

SUMMARY NOTES OF NOVEMBER 11 MEETING
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, November 11, 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), 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), Stu Van Horn (COA)

1. Status of new appointments to subcommittee

- a. The committee discussed appointments and absences of prospective and current members. All members are encouraged to attend each month's meeting.
- b. No action was taken by the members in attendance to address absences of current members.

2. CONTACTSPORTS E-Newsletter

- a. The COA recently published the second issue of *CONTACTSPORTS*, an electronic newsletter targeting chief business officers and purchasing agents employed at community colleges in California.
- b. Each issue includes deals and discounts currently offered by COA partners and sponsors.
- c. The chair asked that subcommittee member's circulate/share the October 30 issue with all staff. An online version is posted in the corporate partnership section of www.coasports.org.

3. COA/Citibank Partnership

- a. The chair asked that each conference representative review the roster of survey responses within their respective conference. A grid outlining which colleges responded was reviewed. It was determined that additional information needs to be shared with those colleges willing to host Citibank/Citigroup in the future.
- b. The COA will send out a memorandum to the 45 colleges that agreed to participate to share additional information about what is expected by each local college.
- c. The chair noted that the on-campus tabling event would include numerous Citigroup services, including Citibank credit cards.

4. **Thirty second quick takes of selected discount programs:**
- a. **Pepsi's Vending Program** – a great, easy way to generate commissions from placement of vending machines at local businesses. All materials needed to initiate the program emailed to AD's in October.
 - b. **Office Depot** – exclusive office supplies/furniture category. The COA receives an upfront designation fee and is entitled to an equal share of the back-end commission based on sales generated at community colleges in California. The agreement was completed in concert with the Foundation for California Community Colleges, which will share equally back-end commissions with the COA.
 - c. **Del Costa Cheese** – exclusive nacho cheese category expressly for this prospect. They are pitching a dispensing machine and a case (four bags of sauce) for a flat fee of \$300 to COA colleges. The COA sent AD's a flyer promoting the partnership and will include contact information for interested colleges.
 - d. **Renaissance Agencies, Inc.** – insurance services sponsor of the COA is now offering a new international student athlete insurance policy to compliment primary coverage policy. This will help your athletic department lower or reduce your primary care coverage.

5. **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. Four categories were specifically mentioned as 'hot' prospects. Those include automotive (Kia and Saturn), credit card (Citibank/Citigroup) auto insurance (21st Century), overnight delivery (UPS) and telecommunications (AT&T, Verizon).

6. **Fall COA championships**

- a. The chair circulated a memorandum that summarized examples of inappropriate servicing of COA partners/sponsors at 2002-03 COA state championship events.
- b. The chair asked each member to review the memorandum and discuss with his or her staff, if hosting a COA state championship event.

7. **Next Meeting: Tuesday, December 9, 2003 at 9:00 a.m.**

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

COA 2003-04