

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, February 8, 2005

SUBCOMMITTEE: PLEASE SHARE AT UPCOMING CONFERENCE MEETINGS
ATHLETIC DIRECTORS: PLEASE CIRCULATE TO ALL COACHES

Questions? Please contact any of the following conference representatives for additional information or the COA Associate Commissioner's office.

COA/CCCADA Subcommittee Members: Joe Hash (Golden Valley Conference), Shirley Baskin (Bay Valley Conference), Will Thurston (Western State Conference), Tony Oliveira (Central Valley Conference), Pat Doyle (Bay Valley Conference), Tony Marcopulos (Coast Conference), Rudy Washington (South Coast Conference), Bill Kaiser (Central Valley Conference), Bob Clement (Central Valley Conference), Dale Murray (Coast Conference), Jean Snuggs (Bay Valley Conference), Dave Evans (Pacific Coast Conference), Tony Lipold (Orange Empire Conference), Mark Blethen (Orange Empire Conference), John Keever (Western State Conference), Gary Houser (Golden Valley Conference), John Smith (Foothill Conference), Terry Davis (Pacific Coast Conference), Cynthia Rail (COA), Stu Van Horn (COA)

1. Update of U.S. Bank Partnership

The chair reported on continuing efforts in cultivating U.S. Bank, including:

- U.S. Bank partnering relationship is in process and discussions are continuing to develop a formalized agreement, naming U.S. Bank as the exclusive financial institution partner of California community college athletics and the COA.
- Negotiations are focusing on a series of activities to be undertaken by 25 COA colleges annually .
- U.S. Bank has a strong interest in securing additional services from participating colleges.
- U.S. Bank is undertaking numerous internal efforts to get buy-in from senior executives that should be completed within 30 days.

2. Apparel Category Update

The chair reported on continuing efforts to find a new apparel partner of California community college athletics and the COA, including:

- Boathouse Sports – a recent email to the COA indicated it might be difficult to come to terms with an agreement in CY 2005 but staff has scheduled follow-up conversations with their chief marketing officer.
- Wilson – a possibility as well, based primarily on a strong relationship with western region staff of Wilson.

3. COA Fall-Winter 2005-2008 Championship Sports Festival

- The chair summarized the current efforts relative to the sport festival concept, including:
 - a. Selection of Fresno as host of the Fall 2005-2008 Fall championships, including basketball.
 - b. An advisory committee is being formed to include current subcommittee members, staff, venue directors, three representatives of each coaches association, representatives from the athletic trainers association, academic counselors association, sports information association and an array of community volunteers
 - c. The first meeting of the expanded festival advisory committee is set for Thursday, March 17, 2005 at the Fresno Radisson.
 - d. Staff will continue working with various sport coaches associations to identify additional coaches to serve on the festival advisory committee.

4. Pepsi Cola renewal

- Pepsi has extended the statewide agreement with the COA through 2009. Pepsi will remain the exclusive beverage of the COA and California Community College athletics through 2009 and will continue to support the title sponsorship of the annual Pepsi Celebration of Student Athletes luncheon, providing premium items to attendees, and providing coolers/cups/ice chests to each of the COA's 23 sanctioned state championship events.

5. COA Development Log Updates

- The chair asked that subcommittee members review the weekly COA log published each Thursday for additional insights, updates, etc. regarding COA partnering prospects.

6. Ball and Equipment Adoption Updates

- Mikasa:
 - The COA recently announced a program with Mikasa that establishes one dealer in northern and southern California to service any COA college with immediate shipments of any Mikasa balls.
 - The program was established to assist those colleges that have difficulty obtaining Mikasa product(s) from local dealers.
 - The two dealers will guarantee immediate shipment of Mikasa product(s) directly to any college site on very short notice. For more information, visit the Mikasa flyer on the 'links' pages of the COA website.
- Spalding:
 - Spalding, the official basketball of COA men's and women's basketball, signed an extension agreement last fall, valid through 2009.
 - Spalding has requested that the COA amend the current agreement to change model numbers of the adopted ball. Spalding has introduced a new model, 'ZK Pro-TF1000' that varies from the existing TF-1000 model.
 - The ball will be debut in the 2005-06 basketball season.

7. CONTACTSPORTS February 2005 Issue

- The COA noted that the February issue was released on February 3.
- The chair asked that all members continue to build relationships with purchasing officers and business officers to help them understand the important local role in supporting statewide partners and sponsors.
- As always, the February issue was sent to all COA members (1,800), CEO's, CBO's, and CPO's employed at community colleges in California as well as nearly 300 current/prospective COA partners/sponsors.

**THE MARCH 8 MEETING HAS BEEN CANCELLED.
NEXT MEETING IS APRIL 12, 2005 AT 9:00 A.M.**

Respectfully Submitted,

Stu Van Horn

COA/CCCADA Subcommittee Members

Recorded and distributed by

Stu Van Horn

COA Associate Commissioner

**Meeting Schedule
COA/CCCADA Subcommittee on Corporate Partnerships**

2004-05 Meeting Schedule
Second Tuesday of Each Month. Meeting begins at 9:00 a.m. (Dial 866.826.6337 followed by code 945228#)
July 13
August 10
September 14
October – No Meeting
November 9
December 14
January 11
February 8
CANCELLED March 8 CANCELLED
April 12
May 10
June - No Meeting