

**SUMMARY NOTES FOR USE AT UPCOMING CONFERENCE
AND/OR COACHES MEETINGS**

*Notes from the COA/CCCADA Subcommittee on Corporate Partnerships Meeting
May 13, 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), Marilyn Ladd (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. New Subcommittee Appointments

- i. Still need to identify coaches from the Foothill, Golden Valley, Pacific Coast, and South Coast conferences
- ii. We also need to seek a South Coast Conference replacement for Marilyn Ladd of East Los Angeles College
- iii. Please seek a candidate from these four conferences at your next meeting. The COA will send a letter to each candidate with an overview of the committee

2. Review of COA Customized Discount Programs/May Issue of 'California's Gold'

- a. Members reviewed the two-page flyer promoting nine various customized discount programs. A few key points:
 - i. May 31 is the deadline for entries in Pepsi's campus to communities vending program for the incentive. Top placement receives \$1,500. The award will be determined using the official tally verification form. Contact the COA if you need an additional copy of the tally form
 - ii. When using Choice, call first the toll-free 877.240.2929
 - iii. COA events should be designate Choice properties as host headquarters for COA events in 2003-04
 - iv. Snug Harbor Wovens has a job for a student athlete. Contact David Kellar of Snug Harbor if you've got an athlete interested in sales
 - v. An online version of the May issue is available at www.coasports.org

3. CCCADA, COA and Russell Athletic Partnership Update

- a. COA AC to coordinate the June 1 breakout session at the CCCADA Conference. Russell sales staff are unable to attend

4. California Chief Purchasing Officers Association

- a. The southern CA purchasing officers association has agreed to hear a presentation about the COA's partnership program at its September 2003 meeting at Orange Coast College. The northern CA CPO's heard a presentation by the COA in March 2003.

- b. The presentation includes a color power point presentation, airing of the COA's corporate partnership CD-Rom, colorized handouts highlighting the various discount programs offered by COA partners, and a Q&A portion

5. COA Ball Adoption Update

- a. Subcommittee members reviewed the roster of current COA ball/equipment adoptions. Recently, the COA named Wilson as the official football through 2005 and the office is currently seeking extensions for men's and women's volleyball and wrestling with EmatrixSports.com, which recently purchased WrestlingOne and VolleyballOne. Efforts continue to formalize the partnership with the new company
- b. 2003-04 is the final year of current contract with Spalding (M/W Basketball) and Mikasa (Water Polo/Soccer)

6. Choice Hotels Sponsorship

- a. The COA strongly encourages all subcommittee members to work closely with individual conference colleges and sport coaches associations to ensure they utilize Choice properties for team travel and as host headquarters of 2003-2004 COA championships
- b. The COA is working with local colleges and event managers to ensure use of Choice properties as 'official headquarters' hotel for 2003-2004 COA championships

7. Sideline Signatures proposal Review

- a. This is being pitched as a local college revenue generator. Current efforts underway by COA to seek a corporate partnership from Sideline Signatures as 'official fundraising' organization of the COA
- b. A decision on the formal agreement is expected by mid-June 2003
- c. All subcommittee members were encouraged to review the opportunity

8. Meeting Calendar for 2003-2004

- a. **The June 10, 2003 meeting has been cancelled**
- b. COA to query coaches serving on the subcommittee to determine the Fall 2003 teaching schedules. Every effort will be undertaken to ensure the monthly meeting time will enable coaches to participate
- c. COA will distribute two proposed meeting calendars to the subcommittee after discussion with individual coaches serving on the subcommittee

9. **Next Meeting: This is the final meeting of the 2002-03 academic year.** Thanks to all for your valued input, insights, counsel and leadership!

10. Please note: June 2003 meeting cancelled.

- a. Proposed 2003-2004 meeting calendar will be forwarded in June 2003

Respectfully Submitted,

COA/CCCADA Subcommittee Members
(listed on page 1)
Distributed by Stu Van Horn
COA Associate Commissioner