

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, November 9, 2004

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. Discussion of Uniform/Apparel Category Search

- The chair reported on continuing efforts to find a new apparel partner to replace Russell Athletic (current Russell deal expires 12/30/04)
- The chair provided a review of nearly one dozen companies that have been/currently being solicited as the exclusive apparel of the COA. He mentioned that none of the prospects are showing measurable interest, including adidas, Boathouse, Franklin, Majestic Athletic, Mizuno, MVP, Nike, Under Armour and Victory Athletic. In previous years, the office also cultivated (unsuccessfully due to upfront investment requirement) Starter, Champion and Reebok.
- The chair encouraged members to email him their thoughts, names, etc. for use in the continuing effort.
- It was noted that a conference call has been arranged November 10, 2004 with Russell Athletic to further discuss continuation of the agreement.

2. COA Fall-Winter 2005/2006 Championship Sports Festival

- The chair summarized the current efforts relative to the sport festival concept
- Much of the current focus is in two areas:
 - a. Getting 'buy in' from fall sport coaches associations (concept)
 - b. Outreach presentations to convention and visitors bureaus in CA (implementation)
- On November 10, the COA will conduct a conference call with COA sport representatives and sport coaches association presidents to communicate updates, learn more about any issues and obtain suggestions from them to ensure buy-in of their sport at the inaugural festival in November 2005. Anyone interested in participating in the conference call is encouraged to contact the COA at intern@coasports.org for dial in and code information.
- The festival can include all sanctioned Fall-Winter sports. The next official meeting of the subcommittee on championship site selection is scheduled for December 15, 2004 at 11am via CCCConfer. If you would like to participate, contact the COA at Intern@coasports.org
- Finally, the COA has established a conference call on November 22, 2004 at 2pm for interested hotel employees, sports commission personnel and/or convention and visitor's bureau employees. This is designed to provide COA staff with an opportunity to address these representatives as a group

3. US Bank Overview with Small Business Development Centers

- The COA recently held a conference call with executives of US Bank to discuss a prospective partnering relationship. Initial reaction was positive enough to merit an additional conference call, which is being established (as of this writing).
- The partnership would include a mix of designations, on-campus tabling, in-venue marketing, and sustained recruitment of students and faculty for US Bank services.

4. Update on Jostens, Inc. 2005 Partnership

- The chair reported a recent meeting with Jostens and their manufacturer, Midwest Trophy Manufacturers, and current efforts to explore a partnering relationship both entities
- The COA is interested in redesign of its championships medals, plaques and trophies; ring design and COA branding on team rings was an additional focus
- It was noted that COA staff will continue efforts to develop a partnership, to be effective in July 2005.

5. COA/Citibank Tabling Partnership – Second Phase in Fall 2004

- The chair briefed members about the recently completed COA/Citi on-campus credit education program.
- It was noted that one-third of the partnership investment was shared with nearly two dozens colleges that participated in one or both of the phases of the program, which concluded in mid-October 2004
- The chair noted attempts to establish a conference call with Citi executives prior to end of CY 2004 to discuss feasibility of a continuation of the partnership in CY 2005.

6. 2004-05 Outreach to Sport Coaches Associations

- It was noted that select COA staff is continuing a series of presentations at sport coaches association general membership meetings in 2004-05. The intent is to provide information that educates coaches about COA processes, championship festival, statewide business programs, financial data, and related operational material.

7. COA Development Log Updates

- The chair provided an update briefing on various hot prospects included in the weekly COA development log, including AthleticLink.com, UPS, Citigroup retail banking, Bank of America, Nike, Toyota, Riddell, Inc., Fair-Play Scoreboards, MasterCard and New Balance Athletic Shoe, Inc.
- The chair asked that subcommittee members review the weekly COA log published each Thursday for additional insights, updates, etc. regarding COA partnering prospects.

8. CONTACTSPORTS November 2004 Issue

- The COA will distribute the monthly E-letter through May 2005 twice each month. The first issue focuses on COA partners, the mid-month issue focuses on COA sponsors.
- It is 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.

9. 2004-05 Meeting Calendar

- The next subcommittee is scheduled for Tuesday, December 14, 2004 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
March 8
April 12
May 10
June - No Meeting