in support of the team. However, many cheerleaders are doing more performing or not leading at

*Effectively Lead Fans...Continued from previous column*

all during time outs. When there is a timeout, **cheerleaders should immediately be in front of their fans leading easy, answer back type chants.** Cheerleaders should NOT be just building stunts (and waving at the crowd) and/or executing tumbling passes, performing wordy cheers, or standing quietly not cheering at all. Unfortunately, these types of activities are occurring too frequently. It’s a frustration for both fans and administrators when cheerleaders are not performing their cheerleading duties.

So what can coaches do to help cheerleaders do a better job leading the crowd? *Instruction on how to use full time outs with appropriate chants should be taught at practices.* Coaches can brainstorm with the cheerleaders situations that might cause a coach to call a time out (coaches should have their own list ready to help the discussion) – your team catching up or in a scoring position, other team catching up or in a scoring position, close game, need to score, need to hold other team from scoring, no particular reason so spirit needed, etc. For each situation, cheerleaders (with the coaches’ guidance) provide appropriate chants to increase crowd involvement – easy, few words, answer back type chants. Coaches can write down the suggestions, organize them on paper in offense/defense type categories, laminate the sheet (one per squad), and have it available to cheerleaders during the games.

Once cheerleaders have a number of chants at their disposal and they know what to do, they actually need to practice cheering timeouts. The coaches will give a game situation, and then blow a whistle. The cheerleaders immediately run out onto the practice area (just turn and begin at a football game), engaging the crowd while they run on, spread out, and begin their situation appropriate chant. The coaches time the time out (one minute long with a whistle after 45 seconds). This allows the cheerleaders to practice using an entire timeout; they see how long it really lasts. When the coaches blow the whistle at 45 seconds, this is the signal to the cheerleaders to finish strong (and run off the court at a basketball game). This is the exact format of the Time Out Division at the State Competition.

There are many skills that cheerleaders should practice during their timeout practices. Cheerleaders should be encouraged to use signs and taught how to use them successfully, since signs are very effective

in helping fans understand what and when they're expected to yell. Poms can also be used to let fans know when they're supposed to answer back. Since time outs are long, cheerleaders can learn how to use two crowd involvement chants that go together to fill the entire time. Chants should be performed more than three times; it takes time for the crowd to "get it" sometimes. If the fans really like a chant, it can and should be used many times during a game. Cheerleaders can also practice using big motions and strong, confident voices when they practice timeouts. Perfect practice makes perfect!

Other cheerleaders, who are in the crowd, are a big help when trying to increase crowd involvement. They should be yelling, plus getting their friends to yell. If the crowd begins an appropriate chant, the cheerleaders need to immediately join in and help them. Both groups ought to be working together to support the school's team.

Leading school spirit by using proper crowd involvement chants are keys to cheering successfully at games. These are also indications of professional, well-coached cheerleaders. When cheerleaders are leading the crowd appropriately, it's easy to have enthusiastic fans and tremendous school spirit.



## LINE UP FUN

by Jeanne Ehn, Executive Director

It is time for the introduction of players/wrestlers. What to do? It is always **FUN** if you can have several fun things planned, but if you have a tradition that gets your crowd rocking, keep the **FUN**! Here are some ideas for **LINE UP FUN**!!

**Stunt** - This can be a good time to try something new or something more complicated. It can be especially fun if it builds to a series of stunts. Just make sure what you do is solid.

**Jump** - This is a great time to work on group jumps. Maybe it starts with a unison kick and builds. It could be **FUN** to increase the number of jumps with each introduction. By the end, your squad would do 4 or 5 stamina jumps! To make it more challenging, do

a different jump with each grouping. The challenge: synchronized jumps can look wonderful.

**Crowd Involvement** - this **FUN** could involve stomping, clapping, or both. The crowd loves to be involved so don't be afraid to bring them in. Make them stay positive.

**Other** - this **FUN** could be something with signs, some sort of peal off, or whatever your imagination can create! Keep sportsmanship at the top of your priorities.

**Acknowledge opponents** - Again, keeping sportsmanship high, one of the best things to do is to just clap for the opponents as they are introduced. No one says it has to be cheering. Two claps by cheerleaders and fans would be fine. Just quietly clapping is another option. It is fine to acknowledge the other team. They are people and deserve respect. Each team is wanting victory and in good sportsmanship it is the right thing to do.

## HAVE FUN!!



## Team Building and Understanding Different Personality Types - Try a Test!

by Traci Buck, Trustee

As cheerleading coaches we are always looking for ways to improve individual and team performance. One of the ways that can happen is through the use of one of many easily available (online) tools such as Myers-Briggs, DiSC, Colors, and others. Some of these tests are fairly well researched and others are not, but most of them, if not all, are fun to take and to discuss!

Regardless of the real or perceived science behind any of them, they represent **an opportunity to reflect on the behavior priorities that drive and guide each of us**. For example, some of us like things to be organized and planned to the finest detail. Others don't mind if there is some flexibility in how things roll out and enjoy the process as much as the product. In other cases we have those that are laser-fo-

cused on relationships and the nuances associated with relationships while other are focused on the results that are anticipated and expected.

So, as you think about your own behaviors, what drives and guides your priorities? Is it interactions with your cheerleaders and others with whom you work and learn? Getting to an outcome that is aligned to your high standards and expectations? Enjoying the journey in tandem with results? Conversely, what types of behaviors do others exhibit that create frustration and stress for you?

As you think about improving individual and team performance, it may be worth taking the time to engage in one of these online tools as a source of *self-reflection* and an opportunity to open a dialogue about what drives you and your cheerleaders. The best way to continue to improve as a team is to know yourself better as well as those around you.

We are all thoughtful, complex, and beautiful people that can exhibit any type of behavior that has been mentioned as many others. If you think of behavior as a box of tools, we all have access to the same tools. For some there are 2-3 that are well-worn from frequent use. For others there is more diversity in the condition and use of the tools as they are more varied in the approaches that are used to interact with others. Regardless, taking the time to think about what motivates you and your behavior priorities as well as those with whom you lead and serve, will likely lead to the following:

- *Reduce the stress and frustration in your life*
- *Get more done (for yourself and with others)*
- *Communicate more effectively and productively*
- *Reduce the amount of conflict in your life (and much more)*

Best of luck!

***Always bear in mind that your own resolution to succeed is more important than any other.***  
***- Abraham Lincoln***

## **Helpful Hints for Wrestling Cheer Coaches Buying Uniforms**

We have had many questions from coaches already looking for new uniforms/skirts. Here are three style suggestions that may work from Vanessa at Varsity.

1. Single slit skirt – which allows the “flap” to hang down in front. This is a SLIT not a V-notch.
2. A Line – pleated front, but an A line back. This was new last year and is super cute. They cover well, but with the A Line back have the fit the girls like a lot and don’t feel like a frumpy pleated skirt.
3. The 3 Pleat – this is probably the least favorite only because it can make girls look frumpy, but it works for wrestling! There is a 3 pleat A line that we have that works decent that is cute, too.

I always recommend boy cut briefs for wrestling and most times like to size girls up 1 size in their wrestling skirt verses football skirts, too. When you sit and things “spread out” that can make the skirt fit tighter in the hips and rear and cause it to ride up a little more in my opinion. I think this is a super helpful hint I give coaches for wrestling!

## **CHEER HONOR SQUAD**

November 21 & 22 saw this year’s Honor Squad cheerleaders practicing and then performing at the State Football Championships in the UNI Dome. This year had the highest number of cheerleaders honored with the squad composed of 258 cheerleaders from 95 schools! That is a lot to cheer about!

Congratulations to this year’s squad members! Your dedication to cheer is something we are happy to honor!



# GETTING THE MOST OUT OF JUMPS DURING THE WINTER SEASONS

By Jeanne Ehn, Executive Director

One of my favorite things to see as a cheer coach was watching jumps improve. In the fall, each cheerleader gets into cheer and jumping shape, but the time I always saw the most improvement in jumps was during the winter sports season. Intentionally working on jumps during an actual game is a great situation because cheerleaders are going to give great effort each time they jump. I worked mainly with basketball cheerleaders, but it should work for wrestling cheer as well.

- **Have a plan for each cheerleader.** When working on jumps at practice, talk to each cheerleader about what to work on while jumping during the next game. It doesn't have to be complicated and many times is easier if they only have one task to worry about. Something simple (cut points) like pointing toes, keeping the chest up, or making arms level will make it easier until they've mastered the basics. They will also teach muscle memory to themselves. Muscle memory is key as the body just responds correctly. As they improve, the plan can become more complicated.
- **With the plan goes expectations.** If you expect all cheerleaders to jump after a basket, tell them. If you expect them to double jump or stamina jump after a made free throw, they have to know your expectation. Perhaps after a steal they kick (those help jumps, also). If you want to see good improvement in jumps, make them your expectations. That, along with the idea of doing chants almost continually will help. Keeping the body warm through physical movement will help them peak the jumps. Doing chants will keep their bodies moving, warm, and ready to jump.
- **Take advantage of the warm environment.** The more they jump, the warmer their legs will get and the better the jumps will get. Warm muscles will stretch and move easier than cold muscle. Make sure your cheerleaders' legs are good and warm at the beginning of a game. Keeping those muscles warm will help push those legs to their full potential.

*Jumps...Continued on page 16*

# Cheer "Leaders" and Volunteer Opportunities in Your Cheer Program

by Patti Davis, NE District Representative

There are many good reasons to get your cheer program involved in volunteer and service learning opportunities.

**It's fun!** People who volunteer often say that they get more out of the experience than they give. Giving of your time and energy makes you feel good about yourself and raises your self-esteem. Working with other volunteers builds friendships.

Volunteering can help you to **explore your interests**. It is an opportunity to share your talents and knowledge with others. Your personality and passion for a project offers something unique to share with others.

Find service projects that are challenging, rewarding and educational. Help **meet the needs of the community**. By volunteering, you help make your community a better place to live, and **you become part of the solution**.

If you like working with kids, be a classroom mentor, help at youth camps, read at the community library, or volunteer at a childcare facility. If you like to cook, help out in a soup kitchen or homeless shelter. There are youth organizations with after school programs that would welcome volunteers assisting. Maybe you prefer visiting the elderly and might even adopt a grandparent. Take these opportunities to **share yourself with others**.

Volunteer activities also **add value** to college applications and work resumes. College admission staffs want to know who you are as a person. They're looking for well-rounded individuals who will give their best both within and outside the classroom. Potential employers want to know if you show up on time, can take direction, are responsible, and work well with others. Can you make a commitment and follow through. A good reference from a place you've volunteered with can help them decide that you'd be a good employee.

Cheerleaders communicate that they are ambitious, enthusiastic and care about their teams and student body. It's a natural fit to show that same energy by volunteering in your community! **Make a difference in someone's life!** Inspire others!

*Be a Cheer "Leader"!*

- **As a coach you need to take notes/film.** Talk with cheerleaders at half time and in-between games. Note the improvement and give your cheerleaders positive feedback. Consider how well they are doing, and increase the plan accordingly. If they need to still improve, give them praise for trying and ask them to continue with the plan. Consider video taping and catching them doing what you want verses the wrong way. With phones and iPads, this isn't hard to do. The camera doesn't lie. If they see that their toes aren't pointed, they will have greater understanding.
- **Laughter is a must!** They will do some funny things as they take risks. Urge them to laugh at themselves. You as a coach have to laugh with them but never at them. Everyone realizing the attempt is crucial!
- **Positive feedback is critical to their success.** Don't expect gigantic strides instantly. Find good in each cheerleader's efforts, no matter how small. Signal a 'Thumbs Up' from the stands when you see what you want! You will have success if they feel they are making strides, and over a season, several strides will be made. I can remember one time a cheerleader said, "One really felt right. I knew it was what you wanted." We celebrated the success of that one great jump with high 5's. By the end of the season the correct jumps were a regular occurrence.

Taking the time to help your cheerleaders work on jumps while cheering can help jumps go sky high!

**Good luck!**

### Something to think about from Top Ten Famous Quotes About New Year's

**#8** - "One resolution I have made, and try always to keep, is this: To rise above the little things." -- John Burroughs

**Why it was chosen:** If you only make one resolution, this should be it. How much would your stress level drop if you simply shook off the little things?

**EDITOR'S NOTE:** *The following articles are the result of a series of questions I asked of ICCA Board members and some Representative Council members. Why do you coach? What keeps you going? Why are you involved with ICCA? One of the greatest things we can do is know more about ourselves, and understand each other. It is the key to many things that we do. I found each article inspirational. As you read them, try to decide what is the driving force behind your coaching. -- Jeanne*

## Why Do We Do What We Do?

*by Jane Bauman, ICCA's Coach of the Year*

Have you ever stopped to think about why we do certain things? Some things are easy to figure out. We eat when we are hungry, we sleep when we are tired, and this list could go on and on. Have you ever stopped to think about why we do this thing called coaching?

I have coached for 13 years and every year when I have to sign that contract, I ask myself, "Why am I doing this?" We all know it is not for the money. If we really took the time to figure out our hourly pay it would be close to ten cents an hour. We do not do it because we always have wonderful kids and parents to work with. So why do we coach?

I coach because I believe that *I can make a difference*. Maybe cheering is the only reason a student stays in school. Maybe a student discovers that they really do have talent. Maybe the only friend a student has is made on that cheer squad. I can think of no better reasons to coach.

*To coach means to mentor.* There have been many nights that I have helped the kids with homework when they were unsure of how to complete it. I have fielded many calls from kids because they were confused and not sure of where they should turn for help. *I have been that person to listen* when they thought their life was coming to an end because their boyfriend dumped them. I have been the shoulder to cry on when things are just not going the right way. This is why I coach. It is not because I want to be a coach that wins every contest I enter. I do not coach to prove anything. *I coach so that I can make a difference in someone's life.* Ask yourself why you coach? You will be amazed at what you find out about yourself.

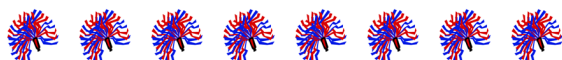
## Enriching Lives as a Coach

by Lucy Joseph, ICCA Representative Council Member

I often get asked why I chose to coach cheerleading at the high school level. I just have to look back to when I was a cheerleader in high school and how *it made such a positive difference in my life*. I wanted to be able to share these great experiences with my team. Being able to have a positive impact in someone's life while trying to be a good role model, is what I strive to do every day. I realized early on, that not only do I/we need to teach my/our girls the skills to be the best cheerleaders they can be. But, maybe even more important, to *help them learn life skills* including the importance of being on a team, communication skills, and leadership—just to name a few.

I'm always looking for new enriching environments and experiences to bring to my program to help our cheerleaders grow. For the last couple of years my focus was to provide my cheerleaders with an experience that they normally wouldn't do on their own. So, every fall, my girls *volunteer to help build a home with the local Habitat for Humanity* chapter. They helped to build the walls of the home and frame windows and doors. Being able to give back to our local community is one thing, but, giving a 16 or 17 year-old girl a hammer and some nails is PRICELESS. It's an amazing experience, and something we'll continue to do for years to come.

It is important to me as a coach to create opportunities to learn and have fun. I'm planning on holding a *money management and etiquette class* during the winter season. I've been fortunate enough to be able to coach, but at the end of the day it's about the kids that you spend so much time with day in and day out. So, *I challenge all my fellow coaches to provide something to their teams that they can use in real world*. Whether it's holding a cooking class or bringing in a nutritionist to talk about living a healthy life; not only will your cheerleaders learn something—so will you! Good luck this winter season, and I'll see you all at the ICCA conference in April!



*May all your troubles last as long as your New Year's resolutions.*

*-- Joey Adams --*

## Coaching Cheer

by Paula Kirkpatrick, At Large Representative

The seasons have changed, the weather is cold, and the school year is in full swing. Football season has given way to basketball and wrestling. It is time to look back on a long football season and look ahead to a long basketball season. For me, it is the perfect time to reflect on what keeps me coaching. There are two main reasons I continue to coach - my love of cheerleading and my love for cheerleaders.

*My love of cheerleading* began when I was a cheerleader. I truly enjoy watching cheerleading, learning about cheerleading and now, as a new board member, helping cheerleading in the state of Iowa.

More importantly, *I keep coaching for the cheerleaders*. My girls, who show up at every practice with a smile on their faces. The girls who giggle and snapchat the whole way to every away game. The girls who work their tails off to hit that jump or stunt. The girls who made it to every weight lifting session over the summer. These are reasons I continue to coach. For the youth cheerleaders who tell me they can't wait to be a TC cheerleader. For the alumni cheerleaders who Facebook me and tell me cheer was the best thing about high school for them. For the girl who never thought she could be a cheerleader but wanted to be a part of my program because TC cheerleaders have fun and are good. I do it every year for opportunities like Honor Squad, State competition, All Stars, and Shrine Bowl. *I coach because I want my girls to love cheerleading as much as I do*. Lastly, I coach for the girl who is crabby at every practice, tests my rules at every turn, misses practice, and is a general pain in my side, because I hope that in some way *I have been a positive influence in her life*.



## What It Means to Be a Board Member

by Sherrie Moritz, At Large Representative

Considering becoming an ICCA board member? The ICCA has standards when it

*What it Means...Continued on page 18*



comes to serving on the board. As a member of the ICCA board, *I promise to actively and positively promote following all rules as established by the NFHS and ICCA.* Support activities and programs offered by ICCA. To help educate cheer coaches and cheerleaders in Iowa. Show sportsmanship at all events. To have the spirit of teamwork and professionalism among the board members, and following Iowa and Federal Law.

In addition, I will seek opportunities to use my talents to enhance the work of the ICCA Board, improve cheerleading in this state, be a role model of good coaching and ethics to all coaches and athletes in our state, and be an ambassador for cheerleading in Iowa.

Board members attend ICCA Board Meetings which are held in January, April, June, and October. We write news articles for the newsletter. Help at ICCA events when needed:

- **All-Stars** which will be held in Grimes on March 28th & 29th.
- **All-State** with tryouts being held Oct. 19th & 20th at Ames Middle school
- **Conference** will be April 4th – 5th at the Prairie Meadows in Altoona
- **Shrine Bowl** held in Cedar Falls at the University of Northern Iowa in July
- **Special Olympics** is held May 22nd at the Hilton Coliseum Ames
- **State Competition** is held at the Jacobson Building State Fairgrounds in Des Moines

The **State Wrestling Tournament** which is scheduled February 20-22, 2014, at the Wells Fargo Arena, Des Moines, is also a great event to volunteer your time at. Also, volunteer to judge sportsmanship at the **Boys' State Basketball Tournament**. There are many events where you can volunteer to help.

As an At-Large Representative, I have already been busy at ICCA events including State Competition, Special Olympics, and most recently the All-Stars program. Being a part of ICCA will be a lot of fun, but most importantly, the focus of the organization is to *better educate the cheerleaders in Iowa.*

## Why I Do What I Do for ICCA

By Sandy Norby, Special Olympics Director

In 1988, the Iowa Cheerleading Coaches Association became an official organization, designed to help address concerns and set standards for the sport of cheerleading in Iowa high schools. Since 1988, ICCA has helped to transform cheerleading in the high schools, offering scholarship, competition opportunities, honors activities, and education for coaches.

As a member of the ICCA board, I get the opportunity to *see many of these great opportunities* firsthand. As part of my role on the ICCA board, I have the privilege of *collaborating with some of the best cheerleading coaches* from around the state. I am able to *work with my passion:* cheerleading; and advocate for the sport of cheerleading in our high schools. I love getting the opportunity to work with energetic, eager cheerleaders and coaches, participate in the ICCA's various events, and watch the athletes live into their potential. My role on the board of the ICCA also allows me to play a major part in the cheerleading programs related to the Iowa Shrine Bowl and the Iowa Special Olympics.

Through my role as Director of the Special Olympics event, I am able to fulfill my passion for cheerleading by working with children who have special needs. Every year, the cheerleaders demonstrate compassion and sensitivity through their involvement in the event. The participating cheerleaders and I gain inspiration and understanding of the students and the teachers who work with them. This event serves to motivate all participants to appreciate and serve others who may have different abilities from their own.

Another great ICCA event is the Iowa Shrine Bowl. This is a special event for me, as I participated as a cheerleader in the first Shrine Bowl in Iowa City when I was in high school, and my daughter cheered in the 2001 and 2002 Shrine Bowl events in Ames. The Shriner organization does great work through their support of students and families living with extreme medical needs. The fundraising component of the cheerleaders' participation helps to provide financial support to these families. Through participation in this event, the

football players, cheerleaders, and coaches all focus on doing great things for people in need.

The ICCA holds many other events throughout the year that cheerleaders and coaches can participate in, learn new information and skills, and serve others. I urge you to stay informed, encourage your cheerleaders to participate, and get involved however you can.



## What Drives Me To Be a Cheer Coach

by Cindy Pangburn, District Representative at Large

What drives me to be a cheer coach? Thinking about this article has been rather thought provoking for me. When I began coaching eight years ago it was a situation where there was a need for a cheer coach, since the current coach quit and my thought was, I had been a cheerleader, I have always loved cheer and especially young people so why not try it! Little did I know what I was getting myself into. I am sure many of you had the same thoughts during your first year!

That first year was an eye opening experience, to say the least! I feel I am a pretty well organized person, which probably saved me! There were more things to do and accomplish than I could have ever imagined. Each week there seemed to be something else I had not thought about or encountered before. Having support from our administration was so beneficial as they had confidence in me and helped me through many things that first year.

If some of you reading this are new coaches, fear not, things will improve!! As a new coach I knew I wanted to, first grow and improve the Northwood-Kensett cheer program. Cheerleading in our school at that point was not taken very seriously. If you were cute and had some skill you could cheer. I knew if our cheerleaders had someone to guide and help them, we could change the attitude of other students in our school as well as the people in our community.

Thank goodness I had a great group of football, basketball, and wrestling cheerleaders that first year or I might not still be coaching today. With one year under my belt I knew it was time to make some changes. I redid our tryout score sheets and had judges who were current or past cheer coaches. It was exciting to see

*Cheer Coach...Continued on page 20*

## WHAT DRIVES ME OR MAKES ME WANT TO COACH?

by Mindy DeBaun, Vice President

I began coaching cheerleading nineteen years ago as I watched the cheer program at Prairie Valley High School start sliding and losing numbers. I wanted to turn the program around and have it become well respected in the state of Iowa. When I first began coaching, I did not know anything about coaching cheerleading. I was a high school cheerleader, but let's face it, cheerleading has changed since those days. We basically did shoulder sits and thigh stands. We did not have a cheerleading coach in those days, and we did not condition or compete, and stunting was at a minimum (if any).

As the years have progressed and we have turned around the cheer program at Prairie Valley. There have been many life lessons for me as a coach, but also for my athletes. As a coach, you do not get into the coaching field for the money (as we all know). There are many reasons why I coach...for the love of the kids, for the memories that we make, for making a difference in a child's life, and feeling like what you do matters to a child. There are also Friday night football games, cheer team bonding, and so much more. I love the fact that five or ten years after your seniors have graduated, I receive a wedding invitation in the mail, or that baby announcement (yes, they do remember).

With coaching – you also do not have any type of set hours. Practice may end at 6 p.m., but then an athlete can approach you after the practice and need to talk. How do you say, "Sorry I am busy?" I have stayed countless hours over the years talking/counseling kids, helping them over rough spots, tutoring them on homework, and basically being that second mom to them.

Lastly, one of my favorite things to do as a coach is to help other schools with their cheer program. I love to teach brand-new coaches what stunt progression is and how to stunt; where to find education to help with cheerleading through ICCA. I like to help them realize what is available to high school cheerleaders in Iowa, how to run effective practices, and what to do at pep rallies. I have met so many wonderful people and athletes through cheerleading. I am blessed in the cheer world by being able to take what I

more names on the tryout sign up sheet than positions available; it was a start! I can tell you from experience the second year coaching was much smoother than the first. Again, a great group of cheerleaders (as well as the parents) really helped.

It was interesting to me, towards the end of my second year that girls were approaching me and asking for help in preparing for tryouts! What did they need to work on and improve, to make a squad they wanted to be on and that was a turning point for me! Most importantly my cheerleaders were having FUN while making the cheer program better.

What continued to drive me, as a coach in those early years was how the cheerleaders wanted to have their say in the program. Now that being said, I certainly did not allow them to make all the decisions! But, if you allow your athletes to help make some decisions they will have ownership and that alone can make things improve. The cheerleaders, most of all, wanted to be taken more seriously as athletes. To do so, they knew they needed to go to weightlifting and attend our speed, agility and quickness program like all other athletes in our school. At first, not all cheerleaders wanted to attend, but it also helped me find the ones who were passionate about cheer!! Now it is something all my cheerleaders do, and of course it has made a difference in both their endurance and strength.

One of the things I find drives me the most as a coach, is not how well we cheer or how well our comp squad may place at a competition but how well my athletes learn life skills. When they begin as freshman or sophomores they are usually not very good at time management or being organized to get to practice on time and find time to do their homework, it always is a struggle for them. By the time they are juniors and especially seniors I hope I have taught them more than motions, jumps, voice inflection and stunting. What I hope they have learned is how to be organized, have time management skills, are responsible, know how to work as a team, and even how to handle confrontation. These are important life skills that will help them as they go to college or begin a new job.

I am also driven to help my cheerleaders find a “positive” in any situation they are in, whether it be how to handle cheering for a game in which we lose by many points or how to deal with not placing

love and have a passion for, and turned it into a business where I can make a difference in more children's lives by coaching all ages of athletes with cheer and tumbling, and seeing them progress throughout their childhood on to their high school years doing what they love.

I wouldn't have it any other way than what I am doing – Coaching Cheerleading!!

## **Tuesday and Friday and Saturday's, Oh My!**

*by Dyanna Quisling, Representative Council Member*

Winter sports. Love 'em or hate 'em, they are here. Many of you are well past your tryouts for these squads, have finished with competition, and are turning in uniforms from football season and Honor Squad. I am always sad to see the fall sports leave. They are the ones I look forward to the most because of the long summer break from daily cheerleading duties, the break from the summer heat, and the bonding of new squads. Winter sports...winter is the season that cements the friendships for my squads.

We are a small school and I, like most of you, will have the same group of girls from squad to squad, season to season, year to year. For me, these girls bring a very diverse background to the table. Farm kids, town kids; upper class, lower class; fashion forward, doesn't own a mirror; cheer experience, “new blood freshman.” They all show up on day one of football practice unsure of how this new squad will survive without the seniors of last year. Year after year, the new seniors step up and take the place of the seniors before them to carry on the fall traditions we have implemented over the last five years.

Football season definitely sounds like the “easier” of the two seasons, with only one game a week, as opposed to basketball/wrestling taking up 3-4 days a week including the forbidden Saturdays. For us, fall is our spirit raising season. We do many activities that interact with the K-12 student body and do our obligatory concession stand fundraising. For the squads, this starts their bonding process. Nightly practices, after school activities, traveling in a suburban instead of a bus; they get to know each other's strengths and weak-



as well as we would like to at a competition. I feel if my athletes have learned these things then I will have done my job as a coach!

Being a cheer coach sometimes seems like a thankless job. There isn't a day that goes by in which I am not doing something cheer related! Often times it is overwhelming, but it is so rewarding when you see one of your cheerleaders improve their jumps or perfect a stunt and you see their faces light up! Then you realize it is worth it. Or, when you see the excitement after tryouts when one of them has made a squad they were hoping for. It is also when your student body and your community realize how great the cheerleaders are and notice them and the things they do. What drives me the most is when one of my cheerleaders thanks me for all I have done, to help them not only become better cheerleaders but to help them prepare for all that awaits them in life!



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nesses, likes and dislikes and by the second football road game, the suburban is full of giggles and gossip. By the time playoff season starts, we have already had basketball tryouts and the girls are now talking about how THOSE new squads will work out with any girls that will be on the basketball squads.

Basketball season rolls around and because my school shares wrestling with another larger school, I don't have a wrestling squad, just a basketball squad. That also means I have to try to figure out where to put as many girls as possible without leaving anyone out. I struggled the first few years with how to do this. Cutting caused hard feelings and kids that were left out did not always try again next year. I tried having a JV squad and a varsity squad but it's hard to get girls to cheer for a JV team that only have a handful of parents watching. Last year I found a balance that worked. I have a varsity girls squad and a varsity boys squad (there were not enough to have a JV squad). These two squads each cheer for their "team" at each home game, and I mix and match the two squads when we travel so that the girl squad members and boys squad members get to cheer with each other. Only 6 girls travel to away games and those 6 girls vary from game to game. At first, as with any change, the girls him-hawed about

*Tuesday...Continued from previous column*

not being able to cheer for both girls and boys varsity games at home. The long season also always involves plenty of illness come January. With this system, we are able to switch with someone if they are sick and not end up missing out on a game. It also allows the girls to be involved in other activities and not have to pick which one they want to do. We can schedule their away games around speech, bowling, FFA/FCCLA or music contests. Best of all, this allows the girls to spend 2-3 nights a week bonding with girls that they might not normally be with socially.

For me, the best part about cheerleading are the friendships that form. High school has not changed much in the XX years that I have been out of it. Technology aside, it is still very much a clique association. The athletes hang out with other athletes, the band kids with other band kids, the technologically advanced students with other technologically advanced students, and the fashionistas with other fashionistas. With cheerleading, you get some of all the above. By the time football season winds down and basketball season starts, the cement has been poured on these familial bonds. After spending 2-3 nights a week on the sidelines with a variety of girls for 4 months, those girls are family. They stick up for each other, they respect one another, and they do things for the good of the squad—not themselves. Girls that would NEVER have associated outside of school with each other are now shopping and wearing matching bows and setting up times to go to the movies. It amazed me to see how quickly these bonds take shape. In my school, you don't get by with teasing a cheerleader without hearing about it from at least three other people on the squad. I've been blessed with three years of drama free squads because they look out for each other, they don't compete with each other. They aren't forced to befriend each other, they recognize that they have a lot more in common than they thought and appreciate the talent and hard work that each individual contributes to the squad. Every cheerleader has a common goal: To be the best squad they can be.

Two years ago I had a squad of seventeen girls out for football, many of which were new to cheerleading. For our school, that is double our norm. Between transfer students, homeschool students and new incoming freshman, we had a huge group. There was a new freshman that was not a size 3, struggled

with coordination at practices, and was just socially awkward. She was at practice every day, put in 110% and never gave up giving her best. One day she was sitting at lunch eating, minding her own business when a peer started picking on her about her size. She kept quiet and he got louder trying to get a rise out of his "buddies." Another new cheerleader that had taken a few classes here the year before but had been home schooled and new to the squad noticed what was going on and got up to go over to her table. By the time she crossed our very small lunchroom, she had 2-3 other cheerleaders join her and very calmly informed the young man that he needed to stop and leave her alone. Like siblings, if you mess with one, the others will come to their defense.

To me, the bonds you make by going out for cheerleading are the reasons why I continue to coach, why the girls continue to go out, and why the drama that once was-is no longer. Competition is great! It teaches that hard work and pushing yourself pays off. It teaches you that there is so much more to cheerleading than holding a pom pom on the sidelines. Football is fabulous! There is nothing like the Friday night lights in the fall, but winter sports, they are the bomb. Not because I love basketball-wrestling cheerleading stole my heart in the 90's, but because that's when the cement solidifies and the squad becomes one. So bring on the bouncing balls and the squeaky tennis shoes. I'm ready, and so is the rest of my "family." Good luck, stay healthy, keep warm and have a fantastic four months! I hope to see many of YOUR "families" in the Well come February and March!



## WHAT DRIVES ME?

by Rhiannon Lillquist, Representative Council Member

This year has been very unique for me. It is the first year in the past 11 years that I haven't been as involved in cheerleading as previous years. You see, this fall, I had a baby girl, Josette Elyse. She is my new love! My life, needless to say, has been turned upside down.

When I was asked to write an article about what drives me to coach, I had to think about it for a bit. Not because I'm not driven, not because I don't like coaching anymore, just because I haven't been consumed 24/7 with the hustle and bustle of

cheerleading, that as coaches I am sure you are all too familiar with.

I have a co-coach this year. She has been so helpful and I am very grateful! It took me having a baby to ask for some help. I know that many coaches are like me and do it all themselves. They coach all seasons, compete and take their cheerleaders to every available event. Even while I have been away on maternity leave, I have still been helping a little with the competition routine, filled out the paperwork for state, took care of the homecoming fundraiser of selling spirit supplies like tattoos and beads for the big game, and the list goes on and on. Coaches do A LOT! We wear many hats: coaches, mediators, teachers, counselors, friends, role models and mothers. Many of us do it for very minimal pay and very little recognition.

I don't think anyone grasps what we do until they take on the role themselves. This year has been a breeze so far and for that I almost feel guilty!

Since I have been home taking care of a baby, I have had some time to look back at old competition DVDs. Of the 11 years that I have been coaching, this year will mean I have taken nine squads to state. While I have had a couple of teams place, the majority of my squads have not. As I watched those videos, I reflected back on the different kids I have coached, the relationships I have made and the hard work we put into each routine. It never mattered if we placed or not, it was what we made happen on the mat, the journey from start to finish that was important.

I felt a sense of pride, because even though many of my kids haven't ever walked away with a trophy, that 2 ½ minutes was hard work and dedication. Many of those same kids are now adults that I keep in touch with today. I have been to their graduations, their weddings, met their babies, etc. (This makes me sound really old!) There are many things that drive me to coach, but those longstanding relationships that I have established are on the top of that list. I consider many of my former cheerleaders my friends. So even though sometimes the season may seem never-ending, you might be counting down the days until you can sleep in because you don't have morning practice, there is some cheerleading drama going on with one of your squads, or you are ready for March to roll around because the rest of the school year you can "coast." In the end it will all be worth it because you have made a difference in the lives of some of our youth. Some of those relationships will be forever. That, is what drives me to coach.

The ICCA board met on October 6th at Sara Buss's home in Ames. President Crawford called the meeting to order. All board members were present at the meeting.

The minutes from the June meeting were approved.

There are a total of 214 schools that are members of ICCA.

Financial report: The treasurer reported the following amounts in our accounts.

CD: \$16,424.95

Savings: 15,400.95

Checking: \$3,568.08

Investment account: \$15,263.22 as of June 30.

There was discussion about a concern of having only one board member able to write checks. There will be more discussion on this at the next meeting.

The Executive Directors reported that on the on-line registration for ICCA events is going well. There are a total of 149 schools participating in ICCA events with 2461 participants. Patti Davis is going to look into how we can track new schools participating in our events. The board will also discuss squad size at the next meeting.

Lots of work is being done to make sure that another great State Competition will be held. The Walnut building has been added this year for a flat surface for warming up routines. Plans are made incase it is raining to make sure the cheerleaders and their coaches stay dry moving from one building to another.

The board is excited about our title sponsor, Ken Krogman with Bank of Iowa. He will be giving each participant a poster. A huge thank-you to Traci Buck and her family for rolling all of the posters so that the participants can enjoy them. Mr. Krogman will give the Student Athlete Award this year. Coaches were to submit names by October 15. The student and the school will be given a trophy for this award.

The board decided to purchase a new competition mat. It has become more difficult to get schools to loan out their mats. The new mat will be used for competition

#### *Board Minutes...Continued from previous column*

only. The older mat will be used as a warm up mat and it will also be used at the Boy's State Basketball tournament. BCLUW has agreed to continue to store our mats for us.

Discussion was held on registrations. Head coaches are reminded that they are the ones that need to complete the registration forms. It was also suggested that the form on line and the forms sent in the mailings are exactly the same.

Planning is already happening for the Spring Conference. Save the Date emails were sent to all schools. Morton Berque will be our Keynote speaker. LeRoy McCullough will also speak at the conference that will be held at Prairie Meadow. Be on the look out for more information to come on this topic.

The ICCA Appreciation Award was given to Ames High School. They will be presented with the award at the state competition.

Lifetime achievement award was given to JoEllen Wesselmann. Kenna Johnson nominated her for this award. Donna McKay seconded the motion. Motion carried.

Donna McKay reported on ethics. No exceptions will be given to coaches that have not taken the rules meeting. It is their responsibility to get it done in a timely fashion. Discussion was held on the coaches not looking at the rules book before emailing questions to Donna. If there is a rule violation, an email to the coach will be given that will need a response from the coach. The AD will also receive the email. Rules meetings need to be completed by head coaches and competition coaches. A total of 515 coaches have already taken the rules meeting online. It will open again November 4-18.

All directors reported on their special event. A total of 327 participants registered for All State. Tryouts were held on Oct. 19-20 at the Ames Middle School. Tami Doyle reported that 258 cheerleaders have registered for Honor Squad. This is a record number of kids. Betty Lou reported that the fee for All



Stars would be increased to 60.00 to stay within the budget. This event will be held on March 28-29 in Dallas Center. The Shrine Bowl was moved to UNI this year. Cheering at the Dome as several issues. It was discussed that they cheerleaders perform at half time. Special Olympics fees will increase to 20.00. They participants will receive a T-shirt and a box lunch. This event will be held on May 22.

Traci Buck will take over Facebook due to the resignation of Krystal Fitzpatrick. She will also work to get Twitter up and going.

All district representatives reported good turnouts for the free clinics that were held in the fall. The NE and did not have a clinic but Patti Davis is working on getting coaches involved in that region. Coaches are reminded to contact the district representatives if plans change and squads are unable to attend.

The newly formed rep. council will meet during Honor Squad practice at the UNI Dome. It was discussed that the members on this board serve a 2-year term instead of a 1-year term. No final decision was made.

Board members were asked to talk to their school business office to get opinions on whether a school credit card was easier for registrations instead of using a check. Most members reported that the schools prefer to write a check. A square reader is being purchased to use at ICCA events. The board will revisit this at the next meeting.

The meeting was adjourned. The next ICCA meeting will be held on January 5 at the Ames Middle School.

Cheerfully submitted,  
Jane Bauman



## **DID YOU READ THESE ARTICLES?**

### **Pages 1 & 2**

President's Message  
Nominate Now  
Hey All You Cheerleaders  
State Competition 2013

### **Pages 3 & 4**

State Cheerleading Championships Finals  
Life Time Achievement  
Award of Appreciation

### **Pages 5 & 6**

Student Achievement Award  
Exciting News  
Why Follow the Rules  
ICCA's Spring Conference

### **Pages 7 & 8**

All State Cheerleaders  
Scholarship Information  
D.O.E. Uniform Information  
ICCA's Web site

### **Pages 9 & 10**

D.O.E. Uniform Information (cont.)  
Congratulations to Donna McKay  
Preventing Injuries  
Strong Legs Support

### **Pages 11 & 12**

Ask Jeanne  
Coaches vs Cancer  
Phone Tree  
How to Effectively Lead Fans

### **Pages 13 & 14**

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Line Up Fun  
Team Building  
Helpful Hints for Wrestling Uniforms  
Cheer Honor Squad

### **Pages 15 & 16**

Getting the Most Out of Jumps  
Cheer "Leaders" and Volunteer Opportunities  
Why Do We Do What We Do

### **Pages 17 & 18**

Enriching Lives as a Coach  
Coaching Cheer  
What It Means to Be a Board Member  
Why I Do What I Do for ICCA

### **Pages 19 & 20**

Why I Do What I Do for ICCA (cont.)  
What Drives Me to Be a Cheer Coach  
What Drives Me or Makes Me Want to Coach  
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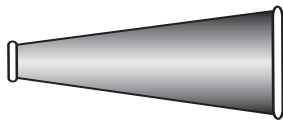
What Drives Me to Be a Cheer Coach (cont.)  
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What Drives Me

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2013-2014 Board of Directors



# 2013-2014 ICCA BOARD OF DIRECTORS

**President & Website..... Jenny Crawford**

Home: 3309 East 53rd Ct., Des Moines, IA 50317  
PH: 515-262-3220  
Email: jennycrawford1@msn.com

**Vice President..... Mindy DeBaun**

Home: 315 Agnes Avenue, Box 95, Callendar, IA 50523  
PH : 515-548-3470  
Email: mindydebaun@gmail.com

**Scholarship/Treasurer/Trustee/Membership...JoEllen Wesselmann**

Work: Van Meter Community School  
Home: 2522 Brookview Drive, Van Meter, IA 50261  
CELL: 515-494-4591  
Email: iccajo@hotmail.com  
Email: joellen.wesselmann@vmbulldogs.com

**Secretary ..... Jane Bauman**

Work: Roland Story HS jbauman@roland-story.k12.ia.us  
900 Hillcrest, Story City, IA 50248  
PH: 515-733-4386  
Home: 936 Washington Street, Story City, IA 50248  
CELL: 515-290-2058  
Email: Baumann4462@gmail.com

**District Representative - Southeast/Trustee .....Kristen Morlan**

Work: Clear Creek Amana High School  
PH: 319-545-2361  
Home: 503 Redbird Run, Tiffin, IA 52340  
CELL: 319-321-3333  
Email: gerberdaisy46@yahoo.com

**All-Star Director & District Rep. - North Central .. Betty Lou Jones**

Home: 307 5th Street, Box 249, Swea City, IA 50590  
PH: 515-272-4354  
CELL: 515-320-1857  
Email: jonesswea@iowatelecom.net

**All-State Director .....Melissa Hatfield**

Home: 2244 Willow Avenue, Ainsworth, IA 52201  
PH: 563-210-0255  
Email: melissahatfield1980@hotmail.com

**Cheer Honor Squad/Trustee ..... Tami Doyle**

Home: 4201 Paddington Drive, Cedar Falls, IA 50613  
PH: 319-266-4265  
CELL: 319-239-4277  
Email: tjdoyle@cfu.net

**Trustee.....Traci Buck**

Home: 4406 162nd Street, Urbandale, IA 50323  
PH: 515-987-9844  
Email: bntbuck94@aol.com or tbuck1@waukeeschools.org

**District Representative - Northeast.....Patti Davis**

Bondurant-Farrar High School  
1000 Grant Street  
Bondurant, IA 50035  
School Phone: 515-957-8191  
Email: patti\_davis@bondurant.k12.ia.us

**District Representative - South Central..... Sarah Buss**

Phone: 515-450-7640  
Email: sbluv2cheer@yahoo.com

**Shrine Bowl Director & District Rep. - Northwest ... Salli Nichols**

Home: 712 Meadow Lane, Storm Lake, IA 50588  
PH: 712-299-8208  
Email: sallijanenichols@gmail.com

**Special Olympics Director.....Sandy Norby**

Home: 3237 Hickory Avenue, Osage, IA 50641  
PH: 641-732-5644  
CELL: 641-330-7442  
Email: snorby@osage.k12.ia.us or rbnorb@osage.net

**District Representative - At Large..... Sherrie Moritz**

Email: rsasm@frontiernet.net  
PH: 712-546-8963  
CELL: 712-540-8963

**District Representative - At Large..... Paula Kirkpatrick**

Home: 213 N. Irons St., Keswick, IA 50136  
PH: 641-660-4070  
School Phone: 641-634-2632  
Email: paula.kirkpatrick@tri-countyschools.com

**District Representative - At Large.....Cindy Pangburn**

School Address: 704 7th Street N  
Northwood, IA 50459  
Home Phone: 641-324-1624  
Email: cpang60@yahoo.com

## EXECUTIVE DIRECTORS

*AWARDS, CONFERENCE, STATE COMPETITION, TRUSTEES*

**Jeanne Ehn*****Newsletter***

P.O. Box 211  
Conrad, IA 50621  
PH: 641-366-2914  
jehn@heartofiowa.net

**Donna McKay*****Ethics***

842 7th Street SE  
Mason City, IA 50401  
PH: 641-423-1556  
jdmckay44@gmail.com

**Kenna Johnson*****SW District Rep***

720 North 9th Ave.  
Winterset, IA 50273  
PH: 515-250-8968  
kennajohnson47@gmail.com