



# **68th Annual CAEOP Professional Development Conference for Educational Office Professionals**

***STAY THE COURSE WITH CAEOP!***



**Hosted by:**  
California Association of Educational  
Office Professionals (CAEOP)  
**March 8-10, 2018**

**Santa Maria Radisson Hotel**  
3455 Airpark Dr,  
Santa Maria, CA 93455



Unlock your potential by attending the 68th Annual CAEOP Conference! Whether new to the office or with years of experience, the speakers and programs at the 2018 conference will provide training and inspiration for the continued success of today's educational office professional.

**California Association of Educational  
Office Professionals (CAEOP)  
68th ANNUAL CONFERENCE SCHEDULE**

March 8-10, 2018 ~ Santa Maria, CA

**Friday, March 9, 2018**

**CONFERENCE WELCOME**

**KEYNOTE**

8:00 a.m - 10:00 a.m.

***"Managing Distressing Emotions  
for a Better Life"***

Dr. LaFaye Platter

This presentation will help the participants recognize the power our emotions have over our personal and professional lives. Additionally, tips will be given on how to recognize and manage distressing emotions so they are not damaging to health and relationships.

**Morning Workshops: 10:45 a.m. - 12:00 p.m.**

(choice of one)

**WORKSHOP 1A:**

***"Fiscal Practices in California  
School Districts"***

Pam Buckhout

**WORKSHOP 1B:**

***"Understanding the Colors of the Rainbow"***

Regina Castellanos

**WORKSHOP 1C:**

***"Is Your Customer Service is Up to PAR  
(Professional, Accurate, Responsive)?"***

Wendy Heslink, CEO, NAEOP Past President

**Spirit Luncheon: 12:30 p.m. - 2:00 p.m.**

**Recognition of Affiliates/New Members/First  
Timers/Years of Service/Celebration of Life**

**2:00 p.m. - 2:30 p.m.**

**GENERAL SESSION: 2:45 p.m. - 4:00 p.m.**

***"Seduced: The Grooming of America's  
Teenagers"***

Opal Singleton

This presentation looks at the issue of sex trafficking and social media exploitation within the school system. We will look at evolving technologies such as encrypted messaging, encrypted chat rooms, disappearing videos, live streaming within video game chat rooms, and teen focused apps such as Tinder, My LOL, Musically and Snapchat/money transfer. Most important we will inform you on how to recognize if a youth is being seduced or exploited and how to report it

**Affiliate Night: 4:30 - 5:30 p.m.**

**Vendor Fair: 7:00 a.m. - 5:00 p.m.**

**Saturday, March 10, 2018**

**4th Annual 5K Walk: 6:30 a.m. - 7:30 a.m.**

**WELCOME**

9:00 a.m. - 9:10 a.m.

**Morning Workshops: 9:15 a.m. - 10:45 a.m.**

**WORKSHOP 2A:**

***"Up Your PR Game"***

Beth Heyden

**WORKSHOP 2B:**

***"Situational Awareness: Personal Safety  
in the Workplace"***

Judy Miller

**WORKSHOP 2C:**

***"Being the Silver Lining - Using Professional  
Communication to Foster Positivity,  
Support, and Progress"***

Katelyn Beaman

**CAEOP Business Meeting**

11:00 a.m. - 11:45 a.m.

**Awards Luncheon**

12:00 p.m. - 1:30 p.m.

Poster Contest (grades K-6)

Scholarships

PIP & PSP Awards

Affiliate Newsletter Award

Administrator of the Year Award

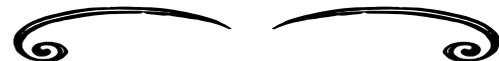
Educational Office Professional of the Year Award

**ENDNOTE SPEAKER: 2:00 p.m. - 3:00 p.m.**

***"Let's Talk About Enthusiasm"***

Wendy Heslink, CEOE, NAEOP Past President

Webster defines enthusiasm as "strong excitement of feeling; something inspiring zeal or fervor." Doesn't passion + enthusiasm = success? For some, enthusiasm is a strong feeling that drives them to do greater things. Individuals who understand and share in the excitement people have for an organization share a drive to achieve great things in that organization. What is necessary in order to have this enthusiasm, how do you get it, how do you keep it.



**Installation of 2018-19  
Executive Board & Banquet**

No Host Social Time 6:00 p.m. - 7:00 p.m.

Dinner and Installation Program 7:00 p.m. - 9:00 p.m.

***"Stepping Into Greatness"***

Men: Black Tie Optional

Women: Cocktail Dress/Semi-Formal  
Green & Black colors are encouraged

Photo opportunities will be available

## **WHO SHOULD ATTEND?**

California Association of Educational Office Professionals (CAEOP) provides professional growth training programs for non-certificated school/district office personnel. We encourage our attendees to grow professionally to better understand our role in service to public and private educational institutions.

## **HOTEL RESERVATIONS**

Santa Maria Radisson  
3455 Airpark Dr.  
Santa Maria, CA 93455  
(805) 928-8000  
[bit.ly/CAEOP18](http://bit.ly/CAEOP18)

Reservation deadline is  
**SUNDAY, FEBRUARY 9, 2018**

- \$115 + taxes - Two Queens or One King
- Free Parking
- Free Internet
- Room rates available 03/06/18 to 03/10/18
- CAEOP Group Rate Code: CAEOP1

Special rate rooms are limited (first come first serve). Please make your reservations as soon as possible. After the deadline date, you may be subject to higher rates.

Radisson Hotel Santa Maria welcomes you with an inviting location close to central coast wine country, just half a mile from SR-135. Take advantage of free Wi-Fi to stay in touch with home or the office, and be sure to soak up the sun as you unwind in our outdoor pool.



The 2018 CAEOP service project is Million Kids - Missing Kids ([www.millionkids.org](http://www.millionkids.org)).

Million Kids - Missing Kids is an information distribution network dedicated to helping locate missing kids by utilizing social media to reach thousands of people throughout Southern California. Photos and information of missing kids submitted to Million Kids will be emailed out to subscribers of the MKMK network in a four-county area and posted on the Million Kids Facebook page. Subscribers can then also share the missing child's information and help to spread the word. This is a free service offered to parents and/or guardians of a missing child. Please bring your donations to the conference, or mail by February 15, 2018 to Beth Heyden, CAEOP Treasurer, 1151 North A Street, Perris, CA 92570. Make checks payable to MillionKids.

## **WORKSHOP DESCRIPTIONS**

### **WORKSHOP 1A**

***Pam Buckhout***

This session will help you to gain a better understanding of the Local Control Funding Formula and how the Local Control Accountability Plan impacts a district's budget. You will also be given tools to help you decipher the various account code segments in the Standardized Account Code Structure (SACS).

### **WORKSHOP 1B**

***Regina Castellanos***

Stop pulling your hair out! It's time to let it all grow back. Today you will begin to understand why some of the people in your life just don't "get it" and the reason you are going bald. The Rainbow has all of the secrets to a better understanding of what makes people tick and how you can use this knowledge to make your life appreciatively easier.

### **WORKSHOP 1C**

***Wendy Heslink***

We may not work at Amazon, but we, as educational office professionals, do provide customer service every single day. What is good customer service for the school office? What does it mean to you, as the educational office professional? Why is it important to be professional, accurate and responsive to your customers? What image are you portraying to your customers in your office?

### **WORKSHOP 2A**

***Beth Heyden***

Welcome in new ways to up your game with marketing. With all of the new online and mobile applications, take the creativity of your visual content to another level. Get creative with flyers, slides and social media posts. Create more professional looking content that will stand out above the others. You can download your creations to be used within your different work programs and applications or post them directly to social media. This is a bring your own device session.

### **WORKSHOP 2B**

***Judy Miller***

We all know and say that safety is important but who keeps us safe? Let's talk about situational awareness, what the FBI says about pre-incident Indicators and how Homeland Security's campaign See Something Say Something, can help you recognize behavior and prompt you to say something that could make a difference for you and those in your care.

### **WORKSHOP 2C**

***Katelyn Beaman***

During this session, attendees will receive models of professional communication, including letters, emails, program guides, flyers and more, that encourage positive rapport, promote collective solutions, and support a mindset of community and respect among colleagues and organizations. We will evaluate the importance of understanding one's audience and one's purpose by reviewing samples of professional documents.

### **Questions about the conference?**

Contact Monica Cornejo, Conference Registrar, by email: [conference-registrar@caeop.org](mailto:conference-registrar@caeop.org) or, contact the Conference Chairman, Susan Smyth by email at [susan.smyth@puhsd.org](mailto:susan.smyth@puhsd.org) or the Conference Co-Chairman, Sarah Tierce by email at [satierce@yahoo.com](mailto:satierce@yahoo.com).

## IMPORTANT NOTES

- Pre-conference tours are scheduled for Thursday, March 8, 2018.
- Confirmation letter will be emailed to all attendees once your paid registration is received. Submit completed and signed registration form with all registrations, including online payment, by February 9th.
- Popular themed baskets are back! Tickets will be drawn at the last general session on Saturday afternoon. You must be present to win the raffle baskets.
- Opportunity drawing tickets will be available online in advance at CAEOP.org.
- Professional attire is strongly encouraged for both Friday and Saturday sessions (no jeans or tee-shirts please). See Page 2 for recommendations on Installation Banquet attire.

## Questions about the Activities?

Contact the Activity Chairman,  
Beth Heyden, by email at  
[treasurer@caeop.org](mailto:treasurer@caeop.org)



## PRE-CONFERENCE ACTIVITIES

### Activity #1 - Guadalupe-Nipomo Dunes

Cost \$10 - 8:30 a.m. - 11:00 a.m.

Naturalist led two hour walk to the end of the Oso Flaco Lake boardwalk. Learn about weather, bats, habitats, and tracking. There will be a half hour walk back to the parking lot. After, stay for the exhibit center to see artifacts from the movie *The Ten Commandments*. Any profit from this tour will be donated back to the Dunes Center (easy walk).

### Activity #2 - Pismo Beach Xtreme Hummer Adventure

Cost \$60 - 1st Adventure 1:30 p.m.

Ride the dunes in a Hummer! This one hour ride will be like no other dune ride you've ever taken. Take in breathtaking views of the ocean from atop the highest peaks as your friendly local guide highlights points of interest along the way. Comes with a driver. Cost includes gratuity.



### Activity #3 - Paint with a Twist

Up to 30 people - Cost \$40 6:30 p.m.

A two hour paint and sip with fellow CAEOP members and guests. Wine and beer are available for purchase on location. No outside alcohol is permitted. Cost includes gratuity.

### Activity #4 & 5 - Stampin Up: Inspire, Create, Share

Up to 20 people each session - Cost \$15

2:00 p.m. - 4:00 p.m. & 6:00 pm. - 8:00 p.m.

Come create three different card varieties each session. Learn how to put them together and go home with a finished product.

Materials will be supplied.

**Image used is sample of a previous card and is not one that will be made.**

