



Iowa Cheerleading Coaches' Association NEWSLETTER



November 2015 Jeanne Ehn, Editor



PRESIDENT'S MESSAGE

Happy Fall everyone! Hopefully this message finds you all winding down from your football and competition season. If you participated in the State Cheer Championships we hope that you found it a rewarding time for your teams and families and left with some special memories. I know for my teams we had some pretty special bonding time and team dinners and new friendships were formed throughout the competition season. Thank you for everyone who makes the State Cheer Championships work, the hard work that goes on behind the scenes, the planning and organizing and revamping, lining up workers, judges, ordering trophies, printing score sheets, answering emails, set-up, take-down and the list goes on and on. All of this is possible because there are many special people putting in hours and hours of work – hats off to you (you know who you are). Thank you for what you do!

Honor Squad is happening along with All State practices and football play-offs. Take advantage of some of these opportunities offered to cheerleaders in the State of Iowa. Hoping some of your cheerleaders are doing All State or Shrine Bowl. So many wonderful opportunities for cheerleaders in the State of Iowa through ICCA.

CHEER HAWAII – I would like to take this time to talk about a very special camp that I was able to coach this past summer in Honolulu, Hawaii. I was one of 9 high school coaches that came to this camp to work with college coaches and 127 high school cheerleaders from all over the United States and Canada. The coaches flew into Honolulu two days before the cheerleaders arrived for training and then we met our team of 10-13 cheerleaders that we were responsible for throughout



President's Message...Continued on page 2

STATE CHAMPIONS ARE CROWNED

by Jeanne Ehn, Executive Director

Cheerleading in Iowa was a shining star on Saturday, November 7th, as ICCA crowned state champions in three divisions and 11 classes. While each placing is listed, every team is a champion for their efforts. It takes courage, time, and dedication to come to the State Championships. Many schools stepped out of their comfort zone and came to the championships the first time. Some schools were their own choreographers, others hired it done. Each team endured injuries, stress, and challenges, but they endured and are all stronger for seeing it through! Congratulations to each team! Each is a winner!

See Complete Results listed on page 3

ICCA Presents Lifetime Achievement Award to Burlington's Cherie Reid

If someone had asked Cherie Reid what she wanted to be when she grew up, it would have been exactly what she is doing right now – living her dream job at Burlington High School. Now in her 29th year of coaching cheerleading, Cherie credits much of her success to having the opportunity to work with the most amazing people over the years.

Cherie began her cheerleading career at Burlington High School, where she was a four-year cheerleader under two wonderful coaches who served as positive role models for her. Early in her coaching career, Cherie and her squads attended camps through Dynamic Cheerleaders Association and competed at three DCA National Championships. In 1989, her squad was the National Coed champions, then in 1990 they placed fourth in the All-Girl Division.

ICCA Presents...Continued on page 2



the week. From the minute you arrived in Hawaii you were greeted with the Aloha Spirit and it continued all through the week. We all stayed at the University of Hawaii Campus and practiced in their facilities. The girls worked stunts with Penn State Coaches, dances with the University of Hawaii Coaches and cheers/chants with the University of Central Florida Coaches. The week consisted of lots of practices, learning new skills and stunts, two dances, and making new friendships. They were also treated to many spectacular events while attending the camp from going to Pearl Harbor, Waikiki Beach, Kailau Beach (one of the top 10 beaches in the world), BBQ on North Shore Beach, learning to paddle, and also learning how to hula where they had to perform it at the Polynesian Culture Center. This is a college prep camp for girls interested in going on to cheer at college. If you are looking for a special camp to send cheerleaders to – I HIGHLY recommend CheerHawaii. For more information you can go to their website at cheerhawaiiusa.com and find everything you need to nominate a cheerleader. For me as a coach, it was one of the best coaching memories I will have throughout my coaching career. I will forever hold the Aloha Spirit in my heart.

Cheers!
Mindy DeBaun
ICCA President

ICCA Presents...Continued from page 1

The following year, they second in the All-Girl Division; 1993 was the first year Burlington competed at the State level, the year they were crowned 4A State Champs. Since then, Cherie's squads have taken home 2nd place six times, 3rd place three times, as well as a number of other top 5 finishes. Cherie says she loves giving kids the opportunity to compete as it "gives them a chance to work together as a team, perfect a routine, set goals, and work toward them." However, competition is secondary to leading the crowd and supporting the other high school athletes. She remains diligent in teaching her cheerleaders good sportsmanship, good citizenship, and the value of raising school spirit.

Cherie takes the most pride in watching her cheerleaders grow into amazing adults. She sets high expectations for her cheerleaders while they are in school, putting great value on being good students,

ICCA Presents...Continued from previous column

good role models and representatives for their school and community. In turn, they make lasting relationships, learn organizational skills and discipline, and take pride in being part of a team. Former cheerleader Nicole Bilven said, "Cherie has the ability to weave life lessons into each practice and interaction. Through her I learned: leadership, teamwork, kindness, and that a positive, focused attitude will lead to success."

Over the years, Cherie has coached eight All-State cheerleaders and has had sixteen go on to work as camp staff. She currently has two former cheerleaders who coach in all-star gyms. Additionally, she has had nearly 90 cheerleaders go on to cheer in college. In 2011 she was named the ICCA Coach of the Year. This past fall, Cherie's Alumni Cheerleaders raised money towards the renovation of the Burlington High School football stadium in her honor. Vanessa Duerksen, former cheerleader, commented, "In Burlington when you think of cheerleading, you don't think about pom poms, uniforms, or bows. You think of Cherie Reid. She IS cheerleading in Burlington, and she embraces everything about cheerleading and being a coach and all that it entails."

Cherie has dedicated her life to making sure all of her cheerleaders were not only great on the court, field, and mat, but great outside of cheering too. With that came a whole lot of fun as well! Her squads participate in service projects including Special Olympics, Adopt-A-Family at Christmas time, and volunteering at a local assisted-living home. She keeps in close touch with many of her former cheerleaders, even creating specialized messages for them on their birthdays. Another former cheerleader Taralynn Hill said, "She gives her time, her knowledge, and most of all, her heart."

Cherie and her husband Hal have been married for 35 years. Although coaching takes much of her time, she and Hal enjoy traveling, spending time with family, and cheering on the Iowa Hawkeyes and the Chicago Bears. Outside coaching, she works as a dental receptionist at the Children's Dental Center of Southeast Iowa.

ICCA is honored to present this well-deserved award to Cherie Reid of Burlington. In closing, Cherie commented, "It is appropriate this is called the Lifetime Achievement Award because I have a LIFETIME of wonderful memories!" Congratulations, Cherie!!

2015 IOWA CHEERLEADING STATE CHAMPIONSHIP RESULTS

1A Cheer/Dance

- 1st BCLUW
- 2nd Northwood-Kensett
- 3rd Grundy Center
- 4th Algona, Bishop Garrigan
- 5th Nashua-Plainfield
- 6th Newman Catholic
- 7th North Linn
- 8th West Fork
- 9th Burlington Notre Dame
- 10th North Union
- 11th Tri-County
- 12th Wayne, Corydon
- 13th Cardinal, Eldon
- 14th Marcus-Meriden-Cleghorn
- 15th H-L-V
- 16th CAM, Anita

2A Cheer/Dance

- 1st Southeast Valley
- 2nd Dike-New Hartford
- 3rd DSM Christian
- 4th Central Lyon
- 5th North Cedar
- 6th Roland-Story
- 7th Forest City
- 8th Lake Mills

3A Cheer/Dance

- 1st Dallas Center-Grimes
- 2nd Mount Pleasant
- 3rd ADM, Adel
- 4th Carlisle
- 5th Ballard
- 6th Assumption
- 7th Grinnell
- 8th Center Point-Urbana
- 9th LeMars
- 10th Williamsburg
- 11th Crestwood
- 12th Winterset
- 13th Central DeWitt
- 14th Spencer
- 15th Nevada
- 16th Gilbert
- 17th Washington
- 18th Marion
- 19th Boone
- 20th Centerville
- 21st Charles City

4A Cheer/Dance

- 1st Ames
- 2nd Johnston
- 3rd Cedar Falls
- 4th Fort Dodge
- 5th Mason City
- 6th Pleasant Valley
- 7th Iowa City West
- 8th Valley
- 9th Des Moines Lincoln
- 10th Southeast Polk
- 11th Dubuque Hempstead
- 12th Urbandale
- 13th Bettendorf
- 14th Lewis Central
- 15th Ankeny Centennial
- 16th North Scott
- 17th Indianola
- 18th Dowling Catholic
- 19th Ottumwa
- 20th Ankeny
- 21st CR Jefferson

Coed Cheer/Dance

- 1st Waukee
- 2nd Davenport, West
- 3rd Linn-Mar
- 4th Union, LaPorte City
- 5th Knoxville
- 6th CB, T. Jefferson

1A Group Stunt Finals

- 1st Grundy Center A
- 2nd Burlington Notre Dame B
- 3rd BCLUW B
- 4th Burlington Notre Dame A
- 5th Nashua-Plainfield B

2A Group Stunt Finals

- 1st Southeast Valley
- 2nd Shenandoah A
- 3rd Central Lyon B

3A Group Stunt Finals

- 1st Mount Pleasant A
- 2nd Carlisle A
- 3rd ADM, Adel
- 4th Assumption A
- 5th Mount Pleasant B

4A Group Stunt Finals

- 1st Fort Dodge A
- 2nd Cedar Falls
- 3rd Ames A
- 4th Iowa City West A
- 5th Burlington B

1A/2A Time Out Cheer

- 1st Garner-Hayfield/Ventura
- 2nd Waukon
- 3rd South Central Calhoun
- 4th Shenandoah
- 5th Mount Ayr
- 6th PCM, Monroe
- 7th BCLUW
- 8th Central Lyon
- 9th Woodward-Granger
- 10th St. Edmond
- 11th CAL, Latimer
- 12th Central Decatur
- 13th Albia
- 14th Roland-Story
- 15th Cardinal, Eldon
- 16th Clarinda Academy
- 17th Riceville

3A/4A Time Out Cheer

- 1st Burlington
- 2nd Fort Dodge
- 3rd Cedar Falls
- 4th Glenwood
- 5th Dubuque, Hempstead
- 6th North Scott
- 7th Creston
- 8th Southeast Polk
- 9th Dallas Center-Grimes
- 10th Newton
- 11th Solon
- 12th Carlisle
- 13th Iowa City, West
- 14th Clarke, Osceola
- 15th Knoxville
- 16th Bettendorf

1A Group Stunt Prelims

- 1st Burlington Notre Dame B
- 2nd Burlington Notre Dame A
- 3rd Grundy Center A
- 4th Nashua-Plainfield B
- 5th BCLUW B

- 6th Grundy Center B
- 7th Northwood-Kensett A
- 8th Nashua-Plainfield A
- 9th BCLUW A
- 10th Northwood-Kensett B
- 11th Tri-County, Thornburg
- 12th Marcus-Meriden-Cleghorn
- 13th North-Linn
- 14th Cardinal, Eldon
- 15th Mount Ayr
- 16th Riceville

2A Group Stunt Prelims

- 1st Southeast Valley
- 2nd Shenandoah A
- 3rd Central Lyon B
- 4th Central Lyon A
- 5th Dike-New Hartford B
- 6th Dike-New Hartford A
- 7th Shenandoah B

3A Group Stunt Prelims

- 1st Mount Pleasant A
- 2nd Mount Pleasant B
- 3rd Carlisle A
- 4th Assumption A
- 5th ADM, Adel
- 6th Glenwood A
- 7th Glenwood B
- 8th Clarke, Osceola
- 9th Benton Community

4A Group Stunt Prelims

- 1st Fort Dodge A
- 2nd Burlington B
- 3rd Ames A
- 4th Iowa City West A
- 5th Cedar Falls
- 6th Lewis Central B
- 7th Ames B
- 8th Lewis Central A
- 9th Ankeny Centennial
- 10th Iowa City West B
- 11th Linn-Mar
- 12th North Scott
- 13th Burlington A

ICCA Award of Appreciation Given to Shriners

by Kenna Johnson, Executive Director

Jerry and Ellie Hoffman have been named the recipients of the 2015 ICCA Award of Appreciation for their continued dedication to and support of the Shrine Bowl All-Star Cheer Squad. The Hoffmans have been at the helm of the cheerleading program since its addition to the Shrine All-Star Football Game over 14 years ago. They have supported the Iowa Cheerleading Coaches' Association throughout all of the Shrine Bowl events, from tryouts to the week-long activities. With both Jerry and Ellie, along with the four Shrine Temples in Iowa, over 850 cheerleaders have had the opportunity to participate and aid in supporting the Shrine Hospitals and their efforts in helping children. Jerry and Ellie take pride in providing the Shrine Bowl football players and cheerleaders alike with a life experience that teaches them to be open-minded, respectful, considerate, and empathetic. Most importantly, they believe in kids and have made the Shrine Bowl their "life."

Jerry and Ellie Hoffman are truly at the reins of the Iowa All-Star Shrine Bowl, and there is no better way to express our appreciation for their long-standing efforts than with the ICCA Award of Appreciation.

Reminder on the Legality of Two Rules

by Donna McKay, Rule Interpretation Director

This article is intended to clarify two rules that were violated by more than one team at the State Championships.

The first rule violation involved the top person in tosses arching and dropping her shoulders below her waist (definition of inverted position). Rule 2-5-1 states that unless allowed under the rules in this section, a top person must not be in an inverted position. Inversions are not allowed in tosses. This rule has always been in effect and has not changed. We are not sure why numerous teams violated this rule this year (it has not been an issue in the past).

The second rule violation involved single-base stunts where the top person's foot/feet

2015 State Championship Musings

by Donna McKay, Executive Director

The Iowa Cheerleading State Championships provided an exciting weekend for cheerleaders, coaches, and fans. As with any competition, there were highs and lows, joys and disappointments. Teams spent countless hours preparing for this one day and, as with any competition, sometimes things didn't always go the way people wished.

Some teams competing at State this year had situations arise that challenged their preparation – the loss of a loved one, accidents, injuries, changes in team personnel, etc. These teams needed to deal with emotional issues and/or make last minute routine changes. It would have been easy to just give up and not continue; however, there were many teams who persevered to overcome their adversities and continued to strive to reach their goals. The way these teams handled their difficulties was a great learning experience on how to handle future challenges in life by working hard and not quitting.

The State Championships also provided us with the opportunity to see teams winning and losing gracefully. How coaches role modeled appropriate behavior in these situations had an important impact on how their cheerleaders reacted and responded. Sportsmanship is the hallmark of competitions; it's where teams are able to celebrate their successes without belittling their opponents. Hopefully, those who failed to meet their goals will realize that this experience will help them grow and succeed in the future.

Thank you teams and coaches who participated in the 2015 Iowa Cheerleading State Championships. You are to be commended on all your preparation and for taking the opportunity to compete.

Reminder...Continued from previous column

were in the base's hands without a spotter focused on the top person (Rule 2-4-8). We saw spotters turn away from the stunt and spirit to the crowd before turning back. To be considered a spotter, a person must remain visually focused on the head, neck, and shoulders of the top person per Rule 2-4-5b.

We are asking coaches to make sure to teach correct form to top persons in tosses and to ensure that there's a legitimate spotter for single-based stunts.

A Simple Way to Increase Your Score at State

Donna McKay, Executive Director

Many squads spend hours working on stunts and worrying that they don't have enough tumbling. Two areas where teams can easily increase their scores, however, are in motion technique and jumps. Both of these categories are worth 30 points, and the motion technique score is used as the tie breaker.

Motion technique should be part of almost every practice, since cheerleaders are performing cheers and chants at every game/meet. Motion technique drills are a great way to make motions stronger. Jumps are another area that can easily be improved when worked on at every practice. It takes lots of practice to go beyond a simple spread eagle jump. Focusing on one aspect of a jump, like pointed toes or landing with feet together, is a great way to improve jumps a little at a time.

As an added reminder, difficulty is half of a category score, while technique is the other half. Coaches should try to put in difficulty that can be performed cleanly to earn maximum scores for their team. Adding difficulty, but not performing the skill with good technique, can actually earn a lower score than if the team had lowered the difficulty a bit and performed the skill with strong technique.

IT'S TIME TO THINK ABOUT SCHOLARSHIPS!

by JoEllen Wesselmann, ICCA Scholarship Director

Even though it's the end of football season and basketball and wrestling are just beginning, 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 Competition, All-State, and All-Stars. These scholarships are selected in a variety of ways, under the supervision of each event director.

Our organization also provides Academic Scholarships, given to high school seniors who exhibit exemplary academic qualifications, along with outstanding community service. The application materials were included in your fall packets, or you may also find them on our website, under the "Scholarships" tab.

Please feel free to contact our Scholarship Director, JoEllen 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!



NOMINATIONS NEEDED

It is time to give one of ICCA's highest honors. It is the Iowa Cheer Coach of the Year award for 2016. This is an award that every ICCA coach can participate in if they wish. Here is the information for this award.

Active Iowa Cheer Coach of the Year Award nomination forms are due December 20th. This award must be given to an active cheer coach in Iowa who must exemplify the highest standards of sportsmanship, ethical conduct and community service. Coaches nominated for this award should be those actively involved in ICCA programs who seize opportunities to recognize cheerleaders on their squads. This person does not need to be in your district. Nominations will only be accepted from ICCA member schools. Any administrator or cheer coach may nominate any active cheer coach for this award. The winner will be honored at the ICCA Conference, the State Championships, and an Honor Squad performance. Please include at least two letters of recommendation (not more than three) along with the nomination form.

Iowa Contributor of the Year Award nomination forms are due December 20th. This award must go to someone who is not an active coach but may be a past coach. These are people you wish to recognize for their service to cheerleading in your district or throughout the state. They also must exemplify the highest standards of sportsmanship, ethical conduct and moral character. You may nominate an adult who has contributed significantly to the success of cheerleading in your school or state. Please include one or two letters of recommendation (not more than three).

Send the completed forms and letters of recommendation of either/both of these awards by December 20th to ICCA/Jeanne Ehn, P. O. Box 211, Conrad, IA 50621.

All State Squad

by *Melissa Hatfield, All-State Director*



Congratulations to the 2015-2016 All-State Cheerleading Squad! Over 150 cheerleaders from across the state tried out in Ames on October 17th and 18th. Cheerleaders were judged on motion technique, jumps, dance, tumbling, and personality. This talented group will perform at the Boys State Basketball Tournament in March at Wells Fargo Arena. If you can't make it there, make sure to watch on TV!

And, a special recognition goes out to Mia Spitzer (Carlisle) and Sidney Taylor (Mount Pleasant)! They are 4 TIME All-State Cheerleaders!! WAY TO GO!

2015-2016 All-State Cheerleading Squad

Kilie Akers - Mediapolis
Jessie Anderson - Glenwood
Sari Brakke - Ames
Allison Buckert - Mount Pleasant
Macee Buss - Ames
Shelby Christensen - Pleasant Valley
McKenna Dahlquist - Mason City
Emma Dravis - Fort Madison
Emilee Drost - East Sac County
Caroline Farner - Ames
Lauren Flanders - Pleasant Valley
Emma Fletcher - Cedar Falls
Sarah Friedrich - Ames
Rylee Gibbs - Ames
Hannah Heidel - Ames

Taylor Jorgensen - Northwood-Kensett
Kristin Krumm - Tri-County, Thornburg
Megan Meyn - Ames
Addi Moritz - Fort Dodge Senior
Sophia O'Brien - Davenport, Assumption
Morgan Shaffer - Dallas Center-Grimes
Hannah Sieperda - Central Lyon, Rock Rapids
Jessie Sirivath - Mount Pleasant
Mia Spitzer - Carlisle
Sidney Taylor - Mount Pleasant
Carsyn Vance - Dallas Center-Grimes
Haley Weimann - Mason City
Jenna Willett - BCLUW
Madison Woodard - Mount Pleasant
Mary Yarkosky - Oskaloosa

Honorable Mention

Brittany Bendickson - Nashua-Plainfield
Caitlyn Benson - Ballard
Delayna Cotton - Mount Pleasant

Samantha Doak - Mount Pleasant
Sarah Fangman - Dallas Center-Grimes
Hannah Humes - Pleasant Valley

THE SHRINE BOWL

by *Salli Nichols, Shrine Bowl Director*

The city of Cedar Falls and the UNI-Dome successfully hosted Iowa's annual Shrine Bowl high school All-Star cheerleading experience in July.

The Shrine Bowl All-Star performance in July featured a group of Iowa's most talented pre-college football players and cheerleaders in the 43rd Annual Iowa Shrine Bowl. For many, it served to be the game of their lifetime as each and everyone stepped up to help a child who had been less fortunate in life than they and who desperately needed their help.

The Iowa Shrine Bowl Game, an all-star football game between selected pre-college football athletes on each side of a north-south dividing line in Iowa, as well as a half-time performance, featured 55 of Iowa's talented cheerleaders who dedicated many hours to an entertaining performance.

The week's experience was more than a cheerleading experience for those selected, according to coaches.

"The ICCA supports the efforts of the Shriners and their help with children," said coach Mindy DeBaun. "The cheerleaders receive education on not only the hospital, but occupations available through working with children in need. The Shrine Bowl experience served as an invitation to work with less fortunate young children.

Selected cheerleaders were asked to raise funds which were directly donated to the Shrine Hospitals as the entire week unfolded into a chance to enhance not only cheerleading skills, but the philanthropy of the Shriners of Iowa.

Selected squad members were encouraged to solicit donations to be used towards donations to the Shrine Hospitals.

To date, the Iowa Shrine Bowl has raised more than \$2,300,000 for **The Shriner's Hospitals for Children**. Funds for The Shriner's Hospitals For Children are developed by ticket sales, advertising in the Shrine Bowl program, merchandise sales, contributions and sponsorships.

Shrine Coaches Mindy Debaun, Salli Nichols, and Sandy Norby were once again joined by coach and choreographer Ronna McGrann for a week of intense practice coupled with Shrine activities. Included in the week were rock climbing and collaboration with both the football players and cheerleaders, in addition to an evening with local Shriners and officials from all over the United States. The week was highlighted by a mini-camp, hosted for Shrine patients of Iowa. Players and cheerleaders join together to help patients experience the game of football and the experience of cheering and dancing.

Tryouts for the 2016 Shrine Bowl All-Star Cheer Squad were held October 18 and the ICCA coaches are looking forward to another great week of philanthropy, life-changing experiences and skills building.



ICCA All-Star Squad

by Betty Lou Jones, All Star Director

Once again the ICCA is teaming up with the Iowa Basketball Coaches Association to give the cheerleaders of Iowa a great opportunity to cheer for the All-Star Basketball players from around the state. The cheerleaders will perform at the half-time of four basketball games on March 26, 2016. The All-Star games are held in Grimes, Iowa, at the Dallas Center-Grimes High School.

The All-Star squad is made up of approximately 40 cheerleaders who are chosen by video tryout. The video must be postmarked by January 15, 2016, and sent to Betty Lou Jones, 307 5th Street, Swea City, Iowa 50590. All information for this video maybe found on the ICCA website under All-Star. On this website are all forms that must accompany the video.

A practice will be held on March 25, 2016 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 for the squad, and payable when the cheerleader accepts 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 cheerleader needs to learn before coming to practice on March 26th will be sent to them by e-mail once chosen.

Encourage your cheerleaders to try out. It is a fun experience.



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 the mat for the rest of the meet. No other athletes have cell phones with them when they're participating in their events.

2015-16 Online Rules Meeting Dates

As with other sports, rules meetings will continue to be held online for the 2015-2016 school year to make it easier for ALL coaches and choreographers to obtain needed safety and liability information. The 2015-2016 rules meeting dates are coordinated with the other sports, so the winter cheerleading rules meeting will be held online from October 26 – November 30.

Once a meeting deadline has passed, the rules meeting will still be available for coaches to view, but it will not be available for rules meeting attendance certification.

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.

COACHES VS. CANCER/PINK OUT NIGHT CHEERLEADING UNIFORMS

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

Cheerleaders may wear:

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

Cheerleaders may use pink poms while cheering.

Cheerleaders may **NOT** wear:

- Pink tutus or other garments except official event shirts
- Pink briefs/spunks
- Pink canvas or other casual shoes
- Bows with glitter, large objects (including large rhinestones), etc.
- Jewelry of any kind

2016 ICCA Spring Coaches' Conference

The ICCA Spring Conference will be held at The Meadows at Prairie Meadows in Altoona on April 8-9, with a theme of "Hollywood Nights." Back by popular demand are nationally known speakers, 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 and Partner Stunt training. Mark April 8-9 on 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.

Cheer Coach as an Athletic Coach

by Donna McKay, Executive Director

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

The head coach is in charge of the entire program like other athletic programs. This might mean that the head fall and head winter coaches need to work together to be consistent, which includes sharing the NFHS rules book. Practices are the perfect opportunity to make sure cheerleaders are always following the rules, so that they become a habit. Cheerleaders should not be found in violation of the National Federation and/or the ICCA/IHSAA rules at any events if coaches are doing their job making sure that the rules followed. The most frequent rule violations are hair not being secured up and away from the face, bows in the face, jewelry (including spacers in piercings and hair ties on wrists), gum or candy in the mouth, and long nails. If each coach would insist that these rules are always followed, very few violations would exist.

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

Appropriate Cheers, Chants, and Signs

Just a reminder that all cheers, chants, signs, and gestures should be positive and focused on cheering for the school’s own teams; they should not be directed at the opposing teams and fans. Sportsmanship is covered under Rule 2-2 in the National Federation Rules Book and is part of the IHSAA’s Character Counts initiative.

CHALLENGE FOR IOWA CHEERLEADERS -USE TIME OUTS EFFECTIVELY

Cheerleaders are responsible for choosing appropriate cheers/chants to use during timeouts, which will help increase crowd involvement. This is one area where the majority of schools in Iowa could use improvement; too many cheerleaders stand passively on the sidelines or use wordy chants during timeouts. Coaches should not assume that cheerleaders automatically know how to cheer timeouts, so teaching them how to effectively cheer a timeout should be taught during practices.

During practices, brainstorm game situations and appropriate chant responses with the cheerleaders for both full and 30-second time outs; make a list of these chants for use during the games. Coaches can set up situations for cheerleaders to respond to in a both time-out situations. For a full time out, once a coach blows a whistle (like the horn at a game) signaling a time-out, the cheerleaders should immediately run onto the court while already cheering and leading the crowd. The cheerleaders need to begin chants immediately to keep the crowd momentum going. Cheerleaders continually chant while lining up and building stunts (mats are not to be pulled out during timeouts). Chants continue until the whistle (horn) blows with 15 seconds left in the time out. Cheerleaders finish their chants, and then spirit off the court. These same guidelines apply to 30-second timeouts with the only difference being that the cheerleaders don’t run onto or off of the court.

By timing the time out during practice, coaches help cheerleaders learn to fill the entire time out with appropriate chants until the time out ends. To fill the time, cheerleaders could use two chants (if needed), such as an answer back followed by a repeating chant. Many times chants need to be performed more than three times; it may take time for the crowd to “get it” (which is why signs are so helpful). It’s always good to repeat chants that are crowd favorites

During practice timeouts, cheerleaders should also learn how to use signs appropriately. The signs should be held in front of the body with the words showing, so the crowd knows ahead of time what they will be expected to yell. When it’s time for

Challenge...Continued on page 10

the crowd to respond, the sign is lifted straight up over the head (not tilted back). Cheerleaders should also practice spreading out and covering the crowd, plus asking the crowd to cheer. Cheerleaders should be using strong, confident voices and making eye contact with the crowd, which will let the crowd know they are expected to participate.

Plan now to incorporate effective use of time outs into your practice programs to help improve the crowd involvement at your games!

Website with Rules Interpretation Photos and Videos

AACCA has established a website with photos and videos linked directly to the National Federation rules. Once coaches log onto the website, <http://www.cheerrules.org/rules-list/?set=nfhs>, they just need to click on the rule, the section, and the article or sub article to see everything related to that specific rule. All photos and videos are marked legal or illegal for the NFHS, AACCA, and college. The stunt is illegal for those areas marked with an X and legal for those areas marked with a √ mark. Coaches need to be sure that they are checking a stunt's legality according to the NFHS rules and not AACCA or college.

TRANSITIONING FROM FALL TO WINTER

by Sarah Buss, SC District Representative

As the saying goes, "Change is good."

Going from outside to inside. Turf to Basketball Floor. Cheering for Free Throws instead of Touch Downs. The crowd is generally closer, the dynamic a little louder, the amount of cheerleaders cheering each game is 6 instead of 16 or more. Change is good!

When changing over to a new season, I like to go with "some distance makes the heart grow fonder." I think it is best to try to take some anti-cheer days to recharge your body and mind. Unplug and take some time for yourself if possible so you can start the season refreshed.

OUTSTANDING CHEER SEASON

by Sherrie Moritz, At Large Representative

Start the season out right by hosting a parent/cheerleader meeting. This meeting is to help keep everyone informed on what to expect throughout the season. Each year, I organize a parent meeting before we start the season. I make this meeting a requirement and ask that at least one parent from each family attend. During the meeting I lay out my goals and expectations for the season and explain to parents how I run my practices. I always leave a fair amount of time for a question-and-answer period. In anticipation of the parent meeting, I print a handout of approximately four to five pages. These pages consist of an approximate cost sheet (what is all needed), second one is rules, a concussion form, schedule of events, physical form, and last is a parent/athletic consent form.

Having a parent meeting will make for a better organized season for the athlete, the parents, and the coaches.

One of the key topics I cover during a parent meeting is what I expect from my cheerleaders. It's important to set these expectations early.

I also explain that I'm willing to address any complaints parents might have during the season under one condition. They address issues with the coach first before going to the Athletic director. Communication is one of the best ways to avert trouble and gain support.

Happy squad means a happy coach ☺!

Time for New Uniforms??

by Paula Kirkpatrick, Representative at Large

Thinking about new uniforms? That can be very exciting, especially for the cheerleaders, as they always want new uniforms. Mine do!

As you look at your team and uniforms, you may be thinking about new uniforms for next fall. It is never too early to start thinking and planning. Take a good look at your uniforms. Are they outdated? Do a lot of repairs need to be made? Are the colors faded? Are they stained? Are you on a uniform rotation at your school and you are up for new uniforms? If you answer yes, it is time to start planning.

After your recharge, a great idea that has worked well for me in the past when heading into a new season is I watch or look at pictures from the previous season. Then set goals to improve on or maintain plateaus reached. I often involve my upper class-men. Every person writes 3 things they want to START, STOP or CONTINUE from the previous year. Then we compare notes and the items with the similar votes are added to our goals for the upcoming season and squad.

If your goals are something stunt, tumbling, or jump focused. Pick a time in the season that you want to reach your goal by, then schedule conditioning, strength practices, and skill advancement drills back one week at a time from that goal to achieve it. Often achieving goals like this don't happen overnight. So be patient and schedule realistic little goals weekly to progress to your big goal at the end.

If your goals are about improving moral or attitudes. Schedule in weekly or bi-weekly team-building activities or after ice cream runs to start to form better relationships and spend time together. I have found teams that respect each other and get along, are more advanced and better cheerleaders. Everyone doesn't have to be best friends. But they have to be able to trust each other and work together with out personal conflict.

If your goals are about being on time or remembering treats and game schedules. Find a calendar app that the team can access that helps with reminders or schedule 10 min at the end of every practice to go over schedules and stick to doing that schedule review every week. I sometimes found myself going, "Ok, everyone knows what time the bus leaves, right? Ok good." Then I went about my way, only to be disappointed when someone was late because they thought it was a different leave time. I learned not to generalize. But to be specific and I had greater success. So now I say, "You will all be outside the athletic doors at 3:30 and we will load and pack the van so we can leave at 3:45. See you at 3:30."

I'll leave you with 2 of my favorite quotes that pertain to this topic. "Failing to plan is planning to fail." So plan for SUCCESS as you change seasons. The second goes like this, "If everything always stayed the same and didn't change, we wouldn't have butterflies." Embrace the change of seasons, new teams, new arenas, new goals, fun van rides and enjoy your butterflies!

At this point, the biggest part of your plan may be funding. At our school, we raise money for uniforms and also seek donations from our Athletic Boosters and Black and Gold Club.

Once you have funding in place, spring is a great time to look at uniforms with a uniform rep. Representatives from uniform companies come to the spring Coaches Conference and this is a great time to visit with them and make fitting appointments.

Planning ahead for these steps in uniform ordering will help everything go more smoothly.



SAFETY

Do YOU Make it a Priority??

by Cindy Pangburn, At Large Representative

As a cheer coach your lists are always long: scheduling practices, going to football games, basketball games and wrestling meets. Ordering uniforms, warm ups and poms. Planning pep assemblies. Working on motion technique and great jumps and cheers during practice. Making sure locker signs are done and up on time. Being sure all your cheerleaders know when the bus leaves for away events. And that is only a portion of all the things you as a cheer coach need to get done! One thing should always be at the top of every list you make and that is the safety of your cheerleaders.

How many of you make safety a priority? Cheerleading can be dangerous, as you all are aware, but if you implement some simple measures your squads will all benefit and be safer. In the past cheerleaders just led the crowd and encouraged their teams to win the game, but times have changed. Now many squads have incorporated stunting into their cheering and competitive cheer grows more and more each year.

It starts with you the coach. How educated are you? The Iowa Cheer Coaches Association offers ways to help you with safety. It is required you watch the Online Rules Video as well as the Concussion Video. Both of these are ways to great ways to stay updated on the ever changing rules and keep

your squads safe. Did you know the Rules Meeting information can always be viewed on the ICCA website? You are given a rules book which is small enough to carry with you! The rules book needs to be your friend, read it and re read it to educate yourself. Also, the NFHS website has great information for you as a cheer coach. They have many sport specific classes and offer many of them for free.

There are other ways to be sure your squad is safe. Something very easy to do is a safety check. How often do you check your squad? Once you make this a habit the cheerleaders will know this is something important to you and it will become important to them. Before long they will check themselves!

How long has it been since you have really looked at your practice area? If you practice in the gym on mats things should be safe, but take a look around to be sure. Do you practice in a hallway because the gym is in use? If so, are there objects cluttering the hallway? How high is the ceiling? If you practice outside when it is nice out what is the ground like? Are there holes or dips in the grass? I challenge you to really take a good look at your surroundings and be sure it is a safe area.

What about an emergency? Have you got an action plan in place? One thing to consider is who of your cheerleaders can remain calm in an emergency situation? You may think of your captain or your seniors and expect them to be able to take responsibility, but be sure they can deal with and tolerate blood or someone crying in pain. If you talk about emergencies and practice what to do it will certainly help if you ever have a situation where you need your squad to accomplish tasks while you take care of the injured cheerleader. Also, have you taken a first aid class or are you certified in CPR? Again, some things to think about to keep your squads safe.

If an injury occurs what kind of follow up is in place? I always insist my cheerleaders go to the doctor and have the injury evaluated. Then the doctor can make the decision as to whether the cheerleader is capable of cheering. This should never be something you do. Always remember to be sure you get a written note from the doctor stating limitations and when they can return to full participation.

One thing to consider is, how comfort-

able do your cheerleaders feel coming to you with a mild injury, maybe a muscle that was pulled and just isn't healing like they want or an ankle that is just sore. If you have great communication with them they will share with you. So be sure not to punish or make them feel bad for sharing injuries with you. Remember keeping your cheerleaders safe and healthy is much more important than cheering at a game or winning a competition.

Remember with cheerleading some injuries are unavoidable and no amount of prevention can stop every injury, but with the proper information, knowledge and education the severity and frequency of injuries can be reduced. So, hopefully you have learned some things to help make your cheerleaders safer and I challenge each of you to make safety a priority!

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IMPROVING BASIC CHEER SKILLS-STUNTING

by Nikole Keaster, Representative Council

We all love cheerleading. The excitement of being involved in the game, watching our girls get the crowd pumped up, and keeping the energy going even in the longest of games. Who can deny the love of hearing the "Ooos" and "Awahhhs" of the crowd when the girls start showing off their stunting skills, and the crowd begins cheering for the cheerleaders!

Before we can show off for the crowd, the right amount of work must be put in. After stunt progressions have been checked off, and you have evaluated the stunting level of your team at the beginning of the season, you can better determine what your stunting goals should be by the end of the season.

As a coach one of the most important things is to divide your groups for your squad. Best friends working together doesn't always make the best stunt group. Play around and switch up your groups until you find the fit that works the best. Keep in mind that it doesn't do anyone any good to have one amazing group while two others struggle. Show confidence in all of your girls' stunting ability equally, and the girls will in turn show that confidence in each other. Take the responsibility as a coach to make sure that all your bases, fliers, and back spots are using the same technique, and it is

consistent from one group to another. Keeping consistency and confidence high will help if and when you need to make last minute adjustments before a game, performance, or even if someone is missing from a practice.

We begin each practice the same. After warm-ups, we stunt first when the cheerleaders are the freshest. They get in their designated drill groups, and do three hang drills on their own. This is to get the fliers warmed up, followed by two elevators on their own. After that, we do our drills together. Everything has to hit perfectly by each group three times in a row for both extensions and liberties. At first this routine takes a while to master, but soon they have it like pros, and the warm-up takes no time at all. Running the drills helps with many things: 1) It holds each group accountable. They don't want to be the one group who didn't hit it perfect and have to make everyone else do it again. 2) It makes them work harder. We can do it three times perfect, or we can do it ten times sloppy. 3) It helps me make sure they are concentrating on their technique. I can make corrections to individuals before going onto any harder stunts. Example: If a flyer is standing up slowly, or dropping weight in the bases hands, our full-ups are not going to work. I can fix it before attempting harder stunts. I can diagnose it as a technique error and fix it. We are always striving for perfection before progression! So, create a warm-up, and set your drills based on your squad's ability. If your team is not ready to do extensions without extra spotters, customize it to do just thigh stands, hang drills, or elevators/preps.

No matter how difficult the stunt, always go back to basic technique! Here are some things to watch for in all stunts:

BASES:

- Eyes up! Your eyes should never leave your flyer. Protect them no matter what!
- Drive your weight in the ground and hollow out!
- Keep your shoulders over your hips and shrug all the way though the shoulders with all extended stunts.
- Always dip and use the power from your legs. Arms shouldn't move on the dip in the hang drill.
- Main bases should always keep a flat platform for their flyers to stand on.
- On one-legged stunts the secondary can hold the top of the foot or the main base's wrist, whichever

is more comfortable. Their other hand should be in the middle of the supporting foot and have their thumb straight up in the air. This will give them better control to not let the foot roll.

- Most important on extended stunts is that the bases must push their bodies together as close as possible – don't give your flier any room to come back down through your base! Big on the bottom and small on the top!

Back Spots:

- Eyes Up! Just like the bases, the back spot is responsible for the safety of the flier. Their eyes should always be spotting the fliers hips, shoulders, and head.
- Back spots are the leader of the group – they are the ONLY person allowed to talk when the stunt is going since they are the only person who can easily see everyone. If the stunt is not working, everyone in the group needs to follow the back spots instructions.
- Most importantly...Get in there! The back spot should be holding the majority of the weight in the stunt, and should be as close to the bases as possible.

Fliers:

- Fliers need to hold their own weight in their hang drills. The bases should be able to drop their hands in the hang drill position, and the flier should be able to hold all of her own weight. Have her crunch, and pull her knees up so she looks like she is sitting in a chair. Most important always keep the arms straight!
- When it is time to move from the hang drill, the flier should flick off the bases' shoulders, and stand up by lifting her hips – not driving their weight into their feet.
- TRY THIS DRILL: Have your flier lie on her back, and get into the hang drill position. Coach, put your hands on her feet, and tell the flier to lift her hips. If the drill is done correctly, the coach should not feel the flier push against the coaches' hands until the flier's body is just about straight.

Everyone needs to fight for their stunts! Trust in the group's ability, and do what you need to do to execute. If everyone does their job consistently, their stunts will always hit!

Things to remember: Don't move onto the more difficult stunts until each progression has been perfected. This is the best way to prevent injury. By concentrating on technique your stunts will look perfect! Enjoy stunting and watching your girls' abilities grow!

Improving Basic Cheer Skills —Motion Technique

Franci McClenathan, Rep. Council Member

What is the best way to help our kids improve their motion technique?

Well, I would love to say a studio room with full-length mirrored walls, but we all know that is only a dream for most cheer squads! (As I'm sure some of you can relate, having a practice room of any kind is this coach's dream.) And in all reality, I honestly don't think there really is a perfect way to help all kids. Each student learns material differently.

But, here are a few ideas that seem to work for my kids that I have implemented into my practice plan over my many years of coaching junior high and varsity squads.

First thing I like to do is include a motion drill, with words, as part of my tryout material. I have found that if they learn a proper high v, low v, t, k, etc., from the very beginning, it takes less time to perfect at later practices. Although, reusing that same drill, put to counts and adding music, to review during season is also beneficial.

When teaching sidelines and cheers, I like to do the motions with my kids, mirroring them. That way if I see any of them with incorrect motions, I can demonstrate the way they are doing it versus the correct way it should be done. The majority of the time, the kids will fix their mistakes without me having to call them out individually.

As far as mirrors go, we have found that our trophy case wall can be a fair substitute. The glass doors are mirror-ish. Sometimes you will have students that just have to watch themselves before they realize what they are doing incorrectly.

Another idea I have found helpful is keeping your terminology consistent. You may call the thumb side of your fist a "big cinnamon roll" or a "big circle", or you may call it something completely different. That's okay. Just making sure you always call it by the same term will make it easier for your kids to remember what you are talking about.

My final suggestion is repetition, repetition, repetition! Include basic motion technique in new sidelines, cheers, and pom choreography. I feel it is the foundation of everything cheer!

Good luck with your winter season!

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Jump up!

by Ashley Meyer, Rep. Council Member

There's nothing more impressive than an athlete who has high, beautiful, inverted jumps. It's the wow factor and can be the show stopper on the field, court, and cheer mat! Unfortunately, the perfect jumps don't happen overnight. With any skill, mastery takes time, practice and effort on behalf of the athlete. So the real question becomes how does one go about achieving the perfect jumps? Here are a few tips to get your squad off the ground and wowing the crowd in no time!

It starts in the gym. If your team is going to be strong jumpers, leg muscles are essential. All athletes should find time to lift weights specifically focusing on the lower half of the body at least two days a week. Your school's personal trainer should have a workout plan or would plan one specifically for your team's needs.

Flexibility is key! Athletes must stretch throughout the season as well as continue stretching throughout the off season. If they are able to sit in the splits this helps increase jump mobility.

Use your Momentum – there are many different approaches to jumps. Many teams choose to use a "whip" motion with their arms which helps increase momentum by swinging the arms through the center and lifting into the "T" position. Always remain on your toes and the ball of your foot to maintain momentum.

Bring your Legs to your Hands! The important thing to remember is to keep the chest up and bring the toes to the arms. Many times cheerleaders tend to hunch over and bring their arms and chest towards the legs. By doing this, it doesn't allow for height and the overall jump suffers.

Drills – Partner Jumps. This drill requires two athletes. Athlete A remains stationary with one foot planted back to enhance support. Extend arms forward with palms facing up. Athlete B will place arms on Athlete A. While bracing each other, Athlete A will lift while Athlete B jumps allowing for more air time and the opportunity to obtain more height, inversion, and rotation of hips.



Using Technology to Improve Your Squad

By Jenny Crawford, Web Director

Pinterest

Explore "Cheer" boards on Pinterest, the visual bookmarking and discovery tool that helps you discover and save creative ideas about cheerleading, stunts and more. You can find ideas for tons of things like cheer quotes, videos, team building cheers, end of season gift ideas, stunt progression posters, and more!

Here are a few good ones I found:

www.pinterest.com/amrangel21/cheer

www.pinterest.com/jbryant266/cheer

www.pinterest.com/hannahn0561/cheer

Cheer Coach Web Sites

<http://kateboydcheerleading.com>:

Each week on Kate Boyd's web site, she shares tips, tricks, systems, knowledge, and insights that help coaches approach any arena-practice gyms, stadium sidelines, competition mats, and more-knowing coaches have what it takes to make their teams look their best. Sometimes all you need is a little bit of organization to take your leadership to the next level. Kate also provide some of the tools, in printable form, she uses to stay organized and tackle all of her many roles as a cheer coach. This web site is packed full of cheer coach resources.

Stick Your Neck Out to Reduce Concussions

By Angie Trowbridge, SW District Representative

CONCUSSION. We know what it means, we've taken the training video, we can list signs and symptoms, and we've probably dealt with it in our classroom or on our squad. Like any illnesses or injuries seen in cheer, it's our job as coaches to manage risk and strive to prevent such injuries.

Can concussions be prevented, though? In a word, no! Several variables can account for one traumatic brain injury – we need to focus on the familiar ones we can affect, such as

- Knowing and following the rules – and asking for clarification when needed.
- Monitoring your surroundings – and teaching your athletes to do the same.
- Ensuring all involved employ proper spotting techniques.
- Working on skills to reduce concussions.

Wait, what was that last one?

Emerging research suggests that stronger neck muscles reduce the back-and-forth movement the head experiences when concussions occur. In an interview for Brainline.org (<http://www.brainline.org/content/multi-media.php?id=9024>), neurosurgeon Dr. Robert Cantu explains that the neck moves in three different ways; flexing and extending (front and back), twisting side to side, and tilting side to side. Exercises as simple as providing resistance with one's own hand or with the help of a teammate can help strengthen those muscle groups. Continuing my search gave me the following exercises, courtesy of Rush Ortho (<http://www.rush-ortho.com/pdf/How%20Can%20Concussions%20be%20Prevented.pdf>):

- *Shoulder Shrugs.* Holding a dumbbell in each hand, stand with your arms by your sides. Keep your arms straight and slowly shrug your shoulders up and slightly forward, and then slowly lower them back down. Do 3 sets of 20 repetitions.
- *Upright Rows.* Holding a bar or a dumbbell in each hand, stand with your arms by your sides and your palms facing behind you. Slowly raise the weights to chest level, bending your elbows outward, and then slowly lower them back down. Make sure to keep your shoulders down

Blogs

Create your own blog to communicate to parents, cheerleaders and school staff. Here is one I found from Boyer Valley cheerleading. The coach posts information on topics like physicals, uniforms, schedule changes, and more.

<http://www.cheercoach.blogspot.com>

Use this as a resource to start your own blog.

Don't let technology bring you down, let it lift you up!

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**DON'T JUST BE CHEERLEADERS,
BE SPIRIT LEADERS!**

by Desire Grismore, Rep Council Member

“GO! FIGHT! WIN!” “Let’s go!” “You got this!”

The shaking of poms, the stomping of feet, the clapping of hands, wearing school colors – these are all ways that every school shows their school spirit. But why do some schools show their spirit so much more than others? And how can each one of us enable our squads to lead our student bodies and crowds to take what is in their hearts and show it by cheering on their teams? School spirit starts in practice and the hallways and should be on high display on every sideline.

As cheer coaches we all want our squads and crowds to be the loudest and the most spirited. We feel the frustration when the crowd doesn’t stand up or yell with our squad. We know that our cheerleaders can’t go out and physically make each person in the stands stand up, so how can we change the habits of others? ENERGY!! And for a squad to be able to create that kind of energy for every game and every pep rally takes practice. It takes practice for a coach to come every day and have a positive and peppy spirit to infect his or her squad members. It also takes practice of a squad. If a squad practices like they want to perform it should be pretty easy. If they can have energy in an empty gym, a few people not standing up shouldn’t come close to subduing the energy from the sidelines.

If you are lucky enough to walk through the hallways of your school on a daily basis you can easily gauge the level of school spirit on any given day. When you walk through during Homecoming Week the school spirit is clearly apparent, with the decorations, energy, and crazy costumes around every corner. But how can that spirit be taken through the en-

when performing this exercise Do 3 sets of 10 repetitions.

- *(No equipment needed!) Four-Way Resistance.* Place two hands flat on either the back of your head, your forehead, or the right or left side of your head. Push against your hands, but resist the pressure with your hands. Make sure to keep your neck straight, focusing the tension on the neck muscles. Hold for 5-10 seconds, and then release. Do 10 repetitions in each of the four directions.
- *Towel Resistance.* Wrap a towel around your head, holding the ends in each hand. Slowly move your head up and down, resisting the movement with the towel. Make sure to keep your neck straight, and do not allow it to collapse. Continue to move your head up and down for 15 seconds, and then relax. Do this 5 times.

As one season gives way for another, see if you can implement one of these exercises into your practice routine. I’d love to hear at conference what the results of your field tests are, as well as any other skills, tips, or tricks you and your squad have implemented to reduce concussions.

Happy (and safe!) cheering!

Spirit Leader...Continued from previous column

tire season or school year? Realistically, school spirit won’t always be at Homecoming level, but it can be close. Locker posters for every game or every week, candy gifts, and prizes for dress up days or pep rally games can all be great tools to heighten the spirit in your school. But the biggest impact that can be made is from your cheerleaders. It’s a snowball effect.

It’s all in the name. “Cheerleader.” The leader of cheer. If the cheerleaders can always be counted on to say good luck to the team they cheer for from the sidelines but also the debate team, the drama department, the band, etc. it starts a culture of camaraderie and support. Your squad will lead this and it is equally as important that students and younger cheerleaders follow. The leader and follower are equally as important. When this culture is started you will soon find the drama team doing skits for pep rallies and the football players going to support the volleyball players. They all take pride in where they are from and are proud to support the people that are there to support them. But the culture has to start somewhere, and it should start with your squad.

The sidelines are where school spirit and pride are on the brightest display. By now, the foundation of cheerleading has been set. The crowd is ready to be led and has great school spirit. Energy is lighting up the sidelines. Now's time for you squad to show their stuff and get the rest of the crowd into the game.

My squad's go-to energy builder is to throw items from a "Spirit Can"! Everyone loves free stuff. If you have businesses, families, or a booster club that donates team items like t-shirts or rally towels put them in your spirit can. And this has a dual purpose. The people who receive what comes from the spirit can will spread that school spirit every time they wear that t-shirt or wave that towel. And the most immediate satisfaction that comes from a spirit can is the crowd creates energy and spreads school spirit.

One more way spirit is led on the sidelines is through the crowd favorites. If the crowd loves to do a certain chant or cheer, DO IT! Don't be afraid to do a cheer or chant more than once when it's a sure fire way to get the crowd pumped.

Cheerleading squads can be a game changer on and off the sidelines. Help your squad spread school spirit wherever they are. Remember it starts in practice and by a squad leading on and off the sidelines. Be the game changer of your school!

Are you ready for that Snow Storm?

by Patti Davis, NE District Representative

Well, we do live in Iowa...so it will happen eventually!! Whether you are ready for the weather or not, it is a wise coach who has a plan.

With any situation, whether it is an injury at practice, or change of bus time, school evacuations, etc., Coaches should have a plan for proper communication and response for their cheerleaders.

As weather conditions may change rapidly, it is a Coaching responsibility to monitor conditions on an ongoing basis and take appropriate action to protect our athletes. Most schools have officials and Administrators that will assist in monitoring and determining if an event should continue or be postponed or cancelled. But in any situation, a communication protocol should be established. Your principal and activities director

Are You Ready...Continued in next column

Let's Theme Things Up!

By Sandy Norby, Special Olympics Director

School spirit is an awesome thing to have, especially during games and meets. When the student section is all fired up it spreads to the parents and other fans in the stands. A few fun things to do to get everyone involved is to have theme nights.

Students love to get dressed for fun activities and doing so at games and meets are great. Have a toga night, all students love to put on a bed sheet and a wreath on their head. Nothing like the entire student section in sheets and cheering along with the cheerleaders. Another idea would be cowboy/flannel night. Nothing brings a smile on the faces of the crowd with boys in shorts and cowboy boots, flannel shirts, and top it off with a cowboy hat! The cheers and chants get louder with that apparel on! How about a super hero night? Halloween costumes will be out in full force and everyone loves seeing this. It is amazing how creative these kids can be when they want to be. It brings the entire student body together and they show great support for their team. One of my favorites would be Hawaiian or tropical night. Let the grass skirts shake, the bright and colorful shirts, hats, and sunglasses of all kinds. Pajama night, you would be amazed at all the high school kids in footie pajamas at a game! Sometimes they drag along a blanket and stuffed animal.

All kids love to have fun and by doing these fun themes it brings them together. It brings smiles to the faces in the crowd.

Are You Ready...Continued from previous column

should assist in establishing the plan. The cheerleaders should be aware of how it is activated so all are communicated to in a timely fashion. It is best when it is discussed at the parent meeting at the start of the season. Once that is done, practice the plan. Make sure all phone numbers are correct. Utilize social media and establish a time frame for canceling or postponing an event. Thought should be given to the traveling time to and from school to keep students safe.

It is always best to error on the side of caution when dealing with adverse weather conditions. Be safe, be smart and be careful...winter is fast approaching.



Ask Jeanne

Dear Jeanne:

Why do my wrestling cheerleaders have to wear a skirt and not long pants? They get cold. Why were the uniform requirements developed anyway?

Curious

Dear Curious:

The Cheer Uniform Guidelines were developed after administrators and officials expressed continued concerns to the ICCA about appropriate attire for young female cheer athletes. ICCA took a serious look at what cheerleaders were wearing and realized the administrators had a valid point. Skirts were getting very short and many times briefs were obvious when the cheerleader was just standing. Briefs of all colors and designs were drawing attention to female body parts in one legged stunts. Brief rules were put in out of respect to females. ICCA wants cheerleaders to depict an All-American image because they are public representatives and ambassadors of their schools.

Some coaches have questioned why long pants aren't acceptable during inside events. The simple reason is there are too many kinds of pants. Some coaches might put their cheerleaders in cheer pants, but other coaches would accept any kind of pants. Issues will develop including what fits and doesn't fit on body types. Some coaches might accept any pants. For this example let's assume the coach says, just wear black pants. On a squad there might be yoga pants with a wide leg, work out pants with a narrow leg, leggings in several fabrics, and even stretchy black denim jeans, or even regular sweat pants. Now there are huge issues of difference. While many coaches would say, I'd never do that, the truth is, there are coaches who would allow this. ICCA has to look at the entire state and do what is best for all. Allowing pants opens the door to many fashion variables.

Of the above options that a coach might okay, if pants are allowed, it is a short step to include leggings as pants. Leggings are a fun trend and are meant to be worn with longer types of tops. A cheer vest is not long. Let your imagination go for a moment to imagine the short vest and leggings on all the different body types of cheerleaders. Some leggings are too sheer. Other leggings are too small and bring attention to the female body and anatomy, along with some of it's imperfections because of improper fit. They just go against the basic philosophy of the cheer uniform guidelines.

I can hear many of you saying, "What about regular cheer pants?" While these pants might be close to okay, there's still an issue. It is all those different body types again, and what happens when wrestling cheerleaders sit at the mat. Because the waistline is probably made of elastic or meant to give, it is going to expand when their bottom sits on the floor. The waistband does not remain at the waist, but gives in the back. A gap appears between vest and pants. In that gap, there is skin and underwear or the top of a thong. The size and shape of the cheerleader doesn't matter in this case. It is going to happen no matter what. Again, we are going against the reason why the uniform guidelines were written in the first place. A skirt will stay at the waist when cheerleaders sit at the mat. With the help of uniform companies, we've even given the best style of skirt to help coaches when it is time to order new.

The ICCA certainly believes that cheerleaders should dress warmly when traveling in the winter season. It is acceptable to wear pants and change in to their uniform when arriving at the contest site.

The IHSA Board of Control reviewed and re-approved the Cheer Uniform Requirements and Recommendations in August 2015. These are the same recommendations that were sent to every school with the rules book and other ICCA information at the start of the school year. The guidelines are also on the ICCA website. A quick review will help your cheerleaders be ready for the winter season.

I'm pulling for all of you!

Jeanne Ehn



by Jane Bauman, Secretary

The ICCA Board of Directors met on October 4, 2015, at the Comfort Inn in Story City, Iowa. President De-Baun called the meeting to order at 9:35 AM.

The minutes from the June meeting were approved and seconded with one amendment: Donna McKay stated that the financial report from State Championships should read June and not January.

There are a total of 385 individual memberships with a total of 95 different schools represented.

ICCA is preparing for the State Championships. There are a number of teams registered for the different divisions. With the number of teams registered it is causing a few scheduling issues. These will all be worked out. There has been a few questions raised with uniforms with transgender students. A discussion about this has been held with the ISHAA. This will be revisited again in January. We have chosen to use Fine Designs as our T-shirt designer this year. Kenna is working to assure the shirts are what we want, Coaches will be able to pick up their team's shirts throughout the day. A scoring program with a gentlemen from Winterset, Iowa, is in place. Coaches will get a cleaner print off of the team scores. A reminder that the pass gate will be on the opposite side of the Jacob Building this year. This should help with the larger squads as they enter. A reminder to leave big bags on the buses to help with space inside of the venues.

Mark you calendars. The planning of the ICCA Spring Conference is underway. The theme is Hollywood Nights. Jim Lord and Morton Bergue will be returning to share their professional knowledge with us. Keep an eye open for the details to come on this.

Coaches are encouraged to use the site cheerrules.com. This site has videos that deal with stunting. Donna McKay is working with Jim Lord to get this on the website.

A variety of committees gave their reports which have been summarized below.

Scholarship: We have paid out \$3600.00 in scholarships this year.

All State: Tryouts are in 2 weeks at the Ames Middle School. Close to 200 cheerleaders have registered for this event.

Honor Squad: A total of 258 cheerleaders have registered for this event. Coaches are reminded to plan ahead in case of poor weather. Practice will be held at the Ames High School on November 15. The board did approve to donate \$500 to the use of the Ames School buildings for Honor Squad and All State. The motion was made by Jeanne Ehn and seconded by Kenna Johnson. Motion carried.

All Stars: Betty Lou informed the board that it would be nice to have an extra day for practice. She is waiting to hear from the IBCA for more details on the event.

Shrine Bowl: Not many kids have signed up for this event. Tryouts were to be held on October 18. There has been discussion about the moving the tryouts back to January again.

District Representatives: Great Fall clinics were held. Many coaches and about 600 cheerleaders benefited from the information that was presented. ICCA is pleased to offer these clinics to our kids.

The board has decided to purchase each of the co-directors a laptop. It will be passed on to future directors when necessary. It was also discussed that the co-directors are given a pay increase for their efforts beginning in January. These ladies work countless hours to make sure that everything is covered and in place.

There were some changes that were made to the Constitution. They will be discussed at the Spring Conference Membership meeting.

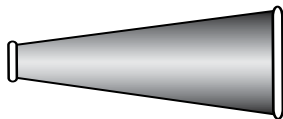
Betty Lou Jones made a motion to award Jerry and Ellie Hoffman and the Shrine Bowl Club for an appreciation award. It was seconded by Sherrie Mortiz. Motion carried.

The Lifetime Achievement Award will be given to Cherrie Reid from Burlington. Melissa Hatfield made the motion and it was seconded by Jeanne Ehn. Motion carried.

The next meeting will be held at the Ames Middle School at 9:30 AM on January 10, 2016.

JoEllen Wesselmann made a motion to adjourn the meeting at 2:30. Seconded by Kenna Johnson. Motion carried.

Respectfully submitted,
Jane Bauman



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