



March 3, 2011

M E M O

TO: CAHPERD ADMINISTRATIVE COMMITTEE, BOD & HOD

FROM: DRISHA LEGGITT, EXECUTIVE DIRECTOR

RE: STAFF REPORT -- MARCH 2011

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1. Memberships:

1. Total Active Membership is **1,960** as of January 12, 2011 (mid-month). February and March are our most active renewal months.
 - i. Professional membership 1,584 -- an increase of approximately 500 members since December 2010.
 - ii. 250 needing renewals this month.
 - iii. Professional Membership down by approximately **350** members.
 1. Approximately 300 of those reside in Southern District; LAUSD is still not funding professional development dues or registrations.
 2. Southern District December Workshop was cancelled; Kristen Okura's CSU, Fullerton event attracted:
 3. Southern District has no Award Dinner or other Workshop scheduled and known by State Office at this time.
 - iv. Student memberships = **237**; scholarships to conference should increase numbers. Section Chair to receive renewal list for contacts.
 - v. Retired memberships = **126**; Section Chair given renewal list for contacts and recruitment. Updated list to Section Chair this week.
 - vi. Corporate memberships = 71; increase over 2010 by five.
2. Misrepresentative Foundation letters have led to many calls/emails claiming current or lapsed members will not renew due to the Foundation's unsubstantiated allegations of misappropriation of funds.
3. **Staff secured major, new Membership Benefit: Kaiser Permanente Group Health Plan/Benefits!**
 - i. Very important feature to our Recreation and Dance communities!

4. Membership Recruitment Efforts:
 - i. Implemented CSU, Fullerton, CPEC and other Workshops.
 - ii. Distributed CAHPERD Times electronic newsletter bi-monthly since Conference planning.
 - iii. Provided membership information and registration forms to CSBA,PTA, CIF, IDEA, ACE, CADA, and other association partners.
2. CAHPERD 2011 State Conference:
 1. Attendance (to date):

▪ Pre-Registered Attendees	101
Spouse	1
Conf. Manual	65
Awards Luncheon	20
Beach Party	11
Golf Tournament	1
Activity Based Standards	1
Balletone	1
Brett Hoebel's Edu Workshop	5
RevAbs Class	10
 2. Recruited EIGHT wonderful Keynote Speakers:
 - i. **Surgeon General of the United States**, Dr. Regina Benjamin - As America's Doctor, she provides the public with the best scientific information available on how to improve their health and the health of the nation. Dr. Benjamin also oversees the operational command of 6,500 uniformed health officers who serve in locations around the world to promote, protect, and advance the health of the American People: <http://www.surgeongeneral.gov/about/biographies/biosg.html>.
 - ii. Dr. Robert Huizenga, UCLA Diplomate Internal Medicine & "The Biggest Loser" and "On Any Given Sunday" M.D.: [web](#)
 - iii. Dr. Antronette K. (Toni) Yancey, MD, MPH, Professor, Department of Health Services, [UCLA School of Public Health](#), and Co-Director, UCLA Kaiser Permanente Center for Health Equity.
 - iv. Elaine LaLanne, Jack LaLanne's Wife of 51 Years: www.befit.com.
 - v. Hollywood's Premier Fitness Expert & Celebrity Trainer Dan Isaacson: <http://www.isaacsonfitness.com/>.
 - vi. Dr. Thom McKenzie, Emeritus Professor of Exercise and Nutritional Sciences at San Diego State University and former Adjunct Professor, Department of Pediatrics, University of California, San Diego: <http://www.sdprc.org/people-mckenzie.php>.
 - vii. Amazing "Featured Speakers" Include:
 - [Dr. Carrie Jaworski](#): Director of Intercollegiate Sports Medicine and Head Team Physician for *Northwestern University* in Evanston, IL.

- **Brett Hoebel:** *REV ABS* is a cutting-edge, ab-defining and body-toning program created by international fitness super star Brett Hoebel.
 - **Peter "Pete" Morelli:** Principal of Saint Mary's High School in Stockton, California; and better known as an American football official in the *National Football League* (NFL) since the 1997 NFL season.
 - **Colin Milner:** founder and chief executive officer of the *International Council on Active Aging*® (ICAA), is one of the world's visionaries on the health and well being of the older adult.
 - **Shannon Fable:** *2006 ACE Group Fitness Instructor of the Year & 2009 Top 3 Finalist for IDEA Instructor of the Year*, is the founder and CEO of Sunshine Fitness Resources and the owner of *Balletone*.
 - **Dr. Davis Koh:** DPT, MBA, GCS, RKC, CSCS Dr. Koh has been practicing physical therapy for over twelve years with a B.S. degree in Physiological Sciences from UCLA, as well as a Master and Doctor of Physical Therapy from USC.
1. Have 32 Exhibitors (of 50 spaces).
 2. Added new Thursday elements:
 - a. Thursday Mass Community "Rev Abs" class with Fitness Star Brett Hoebel.
 - b. Celebrity Golf Tournament at Pacific Grove.
 - c. New Activity-Based Standards Workshops - teaching all educators how to incorporate physical education and activity into teaching all Content Standards (Math, Science, English, etc.).
 3. Published and distributed Fall/Winter edition of the CAHPERD Journal with CAHPERD Conference Prospectus.
 - 4.
 5. Coach Cate
 6. Recruited four new Corporate Members/Sponsors never before working within AHPERDs or CAHPERD:
 1. UGI Fitness: \$2,500 (cash & product): <http://ugifit.com/>.
 2. Cybex International: \$1,000 (to date; considering larger sponsorship proposal): <http://www.cybexintl.com/>.
 3. Balletone/Sunshine Fitness: \$1,000 - <http://www.balletone.com/>.
 4. JuicePlus: \$500 - <https://www.juiceplus.com/nsa/content/Welcome.soa>.
 5. BodyMedia, Inc.: \$2,400 in Product and Services.
 6. CAHPERD Marketplace (to be launched April 2011) = Corporate and other Members donate 10% sales back to CAHPERD for all online purchases.
 - i. All existing Corporate Members.
 - ii. Beach Body.
 - iii. USANA Products.
 7. Researched, registered/applied and secured new, ongoing fundraising programs for CAHPERD:

1. CAHPERD Jamba Juice Swipe Cards: <http://www.jambajuice.com/community-programs/jamba-in-the-community/community-appreciation-fundraising>.
 - i. 10% of every sale w/swipe card donated to CAHPERD quarterly.
 - ii. Anyone (CAHPERD members, friends, students, etc.) can swipe for CAHPERD that purchases Jamba.
 - iii. Board members requested to distribute swipe cards to all contacts.
 - iv. After one month, CAHPERD has generated \$34.34 in proceeds.
2. GoodSearch.com: <http://www.goodsearch.com/Default.aspx>.
 - i. When anyone "Searches" and designates CAHPERD as recipient NPO, CAHPERD receives one cent.
 - ii. Yahoo Search Engine. Can download tool bar to automatically go to GoodSearch.com for CAHPERD from GoodSearch.com or CAHPERD.com.
 - iii. Three months of use = approximately \$10.00 to date and counting.
3. GoodShop.com: <http://www.goodsearch.com/goodshop.aspx>.
 - i. 3%-30% of product sales proceeds donated by to CAHPERD.
 - ii. Participating companies include: Amazon, HP, Target, Office Depot, etc.
 - iii. Anyone can "shop for CAHPERD;" not just members. Please ask friends and family to designate CAHPERD when doing online shopping.
 - iv. Three months of use = total
8. Implemented Successful Super Bowl Fundraising Event with former Bengal and Steeler Adrian Ross!
 1. Also, recruited him and his friend, Marlon Moore (former Miami Dolphin), to participate in upcoming "Jack LaLanne Celebrity Golfrecreation Event."
 2. Total Raised = \$
9. Implemented Successful World Series Fundraising Event with Baseball Hall-of-Famer Dusty Baker!
 1. Planned/implemented Fundraising Event/Party in five days in partnership with Pro-Player Baseball Instruction (PPBI).
 2. Raised \$3,044.76.
 3. Ten professional players also attended:
 - i. Ryan Royster, Seattle Mariners (U.C. Davis & C.K. McClatchy High School Grad)
 - ii. Jerry Royster, Former Manager, Milwaukee Brewers (Sacramento High School Grad)
 - iii. Jerry Manuel, Manager, New York Mets (Cordova High School Grad)
 - iv. Rowland Office, Atlanta Braves (C.K. McClatchy High School Grad)
 - v. Ricky Jordan, Philadelphia Phillies (Grant High School Grad)

- vi. Greg Vaughn, Brewers/Devil Rays/Padres/Reds/Rockies (Kennedy High School Grad)
 - vii. Cory Vaughn, New York Mets (Jesuit High School Grad)
 - viii. Ryan Scoma, San Francisco Giants (U.C. Davis Alum)
 - ix. Vinny Catricala, Seattle Mariners (Jesuit High School Grad)
4. Dusty Baker and Pro Players have agreed to make this an **annual fundraiser** for CAHPERD every World Series!
 5. Clear Channel Radio agreed to give annual PSAs for CAHPERD promoting the fundraiser.
10. CAHPERD Public Relations & Media Coverage:
1. Adrian Ross Super Bowl Party Event covered on KFBK News-Talk Radio, The Sacramento Bee, The Sacramento News & Review
 2. Dusty Baker Event covered on ABC, CBS, NBC, Fox, CW and Latin TV.
 3. Dusty Baker Event & Governor's Spotlight Awards covered on KFBK News-Talk Radio.
 4. Dusty Baker Event covered by The San Francisco Chronicle and The Sacramento Bee, several regional newspapers.
 5. North Central Workshop and Fall Dance Workshop covered by The Sacramento Bee and regional radio stations.
 6. GoodShop.com/GoodSearch.com feature of CAHPERD on ABC TV and KFBK News Radio.
 7. Implementing Media Relations now celebrating CAHPERD member Nanci Hennefer selected as AAHPERD SWD TOY.
11. Jump Rope for Heart/Hoops for Heart Campaign & "CAHPERD Jamba Jump Day" Event:
1. Final total for 2009-2010 JRFH/HFH American Heart Association/AAHPERD/CAHPERD profit share split (approximately 3% total raised) = \$75,504.85!
 2. To date, have received **\$3,815.83** in income from Guinness World Record Certificate and Banner sales. This is unanticipated income in FY 2010-2011, as a result of the February 2010 event.
 - i. Total net income generated from 2009-2010 campaign (still in progress, as Guinness Certificate and School Banner sales are still posting) is **\$181,381** – or **\$115,282.87 OVER** funds raised from 2008-2009 JRFH/HFH Campaign.
 3. Completed and signed MOU with AHA/AAHPERD for 2010-2011 campaign.
 4. Re-recruited fantastic JRFH/HFH Chairpersons Patti Suppe & Judy Ameluxen.
 - i. Patti Suppe is under consideration for National JRFH/HFH TOY.
 5. Implementing new incentive strategies such as rebates for JRFH/HFH Coordinators at Conf., special ribbons, CAHPERD logo shop gifts, etc.

12. New CAHPERD Website & Operations Software Launched: www.cahperd.org.

1. In three months, the CAHPERD website has already received 20,049 hits!
2. Productivity for membership renewals and registrations increased due to online capability.
3. Project 40% increase in productivity during heavy event registration.
4. Will save \$5,466 per year in design and printing fees for CAHPERD Times newsletter, as electronic newsletter and design template built into the Operations Software.
5. Will save \$336 per year in E-Blast and other online communications costs, because service included in new Software system.
6. Have received over 100 compliments on new design.
7. Will save CAHPERD approximately \$446 per month in reduced operation fees including credit card fees, website hosting, domain management, etc.
8. Posted Foundation Reports and Financial History, Bank account and statement receipts proving former foundation trustee letters were completely wrong; see below.
9. Soon will add:
 - i. President Latham's Video Blog.
 - ii. "Members Only" Podcasts and Videos/Examples of sample curriculum/lesson plans.

13. Paid Off Outstanding Bills Resulting from Unapproved Expenses Generated by 2010 Conference Chairs.

1. Four-Six month payment schedules completed - paid off November 2010.
2. Over \$60,000 paid due to dramatic State Office and volunteer expense cuts.
3. Other Accounts Payable only \$27,216.47 and current/under 30 days.

14. Reduction/Renegotiation of CAHPERD Expenses:

1. Reduced CAHPERD Line of Credit by \$10,000.
2. Renegotiated Interest on Line of Credit: from over 6% down to 1.7%! This is a **savings of over \$1,849!**
3. Renegotiated with Ontario Convention Center fees resulting in forgiveness of \$6,800 off total bill.
4. Reviewed all CAHPERD existing monthly contracts/services/fees; renegotiated all possible, existing contracts.
 - i. **Total savings per month = \$29,618.42!**

15. Hired Fantastic New Bookkeeper: Theresa (Terri) Bedford.

1. B.A. Degree in Accounting.
2. Athlete & Expert Kayaker - implementing after-school Kayaking and certification program for students.

3. Married to High School educator; very knowledgeable of both accounting and educational communities - excited about CAHPERD's mission and goals.
4. Already launched CAHPERD's annual Audit on day one of employment!

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- ii. Dr. Antronette K. (Toni) Yancey, MD, MPH, Professor, Department of Health Services, [UCLA School of Public Health](#), and Co-Director, UCLA Kaiser Permanente Center for Health Equity.
- iii. Best-Selling Author and Founder of "Athletes Against Drugs" Stedman Graham: <http://www.stedmangraham.com/>.
- iv. Hollywood's Premier Fitness Expert & Celebrity Trainer Dan Isaacson: <http://www.isaacsonfitness.com/>.
- v. Dr. Thom McKenzie, Emeritus Professor of Exercise and Nutritional Sciences at San Diego State University and former Adjunct Professor, Department of Pediatrics, University of California, San Diego: <http://www.sdprc.org/people-mckenzie.php>.
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17. Published and distributed Fall/Winter edition of the CAHPERD Journal with CAHPERD Conference Prospectus.
18. Collected, developed and calculated first, comprehensive Financial History Report for the CAHPERD Foundation for Healthy Lifestyles.
1. Data collected from comprehensive reports created by the Foundation for the CAHPERD Board, and CAHPERD’s annual audited financials.
 2. Per BOD questions and suggestions, added tabs to detail recipients of grants and scholarships, and individuals that received/took Foundation funds that were not grants and scholarship recipients. Please check these tabs.
 3. Detail of every transaction reported by the Foundation will be found on the “Details” tab and has been checked and cross-referenced for accuracy.
 4. Scanned in actual Foundation Reports: June 2003 - May 2010 - all numbers and calculations can be cross-referenced to prove data accuracy (if there are any “mistakes” or challenges to this data, the mistake can only be the result of bad or mis-reporting from Foundation Chairs to BOD).
 5. Scanned in documents of all Bank activity of Foundation Checking Account for 2010, proving no funds were used or spent by any persons other than by/to Foundation members. Foundation check books are now secure; and separate checking account (costing CAHPERD additional funds to maintain and non-interest bearing) is now closed. All checking account funds are now in a Federally-insured, Interest Bearing CD.
 - i. Proving all libelous accusations distributed by some former Foundation trustees to CAHPERD members and donors were patently false and unsubstantiated, and without merit.
 6. Per BOD direction, transferred Foundation “Investment Funds” formerly uninsured and experiencing substantial losses due to funds risked in the Stock

Market, into Interest-Bearing, Federally-Insured CD. Scanned Recipient documenting the deposits and interest.

- i. Proving all libelous accusations distributed by some former Foundation trustees to CAHPERD members and donors were patently false, unsubstantiated and without merit.

7. **All Reports, Documentation, Financial History and Cost-Benefit Analysis is now posted on the “Members-Only” pages of the CAHPERD website under “Resources”** - any member can see that their donations are secure and have not (nor will be) ever used for any but the donations' intended purpose. Please feel free to direct all members with any questions or concerns due to false rumors to this documentation.

19. National Adapted Physical Education Conference:

1. Do not have final financial totals for NAPEC - facility invoices to CAHPERD have been incorrect; still negotiating totals. However, was profitable by at least \$10,000.
2. Unanticipated Benefit: half dozen Canadians that attended NAPEC have registered for CAHPERD State Conference as a result of their positive experience - way to go SCAPE!

20. Gathered information on fundraising opportunities for Board Member implementation including:

1. “CAHPERD Day” at Baseball and Basketball games.
2. “CAHPERD Day” at Chevy’s Restaurants, Baja Fresh, Jamba Juice, and Big Spoon Yogurt Shops.
3. Regional or Mini-CAHPERD Workshops.
4. Grocery store rebate programs.
5. Credit card rebate programs.

21. Managed CAHPERD/Endowment Grant Team Program.

1. Projects resulting in three outcomes: Principals’ Survey with publishable research; direct observation of sampling of schools surveyed; new curriculum for Activity-Based Standards Workshops appropriate for all Educators.

22. Selected as Public Relations Committee Member for National Association of Sports and Physical Education.

23. Supporting and promoting AAHPERD Conference in San Diego; hosting the Society of Association Management members in April.

24. Presented JRFH Best Practices Report at AAHPERD Southwest District Meeting.

25. Presented at Nevada AHPERD Conference. Nevada now promoting CAHPERD Conference attendance to all NAHPERD members.

26. Invited to and attended with President Dan Latham Governor’s Spotlight Awards, Superintendent Torlakson’s Inauguration and CDE Reception.

27. Have secured CAHPERD Workshop presentation at the IDEA World Convention (attracting 20,000 people worldwide) - and free CAHPERD Booth Space at World Expo!

28. Working with President Latham, IDEA and ACE to develop potential CAHPERD High School Career Academy.
29. Trading CAHPERD Booth Space with PTA and CSBA to exhibit free at their events.
30. Working with AAHPERD and Massachusetts AHPERD on launch of Cross-Country Physical Education trek - covered by "Good Morning, America" from CAHPERD South-Central District Launch February 1, 2011.