

**Rough Draft****Revised: 1/29/19 2019 CONFERENCE DRAFT****51st ANNIVERSARY CSADA CONFERENCE 2019**

*"The Athletic Program is the Front Porch of Your School  
and the AD Always Answers the Bell!"*

**NIAAA LEADERSHIP TRAINING INSTITUTE & CIF SEMINAR****Wednesday, April 3**

8:00 – Noon LTC 503

8:00 – Noon LTC 619

1:00 – 5:00 LTC 726

1:00 – 5:00 LTC 508

**Athletic Administration**

Enhancing Organization Management

The Power of Curb Appeal

Student Leadership Development

Legal Issues III (Hazing, Const. Law, Disabilities, Employment &amp; Labor Law)

**Thursday, April 4**

7:30 – 11:30 LTC 504

8:00 – 10:00 CIF Seminar

Legal Issues I (Liability for Sports Injury and Risk Management) **California Room**

CIF Fundamentals Seminar (not an LTC Class)

(Register at link listed below)

***Meetings in Royal Palms 1 & 3***

\*Register at [www.cifstate.org](http://www.cifstate.org), click on the "Coaches & Administrators – Coaching Education – Leadership Training Institute"

**Sponsored by Concordia University****The Town & Country Hotel, San Diego, California, April 4-7, 2019****Thursday, April 4**

Exhibit Set-up, Grand Exhibit Hall.....	Noon – 4:00 pm
<b>Early Bird Registration</b> , Atlas Foyer .....	9:00 am – Noon
Annual <b>CSADA</b> Golf Tournament @ River Walk G.C .....	12:00 pm
Check-in for Tournament (Shotgun Start).....	10:30 am – 11:45 pm
Co-Sponsored by <b>NCSA &amp; Home Campus</b>	
<b>AMBASSADOR MEETING</b> , Atlas Foyer .....	12:30 pm – 12:55 pm
<b>EARLY BIRD BREAKOUT WORKSHOPS</b> .....	1:00 pm – 4:30 pm
<b>Workshop #1, California</b> .....	1:00 pm – 1:50 pm
<b>Topic:</b> "Designing Your Conference Experience to Build Your AD Toolbox"	
<b>Speaker:</b> Carolyn Sideco CAA, AD, ICA Cristo Rey Academy	
<b>Presiding:</b> Neil La Sala CMAA, Los Angeles Section Vice President	
<b>Workshop #2, California</b> .....	1:55 pm – 2:45 pm
<b>Topic:</b> "Solving Fundraising Needs for Sports at Your School"	
<b>Speaker:</b> Steve Jacoby, Senior Director of Parochial Advancement, eTEAMSPONSOR	
<b>Presiding:</b> Sandy Gahring CAA, Women in Sports Representative	
<b>Workshop #3, California</b> .....	2:50 pm – 3:40 pm
<b>Topic:</b> "Creative Ideas to Enhance Coaches Meetings"	
<b>Speaker:</b> Jean Kinn Ashen CMAA, 2018 CSADA AD-of-the-Year, AD North Salinas HS	
<b>Presiding:</b> Brett Proctor CAA, Southern Section Vice President	
<b>Workshop #4, California</b> .....	3:45 pm – 4:35 pm
<b>Topic:</b> "CIF Hot Topics 2019"	
<b>Speaker:</b> Ron Nocetti, Associate Executive Director, State CIF	
<b>Presiding:</b> Neil La Sala CMAA, Los Angeles City Section Vice President	
<b>REGISTRATION</b> , Atlas Foyer .....	2:00 pm – 5:00 pm



**SECOND GENERAL SESSION, California/Golden West.....1:10 pm – 2:00 pm**  
 Topic: “Leading From the Inside Out”  
 Speakers: Leah Obrien-Amico, USA Softball Olympian and NCAA All-American  
 Presiding: Erin Aitken CMAA, CSADA President-Elect

**BREAKOUT WORKSHOPS ..... 2:05 pm – 3:50 pm**  
**Workshop #7, California/Golden West..... 2:05 pm – 2:55 pm**  
 Topic: “Home Campus – Making Student Clearances Great Again”  
 Speaker: Wes Carty, Founder & CEO, Home Campus  
 Presiding: Jeff Lamb CAA, Central Coast Section Vice President & Historian

**Workshop #8, San Diego ..... 2:05 pm – 2:55 pm**  
 Topic: “Keeping the Whole Student/Athlete Safely in the Game”  
 Speaker: Jerry Schniepp, CIF San Diego Section Commissioner  
 Presiding: Dave Smola CAA, San Diego Section Vice President

**Workshop #9, California/Golden West..... 3:00 pm – 3:50 pm**  
 Topic: “Safe Sport Zone Certified Training for Interscholastic Sports”  
 Speaker: Jay Hammes CMAA, President, Safe Sport Zone, LLC  
 Presiding: Carolyn Sideco CAA, San Francisco/Oakland Section Vice President

**Workshop #10, San Diego ..... 3:00 pm – 3:50 pm**  
 Topic: “Utilizing Technology as an AD Including Social Media”  
 Speaker: Amanda Waters, AD, Carlsbad HS  
 Presiding: Rich Shearer CAA, Southern Section Vice President

**THIRD GENERAL SESSION, California/Golden West.....3:55 pm – 4:45 pm**  
 Topic: “Transformational Coaching – InSideOut Coaching in California”  
 Speaker: Joe Ehrmann & Jody Redman, Coach for Life  
 Presiding: Mark Edgemon CMAA, CSADA President  
 Sponsored by: THE NFL FOUNDATION

**BONUS INTERACTIVE WORKSHOP, San Diego .....4:50 pm – 5:40 pm**  
 Topic: “Practical Ideas to Use to Make Your School an InSideOut School”  
 Speaker: Joe Ehrmann & Jody Redman  
 Presiding: Mark Edgemon CMAA, CSADA President  
 Sponsored by: THE NFL FOUNDATION

**CSADA GOLF AWARDS RECEPTION, Royal Palm 1..... 5:45 pm – 6:15 pm**  
 Co-Sponsored by: NCSA & Ingraham Trophies

**DISCOVER SAN DIEGO, Enjoy A No-Host Night on the Town**

## Saturday, April 6

**REGISTRATION, Atlas Foyer ..... 8:00 am – 10:00 am**  
**COFFEE WITH SECTION COMMISSIONERS ..... 8:00 am – 9:00 am**

**Sponsored by: Riddell & Hudl**

**Association Section Meetings:**

Central	Royal Palm 3	Facilitator:	Matt Sozinho
Central Coast	Royal Palm 1	Facilitator:	Jeff Lamb
Los Angeles	Royal Palm 4	Facilitator:	Neil La Sala
North Coast	Pacific Salon 3	Facilitator:	Rob Rafeh
Northern	Royal Palm 2	Facilitator:	Jason Eyer
Sac-Joaquin	San Diego	Facilitator:	Erin Aitken
San Diego	Royal Palm 5	Facilitator:	Dave Smola
San Francisco/Oakland	Royal Palm 6	Facilitator:	Carolyn Sideco
Southern	California/Golden West	Facilitator:	Rich Shearer

**SPOUSE/GUEST & RETIREES BREAKFAST, Terrace Salon 3..... 9:00 am**

Co-Sponsored by eTEAMSPONSOR & BSN

Spouse/Guest/Retirees Breakfast Ticket in Registration Packet (Ticket Required)

**WELCOME & ANNOUNCEMENTS, California/Golden West..... 9:05 am – 9:15 am**

Mark Edgemon CMAA, CSADA President

Presentation of Jim Echols Award to CSADA Outstanding Board Member

**FOURTH GENERAL SESSION, California/Golden West..... 9:15 am – 10:05 am**

**Topic:** “Sustainable Program Excellence: Keys to Coaching Better Every Season”

**Speaker:** Dr. Wade Gilbert, Fresno State University & Author

**Presiding:** Mark Edgemon CMAA, CSADA President

**BREAKOUT WORKSHOPS..... 10:10 am – 11:00 am**

**Workshop #11, California/Golden West..... 10:10 am – 11:00 am**

**Topic:** “Coaching Your Coaches: The Key to Insuring Athletic Dept. Success”

**Speaker:** Dr. Wade Gilbert, Fresno State University & Author

**Presiding:** Rob Rafeh, North Coast Section Vice President

**Workshop #12, San Diego ..... 10:10 am – 11:00 am**

**Topic:** “Overcoming Challenges Faced By Urban School Athletic Programs”

**Speaker:** Vicky Lagos, Los Angeles City Section Assistant Commissioner

Guy Quinn, Assistant Principal, Crenshaw High School

**Presiding:** Tina Tamura CMAA, CSADA Past President

**FIFTH GENERAL SESSION, California/Golden West..... 11:05 am – 11:55 am**

**Topic:** “John Wooden’s 7 Tips For Athletic Directors”

**Speaker:** Gary Adams, UCLA Baseball Coach Emeritus

**Presiding:** Mark Edgemon CMAA, CSADA President

**LUNCH ON YOUR OWN ..... 11:55 am – 1:15 pm**

- BREAKOUT WORKSHOPS** ..... 1:15 pm – 2:05 pm
- Workshop #13 , California/Golden West**..... 1:15 pm – 2:05 pm  
**Topic:** “Dealing With Difficult Parents & Their Wild Expectations”  
**Speaker:** Jack Renkens, Founder, Recruiting Realities  
**Presiding:** Jason Eyer, North Section Vice President
- Workshop #14, San Diego** ..... 1:15 pm – 2:05 pm  
**Topic:** “Making the Athletic Director a Valuable Asset to Your Principal”  
**Speaker:** Dr. John Dahlem, Principal & Coach Emeritus, CIF/SS Historian  
**Presiding:** Alan Clinton CAA, Southern Section Vice President
- Workshop #15, California/Golden West** ..... 2:10 pm – 3:00 pm  
**Topic:** “Keeping Athletic Relevant: The Relationship Between Athletics & the School Administration”  
**Speaker:** Tom Fox CMAA, AD, Villa Park HS  
Ed Howard, Executive Director School & Community Services, Orange USD  
**Presiding:** Alan Clinton CAA, Southern Section Vice President
- Workshop #16, San Diego** ..... 2:10 pm – 3:00 pm  
**Topic:** “A HS Athlete’s Eating Habits & Performance: Solving the Complex Puzzle”  
**Speaker:** Tavis Piattoly, Education Program Manager, Taylor Hooton Foundation”  
**Presiding:** Matt Sozinho, Central Section Vice President
- SIXTH GENERAL SESSION, California/Golden West**..... 3:05 pm – 3:55 pm  
**Topic:** “Be ALL IN as Your School’s Athletic Director”  
**Speaker:** Shawn Harper, former NFL PLAYER, Bridge Builders International  
**Presiding:** Erin Aitken CMAA, CSADA President-Elect
- GENERAL MEMBERSHIP MEETING, Golden West** ..... 4:00 pm – 5:00 pm  
**Grand Prize: FREE ROOM ACCOMODATIONS for next year’s 52<sup>nd</sup> Annual Conference in Reno. Drawing will be made at the general membership meeting. Winner must be present!**
- CSADA AWARDS PHOTO RECEPTION** ..... 5:45 pm – 6:45 pm  
By invitation only \* Meet in Royal Palms 1, 2 & 3
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| <b>Photo Time Schedule:</b><br>5:45 pm – 6:05 pm ... Norm McKenzie Award Recipients<br>6:05 pm – 6:20 pm ... CIF Sections AD-of-the-Year Recipients<br>6:20 pm – 6:35 pm ... State AD-of-the-Year and State Award Recipients |
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- Sponsored by **Home Campus & Concordia University**  
Photos by **Kevin Donahue, CSADA Official Conference Portrait Photographer**
- NO-HOST RECEPTION, Atlas Foyer** ..... 6:00 pm – 7:00 pm
- CSADA BILL BOSWELL AWARDS BANQUET, San Diego/Golden West/California - 7:00 pm**  
**Custom Awards provided by Ingraham Trophies**

Sunday, April 7

**FELLOWSHIP BREAKFAST, Royal Palms 1, 2 & 3 .....8:00 am – 9:10 am**  
**Speaker: Dr. Ed Pate, Pastor, FBC Barstow & Chaplain of Barstow HS Football**  
**Host: Dr. Bryan Crow, CSADA Chaplain**  
**Sponsored by: Clell-Wade**

**BREAKOUT WORKSHOPS ..... 9:15 am – 10:50 am**  
**Workshop #17, San Diego ..... 9:15 am – 10:00 am**  
**Topic: “New, Innovative Ideas For Funding After-Hour Event Security”**  
**Speaker: Jay Hammes CMAA, President, Safe Sport Zone, LLC**  
**Presiding: Carolyn Sideco CAA, San Francisco/Oakland Section Vice President**

**Workshop #18, San Diego ..... 10:05 am – 10:50 am**  
**Topic: “Be a Proactive Athletic Director and Get Off the Porch!”**  
**Speaker: Dave Bollwinkel, Founder, Coach On & Off the Court, NBA Chicago Bulls Scout”**  
**Presiding: Dave Reid CAA, CIF Representative**

**CSADA BOARD OF DIRECTORS MEETING, Terrace Salon 2 & 3 .....11:00 am – 12:15 pm**