

CAHPERD BOARD OF DIRECTORS' RESULTS REPORT: E.D. - SUMMER 2010

The following is a brief list of results and/or action items implemented by Executive Director Drisha Leggett during the two-month interim contract. Please note, these items are listed in accordance with the Executive Director's job description, and not in order of importance:

- Managed all CAHPERD operations and provided member services with 2 ½ fewer employees, and remaining employees on furlough. Also, implemented Board-directed workforce reductions.
- Created CAHPERD's first standard processes and procedures for legal workforce reduction (none existed), including standard letters, reports, files, unemployment insurance information, etc. Also, worked with Office Committee to implement workforce reductions in sensitive/respectful manner.
- Researched and renegotiated all CAHPERD existing contracts (such as State Office lease, reducing the monthly rent by \$1,000). Reduced monthly office expenses by **\$15,529.27!** Also, renegotiated five outstanding, large bills with vendors into four six-month payment schedules and one three-month payment schedule (now fully paid); all bills paid by December 2010.
- Worked with Administrative Committee to renegotiate Legislative Advocate contract. Then rewrote and calculated retroactively 2010-2011 Contract for Legislative Advocate.
- Launched new CAHPERD Website and Operations Software: www.cahperd.org. Allows CAHPERD to manage membership, implement online event registration, E-Commerce, etc.
- Worked with State Office staff to implement monthly accounts receivables/payables and basic bookkeeping operations within QuickBooks, without an employed Bookkeeper.
- Negotiated September BOD/HOD meeting site rates to include \$129 per room (regularly \$300+ per room as this is "Peak Season"), free continental breakfast and free meeting space. Negotiated California Endowment Team meeting with free meeting space, complimentary continental breakfast, and rooms at \$89 per night (normally \$200 per night).
- Negotiating with AAHPERD to secure a Joint Registration opportunity to allow attendees to register for both 2011 Conferences at one rate.
- Worked with 2011 Conference Planning Committee; also recruited two respected Keynote Speakers: Athletes Against Drugs Founder Stedman Graham and Celebrity Trainer Dan Isaacson. Also, have tentative confirmation from United States Surgeon General Dr. Regina Benjamin. Created outstanding invitations to Sacramento Mayor Kevin Johnson, Trainer Tony Horton, First Lady Michelle Obama, Chef Jamie Oliver & Bill Cosby.
- Recruited Thursday Conference Workshop partners such as Thom McKenzie and California Endowment Project Team, IDEA & ACE Fitness Certifications, and BeachBody Coaching Certification.
- Recruited new United Football League to implement 9/25/10 CAHPERD fundraiser on Opening Day.
- Have developed proposals for **ten** new CAHPERD Conference exhibitors including such organizations as Cybex International Fitness Equipment: <http://www.cybexintl.com/>.
- Recruited free, CAHPERD Public Service Announcement schedule on Clear Channel Radio Network.
- Implemented formal, national request, review and "scholarship" process from LetsMove.org and "Family Health & Fitness Day USA" to designate CAHPERD as official, California/Sacramento representative for the national event (providing national promotion, free materials, and other perks). Allows CAHPERD to implement aforementioned new fundraising event annually.
- 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.
- Gathered information on fundraising opportunities for Board Member implementation (be be distributed at September meeting), including: "CAHPERD Day" at Baseball and Basketball games, "CAHPERD Day" at Chevy's Restaurants and Big Spoon Yogurt Shops, Regional or Mini-CAHPERD Workshops, grocery store rebate programs, and credit card rebate programs.
- Completed and distributed Spring/Summer issue of the CAHPERD Journal. Electronic CAHPERD Times newsletter in development now.
- Revised the California Endowment Grant timeline and am working with President Latham and Team for September Team meetings, and plan September meetings/BOD leadership facilitation.
- Working with Administrative Committee to plan/implement BOD Conference Calls, Administrative Committee calls, and September BOD/HOD/Leadership meetings.
- Worked with AAHPERD and AHA to implement 2010-2011 "Jump Rope for Heart" and "Hoops for Heart" campaign. Also of note: the final total for 2009-2010 JRFH/HFH = **\$75,504.85!** This total is **\$15,504.84 over** our 2010-2011 budget projections.
- Researched and calculated information to create first, comprehensive Fiscal Report recording all financial transactions of the CAHPERD Foundation. Also, developed first Monthly Expenses Report and completed monthly Administrative Committee reports.