

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, April 13, 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: 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. COA/Citibank Partnership

- The chair briefed members as to the second phase of the Citi credit education tabling activity, scheduled to launch in mid-August 2004
- The COA is seeking 20 colleges to participate; each college receives a stipend from the COA for hosting the event
- Contact the COA office for more information about this revenue-sharing partnership

2. COA Spring 2004 State Championships

- The chair asked that all members who may attend any of the COA's spring 2004 championships to assist in ensuring that COA partners/sponsors are serviced appropriately
- Subcommittee members were asked to immediately contact the COA Associate Commissioner of any issues that may arise at the COA events
- In addition, the chair asked committee members to spread the word about the following activities to be held in conjunction at each COA event:
 - Choice Hotels as the official tournament headquarters
 - Russell Athletics discount T-shirt program
 - Citi tabling activities
- The COA is continuing to schedule a series of workshops specifically for spring 2004 event managers
- The balance of COA partner/sponsor collateral elements (banners, cups, coolers, ice chests, etc.) will be shipped by April 16 directly to each COA championship event manager

3. Quick Take Items

- UPS needs another one-two weeks to make a determination on a COA sponsorship proposal
- 21st Century is interested in a partnership and COA staff will meet with 21st Century on April 19 in Los Angeles
- Chrysler and Kia have declined the opportunity to formally explore an automotive partnership
- CA Track and Engineering is in a competitive bid process to win track resurfacing projects at three districts
- Mikasa, Wilson, Spalding and Rawlings are interested in winning the bid to become the COA's official basketball. The COA understands that numerous problems will arise in the first year (if company other than Spalding is selected) due to the continuing fiscal crisis and how it has impacted purchasing decisions and timelines at local member colleges

- ❑ Seed testing is nearly complete on the Rawlings ball; Wilson and Mikasa seed tests to follow in late Spring
- ❑ The COA has worked very closely with each respective coaches association to provide direction and counsel on the final decision
- ❑ The COA is still waiting on a decision to extend agreements with HL Corporation (women's badminton) and USA Water Polo CA Zones (M/W water polo)
- ❑ Magali Farms has received a letter asking them to extend their partnership to underwrite facility costs associated with the M/W state basketball championships, scheduled in 2005
- ❑ Reebok (via Rudy Washington) has emerged as a prospective corporate partner. Rudy will provide the COA with contact information to begin the cultivation process
- ❑ Members will continue to receive the COA's weekly reports identifying the status of prospective partners, electronically distributed by the COA each Thursday afternoon

4. CONTACTSPORTS February 26 Issue

- ❑ Members were provided a copy of the March 26 issue of 'CONTACTSPORTS' , the COA's online corporate development monthly E-letter
- ❑ Reviews have been positive. Copy ideas, etc. should be forwarded to the COA associate commissioner by the 25th of each month

5. Vendor Opps at CCCADA 2004 Conference

- ❑ The following companies have an interest in exhibiting at the CCCADA conference. Please note: all inquiries should be sent to Dave Evans, AD, San Diego Mesa College, at 619.388.2737 or via email at devans@sdccd.net.

6. Next Meeting: Tuesday, May 11, 2004 at 9:00 a.m. Please note: The June 8 teleconference call has been cancelled. A 2004-05 meeting calendar will be distributed in June to all subcommittee members.

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