




Cheers x 3

CHEER! MICHIGAN's Tri-Annual Newsletter

January 2012




HAPPY NEW YEAR!



This year CIM is excited to be celebrating our 25th Summer! We are so grateful for the support we have received over these many years! It is amazing to think of the number of coaches, teams, athletes and staff members who have been a part of our journey. It has been our pleasure to provide a camp where leadership, life skills and team building is at the forefront of all we do. 25 years of excellence...it has been a blast!

The fun, excitement and energy will continue into all our camps for 2012. We promise you will find:

Innovative, & Creative Stunts
Tough, Cool and Crowd WOW Material
Personalized Attention with our Professional Staff
Our Special Customized Overnight Camp Schedule
CIM's Exclusive Power Team Plus Training (for those intense Varsity Teams)



This newsletter will outline a few things you can expect from CIM this summer. If you have attended CIM you know what all the excitement is about. If you have not attended a CIM camp before, or maybe it has been awhile, then make 2012 your year to join us as we celebrate! We promise you won't be disappointed.


Inside you will also find some great resources that you can use now as you start out 2012!



Cheers,



Katie Edge
CIM Director of Operations



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C!M Summer Camp Dates & Classes

Northwood University Sessions:

NWU 1: July 19 - 21

NWU 2: July 27 - 29 (Add A Day Session*)

Eastern Michigan University Sessions:

EMU 1: August 2 - 4

EMU 2: August 7 - 9 (Add A Day Session*)

EMU 3: August 11 - 13

Stunt Camps:

SC1: July 13

Portage Northern HS

SC2: August 10

EMU

Private Camps: Scheduled at your school July - August. We can also come to you for a half or full day Stunt Camp.

***Add A Day Session:** Arrive the afternoon before for one-on-one training and make your camp a 4-day experience.

- Prices for all 2012 camps will be available in March.

C!M Camps Will Include:

- Stunts, Stunts and More Stunts Including C!M Supreme Classes!
- Half-Time Cheer a.k.a 'The Big Cheer'
- Sideline Material
- Quarter Cheers
- Cheerlympics (our every 4 year tradition!)

- 20/20's: Upper Body Circuits, Lower Body Circuits, Jump Drills, Flexibility Drills, Tumbling Drills
- Precision Dance
- Precision Drill Fight Song
- Street Dance

- Spotted Tumbling
- Private Workshop Time
- Private Coach Workshop Time
- Power Team Plus (Big V Teams)
- Performance Review

- Pink Performance Track (just added for 2012)
- Initiatives (C!M Exclusive Team Building Activities)
- C!M Goal Setting Campfire
- Coaches Classes
- & So Much More!

What's Hot This Summer With C!M

C!M Material:

We create all of our camp material new each year. The best part is you decide what you want to learn at camp. So spend your time only on the things you will use for your upcoming season.

You asked for it, you got it! This year our 'big cheer' will be taught in a longer time block. We understand that with the customized multiple formation changes, jumps, tumbling, levels and ripples we choreograph in, there is a lot to learn and perfect. But, as coaches have told us, it is nice going home with a complete piece of material all game ready!

C!M Stunts:

We create those new each year too! Our staff travels to competitions, conferences and events in Michigan and beyond to bring back fresh ideas. We take our knowledge as coaches, officials, college cheerleaders and experts in our sport to come together and create exciting, challenging stunts that can be accomplished at camp. We are proud to say our teams go home knowing the majority of our stunts and are able to use them right away. The rest of them, with one or two more practices, will be crowd ready as well. We strongly feel that if you pay to come to a camp you should be taking home everything you learn.

This is also why we allow our teams to break up during stunting classes. You can send your stunt groups to a variety of classes, based on their ability level. It's a great way to come home with even more NEW stunts to choose from.

C!M Final Day, Pink Performance:

With our Power Team Plus (P.T.P.) being such a hit this summer, coaches asked if there was something we could design to help focus the teams who choose not to do the P.T.P. Challenge. So we created our Pink Performance. On the final day of camp any team can choose to participate with a C!M Pink Performance. This means they will create a final day performance that includes the C!M Cheer they learned and a stunt/tumble/dance sequence that includes camp stunts and a team jump. All this will be evaluated as part of your final performance. The best part, we will provide a variety of music tracks that you can use!

C!M STAFF TRYOUTS

The opportunity to work for C!M will offer you:

- Continued involvement in the sport of cheer beyond high school.
- The opportunity to make new friendships and be part of a team.
- Advanced development of your cheer skills and athletic abilities.
- Training to develop your leadership and organizational skills, along with your teaching and public speaking abilities.
- The chance to work with and mentor hundreds of youth, middle school and high school athletes.
- Life skills and management techniques that can be used in college and beyond.

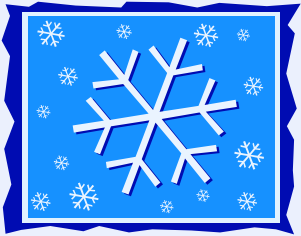
Use this link and fill out an application online. We will then send you all the details for the summer and our tryouts.

<http://fs22.formsite.com/cheermichigan/form3/index.html>

Goal Setting For Success



As competitive season heats up, it's a good idea to make sure you are incorporating goal setting into your season. These goals can be achieved in a variety of ways. A lot of times, when you ask your athletes what their goal is, a common answer you usually hear is "to work hard" or "give 100%." But what does that really mean? Athletes say they want to focus on "working hard," but they don't really know what they are "working hard" towards. There needs to be some type of focus for their goals. It's a good idea to start small with a simple goal, and then gradually expand from there.



The first step in getting your athletes to set a team goal is by giving each of them a paper and pencil and having them "individually" brainstorm. They can jot down any ideas that they believe the team should accomplish or work towards during the season. After that, have them circle up and share their ideas out loud. Collectively, have one team member gather a list of the top three or five goals, and then have your team rank them in order of importance.



Once your team has set a team goal for the season, have each of them set their own individual goal. Again, go through the same process as you would for the team goal. Instead of having them read their goal out loud to the entire team, pair them up with a teammate and have the two of them discuss and share their personal goal ideas, until they each come up with their own goal.

Once your team's goal and team's individual goals have been set, perhaps it might be a good idea to post them on the walls where you practice or somewhere where your athletes will constantly be reminded of them. That way, they can't say they forgot! :) Also, before having your athletes set a goal, remind them of these four helpful tips:

TIME LIMIT: The goal needs to be realistically accomplishable in the amount of time they have. Here, you would want the time limit to be by the end of the season. However, make sure to make it completely clear to each athlete exactly when you would like this day to be. It can either be by districts... the weekend before districts... or sometime relatively close to the end of their season.



REALISTIC: Make sure that your athlete is challenging themselves, but being realistic at the same time. That way, they still must push themselves to reach the goals, but know that if they work hard, they can be achieved. For instance, a realistic goal would be to improve their score total from competition to competition. The realistic goal should focus on what they as a team can control. If their goal is to beat "team so and so" that is not realistic. As athletes and coaches, you have no control over beating a specific team because you do not know how they are going to perform any given day. However, you are in control of improving your team's scores by cleaning up jumps, drilling formations, punching motions, etc.



SPECIFIC: By having your athletes make a specific goal, it helps them to know when they have reached it. It also gives them something definite to work towards and helps them to form steps to reach that goal. An example of a specific goal would be to point your toes every time you do your toe touch, not just "to make my jumps better." Another example would be to score 9's in floor mobility. Then they could take the specific steps to reach that goal.



MEANINGFUL: For a goal to ever potentially work, it needs to be important enough to the athlete that it makes them want to achieve it. If the goal means nothing to them, then they probably won't put the time or effort into achieving it. By successfully completing the goal, it should give the athlete a sense of accomplishment and make them feel good about the work they have put into it.

What Is C!M's Power Team Plus?

CHEER! MICHIGAN is thrilled to be offering our Power Team Plus (P.T.P.) training again this summer. We have updated the program for an experience like no other. This is CHEER! MICHIGAN's exclusive and intense camp track for those higher level varsity teams who want a little push from their camp experience.

We guarantee teams who commit themselves to our P.T.P. Challenge will leave camp understanding the process and mental toughness needed to be at the top of their game. We are going to push every team and coach to give more, do more and be more! Teams who participate need to be up for the challenge.

Teams arrive to camp having already prepared for their first challenge. Then the other 4 Team Challenges are laid out before them and scheduled into camp.

- #1 Execution Challenge
- #2 Precision Challenge
- #3 Creativity Challenge
- #4 Team Building Challenge
- #5 Performance Challenge

Those teams who complete each challenge successfully will be on their way to being awarded the title of POWER TEAM. (Which comes along with a very big pink trophy!)

What we get asked the most about this program:

- **Is P.T.P. really tough?** You bet, most teams, no matter how elite, will not be able to accomplish all 5 challenges. It is designed for teams to understand the concept of excellence, goal setting, execution, showmanship, effective practice and the visualization needed for success.
- **Is it competitive?** Yes and no. You will compete against yourself and you will have a standard to compare yourself to other teams. But, the “big trophy” and Power Team title only goes to those teams who successfully complete all 5 challenges! There could be more than one Power Team title awarded at a camp session, but given the program, that would be really amazing!
- **Will any team be allowed to participate?** Any varsity coach who believes their team meets the qualification (C!M Level 3 Stunters) can participate. But, they need to be prepared for the intensity, and the reality that they may not accomplish every challenge. Our Staff and Directors will be there along the way working with coaches, through the process. There will be a lot to learn from and take home to incorporate into practices as coaches and teams progress through the training.

For those teams who may only accomplish one challenge, just going through the process will give them the framework they need to start building on that one success. Everything is so strongly evaluated against a team's own performance. We do not want to scare away teams from taking on the **P.T.P. Challenge**, we just want to prepare everyone for the way in which their team, and themselves as a coach, are going to be pushed.

Contact C!M Directly For More Details On This Program!

Why I Love My Job

By: Stephanie Santostasi, C!M Staff Head Instructor

CHEER! MICHIGAN is more than just a job. In fact, for me, it doesn't even feel like a job. After a long, stressful two semesters of college every year, I have the chance to reunite with some of my best friends... my C!M family. Not many people get to experience an opportunity like this. Not many people get to work with 30+ of their closest friends. Not many people LOVE their job like I do.

Working at C!M brings out the best "you." It gives you a chance to let go and just be yourself. When you're feeling down, you'll have your friends, your team, at your side there to pick you up. And when you're on cloud nine, you better believe your staffmates are right there laughing with you and joining in on the fun. For me, "coming to work" is something I look forward to. I get to spend every summer doing something I love, and making an impact on people's lives one day at a time.

Here's a list of the top 10 reasons why I love my job at C!M:

10. At what job do you get the chance to spend your entire summer outside soaking up the rays and making a few bucks at the same time? (Well, yes, besides being a lifeguard... but this job's better.)

9. I get to drive the C!M golf cart around... to "carry equipment"... (STAFF: read carry equipment as secret missions. DIRECTORS: read carry equipment as under all policies of the C!M staff handbook.)

8. It's like they know exactly when I'm hungry. Every day at 8 am, noon, and 5 pm I have meals practically waiting for me. (Although I wish I could say the same thing happens when I'm at home... sorry mom!)

7. I have the privilege to get an entire crowd of over 300 people to direct all their attention on me the minute my voice projects through the microphone. (You can't say that's not impressive... I now know what Lady Gaga feels like.)

6. I get the chance to pretend I'm funny and encourage others to laugh at me while wearing suspenders during Staff Laugh. (Hey, even if it was a courtesy laugh... I'll take it... and thank you.)

5. I get the chance to see teams set goals for themselves, and then reflect on them, while singing some of my favorite campfire tunes.

4. I get to see our athletes faces light up whenever they hit a new stunt, or get a new skill, and appreciate the fact that I was there to witness it.

3. Every summer, I get the chance to set a new personal goal and a staff goal, and push myself every, single day to accomplish it.

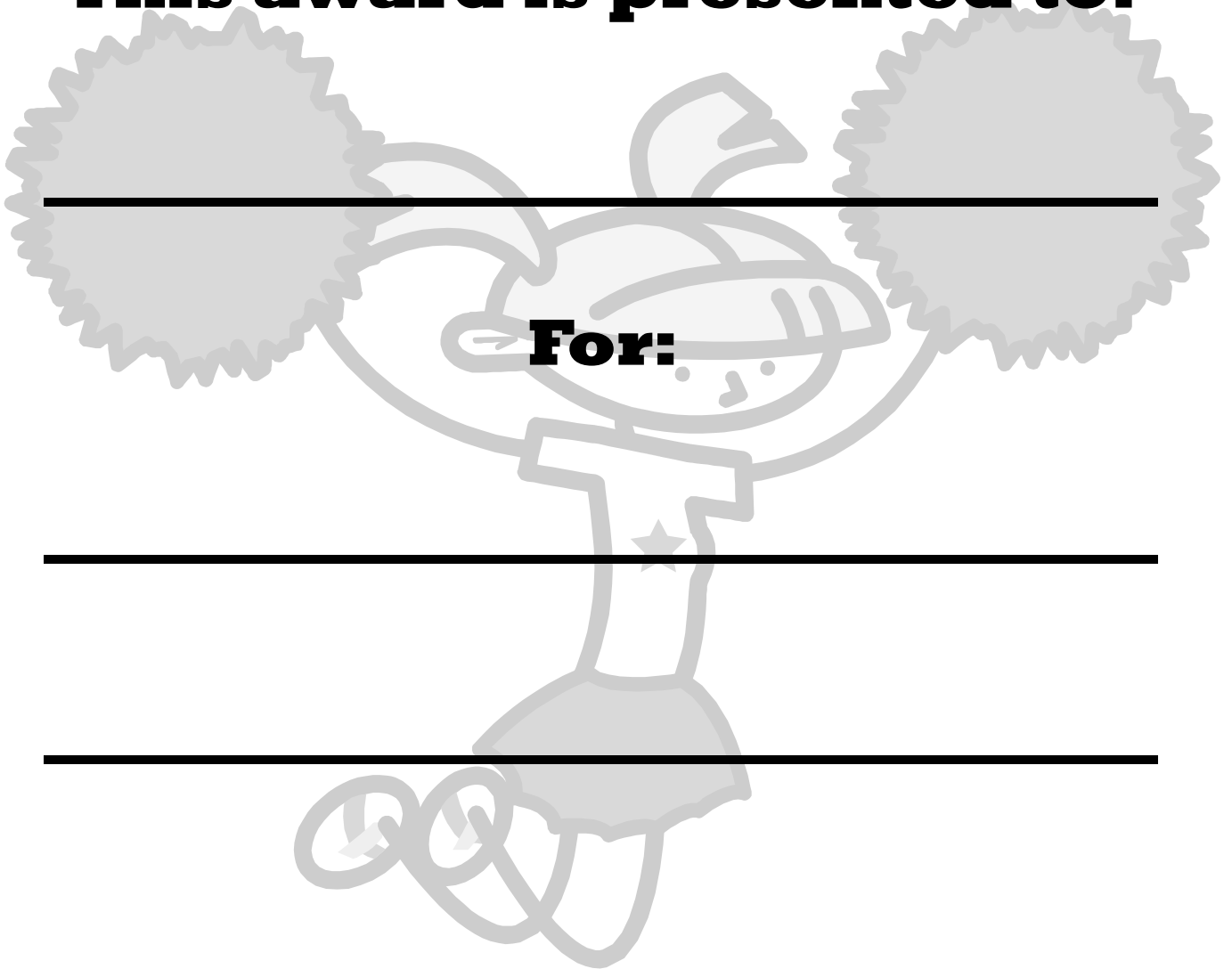
2. I get the chance to showcase our talented staff and to perform in front of a crowd of smiling faces. (And if you ever gave me a personal shoutie... I thank you... and give you "two thumbs up.")

1. And the number one reason why I love my job at CHEER! MICHIGAN is the fact that I can walk away every summer, knowing that I have made an impact on someone... somewhere, with a group of lifelong friends to back me up who also share the same love for the sport as I do.

Fun idea, ask your athletes to create a top 10 list of why they Love To Cheer!

3 Cheers For You!

This award is presented to:



Way To GO!

FOCUSED FOR SUCCESS...

***“Goals provide the energy source
that powers our lives.
One of the best ways
we can get the most
from the energy we have
is to focus it.”***

