

Rough Draft

Revised: 1/5/20 2020 CONFERENCE DRAFT

52nd CSADA CONFERENCE 2020

"Best Practices in Education Based Athletics"

NIAAA LEADERSHIP TRAINING INSTITUTE & CIF SEMINAR	
<u>Wednesday, April 15</u>	
8:00 – Noon	LTC 506
8:00 – Noon	LTC 706
1:00 – 5:00	LTC 608
1:00 – 5:00	LTC 790
<u>Thursday, April 16</u>	
7:30 – 11:30	LTC 510
8:00 – 10:00	CIF Seminar
	Legal Issues IV (Social Media, Transgender Participation, etal) CIF Fundamentals Seminar (not an LTC Class) (Register at link listed below)
	Meetings in Tuscany 7 & 8
	*Register at www.cifstate.org , click on the "Coaches & Administrators – Coaching Education – Leadership Training Institute"
	Sponsored by Concordia University of Irvine

The Peppermill Resort, Reno, Nevada - April 16-19, 2020

Thursday, April 16

Exhibit Set-up, Tuscany Event Center.....	Noon – 4:00 pm
Early Bird Registration , Tuscany Event Center Lobby.....	9:00 am – Noon
Annual CSADA Golf Tournament @ Lakeridge G.C.....	10:45 am
Check-in for Tournament (Shotgun Start).....	9:30 am – 10:30 am
Sponsored by BSN	
AMBASSADOR MEETING , Tuscany Event Center Lobby	12:30 pm – 12:55 pm
EARLY BIRD WORKSHOPS	1:00 pm – 4:30 pm
Workshop #1 , Tuscany 2/3.....	1:00 pm – 1:50 pm
Topic:	"The La Jolla Country Day Athletic Leadership Program"
Speaker:	Jeff Hutzler AD & Robert Grasso Asst. AD, La Jolla Country Day School
Presiding:	Stacey Mallison CAA, Central Coast Section Vice President
Workshop #2 , Tuscany A/B/C	1:00 pm – 1:50 pm
Topic:	"2 Score and 7 Years Ago – Title IX Still Relevant & Important Today - How Will YOU Make a Difference?"
Speaker:	Sue Farmer AD, Sunnyside High School
Presiding:	Carolyn Sideco CAA, Oakland/San Francisco Section Vice President
Workshop #3 , Tuscany 2/3	1:55 pm – 2:45 pm
Topic:	"Personal Financial Considerations for CALSTRS Members"
Speaker:	Tom Barrett, CALSTRS Ombudsman
Presiding:	Matt Sozinho, Central Section Vice President
Workshop #4 , Tuscany A/B/C.....	1:55 pm – 2:45 pm
Topic:	"The Easiest Fundraiser Ever!"
Speaker:	Steve Jacoby, Senior Director, eTeam
Presiding:	Jason Feuerbach CMAA, Sac-Joaquin Section Vice President
Workshop #5 , Tuscany A/B/C.....	2:50 pm – 3:40 pm
Topic:	"CIF Hot Topics"
Speaker:	Brian Seymour, State CIF Associate Executive Director

Presiding: Neil La Sala, Los Angeles Section Vice President

- Workshop #6, Tuscany A/B/C3:45 pm – 4:35 pm
 Topic: “Setting Your 1% Intention: The #1 Thing an Athletic Director Can Do to Improve the Performance of Your Staff as an Athletic Director”
 Speaker: Brian Cain, Founder: Brian Cain Peak Performance, LLC
 Presiding: Brett Proctor CAA, Southern Section Vice President
- REGISTRATION, Tuscany Event Center Lobby 2:00 pm – 5:00 pm
- NIAAA Certified Athletic Administrator Exam, Pisa 4:45 pm – 6:00 pm
 Presider: Jean Kinn Ashen CMAA, NIAAA Liaison
- Exhibitors “Grand Opening”, Tuscany Event Center 4:35 pm – 7:30 pm
 GRAND OPENING - HOT DOG & CHIP SOCIAL 5:30 pm – 6:30 pm
 Door Prize Drawings at 6:00 pm and 7:00 pm. Neil La Sala CMAA
 Sponsored by **FinalFormsAMP**
- Gtech Sports** Hospitality Suite, Location: TBA 7:00 pm – 10:00 pm

Friday, April 17

- REGISTRATION, Tuscany Event Center Lobby 7:30 am – Noon
- Concordia of Irvine Students, Tuscany A/B/C 7:30 am
- FIRST TIME ATTENDEES CONFERENCE ORIENTATION, Tuscany 2/3
 Topic: “Nuts and Bolts for Rookie ADs” 7:30 am – 8:15 am
 Moderators: Brett Proctor CAA, Southern Section Vice President
 Jean Kinn-Ashen CMAA, NIAAA Liaison
- VISIT EXHIBITORS, Tuscany Event Center..... 7:30 am – 9:10 am
 Coffee and Donut Hour, 7:30 – 9:00 am
 Courtesy of **Clell Wade & Home Campus**
 Door Prize Drawing 8:30 am, Neil La Sala
- MEET YOUR COMMISSIONERS 9:15 am – 10:15 am
 Sponsored by **Riddell**
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| Central, Tuscany 7 | Facilitator: Matt Sozinho |
| Central Coast, Tuscany 8 | Facilitator: Stacey Mallison |
| Los Angeles, Tuscany 1 | Facilitator: Neil La Sala |
| North Coast, Tuscany 9 | Facilitator: Rob Rafef |
| Northern, Roma 1/2 (Peppermill Tower) | Facilitator: Jason Eyer |
| Sac-Joaquin, Tuscany 2/3 | Facilitator: Jason Feuerbach |
| San Diego, Pisa | Facilitator: Dave Smola |
| Oakland/San Francisco, Florence | Facilitator: Carolyn Sideco |
| Southern, Tuscany A/B/C | Facilitator: Ron Main |
- WELCOME AND ANNOUNCEMENTS, Tuscany A/B/C 10:20 am – 10:45 am
 Erin Aitken CMAA, CSADA President
 Dutch Rohwer Exhibitor of the Year Award – California Facility Specialties
 Presented by Mark Edgemon CMAA, CSADA Exhibitor Chair
 Final Forms/AMP Scholarship Presentation
 Introduce CSADA Board Members
- FIRST GENERAL SESSION**, Tuscany A/B/C..... 10:45 am – 11:35 am
 Topic: “The 10 Pillars of HS Athletic Director’s Mental Performance for Mastery for High School Athletic Directors”
 Speaker: Brian Cain, Founder: Brian Cain Peak Performance, LLC
 Presiding: Erin Aitken CMAA, CSADA President

VISIT EXHIBITORS, Tuscany Event Center 11:35 am – 1:05 pm
 Door prize drawings at 11:45 & 12:45 pm, Neil La Sala CMAA
CSADA LUNCH WITH EXHIBITORS, Tuscany Event Center..... 11:40 am – 1:05 pm
 “Lunch with Exhibitors” **LUNCH SERVED FROM 11:35 am – 12:30 pm**
 Door Prize Drawings @ 11:45 and 12:45 Neil La Sala CMAA
 Co-sponsored by **NCSA & eTeam**
 Ticket required. *Lunch with Exhibitors* lunch ticket in your registration packet

REGISTRATION, Tuscany Event Center Lobby.(Preregistered AD’s Only) 1:00 pm-3:00 pm

SECOND GENERAL SESSION, Tuscany A/B/C.....1:10 pm – 2:00 pm
 Topic: “Let Them Play! Why Kids Need to Exercise Now More Than Ever”
 Speakers: Eric Byrnes, former MLB Player, MLB Network Broadcaster, Ultra-Endurance Athlete, 12 & 24 Hour Speed Golf World Record Holder
 Presiding: Dave Smola CAA,CSADA President-Elect

BREAKOUT WORKSHOPS 2:05 pm – 3:50 pm
Workshop #7, Tuscany 2/3 2:05 pm – 2:55 pm
 Topic: “CALSTRS Fundamentals Every Member Needs to Know”
 Speaker: Tom Barrett, CALSTRS Ombudsman
 Presiding: Jean Kinn-Ashen CMAA, NIAAA Liaison

Workshop #8, Tuscany A/B/C 2:05 pm – 2:55 pm
 Topic: “Social Media vs Athletes: How to Train to Win in This Digital World”
 Speaker: Kim Karr, Co-Founder, I Can Help Foundation
 Presiding: Stacey Mallison CAA, Central Coast Section Vice President

BREAKOUT WORKSHOPS 3:00 pm – 3:50 pm
Workshop #9, Tuscany 2/3 3:00 pm – 3:50 pm
 Topic: “Mastering Home Campus”
 Speaker: Wes Carty, Founder & CEO, Home Campus
 Presiding: Alan Clinton CMAA, Southern Section Vice President

Workshop #10, Tuscany A/B/C 3:00 pm – 3:50 pm
 Topic: “The Pyramid of Success – A Blueprint for Moral and Performance Character”
 Speaker: Lynn Guerin, Founder & CEO, John R. Wooden Course LLC
 Presiding: Ron Main, Southern Section Vice President

THIRD GENERAL SESSION, Tuscany A/B/C 3:55 pm – 4:45 pm
 Topic: “Dream Big, Dream Beyond – Helping Student-Athletes Thrive During and After the Game”
 Speaker: Darryll Stinson, Founder & CEO, Second Chance Athletes
 Presiding: Erin Aitken CMAA, CSADA President

CSADA GOLF AWARDS RECEPTION, Tuscany 9 4:50 pm – 5:30 pm
 Co-Sponsored by: **NCSA & Ingraham Trophies**

DISCOVER RENO, Enjoy A No-Host Night on the Town

Saturday, April 18

ROUND TABLE WORKSHOP, Tuscany 2/3 8:00 am – 8:50 am
 Topic: “Share Ideas and Answer Questions in Small Groups of Your Peers to Help Improve Your School’s Athletic Program”
 Presiding: Brett Proctor, Southern Section Vice President

REGISTRATION, Tuscany Event Center Lobby 8:00 am – 10:00 am

SPOUSE/GUEST & RETIREES BREAKFAST, Tuscany 9 9:00 am

Co-Sponsored by **eTeam**

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

WELCOME & ANNOUNCEMENTS, Tuscany A/B/C 9:05 am – 9:15 am
 Erin Aitken CMAA, CSADA President
 Presentation of Jim Echols Award to CSADA Outstanding Board Member

FOURTH GENERAL SESSION, Tuscany A/B/C 9:15 am – 10:05 am
 Topic: “2020 State of the State Annual Report”
 Speaker: Dr. Ron Nocetti, CIF State Executive Director
 Presiding: Dave Smola CAA, CSADA President-Elect

BREAKOUT WORKSHOPS..... 9:55 am – 11:45 am
 Workshop #11, Tuscany 2/3 9:55 am – 10:45 am
 Topic: “CSADA AD Panel – How Public & Private Schools Use NCSA to Manage
 the College Bound Recruiting Process for Students & Coaches”
 Speaker: Julian Jenkins, NCSA Director of Regional Recruiting
 Presiding: Rob Rafeh, North Coast Section Vice President

Workshop #12, Tuscany A/B/C 9:55 am – 10:45 am
 Topic: “Sportsmanship – It’s What We Do”
 Speaker: Liz Kyle, Commissioner, CIF Northern Section
 Presiding: Jason Eyer, Northern Section Vice President

Workshop #13, Tuscany 2/3 10:55 am – 11:45 am
 Topic: “NCAA Eligibility Center Update”
 Speaker: Amy Routt, Associate Director of High School Review
 Presiding: Neil La Sala CMAA, Los Angeles Section Vice President

Workshop #14, Tuscany A/B/C 10:55 am – 11:45 am
 Topic: “Creating a Positive Culture – First Steps to Great Teams”
 Speaker: Rob Miller, Pro-Active Coaching & Commissioner, Wolverine Hoosier
 Athletic Conference
 Presiding: Rob Rafeh, North Coast Section Vice President

LUNCH ON YOUR OWN 11:55 am – 1:05 pm

BREAKOUT WORKSHOPS 1:10 pm – 2:00 pm
 Workshop #15, Tuscany A/B/C 1:10 pm – 2:00 pm
 Title: “Short Presentations From Some of California’s Best Athletic Directors ”
 Speaker/Topic 1. Keeping Administrator, Coach & Life Balance/Carlos Reed
 2. Building Student & Coach Leadership/Kelly Thomas
 3. Challenges Faced By Female AD’s/Erin Aitken & Stevi Balsamo
 4. Branding Your School/Joseph Barcellos
 5. Enhancing Your Athletic Department Culture/Jason Feuerbach
 Presiding: Rick Francis, CSADA Awards Chair
 Rob Rafeh, North Coast Section Vice President

Workshop #16, Tuscany 2/3 2:10 pm – 3:00 pm
 Topic: “Recruiting & Retaining Student-Athletes Who Attend Your School”
 Speaker: Jeremy Plaa, Head Football Coach, Downey High School, Modesto
 Presiding: Jeff Lamb CAA, CSADA Recording Secretary

Workshop #17, Tuscany A/B/C 2:10 pm – 3:00 pm
 Topic: “Reduce Risk, Controversy and Liability With Digital, Time Stamped Paper
 Trails”
 Speaker: Clay Burnett, Founder & CEO, Final Forms/AMP
 Presiding: Jason Eyer, Northern Section Vice President

FIFTH GENERAL SESSION, Tuscany A/B/C 3:05 pm – 3:55 pm

Topic: "Thinking Outside the Box – How I Became an NFL Coach"
 Speaker: Katie Sowers, Assistant Coach, San Francisco 49ers
 Presiding: Erin Aitken CMAA, CSADA President

GENERAL MEMBERSHIP MEETING, Tuscany A/B/C 4:00 pm – 5:00 pm

Grand Prize: FREE ROOM ACCOMODATIONS for next year's 53rd Annual Conference in Riverside. 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 Tuscany 11/12

Photo Time Schedule:

5:45 pm – 6:05 pm ... Norm McKenzie Award Recipients
 6:05 pm – 6:20 pm ... CIF Sections AD-of-the-Year Recipients
 6:20 pm – 6:35 pm ... State AD-of-the-Year and State Award Recipients

Sponsored by **Home Campus & Concordia University of Irvine**

Photos by Kevin Donahue, CSADA Official Conference Portrait Photographer

NO-HOST RECEPTION, Tuscany Event Center Lobby 6:00 pm – 7:00 pm**CSADA BILL BOSWELL AWARDS BANQUET, Tuscany D/E/F 7:00 pm**

Custom Awards provided by **Ingraham Trophies**

Sunday, April 19

FELLOWSHIP BREAKFAST, Tuscany 6 8:00 am – 9:10 am

Host: Dr. Ed Pate, CSADA Chaplain

Sponsored by: **Clell-Wade & Josten's**

BREAKOUT WORKSHOPS 9:15 am – 10:50 am**Workshop #18, Tuscany 2/3 9:15 am – 10:00 am**

Topic: "Ways That Club Teams & Travel Ball Can Improve Your Program"

Speaker: Jim Perry, District AD, Huntington Beach USD & CIF President

Presiding: Dave Reid CAA, CSADA Representative to CIF

Workshop #19, Tuscany 2/3 10:05 am – 10:50 am

Topic: "7 Ways to Lead – Helping Develop Leaders"

Speaker: Rob Miller, Pro-Active Coaching, Commissioner, Wolverine Hoosier

Athletic Conference

Presiding: Ron Main, Southern Section Vice President

Concordia of Irvine Students, Tuscany 2/3 10:55

CSADA BOARD OF DIRECTORS HUDDLE, Tuscany Event Lobby ... 11:00 am – 11:20 am