

Rough Draft**Revised: 2/25/22 2022 CONFERENCE DRAFT****54th CSADA CONFERENCE 2022***"Celebrating 50 Years of Equity With Title IX"***The Town & Country Resort, San Diego - April 21-24, 2022****NIAAA LEADERSHIP TRAINING INSTITUTE & CIF SEMINAR**Wednesday, April 20

8:00 – Noon LTC 506

8:00 – Noon LTC 706

1:00 – 5:00 LTC 608

1:00 – 5:00 LTC 790

Thursday, April 21

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 Rooms: Palm 1&2, 3&4*Register at www.cifstate.org, click on the "Coaches & Administrators – Coaching Education – Leadership Training Institute"**Sponsored by: JOSTEN'S**Thursday, April 21**Exhibit Set-up: Golden State Ballroom Noon – 4:00 pm****Early Bird Registration, Town & Country Foyer South 9:00 am – Noon****Annual CSADA Golf Tournament @ Riverwalk G.C..... 12:00 noon****Check-in for Tournament (Shotgun Start)..... 10:00 am - Noon****Sponsored by: BSN****AMBASSADOR MEETING: Town & Country D 12:30 pm – 12:55 pm****EARLY BIRD WORKSHOPS..... 1:00 pm – 4:30 pm****Workshop #1, Town & Country D..... 1:00 pm – 1:50 pm****Topic: "Title IX - Past, Present and Future"****Speaker: Bobbi Madsen, CIF State Director****Presiding: Neil La Sala CMAA, Los Angeles Section Vice President****Workshop #2, Town & Country D 1:55 pm – 2:45 pm****Topic: "Diversity Equity & Inclusion"****Speaker: Lanness Robinson, NIAAA Past President, Director of Athletics, Hillsborough County Public Schools, Florida****Presiding: Jean Kinn-Ashen CMAA, CSADA CIF & NIAAA Representative****Workshop #3, Town & Country D..... 2:50 pm – 3:40 pm****Topic: "Warrior Parent Playbook, Utilizing Sports to Empower Children to Live in Greatness"****Speaker: Javelin M. Guidry, Founder WP3 Sports Life Skills Development Program****Presiding: Warren Reed CAA, Southern Section Vice President****Workshop #4, Town & Country D..... 3:45 pm – 4:35 pm****Topic: "CIF Hot Topics"****Speaker: Brian Seymour, State CIF Associate Executive Director****Presiding: Jeff Lorensen, Sac-Joaquin Section Vice President****REGISTRATION, Town & Country Foyer South 2:00 pm – 5:00 pm****NIAAA Certified Athletic Administrator Exam, Palm 1 4:45 pm – 6:00 pm****Presider: Jean Kinn-Ashen CMAA, NIAAA Liaison**

Exhibitors "Grand Opening", Golden State Ballroom 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: **FINAL FORMS/AMP**
G-TECH Hospitality Suite, Location: Terrace Suite..... 7:30 pm – 10:00 pm

Friday, April 22

REGISTRATION, Town & Country Foyer South 7:30 am – Noon

Concordia of Irvine Students, Town & Country B/C 7:30 am

FIRST TIME ATTENDEES CONFERENCE ORIENTATION, Town & Country D
 Topic: "Nuts and Bolts for Rookie ADs" 7:30 am – 8:15 am
 Moderators: Jean Kinn-Ashen CMAA, CSADA CIF & NIAAA Representative &
 Mike Garrison, Sac-Joaquin Section Commissioner

VISIT EXHIBITORS, Golden State Ballroom 7:30 am – 9:10 am
 Coffee and Donut Hour, 7:30 – 9:00 am
 Courtesy of: **BSN**
 Door Prize Drawing 8:30 am, Neil La Sala

MEET YOUR COMMISSIONERS 9:15 am – 10:15 am

Sponsored by: RIDDELL	
Central, Room Palm 2	Facilitator: Mike Powell
Central Coast, Palm 3	Facilitator: Michelle Noeth
Los Angeles, Palm 4	Facilitator: Neil La Sala
North Coast, Palm 5	Facilitator: Rob Rafeh
Northern, Palm 6	Facilitator: Jason Eyer
Sac-Joaquin, Town & Country D	Facilitator: Jeff Lorenson
San Diego, Palm 1	Facilitator: Ron Lardizabal
Oakland/San Francisco, Sunset 1	Facilitator: Humphrey Garrett Sr.
Southern, Town & Country B/C	Facilitator: Ron Main

WELCOME AND ANNOUNCEMENTS, Town & Country B/C 10:20 am – 10:40 am
 Erin Aitken CMAA, CSADA President
 Dutch Rohwer Exhibitor of the Year Award – Final Forms/AMP
 Presented by Mark Edgemon CMAA, CSADA Exhibitor Chair
 Introduce CSADA Board Members

Sponsor Presentation: FINAL FORMS/AMP 10:40 am - 10:45 am

FIRST GENERAL SESSION, Town & Country B/C..... 10:45 am – 11:35 am

Topic: "Title IX - Celebrating Access to Excellence"
 Speaker: Sue Enquist, UCLA Head Softball Coach Emeritus and Founder
 of ONESOFTBALL

Presiding: Erin Aitken CMAA, CSADA President

Final Forms/AMP Scholarship Award Presentation

VISIT EXHIBITORS, Golden State Ballroom 11:35 am – 1:00 pm

Door prize drawings at 11:45 & 12:45 pm, Neil La Sala CMAA

CSADA LUNCH WITH EXHIBITORS, Golden State Ballroom 11:40 am – 1:00 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: **GIPPER & RIDDELL**

Ticket required. *Lunch with Exhibitors* (Lunch ticket in your registration packet)

REGISTRATION, Town & Country Foyer South 1:00 pm-3:00

Sponsor Presentation: HOME TOWN TICKETING 1:05 pm - 1:10 pm
SECOND GENERAL SESSION, Town & Country B/C 1:10 pm – 2:00 pm
 Topic: “2022 State of the State CIF Annual Report”
 Speakers: Ron Nocetti, CIF State Executive Director
 Presiding: Erin Aitken CMAA, CSADA President

BREAKOUT WORKSHOPS 2:05 pm – 3:50 pm
 Workshop #5, Town & Country B/C 2:05 pm – 2:55 pm
 Topic: “The La Jolla Country Day Athletic Leadership Program”
 Speaker: Jeff Hutzler AD & Robert Grasso Asst. AD, La Jolla Country Day School
 Presiding: Ron Main, Southern Section Vice President

Workshop #6, Town & Country D 2:05 pm – 2:55 pm
 Topic: “Social Media: How to Help Athletes to Win in This Digital World”
 Speaker: Kim Karr, Co-Founder, ICANHELP Foundation
 Presiding: Jason Eyer, Northern Section Vice President

BREAKOUT WORKSHOPS 3:00 pm – 3:50 pm
 Workshop #7, Town & Country B/C 3:00 pm – 3:50 pm
 Topic: Coach ‘Em Way Up - Lessons For Coaching and Leading the
 John Wooden Way”
 Speaker: Lynn Guerin, Founder & CEO, John Wooden Course LLC
 Presiding: Jean Kinn-Ashen, CSADA CIF & CSADA NIAAA Liaison

Workshop #8, Town & Country D 3:00 pm – 3:50 pm
 Topic: Diversity, Equity & Inclusion”
 Speaker: Lanness Robinson, NIAAA Past President, Director of Athletics,
 Hillsborough County Public Schools, Florida
 Presiding: Rob Rafeh, North Coast Section Vice President

Sponsor Presentation: HOME CAMPUS 3:55 pm - 4:00 pm
THIRD GENERAL SESSION, Town & Country B/C 4:00 pm – 4:50 pm
 Topic: “Dream Big, Dream Beyond - Helping Student-Athletes Thrive
 During and After the Game”
 Speaker: Darryll Stinson, Founder & CEO, Second Chance Athletes
 Presiding: Rob Rafeh, CSADA President-Elect

CSADA GOLF AWARDS RECEPTION, Palm 1,2,3 4:55pm – 5:35 pm
 Co-Sponsored by: **NCSA & INGRAHAM TROPHIES**

DISCOVER San Diego, Enjoy A No-Host Night on the Town

Saturday, April 23

TALKING & TRADING SESSION, Town & Country D 8:00 am – 8:50 am
 Topic: “Share Ideas and Answer Questions in Small Groups of Your Peers to Help You
 Improve Your School’s Athletic Program”
 Presiding: Brett Proctor CAA, Southern Section Vice President (Retired)

REGISTRATION, Town & Country Foyer South 8:00 am – 10:00 am

WELCOME & ANNOUNCEMENTS, Town & Country B/C..... 9:00 am – 9:10 am
 Erin Aitken CMAA, CSADA President
 Presentation of Jim Echols Award to CSADA Outstanding Board Member

Sponsor Presentation: GIPPER 9:10 am - 9:15 am
FOURTH GENERAL SESSION, Town & Country B/C..... 9:15 am – 10:05 am
 Topic: “The Third Option, Honoring What We Have in Common”
 Speaker: Pastor Miles McPherson, Senior Pastor, The Rock Church, San
 Diego & Former San Diego Charger
 Presiding: Rob Rafeh, CSADA President-Elect

- BREAKOUT WORKSHOPS**..... 9:55 am – 11:45 am
Workshop #9, Town & Country D 9:55 am – 10:45 am
Topic: “CALSTRS: My Retirement Decisions”
Speaker: Jennifer Helfend-Gomez, Stakeholder Engagement Manager, Retirement Readiness Division
Presiding: Ron Main, Southern Section Vice President
- Workshop #10, Town & Country B/C** 9:55 am – 10:45 am
Topic: “Short Presentations From A Few of California’s Best Athletic Directors”
Topic/Speaker: 1. Keeping AD, Coach & Life Balance/Brett Proctor, Alta Loma HS
 2. Challenges Faced By Female AD’s/Michelle Noeth, Los Altos HS
 3. Branding Your School/Joseph Barcellos, Los Banos HS
Presiding: Rick Francis, CSADA Awards Chair
- Workshop #11, Town & Country D** 10:55 am – 11:45 am
Topic: “Recruiting and Retaining Student-Athletes Who Attend Your School”
Speaker: Jeremy Plaa, Head Football Coach, Downey High School, Modesto
Presiding: Mike Powell, Central Section Vice President
- Workshop # 12, Town & Country B/C** 10:55 am – 11:45 am
Topic: “Developing a Unified Games Program at Your School. Athletics for Students with Special Needs”
Speaker: Lori Schmersal, Physical Ed & Adaptive PE & Coach, Clairemont HS
Presiding: Ron Lardizabal, San Diego Section Vice President
- LUNCH ON YOUR OWN** 11:55 am – 1:05 pm
- BREAKOUT WORKSHOPS** 1:10 pm – 2:00 pm
Workshop #13 , Town & Country B/C 1:10 pm – 2:00 pm
Title: “NCAA Eligibility Center Update”
Speaker/Topic: Tim Lanski, Senior Associate AD of Compliance, San Diego State Univ.
 Jessica Atthowe, Eligibility Coordinator, San Diego State Univ.
Presiding: Jeff Lamb CAA, CSADA Recording Secretary/Historian
- Workshop #14, Town & Country D** 1:10 pm – 2:00 pm
Title: “Creating a Positive Culture - First Steps in Great Teams”
Speaker/Topic: Rob Miller, Pro-Active Coaching & Commissioner Wolverine Hoosier Athletic Conference
Presiding: Michelle Noeth CAA, Central Coast Section Vice President
- Sponsor Presentation: HONEST GAMES** 2:10 pm - 2:15 pm
FIFTH GENERAL SESSION, Town & Country B/C 2:15 pm – 3:05 pm
Topic: “The X’s and O’s of Gender Equity in Youth Athletics - A Title IX Playbook”
Speaker: Kim Turner, Director of Gender Equity Initiative, Coaching Corps
Presiding: Erin Aitken CMAA ,CSADA President
- Sponsor Presentation: NCSA** 3:10 pm - 3:15 pm
GENERAL MEMBERSHIP MEETING, Town & Country B/C 3:15 pm – 4:00 pm
Grand Prize: FREE ROOM ACCOMMODATIONS for next year’s 55th Annual Conference in Santa Clara. Drawing will be made at the general membership meeting. Winner must be present!
- CSADA AWARDS PHOTO RECEPTION** 4:30 pm – 5:45 pm

By invitation only * Meet in Palm 2,3,4

Photo Time Schedule:

4:30 pm - 4:45 pm ... 2020 CSADA Award Recipients - Optional Photos
 4:45 pm – 5:05 pm ... 2022 Norm McKenzie Award Recipients
 5:05 pm – 5:20 pm ... 2022 CIF Sections AD-of-the-Year Recipients
 5:20 pm – 5:35 pm ... 2022 State AD-of-the-Year and State Award Recipients

Sponsored by: **HOME TOWN TICKETING**

Photos by Kevin Donahue, CSADA Official Conference Portrait Photographer
 NO-HOST RECEPTION, Town & Country Foyer South 5:00 pm – 6:00 pm

CSADA BILL BOSWELL AWARDS BANQUET, Town & Country B/C ... 6:00 pm

Custom Awards provided by: **INGRAHAM TROPHIES**

Sunday, April 24

FELLOWSHIP BREAKFAST, Town & Country C 8:00 am – 9:10 am

Host: Dr. Ed Pate, CSADA Chaplain

Sponsored by: **HOME CAMPUS**

BREAKOUT WORKSHOPS 9:15 am – 10:50 am

Workshop #15, Town & Country D 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 Past President

Presiding: Dave Reid CAA, CSADA Representative to CIF

Workshop #16, Town & Country D 10:05 am – 10:50 am

Topic: “7 Ways to Lead - Helping Develop Leaders”

Speaker: Rob Miller, Pro-Active Coaching & Commissioner, Wolvering Hoosier
 Athletic Conference

Presiding: Michelle Noeth CAA, Central Coast Vice President

Concordia of Irvine Students, Town & Country D 10:55

CSADA BOARD OF DIRECTORS HUDDLE, California 1 11:00 am – 11:20 am