

SUMMARY NOTES OF AUGUST 12 MEETING
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, August 12, 2003

SUBCOMMITTEE: PLEASE SHARE WITH CONFERENCE COLLEGES
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: Shirley Baskin (Bay Valley Conference), Will Thurston (Western State Conference), Tony Oliveira (Central Valley Conference), Pat Doyle (Bay Valley Conference), Tony Marcopulos (Coast Conference), Al Cone (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), Leslye Williams (Foothill Conference), Terry Davis (Pacific Coast Conference), Stu Van Horn (COA)

1. Status of new appointments to subcommittee

- a. Members reported they are working within their conference structures to identify a coach to serve on the subcommittee. It is anticipated that appointments will be confirmed during conference meetings in October 2003. The affected conferences are South Coast Conference, Pacific Coast Conference, Golden Valley Conference and the Foothill Conference

2. Major Campus Events Survey and Nacho Cheese Survey

- a. The COA is continuing (through August) fielding of two surveys designed to capture data about local college events and services.
- b. The major campus events survey has been fielded to public information officers – response has been slow. The COA needs approximately 75 responses to satisfy requirements of corporate prospects.
- c. Athletic directors will receive (via email) a nacho cheese survey request the week of August 12. This brief survey request is designed to capture data detailing the type and mix of concessions/sales operations run by athletic departments/teams for their local college athletic events. The COA will present the data to Del Costa Cheese Company, a current prospect.

3. Use of Choice Hotels at 2003-04 COA Championships

- a. The chair reminded all members of the importance of communicating with conference coaches regarding the recent hotel partnership between the COA and Choice Hotels International
- b. Choice Hotels should be used for all overnight lodging needs for conference competition and postconference competition (tournament headquarters hotel)
- c. Please remind all conference administrators and coaches of the agreement, detailed on page 7 of the August issue of 'California's

Gold'. Additional information can be obtained by visiting the Choice Hotels link at www.coasports.org.

4. Review of August Issue of 'California's Gold'

- a. The chair asked that subcommittee members continue to share details of this issue at October conference meetings. The issue included a two-page spread of current partners and sponsors and a three-panel brochure detailing how the COA spends the partnership funds each year.
- b. It is very important that all Athletic Directors and coaches continue to hear the importance of supporting statewide partners when making their local purchasing decisions.
- c. The chair asked that all reasonable efforts be embraced to share information with division staff.

5. Update of COA efforts to find new partners

- a. The subcommittee reviewed the July 31 COA cultivation log, packed with updates of nearly 100 companies currently targeted by the COA for partnership efforts.
- b. Six companies were specifically mentioned as 'hot' prospects. Those include Office Depot, KIA, 21st Century Insurance, UPS, Citibank, and Northwestern Mutual Life Insurance.

6. Discussion of Event Manager's role with COA partnership programs

- a. The COA will soon be scheduling another series of in-service workshops designed for event managers and college staff hosting COA championships in 2003-04.
- b. The chair stressed the importance that EM's and AD's communicate regularly with the COA associate commissioner regarding all partnership efforts. Site visits by the associate commissioner at spring 2003 COA championships resulted in uncovering numerous contractual violations, inadequate sponsor servicing and inappropriate relationships (between host college and local vendors) not approved by the COA.

7. Review of COA Partnership Programs

- a. The subcommittee reviewed briefly various partnership discount programs currently offered by some of its partners. Those include:
 - i. FIELDturf back-end commission for any full-sized field installed in 2004 and 2005
 - ii. Renaissance Agencies new package for intercollegiate athletic insurance
 - iii. Pepsi's 'campus to communities' vending program
 - iv. Russell Athletics' discount T-shirt program
 - v. Choice Hotels' discount lodging program

Respectfully Submitted,

COA/CCCADA Subcommittee Members
Recorded and distributed by
Stu Van Horn
COA Associate Commissioner

Meeting Schedule
COA/CCCADA Subcommittee on Corporate Partnerships
2003-2004 (Approved)

Dial 866.826.6337, then enter pass code: 704006#

2003-04 Meeting Schedule
Second Tuesday of Each Month. Meeting begins at 9:00 a.m.
July 8
August 12
September 9
October 14
November 11
December 9
January 13
February 10
March 9
April 13
May 11
June 8