



**2015 ANNUAL CONVENTION PREVIEW
FEBRUARY 25-28, 2015
Town and Country Resort & Convention Center
San Diego, CA**

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latest updates go to:**

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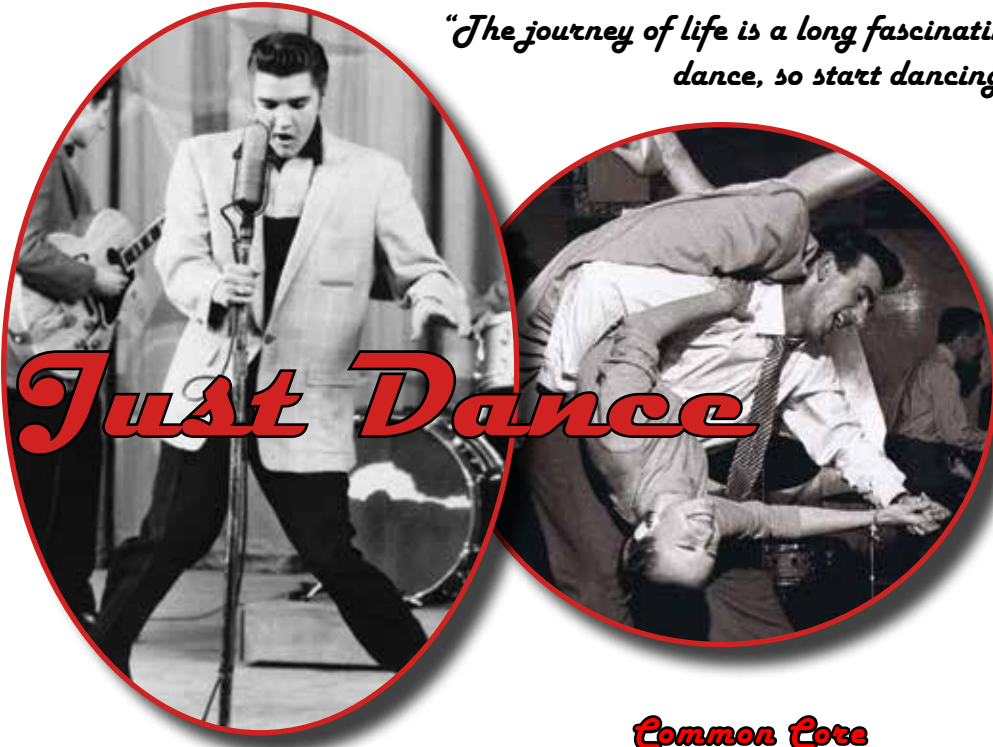
CADA Central
3540 Soquel Avenue, Suite. A
Santa Cruz, CA 95062

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February 25-28, 2015
Town and Country Resort & Conference Center
San Diego, CA

"The journey of life is a long fascinating dance, so start dancing."



Just Dance

Pack your dancing shoes and get ready to experience the "dance" of leadership. Remember, nobody cares if you don't dance well. Just get up and dance. Great dancers are not great because of their technique; they are great because of their passion. As Activity Directors, we are passionate about what we do and we try to pass that passion on to our students. The **2015 CADA Convention will provide you with ways to bring that "passion" back** to your campus and help you transform your program. As the people who choose to "dance" every day on our campuses, we work hard to develop leadership skills in our students that will stay with them the rest of their lives. The 2015 Convention will provide you with the tools and resources to do just that.

Common Core

The newest "dance" in education is our Common Core Standards. The 2015 CADA Convention will feature **over 90 workshop sessions** focusing on improving the climate and culture of your school and **how to support Common Core Standards into curriculum**. These workshops are designed with your entire educational team in mind. Activities Directors, Athletic Directors, Administrators, Class Advisors, and Finance Clerks will all find something to bring back to your schools to enhance your programs.

New to Convention

On Wednesday (and throughout the convention) be sure to attend the New to Convention gatherings. These

sessions have been re-vamped to specifically meet the needs of our new attendees. You will have the opportunity to meet others who are new to the convention, as well as some veteran CADA members who have a passion to help and mentor. They are excited to help you "fill your dance card" with a plan to navigate the convention. It is our hope that lasting friendships will be made that continue long after the convention ends.

Leadership Lessons for Leadership Development

Taking 10-15 minutes of a class period to teach a concept or specific skill can save you hours in the weeks to come. Add this session to your dance card and you will come away with **new lessons and countless ideas that will inspire your students** when you return to school. Do you want something to have in your pocket for the Monday you return from convention? Don't miss this session!

Friday Night Event

Whether you loved or hated your high school prom, here is a chance to do it all over again. The Friday night event will begin with a **"Dancing With the CADA Stars" competition**. Networking and socializing will continue through a delicious dinner and then **LET THE DANCING BEGIN!** Wear what you wore to your prom, wear what you wish you had worn to your prom, or wear something that makes you feel like dancing! The music will inspire dancers of all ages and abilities. Be

sure to pack your dancing shoes. This is a prom that is not to be missed!

Cyber Cafe

Do you need to give your dancing feet a rest? This interactive classroom will help you **use technology in your own programs**. There will be instruction for all levels, whether you are a beginner and just thinking of taking technology to the next level or the "master" and can't wait to learn the latest and greatest.

CADA Store

The CADA store may not be able to help you with a new pair of dancing shoes, but they can help you find some inspiration for student activities. The store is fully stocked to help you find materials that will enhance and enrich your program. If you get too caught up in "the dance", you can always visit (and purchase) at **www.cada1.org/store**.

CADA Exhibit Dance Hall

It's "Dance Hall" Days in the exhibit hall. The expo hall at the CADA Convention will feature **over 140 companies** that can supply you with the resources that you and your students need. They are "experts" in the "dance" of leadership and can help you find just about anything your creative minds can come up with. The energy in the exhibit hall will inspire you to try new "dances" and build your program. It's a must see while at the convention!

Preconference Sessions

Insight and Tools to Deal with CyberBullying

Presenter – Dr. Justin Patchin, Co- Director of The Cyberbullying Research Center
Session Time: 9:00am-12:00pm | Fee: \$50.00
Limited Space is Available (Max 150)

An informative, insightful and interactive session on this pertinent subject affecting each of our schools. All aspects of **cyberbullying, social networking, and sexting** will be covered. Time will be provided to discuss issues specific to your district and school setting. Attend this seminar and come away with valuable information and tools to deal with cyberbullying including:

- Identifying **popular online environments among adolescents** today and recognize various forms of cyberbullying
- Developing skills dealing with how adolescents are using social networking websites and **teach youth how to use social networking responsibly**
- Know **how to respond to cyberbullying incidents** and the extent to which school personnel can get involved in cases that involve electronic communication (on or off campus)
- **Current legal issues concerning cyberbullying**
- Recognize **warning signs** and identify important **strategies for preventing cyberbullying**.

Take advantage of this opportunity to **hear the leading voice on Cyberbullying** and make a difference back on your campus with the tools and information attained.

ASB Finances – Effective & Compliant Student Body Programs

Presenter – Michelle Plumbtree, Chief Management Analyst, FCMAT
Session Time: 9:00am-12:00pm | Fee: \$50.00
Limited Space is Available (Max 150)

The Financial Crisis & Management Assistance Team (FCMAT) is proud to offer a workshop on how to maintain an effective and complete student body program in grades K-12. **This workshop focuses on information necessary for today's school leaders to maintain fiscal accountability, legal compliance, transparency and accuracy within their student body accounts.**

Student body finances have become a higher focus area as school site leaders are forced to respond to the increased demands to augment funding for students and schools in a complex environment. This workshop focuses on the great range of decision-making authority of student councils, suggests useful tools and procedures, provides practical advice, discusses effective procedures for safeguarding assets, and much more. Question and answer follow-up sessions will take place during Thursday mornings workshop sessions 3 and 4.

Medal of Honor- Character Development Program: Engaging Students Through Lessons of Personal Bravery and Self-Sacrifice

Session Time: 9:00am-12:00pm
Complimentary Preconference provided by Medal of Honor Foundation
Limited Space is Available (Max 150)

This character development program uses the living histories of Medal of Honor recipients to **teach the values of courage, integrity, sacrifice, commitment, citizenship, and patriotism**. The fully developed, flexible classroom curriculum motivates diverse learners to explore how these values can be exemplified in daily life. The curriculum is an interdisciplinary resource, built on primary non-fiction source material and embracing lessons in critical thinking, reading, and writing, making it Common Core compatible. It is written for high school and middle school students but can be adapted to elementary and college classrooms as well.



Dance. Even if you have no where to do it but in your own living room.

Technology 1 & 2

Presenter – CADA Street Team
Session Time: 9:00am-12:00pm | Fee: \$50.00
Limited Space is Available (Beginners: Max 30, Advanced: Max 30)

Learn from experts on how to take your skills to the next level as we look at **automating your technology and using your online toolbox** to work together in collaborative units. This class will be structured to meet the needs of beginning and advanced students with breakouts and rotations to focus on areas of growth and needed improvement. We will look closely at **mobile technology, integrating apps, group communication and Google Apps**. For those interested in Google Apps, we will have Google Certified Educators present to provide instruction and answer questions to meet your individual needs. Whether you are looking to get started or are looking to hone your skills and improve, this tech workshop will give you opportunities to work on your technology growth. Attendees are encouraged to bring your own device plus there are a limited number of “café computers” available in the Cyber Café Classroom.

eynote Speakers

WEDNESDAY ROUNDUP

1st General Session Wednesday – February 25th

Be prepared to be entertained like never before on CADA's main stage during this year's 2015 opening general session. This "not to be named" trio kicks off the conference in a tremendous way and only the way CADA can! This general session promises to make attendees laugh and maybe even shed a tear as **we kick off the evening with three unique performers** that will leave attendees with something to talk about during Wednesday night's networking and dinner spotlight event.

This general session is one you do NOT want to miss! It's so amazing we are keeping them under wraps. So register early, book your room soon and get to the Town and Country Resort, February 25 in San Diego because the CADA 2015 Annual Convention is going to keep you guessing.

First general session starts at 6:00pm, so don't be late! Come and find out who we have booked and see how they will inspire and change the way you view leadership in your classroom and on your campus.



EDDIE SLOWIKOWSKI

2nd General Session Thursday – February 26th

Eddie Slowikowski is The Ultimate Winner. From his days as a Gold Medal track star to his current position as the country's premier speaker, Eddie's elite training, dynamic style and interactive programs make for a fun and winning ride. Eddie speaks to thousands of students, teachers and businessmen and women each year. His personally devised programs are on the cutting edge for audiences everywhere. The one constant through it all remains his **high-energy message and interactive style.** As a 3 time NCAA All American and Sub-4 miler (ran mile in 3 minutes 58 seconds), Eddie knows what it takes to be a winner.

TYLER DURMAN

3rd General Session Friday – February 27th

Tyler and his wife Kristen live in Laguna Beach, have a blended family of five children, and although they drive a 1957 VW bus, are not hippies or nudists.



He's a former teacher, has been a friend of CADA for over twenty years, and is committed to helping students and teachers live inside better stories.

He's spoken live to more than 4 million teenagers, and had the privilege of thousands of one-on-one conversations where students have confided and confessed things they've never told anyone. By listening carefully, he came to see that the best way to help schools was to help parents understand how counterintuitive their role is, and that much of what they do to be loving, is in fact hurting their kids and our culture.

In his latest book, *Counterintuitive – What 4 Million Teenagers Taught Me*, Tyler has found a way to offer bite-sized wisdom to parents and teachers through stories that are intensely funny and poignant at the same time.

TENTATIVE SCHEDULE

WEDNESDAY, FEBRUARY 25TH

| | |
|----------------------|--|
| 9:00am-12:00pm | Pre Con Seminars <ul style="list-style-type: none">• Cyberbullying• FCMAT – ASB Accounting Seminar• Medal of Honor• Tech Session 1 & 2 |
| 12:30pm-6:00pm | Affiliate Set Up |
| 1:00pm-7:00pm | Registration – Attendee |
| 2:00pm-2:45pm | Workshop Session 1 |
| 2:30pm-5:00pm | CADA Store – Closed during General Session |
| 3:15pm-4:00pm | Workshop Session 2 |
| 4:30pm-5:30pm | New To Convention Orientation Sponsored by USA Student Travel |
| 6:00pm-7:15pm | 1st General Session featuring “The Keynote Concert” |
| 7:30pm-10:30pm | Networking & Dinner Area Suites Sponsored by Lifetouch DJ Sponsor SOS Entertainment |

THURSDAY, FEBRUARY 26TH

| | |
|------------------------|--|
| 7:30am-1:00pm | Registration |
| 8:00am-8:45am | New to Convention Base Camp |
| 8:00am-11:00am | Affiliate Set Up |
| 9:00am-10:15am | 2nd General Session – Keynote: Eddie Slowikowski |
| 10:30am-3:30pm | CADA Store – Closed during General Session |
| 10:40am-11:20am | Workshop Session 3 |
| 10:50am-11:50am | Awards Reception |
| 11:30am-12:30pm | New To Convention Exhibits |
| 11:40am-12:20pm | Workshop Session 4 |
| 12:30pm-2:30pm | General Membership Exhibits |
| 2:40pm-3:30pm | Leadership Lessons |
| 2:50pm-3:30pm | Workshop Session 5 |
| 3:40pm-4:20pm | Workshop Session 6 |
| 4:30pm-5:45pm | Area Meetings |
| 6:00pm-9:00pm | Exhibit Hall Reception |
| 9:00pm-12:00pm | Spotlight Event Sponsored by Herff Jones |

FRIDAY, FEBRUARY 27TH

| | |
|-----------------------|---|
| 7:15am | Fun Run |
| 8:00am-10:30am | Registration |
| 8:00am-8:45am | New to Convention Base Camp |
| 8:30am-4:00pm | CADA Store – Closed during General Session |
| 9:00am-10:00am | Affiliates Meeting |
| 9:00am-9:30am | Workshop Session 7 |
| 9:15am-10:15am | Past President's Breakfast |
| 9:45am-10:15am | Workshop Session 8 |

NETWORKING EVENTS

One of the BEST aspects of the CADA Convention is being surrounded by people who dance the same dance that you do everyday! We all speak the same language and we understand each other better than anyone else. We are the ones that are (literally) on that dance floor all the time. CADA provides a variety of opportunities and activities in order for us to network with our peers. Below is a list of some of the events designed with this in mind. Again, these are opportunities you do not want to miss.

Wednesday Evening

Start the convention off with dinner and a networking opportunity. Mix it up with activity directors from all over the state and nation. It's your first chance to show off your dance moves while making new friends.

Thursday Evening

Enjoy dinner as you wander the exhibit hall and network with our affiliates who have everything you need, and then some, to make your year successful.

Later in the evening, prepare to be entertained, have some fun and learn a few new dance moves! There will be something for everyone!

Fun Run/Walk/or Dance!

Keep in shape and network at this annual event. It's always a convention highlight!

CADA Prom

Join us on Friday night for a “Dancing with the CADA Stars” competition, followed by the dinner dance. Wear what you wore to your prom, what you wish you had worn to your prom, or something that makes you feel like dancing.

FRIDAY SCHEDULE CONTINUED...

| | |
|------------------------|--|
| 10:30am-12:00pm | 3rd General Session – Keynote: Tyler Durman |
| 12:00pm-3:00pm | Exhibits |
| 12:00pm-4:00pm | CADA Elections |
| 12:15pm-1:15pm | Camp Think Tank |
| 3:15pm-4:00pm | CADA / CASL Talks |
| 3:30pm-4:00pm | Workshop Session 9 |
| 4:15pm-5:00pm | CADA / CASL Talks |
| 4:30pm-5:00pm | Workshop Session 10 |
| 5:00pm-6:00pm | Area Suites |
| 5:00pm-6:00pm | Administrator's Reception |
| 7:00pm-8:00pm | Reception |
| 8:00pm-9:00pm | Dinner |
| 9:00pm-12:00am | Jostens Spotlight Event Dessert & Dance |

SATURDAY

FEBRUARY 28TH

| | |
|------------------------|---|
| 8:15am-9:15am | Meet the Pros |
| 9:00am-11:00am | CADA Store Hours |
| 9:30am-10:15am | Session 11 – Saturday Morning Just For You Part I |
| 10:30am-11:15am | Session 12 – Saturday Morning Just For You Part II |
| 11:30am-12:30pm | Closing Luncheon |

All Conference Staging by Pegleg Entertainment



Sessions not to miss!



Friday – 3:15pm & 4:15pm

Based on the popular TEDTalks, our version will offer knowledge and inspiration from experts on

how and why to bring about change on your campus. We invite you to come and listen to these stories, think about leadership programs on your campus and gain new perspective. What are the most important elements we should teach, and what are the most valuable experiences we can provide our students? These will be IDEAS WORTH SPREADING.

Meet the Pros – Saturday – 8:15am-9:15am

The quickest hour of training you will ever receive. Over 35-presenters exploding with information in a round table format, as you choose four different 12-minute downloads sure to leave with you with new ideas.

Saturday Morning Just For You I/II – 9:30am & 10:15am

Your choice of offerings to meet YOUR needs. Pick 2!

- 1. Walk & Talk** – Walk the beautiful grounds of the Town and Country and debrief the take-aways of the conference with two or three other attendees.
- 2. Yoga for You** – Need a little decompression before you go home? This may be your ticket.
- 3. I Still Need A Speaker** – two of the “newer speakers” out there that may be that last piece you need for an upcoming program back at school.

Registration Information

For full registration details including pricing and package details, please review both sides of the enclosed registration form (see center pull out) or visit www.cada1.org/stateconvention. **Please note: This is an adult conference – no children will be admitted to any Session, Social Events or the Exhibit Hall for any reason.**

Mail completed registration packets to:

CADA Central
3540 Soquel Avenue, Suite A
Santa Cruz, CA 95062

or register online at www.cada1.org/stateconvention

Hotel & Transportation

Town and Country Resort & Conference Center
500 Hotel Circle North
San Diego, CA 92108
Reservations: (888) 231-4352

CADA has negotiated the exceptional **rate of \$149.00 (Single) or \$159.00 (Double)** plus tax per night for CADA Convention Attendees. To receive the CADA Special Discounted rate either use the link provided on our website or call reservations at **(888) 231-4352** and let them know you are a CADA Convention attendee. You must **call by February 2, 2015** to take advantage of this special rate. All reservations are based on availability so make your reservation early! Book today!

SuperShuttle – Ground Transportation

The San Diego airport is located 8 miles from the Town and Country Resort. SuperShuttle of San Diego offers a discounted rate of \$1 off one way or \$2 off round trip. You may call **(800) blue van (800-258-3826)** to make a reservation, please make sure to mention you are with **CADA or use group code (NPJTV)** to receive the discount. Discount will not be applied if this information is not provided to phone agent.

Parking at the Town and Country Resort is \$9 per day for hotel guests and \$1 per hour for non-guests not to exceed \$10 per day.

*"Nobody cares if you can't dance well.
Just get up and dance. Great dancers are
not great because of their technique, they are
great because of their passion"
- Martha Graham*

