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

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. The American Rescue Plan Act (ARPA) added $15.3 billion in assistance to California’s K-12 schools to combat the pandemic and the recession. You may also check with your principal or district office for access to funds from the following sources: Tobacco Use Prevention Education (TUPE) program, Title IV (Drug-Free Schools) School Improvement Funds, Title 1 (under the category of Safe and Orderly Environment), Title V (Innovated Programs), Pupil Retention Block Grant, or Associated Student Body funds. According to FCMAT’s website: if district board policy states that the CADA Convention is an acceptable expenditure, even though students are not attending and the students agree on the expenditure before it occurs, then ASB funds can pay for you to attend the CADA Convention!

Networking Events

Some of the most valuable time at the CADA State 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.

OPENING NIGHT FIESTA
Wed., March 1 | 7:00 PM - 10:00 PM
Join us as Pegleg Entertainment hosts our opening night fiesta! This event will give you plenty of opportunities to connect with new and old friends while having fun!

EXHIBITOR RECEPTION
Thurs., March 2 | 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 to connect with our vendors and sponsors!

THURSDAY EVENING
Thurs., March 2 | 9:00 PM - 12:00 AM
In the proud heritage of the Herff Jones company sponsorship, enjoy this excellent event from 9-midnight to enhance your convention experience with an entertaining and fun time before heading in to the next day’s adventures.
NEW TO CONVENTION

At the New to Convention (NTC) session, sponsored by WorldStrides, on Wednesday afternoon, you will be connected to other CADA members who will help you to navigate the CADA State Convention. 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. New to Convention will help you connect with other new and seasoned CADA members.

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!

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.

60/60 - 60 TIPS IN 60 MINUTES

Are you ready for a slammin’ good time? Nowhere else can you get 60 tips in 60 minutes. Get advice about student activities in just one hour from top professionals. Six experts will take turns delivering quick compelling tips.

MEET THE PROS

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.

SCHOLARSHIP RUN

Fri., March 3 | 7:15 AM
The CADA Scholarship Run (5k run or 1k walk) is the perfect way to start your morning. The run/walk is an excellent opportunity to get some exercise and connect with others. All proceeds go to the CADA Memorial Scholarship Fund.

DINNER DANCE

Fri., March 3 | 7:00 PM - 12:00 AM
Friday's Dinner & Dance will be your opportunity to celebrate your culture! Come dressed in something that represents you and your culture and enjoy some good food and great company. Afterwards, dance the night away at the dance sponsored by Lifetouch.

CLOSING GENERAL SESSION & BRUNCH

Sat., March 4 | 9:30 AM - 11:00 AM
Finish up the CADA State Convention gathering together one last time for the closing general session, where you will enjoy a delicious brunch, participate in the 2024 theme reveal, and be inspired one last time before departing for home!
Keynote Speakers

CARLOS OJEDA JR
Wednesday, March 1, 2023
5:30 PM - 7:00 PM

Carlos Ojeda Jr. has been called one of the most dynamic speakers in America today. A former university administrator, professor and small business development center director, he now focuses his energy on empowering students to succeed by teaching them that their voice is their power. Combining his entrepreneurial spirit with his passion for changing the lives of youth across the country, he started CoolSpeak: The Youth Engagement Company. CoolSpeak provides youth motivational speakers, programs, and events designed to engage, educate and empower youth. CoolSpeak represents over 25 of the top youth speakers in the country, and has certified and licensed over 50 facilitators and practitioners nationwide. Over a million lives have been inspired to date.

DR. FARAH ORTEGA-CHOATE
Thursday, March 2, 2023
9:00 AM - 10:30 AM

Dr. Farah Ortega-Choate is a motivational speaker, author, proud Activities Director and educator at La Quinta Middle School STEM Academy. She holds 4 degrees, including her doctorate in Educational Leadership with an emphasis in Multicultural Education. She was awarded the Jostens Renaissance National Staffulty Award, La Quinta Middle School STEM Academy Teacher of the Year, earned her CADA MAA, and is a member of the Area F Council. She is a Jostens Renaissance Champion who oversees the Sierra Nevada Region (CA, HI & NV). She coordinates the Coachella Valley Student Leaders, which brings together coordinators to network and support one another. She serves on the board for the Inland Empire Future Leaders Program, which empowers Latino/a/x youth to graduate from college and become leaders in their community. She works hard on improving her school's culture and climate, developing student leaders, and creating lasting memories for the students and staffulty on her campus. She has always believed that, “There are two types of teachers in the world: Those who teach because it is a job and those who teach to make a difference.” Dr. Farah teaches to make a DIFFERENCE! Her goal is to educate, inspire, and empower students and educators to become change agents and make a difference in their school, community, and world! #LetsChangeTheWorldTogether #Adelante #EngineerOfSouls

DR. LUIS F. CRUZ
Friday, March 3, 2023
12:00 PM - 1:30 PM

Dr. Luis F. Cruz has been a public school educator for over twenty-years at the elementary, middle and high school levels as both a teacher and principal. Having established a reputation as an effective agent of change with a keen ability to collectively create environments conducive to ensuring all students learn, Dr. Cruz now spends his time working with schools across the nation. Dr. Cruz is revered nationally as a passionate and vibrant public speaker who captivates audiences with his unique blend of intellect, humor and energy.
CADA attendees have the opportunity to attend pre-conference sessions. These special in-depth sessions take place before the convention on Wednesday from 9:00 AM-Noon. It will give the opportunity to enhance your leadership skills while gaining professional development.

Each pre-con is an additional: $50 w/ pre-registration & $75 onsite.

**BRIDGES TO HEAL US**

**ERIN JONES**

Join Erin Jones for conversations and activities to help us think about telling our stories and learning the stories of others (staff and students). Join us for inspiring stories and engaging activities that will leave you wanting more. See the TedTalk On YouTube (Bridges to Heal Us)

**CASBO FISCAL SESSION**

**DUSTY NEVATT**

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.

**TINY MOMENTS CULTIVATE CULTURE**

**PHIL BOYTE**

While the big things like rallies, homecomings, and kindness weeks are important, Phil Boyte has seen in working with thousands of educators that the healthiest cultures are created in tiny moments every single day. Join Phil as he breaks down the BIG topic of culture into bite-size habits that when coupled with the big events will truly transform your school for years to come. You won't want to miss this action-packed session filled with practical ideas and reminders you can start using right away.

**RESILIENCY: THE POWER OF ONE**

**SHREE WALKER**

Society often believes people are products of their environment, therefore, improving educational outcomes, ensuring educational stability, minimizing disruptions, and creating endless possibilities for diverse learners is imperative. For such improvements to take place, however, participants must consider the weight of their contribution and have the attitudes, knowledge, and skills to support diverse learners who are experiencing the challenges of life. Resiliency: The Power of One will expose participants to their conscious and unconscious biases related to diverse learners, provide tools to adjust automatic patterns of thinking, causing a mindset shift and ultimately empowering educators first to seek to understand, separate facts from feelings, and cultivate high expectations and positive relationships with diverse learners. Attendees will learn to analyze how thoughts and emotions affect decision making and responsible behavior.

**TOGETHER WE THRIVE: SUPPORTING ADULT & STUDENT WELL-BEING, BELONGING & ENGAGEMENT**

**KAT PASTOR**

How can we intentionally look at our campus culture and climate and begin to meet the needs of both our students and staff? There is a need for school systems to prioritize the well-being and engagement of educators in order to produce equitable outcomes for students. We must provide staff with low-burden, high-impact strategies that begin with adult behavior change and end with a positive impact on our students’ academic, social-emotional, and career development. The goal is to create systems of change that can positively and intentionally impact our students, staff, and communities by focusing on well-being, belonging, and engagement.
CADA State Convention attendees have two options to earn college credit as part of their State Convention attendance.

**Option 1:** Take courses in the Master Activity Advisor (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 specific staff development needs.

Through our partnership with Fresno Pacific University, attendees of the 2023 CADA State 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/cada1.org/cpfpupu.

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.
**Tentative Schedule**

**Wednesday - March 1, 2023**
- 8:00 AM - 8:00 PM Registration
- 9:00 AM - 12:00 PM Pre-Con Sessions
- 1:00 PM - 4:00 PM MAA Seminars (additional fee)
- 1:15 PM - 2:00 PM Session 1 Workshops
- 2:15 PM - 3:00 PM Session 2 Workshops
- 3:15 PM - 4:00 PM Session 3 Workshops
- 4:15 PM - 5:15 PM Speaker Showcase
- 4:15 PM - 5:15 PM New to Convention
- **Sponsored by WorldStrides**
- 5:30 PM - 7:00 PM General Session
- **Keynote: Carlos Ojeda, Jr**
- 7:00 PM - 10:00 PM Opening Night Fiesta
- **Sponsored by Pegleg Entertainment**

**Thursday - March 2, 2023**
- 7:00 AM - 8:00 AM Morning Workout
- 7:30 AM - 6:00 PM Registration
- 9:00 AM - 10:30 AM General Session
- **Keynote: Dr. Farah Ortega-Choaite**
- 10:45 AM - 11:30 AM Session 4 Workshops
- 11:30 AM - 12:30 PM Exhibits: New To Conv.
- 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 60-60
- 4:10 PM - 4:55 PM Session 6 Workshops
- 5:10 PM - 5:55 PM Session 7 Workshops
- **Sponsored by Lifetouch**

**Thursday Continued**
- 6:00 PM - 9:00 PM Exhibit Hall Reception
- **Sponsored by SOS Entertainment**
- 9:00 PM - 12:00 AM Networking Event
- **Sponsored by Herff Jones**

**Friday - March 3, 2023**
- 7:15 AM - 8:15 AM CADA Scholarship Run
- 8:30 AM - 9:15 AM Session 8 Workshops
- 9:30 AM - 11:30 AM Exhibit Hall w/ Raffles
- 12:00 PM - 1:30 PM General Session
- **Keynote: Dr. Luis F. Cruz**
- 2:00 PM - 2:45 PM Session 9 Workshops
- 2:55 PM - 3:50 PM Meet the Pros
- 3:00 PM - 3:45 PM Session 10 Workshops
- 4:00 PM - 4:45 PM Session 11 Workshops
- 4:00 PM - 4:45 PM Administrators’ Power Panel
- 5:00 PM - 6:00 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 4, 2023**
- 9:30 AM - 11:00 AM Closing General Session & Brunch
- **Member Pricing**
- Before 1/20/23: $435
- Between 1/21/23 - 2/15/23: $485
- Onsite: $535

- **Non-Member Pricing**
- Before 1/20/23: $585
- Between 1/21/23 - 2/16/23: $635
- Onsite: $685

- 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, Thursday Exhibit Hall reception, Thursday after-party, Friday dinner/dance, and Saturday brunch.)

*Sponsored by SOS Entertainment
9:00 PM - 12:00 AM Networking Event
Sponsored by Herff Jones

**Lodging & Registration**

San Diego Town & Country
500 Hotel Cir N, San Diego, CA 92108

**Group Rate:** $189/Night + Tax
Book your room [online](#) or Call: (619) 291-7131

**Cutoff Date:** January 20, 2023

Parking at the hotel is $12/night for hotel guests.
*Additional lodging options online @ cada1.org.*

*Cutoff Date:* January 20, 2023

**Sponsorship**

**Sponsored by WorldStrides**

**Sponsored by Pegleg Entertainment**

**Sponsored by SOS Entertainment**

**Sponsored by Herff Jones**

**Sponsored by Lifetouch**

**Times & Events Subject to Change**
¡NOS VEMOS PRONTO!

FOR MORE INFO & TO REGISTER:

www.cada1.org
831.464.4891
events@cada1.org

@CASLFAN | @ CADALEADERS | @CADACAMPS

MARCH 1-4, 2023
TOWN & COUNTRY RESORT | SAN DIEGO, CA

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