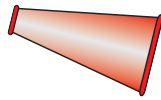




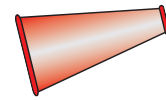
# *Iowa Cheerleading Coaches' Association* **NEWSLETTER**



*August 2014   Jeanne Ehn, Editor*



## ***PRESIDENT'S MESSAGE***



### **Cheer Coaches:**

I hope everyone's summer is starting off great and you have taken some time to enjoy family and give yourself a break before heading into the new cheer season. Remember that you need to allow that time for yourself in order to rejuvenate and feel refreshed.

There are a lot of great articles again in this newsletter, please read it! Also, take advantage of some of the free fall clinics offered this summer for your squad. They are sponsored by ICCA and are at various locations around the State of Iowa. If you are attending a camp or having a private camp – use this time to work on technique and perfect some new skills, but also use the time for team building/bonding. Watch for your coaches' packet that will come from the Iowa High School Athletic Association with all of the ICCA information about our fall events.

For myself as a cheer coach – my school (Prairie Valley) has now joined with (Southeast Webster) and we have formed a new school called Southeast Valley High School. We are now Jaguars. There will not be any more Warriors or Eagles. This has been quite an undertaking and still is in the process. There are some coaches out there who have already gone through this type of process and I commend you! I am now completely overwhelmed with this process. There are so many fine details that administration has to work through and myself as a cheer coach, also. We have a new mascot, new colors (black/teal/silver), and we have all new cheers to combine and share! We need ALL new uniforms, warm-ups and poms! All of this is overwhelming.

However, I am also excited for the fact that I had more girls show up for tryouts than in the past. I am excited to work with new faces from another school and share my love for cheer. I also have new coaches to coach with and that is exciting too!



So, here is to a NEW cheer season for the Jaguars and to making new memories with some new faces, also!

Cheers until next time,

**Mindy DeBaun**  
ICCA President

# August and September Heat—Beware

by Traci Buck, ICCA Vice President

Did you know that young athletes are more susceptible to heat illnesses than adults? They are - due to their ratio of body surface area to body mass and their lower capacity for sweating and releasing heat. How can you educate yourself?

## ***Know the dangerous times:***

Temperatures of 74 degrees to 82 degrees can present a high risk to athletes and temps above 82 can present an extremely high risk. If you must practice in these conditions, it is safer to shorten practice times and take more frequent breaks from exertion.

## ***Know your kids:***

Coaches will serve their students better if they know the athletes well. A young person who has a poor baseline fitness level, is either over or under weight, had a recent bout of flu or upper respiratory infection, or is diabetic is a more high-risk candidate for heat illness.

## ***Know how to prevent the illness:***

Practicing at cooler times of day and hydrating every 20 minutes or so are great ways to avoid heat illness. If a squad member waits until the point of thirst, he or she is likely already dehydrated. A better practice would be to take a scheduled break and expect everyone to hydrate.

## ***Know the symptoms and what to do:***

If one of your athletes is cramping, dizzy, nauseated, or complaining of a headache, have them discontinue physical activity and have the student drink water or a sports drink in a shaded or cooler area if possible. Don't forget to inform the parents!

For National Federation members, there is a free online course regarding heat acclimatization and preventing heat illness at: <http://www.nfhslearn.com>

Sources: NFHS.org, StopSportsInjuries.org, WebMD

# REGISTRATION for ICCA EVENTS Opening Soon

Registration for the ICCA Events: Honor Squad, the State Championship, and All-State Tryouts will open for **registration on August 10 and close on September 26**. Online registration is the only means of registering teams for ICCA Events. The ICCA Board hopes the early registration date will help many schools trying to get a check to mail with registration materials by October 1. The ICCA Board would like to urge coaches to be organized and get the registration completed to make this happen.

After registration coaches will receive a log in and password if they would like to change names of cheerleaders as things change in August and September. As long as the mailed in materials match the online registration when it **closes on September 26th**, coaches may change names as often as they wish. **All registration materials and fees must be postmarked by October 1**. Go to the ICCA website to begin.

# WHAT ICCA HAS TO OFFER YOU!

by Betty Lou Jones, NC District Representative

The ICCA has many offerings for you as a coach and your cheerleaders. The following is a over view of what you can gain from joining the ICCA.

First, and most important for you as a coach is the training you can receive by attending the **ICCA Annual Spring Conference** held the first weekend in April (because of Easter this year it is the last weekend of March). During the conference many classes are held to teach the new coach along with the classes for the coaches who have many years of experience. The topics from the past have ranged from first aid, to motions, to stunting and jumps, or how to have a successful pep rally. The list could go on forever.

*What ICCA Has To Offer...Continued on page 3*

**Newsletter:** This is published four times a year and is full of information for cheer coaches to improve their coaching skills. You are actually reading the first newsletter of the year. The other three newsletters are sent to members via an online link.

**National Federation Online Rules Meeting:** This rules meeting should be seen by every cheerleading coach in Iowa and is required if a school is participating in ICCA Events. The rules meeting is prepared by the ICCA Rules Interpretation Director for all cheer coaches in Iowa. The Online Rules Meeting will be live August 4 - August 28. It is also available October 28 - December 1 for coaches hired after the first set of dates.

**There are many opportunities for the cheerleaders.** More information for the following events can be found on the ICCA website - [www.iowacheercoaches.org](http://www.iowacheercoaches.org) and in this newsletter! Check it out!

**State Championships:** Held the first Saturday of November, this championship day crowns champions in Cheer Dance, Group Stunt, and Time Out Cheer. Get involved and take a team to participate. It is great fun for everyone!

**Honor Squad:** Cheerleaders perform at the halftime of two football state finals games. Each school allows up to three cheerleaders and the school gets to pick who participates.

**All-State:** A squad of 20 to 45 of Iowa's best cheerleaders is chosen to perform at the halftime of several games at the Boys' State Basketball Tournament.

**All-Stars:** A squad of around 40 cheerleaders is chosen by a video try-out to perform at the halftime of four IBCA All-Star basketball games held usually the last weekend in March.

**Special Olympics:** A squad of 50 cheerleaders perform a routine at the opening ceremonies of the Special Olympics in Ames in May. They also hold a clinic for the Special Olympic athletes.

**Shrine Bowl:** A cheer squad of 60 cheerleaders is chosen to cheer and perform at the Shrine Bowl Football All-Star games the end of July.

**Free Fall Clinics:** Up to six free Fall Clinics are held around the state. Cheerleaders will learn new chants, cheers, and a short dance along with working on jumps. No stunting is done at these clinics. They are usually held the third and fourth weekends in August. Check the ICCA website as dates do change. Coaches must be ICCA members to bring a squad.

**Scholarships:** The ICCA offers several \$500 academic scholarships to outstanding cheerleaders. A cheerleader must have a 3.5 GPA at the end of their junior year to apply. The ICCA also has several other scholarships. See the article in this newsletter or the ICCA website for more information.



## **Uniforms and Camp Information from the Iowa Department of Education**

*by Donna McKay, Executive Director*

Nicole M. Proesch, legal counsel for the Iowa Department of Education, has advised the ICCA on fees that a school may charge. 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 these. 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.

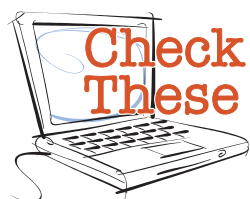
Anything done to customize the uniforms could not be paid from district funds. It may be that by requiring customized uniforms this is how the district is transferring the costs to the cheerleader. However, uniforms can have removable customizing such as a name that is sewn on and can be removed, if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

If the district requires students to attend a camp, then the district must pay. 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.

## 2014-15 Online Rules Meeting Dates

As with other sports, rules meetings will continue to be held online for the 2014-2015 school year to make it easier for ALL coaches and choreographers to obtain needed safety and liability information. The 2014-2015 rules meeting dates are coordinated with the other sports, so the fall meeting will be held online from **August 4 - August 28**. Another rules meeting, which MAY NOT be used for fall ICCA events because it occurs after the registration deadline, will be held from October 27 - December 1.

Once a meeting deadline has passed, the rules meeting will still be available for coaches to watch, but it will not be available for rules meeting attendance. Coaches are asked to only verify rules meeting attendance once, not each time it is viewed.



Check Out These Websites

### Stunt Legality Website

AACCA has designed a website ([www.cheerrules.com](http://www.cheerrules.com)) with videos of stunts along with interpretations on their legality. If you have a question about a stunt, please check this website. More videos will be added, so check back throughout the year.

### Spirit Rules Items on the ICCA Website

The ICCA website is continually updated, so it's a great place for coaches to look for information. Under Spirit Rules, the website has information concerning the 2014-15 National Federation Spirit Rules, ICCA/IHSAA Rules, Cheer Uniform Requirements, etc.

Coaches are responsible for knowing and understanding this information, so please check it out.



## Coming Soon to a Location Near You... ICCA FREE FALL CLINICS

- Who can attend? Any and all cheerleaders in grades 7 - 12
- Does the coach need to be an ICCA member? YES
- Does the coach need to attend the clinic? YES
- What is the cost? It is FREE to all as long as the coach belongs to ICCA.
- Can we attend ANY clinic? YES! Find a date that works and go!
- As a coach what do I need to do?
  1. Contact the District Rep at the Clinic you are attending so they know your school is attending.
  2. Bring the COMPLETED Medical Release Forms for each participating cheerleader found in the ICCA/IHSAA Fall Mailing.
  3. Make sure your school is an ICCA member.

### 2014 FREE Clinic Locations, Date & ICCA Representative:

NW - Storm Lake, **August 16**, Salli Nichols

NC - Mason City, **August 23**, Betty Lou Jones

NE - Manchester, West Delaware, **August 2**, Patti Davis

SE - Tiffin, **August 16**, Kristen Morlan

SC - Ames, **August 23**, Sarah Buss

SW - Shenandoah, **August 23**, Kenna Johnson

### The State Championships are Calling Your Squad

*by Jeanne Ehn, Executive Director*

The 2014 Iowa High School Cheerleading Championship is calling your school's name to participate! There are several options for you to consider for your team. Finding what is right for your school is a matter of checking the divisions and options in the Fall Mailing from IHSAA. There have been some changes to make this event even more exciting.

The location: Jacobson Building and the Varied Industries Building at the Iowa State Fairgrounds in Des Moines.

*Calling Your Squad...Continued on page 5*



The date: November 1, 2014.

**Changes in Divisions:** The first change is to Stunt Groups. Instead of having a Small School Division and a Large School Division, it will now be similar to the Cheer Dance Division. We will give *State Championships in Stunt Group for 1A, 2A, 3A, 4A, and Coed Divisions*. All schools may still enter two teams, but the stunt teams will have to be in the same division. For example, a school may NOT enter one team in Coed and one team in 3A. Both would have to be in 3A or both in Coed. Teams in 1A - 4A may have up to five members. The Coed teams may have up to four members with up to two members being male. If a team has a male, they must enter the Coed Division in Stunt Group. Coed teams in this division must show some coed stunts. Please refer to the Fall Mailing for complete information about the changes in this division and the ICCA website for more information.

The next change is in the Cheer Dance Division. The Small Team category has been eliminated. For teams who have entered this division in the past we want to remind you that the score sheet stresses ability rather than numbers. Because the score sheet is designed in this way, those competing with eight on a squad versus twelve on a squad, etc. will not hurt the squad of eight. The score sheet rewards what the maximum the squad can do. The squad of eight would only be able to perform with two stunt groups, but a squad of twelve would have three. The squad of twelve would not receive more points because they have one more stunt group because the rubric does not allow that. If your school has maximized, they will be rewarded accordingly. Remember it rewards ability, not numbers.

Find the Fall Mailing and get planning. The 2014 Iowa High School Cheerleading Championship is calling!

## Keep Your 2013-14 National Federation Spirit Rules Book

A new spirit rules book will only be provided to schools on alternating years. The next spirit rules book will be sent to schools at the beginning of the 2015-16 school year. The new rules for the 2014-2015 school year are on the ICCA website.



# Using the National Federation Spirit Rules Book

by Donna McKay, Rules Interpretation Director

Below are some helpful hints for using the National Federation Spirit Rules Book to find information more easily. **ALL specifics in each rule and/or exception must be followed in order to be legal.** Refer to the Index in the back of the book to find the exact rule references.

## Rule 1 – Definitions

This rule has definitions for various terms used in the rules book. It's a good place to look for descriptions of various skills, dismounts, inversions, and other positions. For example, if a rule says that the top person can't be inverted, the definition for an inverted position is "shoulders are below the waist."

## Rule 2 – General Risk Management

### Section 1 – General

This section deals with general rule information such as coach's responsibility if team member is not following the NFHS rules, spirit team participation, performance surfaces, discarding props, gum and candy, stunting/tumbling during games, artificial noisemakers, blood situations, concussions, and reasonable accommodations.

### Section 2 – Sportsmanship

This section lists unsporting acts and the use of substances while representing the school.

### Section 3 – Apparel/Accessories

This section addresses the rules for jewelry, fingernails, hair, appropriate apparel and accessories including shoes, mascots, glitter, supports/braces, and logos/trademarks/American flags on uniforms.

### Section 4 – Stunting Personnel

This section deals with the rules specific to bases, spotters, and top persons.

### Section 5 – Inversions

This rule section covers the rules for

*Spirit Rules Book...Continued on page 6*

situations when a top person is inverted, such as inverted partner stunts and pyramids, downward inversions, suspended rolls, and braced forward or backward flips or rolls in a pyramid.

#### Section 6 – Non-Release Stunts

This section addresses all non-release stunts, stunts where the top person is not released – height limitations, moving over or under, braced stunt and pyramid, flatback (moving from a vertical to horizontal position), hanging pyramid, totem pole, T-lift to roll down, and non-release transition.

#### Section 7 – Release Stunts/Tosses

This section deals with all stunts and tosses where the top person is released – release stunts and tosses, basket/elevator/similar multi-base tosses, quick tosses, helicopter, log roll, release transitions, toe/leg pitch (illegal), swan dive (illegal), released horizontal top person.

#### Section 8 – Suspended Stunts

This section covers non-braced and braced suspended splits and swinging stunts.

#### Section 9 – Dismounts

This section addresses dismounts from stunts – dismounts to the performing surface, dismounts from single-base and multi-base stunts, twists to cradle or the performing surface, dismounts to catchers who are not the original bases, bracer-assisted cradle dismounts, and tension drops (illegal).

#### Section 10 – Tumbling

This section deals with tumbling skills – moving over/under a stunt/person/prop, holding props, dive roll (illegal), flip into a partner stunt or cradle (illegal), flip on the performing surface, and surface restrictions.

#### Section 11 – Drops

This section addresses drops – knee/seat/thigh/split drops, airborne front drops, and hand-spring/flip over to any drop.

#### **Rule 3 – Dance/Drill/Pom Risk Management**

This rule deals with rules specific to dance/drill/pom which may cover situations more



specific to these areas. However, teams standing on boxes during football games must follow the rules in Section 2 – Props As Bases.

#### **Photographs**

The photographs of stunts show both legal and illegal stunts, which can be beneficial in helping coaches better understand the rules.

#### **Points of Emphasis**

The Points of Emphasis are very important for the coaches to read and understand. These points emphasize areas of concern not only for the safety of cheerleaders, but also for the liability protection of coaches and schools.

#### **Index**

The index can be useful for directing coaches to the correct rule, section, and article. If a coach is looking for rules concerning helicopters, the coach would first look for release stunts since the top person in a helicopter is released. Under Release Stunts, the helicopter rule, section, and article is indicated so the coach can easily turn to that specific rule.

### **Attention Coaches!**

**Mark your calendars for  
All-State 2014-2015!**

*by Melissa Hatfield, All-State Director*

**Tryouts:** October 18th & 19th, 2014 at Ames Middle School

#### **Practices of the All State Squad:**

December 7th, 2014  
January 11th, 2015  
February 1st, 2015  
March 1st, 2015  
March 8th, 2015 (Makeup practice if needed)  
March 12th, 2015 (afternoon/evening)

**Performances** at Wells Fargo Arena: March 13th, 2015

Keep an eye out for more **information** when you receive your packet from IHSAA/ICCA! Only cheerleaders and coaches who are willing to make the commitment to these dates and times should be trying out or allowing cheerleaders to tryout. Integrity!!  
Contact All-State Director, Melissa Hatfield, with any questions!

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

By JoEllen Wesselmann

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

### Scholarship opportunities include:

- \* **State Championships** – All squads participating in our State Championship will be entered into a drawing, and a \$250.00 scholarship will be chosen for each class or groups of classes. The teams' names will be announced during the awards ceremony, and it will be each coach's discretion to select one senior squad member to receive the scholarship.
- \* **Honor Squad** – Two \$250.00 scholarships are chosen from the seniors who are participating on the squad. Seniors are asked to submit their name and a drawing method is used to select these recipients.
- \* **All-State** – Senior members of the All-State squad are given criteria to apply for one \$250.00 scholarship, and selection of the recipient is conducted by the All-State director and a scholarship committee.
- \* **Academic Scholarship** – This is the original and longest running scholarship given by ICCA. Four or more \$500.00 scholarships are given, based on GPA, leadership, school / community involvement, and coach's and community member's recommendation. There are specific guidelines listed on the ICCA website under the scholarship tab. Scholarship recipients are chosen under the direction of

*Scholarship Opportunities...Continued on page 8*

## YOU CAN DO IT - HONOR SQUAD

by Tami Doyle, Honor Squad Director

How can you do it? Register up to three of your schools cheerleaders (Junior or Senior Only) through ICCA's event registration site in August/September. **NO QUALIFICATIONS** other than they must be one of your school's cheerleaders and a Junior or Senior. All skill levels welcome. How do you decide? Well it is an **Honor Squad** - so choose your cheerleaders in some sort of way to **Honor** them. Here are some ideas to get you started:

- She or he is one of your seniors
- Highest grade point averages
- Strong Leaders
- Most community hours served
- Most improved
- Have been cheering all 3 or 4 years in your program

Being a part of this squad will require a full day of practice on a Sunday in Ames and a Thursday practice and Friday performances at the State Football Championships in November (Cedar Falls). The best part is seeing the final routine come together in the UNI Dome in Cedar Falls. **Two performances in the Dome, a T-Shirt, a certificate, and a medal to Honor your cheerleaders. JUST DO IT!**

This event is truly an Honor for ICCA to offer for our Iowa cheerleaders! All dates are listed in fall packet and included in the calendar of events in newsletter.

### Only Designated Cheerleaders May Cheer During Games/Meets



This is a reminder that little cheerleaders, fans from the stands, and others may not be on the field, court, or mat side during events. Only bona fide students of the school who are designated as members of the school's spirit teams may participate during games/meets.

the Scholarship director, assembling scores from out of state judges.

- \* **All-Star Squad** – Senior members of the All-Star squad are taken into consideration, and the selection is made by the All-Star director and coaches.
- \* **Shrine Bowl** – \$500.00 is donated by Gatorade, and either one \$500.00 scholarship or two \$250.00 scholarships are chosen under the direction of the Shrine Bowl coaches. Although this is not an ICCA scholarship, it is available to ICCA members, and chosen by ICCA coaches.
- \* **State Football** – A \$650.00 scholarship sponsored by the Iowa High School Sports Network is given to the cheer squad at the State Football who does an exemplary job of engaging and leading their crowd to encourage their team while showing good sportsmanship.
- \* **State Basketball** – A similar scholarship is given to a cheer squad cheering at State Basketball.
- \* **Performance Squad / State Basketball** – Another scholarship sponsored by IHSSN is given to a squad performing at halftimes of the State Basketball Tournament. Schools are asked to submit background information concerning community service and helping others, and a scholarship is given to one team who has shown great effort in bettering their community.



## Athletic Appearance

Iowa high school cheerleaders are expected to exhibit an athletic appearance when cheering for their high school. This includes uniforms, shoes, bows, and other accessories. When wondering if a “look” is athletic, follow the lead of the other athletic teams in your school. Cheerleaders are to focus on leading the fans and increasing school spirit over performing.

## Homecoming Game Attire

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

## Coaches vs. Cancer/Pink Out Night Cheerleading Uniforms

by Donna McKay, Rule Interpretation Director

The ICCA allows a special modification of the uniform rules for Coaches vs. Cancer/Pink Out Nights similar to IHSA and IGHS AU modifications allowing pink uniforms. Other than what is designated below, all other uniform requirements **must be followed**.

### *Cheerleaders may wear:*

- Official shirts designated for the event (shirts need to be fitted and not baggy)
- Pink ribbons (that follow the hair accessory rules)
- Pink socks
- Pink shoelaces

### *Cheerleaders may use pink poms while cheering.*

### *Cheerleaders may NOT wear:*

- 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



## Coaches' Responsibilities

The National Federation has a great website for ALL spirit coaches, which lists spirit coaches' responsibilities along with helpful suggestions. The site also has information on organizing an effective practice schedule, strength and conditioning, spotting safety tips, progressions for partner stunts and tumbling, transitional stunts, and training/safety equipment. Check out <http://www.nfhs.org/content.aspx?id=3084> for very useful information.

\*\*\*NEW\*\*Please\*\* NOTE\*\*\*

Completion of the Online Rules Meeting and the viewing of the NFHS Online Concussion Course are BOTH now required to compete in ICCA events.

According to a new Iowa Administrative Code requirement, ALL 7-12 interscholastic coaches (paid or volunteer) to view the 22-minute NFHS online concussion course annually as part of the requirements of their coaching authorization or endorsement.



# Difficulty Versus Execution

by Mindy DeBaun, President

Coaches, are you ever overwhelmed reading and trying to figure out the score sheet? Many of you have questions on difficulty versus execution. What do the judges really mean by that? I am going to try to break it down a little and explain some of it.

With a score sheet there are a variety of levels of difficulty, and always the NF rules to follow. You first need to understand the National Federation rules, next the process of a routine, and then know the score sheet to max out and work the score sheet.

Difficulty versus execution – Yes, we all want the hardest stunts for our athletes and want them to throw the most difficult passes in their tumbling. It is the way to max out the score sheet. But, is this always the best way? Judges want to see execution more than difficulty. *If a team is not ready for the difficulty, they should do what they do well and not go beyond their skill level.*

Difficulty is looking at the score sheet, reading it, and understanding what it takes to max out each category. For example: In the toss section of the score sheet it says that a team will place in the 5-4 range if they do an advanced toss with a twist such as a kick – full basket toss or a switch kick – full basket toss. However, in the execution portion of the rubric it says that a team will be in the 5-4 range if the toss has nearly perfect execution, a 4-3 if it is above average execution, a 3-2 with average execution, and a 2-1 with standard execution, or a 1-0 range for poor execution (poor height/ slight falls). So a team may score a 4 in difficulty but a 1 in execution because the toss was not executed well. There was no height, the flyer landed on her stomach, and the bases nearly fell catching the flyer. So your total score for a kick-full toss would be 4 (difficulty) + 1 (execution) = 5 for toss score. Coaches! – here is when the coaching expertise comes into play. As a coach, you need to ask yourself whether it is worth throwing a very bad kick-full basket toss scoring possibly 5 total for difficulty and execution, or do you throw a pretty toe-touch basket toss, which you know that you have that will score a 3-2 range AND will score in the 5-4 range for execution because you have a perfected toe-touch basket toss. So in your toe-touch basket toss you get a 3 for difficulty and a 5 for execution then your overall score for the toss section is 8. Which means

*Difficulty Versus Execution...Continued on page 10*

# Let's Get Organized

by Paula Kirkpatrick, At Large Representative

The season is starting and it is time to get organized! For me, organization is a key to a smooth, successful and (almost) stress free season.

First, I have a ***cheerleading binder***. In that binder I keep my emergency plan, daily practice plans, cheerleader information, uniform inventories, ICCA information, practice and game calendars, pre-season paperwork and all other important cheer paperwork. Everything is in one binder. I can grab the binder and go for practices and games.

Second, I have all my ***practice dates and times planned*** and on a calendar. This gets passed out to the cheerleaders and given to parents. Everyone appreciates knowing when practices, games and game leave times are.

Third, I have a ***cheer kit***. It is a large plastic tackle box that my squad decorated several years ago. In that kit I carry medical supplies, hair supplies, a pair of extra briefs, clippers, etc. This is also where I keep the cheerleaders ***medical information cards and my NFHS rule book***. ***This kit and my binder go to all games and practices***. I can grab them and go, knowing I have everything I need.

Fourth, ***inventory and organize all cheer uniforms and equipment***. I store our uniforms in totes that are clearly labeled and in my own area of the school store-room. All the uniforms are numbered. I have a list in my binder of numbers and sizes. Last spring I had my new squad try on uniforms and I wrote down each girls' required sizes. When I hand out uniforms I make a pile for each girl. They come in, find their uniform, try it on again and go. I have written down the numbers assigned to each girl. Another uniform tip - I always collect uniforms and poms immediately after the last game. No chasing down girls weeks later to get a uniform.

Lastly, ***be organized with any items you need to order***. We order spirit items to sell at Homecoming. I find if I order several weeks ahead of time I can get the things I want and have them ready.

I hope this helps you have a great season!

you outscored a team that did a bad kick-full toss with your perfected toe-touch basket toss. Your team can do a poor kick-full scoring 5 or a nearly perfect toe-touch basket scoring 8. As a coach you have to understand that maybe your team can do a kick-full basket but if it looks sloppy then they are going to lose points from the judges in execution and this can make a difference between placing. A judge wants to see skills that the team can execute well, not what a team does poorly.

As a coach there are times my choreographer has given my team skills the day of choreography and we work them after he leaves. But there have been many times that I may pull that skill and change it because we are not executing it well. As a coach, I will change it to something that we can hit consistently time and time again. It is great to challenge your kids, but you also need to know their potential and work with what you have.

I hope this helps a little with execution versus difficulty. If you have any questions feel free to email me anytime.

## Meeting the Parents

by Jane Bauman, ICCA Secretary

Having a meeting with the parents is a crucial part of your cheer program and one that is often forgotten. Sometimes it is easier to go without the meeting until a problem occurs. Why wait? Get off on the right foot.

I meet with my parents every year in the spring, but if you haven't done this, it isn't too late. In order for the cheerleaders to be a part of the squad, they must attend the meeting with a parent or grandparent. This way everyone hears everything at the same time. If a parent cannot attend that evening, they must set a time to meet with me before their child is allowed to practice.

First, I **introduce myself** and let the parents and cheerleaders know my philosophy of the cheer program. I also reassure them that I will do anything I can to keep their child safe. After that I go through the **handbook** that I have assembled. I include

## Preparing for the First Game of the Season!!

by Kenna Johnson, Executive Director

Lots of hours go into practicing all of those cheer-leading skills, but one element that sometimes gets overshadowed is that ever-so-important step of preparing for the first game!! So many little details go into this first main event of the school year, and a little bit of thought and preparation can take this occasion from chaos and confusion to a sensational success!

**Go to the football field for practice** – Create the environment of a real game from the moment practice starts. This would include stretching and stunting to warm up and preparing for the game to begin. Which stunts will be performed before the game? During the game? What will the squad do during starting line-ups? Will they be on the sidelines or on the field? Some schools have a banner for players to run through. Who gets to hold the banner? Will the band be present during this time? How can the band and cheerleaders interact to energize the crowd both before and during the game? Are there any pre-game cheers or chants that would engage the crowd?

**Star Spangled Banner** – How will your squad stand during the National Anthem? Single file lines are often popular, and in recent years, the trend has been to have the opposing squad meet the home squad on the 50-yard line and intermix for the National Anthem. What other creative ways can your squad show their patriotism and sportsmanship??

**Formations on the track/sidelines** – Once the game begins, the cheerleaders really go to work – LEADING the crowd! Depending on the number of cheerleaders, different formations can be created to keep the attention of the crowd. Within those formations, coaches will want to think about who will be starting cheers and chants and how those cheers and chants will be started. Make sure the person starting them is loud enough for the whole squad to hear!! And who is in charge of yelling, “Last time”???

**KNOW THE GAME!!** To really make an impact, invite the FOOTBALL COACH to your practice and quiz the cheerleaders on game situations! (If have found the cheerleaders take this much more seriously when

the **rules that must be followed** which includes the ICCA/IHSAA rules. I repeat many times that these rules need to be followed for their child's safety. I also stress that the rules are to be followed at practices as well as games.

This is also a great time to **get volunteers organized**. I have parents that organize the snacks for opposing team cheerleaders. We take our turn at feeding the football team on a Wednesday night so I ask parents to take charge of this. I have had parents organize meals for the cheerleaders when we have to travel. When everyone is in the same room it is easy to get this done.

I explain what a **typical practice** session is. I am open about our workouts. They cannot just show up and cheer on a Friday night. **Practice is required** and consequences happen when they do not attend. I also take the time before the meeting to **meet with the AD and high school principal** to make sure they understand and are okay with my consequences. It is good to have them on your side because if a problem does happen, I want them to be able to back me up.

The final thing that I take care of at the meeting is all of the **paperwork**. Physical forms, concussion forms, insurance forms, and cheerleader contract forms all need to be filled out and filed. Once again, it is easier to take care of all of this while everyone is sitting together.

I encourage you to meet with the parents if you are already not doing it. There is still time. Get one scheduled and completed. One hour of your time now could save you time later on. **Happy Cheering!!**

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the football coach presents the situations!) If the football coach isn't available, find a quiz online or ask a reliable football guru to generate a few questions. Do the cheerleaders know the difference between offense and defense? What about the basic rules, like downs, penalties, and points? Present the questions or situations to the cheerleaders and do cheers/chants appropriate to the situation. Throw out "fumbles" or "interceptions" every now and then and make the cheerleaders react. More importantly, what are they going to do when their team scores? And before practice is finished, what will the cheerleaders do if your team wins the game? What happens if they lose?

**And make sure everyone knows this before that first Friday night game** – Does everyone have the appropriate uniform, socks, warm-ups, bows, etc. Go through the "Hair – Get It Right" document (available on the ICCA website) with the cheerleaders, and be sure to instruct them on what to bring to the field (poms, a bottle of water, and lots of spirit) and what to leave at home (jewelry, gum, etc.).

Preparing ahead of time can make the beginning of the season much more rewarding! Bring on football season!!



*by Melissa Hatfield, All State Director*

It's Friday night and the score is tied. You are playing your cross town rival and there are only 2 minutes left in the game. The team is close to scoring and the cheerleaders need the crowd to be involved to help get the team pumped up! Do a cheer you know they will respond to! The play starts and the crowd is doing the cheer WITH the cheerleaders...the pass is thrown...the receiver catches it...the student section goes wild! ARE YOUR CHEERLEADERS PREPARED FOR THIS SCENARIO??

You might ask, "How can my school's cheerleaders get everyone to cheer during the game?" Working on a few simple things during practice and getting







cheerleaders spend the time stretching, it increases the time they can practice in the future without aches and pains holding them back. The increased blood flow to the muscles helps warm the muscles up, preparing them for the work the cheerleaders are about to do with jumping, tumbling, stunting, and dancing. Stretching also helps avoid injuries. We don't need any cheerleaders on the sidelines unable to perform due to injuries! With regular stretching, your cheerleaders will become more flexible, healthier, and able to perform better.

Make sure to schedule the time into the beginning and end of each practice for your cheerleaders to stretch! The benefits of stretching will help your squad become stronger, more flexible, and perform to the best of their ability without injury. Starting good habits now will follow your cheerleaders through life, and will result in a stellar performance!



Motions...Continued from page 12

A few things to keep in mind as your squads work through motions: the placement of each motion should be slightly forward. (They should be able to see their motions in their peripheral vision.) When moving from motion to motion, the best route is the most direct route. Each motion should be sharp and "hit" on a word or a count. Finally, the key to motion technique is uniformity. Each member of each squad should do each motion in the same way. Practicing regular motion drills can take your squads from "just going through the motions" to "making every motion count!"

## All-State Tryouts - A Judge's Perspective

by Kristen Morlan, SE District Representative

It's the beginning of the school year, and all of the ICCA programs are available to your squads! You have the opportunity to enter the state competition, to enroll cheerleaders in Honor Squad, and to register for All-State Tryouts. As the former All-State Director and as a current judge, I would like to give you some insight into what your cheerleaders should work on to prepare for the All-State Tryout!

*The most essential skill an All-State Cheerleader must have is good motion technique.* Tumbling, jumps, and dance are important, but without strong motion technique, a cheerleader will not make the squad. This is something ALL cheerleaders can have, but they have to work hard to really develop strong technique. There are many ways you can help your cheerleaders prepare for the tryout. When evaluating your cheerleaders, consider the following to help get them to the level they need to be:

### MOTION TECHNIQUE/CHEER

1. Is their placement correct? Are their touchdowns in the right place, are their t's level? Placement is something you can correct with a mirror and drills. Cheerleaders should be so confident in their placement that they seem natural performing a variety of motions.
2. Where are their wrists and fists? We look for errors such as cocked or clubbed wrists, thumbs that aren't tucked in, hands facing the wrong direction. Cocked wrists are difficult to correct and indicate that the cheerleader may have other problems that can't be fixed.
3. Timing - do they swing to their positions, or do they move to each position clean and strong? Are their motions sharp, or are they jerky? Again, motion drills will help with this.
4. Voice - Make sure their voices are strong, clear and easy to understand. Enthusiasm is essential here! Speed can be a problem, so make sure they keep their voices strong, but not hurried because when they rush the words, they also rush their motions. Strong, clear pacing is essential to success!

### JUMPS

1. Are their toes pointed? A lower jump with

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pointed toes will beat a hyperextended flexed jump.

2. Are their jumps controlled? A jump that seems out of control can indicate a basic technique concern. A clean jump that is controlled and well executed with a clean feet-together landing will impress the judges.

3. Approaches - keep these as simple and clean as possible. A whip approach shows clean technique and keeps the focus on the jump, not the approach. Complicated approaches detract from the jump. Keep it simple!

4. Double Jumps - On the double jump, make sure your cheerleaders make good choices. A good side hurdler with a toe touch or a front hurdler with a toe touch are both excellent choices. A cheerleader should only do a pike if he/she can execute it perfectly. Always choose jumps that demonstrate strong technique.

## DANCE

1. First piece of advice - learn the dance from the video. Many people come in to the tryouts and appear not to know the dance. Look at the video A LOT. Look at motion placement, pacing, body positions, and overall motions. Everyone is required to do the dance - male or female. PRACTICE.

2. Learn the dance as it is on the video. Do not add your own flavor to the dance. We are looking for cheerleaders who can learn material as it is taught, and can blend with 30 other people. Controlled motions that are clean and sharp are essential here. Those who add their own funk to the dance do not make the squad (ahem, motion technique).

3. Don't be afraid of the dance. Basically it is motion technique set to music, so if you consider it as such, your cheerleaders will be successful! If something is not clear on the video, email Melissa with questions!

## TUMBLING

1. Tumbling is awesome to watch and adds a great deal to a routine. However, amazing tumbling will not put someone on the squad. Without good motion technique, a superstar gymnast will not make the squad. (cough, motion technique)

2. Cheerleaders should only show tumbling that they can do on a gym floor. At the state tournament, there are no mats, so the tumbling cheerleaders will do must be performed on the gym floor.

3. Tumbling should represent what the cheerleaders can best do. If their standing back tuck is weak, don't show that. Strong roundoff, back handsprings are better than a poorly executed full.

**So, what is the takeaway here?** MOTION TECHNIQUE!!!!!! Cheerleaders with good motion technique have developed skills that carry over to every other area of cheerleading. They understand timing, so stunting is easier to teach. They understand sharpness, so dance is clean and together. They understand timing, so their jumps are easy to synchronize.

As a judge, I have no idea where a cheerleader is from, when he/she enters the gym for the tryout. They all wear the same clothing, tryout with people who they don't know, and do the same skills to show what they can do. Whether they are from a large or a small school, all I care about is if they have good motion technique, can point their toes, and have controlled dance skills. Those skills are attainable for ALL Iowa cheerleaders.

## PARTNER STUNT PROGRESSIONS

This is referred to many times in cheerleading. Here it is if you have questions. Cheerleaders should not progress from one to the next until the lower level is mastered (perform 10 times in a row with out mistake).

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

**Registration Materials &  
Fees for ICCA Events  
Postmarked by October 1**



# PUTTING YOUR CHEERLEADERS IN THE COMMUNITY SPOTLIGHT!

*by Patti Davis, NE District Representative*

Everyone knows your cheer squads. They are the front and center focus of every event they cheer! So... Go Team! Now it's time to show how much substance the students in your program really have! Cheerleaders have so many layers, so go into the community, and identify your squad and all the attributes it offers!

Cheerleaders are involved in so many areas and make such a difference in their schools and communities –academically, as mentors, as community service leaders, as spirit raisers and as positive examples to their schools and communities. A lot of this is unseen to many, so take time to shine a spotlight on their great accomplishments.

Communicate when you are involved in competitions, camps, and community service projects. Submit pictures and articles to the local newspaper, the school newsletter, and the school yearbook. Make flyers, and/or tweet about upcoming events, projects and performances. Include invitations to your City Council, Chamber of Commerce and School Board. Invite teachers, coaches, family and friends to any and all events your cheerleaders are involved.

Show your routines, dances, spirit material, etc. as part of library programs, or in nursing homes. Contact radio or television groups, non-profits, to offer material that is performance ready. Does your town have a parade or carnival? These are wonderful opportunities to be in the community and spotlight what you do!

So show up, speak up and step up, to educate your community about your cheer program and everything it offers! Your involvement and initiative will be greatly appreciated.



## OUTLINE OF BASIC PRACTICE

*by Sherrie Moritz, At Large Representative*

**PRACTICE LENGTH 3:45 – 6:00 pm**

START with SPIRIT check (3:45 – 4:30)

Begin with cardio – run 10-15 minutes

Move to standing stretches

Then to sitting stretches

Followed by partner jumps

Ladder jumps

-Water Break-

STUNT PROGRESSION (4:30 – 5:15)

Stair steps up to stunts

-Water Break-

LETS CHEER! (5:15 – 5:45)

Practice cheers

WARM DOWN (5:45 – 6:00)

Comments, questions and concerns!

**AWESOME PRACTICE**

## Ways to say, "YES!"

**Awesome!**

**Way to go!**

**That was great!**

**Wonderful**

**I am proud of you!**

**I knew you could do it!**

**I love it!**

**Wonderful!**

**That was first rate!**

**Beautiful!**

**It couldn't be better! WOW!**

**High 5!! No! High 10!**

**THAT MADE ME SMILE!**

**You need to be proud of your efforts!**

**I am so proud to be your coach!**



# Ask Jeanne

Dear Jeanne,

*Coaches- Instead of dealing with a question as I normally do, I'm asking a question of you.*

*Jeanne*

## What are Your Leadership Skills?

Anyone can be hired to coach, but it is up to the individual to decide what kind of coach they will be. Are the cheerleaders going to control all cheer situations, or will you, the coach? What sets coaches apart from each other? Are you an average coach or a good coach? I think you will agree that there are more average coaches than good or even excellent coaches. What does it take to be a really good coach? Knowledge of the sport is important, but there is more. Part of the answer lies in leadership. Ask yourself this question: Are you being a good leader while coaching? Being the best coach possible should be everyone's goal, but to lead a group of diverse cheerleaders can have its challenges and requires a good leader.

When I decided to write on the topic of Coaching Leadership, my mind immediately started thinking of many things to list. It became complicated because so many things with leadership are intertwined. So I did exactly what our cheerleaders would do; I turned to the internet. I was offered so many perspectives, as well as classes to take and books to buy on leadership, that I became overwhelmed. I had to just think - leading as a coach. Soon I realized it really wasn't as complicated as I was making it, and perhaps it was more about skills and simplicity. The ideas of leadership are dependent on each other, which makes it complicated. This is my list of coaching leadership skills. The list isn't in any particular order and each is much more complicated, but will get you to leading your team to success.

**Stay positive.** The negative bug hits everyone, but if your team only hears negative, pretty soon that is the only way they are thinking. I challenge you to give more positives than negatives, and give those positives first! It is easier to hear what has to change instead of the bad. If you do the negative first, they might be so consumed with the negative that they don't hear the positive comments. So make it a rule that the positive is always first. Say things like: "I liked..." or "The motion technique had great placement." You can turn your negative into a positive by being constructive, "If everyone hits the motion technique with just a bit more power, it will be exactly right!" Or "It was so close to great! I know you can do it with just a bit more effort." That takes me to the next important leadership point.

**Stay Goal Oriented.** Share the goal. Everyone likes to know when they are succeeding. Giving goals helps that happen. Break the goal down so the focus can go to one particular thing. Then combine two together and continue adding parts until the whole is complete. When a goal is achieved, celebrate with high fives, praise, treats, etc. Remind them often of where they were in comparison to now. By doing so, your cheerleaders will realize their goals are being achieved and their confidence grows.

**Hold Them Accountable.** As a coach you have rules for your squad. See that they abide by them. If you aren't going to enforce a rule, get rid of it. Rules need to be simple and few as it makes it easier for everyone to understand and remember. I always tried to put certain things such as hair in their hands by giving them my expectations. As long as it passed my expectations, their hair could look anyway they wanted. My expectations -away from the face and off the shoulders never changed, but the hair



styles did. There were also the unconditional expectations such as safety rules. They knew the rules were to be followed at all times, whether I was present or not. I developed a “You Will Not Cheer When...” list that I shared with team, parents, and administration at our parent & team meeting. I would explain each so there was understanding and everyone heard it all at once. Many of the National Federation Rules (including ICCA & IHSA) such as no jewelry and cut nails became a part of that list. Consequently, I had few issues.

**Communicate.** This one actually goes with holding them accountable. Life becomes much simpler if everyone knows your expectations. This includes parents, administration, other coaches, and the cheerleaders themselves. They don’t know unless you tell them. Having cheerleaders, parents, and administration in the same room for a pre-season meeting is very valuable. Trying to be pro-active is much better than re-active. Also, let everyone know how you are going to communicate to all. Get everyone going together with an app, email, etc. and your leadership will shine.

Communication has a second and third level which are just as important. Be a **good listener and someone who asks questions**. Listening can help solve a problem at practice, and it can also help with administration and parents. Sometimes you have to “listen” to body language. It can speak volumes. Asking a question can clarify and help all move forward. The simplest questions are the best: How are you feeling? What is going wrong? How can I help?

**Develop a Team Atmosphere.** You are key to this. Involve everyone. Help your team become friends at practice and out. Help develop an understanding of who each individual is as a person is key to the team working together as a unit. Each person needs to understand each individual’s ups and downs as well as their fears and successes. Creating compassion for each other is a part of growing together. I’m not talking just you as a coach here, I’m talking the entire group. It helps everyone. In the most basic sense, as a coach you are helping friendships form, and teaching your cheerleaders how to accept people without prejudice. The team atmosphere and helping each other through the good times and the bad is a life skill. Research ways to develop a team atmosphere and then push to make sure it happens. Sometimes you might want to cut it out of practice when there are so many things to do, but don’t. Teamwork is one of the most important things you can nurture as a leader.



**Have Fun!** Build it into practices, game day, and into performances. Life is just too short not to have fun. Smile. Celebrate success with high fives! Cheer. Laughter. Laugh at yourself. Let your enthusiasm bubble over, and enjoy what happens because of it. Those simple words of “Well done!” or “I knew you could do it” shows you not only care, but have confidence in their abilities.

These things really are the basics to leading your squad through a season that will have UPS and downs. As the leader, you help them through those challenges and successes. It is your reaction that will teach them how to be the same type of person. It is time to ask yourself, are you a good leader?

**I’m always cheering for you!!**

*Jeanne Ehn*  
**Executive Director**

# HOW TO HAVE A **STRESS FREE** AND SUCCESSFUL HOMECOMING WEEK

by Cindy Pangburn, District Representative at Large

Homecoming is a time to celebrate at your school. Homecoming centers around the big football game but it involves so much more! Cheerleaders are an integral part of a successful homecoming week because of their involvement with many things: from organizing pep assemblies, to decorating your school, planning events for all students to be involved in, and promoting positive school spirit.

Whether this is your first year coaching or you have coached for many years, NOW is the time to begin organizing to ensure you have a successful homecoming week. Even though the big game is not until the end of September or early October the weeks until then will pass very quickly and you want to plan now to have a stress free and fun homecoming week!

I *meet with my senior cheerleaders* before school begins. If you cannot meet with them during the summer, schedule a meeting during the first week of school. Tell your cheerleaders to *bring ideas* with them to help save time. Some students have many plans, but for those who struggle coming up with ideas suggest they ask other students. Also, they can ask faculty and their parents what kind of activities they did when they were in high school. Looking in old yearbooks is always a great way to come up with ideas. If all else fails, the internet has more ideas than you will be able to use! At your meeting remind them it is first and foremost about the football game. Be sure they plan activities with safety in mind, and have them involve as many students as possible.

Once you have ideas, your cheerleaders need to *meet with your principal* or activities director to have their plans approved. I have my cheerleaders meet with our principal the second week in school so we allow plenty of time to come up with new ideas if our administration doesn't all of our original plans.

There are endless ways to have fun during Homecoming Week; one of the most popular is to have "*theme days*." In our school, Friday is always spirit day so we all wear our Northwood-Kensett apparel. We have dress up day, which gives everyone the chance to show off their formal wear. Other popular ideas are

# Social Media - Can it Help You?

by Traci Buck, ICCA Vice President

So much of our communication has gone digital that it is definitely a valid option when organizing your program. Advantages of access and immediacy can just as easily be hindrances, however, so please plan ahead for such use and consider its many facets.

**READY?** Check with your school district first! There may be a media policy you are required to follow. Some districts allow the formation of a web or social media site (free Shutterfly site, Facebook page) but only with prior permission.

**SET** - decide upon a method for your communication. Some are more static and can be posted to, while some are much more interactive. The more interactive, the less control you will have over the information. Do you want a site, page, or just want to send messages? **Online tools like Celly and Remind101 offer free mass text messaging.** Investigate privacy options and possible cost beforehand.

**GO - to parents.** Always. Parents should be able to opt in or subscribe to whichever venue you choose, and they should know you are communicating with the group, not just their child. Sharing personal information about a student online is never a good idea, and probably prohibited by your school's policy if they have one.

Technology can keep your cheer squad more informed and make scheduling easier if you are keeping administrators and parents in the loop and making student privacy and safety a priority!

**Concussion Video  
Available NOW**

**ICCA Event  
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color day, with each grade sporting a different color, and we always let the faculty choose their color which helps them get involved with the fun! We have had farmer day, which is great fun when students drive tractors and lawn mowers to school. We have junior high and senior high in the same building and we try to pick theme days to be sure some of those shy junior high students will participate in like pajama day, backwards day, and inside out day. You will be surprised at how many ideas your cheerleaders will come up with.

You can have a ***fundraiser and donate money to a local charity***. Have each grade chose a hallway of the school to decorate and give a prize for the most original. This idea will also help save you and your cheerleaders' time as you have others helping to decorate your school! Another fun idea is Cheer Grams, students can purchase a cheer gram to send to another student or a teacher. A group of cheerleaders will visit the lucky student or teacher and perform a skit or cheer dedicated to the student or teacher.

***Painting windows*** of local businesses on Main Street is a great way to remind the community about the big game. Be sure your cheerleaders get permission from the business owners and remind them to choose appropriate sayings for the windows. Remind your cheerleaders that cleaning the windows after homecoming week is a must!

We have ***class competitions*** during our Friday pep assembly and our administration allows us to have the entire afternoon! Minute to win it games are fun because it can involve many students. We have a sign-up sheet in our office for those who want to participate. One of the most popular activities we have is the tug of war contest. You can have grades compete against each other, boys against girls, students against faculty, the possibilities are endless. A big crowd pleaser is having some football players dress up as cheerleaders and do cheers!!

Remember Homecoming Week is about getting people excited for the football game. Don't stress over things you cannot make happen, instead focus your energy on things you can! Be safe. For every plan you make, consider all possible safety issues. Always strive to include as many students as possible. Keep a record of your ideas from year to year. Work with your administration and faculty to promote continued learning as well as Homecoming fun. Most importantly, plan early for a stress free and successful Homecoming Week!

## Make it a **THEMED** Year

by Sarah Buss, SC District Representative

There are two very exciting and important announcements on my team. The first is if you made the squad. The second is the theme for the year. Since the first announcement is something you all do, I'll share with you the tips of how a theme can totally add that extra touch of awesome to your season.

**Step 1: Your seniors drive the boat, but the coach is the captain.** You need their buy in first!

We start with the color selection. This is similar (I assume) to an NFL fantasy football draft party, only with high school girls and bowls of candy. They never repeat a color they have already used in their high school career. So I go to the local paint store and grab some paint swatches in a variety of shades. Then we take our main color (orange) and hold it next to the variety of colors and find one they like.

**Step 2: Develop the theme.**

- Google the color to see what it means and what it stands for, like pink often stands for breast cancer.
- Write a list of everything/symbol that is that color.
- Talk about goals they want for the year. Write down key words they say. (Unity, Love, Family)
- You should have two columns one with items that are the color and the other with goals, next you pick your top 3 in each column.
- The final step is connecting the dots to make up the one you love.

**Step 3: Reveal the theme.**

- After the theme color, symbol and quote is chosen the coach designs the t-shirt or makes a poster on the computer.
- I then do a dramatic "reveal" of the theme.
- After the theme reveal all big sis/lis sis gifts are themed with it, we make one bow a year to fit our theme, we make t-shirts with it, the banquet is accented with it, etc.
- To be clear, we still use our school colors on everything, this is just a pop of accent and it's our internal team anthem for the year. The girls and parents love it.

## Idea Starters:

### **RED = Flames!**

I read quotes from the book 212 degrees. Its all about if you give that extra degree things boil. **Theme Quote:** "Burn It Up"

### **PINK = The Breast Cancer Ribbon & Wands**

That year the seniors really wanted to focus on more than cheering and competition, they wanted to give back. **Theme Quote:** "Create your own MAGIC!" We sold Fight Like a Girl clothing and held a Breast Cancer dinner where we donated money to the Wig Program at our local hospital. The focus was don't wait for something good to happen-go create your own magic.

### **ORANGE = Nemo fish**

It was going to be a hard year we had graduated a big talented group of girls. So instead of hanging our head we recognized it and pushed through. **Theme Quote:** "Just keep swimming, persistence and passion wins every time!"

### **YELLOW = Sun**

I needed a theme to instill confidence that would focus on every girl doing her best. **Theme Quote:** "It's my time to SHINE"

### **GREEN = Clovers**

We were coming off a strong year, and I didn't want them to be lazy thinking they could be good without working for it. **Theme Quote:** "I am a great believer in luck, and I find the harder I work, the more I have of it." ~Thomas Jefferson

### **BLUE = Planes/Sky**

I loved this theme. The team shirt had a plane on the back with each girls' face in a window and their name under it. It was really fun and easy to find cookie cutters the shape of a plane-etc. **Theme Quote:** "We FLY First Class"

### **Purple = Crowns**

Since purple is the color for royalty, we thought crowns fit the theme, and we also used the Coach Purse symbol, also. **Theme Quote:** "Cheer Couture"

### **Brown/Kachi = Cheetah/Tribal**

This was a really fun theme, we decorated the banquet with tiki torches, made up tribal names for each other and did a lot of team meetings around a camp fire. **Theme Quote:** "Be True to your Tribe"

I hope that helps get some ideas sparked for your team theme. A good place to find quotes is <http://www.brainyquote.com/>. Or feel free to email me anytime and I'd love to help put together a great theme for you team! Sjblov2cheer@yahoo.com.

## **Go Theme Go!**



# **An Athletic Director on Your Side**

*by Salli Nichols, NW District Representative*

Communicating with your Athletic Director and Principal is a very important part of an Iowa cheer coach's responsibility.

All Iowa cheerleading squads are a part of the athletic department of a school. Cheer squads most likely need the approval of the school's Athletic Director or Principal for various things. Uniforms, fundraisers, special events and many times, transportation to and from events are just a few of the things that require specific communication.

Although verbal communication is always good, all coaches should consider typing up the agenda for each season, including travel, fundraising and practices. This way each coach is presenting a season's worth of planning along with ideas for success in a formal and professional manner. It's also a great idea to use emails or a drop-by in the office to stay on top of what



you and your squad are doing each week. A great suggestion is to sum up each week with a reminder of what the cheerleaders have on their agenda. Administrators deal with sports and school organizations, so it is really a good idea to help them out with a reminder.

It's important to try to work closely with administration and ask for ideas or feedback.

The ICCA honors Athletic Directors who support and contribute to the cheer programs of Iowa high schools. By simply asking for suggestions and input, as well as any successes or aspects that may need improvement, coaches can build a working relationship that is susceptible to years of a great relationship for all involved.

Coaches are encouraged to be as available as possible and continually discuss the ups and downs of each season.

#### **\*\*NEW COACHES**

If you are a new coach, you will want to meet with your Athletic Director to see what his or her expectations are of the cheer squad before your season begins. Sometimes Athletic Directors and Administrators will need YOU to check in with them, as they are busy governing many other teams and events. New Coaches might consider arranging private monthly meetings to discuss issues or upcoming events happening with a team. These meetings do not have to be draw out, but a five minute face - to - face conversation is a great way to keep communication open and tells the administration that a you are not only enjoying your job, but striving to give the school what is expected. One of the most beneficial things will be an Athletic Director that not only respects your job and your squad, but will support any and all efforts to improve and represent the school in a positive way.

**Here's to a successful season!!**



## **Give Back to Your Community**

*by Jenny Crawford*

As coaches, do you want to promote friendship and sportsmanship while working for a great cause? Well keep reading! Here are some examples that cheer squads around Iowa have already done:

BCLUW, Cedar Falls & Nashua-Plainfield cheerleaders joined together to become "sister squads" and walk the Relay for Life. Each squad was responsible for their own fundraising. The cheerleaders from the three schools walked together in the opening ceremonies by taking part of the Team Lap. This was a very rewarding experience for everyone and something all Iowa cheer coaches should consider having their cheerleaders become involved with. Probably most importantly, money was raised for the American Cancer Society. The Relay for Life CELEBRATES the survivors of cancer, REMEMBERS its victims, and wants everyone to FIGHT BACK to eliminate cancer from our lives. In doing so, we have HOPE for a CURE.

The Mason City High School cheerleaders held a clinic and donated the money to the cancer research. Northwood-Kensett High School held a Pink Out night and a bake sale which raised over \$500 for cancer research.

North Cedar Cheerleaders and Stunters teamed up with their Student Council for "Knock Out" Cancer Night at basketball games.

A great way to show support for other teams, the cheer teams in the Mississippi Athletic Conference got together before state championships to perform for each other. Family and friends were asked for a food donation for their admission and the food was donated to the local food pantry.

The Tipton Cheerleaders performed and participated at the Relay for Life for Cedar County Iowa. North Cedar's Basketball Cheerleaders pumped things up during the Hoops For Hope, Rivals Rally For a Cure annual fundraiser game. The Knights took on the Tigers and raised money through T-shirt sales to fill the stands with pink. They also sold pink ribbons and had baked items for sale. Proceeds from the game went to Breast Cancer research.

North Iowa High School and Forest City High School cheerleaders were honored to lead the survivors onto the track and lead the survivor lap of the Winnebago County Relay for Life! The event is held in Forest City annually. Face painting, volleyball, fundraising tents and lots of fun was had by all in attendance!

South Hamilton Wrestling Cheerleading squad brought their enthusiasm, energy and smiles to the Des Moines Heartwalk. Each girl on the squad knew at least one person in their lives that is/was effected with Heart disease so being involved in this event meant a great deal for them. South Hamilton Wrestling Cheerleader were honored to cheer at the Heartwalk!

MAC schools held a fundraiser to increase awareness of breast cancer. Pink shirts were sold throughout all of the MAC schools. Cheerleaders wore them at games and the boys' basketball team wore them during warm-ups. It was a great event!

Bishop Garrigan High School was flooded with the color pink to promote and raise awareness about breast cancer. This pink "Cheer for a Cure" event was planned and led by the football cheerleaders, but the idea of giving spread quickly throughout the school, getting many students involved. The students took time to visit local businesses to inquire about possible donations that they could raffle off at both the volleyball and football games that week to raise extra funds. The support from the community and the local businesses was outstanding and more than the students imagined.

In addition, the cheerleaders sold handmade pink breast cancer ribbons and at the volleyball game, the cheerleaders sold \$5 raffle tickets, with winners' names drawn between matches. If you are interested in making your own donation to the Susan G. Komen Foundation, you may send a check to:

Susan G. Komen for a Cure  
PO Box 650309  
Dallas, TX 75265-0309

Don't forget to submit pictures and a short article about your event, to me at [jennycrawford1@msn.com](mailto:jennycrawford1@msn.com). You can see what cheerleaders are already doing around the state at <http://www.iowacheer-coaches.org/celebrate.htm>

## **ICCA Board Meeting Minutes**

June 8, 2014 at the home of  
Patti Davis, Mitchellville, IA

The ICCA board of directors met on Sunday, June 8, 2014. Sandy Norby and Paula Kirkpatrick were absent from the meeting. JoEllen Wesselmann reported that at this time there are 236 members from 134 schools.

A contract has been signed with Prairie Meadows to host our conference in 2017. The conference will be held on March 28 and 29 in 2015. This year, 143 coaches registered for the conference and 135 attended. We need to give a count of meals needed one week before the event. Award winners will receive one paid meal and a paid meal for a guest of their choice. All other guests will have to pay for their meal before the given deadline.

ICCA will give a \$500 stipend to BCLUW for storing our competition mats.

Cindy Pangburn reported on a survey that was completed dealing with state competition. We will need to look into other businesses to help with our video taping of this event. Coaches would also like to see a blue mat with a banner that teams can take pictures at the state competition. Jeanne Ehn will look into this matter. Discussion was also held on whether or not the Time Out division should be a championship. It was decided that the state competition is going to be a Championship Day. Therefore, everything will be considered to be a championship. A lot of discussion was held on the different divisions. Watch the fall mailing for all the details that will explain all the different categories. Donna McKay and Mindy DeBaun are working on a rubric for the Co-Ed division. Coaches also stated that they would like to see more TV's to watch the performances. It was also suggested that the coaches and their team be able to watch their performance behind the stage without anyone else in the area.

There has been a lot of discussion on bows and what is legal. This is an ongoing discussion. More details on this will be coming.

Rules meetings will be held from August 4-28. All coaches will need to run 3 copies of the certificate. One for the ICCA, one for the AD and one to keep for their own record. Coaches will also be required to

*Board Minutes...Continued on page 22*

watch the concussion video.

It was once again decided that schools will be allowed to bring 3 cheerleaders to Honor Squad. Numbers continue to grow each year. The board also voted to make a \$500 donation to the Ames Cheer Squad for allowing us to use their facilities. Practice will be held at Ames High School again this year. This year only 1 coach will be allowed into the UNI Dome with a meal provided. If teams bring more than one coach, the other coach will have to pay their own admission to the Dome and purchase their meal from the concession stands provided.

Fall registration will run from August 10 through September 26. October 1st will be the last day to mail in payments.

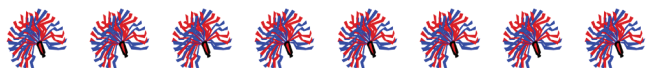
Discussion was held on a Trustee Retirement Policy. We will revisit this in September. Salli Nichols is working on writing a policy.

Congratulations to Sandy Norby and Sherrie Moritz who were given a Volunteer Award from the Special Olympics.

A motion was made and seconded to retain JoEllen Wesselmann as our financial manager.

The next meeting will be held on September 28 in Story City.

Respectfully submitted,  
Jane Bauman



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

### **Pages 1 & 2**

President's Message  
August and September Heat Beware  
Registration for ICCA EVENTS Opening Soon  
What ICCA Has to Offer You!

### **Pages 3 & 4**

What ICCA Has to Offer You! (cont.)  
Uniforms and Camp Information  
2014-2015 Online Rules Meeting dates  
Check Out These Websites  
ICCA Free Fall Clinics  
State Championships Are Calling Your Squad

### **Pages 5 & 6**

State Championships Are Calling Your Squad (cont.)  
Using the National Federation Spirit Rules Book  
Attention Coaches! Mark Your Calendars

### **Pages 7 & 8**

Did You Know? ICCA Offers Many Scholarships  
You Can Do It - Honor Squad  
Only Designated Cheerleaders May Cheer  
Athletic Appearance  
Homecoming Attire  
Coaches vs. Cancer  
Coaches Responsibilities

### **Pages 9 & 10**

Difficulty Versus Execution  
Let's Get Organized  
Meeting the Parents  
Preparing for the First Game of the Season

### **Pages 11 & 12**

Preparing for the First Game of the Season (cont.)  
Crowd Response  
Advantages of Stretching  
Going Through the Motions

### **Pages 13 & 14**

Advantages of Stretching (cont.)  
Going Through the Motions (cont.)  
All State Tryouts - A Judges Perspective

### **Pages 15 & 16**

Putting Your Cheerleaders in the Community Spotlight  
Outline of Basic Practice  
Ask Jeanne

### **Pages 17 & 18**

Ask Jeanne (cont.)  
A Stress and Successful Homecoming Week  
Social Media-Can It Help You?

### **Pages 19 & 20**

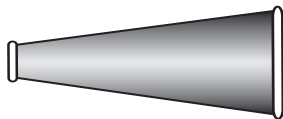
A Stress and Successful Homecoming Week (cont.)  
Make It a Themed Year  
An Athletic Director on Your Side

### **Pages 21 & 22**

Give Back to Your Community  
ICCA Board Meeting Minutes

### **Pages 23 & 24**

ICCA Board Meeting Minutes (cont.)  
Did You Read These Articles  
2014-2015 ICCA Board of Directors



# 2014-2015 ICCA BOARD OF DIRECTORS

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