

The Leadership Kitchen

FEB. 24-26, 2027

PALM SPRINGS

CADA'S RECIPE FOR SUCCESS

CADA STATE CONVENTION

*Join us for the largest event
in the nation for
Activity Directors*



FEB. 24-26, 2027
WEDNESDAY – FRIDAY



PALM SPRINGS
CALIFORNIA



PREP. COOK. SERVE.
TOGETHER.

CALIFORNIA ASSOCIATION OF
DIRECTORS OF ACTIVITIES

WWW.CADA1.ORG

Welcome

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.



NETWORKING

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.

Welcome Dinner: Wed • 7 PM – 10 PM

Join us as Pegleg Entertainment hosts our opening night event! Connect with new and old friends while kicking off the convention with a fun and memorable evening.

Exhibit Hall Reception: Thurs • 6 PM – 9 PM

After an inspiring day of workshops, head to the CADA Exhibit Hall for an evening with our vendors, sponsored by SOS Entertainment. Grab some food, stroll the exhibit hall, and connect with our vendors and sponsors.

Herff Jones Event: Thurs • 9 PM – 12 AM

The evening isn't over yet! Don't miss the Herff Jones Event featuring entertainment and socializing.

Dinner & Dance: Fri • 9 PM – 12 AM

End the convention with Friday's Dinner & Dance, sponsored by Lifetouch. Enjoy a chef's kiss dinner and dessert, followed by dancing to close out the week in style.

WHY ATTEND?

- Largest gathering of Activities Directors in the nation
- Dynamic keynote speakers
- Professional development workshops
- Networking with advisors from across California
- Innovative ideas for student leadership and school culture
- Exhibitor showcase and resources
- Leadership certification opportunities
- Inspiration, collaboration, and fun!

WHO SHOULD ATTEND?

- Activities Directors
- Leadership & ASB Advisors
- Leadership Teachers
- Student Government Advisors
- Principals & Assistant Principals
- Student Engagement & School Culture Leaders
- Middle School & High School Advisors
- New and Veteran Leadership Educators



Convention Highlights



NEW TO CONVENTION

At the New to Convention (NTC) session, 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 which provide tools for fundraising, student travel, yearbooks, incentives, graduation products, spirit wear/clothing, equipment, assemblies, DJs, and more! Several hours of the convention are scheduled 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!

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 10-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

FRIDAY MORNING

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.



CADA STORE

Another way to keep current on educational trends and discover supportive curriculum and materials 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.



Keynote Speakers



THE “AMAZING” TEI STREET WEDNESDAY, FEBRUARY 24, 2026

The “Amazing” Tei Street is a nationally recognized motivational speaker, trainer, education consultant, and author with over 25 years of experience in youth leadership, professional development, higher education, curriculum design, and violence prevention training. Known for her engaging storytelling and humor, Tei inspires audiences to turn knowledge into action and embrace what makes them truly amazing.

PHIL JANUSZEWSKI THURSDAY, FEBRUARY 25, 2026

Phil Januszewski is a nationally recognized keynote speaker, educator, and positive psychology advocate dedicated to helping educators, leaders, and other “adult givers” prevent burnout and thrive. With over 20 years of experience as a Chemistry and Physics teacher, he combines science-backed strategies, engaging storytelling, and humor to inspire audiences to cultivate resilience, purpose, and lasting well-being. Known for his infectious energy and authentic approach, Phil empowers people to move beyond simply surviving and start flourishing—both personally and professionally.



BRAD MONTAGUE FRIDAY, FEBRUARY 26, 2026

Brad Montague is a New York Times bestselling author, illustrator, speaker, and creator of the acclaimed web series *Kid President*. As the founder of the global kindness movement Socktober and author of bestselling books including *Becoming Better Grownups* and *The Fantastic Bureau of Imagination*, Brad inspires audiences to embrace creativity, kindness, and childlike wonder. Through heartfelt storytelling, humor, and joyful optimism, he empowers individuals, educators, and organizations to build meaningful connections and create positive change.



Extended Learning Workshops

CADA attendees have the opportunity to attend an extended learning workshop. These special 3-hour in-depth sessions take place on **Wednesday from 9:00 AM to noon**. It will give you the opportunity to enhance your leadership skills while gaining professional development. (Additional \$50 | Onsite \$75)



ASB 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 Extended Learning Workshop. Q & A time will be provided.



SCHOOL SPIRIT REBOOT! *Igniting a Culture Where EVERY Student Participates!* **SCOTT BACKOVICH**

Let's be honest: the same spirit weeks, rally games, and recycled activities your campus runs every year DON'T reach the students who need them most. Sure, your extroverted students jump in without hesitation, but what about everyone else? The rest of your student body? They've already decided your activities aren't for them. Ready to change that for good and spark campus-wide participation? It's time for a SCHOOL SPIRIT REBOOT!

In this high-energy session, ENVOLVE founder Scott Backovich will hand you a brand-new arsenal of tools built to pull EVERY student into the action. Discover fresh activity frameworks, master strategies for reaching your hardest-to-engage students, and leave with ready-to-run lessons you can launch on campus immediately!

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 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**](http://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, Feb. 24 from 1:00-4:00 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.

ADVANCED COURSES OFFERED

WED | 1 PM – 2:25 PM*

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

ADVANCED COURSES OFFERED

WED | 2:35 PM – 4:00 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 ASB Finance Extended Learning Workshop on Wednesday, 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 ASB Finance Extended Learning Workshop.

**DETAILS ABOUT THE MASTER ACTIVITY
ADVISOR (MAA) PROGRAM
CAN BE FOUND BY VISITING:
WWW.CADA1.ORG/CERTIFICATION**



Agenda at a glance

WEDNESDAY

Onsite & Year-long Digital Networking
Sponsored by Band @ CADA Community Hub

8:00 AM - 7:00 PM Registration
9:00 AM - 12:00 PM Extended Learning Sessions
10:00 AM - 10:45 AM - Session 1 Workshops
11:00 AM - 11:45 AM - Session 2 Workshops
1:00 PM - 4:00 PM MAA Seminars
1:30 PM - 2:15 PM Session 3 Workshops
2:30 PM - 3:15 PM Session 4 Workshops
4:15 PM - 5:15 PM Speaker Showcase
4:15 PM - 5:15 PM New to Convention
5:30 PM - 7:00 PM General Session
7:00 PM - 10:00 PM Dinner & Opening Reception
Sponsored by Pegleg Entertainment

FRIDAY

7:15 AM - 8:00 AM CADA Scholarship Run
9:00 AM - 11:00 AM Exhibit Hall: Raffle Prizes
11:30 AM - 1:30 PM General Session
2:00 PM - 3:00 PM Meet the Pros Roundtables
2:15 PM - 3:00 PM Session 9 Workshops
3:15 PM - 4:00 PM Session 10 Workshops
4:15 PM - 5:00 PM Session 11 Workshops
4:15 PM - 5:00 PM Admin Power Panel
5:00 PM - 6:00 PM Administrators' Reception
5:00 PM - 7:30 PM Prep for Dinner/Dance
7:30 PM - 9:00 PM Dinner & Recap Video
9:00 PM - 12:00 AM Dessert and Dance
Sponsored by Lifetouch

THURSDAY

7:00 AM - 8:00 AM Morning Yoga
7:30 AM - 6:00 PM Registration
9:00 AM - 10:30 AM General Session
10:45 AM - 11:30 AM Session 5 Workshops
11:30 AM - 12:30 PM Exhibit Hall: New To Conv.
11:45 AM - 12:30 PM Session 6 Workshops
12:30 PM - 2:30 PM Exhibit Hall: All Membership
2:40 PM - 3:40 PM Area Meetings
3:50 PM - 5:00 PM 60-60
4:10 PM - 4:55 PM Session 7 Workshops
5:10 PM - 5:55 PM Session 8 Workshops
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

**Times & Events Subject to Change*



Book Your Hotel

We've partnered with **Orchid Events** as the official housing provider for the CADA Convention. Attendees can choose from several conveniently located host hotels, all offering exclusive convention rates. Reserve your room through Orchid to take advantage of discounted pricing and stay within the official event hotel block. Visit our website for more details. Prices range from **\$240 - \$300/night**.

Convention Prices

Member/Out Of State Registrants
\$595 - Early Bird (Before Jan 23)
\$645 - Regular Rate (Jan 24-Feb 20)
\$695 - Onsite

Non-Member Registrants
\$745 - Early Bird (Before Jan 23)
\$795 - Regular Rate (Jan 24-Feb 20)
\$845 - Onsite

All attendees agree to the CADA Convention Policies upon registering for the event.

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.)



Start Cooking Up Leadership Success

FOR MORE INFO & TO REGISTER:



www.cada1.org



831.464.4891



info@cada1.org

@CASLFAN | @CADALEADERS | @CADACAMPS



FEB 24 - FEB 26, 2027

(WED - MIDNIGHT FRIDAY)

**PALM SPRINGS CONVENTION CENTER
PALM SPRINGS, CA**

Thank you to our Platinum Sponsors

