

SUMMARY NOTES OF SEPTEMBER 9 MEETING
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, September 9, 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, Venue Opportunities and Nacho Cheese surveys

- a. The COA recently completed fielding of three survey projects for prospective COA partners. The committee reviewed a summary of results of the three projects.
- b. COA staff input the data; reports were generated and sent to the prospective partners in early September. The committee was briefed on next steps associated with cultivating the prospective partners.

3. Update on Legislation Affecting Athletics

- a. The chair provided a summary sheet of current status of three separate bills under consideration by the state legislature. The bills were identified as AB2295 (Title IX), AB833 (Title IX) and SB193 (student athlete bill of rights).
- b. The COA position on the three bills was to support the Title IX bills but oppose the student athlete bill of rights. COA staff testified in support of the Title IX bills.
- c. Additional information regarding the two Title IX bills can be viewed in the September issue of *'The Scoreboard'*.

4. Update of COA Efforts to Find Partners

- a. The chair asked that subcommittee members continue to share ideas, thoughts and names of prospects for partnership

consideration. Current efforts were highlighted. Additional information about the prospects are identified weekly through distribution of the COA's cultivation/prospect log distributed to committee members, conference commissioners and COA partnership consultants.

- b. Six companies were specifically mentioned as 'hot' prospects. Those include Office Depot, KIA, 21st Century Insurance, UPS, Citibank, and Northwestern Mutual Life Insurance.

5. COA Postconference Competition Workshop Summary

- a. The subcommittee heard a report about the upcoming workshops for event managers, sport coaches' association presidents and management council sport representatives. The workshop agenda includes the following development-related items:
 - i. Standardization graphics and event titles
 - ii. Souvenir program covers
 - iii. On-site sponsor servicing
 - iv. Lessons learned from 02-03 championships

6. Northwestern Mutual Financial Network Internship and Long Term Care Partnership with COA

- a. The subcommittee was updated regarding a possible partnership with Northwestern to market its student athlete internship program and its new long-term care program. If signed, the agreement will start as a one-year pilot program involving only the community colleges in Orange County
- b. The COA has approached the academic counselors organization (3C4A) to support the partnership by handling student athlete referrals and event management tasks associated with a long-term care workshop at community colleges in Orange County.
- c. The chair asked Tony Lipold to assist with Orange Empire Conference colleges.

Respectfully Submitted,

COA/CCCADA Subcommittee Members

Recorded and distributed by

Stu Van Horn

COA Associate Commissioner

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

COA 2003-04