



**CADA STATE
CONVENTION**

2023

**MARCH
1ST-4TH**

**SAN DIEGO, CA
TOWN & COUNTRY**

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.





Convention Highlights

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 other. 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.

Pre-Con Sessions

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.

Graduate Level College Credit

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/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 1 from 1:00 PM - 4:00 PM. 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 1 | 1:00 PM - 2:30 PM*

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

COURSES OFFERED

WEDNESDAY, MARCH 1 | 2:40 PM - 4:10 PM*

- 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 Finance & Law Pre-Con on Wednesday, March 1, 2023, 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.

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-Choate
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

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 Networking General Session & Brunch

**Times & Events Subject to Change*

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.



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.)

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

¡NOS VEMOS PRONTO!



**FOR MORE
INFO & TO
REGISTER:**



www.cada1.org



831.464.4891



events@cada1.org



@CASLFAN | @CADALEADERS | @CADACAMPS



**MARCH 1-4, 2023
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