

THE CIF NEWS

C I F = C O M P E T I T I O N I N T E G R I T Y F A I R N E S S

Longtime CIF Commissioner William "Bill" Russell Dies at 94

William Russell, known for his long-time service as California Interscholastic Federation commissioner and contributions toward changing the landscape of high school sports statewide, died of brain cancer on August 9 at his home in Santa Barbara. He was 94.

"His legacy will be that he placed the CIF on a very firm foundation from creating a system that established a level playing field and equal opportunities for both boys and girls," CIF State Executive Director Marie M. Ishida said.

The head of the CIF State Office from 1956 until his retirement in 1980, Russell expanded the scope of team play in the traditional sports of baseball, basketball and football, to the nontraditional such as surfing and snow skiing. His greatest contribution, however, was formulating initiatives for schools to sponsor girls teams across the state, with rules adopted in 1967. Those rules were substantiated five years before Title IX, the landmark legislation requiring equal federal funding for boys' and girls' programs.

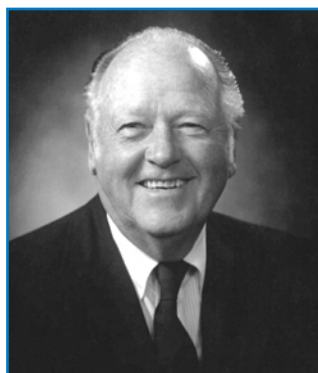
"Getting girls' athletics approved was something he considered a very special project," said Russell's daughter, Diana Russell Vandervoort. "My father, and some of his colleagues at the time, felt if they had programs in place for boys, then why not for girls? I remember him being very happy when things were approved."

Added Tom Morgan, Russell's long-time friend and former CIF Southern Section commissioner from 1970-1973: "Bill was an innovative thinker. He always wanted to make things better and inclusive for young people in high school sports. Back then, girls' sports were not on the horizon in the minds' of traditionalists. But Bill got people to buy into his ideas, especially on issues that were controversial."

As a result, Russell became widely recognized for his insight. He served on many state and national sport boards, including the National High School Track and Field Rules Committee (1953-79), Southern California Golf Association (1981-92), and High School Football Rules Committee (1954-80).

In the early 1960's, Russell helped the National Collegiate Athletic Association (NCAA) win an arbitration case over the Amateur Athletic Union (AAU) regarding its control over amateur track and field athletes and their eligibility for participation in the Olympics.

College athletes later earned the right to compete under the newly formed United States Track and Field Federation (USTFF), and Russell was elected its president.



Russell further helped the Hawaii State Athletic Association (HSAA) establish rules and polices within its organization when Hawaii officially became a state in 1960. Additionally, he produced five official rules interpretation films in basketball and track and field as technical advisor for the National Federation of State High School Athletic Association (NFHS).

He was later recognized for his work, earning the NFHS Award of Merit, for outstanding services in the field of interscholastic activities at state and national levels in 1981.

Russell also chronicled the CIF's heritage, writing the book "A History of the California Interscholastic Federation: Boys and Girls Sports Teams in California High Schools (1914-2000)."

Russell's legacy, however, goes beyond being an author and athletic administrator. He had a way with people and was respected by his peers.

"Bill was a mentor to me," said CIF State championship events supervisor Dean Crowley, who also served as Southern Section commissioner from 1993 to 2000.

"When I was a rookie commissioner, Bill was there to answer questions. He always gave good advice."

"Bill was a consummate gentleman and always served the CIF with the highest integrity," Morgan said. "The CIF was very fortunate to have Bill during its time and history. Bill had his hands firmly on the steering wheel, guiding the CIF to the success it currently enjoys today."

Russell was born June 25, 1915, in St. Louis, Mo. His father's job with Missouri Life Insurance Co. required the family to frequently move. As a result, he attended 11 elementary and junior high schools by age 13.

He graduated from Santa Barbara High School in 1932 at 16. He played basketball and baseball at Santa Barbara State College (now UC Santa Barbara) before graduating in 1940.

During World War II, Russell spent three years (1942-1945) as an American Red Cross volunteer in Alaska. He returned to Santa Barbara following the war and served as a graduate manager of athletics and student activities for UCSB. He started his career with CIF in 1950, working as the Southern Section commissioner for four years.

Russell is survived by his daughter and granddaughter, Diana and Thea Vandervoort. Russell's wife of more than 60 years, Dorothy, died in 2002.

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The Pressure to Cheat - Commentary by Michael Josephson



What is causing the growing hole in our moral ozone? Why is cheating and lying so common in schools, on the sports field, and in business and politics? Apparently it's a thing called pressure.

Kids are under pressure to get into college; athletes, coaches, athletic directors, and principals are under pressure to win; and according to a survey by the American Management Association, the pressure to meet business objectives and deadlines is the leading cause of unethical corporate behavior.

In other words, we take ethical shortcuts to get what we want. DUH!

A few years ago, 14 high school students broke into their school office and altered computer records of their academic transcripts to help them get into premier colleges.

"The students were under a lot of pressure," the school said, imposing a five-day suspension. Corrected transcripts were sent to the colleges involved, but the schools weren't told about the burglary or falsification of records. "We didn't want to ruin their lives. We think they learned their lesson."

They learned a lesson all right. They learned that there's little downside to doing whatever it takes to get what you want, even if it involves committing a felony. They learned that even if you get caught, you probably won't suffer serious consequences. Suspending high school seniors for a week is a vacation, not a punishment.

Last year, two Texas high schools shocked the nation with their idea of school spirit. The first one sold T-shirts depicting its mascot as the Grim Reaper beheading an opposing player from that week's upcoming game. Its principal defended it: "It was easy for me to approve because it was pretty cute and clever."

The second one held a pep rally in which its mascot was kidnapped by the rival school. The cheerleaders rescued the mascot, forced the kidnapers to kneel with their hands behind them, "executed" them with fake guns, danced on their graves, and tossed money in the air. Its principal defended it: "What do they want us to do with Shakespeare

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 Ray Odom, Superintendent, Hamilton Unified School District
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PRESIDENT'S MESSAGE



Change Starts With Us

By Mike Henson, CIF President,
 Dir. Student Pathways, Porterville U.S.D.

Recently, I was fortunate to attend the Leadership Development Institute at Stanford University. The visit was part of a statewide school reform measure called "Multiple

Pathways", an initiative with which my district is heavily involved. One of the presenters, Dr. Hayagreeva Rao, a professor from the Stanford Graduate School of Business, spoke about "Leading Change in Challenging Times."

The issue of communication was identified in each of our Governance Task Force and Federated Council roundtable meetings as a primary concern for improving the operating structure of CIF. A thorough understanding of the need for change will only come about if we establish a clear and relevant approach of who we are and what is our purpose is for the respective audiences we serve.

We must clearly communicate the necessity for change, engage all audiences affected, and serve as a model of behavior for those responsible for change. We shall redefine and/or reinforce our beliefs through the behaviors we demonstrate as we move toward strengthening the CIF organization.

In CIF, we make statements of our beliefs in what is right with education-based interscholastic athletics through the tenets of "Pursuing Victory with Honor" and our commitment to maintaining a level playing field for competition. But in many cases, our beliefs do not translate to positive behavior because of inappropriate actions of coaches, athletes, and parents.

Our greatest challenge is to ensure consistency

between our beliefs and behaviors. This can be accomplished by providing information in a clear and precise manner, rewarding those who demonstrate quality, and empowering all audiences to assume a more active role in promoting our beliefs.

As we look to identify issues within our governance structure, we must look to our respective audiences to determine the specific need for change. Are we engaged in this exercise in order to respond to legislative pressures? Or will this governance bring forth recommendations that will address, recognize, or perceive issues from section membership, school administrators, student-athletes, parents and athletic agencies serving high-school aged athletes?

As we work through the process, we must establish a level of urgency for each change of strategy by determining the motivation of the respective audience and the degree to which each audience is willing to contribute.

A strategy change must include a thorough understanding of the need for change and require active participation by the audience affected by the change. As Jim McNerney, CEO of 3M, stated in April 2002, "You can't order change. There is only one of me and 75,000 of them"

Finally, it is imperative we sequence our process relative to the priority of our issues. The pace in which we move toward change and the extent to which the CIF organization needs change must constantly be weighed against the best interests of our schools, student-athletes, parents, and communities.

EXECUTIVE DIRECTOR'S REPORT



Transfer Eligibility Process Review

By Marie M. Ishida, CIF Executive Director

The CIF just completed its second year of the new transfer bylaw and appeal process. While two years of data may give us an indication of any trends that could emerge, this data by no means gives the CIF enough information to make any changes at this time. Based upon input from sections, schools, parents, and appeal panel members, minor revisions and clarification language changes have been made. At this point, there are no major changes being contemplated. The two-year transfer eligibility data shows:

	07-08	08-09
	AU/AL/D ¹	AU/AL/D
Bylaw 207.A(3) First Transfer	1593/99 94.1%/5.8%	1958/70 96.5%/3.5%
Bylaw 208 (Hardship)	629/424/62 56.4%/38.0%/5.5%	840/437/79 61.9%/32.2%/5.8%
Bylaw 510	-/13 ²	7/5/13 28%/20%/52%

¹ AU – approved unlimited; AL – approved limited; D – denied
² Totals not available

Another major change in the transfer rule was the appeal process. If a student's eligibility is denied or limited by the section, the student has a right to appeal to the State Appeal Panel. Prior to this change, the appellant appealed to a section appeal panel. This was viewed by some parents and members of the legislature as not being neutral.

The two-year data shows:

The number of appeals jumped slightly during the second year, but that was expected as schools and students

	07-08	08-09
	S/O ¹	S/O
Total # of Appeals	79 55/24	95 60/35
Sustained Denial	69.6%	63.2%
Overtured Denial	30.4%	36.8%

¹ S – sustained decision of section; O – overturned decision of section

gained a better understanding of the process. Of the 737 denials or limited eligibility decisions from the sections, only 79 (10.1%) were appealed in 07-08.

Of the 749 denials or limited eligibility decisions in 08-09, only 95 (12.6%) were appealed. Both years show a very small number of appeals and I believe this is evidence that the denial decisions from our sections are extremely thorough and well written with regards to the findings rendered.

Another major point to consider is the appeal process. These numbers show that the State Appeal Panels are truly neutral. You do not see an automatic "stamp of approval" of section decisions. Sections should be commended for making this process work, too.

Keep in mind, when the section renders its decisions, the ruling is based mostly on the written record. During an appeal hearing, the panel has the ability to hear the evidence by the appellant and to hear witnesses in support or opposition of the appellant. Sections understand that even though their decisions are well-founded as evidence in their findings, appeal panels may come to a different conclusion.

As we continue with these bylaws, we will monitor the data and make adjustments as necessary.

NIAAA CORNER

National High School Activities Week, October 11-17, 2009

Since 1980 National High School Activities Week has highlighted the benefits of student participation in extracurricular activities, including athletics, band, drama and music.

The National Federation of High School Associations has created the following schedule for schools to use to help promote awareness of high school activities, and teach student athletes valuable life lessons that extend beyond the classroom and sports fields:



October 12: National Fine Arts Activities Day - Have the band or students involved with music play the national anthem at the start of the day, coordinate a mock scholastic competition between students and staff members, and have a speech student read morning announcements or recite a poem. Display outstanding art projects at lunch.

October 13: National Officials Day - Host a breakfast or reception for officials who officiate at your school and/or in your area. Give small tokens of appreciation such as a school pens, pencils and notebook to officials who work a game on your campus that day with a note of thanks for their effort.

October 14: National Youth Health Awareness Day - Invite health professionals out to your campus to talk about healthy lifestyle choices with students. Include health tips in the daily announcements and ask the cafeteria to offer healthy food options for students to select during lunch.

October 15: National Coaches/Sponsors/Advisers Day - Have students bring treats to school and decorate the offices/doors of their coaches/sponsors.

October 16: National Fan Appreciation Day-Show the school's and kids' parental appreciation with a surprise pep rally to honor parents/guardians. Students can make posters and write notes to their parents-a great media event!

October 17: National Community Service Day - Individuals participants and teams can volunteer at local nonprofit organizations dressed in school colors. Suggestions include the local food bank, SPCA, retirement homes, Habitat for Humanity and homeless shelters.

Students as Mentors: Pair high school students with elementary school students who are interested in their sport or activity. Students involved in CIF-sponsored activities could act as a big brother/big sister/buddy to younger kids. The students can be pens pals for the month, eat lunch with their buddies, read books with younger kids and coach them in the sport or activity which they have in common.

Guest Editorial: Contact your local newspaper about writing an article on the importance of high school activities and sports. Recruit staff members or prominent local business owners, elected officials and sports writers to write a column about their favorite high school activities and feature it in the school newspaper.

Visit www.nfhs.org for more information on ways to be a part of this great week.

CSADA 42nd Annual Conference Set for April 2010

The California State Athletic Directors Association 42nd-Annual Conference returns to the Ascuaga's Nugget Hotel in Reno, Nevada, Wednesday-Sunday, April 21-25, 2010. This year's theme is "High School Athletics-Building Champions and Scholars."

"Staying abreast of the newest and latest trends in educational athletics is a requirement for today's athletic administrator," said Marie M. Ishida, CIF State Executive Director. "These opportunities for professional growth and instruction make the CSADA Conference a must for everyone involved in high school sports in California."

The event will feature former baseball great Tommy John and Dr. Greg Dale as keynote speakers. John received the Hutch Award in 1976 for displaying honor, courage and dedication to baseball both on and off the field. Despite physical challenges, one of John's most notable achievements was playing in the major leagues for 26 years, including stints with the New York Yankees, Los Angeles Dodgers, California Angels and Chicago White Sox. He had three 20-win seasons, appeared in four All-Star games and played in three World Series.

He is famous for being the first athlete to successfully recover from ulnar collateral ligament (UCL) reconstruction, a procedure known as "Tommy John Surgery", in which a ligament in the medial elbow is replaced with a tendon from elsewhere in the patient's body.

Dr. Dale is a Professor of Sport Psychology and Sport Ethics at Duke University. He also is the Director of Mental Training and Co-Director of the Leadership Program for Duke Athletics.

Other notable speakers include national recruiting expert Jack Renkens, who will share the recruiting realities faced by athletic directors, and 2008 State Athletic Director of the Year Terri Sonnikesen of Notre Dame High School in Salinas. Sonnikesen will discuss the California State Teachers Retirement System at a breakout session.

Representatives from Schedule Star, a leader in high school athletic management, will outline the path to success through technology.

CIF Section commissioners will once again lead a morning question-and-answer session, each for his/her respective section, while Northern Section Commissioner Liz Kyle will lead a breakout assembly. Additional discussions will be hosted by long-time CSADA contributor Dr. George Selleck and State CIF Associate Executive Director Roger Blake.

The pre-conference events include CIF-NIAAA Leadership Training Classes which take place on Wednesday and Thursday, along with the early-bird breakouts on Thursday afternoon.

Membership applications for CSADA will be mailed to all CIF member schools in September. For more information on the CSADA conference, go to www.csada.org.



Six Ways to Be a Model Coach

1. Everything you say or do makes an impression on kids. What they don't see, they often sense.
2. The measure of character is how you act when you think no one's looking. You'd be surprised at what kids know, hear about, and discover by accident. Behavior speaks louder and more persuasively than anything you can say.
3. Only a fraction of young people will play sports beyond high school, but most will become parents, employees, and citizens. By building their character, you'll give them and the rest of society a permanent gift.
4. Setting rules is important because young people are especially vigilant about unfairness and hypocrisy. Too many adults (and pro athletes) are selfish and undisciplined because rules weren't enforced or didn't apply to them when they were young.
5. When the game is on the line, so is integrity.
6. If you're not sure how to handle a situation, ask yourself:
 - ▶ What would I tell my child to do?
 - ▶ What would I do if my child was looking over my shoulder?
 - ▶ Do I want my character judged on this decision?
 - ▶ How would I feel if my decision was reported on the 6 o'clock news?
 - ▶ If everybody did it, would it be a good thing?
 - ▶ What would my role model do?

The Six Pillars of Character Help You Pursue Victory with Honor

Trustworthiness

- ▶ Always pursue victory with honor.
- ▶ Observe and enforce the spirit and letter of rules.
- ▶ Never tolerate dishonesty, cheating, or dishonorable conduct.

Respect

- ▶ Treat all participants and traditions of the sport with respect.
- ▶ Never tolerate disrespectful conduct (trash-talking, unseemly celebrations, or verbal abuse of opponents or officials).
- ▶ Win with grace and lose with dignity.

Responsibility

- ▶ Be a positive role model on and off the field.
- ▶ Enhance the mental, social, and moral development of student-athletes.
- ▶ Teach life skills that enhance personal success and social responsibility.

Fairness

- ▶ Adhere to high standards of fair play.
- ▶ Treat players fairly according to their abilities.

Caring

- ▶ Always place the academic, emotional, physical, and moral well-being of student-athletes above desires and pressures to win.

Citizenship

- ▶ Avoid gamesmanship and promote sportsmanship.
- ▶ Establish codes of conduct for teacher-coaches, student-athletes, officials, parents, and spectators.
- ▶ Prohibit the use of alcohol, tobacco, drugs, gambling, and performance-enhancing substances.

By Michael Josephson, *CHARACTER COUNTS Sports!*

Nearly 50 influential leaders in sports issued the Arizona Sports Summit Accord in 1999 to encourage greater emphasis on the ethical and character-building aspects of athletic competition.

For more information on sportsmanship, visit www.charactercounts.org, where you can sign up to receive free Pursuing Victory Honor newsletters.

Pressure to Cheat continued from page 1

when kids have swords stabbing each other? It's the same thing." When students signed a petition protesting the skit and wrote an article in the school paper, the principal deleted all portions questioning his involvement.

Why are we so willing to shift responsibility for every form of human weakness from ourselves to the system? The implication is: Don't expect me to be ethical when personal interests are at stake.

Please!

What we call pressures today used to be called temptations. Everyone knew that the test of character was our ability to resist them. Calling enticements pressures doesn't change anything.

We must believe in and expect integrity and moral courage from our school principals and coaches, and trust that they will not surrender when their principles are challenged. We need to expect good people to do what's right, even when it's difficult or costly.

Yes, many people act dishonorably in the face of pressure. But pressure is an explanation, not a justification. Pressures, temptations – call them what you will – are part of life. Sure, it would be helpful if we had less pressure, but it's far more important that we have more character.

This is Michael Josephson reminding you that character counts.

Rules Corner

2009-10 Rules Changes Football

1-2-3b NOTE 2

(NEW): All required field markings must be clearly visible.

1-3-1c: Stripes located on the football must be adjacent to and perpendicular to the seam upon which the laces are stitched.

2-14-2; The definition of a scrimmage-kick formation was clarified to differentiate formations that have been used traditionally for attempting a field goal or kick try from those used for a punt. The circumstances under which the numbering exception can be used have been changed to clarify what can be done on first, second, third and fourth downs.

Table 3-1; The mandatory three-minute warm-up period begins immediately following the conclusion of the halftime intermission. The head coach of each team is responsible for his team being on the field for the warm-up period.

3-3-4b5f If a penalty resulting in a safety occurs on the last timed down of a period, the period is not extended.

8-2-2; Three rules were refined and a new article created regarding penalty enforcement for dead-ball, non-player or unsportsmanlike fouls that occur during or after a touchdown scoring play. Now,

(NEW); 10-5-1f: the scoring team, in most situations, has the option of enforcing the penalty on the subsequent kickoff.

9-4-3h: It is now illegal to grasp the opponent's chin strap.

9-4-3k (NEW): The horse-collar tackle has been added to the list of illegal personal contact fouls, regardless of where it occurs on the field. It is illegal to grasp the inside back or side opening of the collar of the jersey or shoulder pads of the runner and subsequently pull the runner to the ground.

9-7-2 EXCEPTION: The kicking team cannot bat a scrimmage kick that has not yet been grounded unless it is toward its own goal line. Scrimmage kicks may only be batted by the kicking team towards its own goal line.

1-2-3g; 9-8-3: A restricted area has been defined where a maximum of three coaches may communicate with players and substitutes during dead-ball situations. The coaches must move into the team box before the ball becomes live. There will no longer be an allowance for three coaches to remain in an area adjacent to the sideline during play.

Editorial and Other Changes

1-2-1; 1-2-3d; 1-3-1f; 1-5-1c(5b, 6b); 1-5-1j; 1-5-3a, b, c; 1-5-3k, l, n, o (NEW); 2-11; 2-16-2h; 2-35; 2-41-1, 9; 3-3-4b; 3-3-4b NOTE; 3-4-3j (NEW); 3-5-10c; 6-2-1; 7-5-2; 7-5-6a; 8-2-2, 3; 8-5-2a EXCEPTION; 9-4 PENALTY; 9-8-1; 9-9 PENALTY NOTE; 10-2-2b; 10-2-3; 10-4-2c; 10-5-1f; 10-6; FUNDAMENTALS: II-5, II-6 (NEW), IV-6, IX-3, X-4; OFFICIAL FOOTBALL SIGNALS a 15, 25 (NEW)

Points of Emphasis

1. NFHS Guidelines on Handling Contests During Lightning Disturbances:
2. Illegal Personal Contact
3. Blocking and Illegal Blocks
4. Helmet and Face Mask
5. Uniforms
6. Sportsmanship

Volleyball

2-1-1: Clarifies the court and the adjacent playable area must be flat, smooth and free of obstructions other than required equipment and padding.

Rationale: Clarifies court/floor requirements for playable area.

3-2-1: Beginning in 2010-11, the game ball may be either solid white or a maximum combination of three colors (with each panel being a solid color) and of which at least one-third of the panels shall be solid white.

Rationale: Allows for the optional use of the colored-panel ball beginning with the 2010-11 season. The colored-panel ball makes it easier to track for players/spectators and adds excitement to the game.

4-1-5: Unadorned bobby pins, no longer than 2 inches, may be worn to control a player's hair.

Rationale: Allows players a practical means of dealing with hair control.

5-3-4d: Prior to the deciding set, captains will be called for the coin toss by the R1 and then teams shall be released to their team bench.

Rationale: Releasing teams to their bench rather than the end line during the deciding-set coin toss will allow coaches to provide instruction and facilitate players being ready to take the court for the final set.

5-4-3b New 10: The second referee has the responsibility to manage illegal libero replacements.

Rationale: Adds to the responsibilities of the second referee.

9-4-5: A legal contact is a touch of the ball by any part of the player's body.

Rationale: In today's fast-paced game, allowing legal contact of the ball by any part of the player's body will assist in keeping the ball in play and provide longer and more exciting rallies.

10-2-3: If more than one substitution is to occur, the substitutions shall be made in succession. One pair of players after another and only one substitute shall be in the substitution zone at a time.

Rationale: The procedure of recording multiple substitutions becomes easier for the scorer to record. This will speed up the substitution process and assist in maintaining the tempo of play.

12-2-5: Clarifies when an assistant coach may stand and actions the coach may perform.

Rationale: Clarifies the role and bench decorum of the assistant coach now that the head coach has the privilege to stand during the match.

12-2-6, 9-1-1: During play, allows the head coach to stand in the replacement zone, no closer to the sideline than 6 feet, to coach his/her players.

Rationale: Due to the growing spectator popularity, resulting in louder crowd noise, this change will allow the head coach to communicate more effectively with his/her players. The permitted location for standing preserves the necessary area for clear line of sight by the second referee and line judges to observe play and playable area around the court for the players.

Major Editorial Changes

1-2-1, 3, 4-1 Heading, 10-3-5, 11-4-2, How to Use The Signals: 4, 19, 20, 21; Casebook: 4-1, 10-3-5, Signals: New b, 6 NOTE, 13, 20, 21, 23

Points of Emphasis

1. Head Coach Standing
2. Match Officials' Responsibilities
3. Ball Handling
4. Libero Uniform

2009-10 Approved Foreign Exchange Programs

The following list includes only foreign exchange programs that have been approved for the 2009-10 school year. Consult the CIF State web site (www.cifstate.org) throughout the year for updates to the list.

Academic and Cultural Exchange

Academic Foundation for International Cultural Exchange—AFICE

AFS-USA Inc.

American Institute for Foreign Study Foundation

American Secondary for International Students and Teachers, Inc—ASSIST (Private Schools Only)

Amicus International Student Exchange

Aspect Foundation

ASSE International Student Exchange Program

**AYUSA International

**Center for Cultural Interchange

Council Educational Travel USA — CETUSA

Council on International Educational Exchange — CIEE

Cultural Homestay International

DM Discoveries

**Educational Travel and Culture (ETC)

Educational Resource Development Trust — ERDT

EF Foundation for Foreign Study

Face the World Foundation

Forte International Exchange Association

Foundation for Worldwide International Student Exchange — WISE

Global Insights

International Experience USA

International Student Exchange — ISE

Learning and Achievement Foundation

Nacel Open Door

Northwest Student Exchange

NW Services PEACE Program, NW-Services, Inc

Pacific Intercultural Exchange — PIE

**Program of Academic Exchange (PAX)

Rotary Yes/Scanex

Student American International

STS Foundation

Terra Lingua USA

World Experience

World Heritage

World Link, Inc.

Youth For Understanding USA, Inc.

(**) Foreign students who are "Direct Placements" participating in these programs are eligible for sub-varsity competition only.