



## April Monthly Meeting

### April 6, 2009 – GMU, Arlington Campus

Board Members Present (alphabetically): Chris Casto, Mike Hanpeter, Bekah Meyerowitz, and Mark Tallarico.

Schools Present (alphabetically): Alabama, Duke, Hampden-Sydney, Indiana, Maryland, Miami, Michigan, Ohio State, Penn, Penn State, Pittsburgh, Providence, Purdue, Stanford, Syracuse, Tulane, Villanova, Virginia Tech, West Virginia, Wisconsin, and Xavier.

Meeting began at 7:07PM

- 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 15<sup>th</sup> 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. Committee Chairs up for Appointment
    - i. The Advisory Committee, Communications and Social Chairs are up for appointment. Applications were due on April 1. These are two-year term appointments, beginning on July 1. We received (6) applications:
      1. Advisory Committee Chair: Anthony Jones (current Chair – William & Mary), Rachel Dunnivant Weatherly (Tennessee), Beth Frank (Michigan)
      2. Communications Chair: Mike Hanpeter (current Chair – Xavier), Donald Wine II (Duke and Miami)
      3. Social Chair: Kate Phillips (Wisconsin)
    - ii. The Board will be in touch with the applicants to schedule interviews over the next two weeks. The Board will then come to a recommendation which then will be submitted to the Advisory Committee for consent approval no later than May 4.
  - b. DCAlumniSports.com (DCAS)
    - i. They are a group focused on covering alumni sporting events in DC and got involved with CAN for basketball and flag football this past year. They attended games on their own initiative and posted write-ups and pictures postgame for people to access on their own website.
    - ii. They approached the CAN Board about an official partnership and some Officers have met with them several times. They see a partnership as an opportunity to generate revenue for both entities. The CAN Board discussed and came to a decision not to partner with them at this time for the following reasons: the Board decided to focus its revenue growth through the Business Development Committee it recently created; there was apprehension in knowing that this group wanted to make money off CAN's all-volunteer work and efforts through which no one has personally profited to date; and DCAS' initial offering of 30% of sponsorship dollars generated through the marketing efforts was not equitable given that without CAN DCAS would have nothing to cover.

- iii. Based on the last communications with DCAS, it does not appear that they will follow our softball season. It was mentioned that the pictures on their site are in fact for sale and that people should be sure they have signed releases.
- iv. CAN is continuing to pursue other avenues of revenue such as beer and bar sponsorships, as well as other opportunities. This week, Lamont and Mark have reached out to Champion Management, an entity that helps companies, entertainers and sports figures pursue marketing and sponsorship opportunities. Aaron Steffensmeier, former Treasurer, put the Board in contact Paul Mangano, Business Development Director with Champion Management and he seems receptive to working with CAN. Paul is familiar with CAN as he is an active member of the Georgetown chapter. The focus for right now is the Softball Tournament, but would eventually be overall sponsorship for CAN. A fee will be associated, whether a dollar amount or percentage of sponsorships acquired, that the Board will address at the appropriate time.
- c. CAN Logos
  - i. CAN is moving forward to register our name and logos and have opened the process to obtain peoples' feedback. Please go to <http://www.dcalum.org/content/logos.aspx> to place your vote by April 17.

### III. Committee Updates

- a. Advisory Committee
  - i. There was a successful meeting on March 23 that resulted in a Google Groups site being formed. Some kinks are still being worked out but it should be up by next week and all AC members will get an invitation. The site will serve as a discussion board for chapter leaders to share thoughts.
  - ii. If your chapter is not yet a part of the AC but would like to be, contact Anthony Jones via the website [www.dcalum.org](http://www.dcalum.org).
- b. Communications
  - i. The Communications Committee is working on obtaining press around upcoming events, such as the Community Service opportunities.
  - ii. The Committee is also working on compiling basic local contacts (printers, etc.) to distribute within the month for chapter leaders to reference.
- c. Community Service
  - i. The Anacostia clean-up has been rescheduled from March 28 to April 18. Please encourage your chapters to attend as a way to give back to an area we use frequently for sports. This event is on Earth Day and will be combined with a clean-up already established by the Anacostia Water Shed. For more information visit <http://www.anacostiaws.org/Programs/Honor/EarthDay/earthday2009.html>.
  - ii. St. Baldrick's Foundation. St. Baldrick's Foundation raises money for children's cancer research. This event will be held April 11 at 2PM at CCSP. People obtain pledges for them to shave their heads in solidarity with those who are going through cancer treatment. A CAN competition will be established to enable the school that raises the most money to receive a \$500 donation to their scholarship fund. If interested, contact Brian Mano (University of Wisconsin) - [st.baldricksdc@gmail.com](mailto:st.baldricksdc@gmail.com).
  - iii. Hands-On-DC – April 25. It is a day of service to area schools, including painting classrooms and cleaning up courtyards. Although team registration closed on Thursday April 2<sup>nd</sup> Chapter Leaders or Chapter Community Service Leaders may join an existing team by contacting Stephen at [stephenanfield@gmail.com](mailto:stephenanfield@gmail.com) Additional information is available on the Hands on DC website at [www.handsondc.org](http://www.handsondc.org)
  - iv. A CAN Community Service newsletter has been created – if you would like to receive it, contact Stephen.
- d. Membership

- i. New chapters – Lamont and Bekah continue to receive online inquiries from individuals and chapters who would like to become a part of CAN and/or have assistance establishing a local chapter. We meet with them to understand their wants and needs and work together to assist.
    - ii. Bekah is continuing to plan the Speaker Series and encourages suggestions of individuals that are capable of speaking to or about topics that have been highlighted as potential subject areas.
  - e. Social
    - i. Softball/Basketball/Volleyball Party. Please join us as we say goodbye to winter sports and hello to the CAN Softball season! Our new softball sponsor bar, The Exchange (1719 G Street NW) is thrilled to host this event. The party starts at 8:00pm with a few free kegs and food. When the kegs run dry, CAN specials will be in effect: \$10 Bud Light pitchers (64 oz.), \$4 rail drinks, \$2 Bud Light bottles and \$5 carbombs! See you at The Exchange! For more details and to RSVP, please visit <http://www.dcalum.org/event.aspx?id=128>. The party will also recognize the winners of the 2008-09 Basketball and Volleyball leagues.
  - f. Sports
    - i. Soccer
      - 1. The 7s league began and the new site (Bundy Park) was well-received.
    - ii. Basketball
      - 1. Virginia beat Virginia Tech at the UMD Comcast Center to win the 2009 trophy.
    - iii. Volleyball
      - 1. Maryland beat Penn State to win the Competitive trophy and Ohio beat West Virginia to win the Recreational trophy.
    - iv. Softball
      - 1. The first half of the schedule is up on the web site! The rest will be up shortly.
      - 2. Season Opening Party – 4/18 (see Social section). Note that pitchers cost more than last year, but hold more beer.
    - v. Football commissioner position still open – if interested, apply on [www.dcalum.org](http://www.dcalum.org).

#### IV. New Business

- a. Please encourage your softball teams to support the new sponsor bar! We ask that all team and chapter leaders lead by example. Go out and give the Exchange your business and support – as they do for us.
- b. Keep in mind that the monies both the bar and beer sponsors provide enable us to keep fees down and if we do not demonstrate that we can drive traffic to the bar and support the movement of product, we could be without sponsorships next year which will affect the costs for the league and its players.

#### V. Next Meeting:

Monday, May 4 – 7:15PM, GMU Arlington Campus room 244

Meeting adjourned 7:45PM

Respectfully submitted by Bekah Meyerowitz, CAN Secretary/Membership – 4/7/09

Motion to approve by Lamont Rooker on April 8, 2009

Motion seconded by Chris Casto on April 8, 2009