

Rough Draft

**Revised: 3/11/24 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****Wednesday, April 10**

1:00 – 5:00 LTC 614

1:00 – 5:00 LTC 704

**Thursday, April 11**

8:00 - 12:00 LTC 625

8:00 - 12:00 LTC 716

**Athletic Administration**Technology II - Current Trends in Digital Communication & Engagement  
Recruit/Hire, Mentor and Retain Coaches

Management of Game and Event Announcing

Partnering With Parents Building a Positive Culture in Education Based Athletics

(Register at link listed below)

***Meetings in Palms 1&2 and Palms 3 & 4***\*Register at [www.cifstate.org](http://www.cifstate.org), click on the "Coaches & Administration – Coaching Education – Leadership Training Institute"**Sponsored by: Gipper****Thursday, April 11**Early Bird Registration, Foyer South..... 9:00 am – Noon  
AMBASSADOR MEETING: Town & Country D..... 9:00 am – 9:30 amCheck-in for Tournament @ Riverwalk G.C. .... 10:30 am - Noon  
Annual CSADA Golf Tournament (Shotgun Start) ..... Noon  
Sponsored by: BSN

Exhibit Set-up: Golden State Ballroom ..... Noon – 3:25 pm

**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 PresidentWorkshop #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 LiaisonWorkshop #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: Naver BandNIAAA Certified Athletic Administrator Exam, Palms 1 ..... 4:00 pm – 5:00 pm  
Proctor: 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 Time: 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 Jeff Lamb CAA, CSADA Exhibitor Chair  
 Introduce CSADA Board Members
- Major Sponsor Presentation: Naver Band ..... 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
- SportsYou - CSADA Conference App  
 Final Forms/AMP Scholarship Award Presentation (2 \$500 Scholarship Presentations)
- VISIT EXHIBITORS, Golden State Ballroom..... 11:00 am – 1:00 pm  
 Door Prize Drawings @ 11:15 and 12:35 Neil La Sala CMAA
- CSADA LUNCH WITH EXHIBITORS ..... 11:20 am - 12:15 pm  
 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) Ventura HS, Ventura, CA  
 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

**Major Sponsor Presentation: Gipper 2:50 pm - 2:55 pm**  
**SECOND GENERAL SESSION, Town & Country B/C..... 3:00 pm – 3:45 pm**  
**Topic:** “The Moment of Impact”  
**Speaker:** Anne Marie Anderson, 3-Time ESPN Emmy Award Winning Broadcaster, Keynote Speaker and Emcee  
**Moderator:** Neil LaSala CMAA, CSADA President-Elect

**CSADA GOLF AWARDS RECEPTION, Palms 1/2/3 .....** 3:55 pm – 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 1**

**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**

**Major Sponsor Presentation: Home Campus 10:00 am - 10:05 am**  
**THIRD GENERAL SESSION, Town & Country B/C..... 10:05 am – 10:50 am**  
**Topic:** “Be the Agent - The ABC's of Representing Yourself”  
**Speaker:** Mark Leinweaver, MLB Agent, Beverly Hills Sports Council  
**Moderator:** Neil LaSala, 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 Exhibitors’ Chair

**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, CSADA Recording Secretary

**Major Sponsor Presentation: Home Town Ticketing** ..... 2:40 pm - 2:45 pm  
**FOURTH GENERAL SESSION, Town & Country B/C**.....2:45 pm – 3:30 pm  
**Topic:** “CIF State of the State Report”  
**Speaker:** Ron Nocetti CAA, CIF State Executive Director,  
**Moderator:** Rob Rafah, CSADA President

**SECTION DOOR PRIZE DRAWINGS, GENERAL MEMBERSHIP MEETING & NIAAA UPDATE**  
**Town & Country B/C**..... 3:40 pm – 4:20 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
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Sponsored by: Naver Band  
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: Ryan Reisbord, 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: Ryan Reisbord, 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**