



# *Meeting of the Executive Committee*

*April 4, 2017*

*1:00 p.m.*

*CIF Southern Section Offices  
Los Alamitos, California*

## *Minutes*

| <b><u>1. OPENING BUSINESS</u></b>  | <b><u>DISPOSITION</u></b> | <b><u>ITEM</u></b> |
|--|---------------------------|--------------------|
| A. Call to order by Carter Paysinger, President of the Council<br>The meeting was called to order at 1:03 p.m.   |                           |                    |
| B. Pledge of Allegiance  |                           |                    |
| C. Roll Call<br>All members were present except Todd Arrowsmith, Geniel Moon, John Norman, Mike Middlebrook and Mitch Carty.   |                           |                    |
| D. Introduction of Guests<br>There were no guests present.   |                           |                    |
| E. Adopt Agenda<br>There was a motion and a second to adopt the agenda. There was no discussion and the agenda was adopted.  | Adopted                   | 19-0-0             |
| F. Approval of Minutes<br>There was a motion and a second to approve the minutes of the January 14, 2017 Executive Committee meeting. There was no discussion and the minutes were approved. | Approved                  | 19-0-0             |
| <b><u>2. PUBLIC COMMENT</u></b>  |                           |                    |
| A. Recognition of anyone wishing to address the Executive Committee. Speakers must limit their remarks to three minutes.<br>There was no one present to address the Executive Committee.     |                           |                    |

### **3. ACTION ITEMS**

#### **A. STATE FEDERATED COUNCIL ACTION ITEMS**

1. Proposed Budget for 2017-2018 Approved 19-0-0 STATE 540  
Monica Colunga reviewed the proposal regarding the CIF State Budget, which included a recommendation for a 5% increase in salaries for staff. The CIF State conducted a nationwide study of salaries and the results indicated a 5% increase as opposed to a 4% increase. The CIF State has not received an increase in salary for the last three years. This increase would impact the budget by only \$13,500. The CIF State Executive Committee has approved this budget. Mike West asked if there would be a raise in CIF State dues and Monica Colunga answered no. There was a motion and second to approve the proposal.  
The motion carried 19-0-0
2. Proposed Bylaws 504; 1200; 1700; 1701; 1702 - Approved 20-0-0 STATE 542  
Competitive Cheer  
Monica Colunga reviewed the proposal regarding the fulfillment of AB 949, Cheerleading as a CIF sport. This would bring Cheer into the Blue Book and would cause the renumbering of other sections of the bylaws. The CIF is working with the State Cheer Advisory Committee in writing the bylaws and moving slowly on implementation. There was a motion and second to approve the proposal. Mike West asked if once approved, would Cheer fall under the Sunday practice rule. Rob Wigod answered yes, and that most of the larger competitions conducted by outside organization have already moved their Sunday competitions to Saturday competitions. The motion carried 20-0-0.
3. Proposed Revision Bylaws 1606; 2401; 2901; 2902 - Approved 20-0-0 STATE 543  
Competitive Equity Placement  
Monica Colunga reviewed the proposal regarding the CIF following what the Southern Section already does in regard to competitive equity placement for CIF Regional and CIF State Championships. There was a motion and second to approve the proposal. There was no discussion and the motion carried 20-0-0.
4. Proposed Bylaws Revisions 503.B.1 - Approved 20-0-0 STATE 544  
Uniform Administrative Penalty  
Monica Colunga reviewed the proposal regarding standardizing sanctions when students are ineligible due to adult error. There was a motion and second to approve the proposal. There was no discussion and the motion carried 20-0-0.
5. Proposed Revision Bylaws 206; 207; 510; 1100 - Approved 20-0-0 STATE 545  
Athletically Motivated Transfers  
Monica Colunga reviewed the proposal regarding the removal of language related to dissatisfaction with the former school from the athletically motivated transfer language contained in CIF Bylaw 510. There was a motion and second to approve the proposal. There was no discussion and the motion carried 20-0-0. After the vote, Rob Wigod mentioned that the southern areas of the state are voting in favor of this proposal but we do not know how the northern areas are voting and it could be a very close vote. Mark Edgemon asked what is the reason for voting no and Rob Wigod stated that they feel they are giving something up. There needs to be a consistency since there are other areas of education that allow for movement due to dissatisfaction with a former school. Terry Barnum added that athletic motivation is an arrow that does not work and dies quickly. Carter Paysinger agreed with the inconsistency and that every other area of education allows for movement except for athletics. Sandy Gahrning recounted a story about a cheer girl who did not make cheer squad for next year and has transferred to another school.



### **3. ACTION ITEMS (Cont.)**

#### **A. STATE FEDERATED COUNCIL ACTION ITEMS (Cont.)**

**6. Proposed Revision Bylaw 1206 –  
Standardized Number of Contests**

Approved 19-1-0 STATE 546

Monica Colunga reviewed the proposal regarding standardizing the number of contests for all sports which may cut back one basketball game but adds an additional scrimmage and brings the north and south more in alignment. There was a motion and second to approve the proposal. Jill Matyuch voiced her opposition to this proposal. There is an incentive to join tournaments because of the ability to play five games and only count two and this proposal takes that away. Lower levels will cut back on tournaments because of travel cost concerns. Denise Halstead stated that there was the same discussion in her league and the same costs (travel, officials) coming back to the league schools. Kristine Palle asked why schools would not continue going to tournaments as nothing has changed. It is a loss of one head to head contest rather than dropping any tournaments. Jill Matyuch used as an example her soccer schedule where they play in three tournaments, play twelve games that only count for six and pay \$300 a tournament. Without going to those tournaments, the cost of running home games becomes the burden of the school, creating an unintended consequence. Nancy Kelly asked if it was possible for booster to fund it differently. Chris Calderwood stated that he agreed with Kristine Palle. Although he understands what Jill Matyuch is saying, teams attend tournaments for more reasons than number of counted contests. Schools will still participate in tournaments for what tournaments provide and all that is involved in a tournament, the competition, the pressure, it is not just about the number of games, it is who they are competing against. Jim Perry added that we have been very specific with basketball and then asked Jill Matyuch if this is a concern for all sports or just basketball? Jill Matyuch answered that it a concern regarding the lower levels. Kristine Palle stated that coaches may not want to do more single games and prefer playing in tournaments with more games in just a couple of days instead of single games spread out over several days. Terry Barnum stated that how games are financed is different from district to district and wonders if what Jill Matyuch is stating is how it works in all districts. The purpose of this proposal is to level the playing field so when schools reach the state championships, all teams competing have a similar resume. Loren Kleinrock stated that there is a financial burden between schools that can and cannot afford to play in tournaments. Chris Calderwood remarked that coaches like tournaments as they do not have to find teams to play, that someone else is doing that work and your school is not responsible for those arrangements. Denise Halstead restated that her league is under the same thinking and that limits may need to be set on number of games teams are allowed to schedule. Rob Wigod reiterated the comment stating that leveling the state playing field the motivation behind this proposal. Also, this is all pre-season competition and a single game is a different type of preparation for league than the preparation you receive playing in a tournament. They need the pressure of the tournament rather than the “friendly” atmosphere of a single game. It was not anyone’s intention to cost schools more money or to forward something that was a detriment to our schools. Dana Wilkerson stated that if basketball had gone to 29 games instead 28 games, we would not be having this problem. Rob Wigod stated that it is trading a non-league game for one more scrimmage. Monica Colunga stated that it is important to step back and see the unintended consequences. Rainer Wulf remarked that the key piece is to fill your schedule and without tournaments, scheduling would be very difficult. The motion carried – 19-1-0.



Monica Colunga reviewed the proposal regarding allowing all-star contest participants for underclassmen in addition to seniors after their season of sport. There was a motion and second to approve the proposal. Dick Billingsley stated that this is going allow for recruiting. Mike West stated that the leagues in his area are not in favor of this proposal. Paul Lopez added that in football, this can be dangerous. Chris Calderwood added that this is already happening in club sports, however, that is not a reason to approve it. Dave Reid stated that this adds to the loss of the two and three sport athletes. Jim Perry said that you can go online right now and you will find the top 15 all-star games for 14 and unders. It is being done and has been done for 15 years, just under a different title. Carter Paysinger stated that we agree we do not want our lower level athletes playing in the outside competition. My question to staff is can you regulate it? Rainer Wulf answered that it happens a lot and they do not play or represent their high school. It is an all-star game with lower level students and has been happening for years. Rainer Wulf stated that this is asking to add lower level students to what the seniors can already do after the season of sport. Terry Barnum asked for clarification of what is school affiliated. Rainer Wulf and Nancy Kelly both answered with things similar to the school paying for activity, use of school uniform/equipment. Rob Wigod added what the athlete is wearing in the game. Club programs list the school name and graduation year of the students, but that does not necessarily mean they are representing school. The motion failed 2-18-0.

8. CIF Executive Committee Nominations

Approved 19-0-1 STATE 541

Monica Colunga reviewed the nominations for the CIF Executive Committee. Terry Barnum and Monica Colunga are on the ballot from the Southern Section. In the past, we have voted to support the Southern Section nominees and go uninstructed for others. There was a motion and second to move the nominations forward to the next Council meeting. There was no discussion and the motion carried 19-0-1.

B. SOUTHERN SECTION ACTION ITEMS

1. Proposed CIF Southern Section Budget 2017-18

Approved 20-0-0 SS 548

Carter Paysinger reviewed the budget prepared by Mitch Carty. The budget is balanced with no changes in ticket prices or dues. There was a motion and second to approve the proposal. There was no discussion and the motion carried 20-0-0.

2. CIF Southern Section Executive Committee Nominations

Approved 20-0-0 SS 549

Carter Paysinger reviewed the nominations. In the past, there is a motion to forward the nominations to Council. There was a motion and second and no discussion. The motion carried 20-0-0

3. Proposed Revision Bylaw 3013 – Length of Quarters

Approved 20-0-0 SS 550

Carter Paysinger reviewed the proposal regarding water polo and changing the language to align with the officials' fees schedule. There was a motion and second to approve the proposal. There was no discussion and the motion carried 20-0-0.

4. Proposed Bylaws 1505, 1508, 2506, 2509, 2703, 2705  
2906, 2908 – 2018-2019 Sports Calendar

Approved 18-2-0 SS 551

Carter Paysinger reviewed the proposal regarding the adjustment in the 2018-19 sports calendar. Rob Wigod continued the review by referring the Executive Committee to the agenda packet. Many sports have already moved because of the move in the CIF State Sports Calendar and now we need to bring the other sports in line. There were concerns regarding the time period between Winter sports and Spring sports and SOP dates and both of those have been addressed in this new proposal. Mark Edgemon asked if it is possible that a playoff date will be on an AP testing date. Rob Wigod answered that there are already contests on AP testing dates, for example in swimming and boys tennis and that there are many makeup dates that we publish in order for schools to get the information and to have the opportunity to make arrangements for make-up date. Mike West stated that his area is not happy with this proposal, adding that having a playoff game on graduation day is less of an issue then dealing with snow days. Jill Matyuch added that softball and soccer uses the same facility and if the soccer team makes playoffs, softball will not have a field for practice or games. Chris Calderwood stated that it depends on the school. At our school green grass if fair game and playoffs take priority. There was a motion and second to approve the proposal. The motion carried 18-2-0.



#### **4. NON-ACTION ITEMS**

##### **A. STATE FEDERATED COUNCIL NON-ACTION ITEMS**

1. Proposed Revision Bylaw 207.B.(5) – Sit Out Period Non-Action STATE 552  
Monica Colunga reviewed the proposal regarding adjustments in the SOP dates. Rob Wigod continued the review by referring the Executive Committee to the materials in the agenda packet. We need something with the new sports calendar. Thanks to our staff for your help is getting this proposal together. The number of sit out days are over 50% in most sports as the rule stands right now. After surveying the state, looking at the number of days in seasons, there were different SOP dates. This proposal standardized all SOP dates at 50% of the season of sport. You see that some are 50% plus one day and that occurred only if the number of days in the season of sport was not an even number. That gives everyone student in every sport the same sit out time across the state and creates different SOP dates for each sport. This information would be published in the Blue Book on the sports calendar and as transfers are approved, the SOP dates will be listed, just as they are now, so there is no question regarding when a student is eligible for varsity competition. This proposal was brought to the CIF Commissioners meeting and they were very enthusiastic about it and agreed it was the right way to go. Loren Kleinrock asked for clarification regarding the number of days not the number of contests missed. Rob Wigod answered that we looked at number of games but if one school played a majority of games in the first couple of weeks, a student could be playing in two weeks where at another school played very few games in the first few weeks that could hold a student out a month or more. This system would hold students out the same amount of time, make it more equitable.
2. Proposed Revision Bylaw 1906.B – Football Tie-Breaker Non-Action STATE 553  
Monica Colunga reviewed the proposal regarding the removal of the 10-yared tiebreaker for CIF Regional and CIF State Football Championships, making the tiebreaker a 25-yard tie-breaker for those contests. Mike West asked if sections are allowed to make their own tie-breakers. Rob Wigod reiterated that this is for CIF Regionals and CIF State Championships. The CIF State has wanted the 25-yard tiebreaker but everyone in the north is using the 10-yard version, so with this change, the north can still use the 10-yard tiebreaker for their sections but will have to use the 25-yard tiebreaker for CIF Regional and CIF State Championships.

##### **B. SOUTHERN SECTION NON-ACTION ITEMS**

There are no Southern Section Non-Action Items at this time.

#### **5. NEW BUSINESS**

- A. Financial Report Mitch Carty – 5A  
Jeff Jordan went over the handouts left by Mitch Carty and will be included at the end of these minutes. Rob Wigod discussed the CIF State sponsorship line and that we will not receive those funds until June. Chris Calderwood asked if apparel sales in the spring are substantial and Rob Wigod answered that our best sports are cross country, wrestling, swimming, and track. Terry Barnum asked, regarding the outstanding totals for basketball, how much of that has not come in yet. Rob Wigod stated that there are many basketball games still out, including the Honda Center, which is key. Half of the \$121,000 should be coming from the Honda Center so that number will be smaller. Wrestling Masters Meet is not included in the wrestling, so that number will decrease as well.



## **5. NEW BUSINESS (Cont.)**

### **A. Financial Report (Cont.)**

Mitch Carty – 5A

Terry Barnum asked if there are any points of concern. Rob Wigod answered that last year's soccer had a game played in the area of the competing teams and that game made more money, a situation we did not have this year. We have made a good recovery and are seeing \$594,470 to the good right now and projecting being in the 50-70K in the good at the end of the year. Nancy Kelly asked if should we be looking at the TV revenue to offset the changes in ticket sales and TV making people want to stay home. Rob Wigod replied that we have to start looking at regional games as they are very successful. Rainer Wulf stated that basketball's opening round was the massive rain storm and affected our crowds. Rob Wigod echoed that we are at the mercy of the weather, crowds, etc. and we have to look for other ways to generate revenue, like more regional games. We also doubled the reimbursements for travel and meals this year, which accounts for part of the additional cost. Thom Simmons stated that TV does have an effect on the gate but if you look at our rights fees revenue, it continues to increase as well. We are going into negotiations with the NFHS Network, and the revenue from them will be larger and is paid upfront.

### **B. Marketing Report**

Thom Simmons

First Thom Simmons went over the handout regarding the samples of what our app for smart phones is going to look like when it is launched. He thanked Wes Carty for his work on this and congratulated him about landing the Florida High School Association for HOME. Thom Simmons went through the marketing packet of handouts that he and Jackie Gibson put together. These items appear at the end of these minutes. Jackie Gibson and Thom Simmons went through all of the current sponsorship contracts to find out if everyone involved were meeting the terms of the contracts. Next, they made contact with all of our sponsors to introduce themselves and begin an outreach program with them.

Carter Paysinger called for a seven-minute break at 3:18 p.m. and then the Committee entered closed session at 3:25 p.m.

## **6. CLOSED SESSION**

### **A. Public Employee Evaluation of Performance – (Government Code 54957):**

#### **1. Commissioner's Evaluation**

## **7. REPORT OF ACTION(S) TAKEN IN CLOSED SESSION**

Closed session ended at 3:45 p.m. with no action taken.

## **8. REPORTS**

### **A. President's Report**

Carter Paysinger

Carter Paysinger recognized Rob Wigod and stated that when you come into these meetings and see the cutting-edge things the Southern Section staff are doing, you know it starts at the top. I never lose sight of the job Rob Wigod does. He is a leader across the state and the nation. Thank you to Glenn Martinez and Mike West for the athletic trainer committee and getting that dialogue moving forward. There were three items we wanted to identify the work begins in bringing this issue to the forefront. What is an athletic trainer? What is meant by full time? What is the cost of having a full-time athletic trainer? The meeting next month is to roll out this information to the Superintendents and School Boards and to work from the top to get this important issue out in the open.

### **B. Treasurer's Report**

Jeff Jordan

Jeff Jordan already gave the report during the Financial Reports.



## **8. REPORTS (Cont.)**

### **C. Commissioner's Report**

Rob Wigod

Rob Wigod thanked Carter Paysinger for the nice comments and the comments from this group. They especially mean a lot considering recent personal events. Our staff is functioning very well and I am pleased and proud. I want to make a special note to Thom Simmons with what he and Jackie Gibson have done with our marketing program. Our Champions for Character Golf Tournament registrations are coming in and usually sell out the first of May so be sure to register your foursome. We have sponsorship opportunities available as well. May 1<sup>st</sup> is the deadline for nominations for the Champions for Character Awards along with the Hall of Fame and Distinguished Service Awards. All forms are available on our website. Thanks again for all you do for us.

### **D. Executive Committee Member Reports**

President-Elect – Monica Colunga – Congratulations to staff on the just completed winter season. I attended CIF State Basketball Championships and it was exciting to see a variety of Southern Section teams there. The sportsmanship of our schools was remarkable and competitive equity played out as the games were very close.

Treasurer – Jeff Jordan – Congratulation to staff on the great work you do. Listening to Thom Simmons describe marketing is about relationships and was very impressed with the work he is doing.

CAPSO Representative – Terry Barnum – Thank you to the staff on another great year. I was at the Shalhevet-Milken Community Basketball Championship game for the awards presentation and it was phenomenal. It was a neighborhood battle and to see the excitement on the students faces was fantastic. It was a culturally enriching game.

CSADA Representative – Dave Reid – Thank you to Sharon Hodge and Thom Simmons for your hospitality at the Southern Section Basketball Championships and making it possible to be there while I watched two of my district teams play. The marketing presentation was great.

Superintendent Representative – Nancy Kelly – We added three sports this year at Upland High School and it has been heartwarming to read letters from the parents who are so excited the sports were added and to see their students participate.

Northern Area Representative – Dick Billingsley – Thom Simmons, your presentation for marketing was fantastic. Congratulations to the staff for playoffs. It was an awesome experience for our school to be in the Open Division. The Southern Section runs championships so well. The Northern Area Releaguings is complete and no appeals as of yet. We will be losing 13 schools for the 2018-19 school year. Working with this committee is outstanding.

Boys' Athletic Director Representative – Chris Calderwood – The playoffs are important and the way the office does them is important and they are made important by the staff. When you go to the state level, it just doesn't seem as important as the section playoffs did. You go outside the section and you might have a 14-year-old running the clock. Thank you to the staff for the great job you do.

Small Schools Area Representative – Mark Edgemon – Thom Simmons, your marketing presentation was great. That personal connection to the sponsors is important. The CSADA Conference, this is the year to go. I become President at the end of this conference. I am working with the 173 schools in the Small Schools Area on Releaguings and no proposals have been turned in yet.

CAPHERD Representative – Jim Perry – Thank you Rob Wigod and staff. The standard that you put forth is noticeable. When you see Southern Section students outside of the section, they have a different kind of swagger when they are competing at the state level and you can see the pride and confidence they get from Southern Section athletics.

Director of Communications – Thom Simmons – There is a saying that working with kids will keep you young and working with Jackie Gibson has done that in me. She has put the spark back in this job and the relationship part of marketing is very important not only for our sponsors but that our administrators are supported. Thanks to Jackie Gibson for her energy. You could see it in my presentation, the excitement I have in my position that is thanks to Jackie Gibson. I have presented my social media presentation at four Huntington Beach USD schools thanks to Jim Perry and have more in the works.

Assistant Commissioner – Glenn Martinez – We had another successful wrestling season. A couple of you here hosted a site and those championships went well. There is a lot of hard work in those events and I appreciate your assistance. Girls Wrestling is growing. Thom Simmons and Jackie Gibson were both out at Ontario for wrestling and worked the first day. We appreciate their help. USA Football is a big partner with the NFL and the Heads-Up program. They want to help grow football but talk safety too.



## **8. REPORTS (Cont.)**

### **D. Executive Committee Member Reports (Cont.)**

Assistant Commissioner – Rainer Wulf – Thank you Terry Barnum for being the awards presenter at the Shalhevet-Milken Community game. The office decided to plan a major event in two weeks and thanks to Jackie Gibson, Kristine Trost, Anita Fopma, Thom Simmons, Rob Wigod and Mike Middlebrook, we pulled it off and it was an unbelievable night. Over 10,000 people were there. Gary McKnight, long time head coach of Mater Dei High School Boys' Basketball, said it was the best Southern Section event he had ever been a part of.

Assistant Commissioner – Kristine Palle – Thank you for the kind words. It helps when we can be creative. Winter is the busiest season with water polo and soccer and then working with NFHS Rules Committees. Looking forward to swimming, which is about a month out and the first sport of the spring. We will be back to RCC, which is the best facility, and the support from Riverside is second to none. I am hoping for more national records.

Citrus Belt Area Representative – Mike West – I would like to recognize Glenn Martinez and Carter Paysinger for their work on the athletic trainer education. I have been in athletic training for over 20 years. I have dreamt of the attitudes of CIF leadership to be what they are today. To have this leadership group on board with the type of thinking and getting the word out, is a big help and very rewarding. I am hopeful/optimistic to see the change and very excited for that. Rob Wigod is an exceptional leader but he cannot be a good leader without a great team to lead.

Mt. SAC Area Representative – Paul Lopez – We were in the finals for basketball and volleyball and they are both very well run. The Mt. SAC Area will finish Releaguings on April 25 and it is rolling along. Hope I get to be part of this group after vote tomorrow.

Orange Country Area Representative – Denise Halstead – We are also working on Releaguings and voted for a two-year cycle and are now getting counter proposals. Thanks to Rob Wigod and the other Commissioners for attending our league meetings.

CSADA Representative – Sandy Gahring – In February, we held our third Girls Got Game Conference. Had over 500 girls in attendance and it was so much fun and very positive. Rob Wigod and Paula Hart Rodas spoke and were fantastic. Our area looked at Releaguings from a competitive equity perspective instead of just geographical. Thom Simmons, it was great to see you so excited about your job which gets us excited.

Coast Area Representative – Paula Hart Rodas – Thom Simmons, thank you for your enthusiasm. Relationships are very important. Now we are moving onward and upward with building these relationships. I had so much fun at the Girls Got Game Conference and will be trying to start that conference in my area.

Girls' Athletic Directors Representative – Jill Matyuch – When I went to the Athletic Administrators Summit a couple of years ago, I saw a presentation by the Special Olympics and decided that was something I wanted our school to get into. We received a grant this year of \$2,500 for our Unified Sports Program and have held our first events. You should see these students walking around campus. They are so pumped up, hanging with the other student-athletes on campus and it was the best thing I have ever done. Thom Simmons mentioned that the video Brea Olinda High School sent the CIF Southern Section on their event is on our Twitter feed, if you would like to see what they did.

Foothill Area Representative – Loren Kleinrock – Agreed with everything everyone else said to this point. We had great discussion about things we did not all agree about and this is a great forum for that kind of discussion. No one takes themselves too seriously.

Executive Assistant – Sharon Hodge – Since Rob Wigod already mentioned the deadline for the nominations and such, I will report on something I have had the opportunity to do outside the office to serve our membership. I have been assisting the Orange County Area with their Releaguings meetings. There was a request for the use of our voting system by the area and I have been able to attend two of their meetings and facilitate their voting process which has been a huge success for them by speeding up the overall process of voting and tallying votes.

Past President – Jim Monico – I saw all kinds of basketball this season, but the treatment from Thom Simmons and Jackie Gibson at the Southern Section Finals was outstanding. We have a great leader but it takes a great team to make it work and this team is great.



## **9. ADVANCE PLANNING**

### **A. DATES**

1. April 5, 2017 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.
2. May 10, 2017 – CIF Southern Section Executive Committee Meeting, Old Ranch Country Club, Seal Beach, California, 1:00 p.m.
3. June 20, 2017 – CIF Southern Section Jim Staunton Champions for Character Golf Tournament, Rio Hondo Golf Club, Downey, California
4. August 17, 2017 – CIF Southern Section Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.

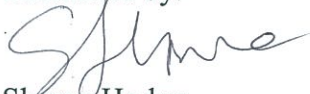
### **B. SUGGESTED AGENDA ITEMS**

There were no suggested agenda items for the next meeting.

## **10. ADJOURNMENT**

A motion and second for adjournment were made and a unanimous vote to adjourn was entered at 4:33 p.m.

Submitted by:



Sharon Hodge  
Executive Assistant

Approved by:



Rob Wigod  
Commissioner of Athletics



# Adopt Agenda

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     |     |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    19 Yes    0 No    0 Abstain**



# Approval of Minutes

Minutes from the January 14, 2017 Executive Committee Meeting

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     |     |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    19 Yes    0 No    0 Abstain**



# STATE 540

## Proposed State Budget for 2017-18 School Year

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     |     |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    19 Yes    0 No    0 Abstain**



# STATE 542

Proposed Bylaws 504; 1200; 1700; 1701; 1702 – Competitive Cheer

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**

# STATE 543

Proposed Revision Bylaws 1606; 2401; 2901; 2902 – Competitive Equity Placement

|                    |     |                  |     |                  |     |                  |     |
|--------------------|-----|------------------|-----|------------------|-----|------------------|-----|
| Todd Arrowsmith    |     | Terry Barnum     | Yes | Dick Billingsley | Yes | Chris Calderwood | Yes |
| Monica Colunga     | Yes | Rita Dever       | Yes | Mark Edgemon     | Yes | Sandy Gahring    | Yes |
| Denise Halstead    | Yes | Jeff Jordan      | Yes | Nancy Kelly      | Yes | Loren Kleinrock  | Yes |
| Robert Kostopoulos |     | Paul Lopez       | Yes | Jill Matyuch     | Yes | Jim Monico       | Yes |
| Geniel Moon        |     | John Norman      |     | Carter Paysinger | Yes | Jim Perry        | Yes |
| Dave Reid          | Yes | Paula Hart Rodas | Yes | Mike West        | Yes | Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**



# STATE 544

## Proposed Bylaws Revisions 503.B.1 – Uniform Administrative Penalty

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**

# STATE 545

Proposed Revision Bylaws 206; 207; 510; 1100 – Athletically Motivated Transfers

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**



# STATE 546

## Proposed Revision Bylaw 1206 – Standardized Number of Contests

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | No  |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    19 Yes    1 No    0 Abstain**

# STATE 547

## Proposed Revision Bylaw 900 – All-Star Contest

|                    |    |
|--------------------|----|
| Todd Arrowsmith    |    |
| Monica Colunga     | No |
| Denise Halstead    | No |
| Robert Kostopoulos |    |
| Geniel Moon        |    |
| Dave Reid          | No |

|                  |     |
|------------------|-----|
| Terry Barnum     | No  |
| Rita Dever       | Yes |
| Jeff Jordan      | No  |
| Paul Lopez       | No  |
| John Norman      |     |
| Paula Hart Rodas | No  |

|                  |    |
|------------------|----|
| Dick Billingsley | No |
| Mark Edgemon     | No |
| Nancy Kelly      | No |
| Jill Matyuch     | No |
| Carter Paysinger | No |
| Mike West        | No |

|                  |     |
|------------------|-----|
| Chris Calderwood | No  |
| Sandy Gahring    | No  |
| Loren Kleinrock  | No  |
| Jim Monico       | No  |
| Jim Perry        | Yes |
| Dana Wilkerson   | No  |

**Motion Lost    2 Yes    18 No    0 Abstain**



# STATE 541

## State CIF Executive Committee Nominations

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |         |
|------------------|---------|
| Terry Barnum     | Abstain |
| Rita Dever       | Yes     |
| Jeff Jordan      | Yes     |
| Paul Lopez       | Yes     |
| John Norman      |         |
| Paula Hart Rodas | Yes     |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    19 Yes    0 No    1 Abstain**

# SS 548

## Proposed CIF Southern Section Budget 2017-18

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**



# SS 549

## CIF Southern Section Executive Committee Nominations

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**

# SS 550

## Proposed Revision Bylaw 3013 – Length of Quarters

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | Yes |
| Carter Paysinger | Yes |
| Mike West        | Yes |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    20 Yes    0 No    0 Abstain**

# SS 551

## Proposed Bylaws 1505, 1508, 2506, 2509, 2703, 2705, 2906, 2908 – 2018-19 Sports Calendar

|                    |     |
|--------------------|-----|
| Todd Arrowsmith    |     |
| Monica Colunga     | Yes |
| Denise Halstead    | Yes |
| Robert Kostopoulos |     |
| Geniel Moon        |     |
| Dave Reid          | Yes |

|                  |     |
|------------------|-----|
| Terry Barnum     | Yes |
| Rita Dever       | Yes |
| Jeff Jordan      | Yes |
| Paul Lopez       | Yes |
| John Norman      |     |
| Paula Hart Rodas | Yes |

|                  |     |
|------------------|-----|
| Dick Billingsley | Yes |
| Mark Edgemon     | Yes |
| Nancy Kelly      | Yes |
| Jill Matyuch     | No  |
| Carter Paysinger | Yes |
| Mike West        | No  |

|                  |     |
|------------------|-----|
| Chris Calderwood | Yes |
| Sandy Gahring    | Yes |
| Loren Kleinrock  | Yes |
| Jim Monico       | Yes |
| Jim Perry        | Yes |
| Dana Wilkerson   | Yes |

**Motion Carried    18 Yes    2 No    0 Abstain**



# C. I. F. SOUTHERN SECTION

## Financial Report

Executive Committee Meeting

April 4, 2017

### I. FINANCIAL POSITION (Profit & Loss, as of 4/3/2017)

|                        |             |
|------------------------|-------------|
| A. Income:             | \$3,762,521 |
| B. Expenses:           | \$3,168,051 |
| Net Income (thus far): | \$594,470   |

\* Final quarter (Apr, May, Jun) is generally the lowest financially producing quarter, so look for Net Income to drop back somewhat from the number above.

### II. PRIOR YEARS COMPARISON & FORECAST

- A. YTD = \$31,716 behind fiscal 2015-16 – Fiscal year closed at \$290,552
- B. YTD = \$291,532 behind fiscal 2014-15 – Fiscal year closed at \$42,828 (with \$475K back to schools included)
- C. Forecast points (conservatively) to final profit of \$50-75K

### III. HIGHLIGHTED ACCOUNTS (YTD Actuals vs. 16-17 Budget)

| Income (NET)            | YTD Actual | 16-17 Budget | + / -     | Red is bad, Black is good         |
|-------------------------|------------|--------------|-----------|-----------------------------------|
| BASKETBALL              | 315,715    | 436,900      | (121,185) | Many games & Honda outstanding    |
| CROSS COUNTRY           | 53,927     | 51,000       | 2,927     | COMPLETE                          |
| FOOTBALL                | 757,305    | 829,000      | (71,695)  | COMPLETE                          |
| SOCCER                  | 38,460     | 55,000       | (16,540)  | COMPLETE                          |
| G VOLLEYBALL            | 80,478     | 67,670       | 12,808    | COMPLETE                          |
| WATER POLO              | 20,624     | 24,900       | (4,276)   | COMPLETE                          |
| WRESTLING               | (7,098)    | 14,000       | (21,098)  | Masters, Girls, Indiv outstanding |
| APPAREL                 | 81,041     | 132,000      | (50,959)  | Spring Apparel to come            |
| INTEREST on INVESTMENTS | 67,668     | 9,900        | 57,768    | April, May and June to come       |
| PROGRAMS                | 17,026     | 27,500       | (10,474)  | Spring Programs to come           |
| SPORTS FEES             | 487,350    | 480,500      | 6,850     | COMPLETE                          |
| SUPPORT INCOME          | 869,271    | 933,259      | (63,988)  | State Marketing \$ to come        |
| TV - RADIO RIGHTS       | 277,500    | 266,800      | 10,700    | Spring Rights Fees to come        |
| Expense                 | YTD Actual | 16-17 Budget | + / -     | Red is bad, Black is good         |
| AWARDS                  | 48,562     | 60,000       | (11,438)  | Spring Awards to come             |
| BUILDING MAINTENANCE    | 27,065     | 28,000       | (935)     | April, May and June to come       |
| MAJOR MEDICAL           | 291,894    | 346,602      | (54,708)  | May and June to come              |
| OFFICE SUPPLIES         | 27,301     | 45,000       | (17,699)  | Spring Supplies to come           |
| PRINTING/DUPLICATING    | 29,040     | 35,000       | (5,960)   | April, May and June to come       |
| PROGRAM EXPENSE         | 30,767     | 46,000       | (15,233)  | Spring Programs to come           |
| SALARIES                | 1,299,587  | 1,756,671    | (457,084) | April, May and June to come       |
| TICKETS                 | 24,805     | 27,000       | (2,195)   | COMPLETE                          |
| UTILITIES               | 13,217     | 15,000       | (1,783)   | April, May and June to come       |

### IV. PLAYOFF REVENUE TO SCHOOLS (our “bread & butter”)

- A. As a result of CIF-SS playoff revenue sharing, MEMBER SCHOOLS received the following amounts per sport...
  - i. Football: \$481,951
  - ii. Girls Volleyball: \$55,052
  - iii. Boys Basketball: \$178,113
  - iv. Girls Basketball: \$52,878
- Total: \$767,994

### V. FRIENDS OF GOLF

- A. CIF-SS was once again given \$47,000 to distribute back into Southern Section golf programs
- B. Checks have been distributed to 150+ boys & girls golf programs

**C.I.F. SOUTHERN SECTION**  
**Ticket Sales Comparison (Fall & Winter)**  
**2015-16 vs. 2016-17**

| <b>2016 - 2017</b>          | <b>SOLD</b>    |                |                | <b>PRIOR COMP.</b> |
|-----------------------------|----------------|----------------|----------------|--------------------|
|                             | <b>GENERAL</b> | <b>STUDENT</b> | <b>OVERALL</b> | <b>% + -</b>       |
| Football                    | 139,841        | 90,674         | <b>230,515</b> | <b>-16.3%</b>      |
| Basketball (INCOMPLETE)     | 74,214         | 63,027         | <b>137,241</b> | <b>-10.8%</b>      |
| Girls Volleyball            | 22,311         | 18,946         | <b>41,257</b>  | <b>-9.8%</b>       |
| Soccer                      | 4,982          | 4,895          | <b>9,877</b>   | <b>-16.9%</b>      |
| Boys Wrestling (INCOMPLETE) | 8,549          | 2,431          | <b>10,980</b>  | <b>-13.8%</b>      |
| Cross Country               | 8,186          | 2,899          | <b>11,085</b>  | <b>2.8%</b>        |
| Boys Water Polo             | 1,857          | 1,728          | <b>3,585</b>   | <b>5.9%</b>        |
| Girls Water Polo            | 1,397          | 947            | <b>2,344</b>   | <b>-19.6%</b>      |
| Girls Wrestling             | 2,060          | 669            | <b>2,729</b>   | <b>16.3%</b>       |

**263,397                  186,216**  
**59%                      41%**

**449,613                  -59,134                  -13.2%**

| <b>2015 - 2016</b> | <b>SOLD</b>    |                |                |
|--------------------|----------------|----------------|----------------|
|                    | <b>GENERAL</b> | <b>STUDENT</b> | <b>OVERALL</b> |
| Football           | 163,564        | 104,500        | <b>268,064</b> |
| Basketball         | 77,762         | 74,337         | <b>152,099</b> |
| Girls Volleyball   | 22,602         | 22,704         | <b>45,306</b>  |
| Soccer             | 6,191          | 5,360          | <b>11,551</b>  |
| Boys Wrestling     | 9,441          | 3,055          | <b>12,496</b>  |
| Cross Country      | 7,990          | 2,780          | <b>10,770</b>  |
| Boys Water Polo    | 1,734          | 1,640          | <b>3,374</b>   |
| Girls Water Polo   | 1,439          | 1,364          | <b>2,803</b>   |
| Girls Wrestling    | 1,616          | 668            | <b>2,284</b>   |

**292,339                  216,408**  
**57%                      43%**

**508,747**



**SOUTHERN SECTION**  
ACADEMICS. INTEGRITY. ATHLETICS.

## HOME





**SOUTHERN SECTION**  
ACADEMICS. INTEGRITY. ATHLETICS.

Directory

Servite

La Serna

Los Alamitos

Bolsa Grande

Dana Hills

Atascadero

Lakewood



Home



Teams



Settings



# SOUTHERN SECTION

ACADEMICS. INTEGRITY. ATHLETICS.

## Transfers

Student Name

Status

Student Name

Status

Student Name

Status

Student Name

Status

Student Name

Status

Student Name

Status

Student Name

Status

Student Name

Status



Home



Teams



Settings



# Corporate Partnership Customer Service



**Wizard Sports & Russell Athletics**



# Corporate Partnership Customer Service



**Senior Vice President of Account Sales-  
dailey/FORD**



**Wizard Sports**

One of our main goals for the winter season was to really make our corporate partners feel special and valued. We made it a priority to give them a first class experience at our championship events.



**Jack in the Box**



**FOX Sports West**

We had the following partners present throughout our winter sports: SoCal Ford, Russell Athletics, FOX Sports West, Spalding, Wizard Sports, Jack in the Box, BSN Sports and the Marines.



# Corporate Partnership Customer Service Feedback

Hi,  
Thanks again for the passes on Sat night. The game was soooo fun. (except that we lost.) But the parking, seats and everything was perfect.  
Thank you!!

**Linden Singer Messina** | Group Manager – Local Video & Audio Investment | [REDACTED]

Jackie,

Thanks for you stepping up and helping me get to my Appointed Rounds last night at the Honda Center. Appreciate that you saw the forest from the trees and took charge. You got me to the outside of the locker room just as they broke from the room and just in time to High five my son on their way to the court. It was a very special moment for him (and his sappy dad as well). It would not have happened if you didn't spring into action when you did.

Sometimes it's the little things that make big things.

Great event. Thank you!

**John Ursini**  
Proprietor Newport & Naples Rib Company

Hey Jackie & Thom,  
Thanks again for your kind hospitality this weekend! We had a great time and appreciate the VIP treatment!

Please see attached art for the golf polo's and approve.

Thanks!

Chris Barnes | Team Sales  
**Russell Athletic | Spalding | Dudley Sports**  
Email: [REDACTED]  
Mobile: [REDACTED]

First, thank you so much for all the hard work to pull off Friday night. It was the best high school basketball event I have ever seen or even heard about. People will talk about it for years I imagine and few will understand the hard work involved. I really want to thank you. I also had a question. Are there Courtside seats or suites available for Saturday evening? If so, I would love to try and coordinate obtaining some. Either way, thanks again. Personally for me, it was one of the most fun experiences that I have ever had. Bryan.

Bryan J. Freedman, Esq.  
Freedman & Taitelman, LLP

Through our active customer service, we are able to create stronger relationships with our partners who play such a huge role when it comes to the CIF Southern Section and our member schools.



Hello Jackie ~

My name is Steven Ahn, Nick Davis who works with my wife Sandy Gong at FOX, asked you for tickets for me for last weeks CIF Boy's Semi Finals games this past Friday night. I want to Thank You for the fabulous seats and for coming by during the games to see if we were enjoying ourselves. We had a great experience and saw two exciting games. I'm sorry you are not getting the sexy match-up of Chino Hills vs Sierra Canyon. But Bishop Montgomery and Mater Dei is still a great match-up! I'm going to Godinez Fundamental High School Friday night to watch my niece play in 2A championship game at 6:00pm. Thank You again Jackie and Good Luck and Success with Saturday night's games.

Steven ~



# Playoff Expense Support





# Playoff Expense Support - Galen Center

The CIF Southern Section was given the opportunity to sell suites for the Boys Open Division Semi Final games at Galen Center. We jumped on the opportunity and were able to sell all but 2 suites. This brought in a total of \$4,900 for the event surpassing the total of court side seats.

## Luxury Suites!

### GALEN CENTER – LIMITED AVAILABILITY

Experience the CIF Southern Section Ford Open Division Boys Semi Final games in a fully furnished Luxury Suite. Satisfy all of your entertainment needs under one roof! You'll spend less time finding your seats and buying concessions, so you can spend more time enjoying the big game!

Reserve yours today!

For pricing and availability please contact Jackie Gibson

[Jackieg@cifss.org](mailto:Jackieg@cifss.org) / 562-493-9500

[jackieg@cifss.org](mailto:jackieg@cifss.org) / 265-493-9500



#### 16 – Person Suite

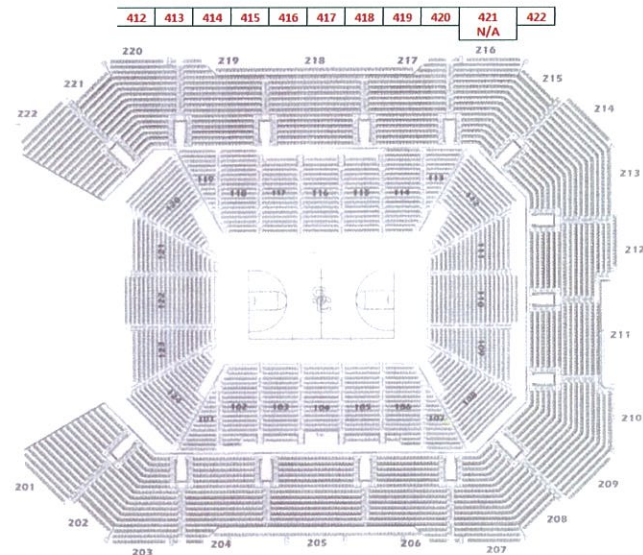
Includes 16 tickets

12 hard seats

4 SROs

\*Food & Beverage

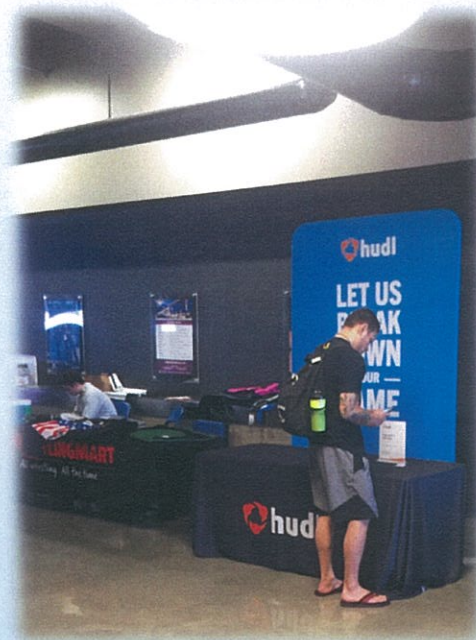
Included on select suites\*



Not only was the selling of the suites beneficial for the event, but we were also able to create new relationships. From those suite sales, we have had one suite holder donate \$3,000 to the Champions for Character Golf Tournament.



# Playoff Expense Support – Wrestling Master's Meet



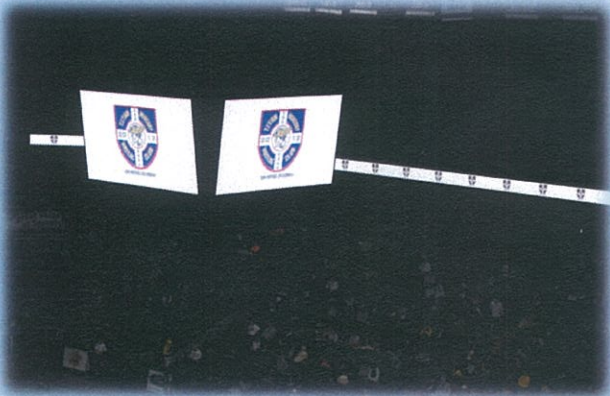
**HUDL**



**Wrestling Mart**



**Court Clean**



**Titan Mercury  
Wrestling Club**



Vendors play a huge role in helping offset the cost of such a large arena like Citizen's. This year we were able to have presence from 4 vendors.

**Total Revenue Generated  
by Vendors:  
\$6,800**



# Playoff Expense Support – Wrestling Master's Meet



**Boardwalk Bagels  
Friday & Saturday  
Breakfast**



**Chili's  
Friday Lunch**



**Chick - fil - A  
Friday Dinner**

**At the Wrestling Master's Meet, we feed over 80 workers and volunteers over a 2 day period. These food donations were very important in keeping our hospitality costs low for this event. With this year's food donations, you can see the difference in expenses from the 2016 Master's Meet and 2017:**

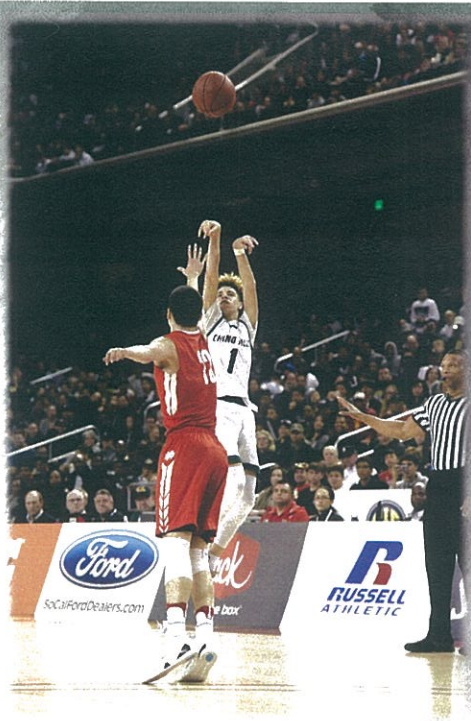
| 2016 Hospitality Expenses | 2017 Hospitality Expenses |
|---------------------------|---------------------------|
| \$4,246                   | \$1,335                   |



# Partnership Opportunities







## Partnership Opportunities



## About the CIF Southern Section

The CIF Southern Section is a 501c3 non-profit organization authorized by the State of California Legislature to oversee all high school interscholastic sports within the sixth largest high school sports organization nationwide.

### CIF-SS Market

- 586 Member Schools
- 29 Varsity Sports
- 9,909 Varsity Teams
- 374,000 Student-Athletes
- 792,168 Enrolled Students
- 6,580 Coaches
- 2,265 Administrators
- 6,000 Officials
- 559,043 Ticketed Spectators for 2015-2016 CIF-SS Playoff Events



## CIF Southern Section Geographic Breakdown

### CALIFORNIA INTERSCHOLASTIC FEDERATION



### Number of CIF-SS Schools by County

|                 |     |
|-----------------|-----|
| Los Angeles     | 254 |
| Orange          | 99  |
| Riverside       | 82  |
| San Bernardino  | 77  |
| Ventura         | 30  |
| Santa Barbara   | 21  |
| San Luis Obispo | 13  |
| Kern            | 5   |
| Inyo            | 3   |
| Mono            | 2   |



## Championship Event Exposure

### Partnership Signage





# Championship Event Exposure

Partnership Signage

## 2015-2016 CIF-SS Playoff Attendance

|                                  |                |
|----------------------------------|----------------|
| Baseball                         | 5,630          |
| Basketball (Boys & Girls)        | 152,099        |
| Cross Country (Boys & Girls)     | 10,770         |
| Football                         | 268,064        |
| Soccer (Boys & Girls)            | 11,551         |
| Softball                         | 3,340          |
| Swim & Dive (Boys & Girls)       | 5,296          |
| Track & Field (Boys & Girls)     | 14,933         |
| Volleyball (Boys)                | 21,907         |
| Volleyball (Girls)               | 45,306         |
| Water Polo (Boys)                | 3,374          |
| Water Polo (Girls)               | 2,803          |
| Wrestling (Boys)                 | 12,496         |
| Wrestling (Girls)                | 2,284          |
| <b>Total Playoff Attendance:</b> | <b>559,043</b> |

# Championship Event Exposure

Partnership Signage



# Championship Event Exposure

Partnership Signage



# Championship Event Exposure

LED Ribbon Board & Scoreboard Presence

In addition to signage, we also incorporate electronic visibility at select venues





## Championship Event Exposure

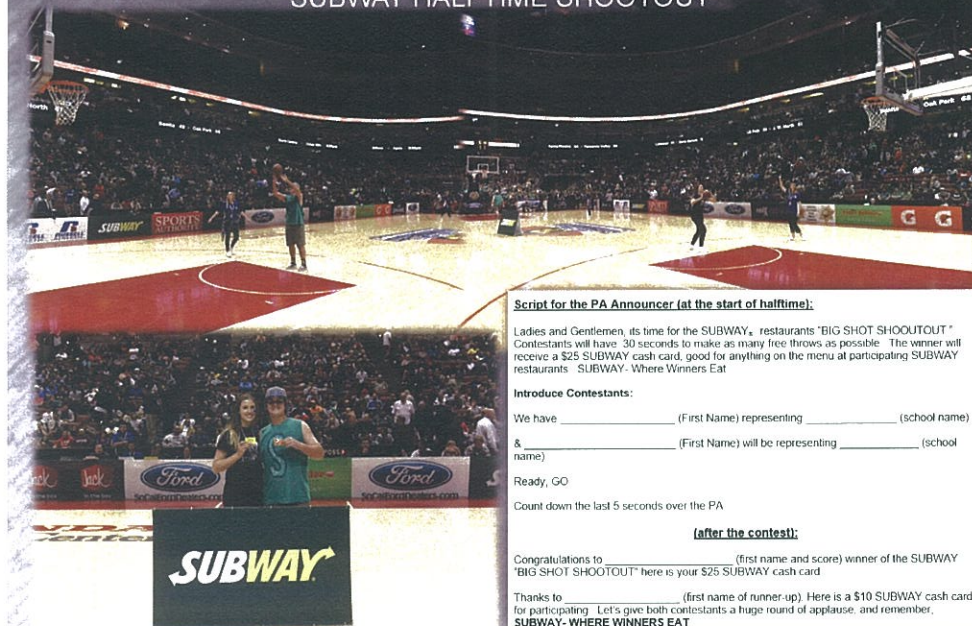
Public Address Announcements

Our PA's are read at every playoff and championship event. They are read multiple times throughout each game/match for maximum impressions

1. THE SOUTHERN CALIFORNIA FORD DEALERS ARE PROUD TO SUPPORT OUR LOCAL SCHOOLS AND ATHLETES GO FURTHER VISIT [SOCALFORDDEALERS.COM](http://SOCALFORDDEALERS.COM) TO FIND A DEALER IN YOUR NEIGHBORHOOD
2. SPALDING IS THE OFFICIAL BASKETBALL OF THE CIF SOUTHERN SECTION SPALDING TRUE TO THE GAME
3. GATORADE FUELING TODAY FUELING THE FUTURE
4. AT JACK IN THE BOX IT'S NOT BREAKFAST, OR LUNCH IT'S JACK'S BRUNCHFAST
5. FOX SPORTS WEST IS THE OFFICIAL HOME OF THE CIF SOUTHERN SECTION GO TO FOX SPORTS GO TO WATCH OVER 120 CIF-SS EVENTS THIS SEASON DOWNLOAD THE FOX SPORTS GO APP
6. TO THOSE OF YOU WHO FIGHT AND WIN BATTLES EVERY DAY, ON AND OFF THE PLAYING FIELD, SHOW THE MARINES YOUR FIGHTING SPIRIT AND TAKE WHAT'S INSIDE TO THE NEXT LEVEL FIND OUT MORE AT [WWW.MARINES.COM](http://WWW.MARINES.COM)
7. PAPA JOHN'S PIZZA IS THE OFFICIAL PIZZA SPONSOR OF THE CIF SOUTHERN SECTION BETTER INGREDIENTS BETTER PIZZA PAPA JOHN'S

## Championship Event Exposure

In Game Promotions  
"SUBWAY HALFTIME SHOOTOUT"



**Script for the PA Announcer (at the start of halftime):**

Ladies and Gentlemen, it's time for the SUBWAY® restaurants "BIG SHOT SHOOTOUT". Contestants will have 30 seconds to make as many free throws as possible. The winner will receive a \$25 SUBWAY cash card, good for anything on the menu at participating SUBWAY restaurants. SUBWAY-Where Winners Eat

**Introduce Contestants:**

We have \_\_\_\_\_ (First Name) representing \_\_\_\_\_ (school name)  
& \_\_\_\_\_ (First Name) will be representing \_\_\_\_\_ (school name)

Ready, GO

Count down the last 5 seconds over the PA

**(after the contest):**

Congratulations to \_\_\_\_\_ (first name and score) winner of the SUBWAY "BIG SHOT SHOOTOUT" here is your \$25 SUBWAY cash card

Thanks to \_\_\_\_\_ (first name of runner-up). Here is a \$10 SUBWAY cash card for participating. Let's give both contestants a huge round of applause, and remember, SUBWAY-WHERE WINNERS EAT

## Championship Event Exposure

Partnership Display



## Championship Event Exposure

Championship Tickets  
Total Tickets Sold in 2015-2016 year: 559,043



**\$10 OFF**

YOUR PURCHASE OF \$50 OR MORE

VALID 11/01/11-9/30/12

EXCLUSIONS APPLY  
VISIT [SPORTSAUTHORITY.COM/EXCLUSIONS](http://SPORTSAUTHORITY.COM/EXCLUSIONS)  
OR SEE STORE FOR DETAILS.

**SPORTS AUTHORITY**

OFFICIAL SPORTING GOODS RETAILER OF THE CIF

1324 1253 1101 1109 3012 2

## HIGH SCHOOL PLAYOFFS

2015 2016



## STUDENT/CHILD

ADMIT ONE  
NO REFUNDS OR EXCHANGES  
[www.AdmitOneProducts.com](http://www.AdmitOneProducts.com)

CIF SOUTHERN SECTION  
FORD CHAMPIONSHIPS  
**STUDENT/CHILD**

Title of Back - Coupon

Ticket Front- Title / Presenting Partner



## Special Event Exposure

Athletic Administrators Summit  
Over 600 Administrative personnel all in one location!



## Special Event Exposure

Athletic Administrators Summit  
The AD Summit is held every October at the Sheraton Convention Center in Pomona



## TV / Livestream Presence



**WEST**



FOX Sports West live TV  
10 Games in 2015-2016

- 38 Average Rating
- 47 in A18-49 demographic
- Peak at 61

### Prep Zone

- HD Quality of over 70 events
- 257,730 live requests through 70 events
- Peak 34,469 requests for football semifinal game on 11/27
- 40 minute average viewing time on Prep Zone

- FOX Sports West has been the home of the CIF Southern Section for over 20 years. FOX Sports West footprint is a match of the CIF-SS's and reaches over 4 million Southern California households.

- FOX Sports West broadcasts over 40 "first run" games on TV and 70 HD-level multi camera web games on their Prep Zone platform each school year.

- All TV games are re-aired multiple times and Prep Zone web games are permanently archived for later/repeat viewing.
- Their coverage recently earned an Emmy for Fox Sports and the CIF Southern Section.

- Prep Zone Encore's are TV broadcasts where the best game of the previous week's Prep Zone games is then aired during the week following the game.

## Website Presence

WWW.CIFSS.ORG



2015-2016

Annual Sessions:  
1,468,972

Annual Unique Users:  
528,652

Annual Pageviews:  
4,058,812

Average Visit Duration:  
2:51



## Social Media Presence



- 5,294 Likes
- 7% increase in 2015-2016

4.3 ★ 4.3 of 5 stars 115 reviews



- 22.6K Followers
- 13% increase in 2015-2016



- 2,642 Likes
- Opened Account in 2015-2016



- Klout Score: 71
- Highest HS Association in the Nation



## Social Media Audience - Twitter

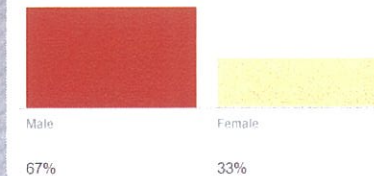
Your Tweets earned 2.2M impressions over this 30 day period



YOUR TWEETS  
During this 30 day period, you earned 73.1K impressions per day

Your current follower audience size is 22,567  
That's 350 more than the same time 30 days ago.  
You've gained around 12 new followers per day

Gender



Household income categories

| Income category       | % of audience |
|-----------------------|---------------|
| \$250,000+            | 17%           |
| \$150,000 - \$174,999 | 17%           |
| \$200,000 - \$249,999 | 17%           |
| \$175,000 - \$199,999 | 17%           |
| \$75,000 - \$99,999   | 14%           |

Values based on 63.1% match rate from Twitter partners

## Social Media Audience - Facebook

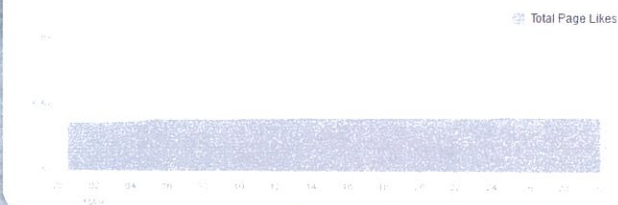


Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

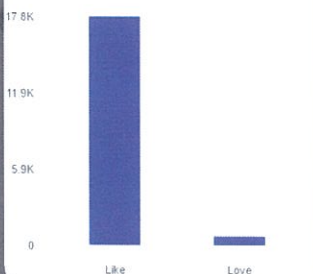
03/04/2017 8:53 pm  
Congratulations to the 2017 Op en Division Champions Bishop

6.9K 280 184

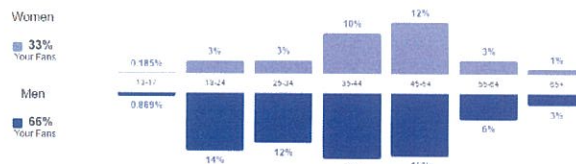
Total Page Likes as of Today: 5,414



Reactions  
Likes and other ways people react to your Page posts.



The people who like your Page



## Social Media Klout Score

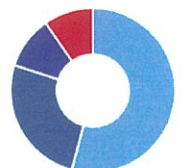


Score Details

71.18  
Today's Score

To date, the CIF-SS has the highest Klout Score for any high school association in the nation, passing Texas & Florida

Network Contribution



|           |     |
|-----------|-----|
| Facebook  | 10% |
| Twitter   | 54% |
| Instagram | 26% |
| Youtube   | 10% |

## WHAT IS INFLUENCE?

Influence is the ability to drive action. When you share something on social media or in real life and people respond, that's influence. The more influential you are, the higher your Klout Score.





## Email Promotions



### SHIPS IN 3 WEEKS!

*Need it fast?* Our Quick Turn custom game uniforms ship in 3 weeks. Below are 3 of our current programs. For discounted pricing or additional information please contact your local team dealer.



**Baseball & Softball**

- Ships in 3 weeks
- Sublimated
- Men, Women & Boys
- 4 fonts 3 layouts
- 2 color team name
- front & back numbers

[Learn More](#)



**7 V 7**

- Ships in 3 weeks
- Sublimated
- S-4XL
- 2 font styles 1 layout
- 1 color team name
- front & back numbers

[Learn More](#)



**Reversible's**

- Ships in 3 weeks
- Sublimated
- Men, Women, Youth
- 3 fonts 3 layouts
- 2 color Team name
- front & back numbers

[Learn More](#)

With over 6,580 Coaches and 2,265 Administrators we are sure to get your campaign in the right hands.

We also have live analytics to track your campaigns progress.

|                               |                |
|-------------------------------|----------------|
| Open rate                     | 66.7%          |
| List average                  | 48.7%          |
| Industry average (Non-Profit) | 19.8%          |
| Successful deliveries         | 651 - 97.5%    |
| Total opens                   | 2,810          |
| Last opened                   | 3/30/17 8:15AM |
| Forwarded                     | 0              |



We look forward to our partnership with you!



All,

And just like that the 2016-2017 CIF-SS Basketball year has come to an end. We hope your team had a memorable year as a member of the CIF Southern Section!

The CIF Southern Section could not be possible if it weren't for our generous partners. Spalding is our official basketball partner and because of their generosity we can hold elite championship and playoff events. With their support, we are able to hire the best officials and play at remarkable venues which we could not do without the support of our corporate partners.

Corporate partners like Spalding are also able to keep membership dues at a minimum which directly help all our coaches and student athletes.

The CIF Southern Section and Spalding's main focus is always our schools and student athletes. We know that Spalding would love to hear directly from you! We are asking if you could please send Spalding a personalized thank you letter for their generous support of High School athletics and our Championship events.

If you could please send a personalized thank you letter to:

John Salay  
28892 Winthrop Circle  
Bonita Springs, FL 34134

I know this will go a long way with Spalding!

Also, if you could please scan a copy of it to myself at:

[Jackieg@cifss.org](mailto:Jackieg@cifss.org)

To view a sample letter [click here](#).

If there is ever anything I can do for you please feel free to reach out. Thank you so much and we look forward to serving you in the 2017-2018 season.

All the best,  
Jackie Gibson





# LOUISVILLE HIGH SCHOOL

A LEGACY OF EXCELLENCE IN CATHOLIC EDUCATION FOR YOUNG WOMEN

December 9, 2015

Sports Authority  
1050 W. Hampden Ave  
Englewood, CO 80110

Dear Tom Chesson,

On behalf of the Louisville community, we want thank you for your support of the CIF-SS. As Champions of the CIF-SS 2A Volleyball, your contributions made it possible for our volleyball team to have a true championship experience.

It is only through such generosity, that CIF-SS is able to provide student-athletes with such a great athletic experience. I know that this experience will be forever in the hearts of our athletes. We will always be grateful for your partnership with CIF-SS and the memories that your contributions helped provide.

Sincerely,

Marilyn Hyman  
Athletic Director  
Louisville High School

# SOCAL FORD/CIF-SS QUESTIONNAIRE

\* Required

SOUTHERN CALIFORNIA FORD DEALERS



First Name \*

Your answer

Last Name \*

Your answer

Email Address \*

Your answer

Which Southern California Ford Dealership do you represent? \*

Your answer

Address of Ford Dealership \*

Your answer

Job Title \*

Owner

General Manager

Do you have any friends or family in the CIF Southern Section? \*

Yes

No

If yes, which high schools do they represent?

Your answer

Would you be interested in attending any CIF Southern Section FORD Championship events? (check all that apply) \*

Baseball

Basketball

Cross Country

Football

Golf

Soccer

Softball

Swimming & Diving

Tennis

Track & Field

Volleyball

Water Polo

Wrestling

Men's Jacket Size \*

SMALL

MEDIUM

LARGE

X-LARGE

XX-LARGE

XXX-LARGE

SUBMIT

Never submit passwords through Google Forms.