



Iowa Cheerleading Coaches' Association NEWSLETTER



May 2018 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE

I am excited to begin my adventure as the ICCA President and look forward to a lot of great experiences in my time in this role. As I take on this position again after twenty years, I am excited to see how much ICCA has grown! There are so many more opportunities now for coaches and cheerleaders and I am excited to be part of all those opportunities again. The ICCA is an amazing way to network with other coaches and to get your cheerleaders involved in many activities besides those at their own schools.

Make sure you check the ICCA website for updates to all of our programs. Start thinking about what you would like to try this year whether it be state competition, Shrine Bowl, Honor Squad, All-state or All-Stars! Plan to attend a fall clinic this year and contact your district rep for more information!

Summer is a great time to prepare for the fall season whether it be by attending camp, fundraising, or teaching those new kids how to stunt! Make sure to have fun with your squads and plan some activities that help you bond as a new team. Have time to get together and NOT practice! You and your kids deserve a break and doing something fun always gets everyone excited!

Summer is also when you need to take some time for yourself! Take a vacation, read a few good books, or plan to walk a few evenings a week. Spend time with your family and friends!



I hope you have a great end to the school year! I'm retiring from teaching this year, so I'm really looking forward to an awesome summer!

Kristen Morlan
ICCA President

RENEW your school's ICCA Membership

for the 2018-2019 school year NOW! Note before registering: Know your county!! Membership information will ask the county of your school's location. Knowing this will place you within the correct ICCA District. Schools are not official members until payment is received by ICCA. Coaches who attended the ICCA Conference are already members.



Important Dates for your calendar:

- ✓ July 30 - August 23: Online Spirit Rules Meeting. This is required for coaches wanting cheerleaders to participate in ICCA Events: State Championship, All-State Tryouts, Honor Squad
- ✓ August 10: Registration opens for ICCA Fall Events: All-State Tryouts, State Championships, and Honor Squad
- ✓ August 18: ICCA Free Clinics held in Manchester (West Delaware), Lemars, and Tiffin (Clear Creek Amana)
- ✓ August 25: ICCA Free Clinics held in the Mason City, Ames, and Shenandoah
- ✓ September 27: DEADLINE for ONLINE ICCA Fall Event Registration (no other type of registration is allowed)
- ✓ October 3: Deadline for mailing entry fees for ICCA Events

Before You Pierce

by Erin Taylor, Rules Interpreter

It's after tryouts and before summer practice or in terms of my cheerleaders it's piercing time. This time of year my cheerleaders have the most down time between practices all year so they get whatever piercings they have been wanting to get without risking having to take it out for practice. Piercings ALL have to be taken out for cheerleading events, including practices and games.

The last couple of years ICCA has allowed Daith piercings to stay in with a doctor's note stating that the piercing was for migraines. Not for the 2018-2019 school year! All piercings must be removed, including Daith piercings.

Here is what we received from the National Federation regarding Daith piercings:

The response from Dr. Koester, Chair of the NFHS SMAC on Daith piercings for migraines is "A piercing is a piercing. Once we grant a medical exception, then we, of course, open ourselves to a flood of requests. Would definitely not allow this piercing. Medical effectiveness is highly questionable."

2018-2019 ALL PIERCINGS MUST BE REMOVED!

"THIS IS US"

This year's ICCA Conference was a record breaker with 190 coaches attending add on classes and educational classes to improve their cheer programs. Even though an April snowstorm made it a bit challenging, coaches enjoyed national speakers: Logan Lefler from Texas, Jeff Brewster from New York, Jim Lord from Tennessee, and Jenna Reynolds from Missouri and their expertise. Topics ranged from all parts of stunting (beginning to elite) to jumps to motions and even new material to tumbling and more.

ICCA Board members Sarah Buss presented on keeping your tank full as a coach, and Kelly Trinkle presented the new Cheer/Dance Rubrics for the State Championships. All together there were classes for every coach regardless of their cheer knowledge and experience.

We celebrated scholarship winners, the ICCA All-Academic squad, and coaching Service Awards at the Saturday luncheon. Varsity Spirit Fashions finished the luncheon with a fashion show.

Planning for next year's conference has already begun. We are pleased to announce Morton Bergue will be back with his knowledge and humor. Save the dates - April 5 & 6, 2019, for the 2019 Annual Conference!

Conference Award Winners

We were very please to honor several award winners at the "This Is Us" banquet at our Annual Conference in early April.

The ICCA Lifetime Achievement Award was given to the Iowa High School Athletic Association for the support they have given to ICCA since 1987.

The ICCA Spirit Coach of the Year was given to Paula Kirkpatrick, the cheer coach at Tri-County, Thornburg School District. Paula has been a cheer coach since 1988. She is strong believer in participating in ICCA events: State Championships, Honor Squad, Shrine Bowl and All Stars. Her teams have placed in several divisions at the State Championships: Small Team, Stunt Team, and Time Out.

The ICCA Spirit Contributor of the Year award was given to Tim Latta of the Iowa High School Athletic Association for all he does to assist the ICCA with design, printing, and plaques.

The ICCA Athletic Director of the Year was given to Curt Johnston of Eddyville-Blakesburg-Fremont. Mr. Johnston shows support to not only the cheerleaders at EBF, but also to all athletes in his "Wake Up Wednesday" program.

The ICCA honored founding member Donna McKay who retired from the ICCA Board of Directors.

ICCA also paid tribute to Melissa Hatfield as retiring president and Kelly Trinkle for receiving the State Coach of the Year award from the National Federation.

The banquet ended with a wonderful keynote address from Donna McKay, looking at the past and moving ICCA into the future.

Scholarship

ICCA honored the following Academic Scholarship winners at the Annual Conference luncheon on Saturday, April 14. Audrey Kolacia from Fort Dodge St. Edmond (Amber Barwin, coach), Hanna Schmitt from South Wineshiek (Sara Schmitt, coach), and Gabrielle Struchen from South Hamilton (Kaily McDonald, coach) were honored with scholarships for the 2018-2019 academic year.

ICCA also gave numerous scholarships at events during the year. Scholarships were given at the State Championships (4 total with 1 per school class), Honor Squad (2 scholarships), All-State Scholarship (1 scholarship) and All Stars (1 scholarship).

Developing Your Coaching Philosophy

by Kenna Johnson, Executive Director

Whether you're a new coach or an experienced one, developing your coaching philosophy can be a daunting task as it is the foundation of your entire cheer program. So where should you start?? Begin with your own cheerleading experience and grow from there!!

The first step in formulating your philosophy is to write down your basic thoughts, ideas, and rules for your cheerleading program. THEN, determine if those concepts are safe, ethical, appropriate, and educationally sound. Also put yourself into the situation – is your philosophy compatible with your personality? If you answer “no” to any of those ideas, then you need to take a different approach.

Be aware that you have a tremendous influence, good OR bad, in the education of your cheerleaders, so always set an example of high ethical and moral conduct. Be thoroughly educated in the rules and regulations, both for cheerleading and your school's policies, and work to educate all of your team members. Promote and direct the entire program in harmony with the total school program. In other words, be a **TEAM PLAYER!**

After contemplating your philosophy, then reworking it to your satisfaction, put it down on paper as proof for your athletes, their parents, and your administration. Be sure to evaluate it year after year, and make improvements as you learn things. The development of your athletes should be your first priority – developing their cheerleading skills AND their character. And more than anything, share your love and enthusiasm with your athletes. After all, you may be amazed at what your philosophy can look like in action!!



District Changes

ICCA has new districts! Instead of 6 districts, ICCA will go to 5 districts starting the 2018-2019 school year. This is done so we align with IHSAA's districts. (The ICCA Board of Directors will still offer 6 Free Fall Clinics to make it easier for schools to attend a location near their school.)

Check the ICCA website to see your ICCA District. Note: Knowing the county your school is located in will help when you register for membership as it will place you in the correct ICCA District.

Attend a Free Clinic

ICCA is proud to provide **FREE** clinics in 6 Iowa locations in August. All cheerleaders in grades 7-12 are welcome to attend for **FREE**. Cheers, chants, a dance, and reviews of jumps and motion technique will be taught for **FREE**. Remember it is **FREE**, as in no cost, **FREE** to your cheerleaders! The coach must be a ICCA member and accompany each school's cheerleaders. Note to coaches: Get your school's membership taken care of now so there are no issues on the clinic day.

Clinics start at 9:00 a.m. and end by 3:00 p.m. Lunch is on your own. Coaches must bring permission and medical forms found on the ICCA website. Coaches are also asked to contact the board member in charge of a site (listed below) to get their school registered. Contact information is found at the end of this newsletter.

ICCA Free Fall Clinics Locations and ICCA Board Member to Contact

- NC – August 25, Mason City (Lincoln Intermediate School), Cindy Pangburn
- NE – August 18, Manchester (West Delaware High School), Kelly Trinkle
- NW – August 18, LeMars (LeMars High School), Sherrie Moritz
- SC – August 25, Ames (Ames High School), Sarah Buss
- SE – August 18, Tiffin (Clear Creek Amana High School), Paula Kirkpatrick
- SW – August 25, Shenandoah (Shenandoah High School), Angie Trowbridge

Camp Survival Kit

by Paula Kirkpatrick, SW District Representative

As a coach, it pays to be prepared for camp! Whether it be a home camp or away camp, there are essentials for your coach's bag.

Be sure to take items necessary for **following safety rules**: hair ties, bobby pins, nail clippers, tape, and pre-wrap. It doesn't hurt to throw in an extra hair bow and an extra pair of socks.

Be sure to take **medical cards** for your cheerleaders, in case you would need to seek medical treatment.

Other essentials:

- Pack some extra feminine hygiene products, band aids, and ibuprofen.

Camp Survival Kit...Continued on page 4



- Have a notebook for taking notes during camp sessions and have your phone or iPad charged, with room to take videos of material.
- A fold up lawn chair comes in handy at many camps, as the bleachers can get very uncomfortable.

Have fun and be ready to learn!

Be on the look out for the **Back to School Mailing** in early August! This mailing will contain the new **Spirit Rules Book** and other important information.

BLEACHERS: 5 EXERCISES AND UNEXPECTED BENEFITS

by Angie Trowbridge,
SE District Rep and ICCA Vice President

In the summertime it's nice to enjoy the outdoors as you can (and based on this year's weather, the nice stuff might not stay anyhow)! Once you've discussed and done the necessary precautions regarding the outdoors - ice, water, heat breaks, emergency plan, for instance - here are 5 ways to exercise using bleachers:

1. There are stairs! Kick it up a notch by having them do a T-jump / jump prep up to every step, if railings allow. Or, so step-up drills.
2. Tricep dips. If there's a reliable barrier in front of the bottom one, have them put their feet up on it while they dip.
3. Lunge, forward and backward, the length of the bleachers. This also tests their balance.
4. Crunches and leg lifts. If your bleachers are metal, they'll display extra muscle control so their feet don't echo upon landing.
5. Superman and swimmer. Round out conditioning by working the back muscles, too.

For reps, my team does 2-3 sets of ten each.

Using the bleachers tests their balance, allows you to see each of them better than on the floor thanks to levels and built-in spacing, and it gives them perspective from a "fan's-eye view"! Because it's an unconventional way to use the bleachers, you'll all have fun while working, too.



Accountability and Your Team

by Kelly Trinkle, NE District Rep

Accountability is an "all or nothing" life lesson! Every time you waiver, "give in," etc. it sends mixed signals to your team. Here are a few ways to make sure you are holding your cheerleaders and yourself accountable:

1. **Accountability starts with you!** The way you lead your team will be a model for your cheerleaders. You want to model the behaviors that you want to see from your team! If you are wrong, own it. If you commit, do it. You can't just talk the talk, you have to walk the walk as well!
2. **Accountability is not a one-time thing, it's an all time thing.**
3. **Accountability applies to everyone!** Freshmen to Seniors. Experienced to inexperienced. You can't play favorites!
4. **Accountability doesn't just "happen."** Try to set your team up for success! Make sure they have what they need to be successful. Don't set them up for failure by not providing the information that they will need to be successful!
5. **Accountability can be the difference between excellence and mediocrity!**

Shrine Bowl 2018

by Sandy Norby, Shrine Bowl Director

Shrine Bowl 2018 will be taking place the week of July 16-21 on the University of Northern Iowa campus in Cedar Falls, Iowa. Game day will be on Saturday, July 21st and will be held at the UNI Dome. We invite everyone to come and spend the day and watch a spectacular football game and half time performance.

Forty five cheerleaders from across the state of Iowa will be performing at half time with a cheer/dance routine. This cheer squad was chosen in October, and are excited to show everyone what came together in one weeks time.

Shrine Bowl tryouts will be held for the 2019 Cheer Squad the weekend of January 12 and 13 in Altoona, Iowa, at the ZA GA ZIG Shrine Temple. Information on this should be mailed to your school with the fall mailing. If you do not receive it ask your athletic director for the envelope.

For any questions feel free to contact Sandy Norby at sandynorby74@gmail.com.

GO SHRINERS!

Tryouts Are Over... Now What???

by *Melissa Hatfield,*
ICCA All-State Director and Trustee

Your tryouts are over and you have a new team for next year. Everyone is excited and ready to get going, but you might be asking, "What do I do now?" I have compiled a "Must Do" list that even I work on right after tryouts are over. Some of these are simple and some take a little thinking, but hopefully all of them will help you get going down the right path!

- **Work on organizing your uniform inventory.** This is the time to see what pieces need to be replaced or if you need to get more sizes, numbers, etc.. Most of us probably check the condition of the uniform when it is turned in by the cheerleader, but this is another good time to check is all out.
- **Set up a parent meeting.** Try and have as much information as possible for them at this time. How much gear will cost, when/where camp will be, and practice schedules are all good things to have ready.
- **Work on organizing fundraisers.** Personally, I like to have as much fundraising done in the summer as possible. Then I know what I am working with when school starts. Yes, you can always fundraise during the school year, but getting most of it done will help you out in the long run!
- This is a good time to **think about goals** for the year for you personally and your team.
- Since a lot of school personnel are out of the school during the summer, **communicate with them now about practice locations and times.** Check to see if the building will be closed during any part of the summer. You don't want to be stuck outside with no place to go if there is bad weather!
- **Plan some team bonding events.** They don't have to be elaborate and you can incorporate them in to your practices as well. Reward your kids with a team dinner or treats for a job well done at tryouts!

Good luck with going in to the summer and with your squad! ICCA is always cheering for YOU!



SUMMER FUN FOR YOUR CHEER FAMILY!

by *Patti Davis, Website Director*

Cheer Coaches never have an off season per se, but many times making a fun event day during the summer can be refreshing, rejuvenating and allow team members to learn more about each other in a not so typical cheerleader way!

- ☀️ Try a pool/lake/slip-n-slide event with your team.
- ☀️ Cheerful picnics, sharing food, fun and more food.
- ☀️ Walk and/or play with animals at your ARL.
- ☀️ Take a favorite book to share to your local library. (rainy day)
- ☀️ Visit your local elder care facility. Visit and make a new friend!
- ☀️ Summer scavenger hunts with teams being stunt groups.
- ☀️ Movie night at a local drive in...take lots of popcorn!
- ☀️ Invite a neighboring cheer team to join you at an activity.

So many times we forget to relax, take a breath and enjoy each other as people outside of the normal coach and cheerleader rapport. We all get caught up in hurry up and busy. This allows everyone an opportunity for fun, memories, and learning outside the hectic and demanding school year routine and allows some chill time together!

ENJOY SOME FUN IN THE SUN THIS SUMMER EVERYONE!



The Importance of Following Stunt Progressions – EVERY YEAR!

by *JoEllen Wesselmann,*
ICCA Scholarship Director and Trustee

We all know that stunting is the "FUN" part of cheerleading, and something that most athletes look forward to learning and performing. It is fun to work on stunts and come up with new ways to incorporate new transitions to be creative and perform differently from previous years.

This is where teaching stunt progressions becomes very important!

Our young athletes don't always realize the

Stunt Progressions...Continued on page 6



potential danger involved with stunting. It is our responsibility to make sure everyone is educated about safety. Coaches have a legal duty to provide a standard of care when supervising our squads. Stunt progressions are an excellent way to document that you have used reasonable care when educating your squads!

So, this all sounds just lovely, but how do I go about this process? Keep in mind that it is a COACH'S RESPONSIBILITY to:

- ★ **Start from the very beginning.** Determine the proper ability of your squad. This means ALL members, both old and new. The basics are good to review often, even for the most experienced members.
- ★ **Decide when it is safe to move on to more difficult stunts.** Make sure that ALL members are ready. This may not be when they think they are ready to move on, but when YOU know that it is safe to proceed to the next level.
- ★ **DOCUMENT, DOCUMENT, DOCUMENT...** Keep record of each athlete's skill level and successful completion of the specific stunt and position in that stunt. Find a method that works best for you, so you will be certain to use it each practice. It may be some sort of spreadsheet, list, or anecdotal record, but be certain to document everything! Be specific by recording: the skill, date, all names, roles, etc.
- ★ **Lastly, ENJOY the moments with your new cheer squad!** Each year brings unique personalities and experiences to behold! The best thing about being a cheer coach is that it is NEVER dull or monotonous!

THINK: Good Motions

by Betty Lou Jones, All-Star Director

You don't have the best jumpers, don't have a lot of tumblers, your stunts are so-so but you want to look good. Well there is one easy fix to your problems. The fix is work on your motions. Motions are used in many aspects of cheerleading. They are used in your cheers and chants to lead the crowd and also used in stunts. Just think about your school songs what do you use? Motions.

If you are a new coach and haven't been to the ICCA Cheer Conference and you don't know where to start there are several places you can go for information. Books have been written on all aspects of cheerleading and there are many DVDs, also. You can also go to YouTube and see many videos on motions and this would not cost you anything.



Good Motions...Continued on page 7



Ask Jeanne

Dear Jeanne:

When do we really set our goals? Are they 100% necessary?

Wondering

Dear Wondering,

YES! Your team should set goals as a team and individually. As the team begins to meet more and more, the goals should be finalized whether it is in the summer or early fall. Goals are important to the making of a successful year. I'd like to take this one step further and make a suggestion that every coach set their own personal goals.

It is easy as a coach to ignore personal goals, but why shouldn't we take a serious look at ourselves as coaches, too? Don't make it easy on yourself and think, they are just there in my mind. Write your goals down and put them someplace where they can be reviewed often.

No one says your goals have to be complicated, but rather they should be something to work for and definitely achievable. When a goal is reached, create another one. Rather than saying your team will perform basket tosses, consider goals about stunt progressions, spotting, and safety: all are parts of stunting that will help your squad improve in skill.

The goal should be reflective of something you can do. You don't have total control over every one of your cheerleaders doing a perfect toe touch or hurdler, but you can be sure that jump technique is taught and practiced. You can make sure that exercises to strengthen abs, legs, and arms are a part of practices. Maybe you want to end every practice with something positive being said to every cheerleader, or you want to start every practice with a smile. Keep the goal focused on what you can do.

Use the goals to help you plan. Make goals be a part of your practice plans and vocalize your goals to your team when it applies.



Finally, let your goals provide inspiration. If you feel burned out, go back to them and let them give you a push it improve yourself. You wanted these goals, not for your team (although that is nice, too), but more importantly for yourself. Find focus. Keep going. Achieve the goal.

I'll always be cheering for you!

Jeanne Ehr

There are four parts of making motions look strong. **First**, learn the hand placement. How do you make a fist so it looks good? **Second**, learn the basic motions. There are about 17 different motions. **Third**, how are your hands in claps and clasps? **The last** is movement from one motion to another. What I find works well with my cheer squad is to have a motion drill where I combine many motions into a routine and we do it to music at practice. I start with holding each motion for eight counts, then four counts, then two and then one count each.

Motions are not hard to do once they are taught correctly. You can use them to make your squad look sharp at games or during competition.

KEEPING CHEERLEADERS MOTIVATED DURING THE SUMMER

by Cindy Pangburn, NE District Rep.

Summer is finally here and everyone is ready for some relaxing time, with family and friends and no schedule to worry about. Keeping your cheerleaders motivated at practice during summer vacation can be a challenge but you can do it!



First, slow things down a bit. Those hot days of summer can be hard on your student athletes so plan to take more breaks.



Everyone loves snacks so ask cheerleaders to pair up and bring snacks.



Assign them a practice to have a game ready to go. You will be amazed at how much energy they suddenly have when they aren't jumping or doing motions and get to play games.



Plan a pool party for after practice.



Everyone loves pizza so invite them to your house to eat, relax, and get to know each other.



If you have a pretty typical practice and do things in the same order most of the time, get rid of the schedule and plan to make it up as you go.



Lastly, involve your seniors, they will appreciate being asked!

HAVE A GREAT SUMMER!



THE MORE YOU BOW
by Sarah Buss, Central District Representative

The More You Bow...in the case of bows bigger is not necessarily always better. The trends and preferences vary of course, but did you know that in Iowa it is actually sited as illegal if your bow touches your forehead? Let's also discuss the sparkle factor, I LOVE Sparkle, but unless I am trained and can professionally apply all those rhinestones, that too, is illegal. Rhinestones are cautioned, and if you use rhinestones on your bow, they must be professionally punched in to the bow or sewed on to be legal.

Some teams have actually started to wear small bows and their bows facing the back instead of forward. The designs options are numerous and often overwhelming, just like when you pick uniforms. Consider what will compliment your uniform, but does not compete with your uniform design. Bows are also a fun and inexpensive gift to exchange between girls or to use to spice up your look at theme games.

To keep you in the know...here's bow information from the ICCA website:

1. A few small rhinestones punched into a bow or headband – **legal**
2. Headbands and bows with small, flat items sewn on – **legal**
3. Flat clips or bobby pins – **legal**
4. Headbands and bows with sequins or other items (any size) glued on – **illegal**
5. Bows with hard rhinestones/bling as the middle part of the knot – **illegal**
6. Large items on headbands or bows sewed on – **illegal**
7. Bows touching the face area including the forehead – **illegal**

**MAKE SURE YOU ARE INFORMED!
TAKE TIME TO READ THE CLARIFYING
HAIR RULES, UNIFORM GUIDELINES,
AND ICCA/IHSAA'S STRENGTHENED
RULES ON THE ICCA WEBSITE.**

Good Eating Habits

by Sherrie Moritz, NW District Rep

Good eating habits are not only the key to being a healthy cheerleader, but it is also very important for providing the energy we need to perform at our highest level. Without proper eating habits, you will only be hurting yourself from being a fit athlete. In order to build muscle, you need to exercise approximately 2 to 3 times a week. Eating will help your body build more muscle. If you don't eat enough, your muscles will not grow.

The best foods to eat are proteins such as chicken and fish, as well as plenty of fruits and vegetables, and high-complex carbohydrates like sweet potatoes and whole wheat pastas. You should also avoid drinking soda and juice. Eat healthy foods that are lower in sugar and fat. Foods high in fiber like fruits, vegetables, and whole grains will help you feel full for a longer period of time so you won't be hungry as often. Choose healthy snacks such as fruit, yogurt, and apple with peanut butter, carrots or almonds. Avoid foods that are high in saturated fat and sugar like cakes, candy and soda.

You want to make sure you are getting most of your energy from pasta, cereal, bread, potatoes, a variety of fruits and vegetables. Avoid foods that are high in saturated fat and sugar like cakes, candy and soda. Drink plenty of water!

Eating healthy will not only protect your organs like your heart, liver, and kidneys from being damaged, but you will have more energy and feel better. It will help you get through a tough day of school, after-school practice, and homework at night. Eating healthy will also allow you to get a good night's sleep and have the energy to wake up the next day and do it all over again.



Before June 1

by Jeanne Ehn, Executive Director

Summer is almost here!! Do this check list before June 1!

- ☒ End of the year meeting with your athletic director. Discuss success and improvements needed for next year! Summer practice schedule should be discussed or turned in.
- ☒ Uniforms, warm-ups, poms, etc. Make sure they are collected and cleaned if necessary.



Before June 1...Continued on page 9

ICCA Editorial: A Reflection of the Newsletter

by Jeanne Ehn,
Newsletter Director and Executive Director

I've been the lone editor of the ICCA Newsletter. I was given the job in 1990 at a board meeting when I suggested that we publish more than one newsletter a year. Before that time there had been two newsletters (one a year), and no one wanted to even try to be the editor/publisher, so I was it. I started with two newsletters a year, then expanded to three issues a year, and finally to quarterly issues. Today is bittersweet as this is my last ICCA Newsletter as its editor. As I reflect over the last 28 years, I'm proud of how the newsletter has helped others.

Putting the newsletter together had its challenges. Directors submitted news articles via snail mail. I would put them into an order, and then started the process of re-typing each article (which was horrible compared to the delete key today), to make it into one piece so it could be taken to a printer. After printing, I would collate it and prep it for mailing with labels supplied by another board member. It was quite different and much slower from today's process.

I've always felt the newsletter was an opportunity to help with coaching education and pushed board members to write to educate. As ICCA grew, the ICCA Board agreed with me and allowed the newsletter to grow to as many as 24+ pages of education and news. I found the newsletter was not only an opportunity to educate coaches and improve programs, but to motivate coaches to improve their coaching styles. An educated cheer coach will give consistency to the school and continue coaching.

The newsletter had two turning points which pushed it to become a national example. The first turning point involved the cost of printing and mailing. The ICCA board could either pursue advertising to offset the printing and mailing costs, or embrace the lack of revenue and make it an educational tool for coaches. The newsletter still has no advertising. The other turning point was when a friend volunteered to help make the design more appealing. National/state cheer organizations had a great interest in each state's newsletter because it was the way they communicated to their coaches. ICCA's newsletter was sought after so states could pattern their newsletters in content and appearance.

Technology has kept the newsletter growing. While it is now easy to gather the information, it is more challenging to get coaches to read it. We are in the fast paced society of instant information: blogs, YouTube, social media, etc. where information is researched and quickly read or viewed. Long

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- ☒ Count! Are your numbers of the above equal or more than next year's squad? Order anything that needs to be ordered! Don't wait! You will want it here by August!
- ☒ Summer practice calendar. Send it to your VIP's (cheerleaders, parents, AD and administration)
- ☒ Parent Meeting organized and held, or date finalized
- ☒ Camp details finalized (practices, transportation, communication to all, forms, camp wear etc.)
- ☒ ICCA membership has been applied for online and paid by the school
- ☒ ICCA Event dates are in your calendar and the school's calendar. The ICCA calendar is in this newsletter)
- ☒ Send thank you notes to those who helped your team during the past year.

Time for summer fun!

Editorial...Continued from page 8

is out and short is in, but the need for education remains the same. Even 28 years later, new coaches need knowledge, and experienced coaches are looking for ways to improve or make life easier. It is ICCA's responsibility to help. There are so many questions (coaches did ask the "Dear Jeanne" questions), and ICCA needs to be a source in their coaching knowledge.

So, it is time to hand over the ICCA Newsletter reins to my friend and co-executive director, Kenna Johnson. I know Kenna will make it become fresh and vital again while still focusing on coaches' education. As for me, I'll still be here, working for ICCA. After all....

I'm always cheering for you!

Jeanne Ehn



General Membership Meeting at The Meadows, Prairie Meadows, Altoona April 13, 2018

Meeting called to order at 4:05 pm by President Melissa Hatfield

Board Members present: Angie Trowbridge, Betty Lou Jones, Cindy Pangburn, Sherrie Moritz, Erin Taylor, Donna McCay, Kristen Morlan, Jeanne Ehn, Kenna Johnson, Tami Doyle

Board Members Absent: Patti Davis, Jane Bauman, Sandy Norby

Old Business

Approve last year general membership minutes: motion made to accept minutes Bethany Brink, seconded by Francis McClenathan Motion stands approved.

Membership: Coaches: 242 Coaches, 118 schools

New Business

Due to limited mailing this year it will be the coaches responsibility to check the web site more frequently.

Constitutional Changes:

Motion made to accept constitutional changes by Erin Taylor and seconded by Trish Sevier. Motion stands approved.

Slate of Officers:

Motion made by Michelle McCan to accept the slate of officers and seconded by Megan Stumpf. Motion stands approved.

Daith piercing was discussed. Erin Taylor informed us even with a doctor's note it is still illegal as there is no documentation or medical research proving it is beneficial in helping control migraines.

Motion was made by JoEllen Wesselmann to adjourn the meeting at 4:21 pm. Seconded by Sherri Moritz. Motion stands approved.

Respectfully submitted,

Cindy Pangburn due to Jane Bauman's being absent from the meeting

2018-2019 ICCA Calendar

- ▶ May 17, 2018 - Special Olympics Iowa, Hilton Coliseum, Ames
- ▶ July 28, 2018: Shrine Bowl, UNI, Cedar Falls
- ▶ August 2018: ICCA Free Fall Clinics (9:00 a.m. Start)
 - NC – August 25, Mason City (Lincoln Intermediate School)
 - NE – August 18, Manchester (West Delaware High School)
 - NW – August 18, LeMars (LeMars High School)
 - SC – August 25, Ames (Ames High School)
 - SE – August 18, Tiffin (Clear Creek Amana High School)
 - SW – August 25, Shenandoah (Shenandoah High School)
- ▶ JULY 30 – AUGUST 23, 2018: Online Rules Meeting
 - **ALL COACHES and choreographers MUST complete the FALL 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, 2018: ICCA Fall Event Registration Opens
- ▶ September 27, 2018: DEADLINE for ONLINE ICCA Event Registration: All-State Tryouts, State Championship, Honor Squad (No other type of registration is allowed)
- ▶ October 3, 2018: Deadline for mailing entry fees for ICCA Event Registrations
- ▶ October 20 & 21, 2018: All-State Tryouts, Ames
- ▶ October 22 – November 26, 2018: Winter Online Rules Meeting (Not accepted for fall event registrations)
- ▶ November 3, 2018: State Championships, State Fairgrounds, Des Moines
- ▶ November 11, 2018: Honor Squad Practice, Ames
- ▶ November 15-16, 2018: Football State Championships, UNI Dome, Cedar Falls
- ▶ November 15, 2018: Honor Squad Practice, UNI, Cedar Falls
- ▶ November 16, 2018: Honor Squad Performance, UNI Dome, Cedar Falls
- ▶ January 6, 2019: All-State Practice, Ames
- ▶ January 15, 2019: Deadline for Iowa All-Stars video tryout
- ▶ January 26-27, 2019: Shrine Bowl Tryouts, Za-Ga-Zig Temple, Altoona
- ▶ January 31, 2019: ICCA Scholarship application deadline
- ▶ February 3, 2019: All-State practice, Ames
- ▶ February 13-16, 2019: Wrestling State Dual and Individual Tournaments, Wells Fargo Arena, Des Moines
- ▶ February 24, 2019: All-State Practice, Ames
- ▶ March 3, 2019: All-State Practice, makeup practice, Ames
- ▶ March 4-8, 2019: Boys' State Basketball, Wells Fargo Arena, Des Moines
- ▶ March 4-7, 2019: Halftime Performances at Boys' State Basketball, Wells Fargo Arena, Des Moines
- ▶ March 7, 2019: All-State Practice, Ames
- ▶ March 8, 2019: All-State Performance, Wells Fargo Arena, Des Moines
- ▶ March 22-23, 2019: Iowa All-Stars, Dallas Center-Grimes High School
- ▶ April 5-6, 2019: ICCA Spring Conference, The Meadows at Prairie Meadows, Altoona
- ▶ May 2019: Special Olympics Iowa, Hilton Coliseum, Ames
- ▶ July 2019: Shrine Bowl, UNI, Cedar Falls



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