

# Reumors

## December 2017



Website  
[www.nawd.com](http://www.nawd.com)

Twitter  
[@paradeofideas](https://twitter.com/paradeofideas)

### HAPPY HOLIDAYS FROM THE NAWD BOARD OF DIRECTORS!



Back: Katie Keyes, Tom Heethuis, Harry Bettencourt, Lou Miller, Stu Shaffer

Front: Terry D'Imperio, Sandy Hillman, Jim Finnemeyer, Mike Roland

Each of us on the NAWD Board of Directors wishes you a very joyous and memorable holiday season. We look forward to 2018 with great excitement for our new Spring Advisors' Weekend from April 20 to 22 in Grand Rapids, Michigan (*keep reading for more information about this new event*) and, of course, NCSA-2018 in Atlanta, Georgia.

We hope that 2018 is a year filled with wonder and great success in your professional lives and activities and great times and good health for you and your family.



### TOM HEETHUIS HONORED WITH NATIONAL DR. EARL REUM AWARD



At the 45<sup>th</sup> annual National Conference on Student Activities in Spokane, the 2017 National Dr. Earl Reum Award was presented to Tom Heethuis of Michigan by the 2016 National award winner, Terri Johnson.

Tom has been an educator for over 40 years, serving as a teacher, activities advisor, and principal during his career at three different schools prior to his retirement. Tom began attending NAWD/NCSA in 1988 in Nashville and represents the Central Region on the NAWD Board of Directors serving as BOD secretary. Presently he is working with the National Honor Society presenting at their nationally sponsored NHS Summits in four states since 2016. Tom remains actively involved in student and advisor conferences and leadership camps in Michigan. In addition, he has presented advisor workshops, created booklets of ideas and tips and created an Advisor Store which he has taken to several states as well as to four provinces in Canada. From 1992-1996 Tom was the co-director for the NASC Leadership Camp at Wesley Woods in Tennessee. He has been named a regional Advisor of the Year (1994) regional Earl Reum Award (2000 and 2012) and State Principal of the Year in 2012.

The Earl Reum Award was established in 1991 and honors the founder of our organization, Dr. Earl Reum. It is the goal of the award to recognize one individual in each of the eight regions in the nation for their role in leadership education and involvement in training advisors within the arena of student activities.

**THANK YOU, NCSA WASHINGTON TEAM!**

Congratulations to Susan Fortin and all members of the organizing committee of the Washington Association of Student Leaders for providing an outstanding NCSA-2017. Many thanks to the myriad of camp staff members who each played an important role in presenting sessions, facilitating Conversation Café sessions, and providing much needed help and support through all aspects of the conference.

The AWSL Team set out to create a “Leadership Revolution” and they certainly achieved their goals from the outset in leading each participant to establish their “why” for the conference experience by focusing on personal goals for the conference itself. The Opening General session presented a challenging insight through “Faces of America”, as one actor portrayed eight characters, each of a different ethnicity that explored the challenges and victories of young Americans in our diverse society. It was “education” at its best and created opportunities for greater thought and sparked conversations throughout the conference.

Saturday morning began with a keynote by high energy speaker, Stu Cabe. Stu who is the CEO and founder of the Ovation Company based in Coeur D’ Alene, Idaho created an atmosphere through his presentation that demonstrated his specialty of promoting improved school climate and the cultivation of positive interactions with all who share an environment in schools. Participants had many networking opportunities throughout the conference to gather ideas to take home as well as time to share their own thoughts. The conference included 24 different workshop sessions based around four key strands, and 14 Conversation Café sessions that provided opportunities for participants to explore challenging questions about the role of student activities and the development of all student leaders in schools.

The conference also included a series of Meet-the-Pros roundtables with 27 sharing opportunities, a newly designed Hall of Ideas session featuring 13 presenters and time to visit each and to ask questions while gathering additional information, or an option to schedule a one-on-one Human Library session with one of eight experts in the field of student activities.

Sunday morning’s closing session, included a traditional Parade of Ideas completing the sharing of ideas by participants, each presenting a 15-20 second idea or resource. These are being compiled and will be shared in 2018 editions of *Reumors* and on the NAWD website. The theme “Leadership Revolution came full circle with a student created video entitled,

“Don’t Do Anything for Us Without Us”. This was followed by three diverse presentations. The first presentation by AWSL LaCima (The Summit) Bilingual Leadership Camp director, Vince Perez, challenged delegates to create an environment in schools and leadership camps of consistent care, fostering an attitude of “doing this together”, and knowing when to ask for help. He concluded with a poem by Bell Hooks and the message “that we cannot heal what we do not feel”. The second presentation was most inspiring and made by members of the AWSL Indigenous Planning Team. These individuals came from several of the 29 Native American tribes of Washington State who are launching the Native American Student Leadership Initiative. Their initiative, ideas, and determination were a moving moment for NCSA-2017 participants. Look to future editions of *Reumors* for updates on the ideas, successes and challenges forthcoming from these educational leaders in the State of Washington.

The final presenter, Houston Kraft, is a senior counselor at an AWSL camp and CharacterStrong speaker. He engaged the delegates in an interactive presentation on kindness and the value positive relationships. He encouraged Random Acts of Practice: once a week practice meeting someone new, leaving them better than you found them. One lasting idea for NCSA-2017 delegates was to create a “Culture of Kindness: by being proactively kind.

NCSA-2017 is now history and we look now toward NCSA-2018 which will be from November 30 to December 2, 2018 in Atlanta, Georgia. Keep checking our website at [www.nawd.com](http://www.nawd.com) for updates and look for new information in the February edition of *Reumors*.



## 2017 PRE-CONFERENCE PROGRAM PACKED WITH OPTIONS

On Friday, December 1<sup>st</sup> over 60 NCSA delegates travelled an hour north of Spokane to Chewelah Peak Learning Center for a day of leadership camp. The day included leadership curriculum, hands-on activities, and a chance for camp folks to share philosophy, structure and goals. Sessions included the **Joke's on Trial**: during which time "campers" learned about the "Humor Triangle" created by staff of the Washington State camps and designed to teach students appropriate humor in skits, in visuals, and in oral communication.



**Sensitivity to Others**: was a session on teaching student leaders to truly understand their own "student body". Large and small group sessions explored the topic and provided models for application and personalization for delegates to take home to their states and to their schools.



On Friday afternoon, another 60 or more delegates visited Gonzaga University in Spokane and attended a session presented by Dr.

Joe Albert, Associate Dean for External Partnerships and Strategic Initiatives. Dr. Albert shared information on the university's School of Leadership Studies which is expanding its 30-year program of providing for two masters degrees and a doctoral program. The NCSA program offered an opportunity for delegates to renew and grow more deeply in their understanding of how leaders develop and what they can do at any level to have the greatest impact possible.

The pre-conference program's third option was a Speaker's Showcase co-sponsored by the National Association of State Student Council Executive Directors and NAWD and coordinated by Terry Hamm, State Student Council Executive Director from Texas and 2015 Dr. Earl Reum Award winner. Over 70 individuals had an opportunity to hear 20-minute presentations from four new speakers on the national scene: Dr. Matt Bellace, Carl Ojeda, Jr., Brandon Lee

White, and Kyle Willkom. Each provided attendees with an opportunity to personally benefit from these mini-speeches, but to also consider each as a possible assembly speaker/school workshop presenter as well as a keynote speaker for upcoming regional, state or national conferences. The program concluded with a Meet and Greet the speaker social time.

Conference evaluations showed that each of these three pre-conference options were highly regarded. We thank the organizers and presenters at each for their contributions to the success of NCSA-2017.

## CERTIFICATES OF CONFERENCE ATTENDANCE ARE STILL AVAILABLE

Participants in NCSA-2017 who desire certificates of attendance may still receive them by contacting NAWD Registrar Kathy Coll at [ncsaregistrar@aol.com](mailto:ncsaregistrar@aol.com).

## NCSA-2017 RESOURCES ON NAWD WEBSITE

Presenters of Workshops and Meet-the-Pros sessions shared electronic copies of their handouts which can now be found on the home page at [www.nawd.com](http://www.nawd.com).

Click on the link for the 2017 Conference Page in the left sidebar, or select "National Conference on Student Activities" from the navigation menu and then "2017 – Spokane". The 2017 Conference Page contains links to these handouts in PDF format.

We hope that participants will share these resources and the conference overview with colleagues and encourage their attendance at NCSA-2018, where "*Leadership Lives Here*", in Atlanta, Georgia from November 30 to December 2, 2018.



**THANK YOU TO STU SHAFFER AS HE  
RETIRES FROM THE NAWD BOARD**

Stu Shaffer has served on the NAWD Board of Directors representing the western region since 2008 when it was first formed by Dr. Earl Reum and former NAWD Executive Director, Genel Hodges. Stu was the winner of the 2004 Dr. Earl Reum Award. He was a Student Council advisor and Activities Director in the San Diego area for over 25 years prior to his retirement. Stu is a motivational speaker and workshop presenter, famously known for his "Capture the Spirit: The Traveling Junk Show", which promotes leadership skills and team building in a high-energy and competitive atmosphere. Stu's "Capture the Spirit" DVD is an excellent resource for pep rallies, spirit assemblies, and class and homecoming competitions. He has been a leader within the California Association of Directors of Activities (CADA) throughout his career and remain today on the staff of summer leadership camps in California. Stu has served as the NAWD President from 2014-2016. We thank him for his wisdom, insight and advice to NAWD and to her strong belief in the importance of student activities in America's schools.



**NEW BOARD MEMBERS ELECTED**



**Sandy Ginger: Western Region**

Sandy comes to her new position on the NAWD Board of Directors having attended NAWD/NCSA conference since 1994 in New Orleans. She has worked for the Clark County School District in Las Vegas, Nevada since 1987 and is now CCSD Director of Student Activities. Sandy has also been an Executive Director of the Nevada Association of Student Councils since 1993 and hosted the NASC national conference in 2004 and 2013. An active member in the California Association of Directors of Activities (CADA), Sandy is a member of CADA's Hall of Fame and was the Area H 2017 Bob Burton Spirit Award Winner. In 2007 Sandy was honored with the "Earl Reum Award"

**ASSOCIATION OFFICERS RE- ELECTED**

The NAWD Board of Directors met on Thursday, November 30th to elect Officers for 2018. Re-elected for a one-year term were:

- Sandy Hillman, President
- Harry Bettencourt, Vice President
- Tom Heethuis, Secretary
- Terry D'Imperio, Treasurer

**EAST**

- Terry D'Imperio [tdimperio@livoniacsd.org](mailto:tdimperio@livoniacsd.org)
- Lou Miller [lmiller@njasc.org](mailto:lmiller@njasc.org)

**CENTRAL**

- Tom Heethuis [theethuis@aol.com](mailto:theethuis@aol.com)
- Sandy Hillman [sandyhillman7@gmail.com](mailto:sandyhillman7@gmail.com)

**SOUTH**

- Katie Keyes [katiedkeyes@gmail.com](mailto:katiedkeyes@gmail.com)
- Mike Roland [mhroland@gmail.com](mailto:mhroland@gmail.com)

**WEST**

- Harry Bettencourt [harrybettencourt@hotmail.com](mailto:harrybettencourt@hotmail.com)
- Sandy Ginger [gingersm@nv.ccsd.net](mailto:gingersm@nv.ccsd.net)



**Mike Roland: Southern Region**

Mike has now been selected to serve a second three-year term on the NAWD Board. Mike recently retired as both the Coordinator of Student Activities for Broward County Schools and as Executive Director of the Florida Association of Student Councils. He was previously a Student Council advisor at both Plantation HS and South Broward HS. Mike attended his first NAWD/NCSA in Philadelphia in 1989 and hosted the 2009 NAWD/NCSA in Fort Lauderdale.

**DAVID BRAME OF NEW MEXICO  
RECOGNIZED WITH THE “KEEPER OF THE  
FLAME” AWARD**



During the NCSA luncheon on Saturday, December 2<sup>nd</sup>, Elliott Mathis and Colby Cochran of North Carolina made a unique presentation via cell phone which surprised David Brame, *Dynamx Digital* founder and an audio-visual specialist who has provided general session programming and end-of-conference- in-review AV presentations since NAWD/NCSA-1989 in Philadelphia. David's assistant handled those tasks for NCSA-2017 while David remained in Albuquerque watching after his father, who had successful brain surgery on November 30<sup>th</sup>.

David will receive an original copy of the 1948 “Life Magazine” which featured high school senior Earl Reum of Denver, Colorado, recognizing him for his passion and dedication to student activities and student leadership. Earl later went on to become the most noted speaker on the power of activities, their impact on both individuals and groups, and their impact on schools and communities. Earl, a prolific writer of leadership and inspiration materials, founded the National Association of Workshop Directors (NAWD) in 1973 with the sole purpose of using it for the training of educators in the field of leadership education. Earl passed away in December 2010 and again was written of in a national magazine when his obituary appeared in “Time Magazine”.

The Keeper of the Flame Award began in Florida in 2009 when Bob Tryanski was organizing his thoughts for a keynote presentation. He recognized a central theme that ran through Earl Reum's life and work. Earl showed us how to bring out the best in others in a myriad of ways. Earl showed us how to lift people up, to honor their achievements, and to personalize the way in which we recognize their contributions. In ending his presentation, Bob presented a copy of the 1948 issue of “Life Magazine” to Sarah Jones, the former Executive Director of the Connecticut Association of Student Councils. She turned this into an amazing idea in 2010 by presenting the magazine

to another NAWD member, thus creating the “Keepers of the Flame Society”. Congratulations, David on joining this distinguished group of individuals who value and promote student leadership development in America.

For more information on Dr. Earl Reum, his life and legacy, please go to [www.nawd.com](http://www.nawd.com) and click on the sidebar for Dr. Earl Reum Tribute which was put together in 2010 by David Brame.

**ANNOUNCING!!!**

**2018 NATIONAL CONFERENCE ON  
STUDENT ACTIVITIES**



*“Leadership Lives Here”*

**November 30 to December 2, 2018  
Atlanta, Georgia**

**Westin Atlanta Perimeter North**  
7 Concourse Parkway NE  
Atlanta, Georgia 30328  
(770) 395-3900

[www.westinatlantnorth.com](http://www.westinatlantnorth.com)

**Room Rates** are \$119 per night (single/double), \$129 per night (triple), and \$149 per night (quad)

- **Reservations** can be made directly by calling 888-627-8407.
- Be sure to mention that you are part of NAWD to access our room block!

Look for more conference details beginning with February edition of *Reumors* and at [www.NAWD.com](http://www.NAWD.com)

YOU ARE INVITED TO THE

# 2018 SPRING ADVISORS' WEEKEND!

A NEW FLY-IN / DRIVE-IN  
OPPORTUNITY  
SPONSORED BY NAWD



## APRIL 20-22, 2018 / Grand Rapids, Michigan / DoubleTree by Hilton

<b>REGISTRATION:</b>	Early Bird (until 2/28)	\$165
	Regular (March 1-31)	\$175
	Late (April 1-15)	\$190
	On Site (April 20)	\$200
	State Exec. Directors	\$125
	Saturday Only	\$125

**Gerald R. Ford International Airport**  
(GRR) is located about 13 miles southeast of Grand Rapids. Airlines serving GRR include Southwest, Allegiant Air, Frontier, United, Delta and American Airlines. Visit the Gerald R. Ford Airport website at [www.grr.org](http://www.grr.org).



Visit [www.nawd.com](http://www.nawd.com) to register beginning January 2.

### HOTEL INFORMATION:

**DoubleTree by Hilton**  
4747 28th Street SE  
Grand Rapids, MI 49512  
(616) 957-0100



Room rate **\$115 per night** (single/double). The hotel is very close to the airport, with a free shuttle available.

[CLICK HERE](#) to visit the hotel web page, which includes links to book your room.

### TENTATIVE PROGRAM:

#### Friday April 20

- 6:00 p.m. - Registration
- 7:00 p.m. - Welcome & Overview
- 7:15 p.m. - Activity Demonstration & Participation
- 9:00 p.m. - A Taste of Michigan (hospitality)

#### Saturday April 21

- 8:00 a.m. - Breakfast
- 9:00 a.m. - General Session - Kevin Sutton, "Legal Issues & Student Activities"
- 10:55 a.m. - Breakout Session #1
- 11:40 a.m. - Lunch & NAWD Update
- 12:55 p.m. - Breakout Session #2
- 1:45 p.m. - Breakout Session #3
- 2:35 p.m. - Breakout Session #4
- 3:25 p.m. - Roundtables
- 4:00 p.m. - Mini-Versity
- Evening - Dinner on your own...explore Grand Rapids

#### Sunday April 22

- 8:00 a.m. - Breakfast
- 8:45 a.m. - General Session - Dave Conlon, "Advising & Ideas from Across the Border"
- 10:15 a.m. - Evaluations & Closing

### TRAVEL INFORMATION:

Grand Rapids is a city on the Grand River, east of Lake Michigan. On the outskirts, the Frederik Meijer Gardens & Sculpture Park has a tropical conservatory and multiple gardens. Its art collection includes works by Auguste Rodin, Henry Moore and Ai Weiwei. Downtown, the Grand Rapids Art Museum spotlights Michigan artists in its rotating shows. Grand Rapids is also well known for many breweries dotted around town.



We encourage you to visit the **Grand Rapids Tourism** website at [www.experiencegr.com](http://www.experiencegr.com) to learn more about all there is to see and do in Grand Rapids.