



March Monthly Meeting

March 1, 2010 – GMU, Arlington Campus

Board Members Present (alphabetically): Chris Casto, Beth Frank, Amy Landry, Bekah Meyerowitz, Kate Phillips, Steve Piekarec, Lamont Rooker, and Mark Tallarico.

Newly Elected Board Members Present (alphabetically): Andy Hyson, Allison Mandich, and Suzanne Stringfield.

Schools Present (alphabetically): Alabama, Arizona, Central Florida, Clemson, Cornell, Delaware, Duke, Elon, Florida State, Georgia Tech, James Madison, Johns Hopkins, Maryland, Michigan, Miami (OH), Minnesota, Navy, New Mexico State, Penn State, Pitt, Providence, Purdue, South Carolina, Stanford, Syracuse, Tulane, Virginia Tech, West Virginia, Wisconsin, and Xavier.

Meeting began 7:15PM

I. Attendees' Introductions and Sign-In

- a. Introductions – name, school and upcoming events.
- b. **Please be sure to post your chapter events on your chapter page to be 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. Elections
 - i. At February's Monthly meeting, Andy Hyson, Tulane, and Allison Mandich, Providence, were elected AC Directors; and Suzanne Stringfield, Arizona, was elected Secretary/Membership
 - ii. Lamont expressed that those departing the board (Mark Tallarico, CAN Vice President; Bekah Meyerowitz, Secretary/Membership; Chris Casto, AC Director; and Steve Piekarec, AC Director) have done a phenomenal job and deserve a round of applause for their work and dedication. He hopes that all those in the organization support the newly elected as much as they have Mark, Bekah, Casto and Steve
 - iii. The Vice President position, as of April 1, will be vacant. The Board will not repost the position at this time, but encourage anyone who is interested or know someone who might be to get in touch with Lamont and Mark to discuss the details of the position. Mark stressed that a misconception voiced is that the VP role must also be that of Business Development, and he clarified that it has been the case out of need, but is not an official part of the job.
- b. Softball Beer Sponsorship
 - i. Lamont and Mark met with Capital Eagle (DC distributor of Bud Light) to discuss and solidify this year's sponsorship agreement. The Board did consider opening up the possibility to other distributors but have found Capital Eagle to be much more responsive and supportive than other distributors CAN has previously solicited. Also, the variation in beer and distributor laws between DC, VA and MD makes it more difficult to work with distributors outside of DC.

- c. The Exchange Update
 - i. Similar to last year, the Exchange will be this year's softball sponsor bar. Kate and Lamont are currently working on finalizing a contract – to include a menu with more options, better pricing/portioning, and drink specials similar to last year.

III. Committee Break-Outs (Occur every other month)

IV. Committee Updates. If you are not on a Committee, please let Lamont or Mark know.

- a. Social
 - i. ShamrockFest. To-date, over 340 tickets have been sold using chapter codes – thus earning a minimum of \$1,360 for the chapters. CAN will be included in the NCAA tent and will have a presence (table, signage, etc.). Greg (VT) inquired about the possibility of schools, namely VT, putting the money earned by their chapter toward the Scholarship Fund. There are currently no restrictions on the money coming to the chapters. Billy (Delaware) asked when the chapters would know the exact amount they raised and when the money would be received. Cindy explained that the total would not be available until after the event at which time a check for the lump sum, along with a breakout by chapters, will be sent to CAN to distribute among the participating chapters
 - ii. 60 Days Til Softball Party. It was quite successful with a number of new people in attendance. The unveiling of the divisions was well received and a new tradition was possibly started
 - iii. 30 Days til Softball Party – March 20, 8:00PM
 - iv. The committee is also researching the opportunity to host a mid-season, mid-week roof top party at The Exchange
- b. Sports
 - i. Softball
 - 1. Permits are available and need to be submitted by March 10 (coaches were notified)
 - 2. Coaches meeting – March 20 at 7:00PM – The Exchange (followed by the 30 Day party)
 - ii. Basketball
 - 1. Due to missing a week's worth of games, March 13 has been set aside to make up those games
 - 2. Championship game – March 27 at the Comcast Center (UMD)
 - iii. Volleyball
 - 1. Championship game – March 21
 - iv. Golf Tournament – May 8, Andrews Air Force Base
 - v. Soccer
 - 1. Applications are up online and due March 17
 - 2. Haines Point has been secured for 7s and they are still trying to find a location for 11s
 - vi. New Sports – suggestions for new sports are a running club, boot camp and tennis
- c. Communications
 - i. Website revisions – Technical changes have been discussed and it's now time to speak with Kevin McCallum (webmaster) regarding implementation.
 - ii. Newsletter – The committee discussed the need for a more in-depth conversation regarding the need to understand who the target audience is and then revising the content accordingly. Vanessa (Miami, OH) asked how many read it, as that could be a good selling point for sponsors. Lamont responded that it is something we are in the process of trying to quantify for that very reason.
 - iii. Mobile Access - A committee member mentioned that the CAN website is not easily accessible via mobile phone and given the way many of the organization's members get information we might want to work with Kevin to improve this functionality.
- d. Community Service

- i. Komen Relay For Life (DC/VA April 16 and 17). Amy and Melissa are working to secure volunteer opportunities. Perhaps next year, CAN could hold our own walk
- ii. Hands On DC – May 15. Amy is a site coordinator and working to ensure all CAN teams serve at the same site together
- iii. Special Olympics – May 25-27. Melissa is coordinating volunteer opportunities
- iv. Other ideas:
 - 1. Drive – school supplies, clothes and/or food
 - 2. Rebecca (Pitt) shared that a local news team does a big school supply drive and maybe we could piggyback on theirs, at the tournament – would be good to work with their existing structure, as well as for the potential exposure
 - 3. Alexandria Mentoring is looking for some more people to volunteer
- e. Scholarship Fund
 - i. The materials are up on the site and applications are due March 7
 - ii. The Board has decided to give \$1,000 in scholarships. The Scholarship Committee determined that it will award up to two awards (this will depend on the applications submitted). Please pass on the information to the appropriate person in your chapter to submit the application. If your chapter does not have a scholarship fund, you can still apply and have the money either go to your alumni association or a 501(c)(3) education-related charity of your choosing.
- f. Business Development
 - i. Groupon.com has approached Lamont and Mark, wanting to partner to promote group discounts. We are looking into the opportunity, ensuring that it would be a reciprocal partnership. This is moving us forward in terms of getting us to clean up the email addresses we have, figure out how to obtain more emails and facilitate better ways to advertise on our website.
 - ii. An idea to increase constituents' emails address is to have the ability to execute sport waivers electronically on the website – this would also lighten the load of commissioners and coaches. If individuals need to go into the website to fill out their waiver, they will have to first register and log-in – thus including their email in our files. To maintain transparency, we would need to outline clearly how CAN will use email addresses. Vanessa (Miami, OH) suggested offering people the option to sign up for dedicated emails, such as a 'CAN Deal of the Week' email that we could then sell inclusion in to sponsors
 - iii. CAN is also approaching suppliers (softballs, etc.) for softball tournament sponsorships.
- g. AC
 - i. Next Committee meeting – March 22, 7:15PM, The Exchange. This meeting will review the SOP . The election revealed the current document to be ineffective in its current state and it needs to be revised to better engage chapters.

V. Next Meeting:
Monday, April 5

Meeting adjourned 8:15PM

Respectfully submitted by Bekah Meyerowitz, CAN Secretary/Membership – 03/07/10

Motion to approve made by Steve Piekarec, CAN Advisory Committee Director – 03/08/10

Motion seconded by Mark Tallarico, CAN Vice President – 03/08/10