



August Monthly Meeting August 3, 2009 – GMU, Arlington Campus

Board Members Present (alphabetically): Chris Casto, Melissa Coughlin, Mike Hanpeter, Beth Frank, Chris Maurer, Bekah Meyerowitz, Kate Phillips, Steve Piekarec, Lamont Rooker, Dennick Skeels, and Mark Tallarico.

Schools Present (alphabetically): Alabama, ASU, BU, Clemson, Cornell, Delaware, Elon, Florida State, GA Tech, Maryland, Miami of Ohio, Marymount, Michigan, Mount St. Mary's, NC State, Ohio State, Penn, Penn State, Pittsburgh, Providence, Purdue, Richmond, South Carolina, Stanford, Syracuse, Tulane, VA Tech, West Virginia, Wisconsin, and Xavier.

Meeting began 7:20PM

I. Attendees' Introductions and Sign-In

- a. Introductions – name, school and upcoming events.
- b. **Please be sure to post your event on your chapter page on the website by the 15th of every month. These are also visible on the Chapter Events Calendar of the homepage and some will be included in the monthly CAN Happenings e-newsletter.**

II. Organizational Status Report

a. Softball Tournament

- i. Sponsorship. We are very excited to have 11 sponsors on board for this year's tournament! They are: Vitaminwater, OnTap Magazine, Union Mortgage Group, Billy Kinberg, Dick's Sporting Goods, NORPress Photo & Printing Services, Summit Marketing, Hook & Ladder Brewing Co., BlackFinn American Saloon, Panera Bread, and National Press Club. These sponsors are bringing in/saving CAN a total of \$3-4,000.

It was asked if these funds would offset tournament fees down the road and the response was that the initial goal is to save money with any additional funds going to the newly developed CAN Scholarship Fund, but if at a later date, enough funds are obtained through sponsorship to decrease the fees a significant amount, then that will be an option.

- ii. Public Relations. Mike has led the Communications Committee to do some great work with trying to secure some press coverage around the tournament. Releases have gone out, with a media advisory to go out this week and another press release will go out after the event. These efforts have resulted in several write-ups to-date. Through our media sponsorship with OnTap we've also received additional coverage including a full page add in the print magazine, a banner ad on the website and a skyscraper ad in the weekly email blast.

- iii. Lamont thanked both Mark and Mike for all of their effort in this endeavor. We have never had sponsors or press like we are getting this year and it is due to their and others' tireless efforts and dedication.
- b. American Cancer Society (ACS) event
 - i. CAN was approached by the ACS about a partnership to allow them to increase their exposure to our demographic. Through an initial meeting and conversations with the Board and some AC members, it has been decided that CAN will move ahead and plan a joint event with ACS. It will occur in the fall or winter and be a gala of sorts, at a unique venue, with affordable tickets, and all proceeds benefitting ACS's scholarship fund for cancer survivors going to college.
 - ii. The Board and Committee Chairs will be a part of a second meeting this week but then are looking to committees to assist in the planning and implementation of the event. If you are interested, please contact Bekah.

III. Committee Updates

- a. Communications – The focus recently has been on the softball tournament PR and building PR contacts and a press kit.
- b. Membership – The Mentoring Program has launched with 7 pairings in place. These matches, consisting of a new chapter paired with a strong existing chapter, are in the process of holding initial in-person meetings to begin to foster relationships and help the new schools establish a structure to for moving forward. Please contact Bekah if you are interested in becoming either a mentor or mentee chapter.
- c. Social.
 - i. Softball Selection Party was July 31 at The Exchange and proved to be quite successful with a large number of attendees and great raffle prizes.
 - ii. CAN College Football Kick-Off Party – August 27, Public Bar. Kate has organized a kick-off to college football season with beer specials and give-aways. See www.dcalum.org for more information.
 - iii. Kate has a list of local bars that have reached out to her and would like to partner with schools for game-watches, as well as beer distributors that want to get involved at the chapter level. If you'd like more information, please contact Kate at katers4prez@hotmail.com.
 - iv. The Social Committee will be meeting in the next month. If you are interested in becoming a member of the committee, please contact Kate.
- d. Sports.
 - i. Soccer is ending this coming weekend.
 - ii. Softball tournament is also this coming weekend.
 - iii. Applications for flag football are due by August 8.
 - iv. CAN's 3rd annual golf tournament is taking place August 29 at Penderbrook Golf Club in Fairfax. To register and for all information, please go to <http://www.dcalum.org/Sport.aspx?id=6>. Applications are due August 10. A question was raised regarding the date of the tournament being the same as the non-CAN sanctioned flag pre-season tournament. It is something that has been brought up and will try to be addressed next year.
- e. Advisory Committee.

- i. The Board and the Advisory Committee decided that a Standard Operating Procedure (SOP) needed to be created to ensure that everyone understands the purpose of the AC as well as all of the rules and regulations for participation. The SOP was first drafted this spring and reviewed by the AC Chair and AC Directors in June to present to the Committee that month. A Google group was established to facilitate feedback and dialogue and has been utilized a great deal as of late.
- ii. The main bone of contention seems to be the points system that was suggested as a way of ensuring that those schools who have agreed to participate on the AC – to secure their voting rights - are also participating not only on the committee but within the organization as a whole. A structure was proposed such that chapters are awarded points for being present at meetings, events, etc. and a chapter would then need a minimum of points to be able to participate in elections. The following are the points that were raised:
 1. Making the system one of rewards as opposed to punishments, thinking of ways to incentivize versus taking away.
 2. Some chapters are only able to attend half, in some cases less, of the meetings due to unavoidable conflicts, but still care a great deal about CAN and decisions that are made, and those people and schools need to be kept involved. This structure is not beneficial, nor helpful to those who are really passionate.
 3. It is hard for chapter leaders to identify others in their chapter to engage, to attend meetings and participate/assist with other CAN functions so the responsibility falls to them – and these individuals are the ones that are the most involved and the ones that should receive some benefit.
 4. The idea of putting this structure in place is not to push/force people and chapters out, but hold them accountable and assist the Board through serving on Committees.
 5. The threshold (point system) is too high, but a document of sorts is needed.
 6. Showing up to meetings should be enough to enable a chapter to vote. It was pointed out that if a chapter does come to all the meetings, they will meet the minimum points required.
 7. When the point system is implemented it needs to be done in such a way as to prevent the return of what was perceived to be the ‘old boys club’.
 8. A new chapter should have to attend a certain number of meetings before being allowed to join a league. Response: this is done to some extent, informally.
 9. We could add points for electronic involvement – Google group or submitted email responses.
 10. It was pointed out that if the Board expects people to be involved with Committees and will penalize them for not doing so, then it is on the Board to ensure those Committees are in place and active. And if points are available for volunteering but only limited spots, how does that work?
 11. Sports should be a separate discussion as this is specific to administrative functions (voting). But was then voiced that some sports functions are in fact administrative specific, so should they be involved and rewarded?
 12. Chapters should get points for actions, doing the work – not only, and even more-so than just attending meetings.
- iii. The AC Chair and Directors will reflect on all the feedback and create a new draft.

IV. New Business

a. Format of Monthly Meetings.

- i. There was a discussion regarding the format of the monthly meetings. In recent months there have been comments and discussions suggesting that the format has become somewhat stale and the Board would like suggestions as to how to change/improve these meetings.
- ii. There was a suggestion to remove the introductions and upcoming events section from the beginning of the meeting and to put the events portion of the agenda in the form of a handout. However others expressed that this part of the meeting is the most helpful for chapter leaders as it provides them with ideas and opportunities for later discussion with other chapter leaders as well a the opportunity to meet new people.
- iii. Another proposed idea was to combine the committee meetings into the monthly meetings, having break-out sessions as part of the larger meeting.

b. Business Development.

- i. We have made a lot of headway with the softball tournament and don't want to let those efforts fall by the wayside once it's over. While the tournament has some more appeal to sponsors than other leagues perhaps (number of people, ability for signage, etc.), there's no reason why we can't engage some of the sponsors to some extent, or recruit others, for the other leagues. And/or as year-long sponsors. In approaching the tournament sponsors, these other opportunities were mentioned.
- ii. Mark would like those on the Committee to step-up and work with him and Dennick to keep this moving forward, and eventually identify someone willing to chair the Committee.

c. National Press Club 5K.

- i. September 12. Rules have been established internally to enable us to treat this event as a competitive team sport. All details will be shared soon.

V. Next Meeting:

Monday, September 14 – 7:15PM

**** PLEASE NOTE – SECOND MONDAY OF SEPTEMBER ****

Meeting adjourned 8:50PM

Respectfully submitted by Bekah Meyerowitz, CAN Secretary/Membership – 8/4/09

Motion to approve made by Lamont Rooker, CAN President – 8/6/09

Motion seconded by Mark Tallarico, CAN Vice President – 8/6/09