

**La Costa Canyon High School**  
**Back to School Night – Principal’s Address**  
**September 3, 2008**

Good evening, my name is Craig Lewis and I am proud to be serving as Principal of La Costa Canyon High School.

I have some folks here with me that I would like to introduce to you. First, esteemed members of the San Dieguito Union High School District Board of Education; Joyce Dalessandro, Linda Friedman, Barbara Groth, Beth Hergesheimer, and Dee Rich, our wonderful new Superintendent, Mr. Ken Noah, and members of our school site staff at La Costa Canyon High School; Assistant Principals Doug Kamon, Marcia Pink, and Marc Trocchio, Athletic Director John Labeta, Activities Director Andy Saltsman, and Guidance Counselors Tim Roty, Randa Fast-Medley, Lisa Levario, Danielle Martinez, Kristen Pina, and Lori Musel.

Several years ago, early in my career as a high school Social Science teacher I adopted a framework and a model to both illustrate and influence student motivation. I borrowed this model from the, then, coach of the Los Angeles Lakers, Pat Riley, and for all I know, Riley had borrowed it from somebody else. According to this model, motivation runs along a three stage continuum from extrinsic, or external factors, on the low end to intrinsic, or internal factors, at the high end. At the lower, or extrinsic end of the motivational spectrum is *Fear*, midway along the continuum we find *Incentive*, and at the higher, or intrinsic end, we find *Self*. All of these, *Fear*, *Incentive*, and *Self*, are powerful motivators. *Fear* and *Incentive*, however, quickly wear thin and their motivational value is greatly diminished. To make them continue to be effective as motivators you must constantly change the nature or intensity of the *Fear*, or the value or type of the *Incentive*, and even then, eventually they just get old – the thrill is gone. But *Self*, *Self* endures forever. If we do the right thing, make the right decision, because of our core values and beliefs, because it is who we are on the inside – a team player, honest, ethical, or empathetic, as examples – this is powerful – *Self* is powerful because it comes from within, regenerates from within, and never grows old.

Here at La Costa Canyon High School our own core values, our *Four Pillars of Character*, are intrinsically motivated, borne within each and every Maverick and nurtured, encouraged, and made strong by the culture of our La Costa Canyon community. Our *Four Pillars of Character* – *Respect, Responsibility, Trustworthiness, and Kindness* and *Three Schoolwide Themes* – *Academic Achievement, Sportsmanship, and Safe, Sober, and Drug Free* come from within, are born of our *Self*, intrinsic and enduring. As a school community – teachers, counselors, coaches, staff, administration, and most especially students and parents – we all know that it is not *Fear*, or *Incentive* that motivates us. Our best – making the right decision, doing the right thing – comes from within, from our *Self*, it is who we are – Mavericks – In the Front!

Thank You!

It is now my pleasure to introduce Mr. Tom Compogiannis, proud LCC parent, and the President of our La Costa Canyon Foundation.