

Atkinson, Andelson, Loya, Ruud & Romo

# 2016 Shell Beach Conference

*An Advanced Labor Negotiations and Personnel Institute  
For Education Leaders and Board Members*

**April 20-22, 2016**

***The Cliffs Resort  
at Shell Beach***

**2757 Shell Beach Road  
Pismo Beach, CA 93449**



## **REGISTRATION FEES:**

\$395 per person (Early Bird). After March 11, 2016, \$425 per person for full conference registration and \$225 for one-day conference registration.

Registration fee includes: two breakfasts, one lunch, one dinner (F. McLintocks)

**aa/rr**

***Six Hours of MCLE and HRCI CREDIT***

**aa/rr**

Atkinson, Andelson  
Loya, Ruud & Romo

A Professional Law Corporation

12800 Center Court Drive, Suite 300  
Cerritos, California 90703

**2016  
Shell Beach  
Conference**



**April 20-22, 2016  
The Cliffs Resort at  
Shell Beach**

# Back By Popular Demand....

AALRR is pleased to announce the return of our popular “Shell Beach Conference,” to be held April 20-22, 2016 at its traditional location at the Cliffs Resort at Shell Beach in San Luis Obispo County.

This annual spring conference focusing on labor negotiations and personnel issues for schools and community colleges has traditionally provided a welcome break allowing both education leaders and board members to focus on strategies to resolve pending labor disputes and to prepare for future negotiations. Need-to-know information on hot topics in personnel is also presented.

The conference has plenty of opportunities to network and share information with colleagues and other elected officials from throughout the State and to interact with AALRR attorneys you may work with from both Northern and Southern California.

## Who Should Attend

This two-day conference is designed to appeal to leaders of school and community college districts and county offices of education. Superintendents, Assistant Superintendents, Governing Board members and any other administrative employees involved in labor negotiations or personnel will find this conference to be an invaluable experience.

## The Cliffs at Shell Beach



The Cliffs Resort is on the ocean, near the community of Shell Beach, on California's Central Coast. It is within driving distance of both Northern and Southern California and is in the center of a magnificent recreation area with golfing, beachcombing, and fine dining available minutes from the conference hotel. Pismo Beach, San Luis Obispo, Avila Beach, Hearst Castle, and Morro Bay are all nearby.

2016	<b>SHELL BEACH REGISTRATION AGENDA:</b> Choose the sessions you are interested in attending. Mark the boxes with your choice. This will help us with room arrangements.	
	<b>Wednesday, April 20, 2016</b> 4:00-5:00 p.m.	<b>Pre-Conference Registration</b>
	<b>Pre-Conference Breakout Session A</b> 5:30-6:30 p.m.	<b>Brown Act Boot Camp for Board Members and Administrators</b>
	<b>Pre-Conference Breakout Session B</b> 5:30-6:30 p.m.	<b>Women in Leadership: Reaching and Breaking the Glass Ceiling &amp; Reception</b>
	<b>Hospitality Reception</b> 6:30-7:30 p.m.	Join us to “kick off” this year’s Shell Beach Conference at our Welcome Networking Hospitality Reception to engage in lively discussion and meet our AALRR attorneys and special guests.
	<b>Thursday, April 21, 2016</b> 8:00-9:00 a.m.	Registration/Breakfast
	9:00-10:30 a.m.	<b>General Session: Framing the FRISK® Message</b> - An introduction to how to influence employee cooperation for change.
	<b>Break</b> 10:30-10:45 a.m.	
	<b>Morning Breakout Session 1</b> 10:45-12:15 p.m.	<b>Negotiating Employee Compensation Using Supplemental and Concentration Grant Dollars</b>
	<b>Morning Breakout Session 2</b> 10:45-12:15 p.m.	<b>Art of Testifying</b> – Coaching tips for when your testimony is the key to winning the case.
	<b>Lunch</b> 12:15 p.m.-1:15 p.m.	<b>Capitol Advisors Group: The Latest News From Sacramento</b>
	<b>Afternoon Breakout Session 3</b> 1:30-2:45 p.m.	<b>The Role of the Board in Labor Negotiations</b>
	<b>Afternoon Breakout Session 4</b> 1:30-2:45 p.m.	<b>Controlling Employee Leaves Through Contract Language</b>
	<b>Afternoon Breakout Session 5</b> 3:00-4:15 p.m.	<b>Demystifying Impasse and Fact-finding</b>
	<b>Afternoon Breakout Session 6</b> 3:00-4:15 p.m.	<b>Ensuring Safe School Environments in Compliance with Title IX</b>
	<b>Dinner</b> 6:00 p.m. 	<b>Dinner at F. McLintock’s</b> - 750 Mattie Road, Shell Beach, CA 93449
	<b>Friday, April 22, 2016</b> 9:00-9:30 a.m.	<b>Continental Breakfast/Networking</b>
	<b>Morning General Session</b> 9:30-11:00 a.m.	<b>High Pressure Tactics on the Road to Labor Settlements</b> <i>Special Guest Speaker</i>
	11:00-11:30 a.m.	<b>Traditional Prize Raffle</b>
	12:00 p.m.	<b>Hotel Checkout</b>

# Registration Information

<b>REGISTER BY MAIL:</b>	If you are paying by check, mail this form with your check made payable to: <b>Atkinson, Andelson, Loya, Ruud &amp; Romo, Attn: Events</b> <b>12800 Center Court Drive, Suite 300, Cerritos, CA 90703</b>
<b>REGISTER BY FAX:</b>	Fax a completed copy of this form to (562) 653-3333 and mail your check with a copy of the form to the address listed above.
<b>REGISTER ONLINE:</b>	Visit <a href="http://www.aalrr.com">www.aalrr.com</a> to complete the registration form online. When paying the registration fee by credit card, follow the link to <a href="#">PayPal</a> or call (562) 653-3579 for assistance.
<b>QUESTIONS:</b>	For more information/immediate registration, contact Keesha Clark at (562) 653-3579.

Name		Position	
District		Fees Paid \$	
Mailing Address			
City	State	Zip Code	
Telephone	E-mail (Required)		
<p>Cancellations must be received in writing on or before April 1, 2016 to receive a refund. No refunds will be given after that date. Attendee substitutions may be made at any time. We are not responsible for hotel accommodation cancellations.</p>			

## Hotel Information:

Rooms must be reserved and paid for directly with the Cliffs Resort. We have obtained a block of rooms at a rate of \$179 per night plus tax and there is a \$20 facilities fee per room per night.

Mention AALRR when booking your room.

Cliff's Resort (805) 773-5000 or <http://www.cliffsresort.com/>.