

2019 CADA STATE CONVENTION

TOWN AND COUNTRY RESORT, SAN DIEGO, CA • FEBRUARY 27 - MARCH 2, 2019



LEARNING TO LEAD LEADING TO SERVE



CALIFORNIA ASSOCIATION OF DIRECTORS OF ACTIVITIES



There's no place like California and no organization like the California Association of Directors of Activities. The CADA organization is the number one organization in the United States for teaching and developing leadership skills students will use for the rest of their lives as they learn to serve their schools, communities, and families. Soaring Over California will provide you with the tools and resources necessary to do just that. CADA 2019 will take flight February 27th to March 2nd at the beautiful Town and Country Resort in San Diego.

Prepare to be dazzled by three outstanding keynote speakers, four pre-convention workshops, special events and opportunities for New to Convention attendees, Master Activity Advisor Certification courses, and many chances to connect with educators who see the leadership potential in their students and share the ways they teach, develop, nurture, and encourage their students to Learn to Lead and Lead to Serve.

Soaring Over California will offer over 150 workshop sessions addressing many topics including: involving all students on campus, improving school climate and culture, financial responsibility, classroom management, how to plan events and activities, anti-bullying programs, helping over-stressed students thrive, and character, social-emotional learning. CADA 2019 will continue to offer Featured Speaker sessions, CADA Talks, Meet the Pros, the CADA Slam and new this year: CASL Talks...Where Leadership Took Us! and Taking Our Leadership Story Live.

LCAP SUPPORT AND COMMON CORE

Conference curriculum is designed to include the needs of your entire educational team: administrators, activities directors, athletic directors, class advisors, teachers, finance clerks, counselors, and support staff. The Convention will focus on several aspects of your school which includes improving the culture and climate by infusing leadership philosophies that are aligned with the elements of the Local Control Accountability Plan (LCAP). This leadership experience is supported by the Common Core State Standards which are designed to prepare students for success in college and the workplace.

AREA REGISTRATION TABLES

Upon arrival, your first impressions of CADA will be warm and welcoming! Many CADA members and legends will be there to assist as you check in at the registration desk to receive your conference credentials and materials. You will then be instructed to proceed to your Area table where you will again be greeted by friendly CADA people who work in the same Area as your school. You will receive Area specific information that will make your visit to Soaring Over California enjoyable. Not sure where to go? The "Guest Services" booth will be open to serve your every need. Sponsored by Pegleg Entertainment.

PEGLEG
ENTERTAINMENT

NEW TO CONVENTION (NTC)

At the New to Convention (NTC) session on Wednesday afternoon, you will be connected to other CADA members from the Area in which your school is located. In this high energy, information packed session, you will get tips on workshops to attend, how to make your CADA experience work for you, and you will meet others from your Area going through the same experiences as you. Sponsored by USA Student Travel, New to Convention will help you connect with other new and seasoned CADA members.



CADA EXHIBIT HALL

CADA has over 150 sponsors, vendors, and companies that will provide you with the necessities of your leadership program including: assembly programs, keynote speakers, custom shirt designs, uniforms and sportswear, caps and gowns, rings, yearbooks, photography, fundraising ideas, student store compliant food and beverages, marquees and scoreboards, educational field trips, DJs, sound equipment, spirit items, decorations, and confetti. The vendors in the CADA Exhibit Hall provide valuable resources at exceptional prices. Many offer CADA convention specials.



CADA BOOK STORE

Get the latest news on leadership programs, materials, books, and apparel from the CADA Book Store. There will be a bounty of curriculum books, leadership activities, programs, leadership standards, grading policies and so much more. To get an idea of what is available, check out www.cada1.org/store.

NETWORKING EVENTS



What would the CADA Convention be without the chance to interact with other activities directors, administrators, class advisors, athletic directors, spirit advisors, finance clerks, and CADA legends? Networking opportunities will include:

Wednesday Night: Following the opening general session, come to the Area Suites and the decks around the pool to enjoy a California BBQ while meeting and greeting the CADA family. There will be good conversation and great entertainment!

Thursday Morning: Join people from your Area in the suite for Coffee with the Coordinator as you continue to meet the CADA members who work near your school. Prepare for a day jam packed with speakers, workshops, and networking.

Thursday Evening: After an enriching day of workshops, head back to the CADA Exhibit Hall to celebrate California's love for authentic Mexican cuisine! Grab some food and stroll the aisles at the reception while connecting with vendors and members alike. Sponsored by SOS Entertainment, this is a MUST for great ideas and values for your school.



Thursday Night: From 9:00pm to midnight, don't miss the Herff Jones sponsored special event, an entertaining and fun way to wind down your day.



Friday Morning: The CADA Scholarship 5K Run or 1K Walk is the perfect wake-up call for a bright San Diego morning. The Run/Walk is an opportunity to get some exercise and fresh air as you run/walk and talk. All proceeds go to the CADA Scholarship Fund.

Friday Night: Enjoy a fun evening of talking, dining, and dancing with friends, old and new, at the CADA reception and dinner followed by Lifetouch sponsored dance. Dress California Casual: capris/pants and a cool top, a casual dress or shirt (Hawaiian, polo, button down) and pants. Come casual, yet neat and tasteful, but most of all, WE WANT YOU THERE!



Saturday Morning: Join us for a delicious brunch where you will have one last opportunity to connect with colleagues from across the state and participate in the reveal of our 2020 Convention theme!



PRE-CONFERENCE SESSIONS

CADA Members have the opportunity to attend pre-conference sessions. These special in-depth sessions take place before the conference on **Wednesday from 9:00am-Noon.** It will give you the opportunity to enhance your leadership skills while gaining professional development.



CREATING A CULTURE THAT CARES

Presenters: John Norlin and Houston Kraft

Session Time: 9:00am – Noon

Fee: \$50

This training delivers the best inspiration, practical tools, and systems John and Houston have or developed along the way that create great culture. They know that you have a lot on your plate, so they will provide a framework, resources, and a step-by-step process to weave character, relationship-building, and compassion into what you are already doing. The session will include:

- In-depth training on a servant-leadership model used successfully in schools and Fortune 500 companies globally.
- Instructional techniques on how to build a sustaining character-based program that gives heart to what you're already doing and an intentional approach to change the climate of your school and students' lives from the inside out.
- Numerous resources, classroom management tools, and experiential learning activities that intentionally connect the servant-leadership model and key leadership principles taught in the CharacterStrong curriculums.



HELPING OVER-STRESSED STUDENTS THRIVE

Presenter: Pat Quinn

Session Time: 9:00am – 11:00am

Fee: \$50

The pressure to achieve creates overwhelming stress for many students. Add in safety issues, past trauma and social media and you see why many students suffer from anxiety every day.

Come away from this session with specific activities and actions you can implement at your school to help create a culture with less stress, and activities you can do to help equip students to handle stressful situations.

The session will cover:

- The seven top causes of student anxiety and actions you can take to help.
- Activities that help put high achievement in proper perspective.
- Strategies to help parents become “stress-relievers” rather than “stress-causers.”
- How to create a healthy culture, free from stress and anxiety at your school.

Pat Quinn, last year's highly rated CADA Convention speaker, is one of the nation's leading experts on creating school environments that promote learning and the author of three bestselling books on school improvement.



FCMAT – ASB FINANCE

Presenter: Michael Ammermon
Session Time: 9:00am – Noon
Fee: \$50

Fiscal Crisis and Management Assistance Team (FCMAT) is the organization designated by the state of California that oversees ASB finances related to AB1200. This workshop focuses on information necessary for today's school leaders in maintaining fiscal accountability, legal compliance, and accuracy within student body accounts. It focuses on the great range of decision-making authority of student councils, suggests useful tools and procedures, provides practical advice and discusses effective procedures for safeguarding assets. Communicated in an easy to understand manner, it will focus on "how to get things done" within the parameters of the law. Bring your own technology (free Wi-Fi provided) and download the newest FCMAT Accounting Manual onto your device. (www.FCMAT.org)

Presented by the authors of the manual, this workshop will answer questions that pertain to specific levels and types of events concerning ASB finances, including: accounting, purchasing, student stores, vending machines, food sales, club events, and overall roles and responsibilities. Attendees will be guided systematically through the major steps to initiate and maintain effective student body program financial systems.



4 SEASONS OF SCHOOL CULTURE

Presenter: Stephen Amundson
Session Time: 9:00am – Noon
Fee: \$50

Stephen Amundson, the Tulare County Teacher of the Year, and creator of Four Seasons of School Culture is changing campuses across the country. Over the past two years his program has been implemented in over 250 schools nationwide. The Four Seasons of School Culture focuses on developing leaders, living with purpose, pursuing your passion, and connecting with people.

The program features:

- Organizing your school year into four different seasons (START, SPIRIT, SERVE, SHINE) each designed with its own set of unique leadership lessons and over 100 different activities.
- Strategically positioning your student leaders into PASSION Teams to maximize their effectiveness and energy throughout the entire school year.
- Developing student leaders through various assessment instruments and leadership lessons.
- Evaluating student leader's growth and development.

Four Seasons of School Culture teaches that leadership STARTS with you, but it's not about you. It is your responsibility to create school SPIRIT. You get to SERVE your campus and community, and you look for ways to SHINE the spotlight on others.

For more information, please visit: www.fourseasonsofschoolculture.com or via social media:

Instagram: [@fourseasonsofschoolculture](https://www.instagram.com/fourseasonsofschoolculture)

YouTube: [@fourseasonsofschoolculture](https://www.youtube.com/fourseasonsofschoolculture)



TENTATIVE SCHEDULE

WEDNESDAY - FEBRUARY 27

8:30am – 9:00am	Pre-Con Registration Only
8:30am – 1:00pm	MAA Check-in
9:00am – 12:00pm	Pre-Conference Sessions (additional fee required) <ul style="list-style-type: none">• Creating A Culture That Cares• Helping Over-Stressed Students Thrive• FCMAT – ASB Finance• Four Seasons of School Culture
11:00am – 7:00pm	Attendee Registration – Sponsored by Pegleg Entertainment
12:30pm – 6:00pm	Affiliate Registration/Set Up
1:00pm – 1:30pm	Featured Speaker Sessions
1:45pm – 2:15pm	Featured Speaker Sessions
1:00pm – 2:30pm	MAA Certification – Session A
2:45pm – 4:15pm	MAA Certification – Session B
2:00pm – 5:00pm	CADA Book Store
2:30pm – 3:15pm	Session 1 Workshops
3:30pm – 4:15pm	Session 2 Workshops
4:30pm – 5:30pm	CADA Talks – Returning Convention Attendees
4:30pm – 5:30pm	New to Convention Orientation – Sponsored by USA Student Travel
6:00pm – 7:30pm	First General Session – Keynote: Pete Vargas
7:30pm – 8:30pm	Poolside Dinner
8:00pm – 10:30pm	Area Suites and Networking

THURSDAY - FEBRUARY 28

7:30am – 1:00pm	Attendee Registration
8:00am – 8:45am	Coffee with the Coordinators
8:00am – 11:00am	Affiliate Set Up Continues
9:00am – 10:30am	Second General Session – Keynote: Cheryl Ward-Kaiser
10:30am – 3:00pm	CADA Book Store
10:45am – 11:30am	Session 3 Workshops
10:50am – 11:50am	Awards Reception
11:30am – 12:30pm	Exhibits: New To Convention
11:45am – 12:30pm	Session 4 Workshops
12:30pm – 2:30pm	Exhibits: General Membership
2:40pm – 3:40pm	Area Meetings
4:00pm – 5:00pm	CADA Slam!
4:10pm – 4:55pm	Session 5 Workshops
5:10pm – 5:55pm	Session 6 Workshops
6:00pm – 9:00pm	Exhibit Hall Reception – Sponsored by SOS Entertainment
9:00pm – Midnight	Thursday Networking – Sponsored By Herff Jones



FRIDAY—MARCH 1

7:15am – 8:00am
8:00am – 10:30am
8:30am – 3:30pm
8:30am – 9:30am
8:45am – 9:30am
8:15am – 9:15am
9:30am – 12:30pm
12:00pm – 1:00pm
12:45pm – 1:30pm
1:45pm – 2:30pm
3:00pm – 4:30pm
5:00pm – 6:00pm
5:00pm – 6:00pm
7:00pm – 8:00pm
8:00pm – 9:00pm
9:00pm – Midnight

CADA Scholarship 5K Run / 1K Walk
Attendee Registration
CADA Book Store
Meet The Pros / Leadership Lessons
Session 7 Workshops
Affiliates Meeting
Exhibits: General Membership
Past Presidents' Lunch
Session 8 Workshops
Session 9 Workshops
Third General Session – Keynote: Houston Kraft
MAA-early assignment submission
Administrators' Reception
Reception
Dinner
Dance – Sponsored by Lifetouch



SATURDAY- MARCH 2

8:15am – 9:15am
8:30am – 10:00am
8:30am – 10:00am
9:30am – 10:15am
9:30am – 10:15am
10:30am – 11:30am

CASL Talks . . .Where Leadership Took Us
CADA Book Store
MAA Assignment Submission
Session 10 Workshops
Taking Our Leadership Story Live with Tyler Durman and Houston Kraft
Delicious Brunch and Closing General Session

MAA CERTIFICATION SEMINARS

Advisors wishing to earn a certificate designating them as a Master Activity Advisor (MAA) can begin the MAA program by enrolling in the Level 1 Foundations for Student Activities Seminar Course Wednesday from 1:00pm-4:00pm. Cost of the course is \$100 and includes materials. Space is limited to advisors wishing to begin the MAA Certificate program*.

Advisors who have already completed Level 1 Foundations, may register for one or two of the advanced courses** offered from 1:00pm-2:30pm or 2:45pm-4:15pm on Wednesday afternoon*:

• **202 Communications in Student Activities** (\$50)

- **203 Organization in Student Activities** (\$50)
- **204 Leadership Curriculum of Development** (\$50)
- **205 Personal Leadership** (\$50)
- **208 Positive School Culture & Climate** (\$50)

Additionally, attendees who have registered for and attend the 9:00am-12:00pm FCMAT Pre-Conference session on Wednesday may apply their attendance toward MAA 201-Finance and Law of Student Activities*** for an additional fee of \$25 and completion of follow-up course assignments*.

Interested participants enrolled in the afternoon MAA seminar courses will have an opportunity ON-SITE to

purchase college units from Fresno Pacific University. College units will not be available in conjunction with the Pre-Con FCMAT workshop.

Details about the Master Activity Advisor (MAA) Program can be found by visiting: www.cada1.org/certification.

*Participants in the MAA program will be expected to attend all Convention sessions Wednesday through Saturday, completing a convention assignment as well as a follow-up task that will relate to the course and their school's activity program. Courses are reserved for CADA attendees wishing to start and complete the MAA program. Space is limited. Pre-registration is recommended.

**Completion of 101-Foundations for Student Activities is a pre-requisite for enrollment in any 200-level seminar course.

***Completion or concurrent enrollment in 101-Foundations for Student Activities is a pre-requisite for enrollment in MAA add-on credit for the Pre-Con FCMAT workshop.

KEYNOTE SPEAKERS



PETE VARGAS
General Session 1
Date: Wednesday, February 27

Pete Vargas is an incredible storyteller. His stories originate from an array of childhood events that ultimately helped him become a change maker in the world of student engagement. Because of his experiences, he founded the extraordinary company, Advance Your Reach. Above all else, Pete cares! He cares about individuals, groups of people, organizations, family, friends, and acquaintances, which seems to include everyone with whom he comes in contact. Shaped by the people in his life, hear Pete's story of growing into the person he is today. You will leave the first general session reminded of the impact that we as educators have on our students. You will acquire a new skill or two on how to communicate with students. And, you will be inspired to become a better person.

No matter where he speaks, Pete leaves people with ideas that challenge them to "advance their reach" within their sphere of influence and beyond. This powerful speaker will be a great "take off" for the 2019 CADA Convention!



CHERYL WARD-KAISER
General Session 2
Date: Thursday, February 28

Cheryl Ward-Kaiser will tell her story of a woman's courage and her ultimate triumph. Her message is a personal one. It begins with challenges in her younger years, a crisis pregnancy, her family's encounter with unspeakable violence, her struggle with her own survival, and a search for justice. Ultimately it is a story about her personal mission to change troubled young lives and her impassioned plea that there are 'consequences for our actions', living with the belief that the secret to life after disaster is 'forgiveness'!

Cheryl is a national speaker with an extraordinary gift of speaking to youth, detention centers and prisoners about making choices and consequences. Restorative Justice has become a way of life for her. She fights for prisoners and stands as the strongest of victims to help stop violence in our hearts and our lives.

This is not for the 'faint of heart', but it is powerful and it is TRUE!

Hear her story and be move.



HOUSTON KRAFT

General Session 3

Date: Friday, March 1



Houston has worked with over 600 schools, events, and organizations across North America helping them create a culture of kindness and compassion. Alongside his hero (and the first teacher to ever hire him to speak) John Norlin, he created CharacterStrong, curriculum and trainings that help all schools and educators weave character development, social-emotional learning, and leadership skills into the daily fabric of classrooms and campuses. He is also the creator of ChooseLove.org, a community of people dedicated to the intentional, consistent practice of love. Houston is the product of student leadership in high school and believes deeply in the power of changing schools and the world by *teaching* more young people to be competent, compassionate leaders.



CADA SLAM!

Thursday, February 28
4:00 pm – 5:00 pm

Are you ready for a slammin' good time? CADA members will step up to the mic and share their best leadership lesson, activity idea, quick tip, or other inspiration—all in three minutes or less in the CADA convention's second annual CADA Slam! It's fun, it's fast-paced, and you will get a TON of great ideas in a short amount of time.

SOARING INTO SATURDAY

Saturday will bring a wealth of ideas and shared knowledge! This year we are adding two innovative programs in addition to a strand of workshops.

- “CASL Talks...Where Leadership Took Us!” A panel of CASL alumni will share their leadership stories and give an accounting of where in the world leadership took them and can take you and your students.
- “Taking Our Leadership Story Live” Two veteran speakers, Tyler Durman and Houston Kraft, will share their thoughts, leadership strategies, and powerful insights. YOU get to ask the questions they answer.
- Another strand of energizing and thought-provoking workshops which can help improve your campus culture and climate will be offered.

Finally, join us for a delicious brunch where we will celebrate the achievements of our Outstanding Leadership Program Award Finalists, meet our newly elected state board, have one last opportunity to connect with colleagues from across the state and participate in the reveal of our 2020 Convention theme!

REGISTRATION FEE AND DEADLINES

For full registration details including pricing and package details, please visit:



www.cada1.org/stateconvention

Register Online Now for the CADA Convention!

CADA has gone paperless with registrations. You now can register online with a credit card or check; purchase orders not accepted.

Member/Non-California Resident Package Pricing:

\$350 – Before January 11

\$400 – January 12 – February 1

\$450 – Onsite (if space permits)

Non-Member Package Pricing*:

\$470 – Before January 11

\$520 – January 12 – February 1

\$570 – Onsite (if space permits)

**Complimentary Individual CADA Membership Included with all non-member registrations.*

Registration packages include: full convention registration with workshops, general sessions, area functions, entry into exhibit hall, convention giveaways, and all social events (Wednesday networking event and dinner, Thursday Exhibit Hall reception, Thursday after party, Friday dinner/dance, and Saturday brunch.)

Special Events & Additional Tickets

- \$150 Companion/Guest Ticket is for non-school related spouse, partner or other. Includes access to all social events and entry into exhibit hall, but NOT educational sessions.
- \$50 Extra Friday Dinner/Dance Ticket - Friday, March 1 (All registered attendees receive 1 dinner/dance ticket)
- \$40 Saturday Brunch Ticket - Saturday, March 2 (All registered attendees will receive 1 brunch ticket)
- \$25 CADA Scholarship 5K Run / 1K Walk - Friday, March 1 (includes T-shirt)

Please note: This is an adult conference – no children will be admitted to any session, social event or the exhibit hall for any reason.



HOTEL ACCOMMODATIONS

Town and Country Resort & Conference Center

500 Hotel Circle North
San Diego, CA 92108

Rate: 168.00 Single/Double plus tax
(3 night minimum)

Reservations: (800) 772-8527

Self-Parking: \$10.00 per day for hotel
guests. \$2.00 per hour for non-guests
not to exceed \$10.00 per day

Cut-off Date: January 28, 2019.



Courtyard by Marriott San Diego

595 Hotel Circle South
San Diego, CA 92108

Rate: 169.00 Single/Double plus tax
(2 night minimum)

Reservations: (888) 233-9527

Self-Parking: \$10.00 per car/per night
Cut-off Date: January 28, 2019

0.5 miles to Town and Country Resort
Shuttle Provided.

Crown Plaza San Diego

2270 Hotel Circle N
San Diego, CA 92108

Rate: 168.00 Single/Double plus tax
Reservations: (888) 233-9527

Self-Parking: \$10.00 per car/per night
Cut-off Date: January 28, 2019

1 mile to Town and Country Resort
Shuttle Provided.

DoubleTree Mission Valley

7450 Hazard Center Dr
San Diego, CA 92108

Rate: 168.00 Single/Double plus tax

Reservations: (866) 238-4218

Self-Parking: \$10.00 per car/per night

Cut-off Date: January 28, 2019

1 mile to Town and Country Resort

Trolley Pass provided with room.

Handlery Hotel San Diego

950 Hotel Circle N
San Diego, CA 92108

Rate: 168.00 Single/Double plus tax

Reservations: (800) 676-6567

Self-Parking: \$10.00 per car/per night

Cut-off Date: January 28, 2019

0.4 miles to Town and Country Resort
Shuttle Provided.

*To receive the CADA discounted rate, let
them know you are a CADA Convention
attendee. All reservations are based on
availability so make your reservation early!*

Book today! Rooms fill fast!



**CONVENTION REGISTRATION
& INFORMATION INSIDE!**

**FOR THE LATEST UPDATES GO TO...
CADA CENTRAL (831) 464-4891**

CADA | www.cada1.org

CASL | www.cas11.org

CAMP | www.cada1.org/leadershipcamps



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SAN DIEGO, CA
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