



Iowa Cheerleading Coaches' Association NEWSLETTER



November 2016 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE

So, now that Football season is over and we are moving into basketball and wrestling seasons, it is really important to keep your schedules organized and know when and where you are supposed to be. If you have an assistant, you are lucky! ;o) If you don't, try and make calendars for each of your squads with games and practices on them. Yes, this seems like a lot, but you can have a master calendar so you know of all the events as well. We all know there will be changes made on these schedules due to weather and other things, but the earlier you can get them out, THE BETTER! Having the calendars in your phone is good, but I would try and keep a paper copy with you.

Another way to organize your Winter squads is to make sure your cheerleaders have their team mates phone numbers. Or, make a phone tree! Then if something gets canceled or postponed it is easy to relay the information to them!

There is a lot going on during the winter and if you have multiple squads, life can get hectic! Take a little time out for yourself, breathe, and everything will fall into place!

Hope you all have a WONDERFUL WINTER season!

Melissa Hatfield
ICCA President



2017 ICCA SPRING COACHES' CONFERENCE

by Donna McKay, Executive Director

The ICCA Spring Conference will be held at The Meadows at Prairie Meadows in Altoona on March 31 - April 1, with a theme of "The Winner's Circle" based on the Kentucky Derby.

Back by popular demand are nationally known speakers, Leroy McCullough (Varsity Director of Speed and College Programs), Morton Bergue (President of Cheer Gyms), and Jim Lord (Executive Director of AACCA). The conference will again offer coaches the chance to receive AACCA certification, plus a variety of classes for all coaching levels, such as Partner Stunts, Elite Stunts, Choreography, New Coaches' Bootcamp, etc.

Mark your calendars for a fun and educational weekend! More information will be available on the ICCA website, plus conference brochures will be sent to all ICCA members and every high school closer to the conference date.

NOMINATE NOW!

ICCA Special Award Nominations

The ICCA Board feels that it is very important to recognize the efforts of the people who work for the cheerleaders and coaches of Iowa. ICCA is looking for nominations for the Iowa Coach of the Year and Iowa Contributor of the Year. Nomination information is on the ICCA website and due by December 20. The winners will be chosen at the January Board Meeting. Recipients will be recognized at the Spring Awards Banquet at the ICCA Spring Coaches' Conference.

STATE CHAMPIONSHIPS 2016

by Jeanne Ehn, Executive Director

Another successful day of championships is in the books. It was a day when 11 championship teams were crowned and 45 trophies were awarded to deserving teams. The following are the results of the 2016 Championships.

1A Cheer Dance

1. Nashua-Plainfield 171
2. Northwood Kensett 161.5
3. Notre Dame, Burlington 151.3
4. West Fork, Sheffield 144
5. MMC/RU 142.5
6. Newman Catholic, Mason City 142.5
7. North Linn, Troy Mills 138.5
8. St. Edmond, Fort Dodge 131.5
9. Wayne, Corydon 127
10. Wapsie Valley 123
11. North Union 119
12. Grundy Center 107
13. Tri-County, Thornburg 92

2A Cheer/Dance

1. BCLUW 159
2. Dike-New Hartford 144
3. DM Christian 137
4. Garner-Hayfield/Ventura 128
5. Columbus Catholic 127
6. Southeast Valley 121.5
7. PCM, Monroe 113.5
8. Sumner-Fredericksburg 112
9. North Cedar, 111
10. Central Decatur 103
11. IKM-Manning 102
12. Hampton-Dumont 98

3A Cheer/Dance

1. Dallas Center-Grimes 152
2. Mount Pleasant 149.5
3. Assumption, Davenport 148
4. ADM, Adel 146
5. Carlisle 140.5
6. Boone 131.5
7. Grinnell 125.5
8. Centerville 120.5
9. Center Point-Urbana 117.5
10. Bondurant-Farrar 116.5
11. Winterset 109.5
12. Charles City 94.5

4A Cheer Dance

1. Johnston 182.5
2. Valley, West Des Moines 179.5
3. Burlington 173.5
4. Ames 173
5. Southeast Polk 168
6. Cedar Falls 163
7. Mason City 158
8. Bettendorf 155
9. Indianola 151.5
10. Urbandale 151.5
11. Dowling Catholic 149.5
12. Ankeny Centennial 136
13. Des Moines, Abraham Lincoln 129.5
14. Council Bluffs, Thomas Jefferson 124
15. Dubuque, Hempstead 123.5
16. Newton 106

Coed Cheer Dance

1. Waukee 171
2. Davenport West 162
3. Fort Dodge 156.5
4. Linn-Mar 144
5. Knoxville 98

1A/2A Time Out

1. South Central Calhoun 190
2. Waukon 181
3. Cedar Valley Christian 177.5
4. Alba 167
5. Dike-New Hartford 161
6. Mount Ayr 160
7. Madrid 152
8. PCM, Monroe 151
9. H-L-V, Victor 143
9. Shenandoah 143
11. St. Edmond 139
12. Hampton-Dumont 133
13. Essex 125
14. Clarke, Osceola 107
15. South Hamilton, Jewell 105

3A/4A Time Out

1. North Scott, Eldridge 185
2. Fort Dodge 171
3. Marion 161
4. Glenwood 159
5. Cedar Rapids, Jefferson 156
6. Cedar Falls 155
7. Southeast Polk 152
8. Union, LaPorte City 150
8. Gilbert 150
10. Dowling Catholic 147
11. Preston 146
12. Carlisle 144
13. Dallas Center-Grimes 137
14. Iowa City, City High 135
15. Solon, 121
16. Williamsburg 106

1A Group Stunt Finals

1. Notre Dame, Burlington B 111.5
2. Northwood-Kensett A 105.5
3. Notre Dame, Burlington A 97
4. Grundy Center A 92.5
5. St. Edmond 87.5
6. Northwood-Kensett B 84

2A Group Stunt Final Result (Final)

1. BCLUW B - 101
2. BCLUW A - 101
3. Madrid 97
4. South Central Calhoun 83
5. PCM, Monroe 83
6. Shenandoah 68
7. North Cedar, Stanwood 66

3A Group Stunt Finals

1. Mount Pleasant A 114
2. Carlisle A 112.5
3. Carlisle B 110.5
4. Assumption, Davenport A 105
5. Bondurant-Farrar 105

4A Group Stunt Finals

1. Fort Dodge 120 Cedar Falls A 112
2. Ames A 110.2
3. Ames B 108

1A Group Stunt Preliminaries

(6 taken to Finals because of ties)

1. Notre Dame, Burlington B 113
2. St. Edmond 107.5
3. Grundy Center A 107
4. Northwood-Kensett A 106
5. Northwood-Kensett B 106
6. Notre Dame, Burlington A 106
7. Grundy Center B 97
8. Tri-County A 91
9. MMC/RU 86
10. Nashua-Plainfield 84
11. Tri-County B 84
12. Mount Ayr 78

3A Group Stunt Preliminaries Results

(Top 5 taken to Finals)

1. Carlisle A 113.5
2. Carlisle B 106
3. Mount Pleasant A 102
4. Assumption, Davenport A 100
5. Bondurant-Farrar 98 - *tie broken from tie breaker*
6. Glenwood A 98
7. Glenwood B 95
8. Assumption, Davenport B 88
9. Mount Pleasant B 84
10. Williamsburg 79
11. Knoxville 74

4A Group Stunt Preliminaries Results

(Top 4 taken to Finals)

1. Ames B 120
2. Ames A 115
3. Fort Dodge 114
4. Cedar Falls A 109
5. Ankeny Centennial 106
6. Linn-Mar 105
7. Cedar Falls B 96
8. North Scott, Eldridge A 91
9. North Scott, Eldridge B 78

Award of Appreciation

by Kenna Johnson, Executive Director

He knows every school and every mascot in the State of Iowa. He knows school colors, and he probably knows a random fact about your school. He knows the locations of schools and is rarely stumped by the acronyms of consolidated schools. You may not know his name, but you would recognize his face and his voice anywhere. Truly a “man behind the scenes”, John Ehn has been named the 2016 recipient of the ICCA Award of Appreciation for his many years of dedication to cheerleading in Iowa.

The man in the background is John Ehn, husband of ICCA Executive Director Jeanne Ehn. In the many years of Jeanne’s involvement in ICCA, John has been equally active. Each school year, as ICCA events begin rolling, John’s duties as “right-hand man” also begin. For State Championships, John helps collect the massive amounts of registrations each day from the post office and delivers them home, where he sorts paperwork. With his knowledge of the schools within the state, John has the important job of making sure schools have signed up in the correct division. He also sorts and packages all the medals for the winning teams and stuffs the coaches’ packets. Closer to the day of the event, John is responsible for loading the many strips of mats, hauling them from Conrad to Des Moines, then unloading them in the event venues. Finally, he serves as the “Most Familiar Face” the day of the competition, helping to calm the nerves of the competitors just before they take the performance mat in the Jacobson Building.

Wrestling season also keeps John busy in the cheerleading world. He greets teams, makes sure every coach and cheerleaders knows the happenings of the day, and most importantly, helps track the statistics for rules violations across the sessions of the tournament. It is likely he would be recognized as the Most Familiar Face of this event as well!

Always surrounding himself with kids, John taught 5th grade and Middle School Science for a combined 33 years, and he coached football for 35 years. He still continues to get his “kid fix” by driving the school bus for BCLUW. One of his proudest moments was when a cheer team presented him with a bow they had worn the week before at the State Championships. He truly has a love for kids! However, nothing makes him more proud than his own family: his daughter Jillissa and husband Kyle live in Concord, North Carolina, with sons Max, Jackson, Carson, and Luke. His son Josh and wife Ashley live in Oelwein, Iowa, with children Jonathan, Melissa, Will, and Margaret.

It is with much gratitude that ICCA presents the Award of Appreciation to John Ehn!

Editor’s Note: As we approach the winter seasons there are several reminders. The six articles below are reminders for every school to make the winter cheer season safe for everyone. All articles are by Donna McKay.

All Schools Must Follow the Rules

by Donna McKay, Executive Director

The National Federation Spirit Rules and the ICCA-IHSAA Strengthened Rules **MUST** be followed by **ALL** schools. These rules were not developed by the ICCA; they were developed by the National Federation, which writes the rules books for all sports. These rules are recognized nationwide as the safety rules for cheerleading. Even if a school is not a member of the ICCA, these rules must still be followed. Coaches and schools may be held liable if injuries occur when the rules are not being followed.

No Tosses on Gym Floors

Coaches are reminded that National Federation Spirit Rule 3-5-3a states: “The toss is executed only on grass (real or artificial), a mat or a rubberized track.” Tosses may not be executed on gym floors.

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 3-8-6: “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.”

Wrestling Pillows and Items Mat Side

Wrestling pillows may not have pockets on them; cheerleaders have been placing their cell phones in the pockets. Cheerleaders may not have cameras, cell phones, pins, etc. with them while they’re cheering. Coaches also need to be aware that some cheerleaders are putting cell phones down their tops or in their waistbands. Cheerleaders who have phones, or other items, should be removed from mat side for rest of the meet. No other athletes have cell phones with them when they’re participating in their events.

Appropriate Cheerleading Shoes

The National Federation Spirit Rule 3-1-4 states that “Apparel and accessories must be appropriate for the activity involved. Cheerleaders must wear athletic shoes.”

Follow the Rules...Continued on page 4

All cheerleaders, including wrestling cheerleaders, must wear shoes actually designed for cheerleading. Even though some shoes look like tennis shoes, they are not legal if they aren't cheerleading shoes. Not all cheerleading shoes are made the same, so it's important for coaches to check out shoes before ordering them. This could (and should) involve actually putting on the shoes and jogging and jumping in them so you can feel the shoe's flexibility, cushioning, and support.

Uniform Requirements

Cheerleaders must follow the IHSA Board of Control approved Uniform Requirements and Recommendations that were included in the fall mailing and are posted on the ICCA website. The ICCA definition of an official school issued uniform for high school cheerleaders is a combination of skirt, top, and sleeves that are actual cheerleading garments made/constructed of school colors which were purchased for the activity of cheerleading. This includes tops, skirts, and cheerleading warm ups. Cheer warmups may not be worn while cheering at indoor events. Pants (including yoga pants), leggings (including hose/tights), shorts, jerseys, and T-shirts are not considered official school issued cheerleading uniforms. There may be an exception for T-shirts if two schools have recently consolidated, but this would be rare.

Only Designated Cheerleaders May Cheer during Games/Meets

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

Incorporating a Male Cheerleader into your All-Girl Squad

By Kelly Trinkle, NE District Rep

What do you do when a guy wants to join your all-girl squad? You may feel scared and overwhelmed. Or say to yourself, "What am I supposed to do with a guy cheerleader?"

Here are some suggestions for incorporating your male cheerleader into your squad:



Seek out advice from former male cheerleader...Continued on page 5

Iowa Cheer Honor Squad 2016

by Tami Doyle, Honor Squad Director

This year the Iowa Cheer Honor Squad welcomed a new choreographer, Katie Cole. Katie came to us with a strong background in cheerleading. She has many accomplishments as a cheerleader, instructor, coach, and choreographer. Those skills were brought to life with a 5 minute routine performed by 230 cheerleaders from across the state at the Iowa State Football Championships on November 18th in the UNI Dome. The following schools had participants on the Iowa Cheer Honor Squad:

ADM, Algona/Bishop Garrigan, Ankeny Centennial, Assumption, BCLUW, B-G-M, Belle Plaine, Bellevue, Benton Community, Bettendorf, Bondurant-Farrar, Boone, Cedar Falls, Cedar Rapids Jefferson, Centerville, Central Decatur/Leon, Central Springs, Chariton, Charles City, Clarinda, Clarion-Goldfield, Clarke, Collins-Maxwell, Creston, Dallas Center-Grimes, Des Moines, Abraham Lincoln, Dike-New Hartford, Don Bosco, Dubuque Hempstead, Dunkerton, East Sac County, Fort Dodge, Garner-Hayfield/Ventura, Glenwood, Grinnell, Grundy Center, Hampton-Dumont, Harlan, Harris-Lake Park, Indianola, Iowa City/City High, Iowa Falls-Alden, Knoxville, Kuemper Catholic, Lake Mills, Linn-Mar, Madrid, Manson Northwest Webster, Marcus-Meriden-Cleghorn/Remsen-Union, Mason City, Mediapolis, MOC-Floyd Valley, Muscatine, Nashua-Plainfield, Newell-Fonda, North Cedar, North Polk, North Union, North-Linn, Northwood-Kensett, Ottumwa, PCM, Pekin, Pella, Ridge View, Rockford, Saint Ansgar, Shenandoah, Sidney, Sioux Central, Solon, South Central Calhoun, South Hamilton, Southeast Valley, Spencer, Tri-County, Union, Valley Lutheran, Washington, Waterloo West, Waukon, Waverly-Shell Rock, Wayne, West Branch, West Hancock, West Liberty, Winterset, Woodward-Granger

It was an exciting day to see the performance come together. New friends, cheering in the Dome, and honoring Iowa cheerleaders!

Scholarship winners were Martha Jesuit of North Cedar High School and Emily Rentsch of Sioux Central High School.

leaders. I spoke to a former male college cheerleader. His best advice was to “keep his hands busy at all times.” This means give him a megaphone, have him tumble, put him in a stunt or even just a girl on his shoulders. This makes him look more masculine, visible, and participating, and a lot less awkward.

Simplify motions in your cheers and chants. Don’t make him do all the hip motions. He may not have the same sense of rhythm as your girls. Keep it as masculine as possible!

Have him yell LOUD! If he can’t use a megaphone, have him cup his hands around his mouth when he yells! This will make that “male” voice carry and get the attention of the crowd, while also keeping his hands busy to avoid awkwardness!

Choreograph routines so that he is still participating, but blends in! Maybe let the ladies shine during a dance portion of a routine, but instead of just having him take a knee, incorporate him in somehow. Again, in a simple stunt, lift or just some simple motions to blend in.

Lastly, STUNT WITH HIM! Of course he will need to do stunt progressions just like the girls, but having some extra muscle can be a great opportunity to do stunts that you wouldn’t have been able to do before!

Although challenging, the addition of a male cheerleader to your all girl squad can be a very rewarding experience. Not only for him and the rest of the squad, but the crowd as well!



How to Plan for the Unplanned Emergency Situation.

By Sarah Buss, South Central District Rep.

Just like stunt progressions it is important to have a plan and steps on what to do if you have an emergency happen at practice and or a game.

Here are a few helpful tips to follow:

- Post quick numbers of emergency personal and associate coaches somewhere easy to find. Like on a wall or have it inside every coach’s binder that the girls can find easily.

Emergency...Continued in next column

- Practice what to do in a tornado, fire, stranger threat, and/or if the athlete gets lost or feels unsafe.
- Practice and go over the scenarios for practices, games and competitions
- Practice what to do if there is a serious injury.
 - One person stays with the injured athlete
 - One person gets the nearest adult or coach
 - One person moves the team to different location to minimize chaos
 - One person goes to get the binder that is with you at all times that has the athletes emergency contact info
- Practice what to do if the injury or illness situation happens to the coach
- Make sure you know your schools protocol on alerting administration on serious injuries. Do you call your AD or Principal? Do you inform the school nurse? Do you fill out a standard injury report from your district?
- Hazing-Although not a physical injury it’s important to have a statement on your website/Facebook/on your practice wall that states that no forms of intimidation or hazing will be tolerated or allowed and what the process is to report hazing. Sadly, this is becoming more common than the sprained ankle. Our athletes are hurting each other via social media using their words. Emphasize to your team that it will not be tolerated and have a clear policy regarding what will happen if its violated. This will also help you if you are ever in a legal situation regarding a hazing issue.

Again just like stunting you need to practice these procedures. So I like to stage “fake emergency” situations. Of course make sure you monitor them before they actually call 911. HA!

I have found half the stress comes from not knowing what to do. So going through every imaginable situation and just talking about it seems to help tackle the nerves and hysteria that sometimes happens. Even if its small, like what happens if a van gets lost? The parent driver and cheerleaders should not worry, of course they still will be allowed to cheer the game, do not speed to catch kick off. Instead, drive there safely and join the team when you can!

Failing to plan is planning to fail, so keep practicing those unplanned what if’s!

RULES, RULES, RULES

by Cindy Pangburn, At Large Representative

Rules, rules, rules! Everywhere we go we have to follow rules. I am sure this is what many of your cheerleaders think when you talk with them about following rules. When your squad has a distinct set of rules you can eliminate most problems before they occur. Clearly spelling out what conduct is acceptable and what is not will help alleviate misunderstandings. Rules for cheerleaders can pertain to a number of different things, attendance, behavior, and safety.

Many of you have a code of conduct or cheer contract which cheerleaders and a parent or guardian sign. If you don't have one you may want to consider doing this. When the rules are written down and clearly spelled out it makes your job as a coach much easier to enforce those rules. Be sure to address all the issues you feel are important in your code of conduct and let parents know rules are often determined at the state and national level. Although, in Iowa we strengthen rules because the safety of our cheerleaders is of the utmost importance.

Be sure to teach your squads we follow rules whether at a game, meet or practice; it is not something we do just when we put on our uniforms. Be sure your cheerleaders know rules are not a suggestion they are mandatory, and there will be consequences if they do not follow them. The most important issue is their safety!

As a coach you probably feel overwhelmed with the rules, but there are ways you can educate yourself to become more knowledgeable. You receive a NFHS Spirit Rules Book which has great information! The NFHS web site has numerous classes available. The AACCAs Spirit Safety Certification is a great way to become more educated in regards to cheer safety. The ICCA annual Coaches Conference, held each spring, has classes available on safety. When you attend conference besides taking classes you can network with other coaches about specific questions.

As many of you are aware the simple safety rules are the ones most often not followed: hair, nails and jewelry. We need to teach our cheerleaders even though they may think these are a non-essential rule, every rule no matter how insignificant, they may think they are, must be followed at all times. Once you, as a coach, enforce the rules at all times, your cheerleaders will know every rule is important and will soon monitor themselves. Rules are a part of life and the sooner we make our cheerleaders know all of the rules are for their safety and will be enforced the easier your job as a coach will be!

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Nov 2016

INTRODUCING the 2016-2017 All-State Squad

Kilie Akers - Mediapolis
Makayla Allison - St. Edmond
Maris Behan - Assumption
Sari Brakke - Ames
Allison Buckert - Mount Pleasant
Macee Buss - Ames
Alex Craig - Fort Dodge
Katie Ensminger - Mount Pleasant
Caroline Farner - Ames
Emma Fletcher - Cedar Falls
Rylie Gibbs - Ames
Hailey Gray - Fort Madison
Hannah Heindel - Ames
Abby Lorimor - Glenwood
Megan Meyn - Ames
Addi Moritz - Fort Dodge
Janelle Nguyen - Assumption
Sophia O'Brien - Assumption
Haley Palmer - Glenwood
Tiffany Piper - Carlisle
Laney Rees - Fort Dodge
Anna Robisky - Cedar Falls
Marina Ruppel - Carlisle
Sara Sharp - BCLUW
Jamie Steinman - Northwood-Kensett
Carsyn Vance - Dallas Center-Grimes
Jenna Willett - BCLUW
Mary Yarkosky - Oskaloosa
Qian Qian Ye - Mount Pleasant
Ellie Yoder - Fort Dodge

Honorable Mention
Joscelyn Buss - Ames
Maly Jordan - Indianola

IT'S TIME TO THINK ABOUT SCHOLARSHIPS!

by JoEllen Wesselmann, ICCA Scholarship Director

It is never too early to start encouraging your cheer squad seniors to think about scholarship opportunities that ICCA offers! We award scholarships at many of our events, including Honor Squad, State Championships, All-State, and All-Stars. These scholarships are selected in a variety of ways, under the supervision of each event director.

Scholarships...Continued on page 7

2016 Shrine Bowl Tryouts

by Sandy Norby, Shrine Bowl Director

The 2016 Shrine Bowl Tryouts were held Sunday, October 16th at the Shrine Temple in Altoona, Iowa. Approximately 100 cheerleaders from across the state of Iowa tried out for the 2017 Iowa Shrine Bowl Cheer Squad.

The cheerleaders were taught a cheer, chant, and a short dance. They performed two jumps, and tumbling was optional. Sixty cheerleaders were chosen to represent the 2017 Iowa Shrine Bowl Cheer Squad. They will all come together the week of July 24-28 for practice, with the football game on July 29th. This squad will be performing pre-game and half time of the football game.

The Iowa Shrine Bowl game will be held in Cedar Falls, Iowa, on July 29th at the UNI Dome. Mark this on your calendars and come support and be entertained by the 2017 Iowa Shrine Bowl Cheer Squad.



Scholarships...Continued from page 6

Our organization also provides Academic Scholarships, given to high school seniors who exhibit exemplary academic qualifications, along with outstanding community service. The application guidelines and application cover-sheet may be found on our website, under the "Scholarships" tab. The process is simple and involves a one-page essay, a letter of reference by community members, a letter from the coach, documentation of GPA on school letterhead, and a list of activities participated in during high school.

Please feel free to contact our Scholarship Director, Jo-Ellen Wesselmann, with any questions you may have about the application process. (iccajo@hotmail.com) PLEASE ENCOURAGE YOUR SENIOR ATHLETES WHO QUALIFY TO APPLY! We would love to have a record number of applicants this year!

Guidelines for Academic Scholarship Application:















1. Include completed basic application form found on Scholarship tab of ICCA website. It must include the coach's signature. (Send 1 copy)
2. Include one page listing high school, community, and religious activities; and honors received (Cheer coach must verify this list with signature. Send 3 copies)
3. Include one-page essay covering the statement, "What I have gained from cheerleading and how it will help me in the future." (Send 3 copies)

Scholarships...Continued on page 8







Cheerleaders' Responsibility – 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

4. Include 2 one-page letters of recommendation, one from the cheerleading coach, and one from another person (teacher, community member, etc.)

Recommendations should deal with applicant's responsibility, leadership qualities, contributions to team and school spirit, and special qualities. (Send 3 copies of each letter).

5. Include a letter from High School Guidance Counselor or administrator on school letterhead, indicating GPA (3.5 or higher) through the end of junior year. This should be signed by Guidance Counselor and Principal. This letter does NOT qualify as a letter of recommendation, and should not include anything except the statement of the GPA. Do NOT send official transcripts.

Coaches should mail all application materials in one package postmarked by February 1, 2017, to:

**ICCA Scholarship Director
PO Box 207
Huxley, Iowa 50124**



Theme it UP!

by Paula Kirkpatrick, SE District Rep.

What better way to infuse some school spirit into a long winter season than to **add a theme** to a basketball game or two, or even a wrestling meet?

At our school our basketball teams and cheerleaders really like to pick two or three games throughout the season and add a theme to them. Our school colors are black, gold and white, so two very popular themes are Black Out and White Out. The theme is publicized in the school and on social media. We have also given a \$1.00 discount off admission if a person is following the theme, although this isn't always done because of the cost.

Adding a theme to a game, for us, seems to increase attendance by our students at games. Some other themes that we have used are Neon Night, Pajama Night, Camo Night, and Youth night. At youth night, elementary basketball teams play during half times. They receive free admission and parents receive a discount. This is very popular and increases attendance at games by a lot. So if you haven't tried a theme, pick one and give it a try!

ICCA ALL-STAR CHEER SQUAD

by Betty Lou Jones, NC District Rep.

A great opportunity is once again being offered to cheerleaders whose coach is a member of ICCA. The ICCA has teamed up with the Iowa Basketball Coaches Association to give cheerleaders of Iowa a chance to show their skills at the IBCA All-Star Basketball Games. The cheerleaders will perform at the half-time of four basketball games on March 25, 2017. The All-Star games are held in Grimes, Iowa, at the Dallas Center-Grimes High School.

The All-Star squad is made up of around 40 cheerleaders who are chosen by video tryout. This year we are asking the coaches to send their videos through the private link on www.youtube. The e-mail with the link must be received by January 15th by midnight. All other forms must be mailed with the January 15, 2017, postmark. If you e-mail the forms please make them the size that can be printed on a 8.5 x 11 paper. Do not make them smaller. This will make it easier to share the tryout video with all of the judges. All information for this video maybe found on the ICCA website under All-Star. All forms that much accompany the video are on the ICCA website.

A practice will be held on March 24, 2017, in Grimes. Cheer coaches are not required to accompany their cheerleaders but may do so if they wish. The cheer coach must be a member of the ICCA.

The fee for the All-Star program is not required unless the cheerleader is chosen and then it is required when they accept the position. The fee covers hotel for Friday night, meals on Friday night, Saturday breakfast and lunch, and a uniform.

A video of material the cheerleaders need to know before coming to practice on March 24th will be sent to them by e-mail once chosen.

Hopefully you will encourage your cheerleaders to try out. It is a fun experience.

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.

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 IH-SAA and IGHS AU modifications allowing pink uniforms. Other T-shirts, such as clinic T-shirts, may NOT be worn while cheering. 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



Something Really Special: the State Special Olympics Competition

by Kristen Morlan, ICCA Vice President

When most of us hear about the state cheerleading competition, we think about the one held in November, sponsored by ICCA and the IHSA. What many people don't know is that for over 20 years, the Iowa Special Olympics has held a state cheerleading competition in March at the Mid-Winter Tournament. Teams compete in both cheer and dance divisions, divided by age, gender, ability and/or squad size.

This is a great opportunity for your cheerleaders to get involved with special students in their own schools, whether it be by helping with choreography, coaching, or coming to cheer for them at the event.

Special Olympics...Continued on page 10

THE RULE COACHES SEEM TO MISS

by Donna McKay, Executive Director

Coaches do a nice job of checking stunting rules to make sure their cheerleaders are following the rules. There is one rule section that coaches seem to miss, however, that is also related to stunting. This section is Stunting Personnel. Coaches need to be aware of rules governing bases, bracers, and spotters. The rules most frequently violated in this section usually concern spotters.

Spotters need to be actively spotting, not just standing near the stunt. Spotters must be in the proper position with the appropriate body position to help minimize risk to the top person. Spotters remain visually focused on the head, neck and shoulders of the top person. If the top person is shaky or falling, spotters are close enough to the stunt and in a position to catch.

Spotters may not provide primary support to a top person. This means that spotters may not be under a stunt; the spotter's hands may not grasp the sole of the top person's foot, grasp the base's hand(s) under the top person's foot, or place his/her torso underneath the stunt.

Also, a spotter may not hold objects in his/her hand(s) or stand with hands behind his/her back.

A spotter is required for single-base prep-level stunts in which the foot/feet of the top person are in the hands of the base. The stunt that most frequently violates this rule is the prep level coed hands stunt; this stunt still needs to have a spotter.

YOUTH CHEER FUNDRAISER

by Paula Kirkpatrick, SE District Rep.

At my school, our cheer program is completely funded by fundraising and donations. I am always on the look out for a simple fundraiser that does not involve my cheerleaders going out and selling anything. So we use a youth cheer camp as a fundraiser.

We charge \$20 per camper. That includes a t-shirt and free admission to a football game. We have a sponsor who pays for the t-shirts, so all the money collected is profit. I have also seen other schools that include poms and/or a bow in the cost to attend.

Our camp is held after school three to four nights for an hour. We teach cheers, jumps, a dance, and play games. Our campers demonstrate their cheers at Boom Night during Homecoming week and then at half time of a football game. For me, this is an easy and profitable fundraiser.

Teams ranging from elementary school kids to adult recreation teams, come together to cheer, to dance, and to show their enthusiasm and love of cheerleading. There are also teams that pair regular education students with special education students, creating unified teams.

Each team performs either two cheers or two dances, and they are judged on skills, their teamwork, and, most of all, on their enthusiasm and spirit.

This year's competition will be held on March 11, 2017 at Iowa City West High School. The registration deadline is February 13, 2017.

If you would like more information, go to the following link and click through for the rules and forms:

<http://www.soiowa.org/competitions/statewide-competitions/mid-winter-tournament/>

You can also contact Kristen Morlan at:
kristenmorlan@gmail.com with questions!



From going to regular season games, to tournaments, and helping at State Basketball through the years, I've watched many cheer squads do a marvelous job of being in control of their fans during a time out. Unfortunately, I've also seen those who need the help of this article. Here are some simple things to remember to get that perfectly executed time out by cheerleaders.

- **Each time out takes planning & rehearsal.** Before you get shook and wonder how this is going to happen, think practice. Teach your cheerleaders in practice what to do during a game. Plan several time-out situations at practice and rehearse them in practice. If they make errors - that is great! You can help them correct it so it will be right during the game. This will give them confidence in the actual situation. They can make the calls with confidence because you have practiced.
- Do a "big cheer" at quarter breaks & chants during time outs. The definition of a big cheer is one that has many words and may tell a story. The big cheer should always have a simple call back so the crowd becomes involved. Chants can be fun, or powerful and strong, but always full of tradition. It seems logical to **plan**



Keeping Your Athletic Director in the LOOP

by Sherrie Moritz, NW District Representative

Keeping your Athletic Director in the loop is very important for a cheer coach. Keep them informed of events and activities that your cheerleaders may be involved in. Communication is the most important thing you can do.

Cheer squad's most likely need the approval of the school's Athletic Director for various things. Uniforms, fundraisers, special events and many times, transportation to and from events are just a few of the things that require specific communication. Give you AD your cheerleading rules book or a copy of your constitution along with practice schedule.

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

At the beginning of each school year, you will want to meet with your Athletic Director to see what his or her expectations are of the cheer squad before your season begins. Sometimes Athletic Directors will need you to check in with them, as they are busy governing many other teams and events. New Coaches these meetings do not have to be draw out, but a face - to - face conversation is a great way to keep communication open.

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

Putting PROBLEMS Into Perspective

by Angie Trowbridge, SW District Representative

Some years are pretty awesome as far as having problems, some years are not. How do you get through those sticky times?

A conference presenter one year talked about the stages of group development:

1. FORMING. Everyone's excited. It also goes by the "Honeymoon Stage."

all of these ahead of time so the cheerleaders know what is coming during the game. However, the next two points are very important in the planning ahead scheme.

- **Teach your cheerleaders to know the “purpose” of the time-out and plan accordingly.** If the game is close the purpose of the time out changes - it is to get the fans & team excited. If your team is ahead by thirty, you can take a slightly different, more relaxed approach, yet have fun.
- **Always be ready to ditch the plan because of circumstances** and the purpose (this is why it is so important to talk through this and do this in practice). The circumstances might be a VERY CLOSE game! In that instance you are going to want to do an alternative to something that might not have the crowd involved as much. I remember one game where the score was tied at the end of the third quarter and our team had the momentum. We were going on defense and the cheerleaders wanted to get the crowd’s message to the players. They decided to do two chants that were simple and powerful because we had talked about it at practice. “Comets!” Repeated over and over! (It became deafening.) And finally ending on “Defense!” XX “Defense!” During the time out the cheerleaders used 2 words that became very powerful for our team & ultimately gave them a momentum push. This takes us to the next secret.
- **Keep it simple.** The fans don’t care if you do fancy things so why do them? **Simple chants will always get the best results.** Words like go, fight, win. Your school name or school colors are always good alternatives. Clapping & repetitive cheers always work the best. Keep it simple.
- **Develop traditions.** If the first time out of the second half is a color yell & the crowd loves it. Do the color yell. You would be amazed at the number of times fans are just waiting for a certain chant to be done. Use that power.
- **Get everyone standing.** There is more energy in everyone standing. Whether they are clapping or doing a repetitive chant; if they are standing it will be better. How do you get them standing? Simple - ask them to stand, or do a chant that they always stand and do. At this point, some of you might say, but our fans always sit during a time out. You know those influential student fans. Talk to them ahead of time. Get them on your side & ask them to stand so that their “power” continues to dominate over the other fans. They can sit at half time & between games.

2. **STORMING.** This is the time of testing limits and pushing buttons. It also happens around the time assessments appear in the classroom and scores tally in the grade book.
3. **NORMING.** Having made it through the yuck, everyone knows their expectations and has a renewed sense of how to get there.
4. **CONFORMING.** Team bonding and family forming.

It's almost like clockwork when a team can be expected to enter the storming stage. This begins when one grows tired of rushing to keep all things being juggled, but it's multiplied by the number of cheerleaders and coaches you have on your team. For us, this hits hard around Homecoming. Knowing is half the battle, but what's the other half?

My girls asked me the other day, "Do you ever have any times where teachers don't get along with each other?" Absolutely! "How do you handle that?" Teachable moment, straight ahead...for both team and coach. I told them it's a matter of perspective - instead of reacting on the surface of what was said, try to understand that person and where they are. Look at the people and the environments they interact with both in school and beyond. Often, while you may be the lucky recipient of some big yuck, it isn't about you at all.

As coaches, regardless of the athlete's home relationship quality, we play an unintentional surrogate parent role. Think of your own kids, who are angels until that first step into the house. By loving those kids, we create a place where they feel safe to let go. These kids still are learning to process input from a very crazy world, but it quickly gets to overload. At that point the focus is just on unloading, and less on how.

Breathe, Coach.

You might want them to push it aside so you can continue working on that routine, but there comes a point when you need to take care of the human spirit before the teenage athlete.

Don't run away. Approach, not avoid.

Let them vent, even if the garbage truck yuck gets unloaded on you.

Listen to what's NOT being said.

Reflect on what is going on in the whole day of that person...and for you.

- It is the time of year to not only be thankful but enjoy the season of giving. One of the greatest gifts you can give to your cheerleaders is the gift of helping others. With that in mind, here are some ideas to help your squad and you celebrate the season by giving to others:

- Take the day off practice and work at a shelter, House of Compassion, or a food pantry.
- Gather food for a food pantry. Deliver it as a squad.
- Do your own “giving tree” or adopt a family by contacting an area agency where your cheerleaders supply gifts for a needy family.
- Do a donation drive for Toys for Tots.
- Volunteer at a day care, the elementary school, or middle school.
- Make cookies, bars, pies, and desserts. Raffle them off at a game and then give the money to a needed cause.
- Wrap gifts at a ballgame (you’d have to advertise this) and have a free will donation. Give the money to the Salvation Army or the American Red Cross.
- Go to a nursing home, assisted living, or visit shut ins and sing Christmas carols. While there, just spend some time visiting. Have them tell your cheerleaders their favorite Christmas or Holiday memory.
- Each day of a week, find someone that needs some sort of assistance and help them. It might be Christmas shopping with them, or decorating their tree, or cleaning, or doing their laundry.
- Host a Random Act of Kindness Week at school. Help teachers, help students, help custodial staff, help secretaries, etc.
- Have them write a thank you note to 2 teachers who have been an influence in their lives. Make them be specific and not general. I guarantee it will become a treasure.
- Have them thank their parents for all that they have done for them -- think State, before and after games, hair ribbons, food, organizing fund raisers, etc.
- Do a school needs drive. Divide it up and give it to schools in your district. There are always kids who do not have pencils, paper, colors, etc.
- Go to a hospital and carol in the halls -- be sure to check it out first.
- Go to a shelter for animals. Walk the dogs, play with the cats.

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Sometimes, all you really need to say is, "You talk. I'll listen." They're human, and it's ok to remind them that you are human as well. Reach out to us, too! You don't have to go it alone.

We believe in you, Coach.



Ask Jeanne

Dear Jeanne:

Can you fill us in on the music royalties and all that has taken place? We wanted to do the state championships, but just didn't know what to do. We'd like to return next year.

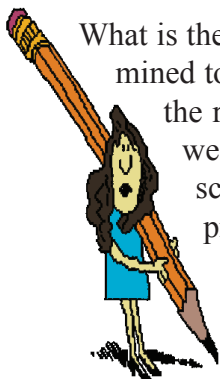
Curious

Dear Curious:

The music royalties licensing issue has been a challenge for not only teams and coaches, but ICCA as well. The summer started with the news that our organization was going to have to follow the music royalties compliance licensing for the State Championships after we received a directive from the National Federation. There were literally hundreds of questions asked and many hours spent in meetings and on the phone to find out royalty information from people with music royalties knowledge and the three royalty companies. It also took time to develop information for coaches and schools in regards to ICCA Events. (As someone has said, it was kind of like flying a plane before it was even built.)

For coaches, late summer and early fall had the new challenge of creating music and getting the licensing for squads performing at the State Championships. I know there were frustrations and many questions in making it work for schools/coaches. Suddenly, coaches had to create and had much learning to do. Due dates were approaching and the licensing had to be completed.

I am very happy to report that every team needing music for the State Championships had the royalties purchased and recorded with ICCA before the State Championships. While some of you might not think this is a big deal, the first time of doing something like this is complicated and taxing. Many coaches are not choreographers. Coaches had a large learning curve, and many were quite proud when they made it over the hurdle.



What is the future of music royalties/licensing? ICCA has been learning as well as coaches. We are determined to protect the rights of schools when it comes to licensing. By insisting that the school purchase the rights, schools become protected. For example, if a choreographer buys the music, as much as we want to believe in that choreographer, how does a school know he/she doesn't sell it to another school/group in another state? The school doesn't know. Having the royalties in the school's name, protects the school.

Some music vendors even changed their contract wordage to make sure schools were in compliance. This issue isn't going away, but as time moves forward, things will become easier.

I'm always cheering for you!

Jeanne Ehr

BOARD MEETING MINUTES • BOARD MEETING MINUTES

The ICCA board of directors met at the Roland Story Elementary School on October 2, 2016. Members present: Betty Lou Jones, Sherrie Moritz, Angie Trowbridge, Melissa Hatfield, Kristen Morlan, Paula Kirkpatrick, Donna McKay, Sandy Morlan, Cindy Pangburn, Sarah Buss, Tami Doyle, Kelly Trinkle, Jeanne Ehn, Kenna Johnson, Patti Davis.

The meeting was called to order at 9:55 by President Hatfield. The meeting was held at the Roland Story Elementary School.

The minutes from the June meeting were approved by Sarah Buss and Sherrie Moritz seconded them.

Board Personal: Mindy DeBaun sent a letter resigning from the board. The board approved the resignation. Jenny Crawford is also resigning from the board. The board also approved this resignation.

Membership: Jeanne said that there is an estimated 370 members.

Executive Director's Report:

Music Royalties: Information is being sent out as the board members are receiving it. Legit Mix is not a legal vendor according to music royalty rules.

Lots of work is being done with Alan Greiner. If you choose to use a single song in your routine, you need to bring a legally purchased copy of that recording to be used at the event. That single song cannot be modified or edited for any reason except for cutting it for time.

Here's the link for the music rule:

http://usacheer.net/aspnet_client/FreeTextBox/upload/documents/USACheerGuidelines.pdf

Conference: Morton Bergue and Jim Lord will return to our conference. The conference will be held at Prairie Meadows on March 31 and April 1. The theme of the conference is The Winner's Circle. Coaches are encouraged to send pictures to Sarah Buss of events that their squad is involved in. Sarah will use some of the photos to make a video to share at conference.

Website: Julie Feirer is our web master. The new website director for ICCA is Patti Davis. She will work closely with Julie.

Scholarship: No report

All-State: Tryouts are in 2 weeks at Ames Middle School. 194 have registered to try out.

Honor Squad: Katie Cole is the choreographer. Nov. 13 is the practice in Ames. Nov. 17 practice will be held in Cedar Falls. Performance is the 18th of November at the UNI Dome.

All- Stars: Will be held the last weekend in March.

Shrine Bowl: 49 kids participated.

Special Olympics: Will be held on May 25th at ISU.

Social Media: Angie continues to post things. Lots of positive comments. Remember to send things to Angie if you want her to post things.

BOARD MEETING MINUTES • BOARD MEETING MINUTES

Meeting Minutes...Continued from page 14

District Representatives: The Free Fall Clinics are another way to network with coaches in your area. A lot of cheers, dances and chants were learned. Listed below are the numbers for each of the clinics. Several comments were made about the length of time of the clinics. The board will review this and decide whether adjustments need to be made.

SW: 8 schools, 9 coaches, 100 cheerleaders.
SE: 10 schools, 13 coaches, 95 cheerleaders
NC: 17 schools, 20 coaches, 200 cheerleaders
NW: 8 schools, 10 coaches, 88 cheerleaders
NE: 10 schools, 12 coaches, 96 cheerleaders
SC: 10 schools, 14 coaches, 127 cheerleaders

Board members were told to think about going to 5 districts instead of 6. This would align with IHSAA. A decision will be made at the January meeting.

Old Business:

Rep Council update: They have not met. Will meet at Honor Squad.

Slate of officers will be discussed in January.

Board Attendance Policy: Melissa would like to create a group to work on a policy for attendance for the board. Cindy, Betty Lou and Melissa will work on this. We already have a policy in place so it just needs to be updated.

New Business:

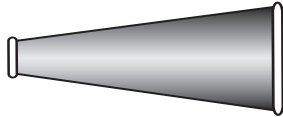
Lifetime Achievement Award: Discussion was held on whether or not this person should be a coach. After looking at the policy it states that this award is given to a coach.

Cindy nominated to appoint Patty Davis to be Web Director. It was seconded by Kenna Johnson. Motion carried. Kelly Trinkle will become the NE district representative.

The next meeting will be held at Ames Middle School on January 8th at 10:00 AM.

Cheerfully submitted,
Jane Bauman





2016-2017 ICCA BOARD OF DIRECTORS

President/All-StateMelissa Hatfield

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

Vice President/TrusteeKristen Morlan

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

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

Work: Ballard Community Schools
Home: 1030 Northpark Blvd., Huxley, IA 50124
CELL: 515-494-3541
Email: iccajo@hotmail.com or jwesselmann@ballard.k12.ia.us

SecretaryJane Bauman

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

District Representative - Southeast Paula Kirkpatrick

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

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

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

Cheer Honor Squad/Trustee Tami Doyle

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

WebsitePatti Davis

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

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

School Address: Ames High School,
Attn: Sarah Buss
1921 Ames High Drive, Ames, IA 50010
Phone: 515-450-7640
Email: sbluv2cheer@yahoo.com

District Rep. - Northwest/Special Olympics Sherrie Moritz

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

District Representative - Southwest Angie Trowbridge

Shenandoah High School
1000 Mustang Drive
Shenandoah, IA 51601
PH: 712-246-4727
CELL: 515-720-7149
Email: Trowbridgea@shencsd.com

Shrine Bowl Director Sandy Norby

Home: 3237 Hickory Avenue, Osage, IA 50641
PH: 641-732-5644
CELL: 641-330-7442
Email: sandynorby74@gmail.com

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

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

District Representative - Northeast..... Kelly Trinkle

BCLUW High School
610 E Center Street
Conrad, IA 50621
School Phone: 641-366-2810
Email: ktrinkle@bcluw.org

EXECUTIVE DIRECTORS

AWARDS, CONFERENCE, STATE COMPETITION, TRUSTEES

Jeanne Ehn***Newsletter***

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

Donna McKay***Rules Interpretation Director***

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

Kenna Johnson

1800 North 8th Ave.
Winterset, IA 50273
PH: 515-250-8968
kennajohnson47@gmail.com