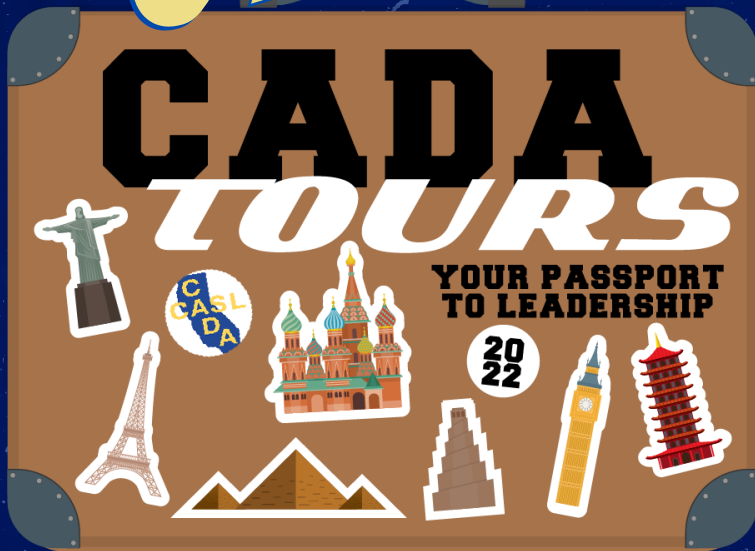




Time to Travel!



MARCH 2-5, 2022

*Grand Sierra Resort
Reno, NV*



Welcome to the CADA Convention!

The CADA State Convention is the largest event in the nation for Activity Directors. CADA 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. The convention will provide you with the tools and resources necessary to do just that.



Funding for the CADA Convention

There is an ample amount of funding sources you can access for the CADA State Convention. Congress passed three stimulus bills providing over \$190 billion to the **Elementary and Secondary Education Relief (ESSER) fund** through the CARES Act. Your school district has options in applying for these funds like **Social-Emotional Learning (SEL) initiatives**. The **Local Control Funding Formula** already targets additional funding to school districts based on the enrollment of four groups of students identified as needing additional services. **American Rescue Plan Act (ARPA)** will add \$15.3 billion in assistance to California's K-12 schools to combat the pandemic and the recession. School site councils allocate funds for professional development from **local site budgets**. **LCAP** is a three-year plan that describes the goals, actions, services, and expenditures to support positive student outcomes that address state and local priorities. All you have to do is ask!

Learn more at www.cada1.org/funding



Keynote Speakers



SCOTT BACKOVICH

Wednesday, March 2, 2022

6:00 PM - 7:30 PM

Leadership speaker and student engagement expert Scott Backovich has dedicated his life to doing one thing: helping schools create phenomenal campus culture. On any given day,

Scott can be found making a positive impact on students, educators, and activities programs around the country. He is the founder of ENVOLVE Schools, a student engagement program designed to help campuses facilitate outstanding student activities. For Scott, it's not just about generating a moment of impact—it's about developing an entire climate of action. www.ENVOLVESchools.com



DR. LAYMON HICKS

Thursday, March 3, 2022

9:00 AM - 10:30 AM

Dr. Laymon Hicks isn't a stranger when it comes to student empowerment and leadership. He has motivated over 500,000 students across the nation in 46 states. Dr. Hicks graduated

from Florida State University where he served as the Student Body President. At the age of 29, Dr. Hicks graduated with his doctorate in Organizational Leadership from Northeastern University. Today, he is an adjunct professor, youth speaker, author, and leadership consultant. Most importantly, he is the husband to Keisha and father to his daughter, Karsyn and resides in Florida. www.laymonhicks.com



SHANNON MCKAIN

Friday, March 4, 2022

3:00 PM - 4:30 PM

Shannon McKain is widely recognized as a leading authority in finding passion, creating positive change, and reaching personal goals. As a former NFL Cheerleader, Pryor

Leadership Fellow, youth state council officer, and being featured across the country on ABC, CBS, and the Dude Perfect Show on Nickelodeon - she is no stranger to leadership, teamwork, and motivation. Today, Shannon entertains and educates audiences around the world relating how hard work, the right attitude, and having passion will lead you to success. www.ShannonMcKain.com

Pre-Con Sessions

We will be offering pre-conference sessions virtually the week before the Convention as well as Wednesday morning in-person.

Pre-cons can be purchased individually (\$50/session) or you can get all three virtual pre-cons and one in-person pre-con with the all-access pass.

Virtual Pre-Cons



GROWING LEADERS

PRESENTED BY ANDREW MCPEAK

Tuesday, February 22, 2022 | 4:00 PM - 7:00 PM

This generation of students who have grown up in the 21st century is the most social, the most empowered, and also the most anxious youth population in human history. If you are struggling to connect with and lead them, you are not alone. Their best chance of success starts when adults choose to believe in them, challenge them, and walk with them through the in greatest challenges today's youth will face.

CASBO FISCAL SESSION

Wednesday, February 23, 2022 | 4:00 PM - 7:00 PM

Want to learn more about the best ways to handle & spend ASB money? The kids want to do this, but the district says no. What are the best processes and procedures to follow when mentoring students through the ASB "rules"? Join Chief Business Officer Dusty Nevatt for the ASB Finance, Laws, Regulations & Best Practices pre-conference workshop. Q & A time will be provided.



TALKING RACE & EQUITY

W/ ERIN JONES

Thursday, February 24, 2022 | 4:00 PM - 7:00 PM



Erin Jones is a 30-year veteran educator who has devoted her recent years to helping educators and students learn to talk about difficult things. Her focus in recent years has been on race and equity. Erin is going to spend time with us sharing strategies we can use immediately with our students to help them engage in more healthy ways in conversations about difficult, at times, controversial topics. Erin will share the attitudes and behaviors she uses to talk with diverse audiences about racial equity - the power of gratitude, the importance of moving towards "brave spaces" (instead of focusing on "safety"), and the power of "grounding-in" (using breathing activities to center oneself). She will also introduce us to the three words she uses to frame her conversations about race - Humility (we still have so much to learn and can't do the work on our own), Humanity (each human, especially those who look, act, believe differently from us, has incredible value in the world) and History (we have individual and collective stories that are good, bad AND ugly). You will walk away from this session inspired and challenged, with strategies you can use immediately in your own life, as well as with your students.



In-Person Pre-Cons



BELONGING & WELL-BEING: CREATING A KIND & HEALTHY SCHOOL CULTURE

PRESENTED BY HOUSTON KRAFT

Wednesday, March 2, 2022 | 9:00 AM - 12:00 PM

This workshop will focus on 3 ideas:

1. Helping student (and adult) leaders develop a common language around leadership, mental health, and kindness.
2. Providing practical tools to focus our limited time on the projects that will have the highest impact.
3. Developing the skills that will help students serve their school equitably and effectively.

SEL RESOURCES

PRESENTED BY VARSITY BRANDS, HERFF JONES, & AARON HART

Wednesday, March 2, 2022 | 9:00 AM - 12:00 PM



As school systems continue to adjust to the pandemic, what's known as "social and emotional learning," or SEL, has never been more important or difficult. Students need to be able to manage their behaviors and emotions so that they can make good decisions and have great relationships. If kids cannot seek professional help and get one-on-one counseling, the next best thing for them to do is journaling and it creates a safe place for them to explore all of the different experiences and emotions that they're having and can't work out within their own mind. It's important that a journal is a safe place and no one else reads it. As an extension of Varsity Brands Believe in You Video Series and Speaking Tour, the Believe in You Social and Emotional Empowerment Program will offer tools for student empowerment rooted in SEL competencies for all grades. The program includes free research-based SEL resources as well as Student Empowerment Journals to help students process emotions and find optimism throughout the entire 40-week school year.



DEVELOPING AND INSPIRING STRONG STUDENT LEADERSHIP

PRESENTED BY THE LEARNING TOGETHER COMPANY

Wednesday, March 2, 2022 | 9:00 AM - 12:00 PM

As a school leader, do you find yourself falling into the trap of focusing on what is wrong, more than what is strong? CADA members know the importance of making a positive difference for

their students – imagine maximizing student leadership potential at every opportunity! In this dynamic pre-conference session, the Learning Together team will help you clearly understand your own unique strengths profile as well as simple strengths-based techniques to guarantee that you will create a greater impact with your students. Prior to attending the pre-conference session, you will take the world's premier strengths assessment online from Gallup. Then, in a fun, fast-paced session in Reno you will learn how to amplify your strengths to boost the talents of your students. Discover easy tips for spotting and encouraging strengths in your colleagues and in your students. Build a plan to make a few simple changes for the better – or commit to a whole new level of happiness and success. Either way, we want you to inspire your students to Learn STRONG, Lead STRONG, and to make the most of every one of their own best strengths!

Conference Highlights



NEWER TO CADA

Pack your bags and get ready for a trip of a lifetime. Are you newer to the CADA family? Are you traveling alone? Do you need help navigating the travel itinerary or maps? Come join some very successful travel guides (mentors) as we help you with your travels.

Newer to CADA will get you a personal travel guide, who will reach out prior to landing or driving into Reno. Your travel guide will come from the area your school is located, and on Wednesday evening you will meet in person, in the Nevada rooms, prior to area networking. Our guides are so excited to meet you and be a part of your CADA journey. They can share tips on workshops, and sessions to help

CADA EXHIBIT HALL

One of the most beneficial features of the convention is the access to hundreds of sponsors and vendors who showcase their products and services. You will be able to interact with a variety of companies who provide tools for fundraising, student travel, yearbooks, incentives, graduation products, spirit wear/clothing, equipment, assemblies, DJs, and more! Several hours of the convention are dedicated to allow you plenty of dedicated trade show time to meet with a variety of vendors and products, and not miss any workshops or speakers!

make your CADA experience work for you. You will also have the opportunity to meet other travelers from your Area going through the same experiences. You truly won't want to miss this fun encounter and start connecting with others. Check your passport, because you are going to experience some unique activities that will leave you energized, you will get questions answered, you will connect with colleagues who will continue to support you in the months and years ahead. Each evening prior to the fun events your travel guide will meet with you to discuss the amazing opportunities you had that day. Hook up your seat belts, we're ready for take-off see you when we land at CADA!

CADA STORE

Another way to keep current on educational trends and discover supportive curriculum and material is to visit the CADA store. Our knowledgeable staff, comprised of CADA veteran educators who are eager to help you, promote innovative materials, books, curriculum, and ideas to support you in the classroom/school community. They also stock CADA apparel and a variety of educational tools to refresh (or begin) your program. To get an idea of what is available, check out www.cada1.org/store.

ACTIVITIES & ATHLETICS WORKING TOGETHER

PRESENTED BY CIF EXECUTIVE DIRECTOR, RON NOCETTI

Thursday, March 3

Ron will join CADA on Thursday to talk about the importance of athletics and activities working together to create the best opportunities for students on our campuses. He will share the vision of CIF and the direction we are headed. Nocetti grew up playing high school sports in San Francisco. He coached and then became athletic director at Jesuit High School in Carmichael before joining the California Interscholastic Federation in 2008. He was the director of CIF championship events, later promoted to CIF senior director and then CIF associate executive director.

MEET THE PROS

Friday, March 4

The quickest hour of training you will ever receive. 40+ presenters exploding with information in a round table format, as you choose four different 12-minute topics sure to leave you with new ideas on transforming your campus culture or lessons you can teach in your leadership class.

COVID-19

We consider the safety of all those onsite at our events our top priority. In efforts to hold COVID safe events, we will be enforcing all state and local guidelines in addition to the following COVID safety protocols:

CADA will require all in-person attendees to present **proof of current vaccination** status upon checking into the conference. Proof of current vaccination can be presented in a digital format, physical card, or photo on your phone; full vaccination must be completed at least 14 days prior to the event.

Masks will be required at all indoor convention meetings and activities onsite at all times, except while eating and drinking during meals and reception.

CADA SLAM

Thursday, March 3

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 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.



Graduate Level College Credit



CADA Convention attendees have two options to earn college credit as part of their State Convention attendance.

Option 1: Take courses in the Master Activity (MAA) Program and add the Fresno Pacific University optional units.

Option 2: For members not enrolling in the MAA program, register for the Professional Development course from Fresno Pacific University as part of your Convention attendance!

Courses are graduate-level, professional development semester units of credit that are not part of a degree program but are designed to meet the specific staff development needs.

Through our partnership with Fresno Pacific University, attendees of the 2022 CADA Convention have an opportunity to purchase up to two optional college credits. A grade of Credit/No Credit (CR or NC) will be issued for all coursework. Credit is equivalent to a B grade or better. Letter grades are not issued.

Courses are available for participants in the Master Activity Advisor (MAA) Program as well as attendees of the Convention not enrolled in the MAA Program. Members may register for no more than 2 units total. Payments for college units are made directly to Fresno Pacific University using their website. Additional information, including registration link, course titles and numbers will be available at cada1.org/fpu.

Master Activity Advisor Certificate

Advisors wishing to earn a certificate designating them as a Master Activity Advisor (MAA) can begin their 2-3 year course of study by enrolling in the introductory MAA course: 101-Foundations for Student Activities seminar on Wednesday, March 2 from 1:00-4:00 p.m. Pre-registration cost is \$100 and includes materials. Space is limited to advisors wishing to begin the MAA certificate program*. On-site registration may be available, space permitting, for \$130.

Courses offered

Wednesday, March 2 | 1:00-2:30 p.m.*

- 202-Communications in Student Activities
- 203-Organization of Student Activities
- 205-Personal Leadership Development

Courses offered

Wednesday, March 2 | 2:40-4:10 p.m.*

- 204-Leadership Curriculum Development
- 208-Positive School Culture & Climate

Advisors who have already completed Foundations for Student Activities may register for one or two of the advanced courses**. The pre-registration cost is \$50 per course. On-site registration may be available, space permitting, for \$65.

Additionally, attendees who register for and attend the virtual Finance & Law Pre-Con on Wednesday, February 23, 2022, may apply their attendance toward completion of the MAA 201-Finance & Law of Student Activities*** requirement for an additional fee of \$25 and completion of follow-up course assignments*.

Interested participants enrolled in the MAA seminar courses will have an opportunity to purchase optional college units from Fresno Pacific University. College units are not available in conjunction with the Finance & Law Pre-Con 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-based 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. Foundations for Student Activities is a 30-hour course, 200-level courses are each 15-hour equivalent. Course time includes seminar attendance, attending Convention sessions, completing session reflections, and convention follow-up assignments.

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

***Completion or concurrent enrollment in 101-Foundations for Student Activities is a prerequisite for enrollment in MAA add-on credit for the Pre-Con Finance & Law workshop.

Networking Events



Some of the most valuable time at the CADA Convention will be the time you spend interacting with other educators who serve the same role you do on their campuses. After meeting vendors, listening to workshops, and hearing about innovative new programs and ideas, you will have the opportunity to discuss these ideas with others.

AREA NETWORKING

Wed., March 2 | 7:30 PM - 10:30 PM

Immediately following the opening general session, come network with people from your area. Enjoy an evening of fun, food, and good company!

EXHIBITOR RECEPTION

Thurs., March 3 | 6:00 PM - 9:00 PM

After an enriching day of workshops, head to the CADA exhibit hall to enjoy an evening with our vendors sponsored by SOS Entertainment! Grab some food as you stroll through the exhibit hall as you connect with our vendors and sponsors!



BOWLING PARTY

Thurs., March 3 | 9:00 PM - 12:00 AM

The evening isn't over yet! From 9:00 P.M. to Midnight, don't miss the Herff Jones bowling event. Enjoy a fun filled evening of bowling, dancing, and socializing with your fellow CADA attendees!

SCHOLARSHIP RUN

Fri., March 4 | 7:15 AM

The CADA Scholarship Run (5k run or 1k walk) is the perfect way to start your morning. The run/walk is the perfect opportunity to get some exercise and connect with others. All proceeds go to the CADA Memorial Scholarship Fund.

DINNER DANCE

Fri., March 4 | 7:00 PM - 12:00 AM

Get ready to dine family style at the CADA Family BBQ! Dress in your favorite BBQ attire and enjoy an evening of good company and good food. Afterwards, dance the night away at the dance sponsored by Lifetouch.

CLOSING GENERAL SESSION & BRUNCH

Sat., March 5 | 9:30 AM - 11:00 AM

Finish up the CADA Convention gathering together one last time for the closing general session, where you will enjoy a delicious brunch, participate in the 2023 theme reveal, get 30 ideas in 30 minutes, and be inspired one last time before departing for home!

Tentative Schedule

WEDNESDAY - MARCH 2, 2022

8:00 AM - 8:00 PM Registration sponsored by Pegleg Entertainment
9:00 AM - 12:00 PM Pre-Con Sessions
1:00 PM - 4:10 PM Master Activity Advisors (MAA) Seminars (additional fee)
1:00 PM - 1:45 PM Session 1 Workshops
1:00 PM - 2:30 PM MAA Certification Session A
2:00 PM - 2:45 PM Session 2 Workshops
3:00 PM - 3:45 PM Session 3 Workshops
4:15 PM - 5:15 PM MAA Foundations Part 2
4:15 PM - 5:15 PM Pecha Kucha (for Convention Returners)
4:15 PM - 5:15 PM Newer to CADA sponsored by WorldStrides
6:00 PM - 7:30 PM General Session – **Keynote: Scott Backovich**
7:30 PM - 10:30 PM Dinner and Area Networking



THURSDAY - MARCH 3, 2022

7:00 AM - 8:00 AM Morning Workout
7:30 AM - 6:00 PM Registration
8:00 AM - 8:45 AM Coffee with the Council
9:00 AM - 10:30 AM General Session – **Keynote: Dr. Laymon Hicks**
10:45 AM - 11:30 AM Session 4 Workshops
11:30 AM - 12:30 PM Exhibits: New To Convention
11:45 AM - 12:30 PM Session 5 Workshops
12:30 PM - 2:30 PM Exhibits: General Membership
2:40 PM - 3:40 PM Area Meetings
4:00 PM - 5:00 PM CADA Slam!
4:10 PM - 4:55 PM Session 6 Workshops
5:10 PM - 5:55 PM Session 7 Workshops
6:00 PM - 9:00 PM Exhibit Hall Reception sponsored by SOS Entertainment
9:00 PM - 12:00 AM Bowling Party sponsored by Herff Jones



FRIDAY - MARCH 4, 2022

6:30 AM - 7:00 AM Morning Workout
7:15 AM - 8:15 AM CADA Scholarship Run
8:30 AM - 9:45 AM Past Presidents' Breakfast
8:30 AM - 9:30 AM Meet the Pros
8:45 AM - 9:30 AM Session 8 Workshops
8:45 AM - 9:30 AM Administrators' Power Panel
9:30 AM - 12:30 PM Exhibit Hall w/ Raffles
12:45 PM - 1:30 PM Session 9 Workshops
1:45 PM - 2:30 PM Session 10 Workshops
3:00 PM - 4:30 PM General Session – **Keynote: Shannon McKain**
5:30 PM - 6:30 PM Administrators' Reception
7:00 PM - 8:00 PM Dinner Reception
8:00 PM - 9:00 PM Dinner & Awards Presentation
9:00 PM - 12:00 AM Dessert and Dance sponsored by Lifetouch



SATURDAY - MARCH 5, 2022

9:30 AM - 11:30 AM Closing General Session and Brunch



**Times & Events Subject to Change*

Lodging & Registration



HOTEL ACCOMMODATIONS

GRAND SIERRA RESORT

2500 E 2nd Street

Reno, NV 89595

Standard Room Rate: \$124 + tax

Summit Luxury Room: \$144 + tax

Reservations: 1-800-648-5080

Cut-Off date: Monday, January 31, 2022

Parking is Free



REGISTRATION FEES & DEADLINES

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

MEMBER PRICING

Before 1/21/22:

All Access - \$499

Regular Registration: \$399

Between 1/21/22 - 2/16/22

All Access - \$549

Regular Registration: \$449

Onsite

All Access - \$599

Regular Registration: \$499

NON-MEMBER PRICING

Before 1/21/22:

All Access - \$649

Regular Registration: \$549

Between 1/21/22 - 2/16/22

All Access - \$699

Regular Registration: \$599

Onsite

All Access - \$749

Regular Registration: \$649

Join CADA and save! Individual membership is \$125. Learn more at www.cada1.org/joincada.

Regular Registration Package includes: full Convention registration with workshops, general sessions, Area functions, entry into the 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.)

All Access Package includes: everything in the regular registration package plus three (3) virtual pre-cons and one (1) in-person pre-con.

SPECIAL EVENTS & ADDITIONAL TICKETS

- \$150 Companion/Guest Ticket (for a non-school-related spouse, partner, or other. Includes access to all social events and entry into the exhibit hall, but NOT educational sessions.)
- \$50 Extra Friday Dinner/Dance Ticket (All registered attendees receive 1 dinner/dance ticket)
- \$40 Extra Saturday Brunch Ticket (All registered attendees will receive 1 brunch ticket)
- \$25 CADA Scholarship 5K Run / 1K Walk - Friday (includes T-shirt)
- \$50 Pre-cons a-la-carte (For those that purchase the regular registration package and want to add on a pre-con)
- \$100 MAA Foundations course or \$50 per MAA 200-level course

Please note: This is an adult conference – no children will be admitted to any session, social event, or exhibit hall for any reason. Also, proof of COVID-19 vaccination will be required to attend this event.

Welcome to
MONTREAL
18 MAR 2017



*We can't wait to
See You!*



**FOR MORE INFORMATION
& TO REGISTER:**



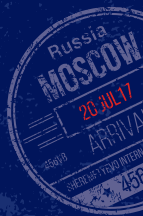
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*March 2-5, 2022
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