



## **Executive Director's Conference Report**

Ladies and Gentlemen, it has been a little over two years since I had the honor of becoming the Executive Director of CAHPERD, and this last year in particular has been full of challenges, opportunities and surprises for CAHPERD. For example, after 25 years of planning and implementing literally thousands of special events and programs, I never once had to create Tidal Wave emergency evacuation plan. I'm happy to say that after the last two days, I can now officially record in CAHPERD's Crisis Response Plan Manual: Tsunami Threat - check!

But as I said, this last year has also created multiple opportunities for CAHPERD to renew, reprioritize, innovate and rebuild.

For example, the immediate years before I took this job, California's economy was strong and Governor Schwarzenegger dedicated \$500 million to Physical Education and Arts programs - CAHPERD was doing great! But in the two years I've had this position, over 20,000 of California's educators lost their jobs; the vast majority of which were HPERD specialists. This, in conjunction with the overall poor economy, and the mass State budget cuts that allowed many school districts and Universities to end underwriting of professional development programs such as memberships and conferences, resulted in a membership drop of about 400 members by the end of last year - approximately 300 of which were in LAUSD. This coupled with an unsuccessful conference last year left CAHPERD with vastly decreased cash flow and a mountain of bills.

Therefore, much of our work over this last Summer was focused on reducing our debt and diversifying and increasing our fundraising opportunities to offset the drop in membership. We created payment plans with our vendors and renegotiated our Office rent, and event and hotel room contracts (such as we did here in Monterey, reducing what were contracted to be \$220 per night room rates, down to the \$139 room rates you now enjoy.

Much like you've done at your schools and education institutions, we had to make some difficult and painful budget cuts, forcing us reduce and consolidate many CAHPERD services. However, by implementing the aforementioned actions, we reduced CAHPERD's overall operations expenses by \$29,618.42 per month; and by December, we have paid off all of CAHPERD's previous conference-generated debt, without using one dime of funds designated for programs or scholarships. CAHPERD's Treasurer will give you more information regarding these budgetary changes in his report.

Among the changes made this year included redesigning the CAHPERD Times Newsletter for electronic distribution, allowing us to focus our remaining print

budget on CAHPERD Journal. I hope you agree that the quality our Journal has increased considerably in the last two years since we began this process. I'm happy to report that in the two years of new Journal focus and formatting, peer-review submissions for CAHPERD Journal have increased 280%, and advertising sales increased 30%.

I'm also proud that we met my second goal major goal as your E.D. by launching a comprehensive new website with greater functionality, greater members services and information, easier navigation and most importantly for me, the technology to all our Members to finally, maintain and renew their memberships electronically AND register for all events and programs online. While the website is still relatively new and a working document, the CAHPERD State Office has already increased productivity related to Conference and other event implementation by over 30%.

Another considerable win for CAHPERD this year was planning and executing CAHPERD Jamba Jump Day, which resulted in a new Guinness World Record for CAHPERD! In 2008-2009, over 700 California Schools cut their Jump Rope and Hoops for Heart programs, due to budgets. However, as a result of Jamba Jump Day, CAHPERD increased Jump Rope for Heart participation by 80% in one year, increased overall JRFH donations by 28%, and raised an additional \$177,585 in CAHPERD revenue, what was an increase of \$111,400 over the previous year.

I'm also very proud that CAHPERD received its very first six-figure grant from the California Endowment. These funds have underwritten the development of the wonderful Physical Activity based Standards Workshops you experienced this last Thursday, as well as research regarding administrators attitudes and beliefs regarding physical education, and opportunities for direct observation research. We also created many new partnerships and alliances that have raised both CAHPERD's visibility and funds, including recruiting Baseball Great Dusty Baker and ten other professional Baseball players, and Football great Adrian Ross to participate in a CAHPERD fundraising events.

A partnership for which I am most proud is with Jamba Juice, through both generous sponsorships, and fundraising programs like the Jamba Juice Swipe card you all received in your Conference bags. If you would all please swipe your card each time you buy any Jamba products, CAHPERD will receive 10% of the sales; and proceeds from all Jamba Smoothies you buy this weekend will be donated to CAHPERD.

Finally, I am most proud of the State Office's work with our volunteers to create an amazing line-up of speakers, presentations and programs for this year's Conference, including Surgeon General; three internationally acclaimed researchers, the State Superintendent and Elaine LaLanne, a personal hero of mine.

As a result of all the hard work by your Conference Committee and Office Staff, I'm thrilled to report CAHPERD has increased its membership back by over 250 members, and attracted more than 740 Conference attendees.

An increase of over 200 people over last year's Conference.

In closing, I want to thank you for allowing me to be your Executive Director these last two years, and I hope you enjoy the rest of the Conference. Thank you!