



August 20, 2008

M E M O

TO: ADMINISTRATIVE COMMITTEE  
FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR  
RE: STATE OFFICE REPORT

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The CAHPERD State Office and staff have made great strides in the last two months towards many positive goals. The following is a brief outline of the projects, activities and/or programs under management by CAHPERD Staff at this time:

CAHPERD Budget:

Staff is working with CAHPERD Board Treasurer Darren Avrit to prepare the budgets for CAHPERD's individual events in 2008-2009, including: State Conference, APE Conference, Dance & Acro-Sports Conference, and the P.E. Standards Workshop budgets. Please see attached spreadsheets for reference to Treasurer Report on Friday.

The Physical Education Standards Workshops with the Collaborative were profitable for CAHPERD last year, despite the large legal fees associated with LAUSD collection and unplanned overhead. Please see separate Standards Workshop Report for Collaborative Meeting Update and recommendations.

The CPE HP Profit Share payment in July was \$144,938 from 2007-2008 Workshops.

Publications:

- The CAHPERD Publication Calendar was updated in both Excel and Word formats, and was distributed to all Board Members/CAHPERD Leaders.
- Draft Content Lists for both upcoming publications are in Admin. Committee Folders.

Central CAHPERD Calendar & Software Investigation:

- We have developed a central calendar for staff and are in the process of developing an overall CAHPERD calendar that will list all CAHPERD-related events, meetings, awards ceremonies, deadlines, etc. We plan to post the central calendar on the website for reference and use of all CAHPERD members.

- Staff is now investigating both calendar-specific software and Membership software that may be more conducive to our needs. Will have recommendations and Report for next Admin. Meeting.

#### Office Management:

- The Staff has spent a week sorting, compiling Inventory Lists, and recycling dozens of boxes of old CAHERD files and materials. We are still in the process of cleaning out the State Office; but the office is already a more productive working environment.
- We have replaced the existing, old, black and white copy machine, and renegotiated our office equipment lease, to an upgrade of a full-color copier and scanner that also creates booklets and specialty documents for the same price as our last system. We estimate a savings of at least \$250-\$500 in printing savings in 2008-2009.
- CAHPERD donated \$500, and collected additional \$500+ dollars from concerned members, towards a Bereavement Fund for Membership Director Grace Ventura.

#### Website:

- The website has been proofed and updated page-for-page, in the last two months. The website has also launched a transitional re-design that also includes stock photos and Flash Animation.
- Barbara Ann has requested updated photos and bios from all CAHPERD Board and Committee leaders to post on website; she has had a difficult time receiving the information, and is still working on it.

#### Corporate Memberships:

- All existing Corporate Membership contracts have been reviewed and a report developed outlining each Corporate members' terms and CAHPERD benefits for their donation (please see enclosed report).
- A new (Draft) Corporate Membership package listing benefits and increased funding requests has been created by Drisha. Please see enclosed for suggested new levels and benefits.
- Drisha has already met with and "pitched" corporate sponsorship/membership support of CAHPERD to Kaiser Permanente, California Family Fitness, Raley's Family of Fine Foods, and existing Corporate Member Sportime. Drisha is due to meet with SPARK next week, and VSP Vision Service Plan in September.

#### Jump Ropes for Heart & Hoops for Heart:

- Drisha has recruited past JRFH & HFH Chairpersons Patty Suppe and Judy Ameluxen to again act CAHPERD's Program Chairs for the next two years.

- Drisha & Jessica convinced the Sportime Director of Sales to sell CAHPERD Jump Ropes at a reduced-rate for the next two years to support the increase in this program.
- Drisha & Jessica met with the American Heart Association’s Vice President of Programs to research opportunities to increase the program and support existing efforts.

State Conference:

- In addition to the World-Renowned Researchers that Terry Rizzo secured as speakers for our State Conference, Drisha has also recruited:
  - Two-Time Olympic Gold Medalist and WNBA Star Ruthie Bolton.
  - Multi-World-Record Winning Marathon Runner Helen Klein (85 years old).
  - Captain of the Award-Winning Sacramento Kings Dance Team and Director of the Maloof Sports and Entertainment’s Entertainment Offices.
  - Scott Gee, MD, Pediatrics, Pleasanton, In addition to seeing pediatric patients at his Pleasanton clinic, Dr. Gee also serves as the Director for Prevention Information for Kaiser Permanente's Northern California Region, with an office in Oakland.
- We now have a preliminary lay-out of the Exhibits Hall and have increased the number of potential exhibitors by approximately 40 (please see Jessica’s report).

Memberships:

- We have created a report collecting all information on “Complimentary” memberships – who, why, how long. Most of the Complimentary memberships in Texas have now been ended as of July 1, 2008. Please see enclosed report.
- We have gained membership discounts for all CAHPERD members that include:
  - 10% Discount Budget Rental Cars.
  - 10% Discount Avis Rental Cars.
  - 15% Discount any offer – Trikke.
  - 25% and other promotional Discounts – Pro Performance Sports (Speedminton).
  - \$50 Discount on the “Model D Indoor Rower” and \$70 Discount for the “Model E Indoor Rower” – Concept2.