



Iowa Cheerleading Coaches' Association NEWSLETTER



November 2014 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE

Happy fall everyone!

Hopefully this message finds you all winding down from your football and competition season. If you participated in the State Cheer Championships we hope that you found it a rewarding time for your teams, and families and left with some special memories. I know for my teams, we had some pretty special bonding time with team dinners, with new friendships formed throughout the competition season.

Thank you to everyone who makes the State Cheer Championships work: the hard work that goes on behind the scenes, the planning and organizing and revamping, lining up workers, judges, ordering trophies, printing score sheets, answering emails, set-up, take-down, and the list goes on and on. All of this is possible because there are many special people putting in hours and hours of work – hats off to you (you know who you are). Thank you for what you do! Honor Squad is coming up along with All State practices, football play-offs for some, and Shrine Bowl tryout papers were sent to all schools. Take advantage of some of these opportunities offered to cheerleaders in the State of Iowa.

For coaches – as you head into your winter season of basketball or wrestling cheerleading; take a few days for yourself to refresh and regenerate. The winter season is a long one so get organized, plan ahead, and then start off renewed. Remember that ALL cheer coaches need to take the rules meeting online and do the concussion course. It is NOT just for coaches that stunt. Reach out to ICCA if you have questions, we are here for you – the coaches.



Cheers,
Mindy DeBaun
ICCA President

ICCA'S WEB SITE GETS A MAKEOVER

By Jenny Crawford, Website
Contact

Coming soon...the ICCA web site will have a new polished and updated look!

Here are some great changes you can look for:

- ▶ Can't find what you're looking for? Try the new search bar on the top right of your screen.
- ▶ Easy to find links across the top.
- ▶ The links for coaches are now down the right side of the page.
- ▶ Subtle, easy on the eye color scheme.
- ▶ Consistent layout on every page.

Here are some oldies but goodies you can always count on:

- ▶ Our logo is still the same.
- ▶ Our home page is constantly updated to give you the latest news, general news and featured links.
- ▶ I will still be your web site contact.

Email me with any questions or submissions for the web site at:
jennycrawford1@msn.com

HERE THEY ARE! THE 2014 IOWA CHEERLEADING STATE CHAMPIONS

Cheer/Dance: 1A

BCLUW
Northwood-Kensett
Nashua-Plainfield
Newman Catholic
Tri-County, Thornburg
Marcus-Meridan-Cleghorn
North Union
Madrid
Wayne, Corydon
Cardinal of Eldon
Don Bosco
Gladbrook-Reinbeck
North Linn
Iowa Christian Academy
Bedford
Riceville

Cheer/Dance: 2A

Southeast Valley
West Fork
Central Lyon, Rock Rapids
Dike-New Hartford
Des Moines Christian
Garner-Hayfield/Ventura
South Central Calhoun
Roland Story
Woodward Granger
St. Edmond
Forest City
Bellevue

Cheer/Dance: 3A

Dallas Center Grimes
Mount Pleasant
Clear Lake
Assumption
Boone
Crestwood
Carlisle
Bondurant Farrar
Marion
Spencer
Williamsburg
ADM
Grinnell
Center Point Urbana
Central Clinton
Benton
Glenwood
Washington
Winterset

Cheer/Dance: 4A

Ames
Waukee
Mason City
Southeast Polk
Johnston
Burlington
Dowling Catholic
Linn Mar
Pleasant Valley
Iowa City West
North Scott
Indianola
Iowa City, City High
Ottumwa

Dubuque Senior
Des Moines Lincoln

Cheer/Dance: 4A Large

Valley, West Des Moines
Cedar Falls
Ankeny Centennial
Knoxville

Cheer/Dance: Coed

Davenport West
Fort Dodge
North Cedar
Council Bluffs, Thomas Jefferson

Time Out Cheer: 1A/2A Schools

Clarke, Osceola
Grundy Center
H-L-V
PCM
Southeast Valley
Shenandoah
Dike-New Hartford
Iowa Falls Alden
Roland Story
CAL, Latimer

Time Out Cheer: 3A/4A Schools

Fort Dodge
Cedar Falls
Johnston
Dowling Catholic
Dallas Center-Grimes
Bondurant-Farrar
Carlisle
Glenwood
Charles City
Waverly-Shell Rock

Group Stunt Preliminaries 1A

Northwood Kensett
Nashua-Plainfield B
Nashua-Plainfield A
BCLUW A
Grundy Center B
Grundy Center A
Marcus-Meriden-Cleghorn
Notre Dame, Burlington
BCLUW B
Madrid
H-L-V
Riceville A
Riceville B

Group Stunt Preliminaries 2A

Southeast Valley A
Central Lyon, Rock Rapids B
Central Lyon, Rock Rapids A
South Central Calhoun
West Fork
Shenandoah B
St. Edmond
Dike-New Hartford B
Forest City
Clarke, Osceola B
Dike-New Hartford A
Clarke, Osceola A
Iowa Falls-Alden

Group Stunt Preliminaries 3A

Carlisle A
Mount Pleasant B
Assumption A
Mount Pleasant A
Carlisle A
Glenwood
Charles City
Assumption B
Center Point Urbana

Group Stunt Preliminaries 4A

Linn-Mar, Marion
Ames A
Waukee
Ames B
Southeast Polk A
Lewis Central A
Southeast Polk B
Lewis Central B
Cedar Falls B
Johnston
North Scott
Cedar Falls A
CB, Thomas Jefferson A

Group Stunt: Finals 1A

Nashua-Plainfield B
BCLUW A
Northwood-Kensett
Nashua-Plainfield A
Grundy Center B

Group Stunt: Finals 2A

Southeast Valley A
South Central Calhoun
Central Lyon, Rock Rapids B
Central Lyon, Rock Rapids A
West Fork

Group Stunt: Finals 3A

Mount Pleasant A
Mount Pleasant B
Assumption A
Carlisle A
Carlisle B

Group Stunt: Finals 4A

Linn-Mar, Marion
Waukee
Ames B
Southeast Polk A
Ames A

Group Stunt: Coed (Preliminaries were Final)

Davenport West A
Davenport West B
Pella Christian
Cardinal Eldon

Scholarship Winning Schools

1A - Grundy Center
2A - Southeast Valley
3A - Center Point-Urbana
4A - North Scott

State Championships

by Jeanne Ehn, Executive Director

November 1st was a day of celebration for every cheer squad who participated in the State Championships! It was an exciting day for 159 teams. It didn't matter what division they competed in, they were there doing their best and representing their school. With their teammates they overcame obstacles, made new friends, improved their cheer skills, and became better people for having seen it through. Congratulations!

Here are some fun facts about the ICCA State Championships 2014:

- Number of Venues: 2
- Number of Iowa Schools with Participating Teams: 82
- Number of Participants: 1,814
- Number of Schools Participating in Cheer/Dance: 77
- Number of Schools Participating in Time Out: 21
- Number of School Teams Participating in Stunt Groups: 61
- Total Number of Teams: 159
- Number of Performance Judges: 12
- Number of Technical Judges: 4
- Number of ICCA Workers: 62
- Number of College Exhibitions: 3
- Number of Colleges in Attendance: 7
- Number of Hours in Performance Preparation: thousands
- Number of Trophies Awarded: 56
- Number of Medals Awarded: 241
- Next Year's Championship Date: November 7, 2015
- Location: Jacobson Exhibition Center and Varied Industries Building, Iowa State Fairgrounds

There are many schools in our state who can't say they were a part of this magnificent event. Kudos to every participating school.

**ICCA Scholarship
Deadline -
January 15**

Lifetime Achievement Award Winner Salli Nichols of Storm Lake



It all began in 1978 in the small town of Riverton, Wyoming. For four years Salli Nichols coached cheerleading, traveling all the way from Utah to Montana to provide opportunities for her coed cheerleading squads. Over the next thirty plus years, she directly and indirectly stayed involved with cheerleading, impacting the lives of everyone who crossed her path.

Following her early years in Wyoming, Salli headed to Anthon, Iowa, where she taught for nine years, but she did not coach cheerleading. It wasn't until she moved to Storm Lake that she became involved in cheerleading again, coaching for ten years. Also during that time, in 2002, she joined the Iowa Cheerleading Coaches' Association and began hosting Free Fall Clinics at her school as the Northwest District Representative. Later she expanded her expertise to include the Shrine Bowl. Now, in 2014, we honor Salli for her time and dedication to cheerleading in Iowa.

Salli has given years and years of service to Iowa's cheerleaders and cheer coaches. In addition to her time spent in her respective schools, at Free Fall Clinics, and the Shrine Bowl, she has performed safety checks at the Cheerleading State Championships, assisted schools in getting more involved in ICCA events, and provided us all with her insight and wisdom through countless newsletter articles and conference sessions.

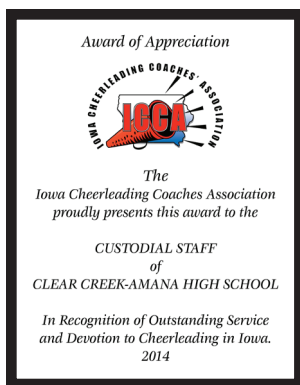
Sandy Norby, close friend and Shrine Bowl coach, said of Salli, "She is a peacemaker and disciplinarian because of her calm, cool manner. She can fall asleep in a room full of people, but we all know, Salli is one classy lady!"

Salli and her husband Jim retired from Storm Lake Community School District last spring after 23 years. Now that she is no longer teaching, she devotes her time to another business, The Beer Bread Company.

Salli and Jim have three children. Daughter Jordan lives in Storm Lake with her husband Jeff and their two-year-old daughter Vivi Jane. Son Tyler lives in Algona, and adopted son Jose, lives in Storm Lake.

**Congratulations ICCA Lifetime
Achievement winner Salli Nichols!!**





Annual Award of Appreciation to CCA Custodial Staff

Each year the Iowa Cheerleading Coaches' Association presents an Award of

Appreciation to a school or organization that contributes to ICCA events and causes. This year's award goes to the Custodial Staff at Clear Creek Amana High School. CCA has hosted the ICCA Free Fall Clinic for many years, and ICCA Board Member and CCA staff member Kristen Morlan cites their helpfulness year after year in making that event a success. Congratulations!



Who Will Be Iowa's Next Active Cheer Coach of the Year?

Nominations Due December 20!

Do you have someone in mind you think should be rewarded for their work as a cheer coach? Someone who meets the high standards of sportsmanship, ethical and moral conduct? Nominees can come from any of our six districts in Iowa. He or she must be an active coach and a member of ICCA.

I want to nominate someone! What do I do?

- Tell us about this person, including coaching abilities, strengths, previous awards and community service. Nomination forms can be found on our website: go to <http://iowacheercoaches.org/awards/> and look for the highlighted words "nomination forms" on the page.
- Please include at least two letters of recommendation (not more than three) along with the nomination form. Send completed nomination form and letters of recommendation to: Jeanne Ehn, P.O. Box 211, Conrad, IA 50621

Meet the 2014-2015 All State Squad

by Melissa Hatfield, All State Director

In October, over 200 cheerleaders from across the state tried out for the 2014-2015 All-State Squad. Team members were selected based on superior technique in motion technique, jumps, dance, tumbling, and personality. Thirty-three cheerleaders were selected for the squad and four Honorable Mention cheerleaders were also selected. The All-State Squad will perform in March at the Boys State Basketball Tournament at Wells Fargo Arena in Des Moines.

Danielle DeRoy, Mason City
Kenzie Penca, Mason City
Mia Spitzer, Carlisle
Madeline Sheldahl, Ballard
Emma Dravis, Fort Madison
Allison Buckert, Mount Pleasant
Sidney Taylor, Mount Pleasant
Emma Fletcher, Cedar Falls
Lexi Wilcox, Fort Dodge
Mary Yarkosky, Oskaloosa
Megan Gloede, Union
Lizzie VanDyk, Carlisle
Lauren Flanders, Pleasant Valley
Catherine Quant, Ames
Jessie Sirivath, Mount Pleasant
MacKenzie Haag, Garner-Hayfield/Ventura
Claire Pickford, Mount Pleasant
Sarah Friedrich, Ames
Ellie Lemer, Ames
Anna Robisky, Cedar Falls
Olivia Urdahl, Mason City Newman
Alex Craig, Fort Dodge
Kirsten DeLanoit, Fort Dodge
Emma Gibson, Fort Dodge
Bridget Morel, Mason City Newman
Shelby Jacobson, Fort Dodge
Ramona Robinette, Mason City Newman
Alex Munn, Ames
Shelby Trinkle, BCLUW
Kilie Akers, Mediapolis
Madi Mills, Ames
Allison Stanley, Norwalk
Maddy Kruse, Mason City

Honorable Mention

Megan Meyn, Ames
Kyele Clap, Union
Devin Ulstad, Fort Dodge
Emilee Drost, East Sac County

ICCA SCHOLARSHIP

MAILING DEADLINE - JANUARY 15
MORE INFORMATION ON THE
ICCA WEBSITE OR
CONTACT JOELLEN WESSELMANN,
ICCA SCHOLARSHIP DIRECTOR.

PLAN ON ATTENDING THE 2015 SPRING CONFERENCE

by Kenna Johnson, Executive Director

So be true to your school
Just like you would to your girl
Be true to your school now
Let your colors fly
Be true to your school

The Beach Boys have been telling us this for years, and now it's time to celebrate our "True Colors" at the 2015 Iowa Cheerleading Coaches' Conference on **Friday, March 27, and Saturday, March 28**, at The Meadows Conference at Event Center at Prairie Meadows in Altoona. (NOTE: This year's conference is early due to Easter, so mark your calendars!!!)

ICCA will again sponsor an educational and fun-filled weekend, offering courses and sessions to coaches so they can go back to their cheerleading programs feeling prepared and informed – and maybe a little refreshed! Once again we will welcome JIM LORD to our conference, where he will offer his endless enthusiasm and timeless wisdom! A great list of vendors brings items for you to purchase for your squads and even yourself, and fundraising opportunities are always an option! The conference brochure will be available in February 2015. Take some time out of your busy schedule to treat YOURSELF! Join us for the 2015 ICCA Coaches' Conference and show your TRUE COLORS!

SHRINE BOWL TRYOUTS

by Salli Nichols, Shrine Bowl Director

After a successful 2014 Shrine Bowl game and half-time experience, the Shriners of Iowa are ready to begin efforts for the 2015 game. All Iowa cheer coaches receive nomination papers for cheerleaders wishing to tryout for the 60 cheerleaders squad from all over Iowa. The tryout fee is \$20 to cover the cost of the venue and the coaches.

Cheerleaders trying out may attend the tryout without a coach, however, the coach's nomination papers are important, as well as a current physical form.

Tryouts for the 2015 team will be held January 24-25 at the Za-Ga-Zip temple in Altoona. Cheerleaders who register to tryout will receive a tryout instructions via the Za-Ga-Zig Shrine Club's director, Jerry Hoffman. Any questions can be directed to: Salli Nichols at sallijanenichols@gmail.com. All registration materials will be available beginning December 15 at: <https://sites.google.com/site/shrinebowlcheerleaders2014/>

The Shrine Bowl is the largest fundraiser for the Shrine Hospitals of the United States, with funds directed to transportation and patient needs. To date, the Iowa Shrine Bowl has raised over \$2,268,000 for The Shriner's Hospitals for Children. Funds for The Shriner's Hospitals For Children are developed by ticket sales, advertising in the Shrine Bowl program, merchandise sales, contributions and sponsorships.

Iowa Shrine Bowl, Inc is an incorporated 501(c)3 fundraising organization. All profits from operations are sent to The Shriner's Hospital For Children. The principle fundraising event of Iowa Shrine Bowl, Inc is the Iowa Shrine Bowl Game.



ICCA Student Achievement Award 2014-2015

by *Kristen Morlan,*
Student Achievement Committee Chairperson

For the second year, ICCA is proud to give the Student Achievement Award to outstanding cheerleaders in each class. These award winners are chosen from nominations submitted. Each school involved with the State Championships may submit one name for consideration. Congratulations to each school and their winners.

1A - none submitted

2A

The 2A award winner is Katie Welander of South Central Calhoun High School. Katie has been a four-year football and basketball cheerleader as well as a four-year member of the golf team. She has received several awards in her sports including Twin Lakes All-Conference Golf Team member for three years, and selection as a Special Olympics cheerleader and Football Cheerleading Captain. She has also participated in many band, choir and speech activities where she earned awards such as division 1 ratings in both instrumental and vocal solo competitions, selection to large group All-State Speech. She has participated in the school musicals, including performing the lead in Oklahoma last year. She has been chosen to sing the National Anthem at the State Cheerleading Championships both last year and this year. Her leadership skills are clearly shown in her role as National Honor Society Secretary and a member of the National Council on Youth Leadership.

She has also accumulated many volunteer hours through her work with her church. She has been the Summer Bible Camp Music Leader and a member of the ELCA Synod Council Youth Representative. She has also travelled to help others through an Alaskan Mission Trip and a New Orleans Mission Trip.

Additionally she works as a lifeguard at Opportunity Living, an intermediate care facility for those with intellectual disabilities. Her coach described her as someone who “strives for perfection and puts in the effort to achieve that.” As the top-ranked student in

her graduating class, Katie looks forward to attending the University of Iowa where she will study pre-medicine.

3A

The 3A winner is Hannah Zulk of Spencer High School. She has participated on the dance team, the cheer squad, the soccer team, and the volleyball team. She is currently the co-captain of the varsity cheer and competitive cheer squads. She is also the co-captain of the dance team. She has received division 1 ratings as a dance team member, and as a soloist in the Iowa State Dance Association Solo Contest. She has also been involved in her school’s fall musicals and spring plays, large group and individual speech, choir, band, Key Club and Thespian Club. She is also a member of the National Honor Society and has been an Academic Scholar for the past three years. Awards received include All-State Large Group Speech for three years and division 1 ratings in choir, speech and band.

She volunteers for a variety of groups including the Spencer Annual Breast Cancer Awareness Walk, Special Olympics and her church youth groups. She has also been the choreographer for Spencer Community Theater. Her coach describes her as “a leader, a giver and her dedication to her ‘passions’ in life could move mountains.” Hannah plans to continue her education with plans to have a career in Physical Therapy.

4A

The 4A winner is Caitlin Pinnell of Iowa City High School. She participates in cheerleading and tennis where she has earned MVC All-Conference Academic Honors for two years, was named a UCA All American Cheerleader, and is currently co-captain of the football cheerleading squad. She is also a four-year choir member, as well as a member of the 4th Avenue Jazz Company Show Choir and the National Honor Society. She has also been a member of the Interact Club, an organization for young people ages 12-18 who want to join together to tackle issues in their community. She has also volunteered for Habitat for Humanity, the Ronald McDonald House, and vacation Bible school at her church. Additionally, she volunteered with her church group on a mission trip to Kansas City. This past summer she was nominated for the Iowa Ambassadors of Music Europe Tour where she performed in seven countries. Her coach describes her as someone who “takes whatever comes her way and turns it into a stepping stone to building her character.” While she has yet to decide on her future college, Caitlin plans to continue her education by achieving a degree in accounting.

Interested Applicants for ICCA Rep Council Needed by Jan. 1

by Traci Buck, Vice President

The ICCA Rep Council is a relatively new addition to our membership, consisting of up to two representatives from each of our six districts. The goal of having this Council in place is to gain more feedback and volunteer involvement from member coaches, and provide an introductory step toward applying for board positions if they occur.

The one year term goes from April to April, and requires attendance at two meetings: Saturday afternoon of the annual Conference and in November at Honor Squad practice.

Instead of a membership vote being tallied, Rep Council will be placed on the Slate of Officers to be approved by the General Membership at Conference in April. This process more directly aligns to the way in which other board positions are selected. Although the term is one year, if no one shows interest from a District, the current Rep Council member can choose to apply again.

For more information about Rep Council, visit our website and click on the Rep Council link.

If this opportunity appeals to you, please submit one paragraph describing why you are interested in Rep Council to ICCA Vice President Traci Buck by January 1st at tbuck@waukeeschools.org

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 winter cheerleading rules meeting will be held online 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.



Being the SUPERWOMAN COACH

by Sarah Buss, SC District Rep.

I have a full time job. I have 5 kids. I am the head coach to 2 Varsity High School sports and one Middle School program. I volunteer on 2 state wide boards, the city public art commission, and am the incoming secretary on our hospital auxiliary board. I belong to a dinner club. I have a husband, a cat, a dog and 2 fish tanks. I like to recycle junk and put it on my walls. I live on peanut M&M's and Diet Coke. SEND HELP! ☺ Yep, that's my crazy and I love it! We all have our own crazy that we deal with daily, so below I have listed some helpful tips for the over-scheduled that hopefully will help you to be more overjoyed than overworked.

- 1) Make a task list every night before bed for the next day. Get a journal, a notebook, a planner, a smart phone. Something that you can log things and make lists on. Every night, I make an A,B,C, list of what I need to do the next day. A's being priority, B's being next important and C's things I want to do but could wait. I had a former boss train us on the "Franklin Friendly Focused" method and it has stuck with me to this day. "Planning to fail is failing to plan" she would often quote. It really helps to do it every night, so when I wake up in the morning I have a plan and I am way more focused. The days I forget and do it in the morning, aren't as productive.
- 2) Letting others know the plan. I find even if everyone should "know the plan", it is helpful to send out an email at the start of the week with the schedule. List who brings treats, who drives, who you are playing, leave times, pick up times-etc. It creates the top of mind awareness needed for you, your squad and their parents and helps cut down on the emails and questions. I also do this for my husband and mother. It's a detailed list of my day with the kids and life plugged in. So my mother knows she can't call 3 times in 15 minutes to talk about Thanksgiving plans and because I didn't answer my phone she immediately thinks I've been in an automobile accident because

Superwoman...Continued on page 8

she knows my phone is always glued to me. Nope- it won't...wait let me rephrase that -it shouldn't happen because I've sent her an the email and listed that I'm having a parent meeting so I can't talk about if we should offer to bring the turkey this year. (Aren't moms just the best!? ☺)

- 3) Break it down and work backwards. When I have a big task that needs accomplished, I get out a calendar. I then break out the tasks that need done by days. Put the goal on the date, then assign the tasks backwards from the goal on each day that you need to do to accomplish the goal, spread it out and break it into small chunks. That seems to dissipate my anxiety. 'Rome wasn't built in a day', work on it day by day, brick by brick.
- 4) Say NO. I write this and chuckle. We are all coaches that do this sometimes thankless job for pennies! There are certainly days we all think, "why didn't I say NO to that?!" It is because we are "do-ers" so saying yes is common and saying no is hard. But I've learned (the hard way) that saying no is important. If we don't we dilute our efforts of our current projects. I love being involved in lots of stuff and I thrive on being busy and active. However I am well aware when I am not putting in as much time as I need to on something, I get grumpy because it doesn't turn out. It is my own fault for being too busy. Focus on quality projects instead of the quantity of projects. Acceptance is the first step to recovery right? ☺
- 5) Family is first forever and always, no matter what. I say this because the over-scheduled do crash at one point. It is family who will pick up your pieces and put you back together. Family are those who fill your bucket. The ones you go home to at night, the ones you see during the holidays, the ones who drop everything for you when you need it, they are second mothers to your kids, they are sisters, friends, mothers, fathers, pastors, counselors. They are whatever you need. Value those people and don't forget to fit them in. They often suffer the most during a season, but they love you regardless if you moved Susie in the formation or forgot the CD for practice on your kitchen table. When I was younger I used to throw myself in jobs, family was second and I thought they would

understand that I was missing important events because I "had to work." They did understand. However, I realized later in life that I was working with kids who were working hard to support their school, but they were also working hard because they wanted to see their parents in the stands and make them proud. LIGHTBULB. I needed to trust my teams would understand and let my assistants take a practice here and there, or cancel a practice if needed to make sure I was there for my own team at home and my friend fighting cancer, etc. It wasn't easy letting go, but I knew I was on the right track when a few years back at the end of the year banquet. The seniors speeches didn't say thanks for being there on that random Thursday for practice and making us do jump lines. They said they respected me for not only being a good coach, but a good FRIEND, WIFE and MOTHER. My bucket was overflowing as were the tears. I realized at that moment that I was teaching them not only about toe touches. I was teaching them that family is important and that's a life lesson I will hope they will carry with them forever and always no matter what!!!!

- 6) My final tip: Allow yourself some GRACE. Because even though I have listed the above helpful hints on how to be SUPERWOMAN while having a busy life, I stumble just like the rest of you. Exhibit A) I am turning in this article to Jeanne VERY LATE! ☺ I'm human, you're human. The sun will come up tomorrow.

Cheerfully tardy!

Nominate an
Outstanding Coach as
Coach of the Year.
Go to the ICCA
website for more
information! Hurry!
Applications are due
in December.

COACHING EDUCATION

DON'T HESITATE TO GIVE YOURSELF SOME MORE COACHING EDUCATION. THE NATIONAL FEDERATION WEBSITE WILL LEAD YOU TO GREAT CLASSES TO HELP YOU AS A COACH. CLICK ON "SPIRIT" FOR EDUCATIONAL LINKS AND COURSES.

WINTER CONDITIONING

by Betty Lou Jones, All-Star Director

Winter is a great time to start a conditioning program with your cheerleaders. It will break up the routine of cheer practices and can make it fun. I find that during the fall so many things take up time like Homecoming, Championships, and learning cheers for the games that we sometimes need a break. Once you have gone over the basketball cheers and game plans why don't you see if a conditioning program would give them a fun break, plus getting the cheerleaders in to better shape.

There are many conditioning programs you can use. Check with other schools and their cheer coaches if you do not feel qualified. They might develop a weight program for your cheerleaders, or you could develop an aerobic workout plan and get a DVD to use at practice a couple of times a week. Have the cheerleaders bring their favorite music and have them come up with a workout. Tell them what part of their body you would like to focus on and see what they could do.

Another idea is to start a "reality cheer program" and have rewards at the end of so many weeks. Have the cheerleaders set their own goals. Maybe some want to lose a couple of inches around their mid-section or others would like to work on their "6" pack abs. Whatever it is, set a reward so they have something at the end that would be a fun to work towards.

Keep your cheerleading goals in mind as you set up your program with the long term goal being to improve your cheer program.

Celebrating the Holiday Season with Your Cheerleaders

by Sherrie Moritz, At Large Representative

HAPPY HOLIDAYS! HAPPY HOLIDAYS! All the cheerleaders keep cheering, HAPPY HOLIDAYS TO YOU!

December is fast approaching and soon the holidays will be among us. We start December off by making a large holiday poster for the wrestling squad. When the poster is completed we hang it in the hall for all to enjoy. Then I make holiday locker signs for the cheerleaders. It seems to fill the school halls with holiday spirit.

During the month of December, our town has a lighted parade. It is held on a Saturday night. All the floats are lit up and people sing Christmas carols. The girls get a float together, dress up like elves and participate in the holiday lighted parade. It is COLD but it is a good time.

Each cheerleader makes a dozen bars or cookies and we deliver the goodies to people around the school system that show us support throughout the year. It can be anyone from the janitor, athletic director, principal, secretary, to the guy at the bus barn who always makes sure we have a vehicle to drive. We attach a simple note that says, "Thanks for all you do for us."

On the last school day before the holiday break, the cheerleaders wear ugly Christmas sweaters to school. That same day, when school is dismissed, we meet at our local nursing home where we perform a short routine. After we perform, we visit with the residents and paint the nails of those who want them painted. It is priceless to see the smiles on the resident's faces. When we are done we load up and head to my home for our Christmas party.

I have a lot of goodies, pizza, and a drink for the girls waiting for them. During one of our practices in December the cheerleaders draw names for a gift exchange. They set a limit of \$15 to \$20 dollars to spend on a gift. When the girls are done eating, we head to the Christmas tree for the gift exchange. The girls leave off the name so they have to guess who the gift is from. The party wraps up and the girls head out to spend time with their loved ones.

HAPPY HOLIDAYS! HAPPY HOLIDAYS!
All the cheerleaders keep cheering, HAPPY
HOLIDAYS TO YOU!



GUIDING MULTIPLE CHEER SQUADS...

by Patti Davis, NE District Representative



Running an effective practice is extremely important to any successful cheerleading program. Coaches must always stay organized and focused to ensure that you are facilitating a productive practice for the squads. When directing more than one squad at a time, it can be daunting.

At our practice, we have had junior high, junior varsity, and varsity football cheerleaders all together, at the same time, in the same space. During winter sports, it may be up to six separate squads practicing together. Gyms are a hot commodity in most schools, so when the need to practice together in order to have a gym, you make that option work.

First, become acquainted with your squads. As you begin your season, work to understand the team dynamic and individual personalities. Utilize that knowledge to have additional coaching “teachers.” The more skilled and confident cheerleaders can be excellent role models for those with less experience.

Cheerleaders will thrive with a schedule. Create a practice schedule to incorporate these role models. Encourage “teaching or modeling” by assigning cheer buddies. The older or more experienced cheerleaders pair up with younger less experienced. Have them model warm up/cardio techniques. Use them when teaching arm motion technique, spirit, or jump technique. Teach your school song or chants used often, as a unit. Then break into squads to continue perfecting.

Younger cheerleaders enjoy the time, encouragement and rapport being built with the older cheerleaders. We have also used this modeling technique when discussing rules from jewelry to proper stunting.

Of course, there will be times during your practice you must separate the squads. Consider incorporating an end of practice activity like a cheer off, a jump-a-thon, or team building games. These are fun and engaging options, after end of practice announcements, to leave practice on a “fun and positive” note.



Multiple Squads...Continued on page 11

Improving Motion Technique and Jumps Throughout the Winter Season

By Kelly Trinkle,

Representative Council Member, NE District

During the competition season, your cheerleaders’ jumps and motion technique seem to be at their peak. It is important to keep your cheerleaders in shape when the competition season ends and the winter season begins. There are several ways we go about this during the winter season to keep their jumps and motions just as sharp as they were during competition. We hope these ideas and exercises help out your squad as well!

One thing we like to do during practice combines conditioning and jump/motion technique. We call it Jump Line. During Jump Line the cheerleaders split up into three single file lines and jump three at a time to fast paced music. The ones who are not jumping are to be moving or dancing around in place. The point is to keep everyone moving and not just standing around. We do a variety of jumps starting from just a single toe touch to a sequence of triple jumps. The more variety the better! It’s also a great time for the coaches to see and critique their jumps. Jump Line can be used with motions as well. Have your cheerleaders learn a motion technique drill and hit motions to every count of the music that is playing. Make sure to emphasize to them that they should try to “hit” their motions as hard and fast as possible without looking sloppy.

We also have a Cheer-Dance Performance Team that performs a new dance and a cheer with stunts at half time of all of our home basketball games. This not only improves jumps and motions, but also helps with our overall experience, endurance and performance qualities! They not only have to learn the dances quickly, we also clean the motions to each dance and cheer! It can be challenging, but it is also really fun, and has improved our jumps, motions, stunting and performing overall!



**All-Star try-out
video submission
date is January 15.**

Coaching multiple squads per season can be challenging. Keep an open mind to creative practice scheduling, when incorporating multiple teams, with vast differences. You may find, that even the experienced cheerleaders will be learning...about responsibility, compassion and sometimes how they are perceived. It's a learning lesson, that can be quite humbling, in the world of cheer, for us all!



EDITOR'S NOTE:

The following are a series of articles by Donna McKay, ICCA's Rules Interpretation Director. Please review to make sure your squad is in compliance. These rule reminders apply directly to wrestling cheerleaders and basketball cheerleaders.

Get the Rules Right!

by Donna McKay, Rules Interpretation Director

No Tosses on Gym Floors

Coaches are reminded that National Federation Spirit Rule 2-7-2a states: "Basket tosses, elevator tosses and similar multi-base tosses are legal provided all the following conditions are met: The toss is executed only on grass (real or artificial), a mat or a rubberized track."

Mats may not be pulled onto the floor during timeouts for tosses. Mats may be used during pre-game (if the court is free of players) or during half time. During the game, cheerleaders need to spend their energies trying to increase crowd involvement, not performing tosses.

Also, according to Rule 2-10-6: "Airborne twisting tumbling skills are permitted only on grass (real or artificial), a mat or a rubberized track, with the exception of round-offs and aerial cartwheels." This rule affects what tumbling skills may be performed on gym floors.

Wrestling Pillows and Items Mat-side

Wrestling pillows may not have pockets on them. Cheerleaders are using the pockets for their cell phones. No items other than pillows without pockets may be mat-side. Cheerleaders may not have cameras, phones, pins, etc. with them while they're cheering. Coaches need to be aware that some cheerleaders are

Rules...Continued on page 12

COACHES VS. CANCER/PINK OUT NIGHT CHEERLEADING UNIFORMS

by Donna McKay, Executive Director

The ICCA allows a special modification of the uniform rules for Coaches vs. Cancer/Pink Out Nights similar to IHSA and IGHSAU 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

State Rules Pertaining to Number of Cheerleaders

The following rules for cheerleaders are in effect at post-season/playoff events. During the season, the number of high school cheerleaders at an event may be higher IF space is available, and IF the school and/or conference allow it. For practical purposes, it is usually a good idea to have the same number of cheerleaders throughout the season as the number allowed at play-offs. This way coaches won't have to decide which cheerleader(s) sit out during a playoff game/meet.

Cheerleaders at both boys and girls events may use signs (to lead cheers), poms, and megaphones. Fans may not have signs in the crowd or poms with sticks for handles. No one may have artificial noisemakers and laser pens. This includes items that clap together to make noise and synchronized ringing of cell phones.

Number of Cheerleaders...Continued on page 12

BOYS' BASKETBALL

Six cheerleaders plus a mascot (all in uniform) may cheer at boys' basketball sectionals, districts, regionals, and state. These cheerleaders must cheer the entire game/meet without substitutions.

BOYS' BASKETBALL

WRESTLING

Six cheerleaders (all in uniform) may cheer at wrestling sectionals, districts, regionals, and state. No mascots are allowed. These cheerleaders must cheer the entire meet without substitutions. Cheerleaders must not have pins on their uniforms, on the side of the mat, or on pillows. Cheerleaders should also be conscious of space limitations when bringing pillows to the side of the mat (especially at tournaments). No pillow are allowed at the state meet.

GIRLS' BASKETBALL

Six cheerleaders (all in uniform), which includes the mascot, may cheer at girls' basketball sectionals, districts, regionals, and state. These cheerleaders must cheer the entire game/meet without substitutions.

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ICCA/IBCA ALL-STAR CHEER SQUAD

by Betty Lou Jones, All Star Director

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 28, 2015, at the Dallas Center-Grimes High School in Grimes, Iowa.

The cheer squad will perform at half times of the boys and girls All-Star semifinal and final games on that Saturday. Cheerleaders are chosen by a video try-out process. All cheerleaders that are chosen are required to also attend a practice on March 27, 2015, starting at noon, which is also held in Grimes.

Cheerleaders, whose coach is a member of the ICCA, and are in 10th to 12th grade may submit a try-out video. All information about the try-outs is on the ICCA website: www.iowacheercoaches.org.

There is a \$60 fee which is payable if a cheerleader makes the squad. This covers a uniform, their room on Friday night, dinner on Friday night, and breakfast and lunch on Saturday. Every year the cheerleaders have fun performing and meeting some new friends.

What are you waiting for? Make a video of your outstanding cheerleaders today and send it in by January 15, 2015, to Betty Lou Jones, 307 5th Street N., Box 249, Swea City, IA 50590.



Medical Appliances

by Donna McKay, Rules Interpretation Director

Please be sure to follow National Federation Rule 2-3-1 covering medical appliances. Cheerleaders may have a medical-alert medal visible, but it must be taped; the chain must be removed and the medal is taped to the skin under the uniform. Cheerleaders may not have bracelet/watch type items on the wrist unless they are secured. This can be done by covering the item with pre-wrap and securing the pre-wrap with tape. Many times a medical-alert bracelet is removed and placed in an outside pocket of the cheerleader's bag, so it can be retrieved quickly by other team members for medical personnel.

This is the NFHS Statement on Medical Appliances: When it is necessary for an athlete to wear a medical appliance (such as an insulin pump) during athletic competitions, the device shall be padded and securely attached to the player's body underneath the uniform. Devices attached to the head (such as hearing aids and cochlear implants) do not need to be padded, but shall be firmly secured to the body. No medical appliance should pose a risk of injury to others. It is recommended that the athlete notify the official of the presence of the medical appliance prior to a contest.



Celebrating Your Season

by Angie Trowbridge, Rep. Council Member, SW District

It might happen like this: you have that first practice, put on the first pep rally, cheer that first game. You blink, and suddenly the office is asking you for the names of your letter winners. Where did that time go? If you know this all too well, pat yourself on the back – well-planned seasons often FLY!

Whether or not you're blessed with co-coaches who take the winter season for you, it's worth it to celebrate your season! Here in Shenandoah, community groups sponsor catered banquets for the sports held during the school year and include the cheerleaders. Other, smaller schools might hold one for all sports in a season. In other places, teams hold pot-lucks! No matter how you do so, celebrate that season somehow! You and your athletes have put in countless hours on many different things from munchkin cheer camps and community projects to pep rallies and competitions, and it's a great feeling to take the time to look back on what you've done and how far you've all come.

From the "What-Did-I-Get-Myself-Into?" Newbie to the "Young-Yet-Old-Hat" Veteran, here are some things to consider.

- Talk to your team if you don't have a pre-planned banquet. Can your account afford ordering pizza or something simple for the group, or are they interested in doing a pot luck? Take advantage of the awesome think tank you have, and delegate – every group has a party planner or few, and this is right up their alley!
- Remember to review your letter winner policy, especially if you know someone might not get one. Share this list with the AD/AD secretary. Print off participation and award certificates, and make sure they're signed.
- Talk to your AD/AD secretary. What's open on the calendar? Have them pencil you in.
- Work with your team on your Points of Pride. Some teams also choose to do awards that range from Most Valuable Flyer to something

on the goofy side, like “Best Funny Quote.” Every year on the last practice day, I have my team fill out information on each of their teammates – “I’m glad I got to cheer with you because...” “I’m proud of you for...” “My hopes for your next year are...” and “If I were to give you any award, it would be for...” I use this information to form my speech!

If your school or team isn’t quite to a formal banquet yet, no worries! One of the best things I ever did was throw a birthday party for my entire squad. I set the practice time a little later (actually, I claimed I was running late and made them wait in the cafeteria!) and decorated my room with spinners, streamers, balloons, the works! I finally let them in to a decorated table with cupcakes, ice cream, and punch; after we all sang “Happy Birthday Cheerleaders,” we had fun playing goofy party games. I had one cheerleader tell me, “That was the first birthday party anyone’s ever thrown for me”...I still reach for the Kleenex every time I think about it!

No matter how you celebrate your season, the point is that you celebrate – you’ve all earned it.

CHEER COACH AS AN ATHLETIC COACH

by Donna McKay, Executive Director

The ICCA considers cheerleaders to be athletes (not performers) and cheer coaches are considered athletic coaches. Cheer coaches are expected to conduct themselves as other coaches do in their programs (both cheerleaders and coaches dressed out for athletic practices, coaches have a written practice plan, etc.).

The head coach is in charge of the entire program (like other athletic programs). This might mean that the head fall and head winter coaches need to work together to be consistent. All rules must be followed at all times including practices. Cheerleaders should not be found in violation of the National Federation and/or the ICCA/IHSAA rules at any events if coaches are doing their job making sure that the rules are followed all the time. The most frequent rule violations are hair not being secured up and away from the face, bows in the face, jewelry (including spacers in piercings and hair ties on wrists), gum or candy in the mouth, and long nails (nails are not to

WINTER PEP RALLIES

by Salli Nichols, Shrine Bowl Director

Winter seasons bring with them the chance to keep a student body excited about the sports’ seasons and a chance to actively support the school and get involved. Winning or losing, a student body can become a great part of the game atmosphere if there is a reason to attend -- and the reason is FUN!

Getting students fired up during the winter season may seem difficult, but it can be done with some enthusiastic and creative pep rallies as the driving force.

Think WINTER! That means many things and many ideas to let students have fun.

- Have a **gingerbread building competition**. (Use graham crackers, white frosting, and M&Ms.
- Let students “**frost the heads**” of all of the bald teachers (those willing). Decorate them!
- Have your own version of the **Class Iditarod**; let students attempt to make their fastest version of a sled (pulled by other students) using only certain materials like rope, garbage bags, scooters used in P.E. class, white roll paper, etc. Ask students to attend the game and “bark” every time they are cheering! A howl or two would really get the crowd going!
- Use the “**Frozen**” craze to create your own “Frozen” themed pep rally. “Freeze the ____s” and then ask students to wear the favorite cold weather hats to the game. Use the movie’s music throughout the pep rally. Develop as many “ice” competitions as possible -- sitting on ice cubes, holding an ice cube, melting ice cubes with hair dryers, throwing ice cubes back and forth until they melt...the sky is the limit. Simply have fun with the FROZEN theme.
- Think **winter vacation**! A Hawaiian theme is always nice. There are competitions galore, with hulas included, that can be staged. Throwing hula hoops over obstacles, simply hula hooping to some great Hawaiian music, using hula hoops as targets

be seen when looking at the palm side of the hand). If each coach would insist the above four rules are always followed (including wrestling cheerleaders), few violations would exist.

National Federation Spirit Rule 2-1-1 states: "A coach must not permit a team member to participate if in the judgment of the coach, the participant does not conform to the NFHS rules." Coaches may make rules more strict for their schools, but they can't make them more lenient. If coaches have their own rules concerning hair (e.g., must be in a bun, must be in a braid), ribbons (e.g., only wear school colors), nail polish (e.g., no polish can be worn), coaches need to let the cheerleaders know that these are their own rules for their school's cheerleaders. Please don't tell cheerleaders they're state rules when that's not true. If Board members are asked, they will tell the truth about the rules which might reflect on a coach in an unfavorable way.



Winter Pep Rallies...Continued from page 14

for throwing objects, jumping or crawling through hula hoops, etc. This theme is great for a game, as spectators are asked to wear Hawaiian gear or even floral head pieces. This can be done with a Disney theme as well. A Ninja Turtle theme might be nice! Try "Surfin' Safari" with some long board or scooter board contests. Eating a few gold fish crackers would be a good competition the first to eat 10 fish, one at a time wins!

- **Ships Ahoy Matey!** Everyone loves a good pirate and a loud "AAARGH." What better place than at a pep rally. Games could include walking the plank where a two X four is placed on the top of two solid surfaces and contestants walk the plank, a sword throwing contest where swim noodles are tossed through hula hoops, a parrot squawking contest to see who sounds most like a parrot. To the game, of course, cheerleaders can quickly make a bounty of eye patches from felt and string. A crowd of pirates is sure to threaten the opponents!

It's winter -- it's cold - and it's the longest sports' season of a school year. It deserves a little more effort and A LOT of fun activities. Do your best to work harder during the winter to keep students involved and having so much fun that they don't have time to become apathetic. It's worth the effort.

When Things Get **TENSE**

by Angie Trowbridge, Rep Council SW District

We all have been there. While the route may differ, every group of people encounters a rough patch. Marathon runners call it "the wall;" if you've listened to a Jen Uselton session at conference, she calls it the "Storming" stage. No matter what you call it, or when it happens, this potentially horrible stage is every bit a normal part of your season as anything else!

So how do you keep a regular bump in the road a speed bump instead of a road block? Here are some things that might help.

Plan ahead. Knowing it's coming is a big part of the challenge. Look back on previous seasons, and identify times when things have gotten particularly stressful. For us, it's usually around Homecoming and Junior Cheer Camp. Be prepared to adjust your practice schedules to foresee upcoming problems, whether that be changing the length or content of practice. Tell your team at the beginning that a part of the season will be that rough patch, and that it is up to all of you to determine how long it will last. As that time approaches, make doubly sure you're vocal in your positive criticism and appreciation for everything they do.

Face the elephant in the room. You'll know when that tough time of the season comes around. For us this season, it's been the last couple weeks; we had to pull a stunt routine from a pep rally, deal with boy issues, adjust for benched team members due to grades and injuries, juggle more demanding outside schedules, and say goodbye to a fellow student. Did I mention that it's Homecoming Week, and Junior Cheer Camp is next week with Senior Night?

When your team gets stormy, address it! Troubles only compound when ignored. It is OK to tell your team that you've noticed; kids often are so "me-centric" that they don't realize how they come off to others (Don't we get that way too, sometimes?). More than anything, they need to know that what they're feeling is a normal part of the group's development and that everyone will get past it.

Be the port in the storm. Reflect upon what's going on for you at that time as well. If

you've read the newsletter for more than this issue, a recurring theme is to take time for yourself and family. Most often, that is the most important thing that gets the least priority. Give yourself a little, and you'll be in a good place to deal with the challenges facing your team.

Another thing to consider is how you talk about certain things. Are you bringing some negativity with you? I'll confess that there are particular things about Homecoming Week that I'd rather do away with (painting/cleaning windows on a Sunday), and Cheer Camp confirms yearly why I chose to teach high school. While I'm a believer in allowing my girls to see that I'm human, I've discovered in the long run that it's best to keep some things "under my hat".

Are your cheerleaders overwhelmed with too many little cheer details? I'm lucky enough to have a group large enough and responsible enough to take on pretty much anything I throw at them. The other side of that, though, is that often they're too afraid to admit when they're reached their limit. After all, it's hard for us adults to learn to say no, too! Take a few things back or scale things down, just for a little bit. Post a positive or funny note for them in your favorite means of mass communication (Facebook group, Remind101 text, Twitter, or the classic bulletin board or whiteboard) about the silver linings that have come out of the storm clouds you've faced so far. Even if doing this helps only you – that helps the squad, too.

Fry the beef and move on. Occasionally, things get bad enough that practicing material will make it worse, and stunting with angry girls can promise injury. At those times, I call a "powwow" and we simply sit in a circle and talk. I remind them that they all are still on the same team – what and how they say needs to be for the sake of solving problems for the team – and that the point isn't to make anyone feel attacked. Part of adolescent development is the fact that they feel their problems are unique, but troubles sure feel less when you discover other people are in the same boat! Even a small powwow session can do wonders for a group's collective mood. Follow it up with a completely ridiculous game that has nothing to do with cheerleading per se...it's hard to stay mad when you're laughing!

al quote and all the powwows in the world just can't get you through the tough points. Maybe most of the drama is centered around one girl/guy. In that case, address it quickly, privately, and compassionately – yet firmly. One of my co-coaches addresses girl drama head-on by pulling the girls aside and saying, "You obviously have a beef with each other, and you'd better fry that beef up and move on!" Those girls know that they'd better hash out their differences if they wish to continue with the season, and Coach (and administrator as necessary) is there as a mediator to help them get through.

No matter the personality of coach or cheerleader a rough patch while getting used to each other does happen, but it doesn't have to be the end of it. Like the silver lining of a storm cloud, the best team bonding happens after having made it through the storm together. Breathe, Coach...this too shall pass.



Cheerleaders' Job = To Lead the Crowd NOT Perform

by Donna McKay, Executive Director

DO

- Have a list of crowd involvement chants available
- Immediately go out in front of their fans (during full timeouts)
- Be enthusiastic when running on and off the court
- Spread out and cover the crowd
- Begin chants immediately after the time out is called (even while running onto the court)
- Lead easy, answer back type chants
- Use signs
- Use strong, confident voices – expect fans to yell with you
- Make eye contact with fans
- Use big motions to attract crowd's attention
- Perform chants more than three times – it takes time for the crowd to "get" it
- Repeat chants that are crowd favorites
- Use the entire timeout (perform two crowd involvement chants that go together to fill the time)
- Practice these ideas during cheer practices

DON'T

- Just build stunts (and wave at the crowd)
- Just execute tumbling passes
- Perform wordy cheers
- Stand talking to each other (or to others from the crowd)
- Stand silently and not do anything
- Perform tosses on the gym floor

CHALLENGE GOAL: Get GREAT CHEERING during games!



Old Man Winter

by Sandy Norby,
Special Olympics Director

With winter sports beginning, we all know “Old Man Winter” will be upon us. With “Old Man Winter” arriving it brings with it cold temperatures, snow, ice, wind, postponements and cancellations. This could be a cheer coaches’ nightmare if she/he were not prepared. So before the winter sports season gets under way, have a plan!

There are many ways in which to notify your squad members. Most teens have cell phones, Twitter, Facebook and if all else fails, there is word of mouth. But whichever way you choose to notify your team, have that plan in order.

Have a calling tree set up. The first person you notify have them call the person whose name is after theirs. When the last person is notified, have them call the coach. That way the coach knows everyone has been told. Another plan might be, if there is a cancellation or postponement, then there will be a short meeting right after school to touch base with them and to go over anything that might need attention. How about setting up a mass email or text and send the information out to everyone at the same time. You can also remind the squad to listen to the announcements if the weather is looking questionable. But whatever way you chose to notify the squad, just have a plan that works for you and make sure everyone understands it.

One final thing, don’t be afraid to include parents in on the emails, text list, Facebook, Twitter, etc. They need to know, too, so the communication goes full circle. There are some apps out there to assist as well.

Have a safe winter sports season!

How to Get and Keep Male Cheerleaders

by Erin Taylor, *Linn-Mar High School,
Rep. Council Member*

Getting male cheerleaders has been a struggle for our school. After being co-ed for the last five years I have learned a few things about getting males to tryout for cheerleading and, more importantly, I have learned how to keep males interested in cheerleading.

To generate interest amongst males, we have hosted a “no obligation male stunt clinic” right before our tryout applications are due. We allow any male to come to the gym and stunt with current cheerleaders. I have encouraged every sophomore and junior cheerleader to bring one male to our stunt clinic to generate interest and bring boys through the gym doors.

Another way to get males into the gym is to do a one-time guy-girl routine for a pep assembly or half-time. The boys agree to come because there is little commitment and it is fun and different. Once you get the boys in the gym, you can usually find a couple males that really enjoy stunting and will at least consider trying out.

After you actually get a male to tryout, your job isn’t done. Keeping them enjoying cheerleading is how you are going to build your co-ed program. My first advice seems obvious - don’t treat the males like the girls. We don’t make our males dance or do any swinging cheer motions. Keep them feeling as manly as possible. This also means that you should not make them wear the same camp clothes as your girls.

Additionally, boys want to show other boys how strong/good they are. Make sure that you give your males a stunt that makes them proud of their accomplishments in every game and every competition routine.

My final advice is, in my experience, the best thing that you can do for any males on your squad, and that is to find them a male cheerleading mentor. Find a male college cheerleader or coach that can take them under their wing and show them coed stunts, share stories with them, and just give them advice on being male in a prominently female sport. This has been particularly useful for my males as we have had years with only one male cheerleader. The camaraderie

Male Cheerleaders...Continued on page 18

of another male cheerleader is crucial to keeping them motivated and focused.

Being a coed squad is wonderful and it opens many doors in stunting. Even if you have tried to recruit males in the past with no luck, keep trying – it is worth the extra work!



STAYING HEALTHY DURING THE WINTER CHEER SEASON

by Cindy Pangburn, Representative At Large

Many of you have made it through homecoming week, football season, and competition season, whew! Pat yourself on the back for all you have accomplished in the last few months. For you new coaches take a deep breath and remember it does get easier! Now is the time to get ready as we head into winter cheer season, which means basketball games, wrestling meets, pep assemblies, snow days, and sick cheerleaders.

As a coach we are pulled in many different directions on a daily basis. Some of you have less demands and only coach cheerleaders in one sport; either basketball or wrestling, but many of you, like myself, coach cheerleaders in both basketball and wrestling. We literally cannot be at every meet or game so we do the best we can on a daily basis.

As a coach we spend many hours each and every day taking care of others including our students, cheerleaders, families and we often neglect taking care of ourselves. During the winter season there are many demands on you as a coach and you feel pulled in so many different directions it is easy to let taking care of ourselves fall to the wayside.

It may be easy to grab another walking taco at a basketball game or wrestling meet, but to stay healthy we need to as coaches make better choices about what we eat so we can stay healthy

STAYING HEALTHY AS A COACH

by Paula Kirkpatrick, Representative at Large

Winter cheerleading is a long season. The days are short and the nights of basketball are long. When I leave for morning practice, it is dark. There are few nights when there is no game or other cheer activity. It can be easy, on those nights, to just go home and crawl under a blanket. But I have found, for my own health, that I need to go home, change clothes and go exercise.

I belong to a local gym and also a group who does Zumba twice a week. These two things really make me feel better. If I have a home basketball game, I have time to go to the gym and workout before I need to be at the game. If it is an away game, I don't, so I will usually stay at school and walk. It really is important for my health and my mental well-being. I encourage all coaches to take time for themselves and for their health.

Middle School Cheerleading Rules

by Donna McKay, Rules Interpret Director

The National Federation of State High School Associations provides rule books for all high school level sports while AACCA covers all levels of cheerleading. AACCA is recognized as an expert in cheer safety just like the National Federation. Iowa cheerleaders are required to follow the National Federation rules; the National Federation and AACCA have almost identical rules for high school cheerleaders. However, AACCA rules for middle/junior high school cheerleaders prohibit all tosses. Since this rule is specific to middle/junior high cheerleading, Iowa cheerleaders at this level must follow the no toss rule.

**Shrine Bowl tryouts are in
January. Registration materials
available December 15.**

and that means being a little more organized. With just a bit more planning you can bring healthy foods to eat at or on the way to your cheer event. It means you will have to start by planning ahead at the grocery store, buying things like fresh fruit, string cheese, baked crackers, and yogurt and make a sandwich at home to take with.

Did you know in the winter, with fewer sunny hours your stored serotonin, the feel good brain chemical, starts to decline and your cravings for carbohydrate-loaded comfort foods are your body's cries for more serotonin, so be careful when choosing carbohydrates to boost serotonin.

Did you know that the probiotics in yogurt helps restore the healthy bacteria in our bodies, which helps protect us from infections? Also, studies have found those probiotics in yogurt may shorten your cold by almost two days! So yogurt is a great choice to stay healthy. With a busy schedule of cheer events try to avoid skipping meals and eat on a regular schedule.

Overeating tends to be more of a problem in the winter months, which can affect the immune system. Also research has shown a very low calorie or a very high calorie diet can decrease our immune function and the best defense against illness is a healthy immune system!

Sleep is also something most of us don't get enough of. Being at basketball games and wrestling meets numerous nights a week doesn't allow us to always get as much sleep as we should. So, again that means planning ahead on the evenings when you don't have a cheer event to attend and getting to bed earlier so you can get enough rest and stay healthy!

Winter season can be long and stressful, although I hope you each of you find the positives of winter season from the fun of watching your teams, to new squads of cheerleaders learning and perfecting their skills as well as develop new friendships. Set a great example for your cheerleaders by getting enough rest and eating healthy during the winter season, but most of all remember to have fun!



FREE FALL CLINIC ATTENDANCE

ICCA Free Clinics were held all over Iowa in August. Here is a report on the attendance of cheerleaders and coaches at each. Remember your team can attend any clinic at any location.

District	Location	Cheerleaders	Coaches
NW	Storm Lake	85	13
NE	Manchester	16	8
NC	Mason City	91	10
SE	C.C.-Amana	70	15
SC	Ames	55	6
SW	Shenandoah	40	9

A Cheerleading Poem

by Carli Major, Woodward Granger High School

Roses are red
My mat is blue
I do cheerleading
What do you do?

I see a little girl in the stands
She's looking at me
I'm doing the best I can
And being the best I can be.

I hear the band play
I'm dancing my life away.

You feel the intensity in the air
It shows that some people really care.

I smell the blood, sweat, and tears
But show no fear.

My motions are sharper than a tack
So live with that.

I taste the hairspray in my mouth
but big hair counts.

Its a place I go to make mistakes
And that's okay.

Roses are red
My mat is blue
What is it you say you do?



Ask Jeanne

Dear Jeanne:

We just got back from the State Championships and had a deduction. How do I make sure we don't get any deductions next year?

Wishing for Better Scores

Dear Wishing:

Wouldn't it be exciting if rules weren't necessary? Each rule (whether ICCA or National Federation) is there for a reason. No one wants deductions and almost always, they are avoidable. The easiest solution is to read the information in each mailing and then do as it says. Successful coaches talk through situations with their teams so all are prepared for any situation. So discuss even simple situations (like stepping off the mat or throwing signs) before the big day arrives so all are aware of what they can and cannot do.

Here are some examples of mistakes that cost points this year when the violation could have been avoided. I call them coaching errors.

Example One: Safety check. Honestly, if you are doing this correctly at practice, it is nothing but routine for the squad. Passing a safety check should be the same at practice as it is at the Championships. Don't tolerate a hair tie on the wrist (the #1 violation at safety check this year). If it is at practice, a game, or performance; never accept any jewelry which includes hair ties. Never accept gum. Never accept long nails. Never means never. My guess is those cheerleaders with the hair tie on the wrist at State, probably wear them quite often, and is rarely checked for it. Be the coach and start doing safety checks at practice. When you think they have the pattern, do surprise checks. Make the penalty one that stings for those who have a violation (be it jewelry, nails, hair, etc.). Sometimes the penalty has to "hit home" to get the cheerleader to change and follow the rules. Maybe it is running for the entire team so they remind each other, or maybe it is sitting out part of a game or match.

Talk to your cheerleaders about being extra safe on State Championship day. Cut those nails so there is no question if they are legal. Discuss hair before arrival, and finally, do a safety check BEFORE going in for the official one. Just follow the rules.

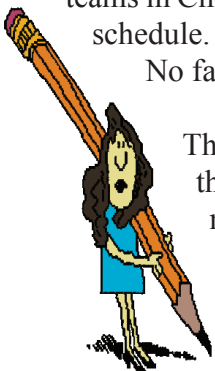
Example Two: ICCA has a time limit with music and length. There is no reason to go over time and get a penalty. Make sure the music is under the 90 second limit and the rest within the total timelines. If you hire a choreographer, insist that the music is 86 or 87 seconds instead of the 90 limit. Why take the risk on that time? If the cheer is long, cut some or speed it up, but get within the time. It is quite simple really.

Example Three: If the twist dismount doesn't make it all the way around consistently, take it out. There is no reason to believe that it will happen for the first time on Championship day when it hasn't hit at practice.

Example Four: Delay of performance. Read what we'd like your squad to do. In your mind a minute to take the mat isn't much, but let's multiply it if every squad would take an extra minute to take the mat. There were 77 teams in Cheer Dance. If each team took an extra minute to get on the mat, that is 77 minutes of getting behind schedule. When the ICCA official tells your team to take the mat, get your team on the mat and set quickly.

No fancy entrances are necessary. Again, just read and do what it says.

The **GREAT NEWS:** The majority of teams had NO deductions this year! Coaches are doing all of these things! That is something to celebrate! How awesome would it be if there were no penalties next year! It is a goal! Let's go for it! Every coach can do it! After all...




I'm always cheering for ya!

Jeanne Ehr


COACHES' & CHEERLEADERS' CHALLENGE


INCREASE CROWD INVOLVEMENT BY BEING CHEER LEADERS

As a goal for this winter season, we would like to challenge coaches and cheerleaders to increase crowd involvement during games at their schools.


 Practice appropriate time out cheering at practices – answer backs and other crowd involvement chants that last the entire time out.


 Practice using signs, and then use them at the games.


 Teach answer back chants and use signs at pep rallies.


 Work with administration to promote positive sportsmanship and the elimination of negative cheers (begin sharing expectations at pep rallies).

 Spread out and cover the crowd.

 Lead crowd involvement chants during ALL time outs. Chants can be led from the sidelines.

 DO NOT just perform or stand on the sidelines.

 Join in with the crowd when they begin positive chants.

 Have a special crowd involvement chant (to which the crowd usually responds) ready when others begin negative chants.

ICCA Board Meeting Minutes

The September 28, 2014 ICCA board meeting was called to order at 9:31 by President DeBaun. The meeting was held at the Comfort Inn in Story City, IA. Members present were Mindy DeBaun, Salli Nicholas, Patti Davis, Kristen Morlan, Donna McKay, Melissa Hatfield, Jenny Crawford, Sarah Buss, Cindy Pangburn, Sherrie Moritz, Betty Lou Jones, Cindy Pangburn, Jeanne Ehn, Traci Buck, JoEllen Wesselmann and Sandy Norby.

Minutes:

Kenna made a motion to approve the minutes from the June meeting. Seconded by Jeanne Ehn. Motion carried.

Membership: 290 schools and 446 coaches

Financial Report:

Checking: \$5,554.97

Savings: \$15,402.30

CD \$16,568.38 reinvested will mature on Oct. 12, 2017.

Our invested balance is \$15,458.00.

Co-Directors Report:

Discussion centered around State Competition. The board is excited for the event.

There are 144 schools that registered for the event for a total of 1814 kids. The event will take place in the Varied Industries building and the Jacobson Center. The Walnut building will not be used this year. The judges will be positioned closer to the mats this year.

Many schools continue to attend ICCA events. This year 289 kids registered for All State and 264 kids registered for Honor Squad. Thanks to all the coaches that take the time to get the kids involved and to all of the events.

Planning is underway for the ICCA Spring Conference in Des Moines. Watch for details and sign up. This is a great way to meet other coaches and learn new things.

A total of 505 coaches completed the on line rules meetings this Fall. If you have not watched the rules meetings yet you will get another chance. Email blasts will happen as soon as it goes live again.

ICCA gave out \$7100 in scholarships this past year. \$2000 of that was paid by Ken Krogman.

Mark your calendars: Shrine Bowl tryouts will be held on January 24 and 25. Watch for more details.

The Special Olympics will be held in Ames on May 21. There will be more information on this event in the near future.

ICCA held a variety of free clinics around the state in August. These clinics were well attended. Coaches had time to meet with other coaches and discuss different topics while the cheerleaders learned basic moves, cheers, dances. More importantly friendships were made.

Traci Buck reported that the Rep. Council will meet during the Honor Squad practice in Ames in November. After board discussion, Sherrie Moritz made a motion that Rep Council members will be appointed by the board. This was seconded by Sandy Norby. Motion carried.

Coaches need to understand that if you are appointed to the Rep Council does not mean that you will be on the Board of Directors. There has to be a vacancy on the board before someone is appointed to the board.

Jenny Crawford is working on a few changes dealing with policy and procedures. A vote will be taken on these changes once they are all made.

The next board meeting will be held on January 11, 2015 at the Ames Middle School.

Meeting was adjourned at 1:15.

Respectfully submitted,
Jane Bauman



DID YOU READ THESE ARTICLES?

Pages 1 & 2

President's Message
ICCA's Website Gets a Makeover
2014 Iowa Cheerleading Champions

Pages 3 & 4

State Championships
Fun Facts About ICCA State Championships
Lifetime Achievement Award Winner
Annual Award of Appreciation
Meet the 2014-2015 All State Squad

Pages 5 & 6

Plan on Attending the 2015 Spring Conference
Shrine Bowl Tryouts
ICCA Student Achievement Awards

Pages 7 & 8

Interested Applicants Needed for ICCA Rep Council
Being the Superwoman Coach

Pages 9 & 10

Winter Conditioning
Celebrating the Holiday Season
Guiding Multiple Cheer Squads
Improving Motion Technique and Jumps

Pages 11 & 12

Guiding Multiple Cheer Squads (cont.)
Getting the Rules Right
Coaches vs. Cancer/Cheerleading Uniforms
State Rules Pertaining to Number of Cheerleaders
ICCA/IBCA All-Star Cheer Squad

Pages 13 & 14

ICCA/IBCA All-Star Cheer Squad (cont.)
Celebrating Your Season
Cheer Coaches as an Athletic Coach
Winter Pep Rallies

Pages 15 & 16

Cheer Coaches as an Athletic Coach (cont.)
Winter Pep Rallies (cont.)
When Things Get Tense
Cheerleaders Job

Pages 17 & 18

Cheerleaders Job (cont.)
Old Man Winter
How to Get and Keep Male Cheerleaders
Staying Healthy During the Cheer Season
Staying Healthy as a Coach
Middle School Cheerleading Rules

Pages 19 & 20

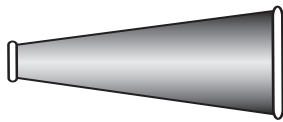
Staying Healthy During the Cheer Season (cont.)
Free Fall Clinic Attendance
A Cheerleader Poem
Ask Jeanne

Pages 21 & 22

Coaches & Cheerleaders Challenge
ICCA Board Meeting Minutes
Did You read These Articles?

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2014-2015 ICCA Board of Directors



2014-2015 ICCA BOARD OF DIRECTORS

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