

Rough Draft

Revised: 9/27/23 2024 CONFERENCE DRAFT

56th CSADA CONFERENCE 2024

“The High School AD = All Duties, All Day”

Town & Country Resort, San Diego - April 10-14, 2024

NIAAA LEADERSHIP TRAINING INSTITUTE		
<u>Wednesday, April 10</u>		<b>Athletic Administration</b>
1:00 – 5:00	LTC 614	Technology II - Current Trends in Digital Communication & Engagement
1:00 – 5:00	LTC 704	Recruit/Hire, Mentor and Retain Coaches
<u>Thursday, April 11</u>		
8:00 - 12:00	LTC 625	Management of Game and Event Announcing
8:00 - 12:00	LTC 716	Partnering With Parents Building a Positive Culture in Education Based Athletics
(Register at link listed below)		
<b>Meetings in Palms 1&amp;2 and Palms 3 &amp; 4</b>		
*Register at <a href="http://www.cifstate.org">www.cifstate.org</a> , click on the “Coaches & Administration – Coaching Education – Leadership Training Institute”		
<b>Sponsored by: GIPPER</b>		

Thursday, April 11

Exhibit Set-up: Golden State Ballroom ..... Noon – 3:25 pm  
 Early Bird Registration, Foyer South..... 9:00 am – Noon  
 Check-in for Tournament @ Riverwalk G.C. .... 10:30 am - Noon  
 Annual CSADA Golf Tournament (Shotgun Start) ..... Noon  
 Sponsored by: BSN

AMBASSADOR MEETING: Town & Country D..... 9:00 am – 9:30 am

EARLY BIRD WORKSHOPS

Workshop #1, Town & Country D ..... 12:50 pm – 1:35 pm  
 Topic: “The Decisions We Make Today Impact Our Tomorrow”  
 Speaker: Felix Bobo, CEO & Founder of Unlimited University  
 Moderator: Humphrey Garrett Sr. RAA, Oakland/San Francisco Section Vice President

Workshop #2, Town & Country D ..... 1:45 pm – 2:30 pm  
 Topic: “How To Find Victories in a Losing Season”  
 Speaker: Dave Tikker, Executive Director, Washington State AD Association  
 Moderator: Jean Kinn Ashen CMAA, NIAAA Liaison

Workshop #3, Town & Country D .....2:40 pm – 3:25 pm  
 Topic: “CIF Hot Topics”  
 Speaker: Brian Seymour, State CIF Associate Executive Director  
 Moderator: Neil La Sala CMAA, Los Angeles Section Vice President

REGISTRATION, Foyer South ..... 2:00 pm – 5:00 pm

Exhibitors “Grand Opening”, Golden State Ballroom ..... 3:35 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: **Athlete to Athlete**

NIAAA Certified Athletic Administrator Exam, Palms 1 .....4:00 pm – 5:00 pm  
 Presider: Jean Kinn Ashen CMAA, NIAAA Liaison

## Friday, April 12

- REGISTRATION, Foyer South ..... 7:30 am – Noon
- Concordia of Irvine Students, Town & Country B/C ..... 7:30 am
- FIRST TIME ATTENDEES CONFERENCE ORIENTATION, Sunset 1**  
 Topic: “Nuts and Bolts for Rookie ADs” ..... 7:30 am – 8:10 am  
 Moderators: Jean Kinn Ashen CMAA, NIAAA Liaison  
 Mike Garrison CAA, Sac-Joaquin Section Commissioner
- VISIT EXHIBITORS, Golden State Ballroom ..... 7:30 am – 9:30 am**  
 Coffee and Donut Hour, 7:30 am – 9:00 am  
 Courtesy of: **Snap! Mobile**  
 Door Prize Drawing 9:00 am, Neil La Sala CMAA
- WELCOME AND ANNOUNCEMENTS, Town & Country B/C..... 9:45 am – 10:05 am**  
 Rob Rafeh, CSADA President  
 Dutch Rohwer Exhibitor of the Year Award – Larry Shoppa/INTEGRITY DESIGN  
 Presented by Brett Proctor CMAA, CSADA Awards Chair  
 Introduce CSADA Board Members
- Go Fan Major Sponsor Presentation: ..... 10:05 am - 10:10 am  
**FIRST GENERAL SESSION**, Town & Country B/C..... 10:10 am – 10:55 am  
 Topic: “You’re Missing a Great Game: Life Lessons On and Off the Court”  
 Speaker: Randy Fox, Founder FoxPoint Transformational Leadership  
 Moderator: Rob Rafeh, CSADA President
- Final Forms/AMP Scholarship Award Presentation (2 \$500 Scholarship Presentations)
- VISIT EXHIBITORS, Golden State Ballroom..... 11:00 am – 1:00 pm**  
**CSADA LUNCH WITH EXHIBITORS**  
 “Lunch with Exhibitors” Lunch Served .....11:20 am - 11:55 am  
 Door Prize Drawings @ 11:15 and 12:35 Neil La Sala CMAA  
 Sponsored by: **HomeTown Ticketing**
- REGISTRATION, Foyer South ..... 1:00 pm - 3:00 pm
- BREAKOUT WORKSHOPS**
- Workshop #4, Town & Country B/C ..... 1:10 pm – 1:50 pm  
 Topic: **#ALLRISE2HELP: Training Student-Athletes to Become Digital Leaders**  
 Speaker: Patty Judge, President, The Aaron Judge ALL RISE Foundation and  
 Kim Karr, Executive Director, Digital4Good + #ICANHELP  
 Moderator: Jason Eyer, Northern Section Vice President
- Workshop #5, Town & Country D.....1:10 pm – 1:50 pm  
 Topic: “What I Know Now That I Wish I Had Known 20 Years Ago”  
 Speaker: Dave Hess, AD (Retired) Buena HS, Ventura  
 Moderator: Nick Canzone, Southern Section Vice President
- Superintendents/Principals/Administrator Workshop, Palm 1..... 1:10 pm - 1:50 pm  
 Topic: “School Culture - It’s Everyones’ Responsibility”  
 Speaker: Ron Nocetti CAA, CIF State Executive Director  
 Moderator: Cici Robinson, CIF State Director
- Workshop #6, Town & Country B/C ..... 2:00 pm – 2:40 pm  
 Topic: “Developing a Plan for Evaluating and Mentoring Coaches in Your Program”  
 Speaker: Martin Dusold CAA, FCA West Coast Rep. & Former AD, Beaumont HS  
 Moderator: Ron Lardizabal, San Diego Section Vice President

**Workshop #7, Town & Country D..... 2:00 pm – 2:40 pm**  
**Topic:** “How to Retain Female Coaches in Your Athletic Program”  
**Speaker:** Anthony Thomas CAA, AD San Francisco University HS, North Coast Section Vice President  
**Moderator:** Michelle Noeth CAA, Central Coast Section Vice President

**Superintendents/Principals/Administrator Workshop, Palm 1 ..... 2:00 pm - 2:40 pm**  
**Topic:** “Protect Your Campus From On-Line Drama”  
**Speaker:** Kim Karr, #ICANHELP Foundation  
**Moderator:** Chris Fahey, CIF State Director of Corporate Sponsorships

**Snap! Mobile Major Sponsor Presentation: 2:50 pm - 2:55 pm**  
**SECOND GENERAL SESSION, Town & Country B/C..... 3:00 pm – 3:50 pm**  
**Topic:** “The Moment of Impact”  
**Speaker:** Anne Marie Anderson, 3-Time ESPN Emmy Award Winning Broadcaster, Keynote Speaker and Emcee  
**Moderator:** CSADA President-Elect

**CSADA GOLF AWARDS RECEPTION, Palms 1/2/3 ..... 3:55pm – 4:25 pm**  
**Sponsored by: Ingraham Trophies**

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

## Saturday, April 13

**Talking & Trading Workshops, ..... 7:50 am – 8:30 am**  
 1. The Middle School AD - Palm 1: Michelle Noeth & Dave Tikker  
 2. Rookie AD's - Sharing Ideas That Work - Palm 2: Jean Kinn Ashen & Mike Garrison  
 3. Tech Tips for the Athletic Director - Town & Country D: Brett Proctor & Eddie Wilson  
 4. Fundraising Ideas That Work - Town & Country B/C: Nick Canzone & Mike Powell

**REGISTRATION, Foyer South.....8:00 am – 10:00 am**

**MEET YOUR COMMISSIONERS ..... 8:40 am – 9:40 am**  
**Sponsored by: RIDDELL**

Central, Palm 2	Facilitator: Mike Powell
Central Coast, Palm 3	Facilitator: Michelle Noeth CAA
Los Angeles, Palm 4	Facilitator: Neil La Sala CMAA
North Coast, Palm 5	Facilitator: Anthony Thomas CAA
Northern, Palm 6	Facilitator: Jason Eyer
Oakland/San Francisco, Sunset	Facilitator: Humphrey Garrett Sr. RAA
Sac-Joaquin, Town & Country D	Facilitator: Eddie Wilson CAA
San Diego, Palm 1	Facilitator: Ron Lardizabal CAA
Southern, Town & Country B/C	Facilitator: Warren Reed CAA

**WELCOME & ANNOUNCEMENTS, Town & Country B/C ..... 9:50 am – 10:00 am**  
 Rob Rafeh, CSADA President  
 Presentation of Jim Echols Award to CSADA Outstanding Board Member

**Home Campus Major Sponsor Presentation: 10:00 am - 10:05 am**  
**THIRD GENERAL SESSION, Town & Country B/C..... 10:05 am – 10:55 am**  
**Topic:** “Be the Agent - The ABC's of Representing Yourself”  
**Speaker:** Mark Leinweaver, MLB Agent, Beverly Hills Sports Council  
**Moderator:** CSADA President-Elect

### **BREAKOUT WORKSHOPS**

**Workshop #8, Town & Country B/C ..... 11:05 am – 11:45 am**  
**Topic:** “Providing Opportunities ... California Community Colleges Athletic Association (3C2A)”  
**Speaker:** Jennifer Cardone, 3C2A Executive Director  
**Moderator:** Anthony Thomas CAA, North Coast Section Vice President

**Workshop #9, Town & Country D..... 11:05 am – 11:45 am**  
**Topic:** CALSTRS - My Retirement Decisions  
**Speaker:** Jennifer Helfend-Gomez, Stakeholder Engagement Manager,  
 Retirement Readiness Division  
**Moderator:** Eddie Wilson CAA, Sac Joaquin Section Vice President

**Superintendents/Principals/Administrators Workshop, Palm 1 ..... 11:05 am - 11:45 am**  
**Topic:** "Building a Winning Team: 5 Strategies for Hiring Championship Caliber  
 Athletic Department Personnel"  
**Speaker:** Chris Fore, CEO & Founder, Eight Laces Consulting  
**Moderator:** Bobbi Madsen, CIF State Director

**Lunch Break On Your Own 11:45 am - 12:50 pm**

#### **BREAKOUT WORKSHOPS**

**Workshop #10, Town & Country B/C..... 1:00 pm – 1:40 pm**  
**Topic:** "7 Critical Elements That May Safeguard an Athletic Director and Coach in  
 a Lawsuit"  
**Speaker:** Chris Fore, CEO & Founder, Eight Laces Consulting  
**Moderator:** Warren Reed CAA, Southern Section Vice President

**Workshop #11, Town & Country D..... 1:00 pm – 1:40 pm**  
**Topic:** "Developing a Unified Sports Conference With Schools in Your  
 Community"  
**Speaker:** Kristen Cooke, Unified Sports Head Coach, Vista Murrieta HS  
**Moderator:** Jeff Lamb CAA, CSADA Recording Secretary

**Superintendents/Principals/Administrators Workshop, Palm 1 ..... 1:00 pm - 1:40 pm**  
**Topic:** "What a Principal Should Expect From Their AD and What an AD Should  
 Expect From Their Principal"  
**Speaker:** Paul Lopez, Principal, Fountain Valley High School  
**Moderator:** William Chavarin, CIF State Director

**Workshop #12 , Town & Country B/C..... 1:50 pm – 2:30 pm**  
**Title:** "Using Travel/Club Teams To Benefit Your High School Program"  
**Speaker:** Jim Perry, Huntington Beach UHSD District Athletic Director  
**Moderator:** Brett Proctor CAA, CSADA Awards Chair

**Workshop #13, Town & Country D.....1:50 pm – 2:30 pm**  
**Title:** "Developing a Podcast for Your Athletic Program"  
**Speaker:** Justin Clymo CAA, Athletic Director, The Stevenson School  
**Moderator:** Jean Kinn Ashen CMAA, NIAAA Liaison

**HomeTown Ticketing Major Sponsor Presentation: 2:40 pm - 2:45 pm**  
**FOURTH GENERAL SESSION, Town & Country B/C.....2:45 pm – 3:35 pm**  
**Topic:** "CIF State of the State Report"  
**Speaker:** Ron Nocetti CAA, CIF State Executive Director,  
**Moderator:** Rob Rafeh, CSADA President

**SECTION DOOR PRIZE DRAWINGS, GENERAL MEMBERSHIP MEETING & NIAAA Update**  
**Town & Country B/C..... 3:45 pm – 4:25 pm**  
**Grand Prize: FREE ROOM ACCOMMODATIONS for next year's 57<sup>th</sup> Annual**  
**Conference in Reno at the Peppermill. Drawing will be made at the general**  
**membership meeting. Winner must be present!**

**CSADA AWARDS PHOTO RECEPTION ..... 4:50 pm – 5:45 pm**  
**By invitation only\* Meet in Palms 1/2/3**

<b>Photo Time Schedule:</b> 5:00 pm – 5:15 pm ... 2024 Norm MacKenzie Award Recipients 5:15 pm – 5:30 pm ... 2024 CIF Sections AD-of-the-Year Recipients 5:30 pm – 5:45 pm ... 2024 State AD-of-the-Year and State Award Recipients
--

**Sponsored by: Go Fan**  
**Photos by Kevin Donahue, CSADA Official Conference Portrait Photographer**  
**NO-HOST RECEPTION, 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 14**

**FELLOWSHIP BREAKFAST, Town & Country C..... 8:00 am – 9:05 am**  
**Host: Dr. Ed Pate, CSADA Chaplain**  
**Sponsored by: **Clell-Wade****

**BREAKOUT WORKSHOPS**

**Workshop #14, Town & Country D..... 9:15 am – 9:55 am**  
**Topic: “Establishing an Athletic Leadership Academy/Captains’ Council”**  
**Speaker: Matt Maeda, 2022 State AD-of-the-Year, San Geronio HS AD**  
**Moderator: Ron Main, Southern Section Vice President**

**Workshop #15, Town & Country D.....10:05 am – 10:45 am**  
**Topic: “Game Day Set-Up & Organization”**  
**Speaker: Carl Galloway, Vista Murrieta HS AD & Ray Moore CMAA, CSADA Board**  
**Moderator: Ron Main, Southern Section Vice President**

**Concordia of Irvine Students, Town & Country D ..... 10:50 am**

**CSADA BOARD OF DIRECTORS HUDDLE, Golden State Boardroom 10:55 am – 11:15 am**