



CAHPERD Transition Team Executive Director Activities Update

1. Memberships:
 - a. Total Active Membership is 2753 as of today – 80 less than October 2007. However,
 - i. Total “Professional” Membership increased from 2110 in Oct. 2007 to 2134 in Oct. 2008 – **an increase of 24 members.**
 - ii. Greatest Growth in Professional Members = Southern District +209.
 - iii. Decreased “Complimentary” Members by 67; “Institutional” Memberships are down by 7; “Retired” Members are down by 52. Therefore, only 13 lost memberships were potentially income-generating; and of the total 80 members lost, 59 of the total were at very low membership fees, resulting in very slight revenue loss.
 - b. Implemented Successful Membership Driving Presentations/Activities:
 - i. Cal Poly Workshop
 - ii. Fall Dance Workshop
 - iii. North Central Dance & Movement Workshops
 - iv. California State University, Sacramento Majors Club
 - v. California State University, Chico Kinesiology Department
2. Newsletter:
 - a. Completed Fall 2008 Edition – Distributed this Week.
 - b. Sent Special Copies to California Department of Education Rep, CSU Chico Rep, Governor’s Council on Physical Fitness, etc.
3. Governor’s Council on Physical Fitness Spotlight Awards & PR Event
 - a. Aligned CAHPERD with event; met Governor & VIPs.
 - b. Requested future CAHPERD Conference participation of Gymnast Peter Vidmar and “Body by Jake” Jake Steinfeld. Also made connection with 1968 Olympic Track Star Tommie Smith.
 - c. Implemented News-Talk Radio Interview with Terry Rizzo during Afternoon Drive Time.
4. Met with and Gave Sponsorship presentations to Four new, Potential Corporate Members; three existing Corporate Members.
 - a. **All Corporate Members have Renewed Sponsorships.**

- b. Have meeting with SPARK Program CEO and program reps in San Diego pre-NAPEC.
 - c. Directed Jessica to secure new connections with National Recreation & Park Association; made 57 New potential Exhibitor/Corporate Sponsor Contacts.
 - d. Met with Clear Channel Radio and secured Media Sponsorship/PSA Campaign promoting JRFH.
5. Secured One Keynote and ten presenters for 2009 State Conference. Began negotiations to secure second potential Keynote. Also, followed-up twice and will continue to work with Governor's Office to secure Governor or First Lady for 2009 Conference. Beginning Conference Logo Design Process now.
 6. Wrote Two Drafts Collaborative MOU; conducted face-to-face and conference calls with Sue and Dianne preparing for 2008-2009 Standards Workshop implementation and promotion.
 7. Wrote contract and secured Legislative Advocate for 2008-2009. Also, met with Leg. Committee Chair twice for strategic planning for the 2008-2009 Legislative sessions, and once with Committee Chair and Advocate for communications, needs assessment and strategic planning meeting.
 8. Completed negotiations for 2013 Conference with Santa Clara; contracts under completion and dates secured now. Began negotiations with Site representatives/hotels for 2012 NAPE C in Sonoma, 2012 State Conference in Orange County.
 9. Completed Due Dilligence contacting all other State HPERD organizations to collect recommendations for new Membership software purchase. Planned employee training on new system and implementation by beginning of December. Also, developed strategy for updating membership records during Conference.
 10. Secured "Jump Ropes for Heart" Campaign chairs, and gained support from existing/future teachers, as well as CSU representatives and corporate members. Also, met with and developed communications and promotion strategy with American Heart Association. Finally, secured reduced-price jump ropes and Jump Rope Teams for promotion and participation drives at schools.
 11. Met with 2010 Ontario Conference representatives and secured rooms for January 2009 BOD meeting(s) in Ontario with facility tours, and Friday night event. Also, met with reps for potential off-site Conf. Social.
 12. Met with CAHPERD Foundation Chair and developed Joint-Fundraising plan for 2009 State Conference.
 13. Submitted Presentation Outline and was accepted to present at AAHPERD Southwest District Conference in January. Also, asked by AAHPERD/NASPE to write article for JOPARD on Calif. Governor's Challenge.
 14. Completed first BOD/HOD meeting, Executive Director's Report, comprehensive corporate sponsorship review and supported Treasurer's successful development of report and approval of individual budgets.
 15. Presented issues and was invited to submit information to United States Presidential Transition Team on behalf of HPERD. Also, provided AAHPERD information for United States Senators Feinstein and Boxer.
 16. Supported County Office of Education representatives in meeting with CDE; proactively secured information from new CDE rep for Newsletter and face-to-face meeting.
 17. Completed all materials for upcoming CAHPERD "Journal"; design for Journal to begin next week. Further updated CAHPERD Website and Web links, and collected suggestions from college representatives.
 18. Secured continued CAHPERD representative (Jim Perry) for CIF Advisory Board. Also, secured commitments for CIF articles in upcoming publications, CIF participation at CAHPERD Conference and CIF assistance with CAHPERD membership development.