



Atkinson, Andelson  
Loya, Ruud & Romo  
A Professional Law Corporation

12800 Center Court Drive South, Suite 300  
Cerritos, California 90703

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
**PAID**  
IRVINE, CA  
PERMIT NO. 115

## Shell Beach Conference April 26-28, 2017

# 2017 Shell Beach Conference

An Advanced Labor Negotiations and Personnel Institute for  
Education Leaders and Board Members

**April 26-28, 2017**  
**The Cliffs Resort at Shell Beach**  
**2757 Shell Beach Road**  
**Shell Beach, CA 93449**

### Registration Fees

*\$450 per person for full conference  
registration and \$225 for one-day  
conference registration.*

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

*Six Hours of MCLE  
and HRCI Credit!*



**aalrr** Atkinson, Andelson  
Loya, Ruud & Romo  
A Professional Law Corporation

**www.aalrr.com**

# Shell Beach Conference

April 26-28, 2017

## Who Should Attend

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



## The Cliffs Resort 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.



Atkinson, Andelson  
Loya, Ruud & Romo

A Professional Law Corporation

[www.aalrr.com](http://www.aalrr.com)

**2017 SHELL BEACH REGISTRATION AGENDA:** Choose the sessions you are interested in attending. Mark the circles with your choice. This will help us with room arrangements. 

**Wednesday, April 26, 2017**

4:00-5:00 p.m.

Pre-Conference Registration

☐ **Pre-Conference Breakout Session A** 5:30-6:30 p.m. Achieving Equity for Women in Leadership

☐ **Pre-Conference Breakout Session B** 5:30-6:30 p.m. The Brown Act: The Most Common Violations and How to Avoid Them

Hawaiian Hospitality Reception  
6:30-7:30 p.m.

**Hawaiian Attire:** Join us to “kick off” this year’s Shell Beach Conference at our Welcome/Networking Hawaiian Hospitality Reception. Meet our AALRR attorneys and special guests.

---

**Thursday, April 27, 2017**

8:00-9:00 a.m.

Registration/Continental Breakfast

9:00-10:30 a.m.

General Session: Back by Popular Demand! Statler and Waldorf aka Alan Rasmussen and Mike Crass (ESS Consultants)

**Break** 10:30-10:45 a.m.

☐ **Morning Breakout Session 1**  
10:45 a.m. -12:15 p.m. Negotiations for HR Administrators: Total Compensation in the New Paradigm

☐ **Morning Breakout Session 2**  
10:45 a.m. -12:15 p.m. Nurturing the Superintendent-Board Member Relationship

**Lunch** 12:15 p.m.-1:15 p.m. Legal Updates - Abe Hajela

☐ **Afternoon Breakout Session 3**  
1:30-2:45 p.m. New Laws and Innovative Ideas to Update Your Contract Language

☐ **Afternoon Breakout Session 4**  
1:30-2:45 p.m. Techniques for Conducting Better Personnel Investigations

**Break** 2:45-3:00 p.m.

☐ **Afternoon Breakout Session 5**  
3:00-4:15 p.m. Negotiating Evaluation Procedures

☐ **Afternoon Breakout Session 6**  
3:00-4:15 p.m. Social Media: Best Practices for Board Members and Employees

**Dinner** 6:00 p.m. Dinner at F. McLintock’s - 750 Mattie Road, Shell Beach, CA 93449

---

**Friday, April 28, 2017**

9:00-9:30 a.m.

Continental Breakfast/Networking

**Morning General Session**

9:30-11:00 a.m.

Back by Popular Demand

11:00-11:30 a.m.

Special Guest Speaker: Draza “Mrv” Mrvichin

Traditional Prize Raffle and Hotel Checkout at 12:00 p.m.

# Shell Beach Conference

April 26-28, 2017

## 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 <b><a href="http://www.aalrr.com">www.aalrr.com</a></b> to complete the registration form online. When paying the registration fee by credit card, follow the link to <b>PayPal</b> or call (562) 653-3525 for assistance.
<b>QUESTIONS:</b>	For more information/immediate registration, contact Keesha Clark at (562) 653-3525.

Name		Position	
District		Fees Paid \$	
Mailing Address			
City		State	Zip Code
Telephone		E-mail (Required)	
Cancellations must be received in writing on or before April 2, 2017 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.			

### 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 a \$25 facilities fee per room per night.

Mention AALRR when booking your room.

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

**aalrr** Atkinson, Andelson  
Loya, Ruud & Romo  
A Professional Law Corporation

**[www.aalrr.com](http://www.aalrr.com)**