



**August 12, 2010**

**M E M O**

**TO: CAHPERD ADMINISTRATIVE COMMITTEE**

**FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR**

**RE: STAFF REPORT - SUMMER**

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1. Memberships:

- a. Total Active Membership is 2,068 as of August 12, 2010.
  - i. Total membership by August 30, 2009 was 2,777. However, CAHPERD traditionally experiences a membership surge by the end of August through October.
  - ii. Professional membership only 1,545. Down by approximately 400 members.
    - 1. Approximately 350 of those reside in Southern District; in 2009-2010, LAUSD did not fund professional development dues or registrations. We are hopeful that will change in 2010-2011.
- b. Memberships lowest during Summer months.
- c. Misrepresentative Foundation letters have led to many calls/emails claiming current or lapsed members will not renew due to the Foundation's unsubstantiated and incorrect allegations of misappropriation of funds.
- d. Membership Recruitment Efforts:
  - i. Launched new CAHPERD website and Operations software system, allowing people to manage memberships online: [www.cahperd.org](http://www.cahperd.org).
  - ii. Provided Journals and recruited potential members at the IDEA World Convention (approximately 5,000 attendees).
  - iii. Offered Membership contest to drive membership renewals.
  - iv. Distributed new CAHPERD Journal.
  - v. Will be distributing CAHPERD Times electronic newsletter by end of August.

- vi. Will be implementing aggressive marketing campaign for membership renewals and conference registrations in September/October.
  - vii. Working with Southern District representatives and North Central representatives to tie in membership drive with regional Workshops.
  - viii. Creating electronic Membership Brochure, while requesting printing donation from local printers of hard-copy Membership Brochure.
2. Jump Rope for Heart/Hoops for Heart Campaign & “CAHPERD Jamba Jump Day” Event:
- a. Final total for 2009-2010 JRFH/HFH American Heart Association/AAHPERD/CAHPERD profit share split (approximately 3% total raised) = **\$75,504.85!**
    - i. This total is **\$15,504.84 OVER** our 2010-2011 budget projections.
    - ii. This total is **\$3,254.85 OVER** our “best guess” of the potential total (in April 2010).
    - iii. CAHPERD to receive these funds by second week of September 2010.
    - iv. Total net income generated from 2009-2010 campaign (still in progress, as Guinness Certificate and School Banner sales are posting through Fall 2010) is **\$177,565.64** – or **\$111,402.04 OVER** funds raised from 2008-2009 JRFH/HFH Campaign.
      - 1. Funds from this Campaign paid majority of CAHPERD Operating expenses in 2009-2010.
      - 2. Funds from this Campaign paid over ¼ total CAHPERD 2010 State Conference expenses, allowing for CAHPERD to implement the 2010 CAHPERD State Conference.
    - v. Updated overall 2009-2010 Campaign and Profit-Loss Report available in attachment.
    - vi. In process of completing MOU with AHA/AAHPERD for 2010-2011 campaign.
3. New CAHPERD Website & Operations Software Launched: [www.cahperd.org](http://www.cahperd.org).
- a. Cleaner design; easier to navigate; consistent “look and feel” through all pages.
  - b. Allow visitors to manage memberships, logo shop sales and event registrations online.
  - c. Also, allows visitor counts (not collected/measured on last website).
  - d. “Quiet launch” for two weeks while work out any “bugs” and fill further “Coming Soon!” second/third tier pages. More aggressive announcement distributed September 1, 2010.
  - e. Have received over a dozen compliments on new design.
  - f. Will save CAHPERD approximately \$446 per month in reduced operation fees including credit card fees, website hosting, domain management, online newsletters and EBlasts, etc.

- g. Should save CAHPERD considerably in operations costs during major events such as Conferences, as will not require employees to “re-key in” registration information after faxed from attendee.
  - h. Have received complaints from Foundation members that the Foundation is not represented on the website. This is absolutely untrue; the Foundation is represented under “Awards and Grants”, “Organizational Structure”, “Mission/By-Laws/Constitution” and representative information on Board links.
  - i. Soon will add:
    - i. President Latham’s Video Blog.
    - ii. “Members Only” Podcasts and Videos/Examples of sample curriculum/lesson plans.
    - iii. Further interactive features.
4. Reduction/Renegotiation of CAHPERD Expenses:
- a. Reviewed all CAHPERD existing monthly contracts/services/fees; renegotiated all possible, existing contracts.
    - i. **Total savings per month = \$15,529.27!**
      - 1. Please see Monthly Bills Report & yearly totals comparison.
      - ii. Please note: most of the existing contracts were established or entered before Drisha Leggitt or Darren Avrit became CAHPERD’s Executive Director and Treasurer (respectively).
  - b. Renegotiated five outstanding, large bills with vendors into four six-month payment schedules and one three-month payment schedule.
    - i. All vendors agreed to the monthly payment proposal after E.D. negotiations.
    - ii. E.D. and Ontario Convention Center still haggling over 2010 State Conference IT services charge of \$6,800; personnel was not available, and Conference Managers recruited unapproved Sub-Contractor for services Ontario Convention Center could not provide. E.D. making payments on total owed, less the \$6,800.
    - iii. Three-month payment schedule complete; Corporate Member School Specialty is paid in full. CAHPERD is half way through payment in full of other four bills.
      - 1. Please see Monthly Bills Report.
  - c. Implemented Board-directed workforce reduction of 2 ½ employees.
    - i. Created CAHPERD’s first standard processes and procedures for laying off employees (none existed), including standard letters, reports, file, etc.
    - ii. Implemented Unemployment Insurance options for employees.
    - iii. Wrote referral letters or provided references for laid off employees.
    - iv. Worked with Office Committee to implement workforce reductions in sensitive and respectful manner. However, the Foundation sent out

information (much of it misleading), to members regarding lay-offs before CAHPERD could legally and respectfully implement the workforce reduction. Therefore, the process was unnecessarily more stressful and potentially harmful to the employees – and placed the BOD at risk by the Foundation’s irresponsible behavior.

5. CAHPERD 2011 State Conference:

a. Recruited two wonderful Keynote Speakers:

- i. Best-Selling Author and Founder of “Athletes Against Drugs” Stedman Graham: <http://www.stedmangraham.com/>.
- ii. Hollywood’s Premier Fitness Expert & Celebrity Trainer Dan Isaacson: <http://www.isaacsonfitness.com/>.
- iii. Outstanding invitations for potential Keynote Speakers:
  1. United States Surgeon General Dr. Regina Benjamin: <http://www.surgeongeneral.gov/>.
  2. Sacramento Mayor & Former NBA All-Star Kevin Johnson: <http://www.cityofsacramento.org/mayor/>.
  3. PX90 Fitness Trainer Tony Horton: [http://en.wikipedia.org/wiki/Tony\\_Horton\\_%28exercise\\_instructor%29](http://en.wikipedia.org/wiki/Tony_Horton_%28exercise_instructor%29).
  4. First Lady Michelle Obama: [www.letsmove.org](http://www.letsmove.org).
  5. Celebrity Chef Jamie Oliver: <http://www.jamieoliver.com/campaigns/jamies-food-revolution/petition>.
  6. Potential Researchers.
- iv. Thursday Workshop Partners:
  1. Thom McKenzie and California Endowment Project Team.
  2. IDEA Health & Fitness.
  3. ACE Fitness Certifications.
  4. BeachBody Coach Certifications & Class.
- v. Propose changing expensive CAHPERD Conference Prospectus development, printing and postal distribution to smaller, promotional piece featuring sample presentation information, speaker bios, and activities. Then link everyone back to the CAHPERD website for electronic and up-to-date Conference information/schedule. Should save CAHPERD at least \$5,000 in printing and postage costs.
- vi. Have approached ten new CAHPERD Conference exhibitors with positive responses including such organizations as Cybex International Fitness Equipment: <http://www.cybexintl.com/>.

- vii. Negotiating with AAHPERD to secure a Joint Registration opportunity to allow attendees to register for both 2011 Conferences at one rate.
- 6. 2010-2011 BOD/HOD Meetings:
  - a. Developed preliminary Itinerary with President Latham that “piggy-backs” upon California Endowment Grant work, providing additional benefit of Leadership Training for CAHPERD BOD/HOD members, and catching CAHPERD up on project timeline and goals.
  - b. Negotiated excellent rate with Best Western Monterey Beach Resort that during Peak Season that includes:
    - i. Free Meeting Rooms (three days).
    - ii. Free Continental Breakfast (three days).
    - iii. \$129.00 Hotel Room Rates (normally \$200+ per night during peak season); this is equal to the *least expensive* rate at DoubleTree Ontario = Excellent Value: <http://www.montereybeachresort.com/>.
- 7. Collected, developed and calculated first, comprehensive Financial History Report for the CAHPERD Foundation for Healthy Lifestyles.
  - a. Calculated Cost versus Benefit from Foundation’s own records over 13 years:
    - i. Overall: Costs CAHPERD \$2.18 for every single dollar raised by the Foundation.
    - ii. Overall: Costs CAHPERD \$1.04 for every dollar Foundation distributed in grants and scholarships.
    - iii. In 2009-2010: Cost CAHPERD \$17.45 for every dollar raised by the Foundation.
    - iv. In 2009-2010: Cost CAHPERD .85 cents for every dollar they distributed in grants and scholarships.
  - b. Secured CAHPERD Attorney in providing options and legal guidance regarding response to Foundation’s unsubstantiated allegations (sent in written form to unknown number of CAHPERD Members).
  - c. Worked with CAHPERD President and Attorney to collect factual responses point-by-point to Foundation’s libilous statements.
- 8. National Adapted Physical Education Conference:
  - a. Registrations are not managed by State Office at this time – can not project participant numbers, members versus non-member rates, process self versus school district registrations, etc. Very concerning situation for Staff.
    - i. To date, any/all NAPEC registrations are being sent and processed (?) by Cal Poly, Pomona.
  - b. Four known Exhibitors, but Staff doesn’t know to whom and how the exhibitors have been contacted, if there are more, if they should be billed, if more may be recruited, etc. Also, very concerning for Staff.

- c. Do not have information regarding Speakers, Presentations, etc. Can not promote this event beyond link to general SCAPE website, because have no information.
9. Designed and distributed Spring/Summer edition of the CAHPERD Journal:  
<http://www.cahperd.org/journals.html>.
10. Now developing electronic CAHPERD Times newsletter for distribution in three weeks.
11. Created and updated comprehensive spreadsheet reports for “CAHPERD Monthly Bills,” and “2009-2010 JRFH/HFH/CJJD Campaign”.
12. Secured CAHPERD as Sacramento’s official and only, “Family Health & Fitness Day USA” event representative organization:
  - a. Applied for and received “scholarship” for free marketing materials:  
[www.fitnessday.com/92510](http://www.fitnessday.com/92510) and free registration for event participation.
  - b. Negotiating with Clear Channel Radio Network and local groups to implement first “CAHPERD Family Health & Fitness Day Walk” as CAHPERD Fundraiser.
  - c. Difficult timing (September 25, 2010). Will not be able to implement if can’t find logistics team to implement, as CAHPERD on skelaton staff.
13. Gathered information on fundraising opportunities for Board Member implementation including:
  - a. “CAHPERD Day” at Baseball and Basketball games.
  - b. “CAHPERD Day” at Chevy’s Restaurants and Big Spoon Yogurt Shops.
  - c. Regional or Mini-CAHPERD Workshops.
  - d. Grocery store rebate programs.
  - e. Credit card rebate programs.
14. Rewrote and calculated retroactively 2010-2011 Contract for CAHPERD Legislative Advocate. Was approved by President and sent. Under Advocate’s consideration now.
15. Revised the California Endowment Grant timeline and am working with President Latham and Team to schedule next meeting and plan September meetings/BOD leadership facilitation.
16. Developed partnership with the Sacramento City Unified School District and CAHPERD North Central District Coordinator Heather Deckard to create, write and submit a PEP Grant. Will now also take that same model and apply it to other grant funders/foundations. The model is applicable/duplicatable with any other school district statewide; the grant can be provided to Board Members, should they be interested in duplicating the model in their region/school district.