



**September 10, 2008**

**M E M O**

**TO: BOARD OF DIRECTORS**  
**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:**

- CAHPERD Staff worked with CAHPERD Treasurer Darren Avrit to prepare individual budgets and supporting adoption motions for the following CAHPERD (potentially) income generating events: National Adapted Physical Education Conference, CAHPERD State Conference, Physical Education Content Standards Workshops, Fall Dance Workshop, Southwest Dance, Movement & Acrosports Workshop (please refer to Darren Avrit's report and Board Motion to Approve).
- No changes will be made to the 2009 State Conference registration fees/designations (from the 2008 rates); the State Conference registration information and fees are now posted on the CAHPERD website and will be announced/promoted in upcoming CAHPERD publications.
- The Physical Education Content Standards Workshops with the Collaborative were profitable for CAHPERD last year, despite the considerable legal fees associated with LAUSD collection and unplanned overhead. As the Collaborative has committed to further implementation of the Standards Workshops in 2008-2009, all members of the Collaborative have committed to developing a written Memorandum of Understanding (MOU), outlining the responsibilities, funding formulas, etc. CAHPERD will also open a new, designated account specifically tracking the Collaborative's costs, income and expenses associated with the Standards Workshop program (in addition to the individual budget CAHPERD manages to track CAHPERD's internal income and expenses). In this way, both CAHPERD and CPE-HP may better record, audit and track the Collaborative efforts and Workshop implementation, materials and fee collection.
- CAHPERD Staff has also worked with CAHPERD Collaborative representatives Perky Vetter and Mary Blackman to develop and introduce (upon approval from the Board) a potential "bonus" schedule, rewarding Standards Workshop Facilitators beyond the primary per diem costs, for leading multiple Workshops. Mary Blackman will report on this potential incentive program. In the meantime, CAHPERD Staff will be sending thank you notes and gifts to the Facilitators, in appreciation of their hard work to date.
- While CAHPERD is projecting an overall 2008-2009 Operating Budget net income of \$32,080, this number reflects carry-over funds from 2007-2008. We are anticipating a potential dip in memberships due to economic conditions and job losses. Therefore, we have a plan to make up the difference in potential lost revenue through office operation cost-saving measures, corporate memberships, foundation and grant proposals, and Conference/event attendance increases.

### **Corporate Memberships:**

- All existing Corporate Membership contracts have been reviewed and a report developed outlining each Corporate member's terms and CAHPERD benefits provided in return for their donation. Among the areas for review and potential augmentation include the use of the CAHPERD logo by corporate members and partners, as well as providing benefits/services consistently among all corporate members.
- A new (Draft) Corporate Membership package listing benefits and increased funding requests has been created by Drisha Leggitt. Please see the enclosed report for suggested new levels and benefits. Staff recommends adoption of this new, standardized corporate sponsorship package – which will be posted, promoted and used consistently for all corporate member negotiations.
- Drisha Leggitt has met with and “pitched” corporate sponsorship/membership support of CAHPERD to Kaiser Permanente, California Family Fitness (which has confirmed their intention to become a new, corporate member), Raley's Family of Fine Foods, Rotary Clubs of the San Francisco Bay Area and Roseville, and existing Corporate Members Sportime and SPARK (gaining their commitment for renewal). Drisha is due to meet with VSP Vision Service Plan in September.
- CAHPERD Staff has contacted all existing Corporate Members requesting reduced-rate membership benefits/deals for CAHPERD members. Please see list below.

### **Publications:**

- Leggitt completed and distributed the final CAHPERD “Journal” initially developed by Quentin Christian.
- New CAHPERD Publication Calendars (for the CAHPERD “Journal,” “Times,” and “Conference Prospectus”) were developed in both Excel and Word formats listing article, advertising and distribution dates. These calendars were distributed to all Board Members/CAHPERD Leaders. Said leaders were also solicited to submit content for the publications. The publication submission information was also updated and distributed.
- A Draft Content List for the upcoming CAHPERD “Times” newsletter is enclosed in this report. The Times newsletter is due to be printed/distributed the first week in October.

### **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 a dramatic 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.
- Drisha is proposing to CAHPERD volunteers to lead a statewide effort to break a Guinness Book of Records Jump-Roping World Record (while also dramatically increasing funds for CAHPERD and utilizing the opportunity to increase membership and build leadership). Please see program proposal, “CAHPERD Jump Rope for Heart Guinness World Record Campaign.”

### **CAHPERD State Conference:**

- In addition to the World-Renowned Researchers that Terry Rizzo secured as speakers for our State Conference, CAHPERD staff has also recruited:
  - **Ruthie Bolton** -- Two-Time Olympic Gold Medalist and WNBA Star:  
[http://www.wnba.com/playerfile/ruthie\\_bolton](http://www.wnba.com/playerfile/ruthie_bolton).

- **Helen Klein** -- Multi-World-Record Winning Marathon Runner and US Track and Field Star (85 years old and Oldest Person to Finish the “Western States 100” Ultra Race): <http://www.rca.org/news/index.php?article=2136>.
- **Jennifer Santich** -- Captain of the Award-Winning Sacramento Kings Dance Team and Director of the Maloof Sports and Entertainment’s Entertainment Offices: [http://www.nba.com/kings/dance/Sacramento\\_Kings\\_Dancers.html](http://www.nba.com/kings/dance/Sacramento_Kings_Dancers.html).
- **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: <http://www.permanente.net/homepage/kaiser/doctor/sgee>.
- **Todd Weitzenberg, MD, Sports Medicine Specialist**, Santa Rosa: [http://www.permanente.net/homepage/doctor/todd\\_weitzenberg/](http://www.permanente.net/homepage/doctor/todd_weitzenberg/)
- **Meredith Bean, MD, Sports Medicine Specialist**, South Sacramento – also Director of the Sports Medicine Department: <http://www.permanente.net/homepage/doctor/meredithbean/>
- **Hyatt Master Chef Norbert Roesch**: 25-year career as an award-winning Master and Executive Chef (including as the personal chef for Arnold Schwarzenegger); he is prepared to do one or more cooking demos in such areas as: "How to Get Your Kids to Eat their Vegetables," "Fun and Nutritious Meals and Snacks," "Substitution Tricks that turn 'Bad' Foods into 'Good' Foods," etc.: <http://www.hyatt.com/hyatt/images/hotels/clara/3rd%20Quarter.pdf>.
- **Federal Bureau of Investigation**: Providing sessions on recognizing Cyber Crime (and subsequent Online Safety), Cyber Bullying, Identifying Child Predators, etc.: <http://www.fbi.gov/cyberinvest/cyberhome.htm>.
- Staff has also gained verbal confirmations from the AAHPERD President, CDE Physical Education Consultant, California Wellness Task Force, the After School Physical Activity and Nutrition Steering Committee, American Heart Association, and CIF, to make presentations if invited to do so by the CAHPERD Conference Planning Committee.
- Staff also worked with the Santa Clara Hyatt to conduct a Friday Evening Wine Tasting event that would consist of:
  - Pairing of two different wines at three stations - two Whites of the same kind from different wineries & two Reds of the same kind from different winery's (with an expert from each winery to talk about the wines).
  - A domestic cheese, fruit & bread display.
  - The cost of this event would be approximately \$25 per person; however, Staff recommends creating a Social Wine Tasting Package that would include a CAHPERD logo Wine Glass for \$30 per person.
  - Staff has also worked with the Group Sales and Events Division of Great America to arrange for a “CAHPERD Night” at the Great America Theme Amusement Park: <http://www.pgathrills.com/#actions>. This event would be tentatively scheduled for Saturday, March 21, 2009; Great America would honor reduced-rate admission to all CAHPERD Conference attendees.
- We now have a preliminary lay-out of the Exhibits Hall and have increased the number of potential exhibitors by approximately 40 (please see Enclosed “Exhibits” report).

### **CAHPERD Website:**

- The website has been proofed and information updated page-for-page, in the last two months. The website has also launched a transitional re-design that features stock photos, member photos, and Flash Animation: [www.cahperd.org](http://www.cahperd.org).
- 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. Eventually, we hope to have updated bios and photos of all CAHPERD leaders posted on the website.
- Staff is also working to add electronic commerce features that will allow for online registrations of events/workshops, logo shop sales, etc.
- Drisha Leggitt is launching a contest requesting photos from CAHPERD members for the website and materials; information regarding and promotion of the contest will be related in CAHPERD publications and on the website.

### **Central CAHPERD Calendar & Software Investigation:**

- Staff has developed an internal, central CAHPERD calendar; and is 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.

### **Memberships:**

- Memberships are comparable to 2007 at this time; please refer to attached membership reports. We have also developed a membership report that lists numbers by professional and personal interest areas (also see attached). Please note: the numbers on the interest area report do not reflect ALL CAHPERD members; not all members fill out and share their preference areas on their membership forms. This report only reflects the interest areas of those that chose to provide that information.
- Staff has created a report collecting all information on “Complimentary” memberships – who, why, how long. Most of the Complimentary memberships in Texas/Out-of-State have now been ended as of July 1, 2008. Please see attached report.
- Staff is soliciting additional membership discounts/benefits for all CAHPERD members. To date, Staff has secured the following benefits for CAHPERD members:
  - 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.
  - Reduced-rate Jump Ropes -- Sportime
  - Soon to be announced Membership Benefits:
    - Discounts with “HOP Sports”
    - Discounted Monthly Dues with California Family Fitness

### **Public Relations:**

- Staff has created a draft media contact spreadsheet (listing CAHPERD members/"Experts-in-the-Field" by geography, role in CAHPERD, areas of interest and expertise, etc.). Upon final completion, this document will be sent to all major California media markets to establish CAHPERD members as content sources and media resources.
- Staff has worked with the Governor's Council on Physical Fitness and Sports, insuring CAHPERD as a primary partner in the Governor's "Fitness Challenge" media event at the Capitol on September 17. CAHPERD President Terry Rizzo will represent the organization during this highly-publicized event.
- Staff has worked with the President Council on Physical Fitness and Sports to secure CAHPERD as the Council's "California State Advocate," and will be their first primary partner for identifying programs worthy of national awards, "Model" status and grants.
  - CAHPERD's association with PCPFS should make CAHPERD more "attractive" for potential Federal grants or national awards, due to our national affiliation/partnership.

### **Legislation Support:**

- President-Elect Kathy Cordes, Southwest District TOY Terri Drain and Drisha Leggitt lobbied in Washington D.C. on behalf of CAHPERD and AAHPERD, promoting the addition of language regarding physical and health education in the "No Child Left Behind" program, support of further PEP grants in California, and physical activity funds for after-school programs.

### **Office Management:**

- The Staff has spent two weeks sorting, compiling Inventory Lists, and recycling dozens of boxes of old CAHERD files and materials – cleaning out many boxes and files of obsolete information and creating better work spaces, more storage and a more efficient work environment. 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.