

Choose to Listen at...

café CASL

OPENING
SOON

2020 CASL STATE CONFERENCE
MIDDLE SCHOOL: MARCH 26-28
HIGH SCHOOL: MARCH 28-30

Say Hello!



STATEWIDE,
STUDENT-LED,
KEYNOTES,
WORKSHOPS, &
SERVICE LEARNING.

Letter from the **PRESIDENT**

Dear Advisor,

Teachers are some of the most influential people students can look to for guidance during our middle and high school years. We look to our teachers as mentors to help shape us into the people we wish to become. As students, we are eager to learn and are eternally grateful for the learning opportunities that are gifted to us inside and outside of the classroom.

I am able to recall several pivotal moments from my middle and high school years when teachers served as life-changing mentors. Initially, I did not know the profound impact that these moments would have on me. I am forever thankful for the teachers who saw my potential, believed in me, and took the time to listen.

I owe my initial involvement in student leadership to my middle school ASB advisor, who saw my potential and invited me to the 2014 CASL State Conference. Over the course of the three day conference, I fell in love with the purpose behind student activities where leaders have the opportunity to let their peers' voices be heard. CASL sparked my deep passion for serving others and representing the multiple perspectives and values of my peers. I would have never imagined the doors that would open for me because of that conversation with my advisor.

I am so thankful for the opportunities I have experienced through my involvement with CASL, and it is my goal to create opportunities for many students in years to come. The California Association of Student Leaders has been the driving force for cutting-edge leadership in California, and I am so grateful to have had the opportunity to serve this incredible organization.

Looking back, without the teachers who took the time to listen, I would not be where I am today. As our mentors and role models, you equip us with the knowledge and guidance necessary for us to serve others. The support that you offer your students is creating pivotal moments in their lives, and your dedication does not go unnoticed.

On behalf of California's student leaders, thank you for taking the time to listen to the student voice on your campus through your involvement and support of student activities. I cannot wait to meet you and your incredible students at the 2020 CASL State Conference!

With gratitude,

Morgan Rajala

CASL State President

Welcome to **CAFÉ CASL!**

**A LETTER FROM OUR CALIFORNIA NATIONAL
STUDENT COUNCIL EXECUTIVE DIRECTOR**

Dear Teachers, Advisors, and Administrators,

In today's high-tech, high-speed, and high-stress world, communication is more important than ever, yet we seem to devote less and less time to really listening to one another. Great public speaking is considered to be essential for those who desire to advance their leadership careers. But considering all the noise concerning the importance of speaking, listening is virtually ignored.

Our curriculum this year will focus on choosing to listen. Listening skills are essential to leadership that's responsive, attentive, and empathetic. At schools, it helps develop resourceful, self-reliant leaders who can solve their own problems. It can be argued that listening is every bit as important as speaking.

Student leaders need to view conversations as learning opportunities. These are moments to discover or learn something new and students should be able to see the potential to learn something from everyone they talk to. They should be open to the idea that their own way of seeing things may not be the only, or necessarily the best way, and leaders should not feel the need to always defend their own point of view or way of seeing the world. Choosing to listen to others needs to become a more natural way to continue on our self-development journey.

Moreover, empathy is the heart and soul of good listening.

To experience empathy, you have to put yourself in the other person's place and allow yourself to feel what it is like to be them at that moment. This is not easy to do. It takes energy and concentration. But it facilitates communication like nothing else does. Listening without judging the other person or mentally criticizing the things they tell you is the key, and a skill which needs to be taught.

As California's official representative body for student leaders (CASL), our interest is to serve you to the best of our ability and to provide training for every student on your campus. Our goal is to make a lasting impact on the student delegation at our conference, so they will continue to implement everything they learned throughout their school careers and beyond, providing this generation an opportunity to become the best leaders possible. Once the leaders on the campus are given the right resources and training, they are equipped to create an environment in which others can thrive. Everyone desires to be heard and understood, and we reward people who provide us with those opportunities with our trust and loyalty. It's time to make this movement happen.

We're listening,

Sandra Kurland, M.Ed.
CADA/CASL LDC





Growing Great Leaders


LISTEN IN A NEW LIGHT AT THE CAFÉ!

At the CASL State Conference, student leaders are given the opportunity to expand their horizons when it comes to their capabilities in cultivating a positive and inclusive school culture. Here, all students feel they have an equal chance at making their voice heard. From workshops led by professionally-trained presenters to awe-inspiring keynote speakers and everything in between, students will return from the CASL State Conference to their campuses feeling inspired and equipped to shape a more positive campus culture for their peers.

Statewide Networking

MEET YOUR SERVERS

One of the primary functions of the CASL State Conference is to provide outlets for students to engage in networking. During Interstate Sessions, a collaborative environment is produced through intentional networking groups comprised of students from all over California and sometimes, visiting states and nations. A trained facilitator will lead these groups in activities aimed at discussion-oriented sharing of ideas. Through the various structured networking opportunities the CASL State Conference offers, students return to their campuses with innovative ideas and fresh perspectives on how to improve their school's culture and campus climate.



Meet the Professionals

FROM THE SEASONED SERVERS

Every student leader has a worthwhile and impactful idea to share. At the CASL State Conference, all delegates are encouraged to share these ideas with their peers by applying to be a Meet the Pros Presenter. If selected, presenters will have the opportunity to share their own presentation with groups of 12 other student leaders who are eager to expand their leadership knowledge. In addition to gaining valuable experience, presenters will receive a commemorative certificate, t-shirt, and ability to say they have been accredited to present at a state-wide level!

For more information and to apply as a presenter, visit caslboard.com/mtp. Applications are due February 3, 2020.



Outstanding Leadership Program Awards

AWARD-WORTHY CAFÉS

From sports to debate to academic decathlons, there is no shortage of state and national recognition for student groups who excel at what they do - and CASL is no exception. With the Outstanding Leadership Program Award, CASL proudly recognizes schools whose leadership programs create a strong and unified culture, while including the voice of every student.

All schools are encouraged to apply by February 3rd, 2020.

Visit caslboard.com/olpa for more information.

State Board Office

BECOME A SERVER

The CASL State Conference is unique from other student leadership conferences in that it is planned and executed by a thoughtful and hardworking team of student leaders.

Your students have the opportunity to join the team and create their own impact by applying and running for the CASL State Board. Directors on the board receive leadership training from professionals in the field and travel the state to present at the CADA/CASL events leading up to the CASL State Conference in the spring. Elected positions for Regional and Freshman Director are available, as well as appointed positions for students skilled in media creation and design.

For more information on elections and how to apply, visit caslboard.com/elections. Applications for the 2020-2021 CASL State Board are due February 3, 2020.



Service Learning

PAYING IT FORWARD

A hallmark of the CASL State Conference is the yearly Service Learning Experience. A committee on the CASL State Board meets together to design unique opportunities for the delegates at the state conference to give back locally (to the community hosting the conference) and globally. In the past, service projects have included hosting a Senior Ball for elderly community members, reading stories to elementary school students, creating coloring books for hospital-bound children, and raising money for water wells in developing nations.

Student-Led Workshops

LEARN FROM OUR EXPERIENCED SERVERS WHO HAVE COMPLETED TRAINING

Every student has faced challenges in their leadership careers, and those who haven't yet will face them eventually. At the CASL State Conference, your student leaders can learn from students just like them, who have faced difficulties and discovered strategies for success. Elected and appointed members of the CASL State Board, who have been professionally trained in presentation skills, will teach 30-minute workshops on topics ranging from event publicity and personal time management to staying motivated and dedicated in the most trying times. To provide more well-rounded and relatable conference curriculum for all, professionals from outside organizations will also join the CASL State Conference team of presenters to contribute their knowledge and experiences for the students.



Freshly Brewed WORKSHOPS

LET'S REVIEW: AN EXECUTIVE'S GUIDE TO SHARED OWNERSHIP

MORGAN RAJALA - *President*

As executive members of our student councils and leadership organizations, we are gifted with opportunities to lead others. In this workshop, we will zoom out and reflect upon the fundamental principles of Shared Ownership, a skill taught at the 2019 CASL State Conference, in order to effectively lead with intention.

OUTREACH FITNESS: READY TO STRETCH

COLIN CULVER - *Outreach Director*

Roll out your mats and put on your sweatbands! Together we are going to stretch our circle of inclusion by learning about the effectiveness of adding an outreach position on our campuses.

SUCCESS IS RELATIVE!

DANIEL BARRIGA - *Northern Director*

Leadership is full of finding success and failure and oftentimes we find ourselves stuck in comparing our achievements with others. Together we are going to challenge ourselves to avoid comparisons, celebrate our successes, and learn from our failures. Success is relative to your situation! Learn how to value your accomplishments and reward your success! Only you can stop yourself from being successful.

BETWEEN THE LINES

CARSON CARRANZA - *Northern Director*

Everyone faces roadblocks; together in this workshop, we will highlight the incredible learning opportunity that stems from overcoming personal barriers. Through *The Straw Project* we will analyze obstacles, discuss the benefits of guidelines, and use them to steer us down our path to success.



THE ART OF FACILITATION

ISHA CHANDER - *Northern Director*

The word "facilitation" comes from the root "facil", which means easy. The true mark of facilitative leaders is their ability to make things easier for those they are leading. In this workshop, let's explore the difference between facilitation and dictation and ways to empower self-sufficiency!

MINDSCAPE

ASMI MUKHERJEE - *Northern Director*

Mindscape is a word used to describe the world of the mind, which is an intricate enigma. It's funny how little we know about it despite the fact that it's responsible for everything we do! Learn more about yourself in this workshop as you navigate through your mindscape by improving focus.

THE GRATITUDE EXPERIMENT

DARIUS ROGNESS - *Northern Director*

As everyday individuals, many people have helped get us to where we are today. Whether it is a positive attribute about ourself, or an accomplishment we have achieved, someone has lent a helping hand in guiding us through our lives. In this workshop, we will identify some of the key influential people in our lives and learn how to adopt an attitude of gratitude!

CHALLENGE THE PROCESS

ANDREW SANTANA - *Northern Director*

In order to keep your campus moving and growing, change is necessary! In this workshop, you will find out how to effectively recognize how to be proactive in a healthy, positive way in order to promote leadership growth and development on your campus! Join me as we discover ways to effectively innovate your campus!





FLIP THE SWITCH

ANDREW SMITH - *Northern Director*

As a leader, we often define ourselves as being “on” and “off.” Rather than thinking about ourselves as a light switch, let’s code switch our behavior to consistently be tuned in. Together we will discover the ebbs and flows of our leadership behavior and effectively be present.

PASSÈS AND POSTERS

LAUREN KAASE - *Southern Director*

What are the similarities between publicity and dance? A lot more than you think! Both are mediums for an artist and leader to communicate with their audience. Together we will dance through a series of innovative methods to effectively publicize our events!

AN ACTOR’S GUIDE TO PRESENCE AND COMMUNICATION


AUNDREA KAISER - *Southern Director*

Welcome to the Kaiser acting studio! This live-action workshop showcases the importance of how staying present and being genuine are key roles in understanding your fellow actors, and the parallels it shares with working on a leadership team. Together we will use presence and genuineness to build effective communication skills on and off the stage.

METAMORPHOSIS

IRENE KIM - *Southern Director*

As leaders, we often struggle to comprehend the power in personal growth. Together we will identify the gravity of resilience and how we continue to grow and shape ourselves into individuals with great grit—whether we are learning through success or just as insightful, failure.



THE COURAGE TO LEAD!

AXEL PEREZ - *Southern Director*

Together we will become more familiar with developing passionate hearts, engaging in tough conversations, and producing brave work. By diving into the research of Brené Brown, we will lean into vulnerability, courage, and empathy to cultivate a more daring campus culture.

WHO RUNS THE WORLD?

TAMMY PHAM - *Southern Director*

The best way to create better campus culture starts with building more leaders and empowering them to make a difference, especially with respect to underrepresented groups. Examples and activities in this workshop focus on how strong women in leadership roles move themselves, their organizations, and the world forward in a positive direction.

OOH SOMETHING SHINY!

VERONICA SHEPHERD - *Southern Director*

The average attention span of humans in 2000 was twelve seconds. Fast forward to 2013 and the average human attention span has declined to eight seconds, just below the nine second attention span of a goldfish. Together we will practice techniques that will build focus and help us fine tune our skills on staying present.

ALL THE PIECES TO THE PUZZLE

ANDRES TORRES - *Southern Director*

Leadership is not a one person job! Several pieces are required to create a bigger picture in a puzzle; but not all pieces are the same shape or size. In this workshop, we will learn the importance of team building and collaboration whilst learning how they contribute to a team effort.

CURIOSITY CATALYZED THE CAT

BETH YEUNG - *Media Director*

Who, what, when, where, and why? One of the greatest assets a leader has in their tool belt is asking clarifying questions. Join me as we dive into the importance and art of questioning. Stay curious!

BE A MENTOR: LEAVE A LEGACY

JACK GROVE - *Media Director*

"What we have done for ourselves alone, dies with us... What we have done for others and the world remains and is immortal," - Albert Pike. Be the best mentor you can be. Learn how to mentor with the intent of passing on your legacy, your ideas, your skills, and your knowledge effectively.

REALITY CHECK

DYLAN LOTH - *Media Director*

Reality check! Ask yourself this: "What impact is your organization truly making?" Critical questions like this one help to lead rebranding efforts of successful businesses. In this workshop, we'll reflect upon how critical thinking allows us to grow as leaders and to serve our community in the most impactful way.

heART OF LEADERSHIP

LAUREN NAGEL - *Media Director*

Let's go back to the drawing board! Experience a step-by-step drawing tutorial that walks you through the steps of becoming a more passionate leader. This workshop is a hands-on approach to broadening our grasp on how to put the heART in leadership!

EYES WIDE OPEN

TANNER SCHINDERLE - *Northern Freshman Director*

In this generation, people create stereotypes and antagonize others simply because they either don't agree with or are different from them. Often, society makes preliminary judgments without getting to know the full story. In this workshop, we will focus on the importance of empathy, open-mindedness, and why we need to halt the use of stereotypes that hinders society's social development.

PERFECTING YOUR PITCH

FAITH LOOMIS - *Southern Freshman Director*

Batter up! An important element of working on a team is how to effectively present ideas to our peers. Together, we will hit the batting cages and practice our public speaking skills in order to improve communication amongst our teams!

See you at CAFÉ CASL!



Sample Schedule



Day 1

- 10:00 - 12:30 PM Check-in, Pictures, CASL Store, Luggage, Lunch on your own
- 10:00 - 12:50 PM Pre-Conference Activities, Interactive Games
- 1:00 - 2:00 PM Area Rooms, Lesson 1
- 1:00 - 2:00 PM Advisor Networking
- 2:15 - 3:45 PM General Session
- 3:50 - 4:20 PM Advisor Meeting
- 3:55 - 4:30 PM Workshops 1
- 4:20 - 5:15 PM Advisor Networking
- 4:40 - 5:15 PM Workshops 2
- 5:30 - 6:00 PM School Meeting, Debrief
- 6:00 - 7:00 PM Student Dinner
- 7:00 - 7:45 PM Pre-Dance Activities
- 7:45 - 9:15 PM Dance with Interactive Activities
- 10:30 PM Lights Out

Day 2

- 7:30 - 8:15 AM Breakfast
- 7:40 - 8:10 AM Meet the Pros Set-Up

- 8:20 - 9:35 AM Meet the Pros
- 9:40 - 10:55 AM Workshops 3 & 4
- 9:00 - 10:55 AM Advisor Networking
- 11:05 - 12:05 PM General Session
- 12:15 - 12:55 PM Interstate Discussion
- 12:55 - 1:50 PM Lunch
- 1:00 - 1:45 PM Candidates Meeting
- 2:00 - 3:15 PM Elections Meeting
- 3:30 - 4:30 PM Area Rooms, Lesson 2
- 4:45 - 9:45 PM Off-Site Activity
- 10:45 - 11:00 PM School Debrief,
Delegates Pack
- 11:00 PM Lights Out

Day 3

- 7:00 - 7:30 AM Breakfast
- 7:00 - 7:20 AM Outstanding
Leadership Program
Award Rehearsal
- 7:35 - 8:40 AM Service Learning
Experience
- 8:45 - 9:30 AM Workshop 5
- 7:35 - 9:30 AM Advisor Networking
- 9:40 - 10:25 AM General Session
- 10:30 - 11:15 AM Area Rooms, Lesson 3
- 11:25 - 12:15 PM Closing General
Session: Outstanding
Leadership Program
Awards, 2021 CASL
Board Introduction,
Recap Video

Registration

PREPARE YOUR TEAM

Registration is so much more than getting your packet, receiving conference promotional material and bags, or registering your candidate. Check-in at the conference is a time to set the tone to get you and your students pumped up for the three days ahead. Be sure to arrive early this year for exciting registration activities!

IMPORTANT DATES TO REMEMBER:

- **OUTSTANDING LEADERSHIP PROGRAM AWARD**
DUE FEBRUARY 3RD, 2020
- **MEET THE PROS APPLICATION**
DUE FEBRUARY 3RD, 2020
- **STATE BOARD ELECTION APPLICATION**
DUE FEBRUARY 3RD, 2020

STUDENT PRICING

4 to a room	\$395 each
3 to a room	\$420 each
2 to a room	\$470 each
1 to a room	\$570 each

ADVISOR PRICING

2 to a room	\$370 each
1 to a room	\$475 each

*** ALL PRICES GO UP AFTER JANUARY 1, 2020**

**REGISTRATION DEADLINE IS FEBRUARY 28, 2020
VISIT CASL1.ORG TO REGISTER TODAY!**

We can't wait to see you at the conference! If you have any questions regarding registration, contact CADA/CASL Central at:

1 (888) 873-2232

Where We'll Be

CASL will be utilizing two hotels for the 2020 CASL Conference in Ontario. Housing will be assigned on a first-come first-served basis. Delegates will be placed in a hotel based on order of registration receipt. Completed registration forms and payment are required to be considered registered. The order in which delegates will be housed is as follows:

1. DOUBLETREE HOTEL ONTARIO AIRPORT

222 N VINEYARD AVE, ONTARIO, CA 91764

2. ONTARIO GATEWAY HOTEL

2200 E HOLT BLVD, ONTARIO, CA 91761



Grab Your Uniform

VINTAGE TEES	\$5
SWEATSHIRT	\$35
FANNY PACK	\$10

Leadership Development Days

BRING THE CAFE TO YOUR CAMPUS!

Led by educators with more than 10,000 hours in leadership training experience, Leadership Development Days provide opportunities for elementary, middle, and high school students to become inspired and contribute to the betterment of their campus and communities.

The day-long event utilizes experiential learning activities to unite students and develop lifelong skills. The curriculum is centered around learning effective communication, cultural competencies, connecting to others, individualism vs. collectivism, expanding the leadership base, perseverance, and encouraging students to become the best version of themselves.

Let's move forward to create better leaders who serve everyone on our campus.

Visit cada1.org/ldd to find a Leadership Development Day near you or to host one at your school!

Contact Sandra Kurland
(619)957-9107
leadership@cada1.org



National Student Council

NATIONWIDE NETWORKING

The National Student Council Conference is a unique opportunity for student council members and advisors to meet with their peers and enhance their skills. National Student Council (NatStuCo) member schools receive special discounts to attend. This year's National Student Council Conference will be located in Denver, Colorado, and plans to bring together over a thousand student leaders and advisors from across the country for an inspirational six-day event.

Visit caslboard.com/national-student-councils for more information about joining our delegation!



JUNE
19-24, 2020

Before You Take A Sip

The registration price includes all expenses: hotel for two nights, all meals while attending the conference, the offsite activity transportation and entry fees, as well as all giveaways upon registration (name badges, programs, t-shirts, and exclusive surprise giveaway items).

Upon arrival at the hotel, expect to be greeted with big smiles and boundless energy by our CASL team! Registration baristas will be clearly identifiable to ensure the process is quick and easy.

If your student is presenting a Meet the Pros or running for the State Board, they will need to continue to the designated area to complete their registration.

CASL apparel and the conference merchandise will be available for purchase during registration and dining hours.

Due to staggered arrival times, lunch will be independent on the first day of the conference; we are happy to provide you with several delicious local suggestions. Also during registration, we are excited to offer several interactive experiences to be utilized before the event kicks off.

Please remind delegates to wear comfortable clothing throughout the conference as we are very active in most sessions. School t-shirts are encouraged to show your school pride, and a special CASL Conference t-shirt will be given to every delegate upon registration. You may want to bring a light jacket for our off-site activity.

We can't wait to see you in Ontario, California this March at Café CASL!

See What The Excitement Is All About

"CASL teaches students an incredible amount of leadership development skills while you're having a great time. My experience at the 2019 conference was absolutely marvelous. You got to share leadership ideas, and hear different students from all across California talk about what events they plan at their schools, and how to take those events back to other delegates' schools. I also made lifelong friends with so many other delegates from California, and we still keep in contact. CASL has made such a huge, positive impact on me, and I'll be forever grateful of that."

Diane K.

Middle School Delegate

"I loved CASL! Attending CASL was one of the best leadership opportunities I have taken as an aspiring leadership student. CASL is a perfect embodiment of leadership students across California who are gathered in one place in hopes of bringing back new ideas to their schools. I had a good time and am still connected with friends I met at the conference to this day."

Paula P.

High School Delegate

"I've had the opportunity to take my students for the past 8 years to attend CASL. When I introduce to them the idea of attending this conference, I always like to let them know this is a once in a lifetime experience. From the interactive workshops, motivational speakers, to being away from their families, my students always leave CASL with more confidence as individuals. We are able to grow as an ASB class being together and reflecting on what CASL has to offer. My students always come back to our school campus ready to SERVE our student body with ideas for our dances, assemblies, and lunch activities."

Ricky C.

Activities Director

3121 PARK AVE C,
SOQUEL, CA 95073

For questions about CADA/CASL membership or conference registration, contact CADA/CASL Central (888) USE-CADA | (888) 873-2232

For general information about CASL's programs, contact
Sandra Kurland:

(619) 957-9107 | leadership@cada1.org

For fundraising ideas and other resources, visit us on the web:

www.CASLboard.com

www.CASL1.org

Twitter/Instagram/Facebook:

@CASLFan

