



Iowa Cheerleading Coaches' Association NEWSLETTER



August 2016 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE

I hope you are all enjoying the last little bit of summer break! Most of you are already practicing with your teams and some of you are just getting started! What an exiting time of year! School is starting soon and with that comes all of the activities, games, and events our kids are involved in. Take a minute, sit down, and plan your fall season. Don't forget to make sure you have all of the important ICCA deadlines and event dates on your calendar!

Make sure to attend a FREE CLINIC with your team! Your team can learn some new material for the upcoming season that can be used in so many ways. Check out the ICCA calendar and find the clinic nearest you! If you have any questions about the clinic contact your District Rep!

Familiarize yourself with the programs that ICCA offers for your cheerleaders. Take advantage of what is out there and give your kids the opportunity. There is something for everyone! Don't forget about the online registration and paperwork deadlines. Visit our web-page at iowacheercoaches.org for more information!

I am so excited to see you all during the next year! If you are new, introduce yourself! I can't wait to hear all about what is going on with your teams and all of their accomplishments!

Melissa Hatfield
ICCA President



Why Join ICCA?

by Kristen Morlan, ICCA Vice President

As the school year begins, it's time to check on your school's ICCA membership status! Have you renewed? Have you never been a member and are now considering joining? There are many reasons to join the Iowa Cheerleading Coaches Association!

So what do you get by joining?

1. **A Network of Experienced Coaches and Board Members** who can answer questions, give advice, and provide support throughout the year. Administrators and coaches both have resources within their reach to help with creating, developing and improving their programs.
2. **The ICCA Newsletter.** This comes out four times a year and gives up-to-date information about a variety of events and news important to our school programs. Articles about rules, planning practices, tryouts, and other important resources are in the newsletter.

Why Join ICCA...Continued on page 2

Why You Should Attend a Free Clinic

By Betty Lou Jones, North Central District Representative

There are many reasons to attend the Iowa Cheer Coaches Association's FREE Fall Clinics. Here are five reasons that I have thought of for your consideration:

1. They are **FREE**
2. Get some **new material** to use at your games. We are always looking for something different other than the "same old thing."
3. **Meet new** cheerleaders and coaches in your district.
4. It is a time at the beginning of school to have an **outing** with your squad.

Attend a Free Clinic...Continued on page 2

3. **The Spring Coaches' Conference.** This annual event gives coaches an opportunity for hands on learning on safety, program organization, raising school spirit, fundraising- the list is endless! This is also a great time to meet other coaches and gain resources that can't be easily found online.
4. **The Free Fall Clinics.** These are held annually throughout the state and provide yet another great opportunity for coaches and cheerleaders to learn material, interact with other schools within their geographic area, and network with other cheerleaders and coaches. Coaches get to meet with their district representative and get advice on their upcoming season right before the year begins.
5. **The Many ICCA Programs and Events.** There are many opportunities for cheerleaders to participate beyond their school experiences. These include Honor Squad, the All-State Squad, Special Olympics, All-Stars and Shrine Bowl. All of these programs are explained on the ICCA website. The State Championships is yet another event that cheerleaders can participate in with their squads.
6. **The ICCA Website.** This is where administrators can find contact information if they have questions, and coaches can find information on all of the programs provided by the ICCA. From membership forms to rules meeting information, the website is a great resource for both coaches and administrators.

This is just a basic explanation of all that ICCA membership offers to the coaches and administrators in our state! For even more information, check out the ICCA website at iowacheercoaches.org.

The ICCA Website can HELP answer your questions when registering for ICCA Events

www.iowacheercoaches.org

By Jenny Crawford, Website Coordinator

Getting ready to register for ICCA events for the 2016-2017 school year? Use ICCA's web site to give you all of the information you need!

Our home page will always have the latest news concerning ICCA's events. Read up on the latest USA Cheer Music Copyrights Educational Initiative. Click on the link and follow the rules regarding the playing of copyrighted music for the protection of cheerleaders and cheer coaches in EVERY high school. You will

5. Coaches, get your **questions** asked and **answered**. We all have problems, here is where you can find out what other coaches do.

Free Fall Clinics are open to all high school and junior high cheerleaders. Cheers, chants, and a short dance to 8 counts will be taught. Plus, we will go over jumps. There is no stunting done at these clinics.

Cheer coaches will have a meeting to go over any new information. If you have questions or suggestions this a great time to talk things over.

Hope to see you at one of the clinics. There are six different sites. All dates and sites can be found on the iowacheercoaches.org website under Fall Clinics.

Free Fall Clinic Days and Sites

SE: Aug. 20 Clear Creek Amana High School

SW: Aug. 27 at Shenandoah High School

NE: Aug. 13 at West Delaware High School

NC: Aug. 27 at Lincoln Intermediate School in Mason City

NW: Aug. 13 at LeMars High School

SC: Aug. 20 at Ames High School

ONLINE RULES MEETING DATES

by Donna McKay, Rules Interpretation Director

As with other sports, rules meetings will continue to be held online to make it easier for ALL coaches and choreographers to obtain needed safety and liability information.

The 2016-2017 rules meeting dates are coordinated with other in-season sports. **The fall rules meeting will be held online from August 1 to August 25.** Another rules meeting, which MAY NOT be used for fall ICCA events because it occurs after the registration deadline, will be held from October 24 to November 28. Information about the online rules meetings can be found on the ICCA website.

Coaches should only enter their names at the end of the meeting one time, even if watching the PowerPoint multiple times. Once a meeting deadline has passed, the rules meeting will still be available for coaches to view, but it will not be available for rules meeting attendance certification.

The rules meeting is required for all coaches who wish to have cheerleaders involved with All-State Tryouts, State Championships, and Honor Squad.

also find links to the Rules Meeting, Concussion Video, Membership, and Event Sign up.

Want to look even further into the events? Across the top of the web site are links for "State Championship," "All-State," and "Honor Squad." These pages are always updated with the latest information for that event like schedules, the latest State Championships information, the link for learning the All-State dance, words to the Honor Squad cheer, and much more. As each event progresses we will update the page with specific information, so always check the web site when you have a question – that's what it's there for.

Last but not least, you can access the Fall Mailing packet ONLINE. It is full of answers to all your questions. I highly suggest printing it out to make it easier to sort through and to record information you will need to make the registration process go smooth. See my other article in this newsletter titled: Registering for ICCA Events for more information.



Special Olympics Opening Ceremony 2016

by Sherrie Moritz, Special Olympics Director

The Special Olympics Opening Ceremony was held in Ames at Hilton Coliseum on May 19th, 2016. Registration started at 11:00 a.m. Thirty-one of Iowa's high school cheerleaders spent the day learning the a low-key dance routine and cheers. The high school cheerleaders also hosted a cheer clinic for the Special Olympics athletes in the afternoon and the athletics performed their cheers that evening. Then the cheerleaders performed their routine.

This experience is a rewarding one for the cheerleaders. This is another opportunity for our high school cheerleaders to meet one another and make friends from across the state, all while doing what they love to do – cheering! This event is a wonderful opportunity for our cheerleaders to not only perform, but also work with and support other children with various needs. Cheering at this event is an extremely rewarding experience for the cheerleaders.

The cost for each cheerleader is a nonrefundable fee of \$20, which is donated to the Special Olympics Cheer Program. We took the first 50 cheerleaders that signed up.

Encourage your cheerleaders to participate in the Special Olympics next year!

Shrine Bowl 2016

By Sandy Norby, Shrine Bowl Director

The Iowa Shrine Bowl was held the week of July 19-23. Sixty cheerleaders from across the state came together and formed the 2016 Iowa Shrine Bowl Cheer Squad. New friendships and memories were made.

Cheerleaders checked into Noehren Hall on the campus of the University of Northern Iowa on Tuesday, July 19th. This began the bonding of girls and coaches as one squad. Practices were held during the day where the routine was buffed and polished for Saturday's performance. The Shriners held activities in the evening for the football players and cheerleaders. A trip to the water park, a hog roast, movie in the park and on Friday night the banquet.

Friday all the coaches, football players, and cheerleaders gathered for the Shrine Clinic. The Shrine patients came from all over the state of Iowa where they were able to spend the day with the cheerleaders for a cheer clinic, and the football players for a football camp. Many new friendships were formed and many smiles and laughs filled the UNI Dome.

Lunch was served and the Shrine patients were able to eat with their new friends. After lunch the Shrine doctors and nurses came and held mini sessions to inform all of us on what they do for the Shrine patients. It was a learning experience for everyone involved.

Saturday the day began with the Shrine Parade downtown Cedar Falls, with a mini performance for the crowd of what was to come at half time of the football game that afternoon. Excitement, jitters, and many colorful uniforms filled the UNI Dome. A 10 minute half time performance was performed by the Shrine Cheer Squad and a week full of memories were made.

ICCA Event Registration

ICCA EVENT REGISTRATION for:

- **All-State Tryouts**
- **State Championships**
- **Honor Squad**
- **Opens - August 10**
- **Closes at midnight - September 27**
- **ICCA Event Fees must be mailed/postmarked by October 3**

Registering for ICCA Events

By Jenny Crawford, Website Coordinator

Online registration for State Championships, All-State Squad, and Honor Squad will be here before you know it.

To be a participant in ICCA Events, your school must first be an ICCA member. To join, go to the ICCA website and click on Membership. Have all information from ALL cheer coaches in your school ready so it can be entered into the registration. Every coach from your school joins for one payment of \$40, but it is important to have email addresses, mailing addresses, and phone numbers. If your school joins or renews now, the Event Registration process will be easier in the fall.

Next, make sure you have received the "fall mailing." It will be addressed to the cheer coach at your school. If you can't find it, ask your Activities Director. You can also access the packet ONLINE at www.iowacheercoaches.org. I highly suggest printing it out to make it easier to sort through and to record information you will need to make the registration process go smooth.

ITEMS YOU WILL NEED FROM THE FALL MAILING:

- All-State tryout information
- State Championships rules and procedures
- Honor Squad information
- Medical Treatment & Release Form (Make sure you have parents fill one out for their cheerleader participating in ICCA Events.)

ALL STATE INFORMATION

- Know in advance to going online, what day your cheerleader(s) can try out:
- Saturday, Sunday or No preference. All cheerleaders from your school MUST try out on the same day.

STATE COMPETITION REGISTRATION INFORMATION

- Know in advance to going online, what division(s) and stunt groups are entering.
- Know ALL the names of the cheerleaders competing, including alternates.
- These names are used for the program so they should be spelled correctly and entered alphabetically.
- If you are pre-ordering T-shirts (they are less expensive that way), have all of the sizes ready.

IOWA CHEER HONOR SQUAD INFORMATION

- Have names ready along with T-shirts sizes.

Why Should Your Cheerleaders Tryout for the All-State Squad?

by Melissa Hatfield, All-State Director

It doesn't matter if you are a new coach or a veteran. Giving your cheerleaders the opportunity to tryout for the All-State Squad is a great idea!

First, they have the opportunity to be on an Elite level team with other amazing cheerleaders from around the State. They will learn new skills and get to work with new teammates.

Second, the All-State performances during the Boys' State Basketball Tournament are on TV! What a great way to represent your school and community!

Third, the tryout process will help them for the future. Whether it be a tryout for college cheerleading or a job interview, they will know how to deal with the pressure. And finally, they have the opportunity to make friends for life! Just ask any former All-State cheerleader how they feel about their experience on the squad. I am sure they will tell you about the friendships and memories that will last a lifetime!

Don't miss it. Check the ICCA calendar for the dates of All-State Tryouts!

ASKING RULE QUESTIONS

by Donna McKay, Rules Interpretation Director

Before emailing legality questions, coaches are expected to check stunt legalities by using the National Federation Rules Book (including the articles and situation rulings under each rule). Coaches should only email if questions still remain about the legality of a stunt or any other component of a routine. **THESE STEPS MUST BE FOLLOWED.** Only emails from head coaches employed by the school will be accepted!

1. Email a video (right side up) of that part of the routine (not the entire routine) to Donna McKay, (jdmckay44@gmail.com).
2. Include the coach's name, school name, school classification, and division entered.
3. Include rule number pertaining to this stunt and a specific question (which part of the stunt are you still questioning and why).

The deadline is October 22nd for the State Championship legality questions. Do not send questions or videos after this date.

The biggest piece of advice I can give you is to fill out the forms in completion before you sit down at the computer. Have all of your questions answered and no blanks left unfilled. Registration for ICCA Events opens August 10. Early registration will help you get the payment process going so it can be mailed on time (on or before October 3). Have the Rules Meeting (starts August 1) taken and the Concussion Video (open now) done before registering. Registration will close September 27th

Good luck!

State Championships: Which Division is Right for Your Team?

by Jeanne Ehn, Executive Director

You'd like your squad to participate in the State Championships, but you aren't sure which division to enter. Coaches ask this question often during rebuilding years, or if it is the first time participating at State. No matter what, be confident that the State Championships are good for every squad, so let's take a closer look.

This can be a challenging question, but selecting the correct category/division will help your team have a positive experience. If your team is new to the thought of competing or in a rebuilding year, the most important consideration is time. How much time is everyone willing to commit to perfecting a routine? Perfecting a Cheer/Dance routine can take days and days of practice and skill building. While the Cheer/Dance division is very rewarding, it is also the most stressful and time consuming as it is two and half minutes in length. The Time Out Division is one minute in length and is based on a basketball cheer time out. While there is time involved, it might not take the same amount of time to perfect (partially because it is so much shorter in length). There's also the Stunt Team Division which can be used by itself (instead of Cheer/Dance or Time Out), or you can take any group of cheerleaders to make a stunt group while still entering Cheer/Dance and/or Time Out. Each school is allowed up to two teams to enter the Stunt Group Division. Stunt Group can still take time, but the focus is stunting, so the elements of jumping, motion technique, tumbling, and dance are not involved, and again, less time.

Once you have the time question answered, the next thing to do is look at your team's skill levels. In Cheer/Dance every element of each cheerleader's skills are judged. In Time Out, teams are judged on motion technique and the ability to lead a crowd. While jumps, tumbling, and stunts aren't judged, they can be used to help lead the crowd. If this is a re-building type of year, this is a great division to

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HOW TO COMPLETE THE RULES MEETING AND CONCUSSION VIDEO

Procedures for completing the Online Rules Meeting

- Log into the ICCA website (www.iowacheercoaches.org).
- Click on the link to take the meeting.
- Select your school in the pull down tab.
- Watch the meeting.
- At the end of the meeting, type your name and your specific coaching position at your school (head football, middle school basketball and wrestling, assistant varsity basketball, etc.)
- Be sure to print complete and print three (3) copies of the rules meeting verification form at the end of the on-line rules meeting. One copy is for the coach's files, one copy is submitted to the ICCA with registration paperwork, and one copy is given to the school's athletic director to place in the coach's files.
- Coaches are asked to only verify rules meeting attendance once, not each time the meeting is viewed.

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.

Procedures for completing the National Federation Concussion Video

- Log into the National Federation website (www.nfhs-learn.com)
- Sign in (upper right hand corner). If you don't have an account, register for one using your email address and a password.
- Select Courses at the top of the page or just Concussion Sports under Most Popular Courses.
- Select Concussion in Sports and click View Course.
- Select Order Course.
- Check completed by Myself.
- Select state (Iowa).
- Check out and continue.
- On your order receipt: Your order has been processed. A receipt is shown below; which includes a link to a print friendly version. To access your course(s) please Click here.
- Click and take the course.
- Be sure to print complete and print three (3) copies of your concussion receipt. One copy is for the coach's files, one copy is submitted to the ICCA with registration paperwork, and one copy is given to the school's athletic director to place in the coach's files.

enter as the focus truly is cheer leading. The beauty of the Time Out Division is it is based on a basketball time out and the cheer basics every cheerleader should be using at each game. The Stunt Division is all about stunting.

One more consideration this year might be the music royalty demands that are looming for any team who uses music (all of us)! At this writing, the answers for this element have not been answered. ICCA promises to get the word out to coaches as soon as things have been determined by the National Federation. If you don't want to worry anything about music, then the Time Out Division is what your team will want to enter this year, as there's no music involved.

If your school has several teams of cheerleaders, coaches can take advantage of getting many kids involved by entering a team in Cheer/Dance and a team in Time Out (none of the cheerleaders can be in the other division). Schools can also enter two Stunt Groups. Check out the Fall Mailing for more information about the State Championships. It will help answer your questions.



We Don't Need Any Stinking Deductions.....

by Kenna Johnson, Executive Director

First place down to fourth place. A ten point deduction. We lost the Championship because of a ten point deduction. It was early in my cheer coaching career, and I knew our performance was a good one. I sat with my team on the mat at the State Championships, praying we would bring home some hardware. The kids had worked hard, and I wanted them to be rewarded for their effort and dedication. I had watched the other teams' performances, and I really thought we had a shot at being at the top. When we were announced in fourth place, of course, we were excited, but as I looked over the final results, tears came to my eyes. We had received a ten point deduction for a stunt violation. I thought I had my bases covered. I had consulted my Rules Book and deemed a stunt legal, but my evaluation of the stunt was off. It was my fault we got fourth place.

While that may seem rather dramatic, each year at the State Championships, coaches look over their deduction sheets and feel relieved when there's a "zero" at the bottom, determining they had no rule violations. However, this fear of a rules violation should be the least of a coach's worries.

This is one area where coaches can almost completely eliminate their chances of a violation by

Deductions...Continued on page 7

Coaches vs Cancer/Pink Out Night Cheerleading Uniforms

by Donna McKay, Rules Interpretation Director

The ICCA allows a special modification of the uniform rules for Coaches vs. Cancer/Pink Out Nights similar to IH-SAA and IGHS AU modifications allowing pink uniforms. Other than what is designated below, all other uniform requirements **must be followed**. Cheerleaders may not wear T-shirts, jerseys, etc. during games/meets at any other time!

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

These modifications are only allowed for these special events. Modifications **MAY NOT** be used for Homecoming (football jerseys are not official cheer uniforms) or other special events including clinic cheerleader nights (clinic cheer T-shirts are not allowed during game cheering).

Only Designated Cheerleaders May Cheer During Games/Meets

by Donna McKay, Rules Interpretation Director

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. This includes male cheerleaders who only come out of the stands to stunt. In order to cheer during the game, including time outs and quarter breaks, cheerleaders must be in uniform and on the sidelines or mat side during the entire contest. Only bona fide students of the school who are designated as members of the school's spirit teams may participate during games/meets.

Keep the ICCA Calendar in this newsletter. It will help you keep track of important ICCA dates and deadlines.

ensuring the rules are addressed from the very beginning of the cheerleading season; thus, guaranteeing a “zero” on the deductions sheet.

In the 2015 State Cheerleading Championships, 15 point deductions were imposed on teams for hair, jewelry, nails, and gum. Simply stated, from day one of practice, make sure every single one of your cheerleaders is following all of the rules. It is the responsibility of the coach to uphold safety rules about hair, jewelry, etc. If coaches don’t waiver on these rules from the very beginning, it’s much easier to avoid an issue later on. Keep in mind, these rules are for **ALL** Iowa school (grades 7-12) events, including practices, pep rallies, performances, games, meets, tournaments, competitions, and all other events in which school cheerleaders participate. These rules are not **JUST** for the State Championships. If you are unsure about some of the rules, go to the SPIRIT RULES tab on our website - www.iowacheercoaches.org.

Four teams were assessed deductions for either being over time or having a delay of performance. In this case, err on the side of caution. According to State Championship rules, teams are allowed 90 seconds of music for the Cheer-Dance division. Many coaches limit their music to about 80 seconds; therefore, the risk of going over time is significantly reduced. It is also important to be timing the length of your cheer(s). Many times teams tend to speed up during a performance, but again there is no guarantee. Use a stopwatch and keep track of the amount of time spent on the cheer section. Consider limiting the number of “yell backs” during your cheer portion if time is a concern. Timing the entire routine from start to finish is good to do early in your preparations because it gives you a “ball park” on your overall time. As your cheerleaders learn the routine and get more comfortable, the time of the routine will become more consistent. Don’t simply rely on what the choreographer tells you. Put a stopwatch to work throughout the entire season!!

If you’re worried about the legality of a stunt, there is a process you can go through to double check. Each year, coaches are allowed to submit questions about stunts to ICCA Rules Interpreter Donna McKay. Begin at home by going through the stunt in question and evaluating it to the best of your ability according to the National Federation Rules Book and the videos on the ICCA website. If questions still remain, you may submit a video (right side up) to that portion of the routine (not the entire routine), to Donna at jdmkay44@gmail.com. Be sure to include the specific rule number pertaining to that stunt and any specific questions about which part of the stunt you would like evaluated. For

Deductions...Continued in next column

example, questions may include whether you want Donna to look at the flyer, the bases, or the back spot. Or questions may pertain to when the flyer becomes inverted, etc. Be sure to also include the school name, the coach’s name, and the division with which you are competing. You may find more information on the ICCA website under STATE CHAMPIONSHIPS and/or SPIRIT RULES. (Be watching for the deadline to submit questions for clarification.)

Coaches, this is one area of your state competition experience in which you can totally control!! Rules deductions can certainly hurt a team, but with the right preparation and by abiding by the rules from the very start, coaches can feel more confidently when it comes to the Rules Deductions part of the State Championships. Always use the rules (and the lessons of others) to guide your team to a successful event. You’ll be happy you did!

NEW Ordering Process for State Championship Apparel

The ICCA Board was very disappointed in the State T-shirts last year and we’d like to apologize to anyone who ordered them.

This year, we are working with a new vendor. There will be an online store for ordering apparel. Coaches, cheerleaders, and fans will have several options to chose from including: T-shirts, long sleeved T-shirts, crew neck sweatshirts, and hoodies. At this time, the ordering will not be connected to the ICCA Events Registration. Clothing ordering will be open longer than the registration process. There will be a limited amount of apparel for sale at the Championships, and it will still be an advantage to order before the Championships at lower prices.

We are hopeful everyone will have a better experience. The new system should make things easier for coaches and schools. More information to come. Be sure to keep checking the website for more information.

KEEP AND SHARE 2015-2016 National Federation Spirit Rules Book

A new National Federation spirit rules book will only be provided to schools on alternating years, so a new book will NOT be mailed to schools for the 2016-17 school year. Coaches/schools may purchase the 2016-17 rules books from the IHSA for \$10. An eBook edition is also available on the National Federation website under Publications at iTunes or Amazon for \$5.99. If the school only purchases one rules book, it’s important that all cheer coaches have access to and share this book.

Prepping Cheerleaders for All-State Tryouts

by Kristi Carew, Representative Council Member

Anyone who has ever had a cheerleader selected to cheer on the ICCA All-State Cheerleading squad knows what a wonderful opportunity it is for our cheerleaders. Not only do these cheerleaders experience the chance to perform with some of the best cheerleaders in the state, they build lifelong friendships and improve upon their own individual skills as a cheerleader in the process! Here are three tips to remember as you begin preparing your cheerleaders for All-State tryouts this fall:

- 1) **Start Early:** You can begin right now working with your cheerleaders on the basics. Sharp motions are a must, so while you may feel like it's harping right now, your insistence on sharp/correct motion placement will pay off in the end. Also, there is never "too much" when it comes to working on jumps. Keep your squad working on pointed toes and work on strengthening those abs to improve jumps now rather than right before tryouts!
- 2) **Be Prepared:** As soon as the material is available on the ICCA website, make it known to your cheerleaders that are interested in trying out. The sooner they begin to learn the material, the more confident they will be in their tryout. After giving them time to learn the material, be sure to set aside some time in practice for critiquing the dance and fixing the little things that are not quite right.
- 3) **Keep it Fun:** This should be a fun process for our cheerleaders, so encourage them to have fun! The more personality they can bring to the tryout the better. If they are not smiling and letting their spirit shine, help give them the encouragement they need so they can bring it to their tryout!

Best of luck to all of our cheerleaders! If you have not taken the opportunity to bring cheerleaders to All-State tryouts, give it a shot... it is a wonderful opportunity for the cheerleaders in our state!

**ICCA Free Clinics are in
August! Take your
cheerleaders!
It's FREE!**



Preparing Your Team For the First Game

by Angie Trowbridge, SW District Rep

August is here! While the sweltering heat of the summer may remain, many of us have shifted gears in preparation for the same thing: the first game. Nerves abound, from the coach to the veteran cheerleader and the new ones on the squad. Is everyone ready? Here's my team's top five checklist this year, a back-to-basics type approach:

- **Motions.** From the newbie to the captain, everyone on the roster knows each motion right down to the angle and finger placement. For other sports there's talk of fundamentals, basic must-have skills for the involved athletes to be successful; motions are ours.
- **Poms and Signs.** Shiny, colorful things and moving words get people's attention. You have to teach them how to use these, as they aren't as intuitive as they may seem.
- **Scenarios.** Plan out a specific chant for various types of situations (roster announcements, unruly crowd after a bad call, injury, time out) so your team can respond quickly without wasting time picking a chant. Same goes for before-game and welcoming visiting cheerleaders – make sure everyone knows the plan in advance. Help them to understand, too, that there will be mistakes – and it's OK! – but how they react makes a difference.
- **Sportsmanship.** This is so important, yet it can be so tricky to teach and get your athletes to internalize. After all, it can be intimidating for a kid to stand in front of a crowd on a normal day! Help them understand that sportsmanship is a day-to-day thing, not just at game time.
- **Safety.** So. Very. Important. When I do safety checks at ICCA events, I can tell which cheerleaders go through this as a habit. Make it yours, too. It isn't just for the elite stunting squads!

I have high hopes for great things for my squad...and yours! Many well wishes to you all as we embark upon another cheer year and remember, the ICCA is here for YOU! We're here to help whenever you ask! Looking forward to seeing many of you at games and ICCA events.

**ICCA EVENT FEES MUST BE
MAILED/POSTMARKED BY
OCTOBER 3.**

“Cheer Legal” From Bow to Toe: Anatomy of a Safety Check

by Angie Trowbridge, SW District Rep

Everyone’s heard the “bow to toe” phrase – it makes a great t-shirt slogan! – but it also serves as an excellent reminder for what we must do when it comes to safety checks. In my year as a district rep and someone who takes cheerleaders to many ICCA events, I’ve found myself at the front of a line for safety checks. There are a couple different types of reactions to safety checks: first, there’s the slightly scared, slightly embarrassed cheerleader who hasn’t been through many (or any) checks; there’s the comfortable, confident cheerleader who nonchalantly walks up with her tongue out and fingers up.

For those new to a safety check, here are the steps to go through **at every practice, every game**. Begin by having the cheerleaders form a single-file line in front of you, the coach, and have the following things on hand: bobby pins/flat clips, hair spray, hair ties, fingernail clippers.

Head. Check to ensure that both the bow and the hair are *completely* off the face and off the shoulders. A cheerleader’s safety isn’t worth risking for a cute bow or wispies.

Face. Have the cheerleader stick out their tongue, and show you both the upper and lower side. Next, have them look to one side while you check the nose and ears for jewelry. It is OK to feel the ear for clear jewelry. Have them look to the other side and do the same thing again.

Arms. Have the cheerleader hold up their hands at your eye level, palms to you. Check fingernail length. Check for any jewelry on the arms or wrists, having the cheerleader roll up their sleeves to ensure nothing is hiding beneath. Hair ties and friendship bracelets count as jewelry.

Torso. Check the neckline for jewelry. This may require the cheerleader to pull down the neckline of the bodyliner to enable you to check. Have the cheerleader lift their shirt up a bit so you can check that the belly button ring is removed. Legs. Check the ankles beneath the sock for any jewelry, including friendship bracelets. Are they wearing appropriate footwear?

If a cheerleader has to fix something, they need to get back in line to be cleared by you before participating. Perform these checks at multiple points – after halftime or any breaks, especially since hair doesn’t stay if they’re working hard. Hold them accountable if they aren’t following the rules!

Cheer Legal...Continued on page 10

FOLLOWING STUNT PROGRESSIONS

by Jeanne Ehn, Executive Director

It is probably safe to say that almost every cheer squad does some sort of stunting. While your veteran cheerleaders will want to go directly to advanced or elite stunting, the best thing for your liability, the school’s liability, and your team, is to start from the beginning and do stunt progressions. Progressions build muscle memory and allows all cheerleaders to learn the fine points of stunting technique and how to perform it safely. Each progression will help them build to the next level.

Good stunting takes time and concentration as well as physical ability. When I was coaching I made everyone check out of every position in the simplest stunts. That meant flyers checked out of being a main base, back spot, etc. Not everyone is meant to be a flyer or even a base, so use your judgement, but learning each position at the basic levels, allows a certain amount of compassion to what each person is going through while stunting. Besides it diversifies your squads’ ability when someone is sick or not at a game.

While I was the teacher/coach instructing safety and technique points, I also made my veteran cheerleaders explain their role in a stunt. This helps build leadership, confidence, and team. I also would break apart the skilled stunt groups and paired them with the unskilled cheerleaders. Stunting is so much technique and timing that learning with someone who has master the skills, builds confidence.

Once the cheerleader(s) feel(s) they have mastered a stunt, it is time to watch the stunt be performed from the beginning to the end. After they have performed it successfully and confidently 10 times, record the date, the name of the stunt, the participant’s name (names if the entire group is checking out) and the position (flyer, main base, side base, back spot, front spot). If YOU feel there is still a question on ability, it is okay to require more repetitions and practice perfecting the skills before checking it off. This is for THEIR safety.



Keep a record of the squads’ stunt progressions in a 3 ring binder or folder after the season and until the youngest cheerleader reaches the age of 20 plus 1 year. This is for your protection should a cheerleader decide to sue because of injury. Following the progressions is one of the things that should be a “no brainer” for every cheer coach.

Other helpful hints: go through layers of checks by teaching your captains how to check before you do the final check. In addition, it is wise to inform your athletes way in advance that any new piercings they're planning after tryouts need to be completely healed in time for the first practice; however, even new piercings will need to be removed and will not close over in the timespan of a game or practice.

Just as an organized practice and game schedule creates positive habits, a regular rules check should become an established habit. We just want to keep everyone safe.

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Make Motion Technique Easy and a Must Do

by Kelly Trinkle, At Large Representative

Motions are a basic necessity in cheerleading. They are used in not only in cheers, but dancing and stunting as well! Good motion **TECHNIQUE** is what sets teams apart. Having good technique will make your team stand out!

Here are some ideas for incorporating motion technique into practices:

Choreograph an 8-count or more with basic motions. You can do it to counts, or to music, but be aware that it is not a race or contest to see who "remembers" the motions, but a drill to learn the proper placements of motions. Do this at every practice!

Buddy System: Place each "new" person with an "old" person. Have experienced cheerleaders partner up with inexperienced and help them with motion placements!

Mirrors: Sometimes cheerleaders think their motions are correct, and do not realize they are not until they see it for themselves. Watching back a video of themselves works great, too!

Motion by Motion: Pick a cheer/chant and go motion by motion. Make sure everyone is doing each motion correctly before going to the next, down to the very last detail!

To make motion technique easy and natural, it takes practice, practice, practice! Over time, cheerleaders will naturally develop correct motion placement. By making it a priority at all practices, your team will be on the road to Motion Technique Success!

WORKING WITH PARENTS FOR A SUCCESSFUL SEASON

by Cindy Pangburn, At-Large Representative

Coaches today have an enormous responsibility. Each of you knows how many tasks you must accomplish day after day, week after week, month after month. Many of you coach multiple squads: football, basketball, wrestling and competition. Your lists of things to do are always endless! The one thing which can make or break a great cheer year is problematic and demanding parents.

As coaches we must engage with and answer to parents, who come with their own expectations and desires to be involved. Some parents want to be highly involved, others wish to be minimally involved, and some can become overly involved. First, you need to embrace parental involvement and accept they have a right to understand and be informed about their child's experiences.

We all know there was a time not long ago where coaches were never approached by parents. That kind of act was seen as being totally off-limits. If a student athlete had an issue with a coach, it was up to that student to approach the coach on their own and it was rarely done. Times have changed and it is now common for parents to speak with coaches. Unfortunately, it doesn't always happen at an appropriate time or place.

The **single most important aspect of creating a great coach – parent relationship is COMMUNICATION.** That communication begins with a **parent meeting.** Whether you chose to have your meeting before or after tryouts is up to you, but it is very important. Having your **AD attend your meeting**, or a school administrator if your AD is unavailable, let's all the parents know the AD/administrators are aware of what is going on in your program. A successful meeting will set the tone for your entire cheer year.

Be sure to have **documentation at your meeting.** Parents of new cheerleader can easily become overwhelmed with all of the information you share. Most importantly, let them know **dates** of practices and events. The sooner you can communicate these, the easier you make it for your student athletes to attend. When I have my parent meeting, after tryouts in the spring, they receive their **schedule with dates** – times through the entire summer. Families are busy and they will appreciate knowing far in advance when they can plan vacations! Also, it may helpful for you to have a **cheer code of conduct or cheer contract.** Again, with everything in writing student athletes know the expectations you have for them. Be sure to have both your cheerleaders and a parent sign it.

You need to **embrace parental collaboration and understand parents need to be part of a communication triad** which includes the student athlete, the parent and the coach. Everyone involved wants to help the student athlete be successful and by working together there is a much greater chance of success. As a coach you must explicitly state your expectations of parental behavior. Do you allow parents to attend practice? If so, you need to set boundaries. Do you allow parents to help at certain events? Again how much involvement do you want them to have? **Not everything is negotiable** and you as a coach must decide what you are willing to allow parents to do.

There is a fine line between interested **parental involvement versus parental interference**. If you feel interference occurs what plan do you have in place to deal with it respectfully? When a situation arises you need to deal with remember you want to handle it in the right time/place. Schedule a time and place to meet with the parent. Give them the benefit of the doubt but remind them they did sign a code of conduct. If their negative behavior continues you may need to set up a meeting with your AD or administrator and the parent. Share your concerns and expectations. Let them know if their behavior continues it will result in consequences and be sure to have those consequences in writing so you can share the information with them.

Always remember to be respectful of everyone you deal with, including both your student athletes and their parents. Begin your season with open communication and continue it throughout and I am confident it will make for a successful year. **Be a positive role model; demonstrate behavior that others will want to follow. Remember all parents have the best interest of their child at heart.**

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The ICCA website is continually updated, so it's a great place for coaches to look for information, including which Board members are directors of programs. Please check the ICCA website to find the correct person to email with questions, plus to find answers to questions before emailing.



Balancing Cheer and Family...a Look From a Cheerleaders' Perspective

by Patti Davis, NE District Representative

Cheerleading can be an all-encompassing activity for a high school student. Add to that school assignments, social life, jobs and family and it can get overwhelming. Time can certainly seem limited.

Although it is important to be very dedicated to your team, your family and friends should be a very important priority in your schedule. They are an amazing support system for you that provide effective ways to manage your schedule. Listen to the advice they offer. Remember, proper balance is the key. Keep your family and friends posted on the things you have to do.

It's always fun to have your family members or friends come to support you at cheer. Whether it's a game, or a competition, having someone close to you come to support you and even spend time with afterwards is a fun and easy way to make sure you have time for both family and cheer.

Make sure you prioritize your schedule and set a structured time for each task throughout the day. Put this in your planner and share this with others. Let your family be aware of these commitments. All of these components are life skills you will take to college and use in daily life. Good time management will keep your schedule organized to find that time for rest and relaxation with friends and family.

Cheerleading can be highly competitive and involved, but it is important to never get too wrapped up in it and lose time spent with your family and friends. Your family and friends need to spend time with you, as they are always going to be there for you as a support system, and you need to be there for them too. Sharing your love for cheerleading can be a way of spending time with your family and making them feel like they are part of cheerleading.

Remember your family will stay with you forever, longer than your time at cheer will ever be, so always be sure to find a way to make time for those most important in your life.



KEEPING PRACTICE FRESH!

by Paula Kirkpatrick-SE District Rep

Together, Let's Tackle This Thing Called STATE!

by Sarah Buss, SC District Representative

Parents/AD/School

Have a parent meeting 4 weeks out from State and ask for volunteers to do the following:

- 1.) Organize a STATE CHEER Fan Shirt Order.
- 2.) Publicize friends and family show & invite media. Invite teachers to a teacher only show.
- 3.) Decorate the bus windows the day of state.
- 4.) Organize the “Love Notes” drop off. (Love notes are cards parents, grandparents, pen pals/boyfriends write for good luck.)
- 5.) Organize the night before State Pasta Feed.
- 6.) Organize the donation of breakfast items for State Day.
- 7.) Organize the post state celebration.

Practice Tips

- ▶ **Break up your routine into 3 Sections.** We divide our routine into 3 sections. Do the first section and take pictures and critique differences. Do the first section and count misses-they run a lap for every miss. Do the first section and count loss of smiles-do burpies for this one. Do the first section and recheck the rules. Add section 2 to section 1. Add section 3 to section 1 & 2.
- ▶ Another great tip is the **10-10 Stunt Check**. Take each stunt and they have to do it 10 times with counts correct. If they mess up on time 6, they start over at 1. This practice is really tough, BUT really rewarding and teaches muscle memory and perseverance. I let the drama/dynamics play out. They usually start calling each other out and that is ok because they correct themselves instead of you doing it.
- ▶ **Practice Surprises** help keep the mood light, state shirt delivery, goal setting, have another coach show up and give a pep talk. Every year our principal comes to talk to us and gives us a GREAT pump up. I also once put them in the football players' locker room and had the football coaches rush in like it was halftime and be all pepped up. Their faces were priceless!
- ▶ **Just Have FUN** practices with no stunts but play the music in slow motion and video tape it and watch it.

You will have a blast and laugh so much.

As a coach, I have a plan for every practice. I know what we need to work on, how long to spend on each part of practice, etc. But there are times when I am just BORED with how practices have been going. And if I'm bored, so are my girls. So that means it is time to get creative and have some fun at practice. Here are some ideas I have used to have some fun at practice.

Divide the girls into groups and give them a short chant. They have to make up motions and incorporate a stunt into the chant. When they are ready, have each group do their new cheer for the rest of the girls and see if they can get them to yell. And, if a group comes up with really good motions, teach it to the whole team!

Pick a theme for a practice. An example might be to pick a color and have everybody dress head to toe in that color. You could have a neon practice. Last summer one of our theme practices was Big Bows, so each cheerleader wore her favorite cheer bow.

Have a practice that isn't a practice. Surprise the girls and, instead of practicing, have some food and watch a cheer video. Watch a competition video. We have morning practices, so I will bring some breakfast food, and we will watch past competition videos. It gives us a chance to talk about how we feel we are doing as a team.

Move practice. This is easier to do for summer practices, but it might work during the season. Have practice outside. I have had a summer practice at my house. We have had practice outside on the grassy part of our playground and also out on the football field.

So, if you find yourself yawning when doing your practice plan, change it up and have a little fun!



*by Patti Davis, NE District Representative and
Michelle McCann, Rep Council*

Rah, Rah, Sis, Boom, Bah! Here are some suggestions for your Pep Rallies this year!

Designed to generate school spirit and spark unity within your school, Pep Rallies are often held prior to big

Pep Rallies...Continued on page 13

- ▶ Have a **“Watch and Learn Practice,”** where everyone who touches “ABBY” do the routine. The rest watch and cheer them on. Then do that with every flyer. Yes, some will have to go multiple times, but more practice is better right?
- ▶ **Alumni Visit.** Have them come back and give a pep talk.
- ▶ We also have **anonymous note** practice. Where the girls write how they “really feel” we mix them up and girls grab them out and read them. Then snap if they agree. It’s a way to REALLY get the feeling OUT THERE.

Coaching the Coach

RICE. Just like a sprained ankle. Coach yourself.

REST: If you don’t have enough sleep, enough water, enough energy you will be no good to them. Take care of yourself the week prior and week of State.

ICE: What is your ICE? What do you do when you have a bad day? Starbucks? Hot Bath? Eat Ice Cream straight from the tub? Do that. Have it ready and be prepared to just pamper yourself during state week. My husband has “State Week Meals,” with all my favorite comfort foods. The family loves State week for this reason.

COMPRESS: Wrap yourself in hugs from your team, your family, your friends. You are going to need it and it will make all the stress melt away. A good hug can do wonders! Or maybe wrap yourself in a new t-shirt or jacket- the retail therapy works, too!

ELEVATE: I find motivation by lifting up others. When you focus on others it becomes less about you and the reward is greater. Remember they are all looking at you for guidance and leadership. So lift up others and lift up yourself. If it is posting a quote a day, do that. If its setting up lunch dates during state week to talk about everything BUT cheer, do that. If it’s asking your mom to pack you a peanut butter and pickle sandwich, do that.

At the end of the day, remember STATE is just one day and although working toward a common goal of success to win a trophy is great. Whatever team is called up for awards in November, does not reflect on you, your team, or your school the other 364 days. We are all working hard to be great spirit leaders in our school who are positive role models, demonstrating superb athleticism. Those days matter, too. Good Luck to you all on a great season and State Competition!

contests, such as homecoming games or to support athletic groups! They are also for students, faculty, and other groups/clubs to honor and celebrate them in preparation for their upcoming event. Ideally, a pep rally for any group creates an environment of enthusiasm and support of their team.

This is what I have found helpful to organize a Pep Rally!

Inform your school community, Administration, Staff, Students and groups you are having a pep rally. Use school announcements, or school allowed social media. Let them know the theme and who or what you are celebrating. Provide an agenda to all involved. We have a poster on the wall with that information. Try to stick to the schedule for things to not run over. Have a backup plan if it runs short to fill in for time allotted. Make sure the materials needed are on site. Microphones, boom boxes, game/activity materials, prizes, etc., and cheerleaders should know what they are responsible for before the pep rally begins.

Encourage students and teachers to sign up with a cheerleader for competitions/games that will take place during the pep rally. Make sure to keep a list of participants each assembly to include as many different students/staff as possible. Include large numbers of people, if possible, each pep rally.

Have an **announcement time**, when the Coaches, Advisors or players speak about the big game, or contest you are celebrating. This may be a great opportunity to remind student body of good sportsmanship and any rules necessary. Get everyone fired up and ready! Maybe the first pep rally you introduce new Staff, or introduction of fall players and Coaches. Or recognize the summer success of teams.

Cheerleaders should make sure you are **teaching easy to follow chants/cheers** that you plan to use at games. This could be an opportunity to teach the students new material from camp. And always include a crowd favorite. Maybe showcase your new stunts and pyramids. Get the student body on their feet! Crowd involvement is a must!!

You may add many options of structure to your assembly. Have your band start and end with the school song and/or fight song. Show school pride and model the start and end of the assembly.

Once a pep rally has ended, students generally return to class or leave school! Your job is to make sure everyone feels excited and prideful of school and team!

Editor's Note: With all the work ahead for cheer coaches, the cheer year can look fairly daunting. Sometimes survival is the best plan, but with some sound advice, your year can be much better than survival mode and pass into great. To get that advice I assigned ICCA's past president, Mindy DeBaun with *Helping Coaches Survive the Cheer year*. Here's her article.

How to Survive Your Cheer Year

by Mindy DeBaun, Trustee

I was assigned to write an article for the newsletter this time about "How to survive your cheer year." I am going to talk from experience and I hope that will help.

- Start with a mandatory parent meeting so that everyone knows your expectations.
- Be organized and keep track of everything!
- Have Sign-out sheets for uniforms and any other school property items.
- Plan out your season and make calendars for all the cheerleaders. I usually made two for each cheerleader – one that they can keep with them and one for mom and dad to have on the refrigerator.
- Stick to your schedule – unless there are emergencies. It is hard for cheerleaders to try to have a job or do other activities outside of cheer when the schedule constantly changes.
- Document everything, especially conversations with cheerleaders and parents.
- Order practice wear, uniforms and anything else you may need EARLY. This includes homecoming items. It always takes longer than you think.
- Follow all the National and State rules. It just makes it simple.
- Take your rules meetings online AND get your paperwork in on time.
- Pay attention to your athletes and their behaviors – you can usually tell if something is wrong.
- Don't forget to take time for yourself and your family – this will keep you sane!



Ask Jeanne

Dear Jeanne,

How can I gain respect from my athletic director, my administration, and my community? It seems like our cheerleaders are not respected for what they do.

Wanting Respect

Dear Respect:

Your issue is one that many cheer programs face, especially if there has been poor coaching before you. The change doesn't instantly happen, so stay diligent.

Here's some rules and ideas to help turn things around and save your sanity in the process.

Rule #1: If you can solve the problem yourself, DO IT. As a coach you have to be a "doer" and self-motivated. Your athletic director does not have time to solve each problem for you. Try to work through problems yourself. Solving your own problems makes someone else's job easier. A couple words of advice: Stay positive and pick your battles wisely. Ask yourself, will it make a difference tomorrow? In a month? Next year? If you are a constant complainer, your AD will dread every time you step into their office. Don't wait for things to be requested, get them in ahead of time. If the practice schedule for season is done, get it to your AD. Same goes for your team rules. Include extra information like lettering criteria, rules and consequences, accident/emergency procedures, a sample practice plan, and the ways you will communicate with the cheerleaders and their parents (text group, Facebook, etc.). Your AD will appreciate the information for reference when necessary. Getting things ordered early (and with approval) will also help.

Sometimes the best way to be a problem solver is through education. Gather all the cheer knowledge that you can. Go to the ICCA Conference to learn from professionals by picking up tips and listening to new ideas. Next summer go to camp with your squad. Take advantage of the domino effect by teaching your cheerleaders. Research online, just make sure your source is of quality. Educate your AD and administration about cheer. Your AD is a great ally when it comes to a visiting school following safety rules. Helping them learn major rules will make you a team and put you in a better light.

Rule Number 2: Always communicate to the Very Important People: AD, cheer parents and cheerleaders. Very quickly, this rule ties into Rule Number 1. Communication solves many problems. Be sure to include all VIP's in

- Don't be afraid to rely on ICCA for help – that is what we are here for.

Finally – Don't sweat the small stuff. Remember that kids will be kids and you have to have fun, also. Sometimes I feel like we scare kids and they don't want to do cheer. Get to know your kids. A lot of times cheerleading/coaching does not just stop at the end of the practice. It may be phone calls after practice, or staying after practice and talking. Just show that you care.

I always took it as a privilege to be a coach, but I also demanded respect, and therefore, in turn, I gave the athletes respect!



Ask Jeanne...Continued from page 14

the communication loop. Have that parent meeting with all VIP's present. This is a great time to give your philosophy, expectations, and goals. Go over the team rules so everyone hears your expectations. In general, focus on what you can control and let go of what is not in your control.

Communication is important to your assistant coaches and coaches of the sport that is in season. If your cheerleaders have to ride the basketball bus and you aren't on it, it is important that those coaches know your expectations of the cheerleaders. Also, teach your parents the school's chain of command, and your expectations of them: contact information, notification of conflict, notification of illness or injury, concerns expressed directly to you, and the things you will not discuss with them.

Rule Number 3: Remember the Golden Rule (Treat others as you wish to be treated) and live by it. So many times we forget this in the demands of every day life. Negative breeds negative, then frustration sets in. Check your attitude. Rarely do we get through life without compromise. That said, things like safety rules cannot be compromised. However, does it really matter if the bow color for the game is blue instead of red? Next, volunteer your squad to help. Be visible in the community through service projects. Have your cheerleaders help at school by making signs, organizing others, or assisting in a project. Eventually, you will receive a call from someone in the community wanting help. Say, yes!! Teach your cheerleaders that serving and helping others is a noble thing to do.

Treat your cheerleaders like athletes if you want them respected like an athlete. Get an athletic attitude, and get rid

Ask Jeanne...Continued in next column

of the stereotype views that many people have of cheerleaders at games and practices.

Rule #4: Timing is Everything! Before is better than after. After is better than never. This really goes back to communication, but you will be viewed as a better coach if you contact the parents when there is an injury or a concern ahead of it escalating into an issue/problem. Contacting before things get worse is better than never. Giving your AD the situation before the parent call happens will always help from their perspective, but if the parent call ends up first, visiting about the situation is better than ignoring it-the never.



Finally, changing the way your program is viewed takes time, so keep these ideas by Steve Siemens in mind:

“When you are through changing, you're through! Think of a new way to do it!”

“If opportunity doesn't knock, build a door! Stop waiting for something good to happen - make it happen.”

I'm always cheering for you!

Jeanne Ehr

ICCA Rules Meeting - should be taken by ALL CHEER COACHES - OPENS August 1. CLOSES August 25. Required for State Championships, All-State Tryouts, Honor Squad coaches. Go to the ICCA website to begin.



BOARD MEETING MINUTES • BOARD MEETING MINUTES

ICCA BOARD OF DIRECTORS MEETING MINUTES

The ICCA board of directors met on Sunday, June 5, 2016, at the Roland Story Elementary School.

Members Present: Cindy Pangburn, Melissa Hatfield, Jane Bauman, Betty Lou Jones, Sarah Buss, Paula Kirkpatrick, Sherrie Moritz, Sandy Norby, Jeanne Ehn, JoEllen Wesselmann, Tami Doyle, Patti Davis, Kenna Johnson, Jenny Crawford
Absent: Donna McKay, Mindy DeBaun, Kristen Morlan, Angie Trowbridge

President Hatfield called the meeting to order at 9:35.

Minutes: Jeanne Ehn made a motion to amend the minutes of the conference general meeting. Mindy DeBaun was absent. This amendment will be made by Jane Bauman. 2nd by Sherrie Moritz. Motion carried.

Membership: 201 coaches, 105 schools

Jo Ellen Wesselmann was appointed the financial manager for the upcoming year. A motion was made by Jane Bauman and seconded by Sandy Norby. Motion carried.

Executive Directors' Report:

Copy Rights Music: Every choreographer and school must follow these regulations. This is a copyright law that is national. IHSAA is helping us through this. Tami read some information about this topic that she had received. We will continue to get information and share with others as the information comes to us. **Coaches need to be directed to our website so that they can get a list of approved sites. Board members need to contact coaches in their conference and district to let them know about the changes.**

Patti Davis made a motion that all choreographers for all events and Free Clinic companies need to sign off and provide us with a list of approved titles and sites that they have used for music. Seconded by JoEllen Wesselmann. Motion carried.

Free Clinic will create routines using counts. If choreographer decides to use music, they will need to provide us forms that they have purchased the music legally.

Jane Bauman made a motion was made to increase fees to the state competition by \$2.00 for the upcoming year because of increased rental fees for the state fair ground facilities. Paula seconded the motion. Motion did not carry.

Patti Davis made a motion to increase fees by \$5.00 for the state competition due to state fair ground facilities rate increase. Cindy seconded the motion. Motion carried. Opposed by Betty Lou and Jane.

JoEllen made a motion to pay the contract for the State Fairgrounds for the 2016 and 2017 years so that the venue is reserved. Cindy seconded it. Motion carried.

By 2017, Jeanne mentioned that we would like to get rid of CD's. Instead we will move to using iPods and phones. Sarah mentioned that Dance is going to flash drives. We will have to check with our music person to see about flash drives. Patti and JoEllen will research music devices.

Co-Ed Stunt Group: Their must be at least 2 schools registered in order for this to be a championship otherwise it will be an exhibition performance.

Stunt group finals will remain the same.

Props: No flags can be used. No body paint will be allowed.

Scoring will remain the same for the upcoming year.

Financial Manager Pay: The board discussed a cost of living raise of 3% that equals \$144. A bonus of 3% for 8 years is \$1152.00 for past years. A motion was made by Betty Lou to increase the financial manager's pay by 3% to begin in January 2017. Jane seconded the motion. Motion carried.

Betty Lou Jones made a motion to give the financial manager a bonus that is 3% for the past 8 years for a total of \$1152.00. Seconded by Sherrie. Motion carried. The board will evaluate salaries yearly in October so that they can be put in place in January.

Next meeting will be held on October 2, 2016 at Roland Story Elementary School.

Respectfully submitted,
Jane Bauman

**NATIONAL FEDERATION
CONCUSSION VIDEO
TRAINING**
**- should be taken by ALL
CHEER COACHES - Open
Year Round.**
**Required for State
Championships, All-State
Tryouts, Honor Squad
coaches. Go to the ICCA
website to begin.**

DID YOU READ THESE ARTICLES?

Pages 1 & 2

President's Message
Why Join ICCA
Why You Should Attend a Free Clinic
ICCA Website
Online Rules Meeting Dates

Pages 3 & 4

ICCA Website (cont.)
Special Olympics Opening Ceremony 2016
Shrine Bowl 2016
Registering for ICCA Events
Why Should Your Cheerleaders Tryout for All-State
Asking Rule Questions

Pages 5 & 6

Registering for ICCA Events (cont.)
State Championships, Which Division is Right for Your Team
How to Complete the Rules Meeting & Concussion Video
We Don't Need Any Stinking Deductions
Coaches vs Cancer/Pink Out Night Cheerleading Uniform
Only Designated Cheerleaders My Cheer During Games/Meets

Pages 7 & 8

We Don't Need Any Stinking Deductions (cont.)
New Ordering Process for State Championship Apparel
Keep and Share 2015-2016 National Federation Spirit Rules Book
Prepping Cheerleaders for All-State Tryouts
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Cheer Legal
Following Staunt Progressions
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Working with Parents (cont.)
Balancing Cheer and Family
Together, Let's Tackle This Thing Called State
Keeping Practice Fresh
School Year Pep Rallies

Pages 13 & 14

Together, Let's Tackle This Thing Called State (cont.)
School Year Pep Rallies (cont.)
How to Survive Your Cheer Year
Ask Jeanne

Pages 15 & 16

Ask Jeanne (cont.)
Board Meeting Minutes

Pages 17 & 18

Board Meeting Minutes Now (cont.)
Did You Read These Articles
2016-2017 ICCA Calendar Dates

Pages 19 & 20

2016-2017 ICCA Board of Directors
Music Copyright Licensing Information

ICCA Calendar for the 2016-2017 School Year

- **August, 2016: ICCA Free Fall Clinics**

NC – August 27, Mason City (Lincoln Intermediate School)
NE – August 13, Manchester (West Delaware High School)
NW – August 13, LeMars (LeMars High School)
SC – August 20, Ames (Ames High School)
SE – August 20, Tiffin (Clear Creek Amana High School)
SW – August 27, Shenandoah (Shenandoah High School)

- **August 1 - August 25, 2016: Online Rules Meeting**

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

- August 10, 2016: **ICCA Fall Event Registration Opens**

- September 27, 2016: **DEADLINE for ONLINE ICCA Event Registration:** All-State Tryouts, State Championship, Honor Squad (no other type of registration is allowed)

- October 3, 2016: **Deadline for mailing entry fees** for ICCA Event Registrations

- October 15 & 16, 2016: All-State Tryouts, Ames

- October 16, 2016: Shrine Bowl Tryouts, Za-Ga-Zig Temple, Altoona

- **October 24 – November 28, 2016: Winter Online Rules Meeting** (not accepted for fall event registrations)

- November, 5, 2016: State Championships, State Fairgrounds, Des Moines

- November 13, 2016: Honor Squad Practice, Ames

- November 17-18, 2016: Football State Championships

- November 17, 2016: Honor Squad Practice, UNI, Cedar Falls

- November 18, 2016: Honor Squad Performance, UNI Dome, Cedar Falls

- January 8, 2017: All-State Practice, Ames

- January 15, 2017: Deadline for Iowa All-Stars video tryout

- February 1, 2017: ICCA Scholarship application deadline

- February 5, 2017: All-State practice, Ames

- February 15 - 18, 2017: Wrestling State Dual & Individual Tournaments, Wells Fargo Arena, Des Moines

- February 26, 2017: All-State Practice, Ames

- March 5, 2017: All-State Practice, makeup practice, Ames

- March 6 - 11, 2017: Boys' State Basketball, Wells Fargo Arena, Des Moines

- March 9, 2017: All-State Practice, Ames

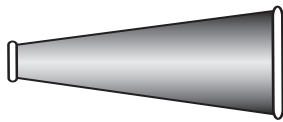
- March 10, 2017: All-State Performance, Wells Fargo Arena, Des Moines

- March 24 - 25, 2017: Iowa All-Stars, Dallas Center-Grimes High School

- March 31 – April 1, 2017: ICCA Spring Conference, The Meadows at Prairie Meadows, Altoona

- July 29, 2017: Shrine Bowl, UNI, Cedar Falls





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MUSIC COPYRIGHT LICENSING INFORMATION

It is important to remember that under U.S. copyright law, your team or school can be sued or fined up to \$150,000 by the copyright owner per song occurrence if using music for which you do not have rights.

As a reminder, when you buy or download a piece of music, it is only for personal use and does not allow you to use it for any public use, even at school.

Coaches need to be aware of the guidelines so that any music used in any routine you are a part of is in compliance. Under U.S. copyright laws, you cannot mix, edit with another song or publicly perform music for which you do not have a valid license from the applicable copyright owners or administrators.

Your team will need to use music that meets the music guidelines, which is based on U.S. copyright laws. Your team can also create/compose your own music, or work with a group that creates and composes original music meaning that such group would own the recording, composition and all related rights for that piece of work. If you choose either of those options, the group who created/composed the music must license or assign to you all necessary rights and provide you with documentation that can be shared with the event producer. You can also buy songs from individual musicians who compose original content and assign you the rights to use.

RECOMMENDATIONS

1. Take down **ALL SOCIAL MEDIA VIDEOS, INCLUDING YouTube**, where your team is performing to music. This would include Homecoming routines, pep rallies, and all performances at games, at the mall, and all competitions, etc. The governing body has been giving fines retroactively and without warning (up to \$150,000 per song for copy right infringement, plus royalty fees). This means, as a coach you need to contact cheerleaders who have graduated to ask them to take down their videos as well. There is not a limit to the number of years that they will go back to check for violations.
2. Regular season performances: It is the school's responsibility to secure blanket music performance rights for their school. This would include all music played during athletic warm-ups, practices, and performances.
3. There are 3 kinds of licensing. It is important to remember that more than one of the below licenses might apply to what you want to accomplish with the music. Some vendors may allow bundling of licensing.
 - A. Buying the Right to Arrange (altering or mixing - making a mash up of the music).
 - B. Buying the Right to Distribute - known as a mechanical license for duplication of audio recordings. (Buying the music and distributing it to your team. This is just for a PRACTICE situation, NOT performance).
 - C. Buying the Right to Perform – a license to perform the music in a public setting.
4. Do not use mash-ups, either created by you or sold by music providers using music without proper licensing.
5. Do not download songs from sites that do not have properly licensed music.
6. Do not copy or distribute to others a recording you have legally purchased unless a Right to Distribute has also been purchased.
7. Licenses/Permissions must be in writing (or via e-mail) and must be from all copyright owners.
8. If you request a license and you get no response, this does NOT mean you have permission.
9. Coaches/teams may ONLY edit their music (or use an editor to edit) if they licensed music from a preferred provider that included the right to remix, or if the coach/team otherwise obtained written permission to edit the music from all applicable copyright owners.
10. Teams and editors should only incorporate sound effects and voiceovers that they create on their own or are properly licensed.

PREFERRED MUSIC PROVIDERS

The ICCA suggests that all coaches and choreographers use one of the preferred music providers listed on this website:
<http://usacheer.net/presssafety/preferred-providers>.

Coaches and choreographers may not assume, however, that buying music from a vendor on this site will still allow your team to perform in public legally. Questions that should be asked of vendors before purchasing music:

1. Has the proper licensing been secured to create this music/mashup/mix?
2. By purchasing this music, will this allow for performance in the public setting?
3. Do I have the right to distribute this music to my team or others? If so, is there a limitation to distribution numbers?
4. Does purchasing this music include the right for me to remix it, including adding sound effects?

For more information go to: <http://usacheer.net/presssafety/music>