

SCHEDULE OF EVENTS

7:00AM - 8:00AM REGISTRATION PLAZA

7:00AM - 10:30AM CONTINENTAL BREAKFAST & MEET THE VENDORS EXHIBIT HALL - A/B

8:00AM - 8:45AM EARLY BIRD SESSION LOCATION

► **CIF SOUTHERN SECTION ELIGIBILITY SEMINAR**

EXHIBIT HALL - D

MIKE WEST (COMMISSIONER OF ATHLETICS, CIF SOUTHERN SECTION)
 JERRY DE FABIIS (ASSISTANT COMMISSIONER, CIF SOUTHERN SECTION)
 JOE HOGGATT (ASSISTANT COMMISSIONER, CIF SOUTHERN SECTION)
 MIKE MIDDLEBROOK (ASSISTANT COMMISSIONER, CIF SOUTHERN SECTION)
 KRISTINE PALLE (ASSISTANT COMMISSIONER, CIF SOUTHERN SECTION)
 THOM SIMMONS (ASSISTANT COMMISSIONER, CIF SOUTHERN SECTION)

8:55AM - 9:45AM GENERAL SESSION LOCATION

► **KEYNOTE SPEAKER**

MIKE PEREIRA (FOX SPORTS RULES ANALYST / FOUNDER, BATTLEFIELDS TO BALLFIELDS)

EXHIBIT HALL - C/D

9:45AM - 10:30AM WELCOME BREAKFAST  EXHIBIT HALL - A/B
 HOSTED BY PLAYON

10:30AM - 11:15AM BREAKOUT SESSION #1 LOCATION

► **ATHLETIC ADMINISTRATORS TRACK**

TOPIC A: USING AI AS A HIGH SCHOOL AD 2.0 - SMARTER WORKFLOWS, BETTER BALANCE

EXHIBIT HALL - D

JACOB VAN HOFWEGEN (ATHLETIC DIRECTOR & ASSISTANT PRINCIPAL, BEAUMONT HIGH SCHOOL)

TOPIC B: STRUCTURES & SYSTEMS AND HOW THEY IMPACT A PRODUCTIVE ATHLETIC DEPARTMENT

MEETING ROOM - 7/8/9/10

BILL GUNN (ATHLETIC ADMINISTRATOR, CENTENNIAL HIGH SCHOOL /
 DISTRICT ATHLETIC DIRECTOR, CORONA-NORCO UNIFIED SCHOOL DISTRICT)

TOPIC C: TOOLS FOR HIGH SCHOOL AD'S IN NAVIGATING THE POTENTIAL COLLEGIATE STUDENT-ATHLETE

RAINCROSS - C/F

KEITH SHACKLEFORD (ATHLETIC DIRECTOR & DEAN, IRVINE VALLEY COLLEGE)

► **ATHLETIC TRAINERS TRACK**

STOP THE BLEED - TRAIN THE ATHLETIC TRAINER

CHASE PAULSON, MS, ATC (ATHLETIC TRAINER, DIAMOND BAR HIGH SCHOOL)

PRESENTED BY:

hoag.

Hoag
Orthopedic
Institute.

RAINCROSS - B/E

► **LEADERSHIP TRACK**

LET'S GET BACK TO FOCUSING ON THE POSITIVE

RAINCROSS - A/D

RON NOCETTI (EXECUTIVE DIRECTOR, CIF)

BRIAN SEYMOUR (ASSOCIATE EXECUTIVE DIRECTOR, CIF)



eTeamSponsor

SCHEDULE OF EVENTS

11:25AM - 12:10PM **BREAKOUT SESSION #2**

LOCATION

▶ ATHLETIC ADMINISTRATORS TRACK

TOPIC A: LET'S GET BACK TO FOCUSING ON THE POSITIVE

EXHIBIT HALL - D

RON NOCETTI (EXECUTIVE DIRECTOR, CIF)

BRIAN SEYMOUR (ASSOCIATE EXECUTIVE DIRECTOR, CIF)

TOPIC B: STAY AHEAD OF THE GAME: THE LATEST FROM HOME CAMPUS

MEETING ROOM 7/8/9/10

KENNY YAMAMOTO (DIRECTOR OF CUSTOMER SUCCESS, HOME CAMPUS)

TOPIC C: THE ATHLETIC DIRECTOR & ATHLETIC TRAINER RELATIONSHIP

RAINCROSS - C/F

KURT DAVIES (ATHLETIC DIRECTOR, DIAMOND BAR HIGH SCHOOL)

CHASE PAULSON, MS, ATC (ATHLETIC TRAINER, DIAMOND BAR HIGH SCHOOL)

▶ ATHLETIC TRAINERS TRACK

HOME CAMPUS AND THE ATHLETIC TRAINER

RAINCROSS - B/E

KRISTEN DIZON (HEAD ATHLETIC TRAINER, AGOURA HIGH SCHOOL)

ALI JESKE (HEAD ATHLETIC TRAINER, LAGUNA HILLS HIGH SCHOOL)

VICTORIA CHAVEZ (ATHLETIC TRAINER, ST. FRANCIS HIGH SCHOOL)

PRESENTED BY:

hoag.

Hoag
Orthopedic
Institute.

▶ LEADERSHIP TRACK

ATHLETIC ADMINISTRATION: LEADERSHIP OR MANAGEMENT?

RAINCROSS - A/D

JIM PERRY (DISTRICT ATHLETIC DIRECTOR, HBUHSD)

12:20PM - 1:05PM **BREAKOUT SESSION #3**

LOCATION

▶ ATHLETIC ADMINISTRATORS TRACK

TOPIC A: MORE THAN A GAME: BUILDING SCHOOL CULTURE THROUGH ATHLETICS

EXHIBIT HALL - D

DON SKAGGS (ACTIVITIES DIRECTOR, GREAT OAK HIGH SCHOOL)

ANTHONY CALIFANO (ATHLETIC DIRECTOR, GREAT OAK HIGH SCHOOL)

TOPIC B: BEYOND THE GAME: HOW FAN ENGAGEMENT EXPANDS

MEETING ROOM 7/8/9/10

AUDIENCES & STRENGTHENS COMMUNITY PRIDE

JOSH MAPEL (SALES REPRESENTATIVE, PLAYON)

TOPIC C: MAXIMIZING REVENUE BY SIMPLIFYING YOUR FUNDRAISING STRATEGY

RAINCROSS - C/F

DYLAN GARRITY (DIRECTOR OF SALES, ETEAMSPONSOR)

▶ ATHLETIC TRAINERS TRACK

THE CHANGING PARADIGM OF YOUTH SPORTS

RAINCROSS - B/E

DAVID GAZZANIGA, MD (HOI'S DIVISION CHIEF OF SPORTS MEDICINE)

PRESENTED BY:

hoag.

Hoag
Orthopedic
Institute.

▶ LEADERSHIP TRACK

SHAPING SCHOOL REPUTATION THROUGH EQUITY, OVERSIGHT AND SPORTSMANSHIP

RAINCROSS - A/D

DR. PAULA HART RODAS (SUPERINTENDENT, MONROVIA UNIFIED SCHOOL DISTRICT)

DR. ALEXIS BARILE (ASSISTANT SUPERINTENDENT, CORONA - NORCO UNIFIED SCHOOL DISTRICT)

JIM PERRY (DISTRICT ATHLETIC DIRECTOR, HUTINGTON BEACH UNION HIGH SCHOOL DISTRICT)

1:05PM

LUNCH & VISIT THE VENDORS

EXHIBIT HALL - A/B

