

Rough Draft

Revised: 11/18/19 2020 CONFERENCE DRAFT

52nd CSADA CONFERENCE 2020

"Best Practices in Education Based Athletics"

NIAAA LEADERSHIP TRAINING INSTITUTE & CIF SEMINAR

Wednesday, April 15

8:00 – Noon LTC 506

8:00 – Noon LTC 706

1:00 – 5:00 LTC 608

1:00 – 5:00 LTC 790

Thursday, April 16

7:30 – 11:30 LTC 510

8:00 – 10:00 CIF Seminar

Athletic Administration

Legal Issues II (Title IX & Sexual Harassment)

Coaching Coaches to be Leadership Educators

Management Strategies & Organizational Techniques

Leadership Training Instructional Methods & Techniques

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..... 10:30 am

Check-in for Tournament (Shotgun Start)..... 9:30 am – 10:30 am

Co-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: "Mastering Home Campus"

Speaker: Wes Carty, Founder & CEO, Home Campus

Presiding: Alan Clinton CMAA, Southern Section Vice President

Wprkshop #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/C**3:45 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
Prsider: 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
Sponsored by FinalFormsAMP
- Gtech Sports Hospitality Suite, Location: _____,**..... 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
Moderator: Brett Proctor CAA, Southern Section Vice President
- 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: Jeff Lamb |
| Los Angeles, Tuscany 1 | Facilitator: Neil La Sala |
| North Coast, Tuscany 9 | Facilitator: Rob Rafeh |
| Northern, Roma ½, Peppermill Tower | Facilitator: Jason Eyer |
| Sac-Joaquin, Tuscany 2/3 | Facilitator: Jason Feuerbach |
| San Diego, Pisa | Facilitator: Dave Smola |
| San Francisco/Oakland, 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 – OES Scoreboards & GearBoss
Presented by Mark Edgemon, 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
 Co-sponsored by **NCSA & eTeam**
 Ticket required. *Lunch with Exhibitors* lunch ticket in your registration packet

REGISTRATION, Atlas Foyer Pre-Registered Attendees Only 1:00 pm-3:00 pm

SECOND GENERAL SESSION, Tuscany A/B/C.....1:10 pm – 2:00 pm
 Topic: “Keeping Kids Mentally & Physically Healthy By Playing the Game”
 Speakers: Eric Byrnes, former MLB Player, MLB Channel Commentator
 Presiding: Dave Smola, 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 2:05 pm – 3:50 pm
 Workshop #9, Tuscany 2/3 2:05 pm – 2:55 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, SF/Oakland Section Vice President

Workshop #10, Tuscany A/B/C 2:05 pm – 2:55 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: “An Opportunity to 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 CMAA, 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 2/3 1:10 pm – 2:00 pm

Topic: “Learn From the North Coast Section Pros”

Speaker/Topic 1. Keeping Administrator, Coach & Life Balance/Carlos Reed

2. Building Student & Coach Leadership/Kelly Thomas

Presiding: Rob Rafeh, North Coast Section Vice President

Workshop #16, Tuscany A/B/C 1:10 pm – 2:00 pm

Topic: “Learn From the Sac-Joaquin Section Pros”

Speaker/Topic: 1. Challenges Faced By Female Athletic Directors/Erin Aitken

2. Branding Your School/Joseph Barcellos

3. Enhancing Your Athletic Department Culture/Jason Feuerbach

Presiding: Rick Francis, CSADA Awards Chair

Workshop #17, Tuscany 2/3 2:10 pm – 3:00 pm

Topic: “Recruiting & Retaining Student-Athletes Who Attend Your School”

Speaker: Jeremy Plaa, Head Coach, Downey High School, Modesto
 Presiding: Jeff Lamb CAA, CSADA Recording Secretary

Workshop #18, 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 49er’s
 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 #19, 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 #20, 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