



January 20, 2012

M E M O

TO: 2012 Conference Committee
FROM: Drisha Leggitt, Executive Director
Re: Staff Update for 2012 Conference

Dear Conference Committee,

Again, thanks so much for your work to date planning the 2012 CAHPERD Conference. The program is just wonderful, and we are very excited to be entering into the home stretch with you!

As you are planning a meeting for tomorrow/Saturday, I wanted to pass on the following information/report:

Registrations:

To date, we have 104 Registrations (please see list); obviously we wish it were more. We should be at about 300-400 at five weeks before the conference. However, as you can see from the list, many of the Committee, participating members, etc., that we assume will be attending, haven't registered yet. Therefore, if you know of people planning to register but are not on this list, please contact them and direct them to the website or Prospectus. We do not want people waiting to walk on; we need those pre-registrations, to ensure you have a good budget from which to work and plan.

That said, the calls have been flooding into the State Office requesting Membership numbers (a very good sign, because many school districts will not pay for memberships, but will pay for the registrations if the educators are members; past practice indicates people call for their membership numbers, forward them to their districts, and then receive the funding or purchase order release for their registrations). Therefore, I believe we will see a big jump in registrations from school districts in the next two-three weeks.

Also, as we are back in Southern California, several lapsed members that did not attend the Monterey Conference, have renewed to attend Pasadena (which is wonderful).

Finally, many Professors have been calling about students and student volunteer opportunities; hopefully this is a good sign that we will have many attendees from the surrounding colleges this year!

Room Blocks:

As you can imagine, with such a low number of registrants, we are extremely under our Room Block goals - and the deadline date for the room blocks before they release the rooms was Monday, January 23. To date, we have filled 61 of our 300 Room Block at the Westin; 260 or 41% of our Room Block at the Hilton.

I worked all today through both hotels' Sales Departments and General Management, and was able to receive date extensions for our Room Blocks.

We have also requested lists of the reservations for those nights at both hotels, so that we can cross-reference the names with our registration lists, to make sure all of our attendees are counted among the room block.

However, I really encourage you all to please motivate your friends to reserve their rooms ASAP, so that we are not scrambling or penalized over not meeting our room block requirements.

Promotion:

The CAHPERD Conference Prospectus was completed and sent out prior to the holidays; however, several volunteers have stated that they just received their Prospectus' in the mail last week. Additionally, many of our schools are just now open from the Winter Break, and thus the members receiving their Prospectus in their work boxes. Therefore, we should recognize a positive jump in registrations in the next couple of weeks. Over 35% of our past conference attendees report that a "printed" form/document is needed to receive approval for their Conference attendance.

We have also been aggressively distributing electronic versions of the Prospectus - and requesting recipients to pass to their contact lists -- to such groups/organizations as:

- CAHPERD Membership
- Past CAHPERD Conference Attendees & Lapsed Members
- HEAL Membership
- CDE Representatives & Contacts
- Cal Poly & Other Professional Development Workshops
- CSU, UC, Community Colleges and Private California University (multi-departments such as Kinesiology, Health Sciences, etc.).
- California Governor's Council on Physical Fitness & Sports
- California County Offices of Ed & Physical Education Coordinators in School
 - Districts: http://www.sdcoe.net/lret2/hpe/pdf/PhysEd_Update_May1.pdf
- CIF
- CADA
- CSBA
- ACSA
- CTA & Other Union Representatives
- California Parks & Recreation Society
- AAHPERD & all other State and Country AHPERDs
- The California Endowment & Health Foundations
- California Public Health Leaders
- American Heart Association, Diabetes Association, etc.
- After-School All-Stars, Boys & Girls Clubs of America (in California), Parks & Recreation Districts

- Public Health Advocates
- President's Council on Physical Fitness & Sports
- All CAHPERD Corporate Members (SPARK/Sport-time sent out CAHPERD Prospectus information to their 90,000 person contact list, etc.), for example:
 - <http://www.schoolspecialty.com/upcoming-events>
 - <http://fliker-scooter.com/schools-program/>
 - <http://www.d-fitnessgym.com/>
 -
- California Kindergarten Association
- Dr. Oz's HealthCorps
- City of Pasadena & Pasadena Convention & Visitors Bureau
- IDEA
- ACE
- IHRSA
- BeFit Inc.
- Twitter, Facebook, Four Square, etc.
- Many others.

We have also developed and sent out media releases (please see attached), with photos of Keynotes, to regional and State media, that is starting to be published at this time. For example:

<http://www.pasadenanow.com/main/cahperd-to-host-richard-simmons-state-superintendent-endowment-ceo-amp-many-more-at-state-conference-pasadena>

<http://outside.in/south-pasadena-pasadena-ca>

<http://outside.in/south-pasadena-pasadena-ca/pasadena-convention-center>

I also recruited Konami Digital Entertainment to distribute our media release through their public relations agency; we should see much greater media coverage as a result of their support. They are also helping me with the media event scheduled for Friday Morning, February 24, 2012.

Friday Media Event:

We are EXTREMELY lucky to have been able to talk Konami Digital Entertainment into introducing the World Premier of the brand new "DanceDanceRevolution Classroom Edition," Multi-Player Game at the CAHPERD Conference (rather than their originally planned launch at the AAHPERD Conference).

Great motivation for them to select us, was CAHPERD hosting a Media Event in the Exhibit Hall during the Exhibitor Opening on Friday Morning. Konami will be busing in a few students that morning (at their expense) that have been working with the Beta Test of the game, to demonstrate it in the Exhibit Hall Friday morning. We will need no special equipment or screens, etc. It will all be set up as part of Konami's contracted "booth space", and tested Thursday night. It will not disrupt any Conference space.

The media will be invited to attend and try the game with the students and CAHPERD Conference attendees. We anticipate the media event lasting from 7 am - 7:30 am (not

much later, as the students will need to be bused back to school). We will use this opportunity to promote all CAHPERD Conference activities and speakers (and encourage people to attend).; and will help us drive foot traffic into the Exhibit Hall. The other Exhibitors with which I have spoken are thrilled about this development and plan.

The Media event will not impact the rest of the Conference in any way; and will be over with before the initial Conference sessions.

I have also invited Keynote Dr. Robert Ross to come early and attend the media event if he chooses; but he is not confirmed to arrive until 9 - 9:15 am on Friday for his Keynote Speech.

We have 53 Booths reserved for the Exhibit Hall to date. I anticipate a few more coming in next week.

Keynote Speakers:

By schedule, the following is the work or communications I have had with the Keynote Speakers.

1. Dr. Ross: will arrive between 9 am-9:30 am; he will be escorted by CAHPERD's VP of Health and Health Division volunteers. He is planning to speak about 20 minutes, with ten minutes of questions. He has not given us his AV needs yet; but I have requested it and copies of his presentation. We will be displaying The California Endowment's new "Health Happens Here" campaign materials, and banner(s) on stage (also featured at Torlakson's "Team California" launch); they will provide those materials, and will help us set up. As Dr. Ross lives in the region, he will not require a hotel room, and will not be paid for his appearance.
2. Superintendent Torlakson: is planning to speak, then moderate the panel discussion -- about 45 minutes. Immediately following this presentation, the attendees will enter the lobby, where they will be treated to very light hors d'oeuvres (such as chips and salsa), and tickets for one drink. Accusplit will underwrite this reception. During the reception, the Superintendent will need a hand-held microphone, and we will need a volunteer to run around with a second microphone to allow people to ask the Superintendent questions (similar to the reception in Monterey).
3. Dr. Jim Sallis: I haven't given him a time frame of length of speech; please let him know what you had in mind. We will be paying for one room night for Dr. Sallis, as he is an invited, Keynote speaker. We will also be paying for one room night for Dr. Morrow (as he is an invited, Featured Speaker).
4. Elaine LaLanne & Richard Simmons: Elaine will be presenting Richard Simmons with the "CAHPERD Jack LaLanne Lifetime Achievement Award," which is underwritten by the LaLanne Family. She will speak about 15 minutes, and will need a screen and projector, as she wants to display slides of Richard. Richard will then accept the award and launch immediately into an active presentation of 20-30 minutes; I assume he will need a wireless microphone. We spoke with Ken Hill and thought it might be best to present CAHPERD's business first; then have Elaine speak; then Richard presents, sending everyone off on a positive, fun "high" from Richard's presentation/activity session. We will need the V.P. of Recreation or a member of that Division to escort Elaine and Richard that

morning. Richard Simmons will not need a room, as he lives in Los Angeles, and will not be paid for his appearance.

Socials:

In addition to the aforementioned Friday afternoon sponsored reception, SPARK/Sportime will also be hosting a reception at the Hilton Bar on Friday afternoon. Those are the only two, besides CAHPERD's Saturday Social, of which I know to date.

On Saturday, we have budgeted for the Fajita Bar and are excited about it! We don't have the funds for contracted Casino Night Gaming (which can be several thousand dollars through professional vendors); but am happy to arrange for the tables/chairs, etc. if you have volunteers wishing to host games; please just let the staff know what you need, so that we can order the equipment.

Also, we have volunteers that have offered to create a CAHPERD Dance Mix of music and fun, and have good sound equipment from which to play it. So I think we can reduce our budget for a DJ, as our volunteers feel confident that they can present a professional-quality music mix that will get people dancing.

Photographer:

The photographer has been secured, but will need a list from the Committee of "Must Have" Shots. When we develop the program, please highlight which programs/sessions/speakers that you absolutely want photographed, and we will develop a schedule for him.

Awards:

As of early last week, we had no Award Winners to date. However, that may have changed since Wednesday. I will ask Barbara Ann to please report to you all nominees and scholarship winners to date.

Thank You!

Thanks again for all of your hard work, dedication and enthusiasm. You have a wonderful program planned; and I'm sure this will be a terrific event that will inspire hundreds of professionals and lead to thousands of healthier children! We can't express our appreciation enough for your time and effort.

Now for my annual, January Pep Talk: It's going to be great - try not to stress out! The volunteers are always nervous at this time; but I promise that if we stay on track and promote the heck out of this event, the Conference will be a success. Just please take your vitamins and get plenty of rest - invariably at least one of my leaders will get sick from over work, and I want you to take care of yourselves and enjoy your event! And remember to please be patient with your fellow volunteers and the staff. Everyone is doing the best we can; we all have the same goal: to give an awesome Conference.

With your hard work - and everyone's patience, flexibility and positive nature, this Conference will be CAHPERD's best yet! Good luck and I look forward to speaking with your team next week!

Best Wishes,
Drisha & Staff