

58th Annual CSADA Conference
The Riverside Convention Center, Riverside, CA

(As of 10/14/2025)

“Teaching Leadership and Character Through Athletic Participation”

Wednesday, April 8

<u>NIAAA Leadership Training Institute</u>			
Wednesday, April 8		Athletic Administration	
1:00 pm – 5:00 pm	LTC 727	Building, Cultivating, and Sustaining a Championship Culture	
1:00 pm – 5:00 pm	LTC 614	Technology II Current Trends in Digital Engagement & Communications	
Meetings in MR 1 and MR 2 (Lower Level)			
Register at cifstate.org . Click on the Coaches & Administration - Coaching Education			
Sponsored By: Concordia University of Irvine			

Registration, Convention Center Upper Concourse

Noon – 2:00 pm

Early Bird Workshop, MR5 (Lower Level)

2:30 pm – 3:15

Topic: “Making the Most of Your Conference Experience”

Speaker: Michelle Noeth CAA, CSADA President-Elect & Brett Proctor CMAA, CSADA Awards Chair

CSADA Board Pre-Conference Meeting, Riverside Marriott

5:00 pm – 7:00 pm

AD’s SOCIAL, Sponsored by BAND, Lower Concourse

7:30 pm – 9:30 pm

All invited to meet in an informal social setting with your colleagues and friends and build relationships. Meet the Band Team and learn about the Conference Program App.

Thursday, April 9

NIAAA Leadership Training Institute	
Thursday, April 9	Athletic Administration
8:00am – Noon LTC 707	Improvement of Athletic Programs and Personnel Through Assessment
8:00am – Noon LTC 635	College Bound Student Athletes Role of the Athletic Administrator, Best Practices, Educating Student Athletes and Families
Meetings in Sierra MR 1 and MR 2 (Lower Level)	
Register at www.cifstate.org , Click on the Coaches & Administrators - Coaching Education – Leadership Training Institute	
Sponsored by: Concordia University of Irvine	

Registration, Convention Center Upper Concourse 8:00 am – Noon

Ambassadors Meeting, Raincross Ballroom 8:40 am – 9:05 am

Annual CSADA Golf Tournament, Canyon Crest C.C. 9:00 am Start
Check-In (Shotgun Start) 7:30 am – 9:00 am
Sponsored by: _____

Exhibit Set-Up, Ben H. Lewis Exhibit Hall Noon – 4:00 pm

Workshop #1, Raincross Ballroom (Upper Level) 12:25 pm – 1:10 pm
Topic: “Paving the Path: Careers in Sports After the Final Whistle”
Speaker: Lynne Arasaka-Reik, Los Angeles Dodgers Director of compensation & Benefits
Moderator: Neil LaSala CMAA, CSADA President

Workshop #2, Raincross Ballroom (Upper Level) 1:20 pm – 2:05 pm
Topic: “Empowering Girls to Get Involved and Stay Involved in Sports – The SURGE Program”
Speaker: Shannon Maly, 2021 SHAPE America Teacher-of-the-Year, Health, PE & Wellness Teacher-Leader, Open National Trainer & Emmy Walton, BSN Sports SURGE National Account Manager
Moderator: Rafael Sevilla, Northern Section Vice President

Workshop #3, Raincross Ballroom (Upper Level) 2:15 pm – 3:00 pm
Topic: “Addressing Title IX Compliance Issues”
Speaker: Alex Estrada, San Diego Metro Conference President
Moderator: Alana Chung, Oakland/San Francisco Section Vice President

Workshop #4, Raincross Ballroom (Upper Level) 3:10 pm – 3:55 pm
Topic: “CIF Hot Topics”
Speaker: Brian Seymour, State CIF Associate Executive Director
Moderator: Rafael Sevilla, Northern Section Vice President

Middle School Athletic Program Workshop, MR 7 (Upper Level) 3:10 pm – 3:55 pm
Topic: “Ways to Fund Middle School Public & Private Programs”
Speaker: Lonnie Jones, Middle, San Diego City Schools Athletics Coordinator and Al Gomez, Middle School AD, The Bishops School
Moderator: Brett Proctor CMAA, CSADA Awards Chair

Registration, Convention Center Upper Concourse 2:00 pm – 5:00 pm

Exhibitors Grand Opening, Ben H. Lewis Hall

4:00 pm – 7:45 pm

Hot Dog & Chip Social served

5:30 pm – 6:30 pm

Sponsored By: _____

Door Prize Drawings at 6:30 pm and 7:30 pm by Rafael Sevilla, Northern Section Vice President

NIAAA Certified Athletic Administrator Exam, MR 8 (Upper Level) 4:00 pm – 5:00 pm

Proctor: Jean Kinn Ashen CMAA, CSADA Secretary & NIAAA Liaison

Friday, April 10

Registration, Convention Center Upper Concourse

7:30 am – Noon

Concordia of Irvine Students, MR 7 (Upper Level)

7:30 am

Bonus Workshop, Raincross Ballroom (Upper Level)

Topic: “Top Ten Hints for All Athletic Directors”

7:30 am – 8:20 am

Moderators: Jean Kinn Ashen CMAA, CSADA Secretary & NIAAA Liaison and Mike Garrison CAA, Sac-Joaquin Section Commissioner

Meet Your Commissioners

8:30 am – 9:30 am

Sponsored by: Go Gipper

Section Meetings:

Central, MR 7 (Upper Level)

Facilitator: Mike Powell

Central Coast, MR 8 (Upper Level)

Facilitator: Michelle Noeth CAA

Los Angeles, MR 9 (Upper Level)

Facilitator: Dr. Christopher Haddy Ph.D.

North Coast, MR 10 (Upper Level)

Facilitator: Dr. Dana Kuwahara Ed.D.

Northern, MR 1 (Lower Level)

Facilitator: Rafael Sevilla

Oakland/San Francisco, MR 2 (Lower Level)

Facilitator: Alana Chung

Sac-Joaquin, Ballroom A/B (Lower Level)

Facilitator: Eddie Wilson CAA

San Diego, MR 3 (Lower Level)

Facilitator: Ron Lardizabal CAA

Southern, Raincross Ballroom (Upper Level)

Facilitator: Chris Ruffinelli RAA

Welcome & Announcements, Raincross Ballroom

9:40 am – 10:00 am

Neil LaSala, CSADA President

Dutch Rohwer Exhibitor-of-the-Year Award – Home Campus

Presented by Jeff Lamb CAA, CSADA Exhibitor Chair

Introduction of CSADA Board Members

Sponsor Presentation: BAND

10:00 am – 10:05 am

FIRST GENERAL SESSION, Raincross Ballroom

10:05 am – 10:50 am

Topic: “Work and Lead to a Different Beat”

Speaker: Justin Jones-Fosu, Husband, Dad, Philanthropist, Founder & CEO Meaningful365

Moderator: Neil LaSala, CSADA President

Visit Exhibitors, Ben H. Lewis Hall

11:00 am – 1:30 pm

Door Prize Drawings @ 11:15 am and 12:35 pm and 1:15 pm

LUNCH with Exhibitors Served:

11:45 am – 12:30 pm

Sponsored by: _____

Registration, Convention Center Upper Concourse

1:00 pm – 3:00 pm

Workshop #5, Raincross Ballroom (Upper Level) 1:40 pm – 2:20 pm
Topic: “I Respectfully Disagree – How to Have Difficult Conversations in a Divided World”
Speaker: Justine Jones-Fosu, Husband, Dad, Philanthropist, Founder & CEO Meaningful 365
Moderator: Anthony Thomas CAA, DEIB inclusion in Sports Director

Workshop #6, Ballroom A/B (Lower Level) 1:40 pm – 2:20 pm
Topic: “CALSTRS – My Retirement Decisions”
Speaker: Jennifer Helfend-Gomez, Stakeholder Engagement Manager, Retirement Readiness Division
Moderator: Dominic Farrar, Southern Section Vice President

SUPERINTENDENT/PRINCIPAL/ADMINISTRATOR WORKSHOP #1

MR 4/5 (Lower Level) 1:40 pm – 2:20 pm
• This workshop designed for Superintendents, Principals, Administrators only please.
Topic: “Certified Risk Management Plans for After School Hours”
Speaker: Jay Hammes CMAA, President Safe Sport Zone & NIAAA National Faculty Instructor
Moderator: Bobbi Madsen, CIF State Director

Workshop #7, Raincross Ballroom (Upper Level) 2:30 pm – 3:10 pm
Topic: “From the Front Office to the Field: Building a Strong Principal & AD Partnership”
Speaker: Celeste Scallion, Principal, Vista Murrieta High School
Moderator: Dr. Christopher Haddy, Los Angeles Section Vice President

Workshop #8, Ballroom A/B (Lower Level) 2:30 pm – 3:10 pm
Topic: “Developing and Supporting the Assistant/Associate AD”
Speaker: Erica Escalante, Associate AD, Justin-Siena High School
Moderator: Chris Ruffinelli RAA, Southern Section Vice President

SUPERINTENDENT/PRINCIPAL/ADMINISTRATOR WORKSHOP #2

MR 4/5 (Lower Level) 2:30 pm – 3:10 pm
• This workshop designed for Superintendents/Principals/Administrators only please.
Topic: “Why Character Matters – Using Your Community Resources”
Speaker: Mark Leinweaver, Beverly Hills Sports Council & MLB Agent
Moderator: Brian Seymour, CIF Associate Executive Director

Sponsor Presentation: Varsity Brands/BSN 3:20 pm – 3:25 pm
SECOND GENERAL SESSION, Raincross Ballroom 3:25 pm – 4:10 pm
Topic: “Distracted by Success, Learning to Live Life Without Regret”
Speaker: Brandon Buck, Founder & CEO of Infinite Strengths
Moderator: Michelle Noeth CAA, CSADA President-Elect

CSADA Golf Awards Reception, MR 1/2 (Lower Level) 4:20 pm – 4:50 pm
Sponsored by: _____

Discover Riverside, Enjoy a No-Host Night on the Town

Saturday, April 11

Talking and Trading Sessions

7:50 am – 8:30 am

1. FCA Discussion , HUDDLE UP! MR 7 – Hosts Martin Dusold FCA Leader & Bret Proctor CMAA
2. Title IX Round Table MR 8 – Hosts: Alex Estrada, San Diego Metro Conference & Ron Lardizabal CAA, San Diego Section Vice President
3. Ideas to Improve Fan Engagement Raincross Ballroom – Hosts: Josh Mapel, Playon Rep & TBA
4. EAP Ideas & Planning Ballroom A/B – Hosts: Mike Powell, Central Section Vice President & TBA

Registration, Convention Center Upper Concourse

9:00 am – 10:00 am

More Talking and Trading Sessions

8:40 am – 9:20 am

5. Middle School Issues MR 7 – Hosts: Dawn Xitgo, LAUSD & TBA
6. Successful Fund-Raising Ideas MR 8 – Hosts: TBA
7. NIAAA Round Table Raincross Ballroom – Hosts: Erin Aitken CMAA & Jean Ashen CMAA
8. BAND Platform Update Ballroom A/B – Hosts: BAND Rep & TBA

Welcome & Announcements, Raincross Ballroom

9:30 am – 9:45 am

Neil LaSala CMAA, CSADA President

Presentation of Jim Echols Outstanding Board Member Award – _____

Sponsor Presentation: Playon

9:45 am – 9:50 am

THIRD GENERAL SESSION, Raincross Ballroom

9:50 am – 10:35 am

Topic: “The Impact of Trust as an AD Builds Their Coaching Staff”

Speaker: Rob Miller, ProActive Coaching Mentor & Managing Partner, Comprehensive Athletics Consulting

Moderator: Neil LaSala CMAA, CSADA President

Workshop #9, Raincross Ballroom (Upper Level)

10:45 am – 11:25 am

Topic: “Developing Your Coaches to Maximize Their Positive Impact and Effectiveness”

Speaker: Jim Kunau, MCAA Director, Concordia University of Irvine

Moderator: Chris Ruffinelli RAA, Southern Section Vice President

Workshop #10, Ballroom A/B (Lower Level)

10:45 am – 11:25 am

Topic: “Starting and Maintaining an Athletic Hall-of-Fame at Your School”

Speaker: Tacy Duncan, Assistant Principal Arlington HS and John Tibbels, Assistant Principal Ramona HS

Moderator: Matt Marrujo, Southern Section Vice President

SUPERINTENDENT/PRINCIPAL/ADMINISTRATOR WORKSHOP #3

MR 4/5 (Lower Level)

10:45 am – 11:25 am

- This workshop designed for Superintendents/Principals/Administrators only please.

Topic: “Building Your Athletic Team – Assistant ADs and Why You Need Them”

Speaker: Bill Gunn, District AD retired, Corona-Norco USD

Moderator: Cici Robinson, CIF State Director

Lunch on Your Own

11:25 am – 12:50 pm

Workshop #11, Raincross Ballroom (Upper Level)

1:00 pm – 1:40 pm

Topic: “Certified After-School Event Security”

Speaker: Jay Hammes CMAA, President Safe Sport Zone and NIAAA National Faculty Instructor

Moderator: Mike Powell, Central Section Vice President

Workshop #12, Ballroom A/B (Lower Level) 1:00 pm – 1:40 pm
Topic: “Identifying Key Elements of a Successful Athletic Training Program”
Speaker: Kirsten Farrell, Athletic Training Coordinator, Los Angeles Unified School District
Moderator: Dr. Dana Kuwahara, North Coast Section Vice President

SUPERINTENDENT/PRINCIPAL/ADMINISTRATOR WORKSHOP #4

MR 4/5 (Lower Level) 1:00 pm – 1:40 pm
• This workshop designed for Superintendents/Principals/Administrators only please.
Topic: “The Superintendent & District Role in the Administration of CIF Education Based Athletics”
Speaker: Reggie Thompkins, Superintendent, Alvord Unified School District
Moderator: Chris Fahey, CIF Director of Corporate Sponsorships

Workshop #13, Raincross Ballroom (Upper Level) 1:50 pm – 2:30 pm
Topic: “Providing a Blueprint for Team Leadership”
Speaker: Rob Miller, ProActive Coaching Mentor & Managing Partner, Comprehensive Athletics Consulting
Moderator: Eddie Wilson CAA, Sac Joaquin Section Vice President

Workshop #14, Ballroom A/B (Lower Level) 1:50 pm – 2:30 pm
Topic: “Developing a Student Advisory Council”
Speaker: Manny Diaz, AD, Point Loma High School
Moderator: Ron Lardizabal CAA, San Diego Section VP

Sponsor Presentation: _____ 2:40 pm – 2:45 pm
FOURTH GENERAL SESSION, Raincross Ballroom 2:45 pm – 3:30 pm
Topic: “CIF State of the State”
Speaker: Ron Nocetti CMAA, CIF State Executive Director
Moderator: Neil La Sala CMAA, CSADA President-Elect

Section Door Prize Drawings & General Membership Meeting 3:40 pm – 4:25 pm

CSADA Awards Photo Reception, MR 1/2/3 (Lower Level) 4:50 pm – 5:45 pm
By Invitation Only by CSADA Section Vice Presidents
Time Schedule:
5:00 pm – 5:15 pm Norm MacKenzie Award Winners
5:15 pm – 5:30 pm CIF Section AD of the Year Recipients
5:30 pm – 5:45 pm State AD of the Year & Additional Award Recipients
Photographs by _____, CSADA Photographer
Sponsored by: _____

No-Host Reception, Convention Center Upper Concourse 5:00 pm – 6:00 pm

CSADA Bill Boswell Awards Banquet, Ben H. Lewis Hall B/C 6:00 pm
“Honoring California’s Most Outstanding Athletic Directors”
Custom Awards by Ingraham Trophies

Sunday, April 12

CSADA Board of Directors Huddle, MR 6 (Lower Level) 7:30 am – 7:50 am

Common Ground Breakfast, MR 1/2/3 (Lower Level) 8:00 am – 9:05 am

Theme: “Removing Barriers So That Every Athlete Can Compete & Thrive”

Hosted By: Anthony Thomas CAA, CSADA Inclusion Representative

Sponsored by: Concordia University of Irvine

Workshop #15, Ballroom A/B (Lower Level) 9:15 am – 9:55 am

Topic: “Building a Championship Culture Without Winning Every Game”

Speaker: Dr. Dana Kuwahara, AD, Convent & Stuart Hall School, and Kelly Hickey, AD, Mercy HS

Moderator: Ryan Reisbord CAA, Southern Section Vice President

Workshop #16, Ballroom A/B (Lower Level) 10:05 am – 10:45 am

Topic: “Using AI as an AD – Smarter Workflow, Better Balance”

Speaker: Jacob Von Hofwegen, AD, Beaumont HS

Moderator: Ryan Reisbord CAA, Southern Section Vice President

Concordia Students, Ballroom A/B (Lower Level) 10:50 am

Thank you for attending this year’s conference. We look forward to seeing all of you next year April 7 – April 11 at the Marriott City Center, Oakland CA