



Meeting of the Executive Committee

*May 9, 2018
1:00 p.m.*

*The Boathouse On The Bay
Long Beach, California*

Minutes

1. OPENING BUSINESS	DISPOSITION	ITEM
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- A. Call to order by Carter Paysinger, President of the Council

The meeting was called to order at 1:10 p.m. Carter Paysinger welcomed everyone to the year's final Executive Committee meeting.

- B. Pledge of Allegiance

- C. Roll Call

All members were present, except Chris Calderwood, Rita Dever, Rob Kostopoulos, Geniel Moon, John Norman, Kristine Palle, and Jim Perry.

- D. Introduction of Guests

Rob Wigod introduced the following guests present for the hearing: Los Osos High School Principal Joshua Kirk; Los Osos High School Athletic Director Tom Martinez; Northwood High School Principal Leslie Roach; Northwood High School Athletic Directors Brandon Emery and Phil Roh.

- E. Adopt Agenda

Adopted 17-0-0

There was a motion and a second to adopt the agenda. There being no discussion, the motion was approved.

- F. Approval of Minutes

Approved 17-0-0

There was a motion and a second to approve the minutes of the March 20, 2018 Executive Committee meeting. The minutes were approved.

2. PUBLIC COMMENT

- A. Recognition of anyone wishing to address the Executive Committee. Speakers must limit their remarks to three minutes.

There was no one present to address the Executive Committee.

3. ACTION ITEMS

A. STATE FEDERATED COUNCIL ACTION ITEMS

There are no State Federated Council Action Items at this time.

B. SOUTHERN SECTION ACTION ITEMS

There are no Southern Section Action Items at this time.

4. NON-ACTION ITEMS

A. STATE FEDERATED COUNCIL NON-ACTION ITEMS

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| 1. Proposed Bylaw Revisions 211 and 303 –
Continuation School | Non-Action | STATE 568 |
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Dr. Monica Colunga asked the Executive Committee to review the wording in this proposal in order to modify it and come together in agreement as to what is a continuation school. She will welcome feedback between now and the beginning of next year and then will take that feedback to the CIF State.

B. SOUTHERN SECTION NON-ACTION ITEMS

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| 1. Proposed Bylaw Revision 3320.6 –
Wrestling Divisions | Non-Action | SS 578 |
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Carter Paysinger referred the Executive Committee to the language in the packet and stated that this proposal will be looked at again in August at the next scheduled Executive Committee meeting.

5. NEW BUSINESS

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| A. Northwood High School Appeal -
Football Contest Contract | Failed 0-17-2 | 5A |
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Refer to EXECUTIVE COMMITTEE APPEAL HEARINGS – FORMAT at the end of the minutes for the record of the appeal hearing.

Hearing was completed at 1:47 p.m. and the Executive Committee took a break.

5. NEW BUSINESS (Cont.)

B. Consideration of the Following Schools for Membership for the 2018-2019 School Year

1. Academy of Sports Science
Presented by Jeff Jordan
- Approved Probationary 19-0-0 5B1

Jeff Jordan presented the details of his visit. He visited this school two years ago. It is located in an industrial complex across from the men's prison in Chino and they draw students from all over. They have a new principal and athletic director. There has not been the growth they were expecting two years ago and have been recruiting to keep the doors open, not for athletics, but will be offering sports as part of the curriculum requirements. They are trying to attract students that want a different type of learning experience and want them to have the opportunity to compete. Loren Kleinrock asked about their facilities and Jeff Jordan referred him to their application. There is some travel to get to their facilities. Rob Wigod reminded the Executive Committee that this school was a probationary school two years ago and their evaluation for the 2017-18 indicated that they fielded no sports that school year. In light of that information, it was determined that they were not prepared for membership and they were not granted probationary status for a second year. They have hired the former athletic director from Don Bosco Tech, which is encouraging. It is recommended to grant probationary status for the 2018-19 school year.

A motion was made and seconded to grant probationary membership to Academy of Sports Science for one year beginning with the 2018-2019 school year. Motion was approved – 19-0-0

2. Gorman Learning Charter
Presented by Todd Arrowsmith
- Approved Probationary 19-0-0 5B2

Todd Arrowsmith presented the details of his visit. Located on a campus of a previous private school. They have a strong junior high program with numbers between 125-150 students, but will not be growing much bigger. They are offering equitable teams and facilities as they start out, the athletic director is knowledgeable and wants to get started on the right foot. It is recommended to grant probationary status for the 2018-19 school year.

A motion was made and seconded to grant probationary membership to Gorman Learning Charter for one year beginning with the 2018-2019 school year. Motion was approved 19-0-0

3. Harkham-GAON Academy
Presented by Dick Billingsley
- Approved Probationary 19-0-0 5B3

Dick Billingsley presented the details of his visit. They are on the third floor of the Westside Jewish Center with an enrollment of 48. Facilities are located in the center or within walking distance. Richard Harris is the President of the Tri-County Athletic Association and brings lots of experience. Their principal had no background in athletics. They will be offering the complement of sports required for membership and demonstrated the ability to do so. They had applied for membership previously and were denied due to noncommunication regarding their progress at that time. Rob Wigod added that this school was with us as Yeshiva Tech and when contacted at the end of that year for their evaluation, there was no response and membership was dropped. They joined the Los Angeles City Section, were a member in good standing, and now wish to return to the Southern Section. It is recommended to grant probationary status for the 2018-19 school year.

A motion was made and seconded to grant probationary membership to Harkham-GAON Academy for one year beginning with the 2018-2019 school year. Jill Matyuch asked how it will be possible to field that many sports with so few students. Dick Billingsley clarified that they will have the one male and one female sport in each season of sport that they need for membership and they expect an enrollment burst at the start of the school year. Mike West stated that having Richard Harris on board is why he is willing to give them a chance. Dick Billingsley added that the Omega League might take them. Motion was approved 19-0-0

5. NEW BUSINESS (Cont.)

B. Consideration of the Following Schools for Membership for the 2018-2019 School Year (Cont.)

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| 4. Los Angeles Adventist
Presented by Terry Barnum | Approved Probationary 18-1-0 | 5B4 |
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Terry Barnum presented the details of his visit. Met with athletic director and principal. This school was a member and had to withdraw for financial reasons. The athletic director is in his first year and the principal was reminded that the buck stops with him. Projections for next year were 80-20 to be open for the 2018-19 school year. They have a good location, have a gym, soccer field, and are located across from Magic Johnson Park. It is recommended to grant probationary status for the 2018-19 school year. Monica Colunga stated that at the end of day, we are providing opportunities for students. Sometimes it is because of adults that students miss out and that is not in our best interest.

A motion was made and seconded to grant probationary membership to Los Angeles Adventist for one year beginning with the 2018-2019 school year. Motion was approved 18-1-0.

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| 5. PAL Charter Academy
Presented by John Norman | Approved Probationary 19-0-0 | 5B5 |
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Rob Wigod presented the details of John Norman's visit. This was the second time John Norman has visited this school and they were denied because they lacked the boys/girls sports in each season of sport. They understand this is a minimum requirement and are prepared to fulfill this requirement this year. It is recommended to grant probationary status for the 2018-19 school year. A charter school in the area closed and this might help work with the more difficult students.

A motion was made and seconded to grant probationary membership to PAL Charter Academy for one year beginning with the 2018-2019 school year. Motion was approved 19-0-0

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| 6. Riverside County Office of Education Indio
Presented by Mike West | Approved Probationary 18-0-0 | 5B6 |
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Mike West presented the details of his visit. This is a second school in the charter system in Riverside. The athletic director is an athletics guy. The facility sits on a former continuation school site with three school sites close by. There is a gym on site along with baseball and football fields. It is recommended to grant probationary status for the 2018-19 school year.

A motion was made and seconded to grant probationary membership to Riverside County Office of Education/Indio for one year beginning with the 2018-2019 school year. Motion was approved 18-0-0

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| 7. Sage Oak Charter
Presented by Mark Edgemon | Approved Probationary 18-0-0 | 5B7 |
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Mark Edgemon presented the details of his visit. He met with the principal and athletic director. The students are all home schoolers in the Victorville area and have taken over for UCSA. George Neos ran the program on this campus, and now one school is closing and this new one is opening. UCSA was a probationary school and this new school will have the same students, and so they have requested full membership instead of probationary membership. Rob Wigod added that George Neos started with Helendale and that now there is a changing of the name and type of school under a new state law. May want to get established in this new model as probationary again. Jim Monico wanted to know how they are planning on going from 36 to 300 students in three years. It is recommended to grant probationary status for the 2018-19 school year.

A motion was made and seconded to grant probationary membership to Sage Oak Charter for one year beginning with the 2018-2019 school year. Motion was approved 18-0-0

B. Consideration of the Following Schools for Membership for the 2018-2019 School Year (Cont.)

- Sandy Gahrng presented the details of her visit. Met with the principal and the athletic director. This is a well-established school and has just added the high school and an international school to bring more students. The athletic director ran the junior high program. It is recommended to grant probationary status for the 2018-19 school year.

9. St. Jeanne de Lestonnac Presented by Dave Reid	Approved Probationary 18-0-0	5B9
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Dave Reid presented the details of his visit. This was his second visit to this school. They were not able to fulfill their commitment last year due to the principal's husband passing away. The athletic director has been an athletic director for many years at a couple of sites. Enrollment is up to 30 and should increase after visitation. They plan to make the sports commitment as they currently have a strong junior high league. The principal was familiar with the Blue Book. They have a beautiful gym with a new floor and a huge field. Their coaches are in place and they have been asked to join a four-team league with California Military Institute, Nuvview Bridge, San Jacinto Valley Academy and Calvary Murrieta. It is recommended to grant probationary status for the 2018-19 school year.

A motion was made and seconded to grant probationary membership to St. Jeanne de Lestonnac for one year beginning with the 2018-2019 school year. Motion was approved 18-0-0

Carter Paysinger suggested that a consent calendar be used for the next section of votes, except for items 5C1 and 5C2 that would be voted on separately. There was a motion and second to approve full membership for the rest of the schools on the consent calendar. Rob Wigod continued that all of the schools placed on the consent calendar sent in letters of evaluation, fulfilled the minimum number of sports per season, and met all other membership requirements. Motion passed to accept the consent calendar 18-0-0.

- Rob Wigod presented the evaluation, pointing out that they played a coed basketball team, not a boys and girls team in each season of sport. It is up to the Executive Committee to grant full or probationary membership. Mike West stated that they may need another year to establish a Girls basketball team. There was a motion to approve a second year of probation and a second. Motion was approved 18-0-0.

- Rob Wigod presented the evaluation and pointed out that they played only a Boys basketball team and missed the boys and girls sport in each season of sport. It is up to the Executive Committee to grant full or probationary membership. Mike West stated that they had balanced teams, but does it state each season of sport? Rob Wigod answered yes. There was a motion to approve a second year of probation and a second. Motion was approved 18-0-0

5. NEW BUSINESS (Cont.)

C. Membership Status of New Schools Admitted in 2017-2018 (Cont.)

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| 3. Geffen Academy –
Consent Calendar | Approved Full Membership 18-0-0 | 5C3 |
| 4. Ochoa Prep Academy –
Consent Calendar | Approved Full Membership 18-0-0 | 5C4 |
| 5. Orion International Academy –
Consent Calendar | Approved Full Membership 18-0-0 | 5C5 |
| 6. River Springs Magnolia –
Consent Calendar | Approved Full Membership 18-0-0 | 5C6 |
| 7. Summit Leadership Academy –
Consent Calendar | Approved Full Membership 18-0-0 | 5C7 |
| 8. USC College Prep –
Consent Calendar | Approved Full Membership 18-0-0 | 5C8 |

D. Financial Report

Mitch Carty

Mitch Carty went through a handout with the Executive Committee that appears at the end of these minutes. Highlighted venues, sponsorships, etc. The net income is double where it was last year. Mike West asked if we meet budget on income in the spring, will we meet overall budget and Mitch Carty answered yes. We have in-kind sponsorship dollars of \$12,100 that could be added in today that will wait until after spring.

E. Communications Report

Thom Simmons

Thom Simmons went through a handout with the Executive Committee that appears at the end of these minutes. He highlighted some things in the packet, stating his excitement with the new Digital Media Coordinator position. Mitch Carty commended the interview team who worked on filling that position. It was a very strong candidate pool and we chose a very strong person in Chelsea Heyward.

F. Marketing Report

Jackie Gibson

Jackie Gibson went through a PowerPoint presentation that appears at the end of these minutes. Thom Simmons talked about the new patch agreement and handed out a flyer regarding Outfront Media Sports and it appears at the end of these minutes.

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

At 3:05 p.m. the Executive Committee went into Closed Session to review the Commissioner's Evaluation. The Closed Session ended at 3:10 pm, with no action was taken.

8. REPORTS

A. President's Report

Carter Paysinger

Carter Paysinger started with a short story with the moral that it is never over until it is over. Thank you to the Executive Committee. This is his last meeting as President and thank you for being who you are and as professional as you are. A special thanks to the office and will sing your praises as long as I can. You make it look so easy when we know it is not. Ended with short story about the Valley View athletic director at the InsideOut initiative. Many schools and districts are budgeting for full-time athletic trainers and that is because of CIF-SS and what you did this year to get the word out. What we do in this room really matters.

B. Treasurer's Report

Jeff Jordan

Posted \$637,000 as opposed to \$392,000 this time last year and the difference is due to the great job by the team putting expenses at an all-time low. Even though football was \$300,000 down, basketball was down \$119,000, payroll was down 440,000, and the elimination of programs saved \$48,000. Ticket costs were down \$25,000, and technology over the years is down \$15,000. Everyone in the office deserves a hand. Playoffs are 52% of revenue with football 20%, support 20%, and sports fees 11% of total revenue. Salaries 39% of expense. Sports expense 20%. Kudos to Mitch Carty and the team.

C. Commissioner's Report

Rob Wigod

The spring championships are ongoing and will send an update on Monday and invite you to come out. It has been a great year. Thank you to all of you. Next year is a year of change with calendar changes and such.

D. Executive Committee Member Reports

Girls' Athletic Director Representative, Jill Matyuch – If I had started coaching now, I am not sure if I would have lasted. Coaches are getting beat up and as athletic director, I am dealing with student sports, not CIF-SS sports. What are best practices for working with clubs and getting class credit? What are best practices for sports out of season and liability issues?

CAPSO Representative, Terry Barnum – Thank you to everyone and staff. Exciting where sports are going and competitive equity model.

CSADA Representative, Sandy Gahring – Thank you for today. Finished CSADA Conference. It was a big hit, and many attended.

Superintendents Representative, Nancy Kelly – Jim Monico, I view you as a friend. Carter Paysinger, glad you are back next year, and I admire you.

Chief Financial Officer, Mitch Carty – Looking forward financially and with 52% of our budget coming from playoffs and revenue sports, we depend on the schools. We are having conversations to bring ideas to you about a different model to benefit both sides and to bring more stability overall.

Assistant Commissioner, Rainer Wulf – Thank you for your leadership. It is important to hear from you. Finishing competitive equity year two. Had meetings with basketball and small schools to talk about it. Success depends on patience of the section. Going to take time to work out the kinks. It is working, but patience is the key as we can't rework the system because of one school. Looking at ways to make it better. Competitive equity has produced more close games and new schools having the opportunity to compete in the playoff tournaments. It is working when looked at it in that way. Fewer blow outs and new teams in finals.

Assistant Commissioner, Thom Simmons – Appreciate this year as Assistant Commissioner and the opportunity to worked with a lot of you. Glad Carter Paysinger is not going anywhere as he is the classiest person I know. Do not want to see Jim Monico go. We are going to miss you.

Marketing Manager, Jackie Gibson – Thank you for being so welcoming. My first year with you and the enthusiasm for students is great.

Assistant Commissioner, Glen Martinez – Thank you Jim Monico for all of your service. Carter Paysinger, thank you for everything. Receiving emails from schools that they are hiring athletic trainers, some are getting two, and more schools are working toward the goal.

At Large Representative, Dana Wilkerson – Thank for the opportunity to serve. I have a different view from before being on the Executive Committee and after being here. Carter Paysinger, you are a great role model and I sent the athletic trainer letter on to my district and they are talking about it.

8. REPORTS (Cont.)

D. Executive Committee Member Reports (Cont.)

Citrus Belt Area Representative, Mike West – Been involved with athletic trainers for 20 years and trying to get schools involved. The last two years have been great because of Carter Paysinger's leadership and voice. The CIF State came on board because of your voice and I appreciate you for it.

Activities Director Representative, Todd Arrowsmith – It will be weird to not see Jim Monico in this room next year. Thanks to the staff and have a safe summer.

Mt. SAC Area Representative, Paul Lopez – This group is professional, effective, and I thank you for letting me be a part of it. After the hearing today, principals need to learn. When a contract comes across my desk, I ask if I do not know about the schools involved.

Small Schools Area Representative, Mark Edgemon – CSADA Conference was most enjoyable watching the 32 honorees come back and one was 92 years old. Small School Area came to the office and talked about competitive equity playoffs. Thank you to each of you. This is a highlight of my life.

Foothill Area Representative, Loren Kleinrock – There is a difference in organizations that has a sense of humor. There is serious business to be dealt with but it is nice to be able to kid and still take care of business. Jim Monico has the right approach working with students. He is admired here and great with students. Assistant Commissioners have the right answers and the patience of saints. We are not needed when the job is easy, we are needed when the job is hard.

CADA Representative, Geniel Moon – Activities Directors now have a dialogue to partner with the CIF-SS and talked to Roger Blake about a larger role for Activities Directors.

Assistant Commissioner, Mike Middlebrook – If you talk to Kim Willeman, my assistant, wish her a happy retirement, as August 8 will be her last day.

Coast Area Representative, Dr. Paula Hart Rodas – Thank you to everyone. At the InsideOut Initiative, it was calming to be there and to see so many of you there. The idea of building character over wins and losses is what we do.

CSADA Representative, Dave Reid – We have always had great leadership in the Southern Section, but it is outstanding at this time. The Executive Committee always has great questions and leads to the right answers. This is my 13th year as district athletic director and I have called the office many times and they knew the answers.

Northern Area Representative, Dick Billingsley – Camaraderie is an asset this Executive Committee has. The greatest minds in high school athletics are in this room and it is quite an honor to serve with you. Congratulations to Rainer Wulf for his leadership in the Public/Private Committee. Northern Area is losing 13 schools to the Central Section. In the directory we need to get the schools to put in their updated information. Competitive equity is working.

Treasurer, Jeff Jordan – Thank you to everyone. This group is leadership on steroids. The thought and commitment to high school sports is incredible. Jim Monico and Carter Paysinger walk the walk and we are going to miss them.

President-Elect, Dr. Monica Colunga – Going to miss Jim Monico. Carter Paysinger's push for athletic training is very significant. Having worked as a trainer, the need is real. His tenacity to make it happen is remarkable. The Southern Section staff is in the midst of spring playoffs and they are high class, working at a high level, making the Southern Section the premier Section in the state. InsideOut Initiative is promoting education-based athletics in a valuable way.

Rob Wigod made presentations to Jim Monico and Carter Paysinger to thank them for their service to the Executive Committee in their current positions.

9. ADVANCE PLANNING

A. DATES

1. June 19, 2018 – Champions for Character Golf Tournament, Rio Hondo Golf Club, Downey, California
2. August 16, 2018 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California 1:00 p.m.
3. September 24, 2018 – Champions for Character Award Dinner, The Grand, Long Beach, California, 6:00 p.m.
4. September 27, 2018 – Executive Committee Meeting, CIF Southern Section Office, Los Alamitos, California, 1:00 p.m.
5. October 2, 2018 – CIF Southern Section Council Meeting, The Grand, Long Beach, California, 9:00 a.m.

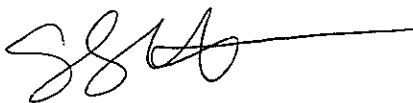
B. SUGGESTED AGENDA ITEMS

There were not suggestions for agenda items.

10. ADJOURNMENT

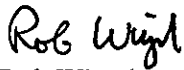
There was a motion and a second to adjourn. The motion carried unanimously. The meeting was adjourned at 4:09 p.m.

Submitted by:



Sharon Hodge
Executive Assistant

Approved by:



Rob Wigod
Commissioner of Athletics



EXECUTIVE COMMITTEE APPEAL HEARINGS – FORMAT

1) Introductions

- President of the Executive Committee (Chairperson for the appeal hearing)

Carter Paysinger introduced those in attendance for the hearing and they are listed in the minutes under “Introduction of Guests.” Then, the process for the hearing was discussed and a timer was asked to be used. Rob Wigod instructed the room that the proceedings were being recorded. A complete copy of the recording of this hearing is stored in the May Executive Committee file in the CIF Southern Section office.

2) Presentations

- Appellant – Phil Roh, Athletic Director, presented the case for Northwood High School. He thanked the committee for the opportunity to present their case. Phil explained that this is not meant to be confrontational but to show that all avenues of resolution had been exhausted. He reviewed the timeline of events regarding the attempts to be released from this football contract and has taken full responsibility for the events that have occurred. At the time of the signing of this contract, Northwood was in transition with their coaching staff and had an opening for Week 1 of the 2017-18 season. They approached Los Osos High School, as the school seemed to be similarly matched and like-minded in nature. Phil admitted to probably needing to do more research into the Los Osos team with regard to school size and squad size to determine if this was a good match. The week of August 31, 2017 Northwood went to Los Osos and played all levels. All levels lost by a far amount with our JV game being called due to lightning and our varsity score being 45-6, with a running clock. Our concern is not the win or loss but student safety. Last year’s squad was only 33 students. This year we have 17 returning with only 5 of those with varsity experience. In comparing these numbers with Los Osos, they have 66 on their varsity roster with 42 underclassmen and a freshman team of 70. Our school will be down in enrollment by 140 students due to the opening of Portola High School. I reached out to Los Osos High School in October of 2017 to ask for reconsideration of the second year of the contract. Tom Martinez, Athletic Director at Los Osos High School, stated that he would need two weeks to seek out alternative solution to the opening in the schedule. Phil Roh felt that was fair and afforded Los Osos that time. On December 1, 2017, Phil Roh sent a follow up email to Tom Martinez. From October 19 to December 1, no game was posted on CIFSSHOME so we offered to help them find a game. They replied that they would search for their own game. We continued to try and contact Los Osos in February, March, April, and May and there was still no resolution to this situation. So, we are here hoping to find the reconsideration of this contract that we are hoping for. Our summer camp sign ups are underway and we only have two students signed up for freshman football. We are going to be a two-level program this year. Thank you for your time.

2) Presentations (Cont.)

- Respondent – Rob Wigod presented the response per CIF Bylaw 1103 regarding matters other than student eligibility and Section playoffs are the decision of the Commissioner. Rob Wigod referred the committee to the paperwork in the agenda packet which was the appeal request letter from the principal at Northwood High School, Leslie Roach. There was a brief summary of the work that had already been done from the office on behalf of Northwood High School and thanked Glenn Martinez for his efforts to bring resolve to this matter. Our first goal is to help the two schools work these things out between them. Unfortunately, that did not occur which brings us to today. Rob Wigod then reviewed the Bylaws pertaining to this situation, particularly CIF Southern Section Bylaws 150 and 151.1 and the decision from the Commissioner being rendered per CIF Southern Section Bylaw 151.1. The decision was based on what is written in the bylaws. We have a written contract and it is binding as no resolution between the schools has been reached. The timeline for communication is in your packet and has been discussed by Phil Roh. If you have any questions I will answer them.

3) Rebuttal (Anything else, if necessary)

- Appellant - Phil Roh of Northwood High School stated the understanding of needing to honor the contract however, I made a mistake by not researching this further and my concern is for the safety of my students.

- Respondent – Rob Wigod offered that I invited the Los Osos faculty to this hearing in case you have any questions of them however, it was not their responsibility to present their case as this is an appeal of my decision. Thank you to the Los Osos faculty for being here and available to answer any questions.

4) Questions, Clarifications from the Executive Committee

Questioning included the relationship between the schools, years the schools have been in existence, examples from the Executive Committee of how this situation was handled at the school level with being on both sides of the situation. There was a suggestion to work this out with maybe the larger team using a second string of players or something in order for the contract to be honored as it should be. Northwood was complimented by the Executive Committee for the professional manner in which they have handled this situation. Los Osos was asked how much effort was put into seeking an alternate game and they answered that they already had three other games they were trying to fill and to find a one-year contract, as opposed to a two-year contract, is also difficult as contracts are traditionally for two years. Then, the question was asked about injuries this year in the game since student safety is the main concern for breaking this contract. There was a concussion to the quarterback in the varsity game and a broken clavicle in the JV game but no one taken to the hospital from the field. There was an incident against Northwood of the helmet being pulled off the quarterback but hard to tell if intentional or not from the film. That Los Osos student was removed from the game by the coaching staff. Los Osos is working to change the culture of their teams to avoid any future incidents such as this. It was asked if it would be permissible between the two schools to alter the playing rules, in conjunction with the officials, in order the level the playing field and continue with the game. The decision was based on the integrity of the two schools and when the time came, the right thing was done in order to maintain the utmost student safety. Therefore, to answer the question, anything is possible in order to make this one year of this contract work. There is a concern from the Northwood administration that modifying the rules of the game admits there is a safety issue in the contest, which their constituents are aware of, and therefore, the game should not be played. It was then brought up that even within leagues, school are mismatched, and they work it out. The team already has a team in their league that they go into the game aware they are going to get beat and it is hard to set them up for a second game under the same

4) Questions, Clarifications from the Executive Committee (Cont.)

circumstances. Los Osos was asked if they ever posted the game to the Games Wanted site and they did not. They have lost key players for the upcoming year and with additional games also still needing to be scheduled, it was a tough sell to be looking for this game as well. Los Osos admits they are going to be a young, growing team this year and will not be as experienced as we were last year. Student safety is on our minds as well and we feel it will be a competitive and safe game this year. It was asked of Los Osos that when Northwood offered in October to help look for a game and you refused their assistance, what did you do, and they stated that they looked at the website and contacted a couple of the schools that were looking but those did not work out and are still looking for three other games as well. Then there was a question as to what was being voted on and it was clarified that we are voting on the Commissioner's decision to uphold the contract and play the game.

5) Open Deliberation by the Executive Committee

The question was asked to clarify the motion. The Executive Committee is voting to overturn the Commissioner's decision for the contract to remain in place and the game to be played. A yes vote would overturn the decision and a no vote would uphold the decision of the Commissioner. There was a discussion as to why this appeal came this far and it should have been worked out between the schools. This type of issue occurs frequently throughout the Section and if we overturn this ruling, it could open up a box where these are brought to the Executive Committee more often than being worked out between the schools. It was also discussed that Los Osos is a class act and this administration is going to make sure, to the best of their ability, that nothing catastrophic occurs during this game. We have all been in this situation and you have to deal with it the best you can and honor your commitments. It was also brought up that this is a learning moment for the students to learn to face adversity and to grow from the experience. It was stated that a professional courtesy was requested months ago in a very appropriate way and if we cannot work together, everyone has their reasons, and we need to respect the reasons. It was asked privately, and it should not be here today. There should have been a definitive answer in October, not waiting until now.

6) Motion to Approve – From an Executive Committee member, (Should always be a positive motion to approve), Second, Discussion...

There was a motion and a second to uphold the appeal of Northwood High School.

7) Call for the Vote – From an Executive Committee member

Before the call to vote, Carter Paysinger announced that he and Dr. Monica Colunga would abstain from voting. One of the schools is in Dr. Colunga's area and one of the parties was a former student of Mr. Paysinger. Carter Paysinger called for the electronic vote on the motion.

8) Vote – Electronic

Motion failed 0-17-2. The Northwood High School appeal is denied.

9) The decision of the Executive Committee is FINAL

Carter Paysinger stated that everyone will be watching that game to see what happens. We trust that the right thing is done and thank you for coming out. Good luck to all parties.

Adopt Agenda

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	
Dave Reid	Yes	Paula Hart Rodas		Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 17 Yes 0 No 0 Abstain

Approval of Minutes

Minutes of the March 20, 2018 Executive Committee Meeting

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	
Dave Reid	Yes	Paula Hart Rodas		Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 17 Yes 0 No 0 Abstain

Item 5A

Northwood HS Appeal – Football Contest Contract

Todd Arrowsmith	No	Terry Barnum	No	Dick Billingsley	No	Chris Calderwood	
Monica Colunga	Abstain	Rita Dever		Mark Edgemon	No	Sandy Gahring	No
Denise Halstead	No	Jeff Jordan	No	Nancy Kelly	No	Loren Kleinrock	No
Robert Kostopoulos		Paul Lopez	No	Jill Matyuch	No	Jim Monico	No
Geniel Moon	No	John Norman		Carter Paysinger	Abstain	Jim Perry	
Dave Reid	No	Paula Hart Rodas	No	Mike West	No	Dana Wilkerson	No

Motion Lost 0 Yes 17 No 2 Abstain

Item 5B1

Academy of Sports Science - Membership

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	Yes	John Norman		Carter Paysinger	Yes	Jim Perry	
Dave Reid	Yes	Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 19 Yes 0 No 0 Abstain

Item 5B2

Gorman Learning Center- Membership

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	Yes	John Norman		Carter Paysinger	Yes	Jim Perry	
Dave Reid	Yes	Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 19 Yes 0 No 0 Abstain

Item 5B3

Harkham-GAON - Membership

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	Yes	John Norman		Carter Paysinger	Yes	Jim Perry	
Dave Reid	Yes	Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 19 Yes 0 No 0 Abstain

Item 5B4

Los Angeles Adventist - Membership

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	No
Geniel Moon	Yes	John Norman		Carter Paysinger	Yes	Jim Perry	
Dave Reid	Yes	Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 18 Yes 1 No 0 Abstain

Item 5B5

PAL Charter Academy - Membership

Todd Arrowsmith	Yes	Terry Barnum	Yes	Dick Billingsley	Yes	Chris Calderwood	
Monica Colunga	Yes	Rita Dever		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	Yes	John Norman		Carter Paysinger	Yes	Jim Perry	
Dave Reid	Yes	Paula Hart Rodas	Yes	Mike West	Yes	Dana Wilkerson	Yes

Motion Carried 19 Yes 0 No 0 Abstain

Item 5B6

Riverside Cty Ed/Indio - Membership

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

Motion Carried 18 Yes 0 No 1 Abstain

Item 5B7

Sage Oak Charter - Membership

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

Motion Carried 18 Yes 0 No 1 Abstain

Item 5B8

South Hills Academy - Membership

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

Motion Carried 18 Yes 0 No 1 Abstain

Item 5B9

St. Jeanne de Lestonnac - Membership

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

Motion Carried 18 Yes 0 No 1 Abstain

Consent Calendar

Membership Status of New Schools Admitted in 2017-18

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

Motion Carried 18 Yes 0 No 1 Abstain

Item 5C1

Baypoint Prep Academy – Membership Status

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

Motion Carried 18 Yes 0 No 1 Abstain

Item 5C2

Beacon Hill Classical – Membership Status

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

Motion Carried 18 Yes 0 No 1 Abstain

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual
July 2017 through June 2018

	Actual \$ 17-18	Budget 17-18	+ / -
Income			
BASEBALL	0.00	57,000.00	-57,000.00
BASKETBALL	399,453.66	645,000.00	-245,546.34
CROSS COUNTRY	102,084.00	96,000.00	6,084.00
FOOTBALL	852,342.78	850,000.00	2,342.78
GOLF	38,520.00	69,900.00	-31,380.00
SOCCER	65,019.00	89,500.00	-24,481.00
SOFTBALL	0.00	29,500.00	-29,500.00
SWIMMING	-2,955.00	53,900.00	-56,855.00
TRACK & FIELD	7,800.00	147,000.00	-139,200.00
VOLLEYBALL	93,029.29	179,000.00	-85,970.71
WATER POLO	47,869.00	46,900.00	969.00
WRESTLING	108,962.00	137,900.00	-28,938.00
APPAREL	77,185.50	136,900.00	-59,714.50
FRIENDS OF GOLF	47,000.00	47,000.00	0.00
INTEREST	51,040.70	21,000.00	30,040.70
PROGRAMS	5.00	9,900.00	-9,895.00
PUBLICATIONS	44,357.78	84,900.00	-40,542.22
SPORTS FEES	499,750.00	486,000.00	13,750.00
SUPPORT INCOME	1,124,078.24	961,000.00	163,078.24
TV -WEB - RADIO RIGHTS	335,341.50	295,000.00	40,341.50
VICTORY WITH HONOR	59,007.86	62,500.00	-3,492.14
SPECIAL EVENTS	62,600.74	51,000.00	11,600.74
OTHER INCOME	73,706.76	30,000.00	43,706.76
Total Income	4,086,198.81	4,586,800.00	-500,601.19
Cost of Goods Sold			
Cost of Goods Sold	36,267.84	59,500.00	-23,232.16
Total COGS	36,267.84	59,500.00	-23,232.16
Gross Profit	4,049,930.97	4,527,300.00	-477,369.03
Expense			
BASEBALL EXPENSE	784.46	42,000.00	-41,215.54
BASKETBALL EXPENSE	192,320.86	209,900.00	-17,579.14
CHEER EXPENSE	1,304.73	0.00	1,304.73
CROSS COUNTRY EXPENSE	46,404.92	43,000.00	3,404.92
FOOTBALL EXPENSE	75,956.03	125,000.00	-49,043.97
GOLF EXPENSE	31,300.77	68,500.00	-37,199.23
LACROSSE EXPENSE	0.00	250.00	-250.00
SOCCER EXPENSE	32,362.55	37,000.00	-4,637.45
SOFTBALL EXPENSE	774.38	24,500.00	-23,725.62
SWIMMING EXPENSE	27,204.08	48,000.00	-20,795.92
TENNIS EXPENSE	5,530.66	15,000.00	-9,469.34
TRACK & FIELD EXPENSE	40,721.71	86,500.00	-45,778.29
VOLLEYBALL EXPENSE	35,275.04	56,900.00	-21,624.96
WATER POLO EXPENSE	25,262.45	25,000.00	262.45

C.I.F. SOUTHERN SECTION
Profit & Loss Budget vs. Actual
July 2017 through June 2018

	Actual \$ 17-18	Budget 17-18	+ / -
WRESTLING EXPENSE	98,551.82	129,000.00	-30,448.18
AREA LIAISONS	42,646.59	42,000.00	646.59
AUDITOR	13,000.00	16,000.00	-3,000.00
AWARDS	57,324.32	52,800.00	4,524.32
BANK SERVICE CHARGES	2,223.86	0.00	2,223.86
BUILDING MAINTENANCE	21,299.50	28,500.00	-7,200.50
COUNCIL	48,516.39	62,500.00	-13,983.61
DEPRECIATION EXPENSE	0.00	80,790.00	-80,790.00
DONATIONS	52,350.00	47,000.00	5,350.00
GENERAL OFFICE	34,213.96	29,900.00	4,313.96
INSURANCE	24,809.31	37,500.00	-12,690.69
INVESTMENT EXPENSE	2,610.00	3,500.00	-890.00
LEGAL EXPENSE	2,386.02	7,000.00	-4,613.98
MAJOR MEDICAL	331,575.58	386,254.00	-54,678.42
MISCELLANEOUS EXPENSE	1,155.62	975.00	180.62
OFFICE SUPPLIES	22,138.89	45,000.00	-22,861.11
OFFICE SUPPLIES - SMALL EQUIP.	0.00	4,000.00	-4,000.00
OFFICE TRAVEL	40,671.55	43,500.00	-2,828.45
PAYROLL EXPENSES	0.00	737.00	-737.00
PAYROLL TAXES	396,551.77	464,601.00	-68,049.23
POSTAGE/UPS	17,462.15	21,000.00	-3,537.85
PRESS/MEDIA	6,645.46	5,200.00	1,445.46
PRINTING/DUPLICATING	28,146.22	40,000.00	-11,853.78
PROFESSIONAL GROWTH	599.90	1,000.00	-400.10
PROGRAM EXPENSE	474.00	10,000.00	-9,526.00
PUBLICATIONS EXPENSE	22,919.24	25,000.00	-2,080.76
PUBLICATIONS WASTE	0.00	4,000.00	-4,000.00
SALARIES	1,398,554.91	1,746,382.00	-347,827.09
SALES/USE TAX EXPENSE	867.96	2,000.00	-1,132.04
SECRETARIAL/ADMIN. ASSISTANCE	307.50	1,200.00	-892.50
SPECIAL EVENTS EXPENSE	57,989.17	64,900.00	-6,910.83
SUPPORT/MARKETING EXPENSE	54,187.95	69,000.00	-14,812.05
TAXES - GENERAL	2,499.95	3,700.00	-1,200.05
TICKETS	144.88	25,000.00	-24,855.12
TV TO SCHOOLS	0.00	134,000.00	-134,000.00
UTILITIES	14,417.53	15,801.00	-1,383.47
VICTORY WITH HONOR EXPENSE	44,470.32	45,900.00	-1,429.68
WEBSITE TECHNOLOGY	55,118.52	50,110.00	5,008.52
Total Expense	3,412,033.48	4,527,300.00	-1,115,266.52
Net Income	637,897.49	0.00	637,897.49

NEW CIF-SS DIGITAL MEDIA COORDINATOR



CHELSEA HEYWARD

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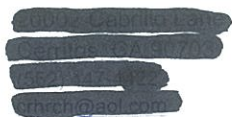
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Chelsea Heyward



SKILLS

- 5 years of social & digital experience in content creation, design, research & analytics
- Proficient in MS Office Platforms, Photoshop, In Design, and Canva

EXPERIENCE

Social Media Manager, LT Foods Americas	December 2016- Present
<ul style="list-style-type: none"> • Social Media- Currently managing 14 platforms across 3 brands via varied social media strategies and calendars that align with existing marketing and brand plans or promotions • Working with the internal marketing team and outside vendors to develop original content • Analyzing key metrics and monitoring online traffic and activity to track content efficacy • Ad Spend- Purchasing media and advertising to drive traffic and engagement to brand pages while monitoring and optimizing campaigns to maximize ROI via a \$400,000 budget • Community Management- Daily interaction or engagement with the community and influencers • Digital Media- Managing the update of content to brand websites and newsletters 	
Digital Media & Branding Manager, LaChica Sports	March 2016- Present
<ul style="list-style-type: none"> • Social Media- Currently curating content for LCS & relevant clients. Increasing Instagram followers, developing a Twitter presence, and engaging Snapchat audience at events • Web Design- Currently designing websites for LaChica Sports and clients. Website design includes coming up with content, creating graphics, fact checking, and displaying information in a way that adequately represents the brand or client in an effort to build visibility and credibility 	
Social Media Coordinator, CIF Southern Section	October 2013- December 2016
<ul style="list-style-type: none"> • Social Media- Currently coordinating all social platforms, developing brand awareness, generating inbound traffic, marketing, and driving engagement on various platforms. • Created Snapchat account, increased followings on Twitter-320%, Facebook-220%, and Instagram-475%, while maintaining voice and engaging a high-level social media community. • Responsibilities also include producing and publishing content, generating reports that evaluate and interpret performance analytics, and researching relevant information for content curation • Event Management- Assisting supervisor in all phases of event management and planning for 6 champion level sports during their respective championship seasons. 	
Academic Mentor, UCLA Athletics	September 2015- June 2016
<ul style="list-style-type: none"> • Academic Mentor- Responsible for the development, administration, and evaluation of academic support programs provided to Olympic Sport Athletes in regular schedule of recurring one on one mentoring sessions. Assessed student needs, goals, problems, and personal adjustments to the university setting and their specific Division 1 sport as it related to their academic performance • Intercollegiate athletics- Fortified working knowledge of eligibility, APR, & GSR. 	

PERSONAL HIGHLIGHTS

- Volunteer- Spent 4 weeks volunteering to build a preschool in South Africa (2015)
- Studied Abroad- food, culture, and language in Rome, Italy (2012) and Sendai, Japan (2015)
- People to People Ambassador- London, Paris, and Belgium (2007) and Washington D.C. (2005)

EDUCATION

University of Southern California	May 2016- Present
Degree: EdD In Education: Organizational Change and Leadership	
California State University Long Beach	February 2015- August 2016
Degree: MA in Sport Management	
Overall GPA: 4.0	
Awards: Outstanding Capstone, 4.0 Award	
Sendai University	Summer 2015
Studied Japanese Sport, Culture, and Language	
California State University Long Beach	August 2011- December 2014
Degree: BA in Psychology (2011-2014)	
Overall GPA: 3.5	
Awards: Dean's List, President's Honor Roll	
American University of Rome	Summer 2011
Studied Italian Food, Culture, and Language	



SUMMARY

GRAPHIC DESIGN EXPERIENCE

EXPERIENCE WORKING IN A VAIRETY OF CAPACITIES INCLUDING
BUT NOT LIMITED TO

SOCIAL POSTS

NEWSLETTERS/E-BLASTS

INVITATIONS

PRESENTATION DECKS

PRESS RELEASES

WEBSITE GRAPHICS

BUSINESS CARDS

REPORTS



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CHELSEA HEYWARD SHARBATI ATTA CAMPAIGN

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PURPOSE

CAMPAIGN BACKGROUND

TASTE LOVE / TASTE LIFE

For the launch of our new product, Royal Sharbati Atta, we instituted a 3-month campaign, connecting the idea that making products with Sharbati, a whole wheat flour variation, is a labor of love.

BIG CAMPAIGN IDEA: LABOR OF LOVE

Because of the technical skillset required in the utilization of this product, we wanted to bring light to the idea that moms don't cook with Sharbati because it is easy. They use it because they love their children.

CONCEPT: (WHAT ARE WE TRYING TO COMMUNICATE)


Royal Sharbati Atta recognizes that moms (and parents in general) go to great lengths to provide their families with great tasting healthy food – thus 100% whole wheat flour.

We acknowledge that for most of the parents it is a daily challenge to make their families choose healthy eating options and thus find creative ways to make dishes / recipes that are appealing, appetizing and nutritious - Thus the labor of love.

Each month institutes a new theme. March is about Holi, April is about family togetherness, and May is about Mom's ultimate labor of love

TARGET MARKET

South Asian - Young & Middle aged Moms between the ages of 30 – 50, who want to provide their kids with great tasting meals that will appeal to their taste buds and act as a wholesome alternative.





SCOPE OF WORK

SCOPE

Build social creatives/ recipes with the underlying tone of LABOR OF LOVE. Additionally, these recipes live on a Sharbati recipe page on the Royal website

USAGE:

- For social media posts- Facebook, Twitter, & Instagram; recipes go to Pinterest
- For website page
- For Facebook Ads- Carousel Ad images and 3-5 Image/Ads in which the messaging of the slide aligns with the theme and runs the duration of the month

DELIVERABLES

10 original fusion recipes- see <https://elephantatta.com/recipes/rotis-and-more/> for ideas

- e.g the end dish should still look like it's a chappati / parantha /puri /rolls

10 original photographs of dishes

- Coordinated agency photoshoot utilizing celebrity chef Maneet Chauhan & child

10 original photographs of Maneet enjoying cooking/ dishes with family

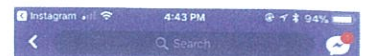
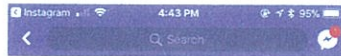
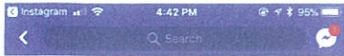
- Coordinated agency photoshoot utilizing celebrity chef Maneet Chauhan & child

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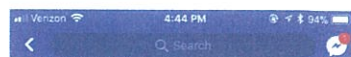
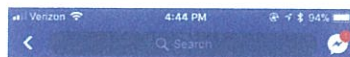
- Creation of copy that aligns with images, campaign objectives, & utilizes key words
- 

CREATIVE

MARCH



APRIL



RESULTS

Below is a quick snapshot of the results of the first two months of the campaigns. After optimizing audience and changing the campaign objective, the campaign saw significant growth. Numbers in parenthesis are from March and numbers to the left of the parenthesis are measures for April.

- **Spend:** \$5,000 (\$5,000)
- **Results:** 10,269 landing page view (N/A- campaign objective change)
- **Link Clicks:** 17,452 (14,806)
- **Unique Link Clicks:** 15,000 (12,632)
- **CPC:** \$.29 (\$.34)
- **Reach:** 688,884 (307,716)
- **Impressions:** 1,953,477 (710,131)
- **Cost Per Result:** \$.49 (\$.34)- understandably higher as the campaign objective changed to something more targeted (landing page view vs. just a link click from month prior)
- **People Taking Action:** 15,000 (12,640) (this is unique which means some people clicked the link more than once)
- **Page Likes:** 1 (9)
- **Post Shares:** 1 (0)
- **Engagement Rate:** 2.54% (4.8%)- note: dropped significantly since 1st reported due to end of campaign. Additionally, engagement rate fell as impressions went up
- **Result Rate:** .53% (2.09%)- per 1000 people landing on our page went down vs. per 1000 people clicking on a link last month. To be expected as objective is more targeted

BLACK= no change GREEN= growth RED= decline


CIFSS

2015 CHAMPIONS

MATER DEI

DIVISION 1AA



DEFEATED
Redondo Union
25-21
16-25
25-18
26-24



2015 CENTRAL DIVISION CHAMPIONS

SAN MARINO

TITANS

2016 Open Division

Chino Hills Defeated Sierra Canyon 105-83

105 CHINO HILLS	83 SIERRA CANYON
TEAM MPG: 105 MFG: 43 MPH: 66 (2nd), 49 (4th) MBS: 9 (2nd) Most Assists: 22 (2nd) MRB: 55 (2nd) M3FG: 7 (5th) Most 100 PT games: 17 (2nd)	TEAM MPH: 57 MFG: 35 (2nd)
records tied or broken	
INDIVIDUAL MA: 10 (tie 3rd)- Lonzo Ball MRB: 17 (tie 3rd)- Lonzo Ball Triple Double- Lonzo Ball MBS: 5 (tie 5th)- Onyeka Okongwu	INDIVIDUAL MPH: 20 (tie 4th)- Remy Martin



FOX SPORTS WEST

#1 vs. #2

ST. JOHN BOSCO vs. CENTENNIAL CORONA

SATURDAY DECEMBER 5- ANGELS STADIUM 8PM

"THE BEST"

high school football game in Southern California since LB Poly-De La Salle in 2001 and St. John Bosco-De La Salle in 2013.

ERCSUNWEIMER





#WHEREYOURTEAM

CROSS COUNTRY CHAMPIONSHIPS

NOV 21 | 1ST RACE 7:45

MT. SAN ANTONIO COLLEGE

GENERAL- \$10, STUDENT/CHILD- \$5 W/ VALID ID, PARKING \$5-\$10




#WHEREYOURTEAM

MASTERS MEET

FRIDAY/ SATURDAY
226/227- 10AM

CITIZENS BUSINESS BANK ARENA



CIFSS

#WHEREYOURTEAM

Pairings: TODAY at 2 p.m.

CIF Southern Section Championships

LONZO BALL

2015 STATE BOYS BASKETBALL

PG Chino Hills HS

23.2
Points Per Game

5.8
Rebounds Per Game

5.5
Assists Per Game

3.8
GPA

FOX SPORTS WEST

BOSCO VS. CENTENNIAL

#1 VS. #2

SATURDAY DECEMBER 5- ANGELS STADIUM 8:00pm

RECORD OF BOTH TEAMS	POINTS SCORED IN 26 GAMES	POINTS ALLOWED IN 26 GAMES
13-0	1,502	363

BOSCO **CENTENNIAL**

RECRUITS
5 Star 4 Star 3 Star

NARROWEST MARGIN OF VICTORY
19

LOWEST POINT TOTAL THIS SEASON
35

RECORD AGAINST TRINITY LEAGUE SCHOOLS SINCE 2010

GAMES LOST SINCE 2010
11

MAXPREPS

WHEREYOURTEAM

Pairings Announced : Sunday Nov 8 at 11am

CIF Southern Section Championships

Individual Championship & WSCGA Qualifier

November 5- 9am Western Hills CC

CIF Southern Section Championships

#WHEREYOURTEAM

BOYS WATER POLO

WILLIAM WOOLLETT AQUATIC CENTER / SATURDAY 11/21
NEXT TO IRVINE HS

10am	11:30am	1pm	2:30pm	4pm	5:30pm	7pm
Sergerstrom	Temescal Canyon	San Dimas	Rio Mesa	Righetti	Crescenta Valley	
	Mater Dei	Harvard Westlake				
	Footohill	Dana Hills	Claremont	Redlands East Valley	Murrieta Valley	Capistrano Valley

CIF Southern Section Championships

NETWORK

TUESDAY JUNE 23RD @ 11:00AM

SOLD OUT

CIF Champions for Character

#WHEREYOURTEAM

CIF Southern Section Championships

CIFSS

2016 PRESEASON TOP 50
As rated by baseballamerica.com

1. Huntington Beach 25-8
5. JSerra Catholic 27-5
9. Orange Lutheran 22-9

CIF Southern Section CHAMPIONSHIPS

days until opening day

BOYS BASKETBALL
MARCH 4th/5th #WHERE'SYOURTEAM

CIF Southern Section CHAMPIONSHIPS

Friday 3/4
Delta Pacific University
 6:45- 4AA- Serra v. Notre Dame S.O.
 8:30- 3A- Chaminade Diamond Ranch
Gedinez High School
 6:45- 4A- Viewpoint v. La Salle

Saturday 3/5
Gedinez High School
 12:00- 6- Price v. Renaissance A.
 4:00- 5AA- Flintridge Prep St. Joseph- SM
 8:00- 6A- St. Bernard v. Rancho Christ

HONDA CENTER Saturday 3/5
 10a- 1A- Santa Monica Temecula Valley
 12p- 2A- Santa Barbara Lynwood
 2p- 1AA- LB Poly Riverside North
 4p- 3AA- Bonita Oak Park
 6:30p- OPEN- Chino Hills Sierra Canyon
 8:30p- 2AA- Ayala Edison

Tickets: \$18 general admission, \$10 student w/ valid high school ID, children under 5 free

LACROSSE
OFFICIALS NEEDED

The CIF-SS is looking for young, enthusiastic individuals who would be interested in officiating lacrosse games in the Santa Barbara area.

CONTACT: Tessa Aceves- taceves1507@gmail.com

BASKETBALL
Boys & Girls

CIF Southern Section CHAMPIONSHIPS

Pairings Released **3pm**
OPEN DIVISION

<http://www.cifss.org/sports/boys-basketball/> Friday February 12th

ROBINSON DAY
JOHN MUIR HIGH SCHOOL 1937

42

Best of luck Jack Robinson

CIF Southern Section

CIF Southern Section CHAMPIONSHIPS
Boys Individual Wrestling

DAY 1
Friday February 19th Begins at 11:00am

DAY 2
Saturday February 20th Begins at 11:00am

Central Division: Grand Terrace High School

Coastal Division: Santiago Corona High School

Eastern Division: Citrus Hill High School

Inland Division: Temecula Valley High School

Northern Division: Santa Maria High School

Southern Division: Marina High School

Tickets: \$10 general admission, \$5 student w/ valid high school ID, children under 5 free

DENVER
Aaron Brewer (Troy)
Todd Davis (Paraclete)
Ronnie Hillman (La Habra)
Omar Bolden (Colony)
Ryan Claddy (Eisenhower)
George Uko (Don Lugo)

CIF Southern Section CHAMPIONSHIPS

SUPER BOWL CAROLINA
Jared Allen (Los Gatos)
Ed Dickson (Bellflower)
Ryan Kalil (Servite)
Bene Benwikene (Serra)
Brian Blechen (Moorpark)
Wes Horton (Notre Dame)

12th Annual Jim Staunton
Champions for Character
Golf Tournament

June 21, 2016- Rio Hondo Golf Course, Downey

Funding Scholarships to Champions for Character Student-Athletes

Foursomes
Tee Sponsors
Individuals
Silent Auction
Drawings

To participate or support: www.cifss.org
(62) 493-9500

CIFSS



FROM THE CIFSS TO THE NBA FINALS

53 players

out of the
45 last **51** years

.00008%

HOW OFTEN IT SHOULD
BE HAPPENING

88%

HOW OFTEN ITS
ACTUALLY HAPPENING

Players

Years

Schools

BYRON SCOTT-6
MICHAEL COOPER-7
DENNIS JOHNSON-6



DOMINGUEZ

MORNINGSIDE &
HUNTINGTON



Most Super Bowl Players By State

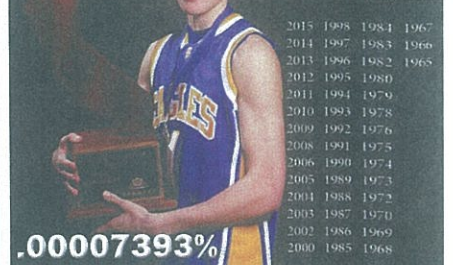


CIF-SS Alumni: This Weekend

FROM THE CIF-SS TO THE NBA FINALS

What are the odds?

Years CIF-SS Athletes in NBA Finals



FROM THE CIFSS

TO THE	NBA Playoffs
Paul GEORGE	Stanley JOHNSON
Demar DEROZAN	Kawhi LEONARD
Delon WRIGHT	Andre MILLER
James HARDEN	Amir JOHNSON
Klay THOMPSON	Allen CRABBE
Russell WESTBROOK	Paul PIERCE
	SECTION

FINALS

Saturday June 4th

San Manuel Stadium
 12:30pm Laguna Beach v. Kaiser
 2:30pm Fontana U. v. Woodbridge
 4:30pm South Hills v. Redlands EV
 6:30pm Fontana Westlake v. Murieta Mops

UC Riverside
 7:30pm Excellence Charter v. Academy of Academic Excellence
 9:30pm Sage Hill v. Ocean Lutheran
 11:30pm Woodland City v. Centerville SH

NBA FINALS

1965	1978	1991	2005
1966	1979	1992	2006
1967	1980	1993	2008
1968	1982	1994	2010
1969	1983	1995	2011
1970	1984	1996	2012
1972	1985	1997	2013
1973	1986	1998	2014
1974	1987	2000	2015
1975	1988	2002	2016
1976	1989	2003	
1977	1990	2004	

SWIM & DIVE

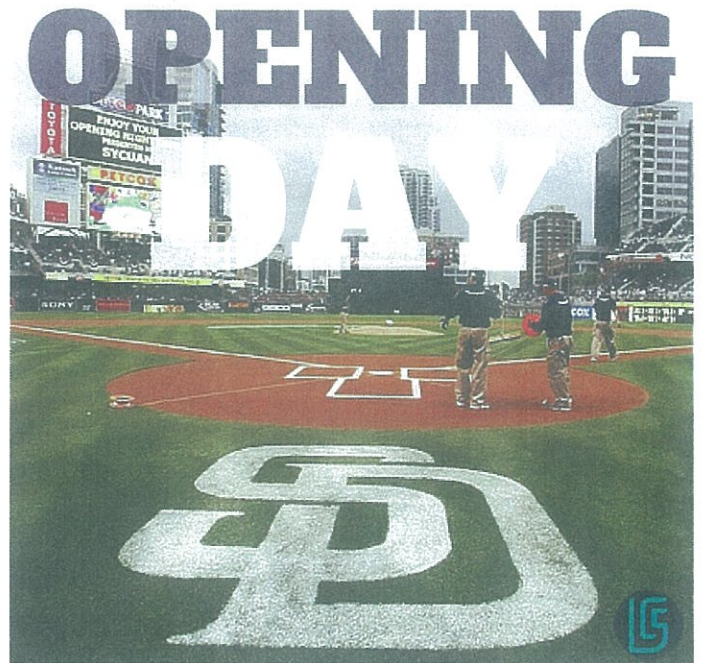
DIVING PRELIMS
MAY 10th
 Riverside City College
 Division 1- Boys 8:30am/ Girls 1pm
 Riverside City College
 Division 4- Boys & Girls 5pm

SWIMMING PRELIMS
MAY 11th
 Riverside City College
 Division 3- 4pm
 Riverside City College
 Division 4- 9am

PRELIMS

Tickets: General: \$10, HS Student: w/ valid ID, Child 5-13: \$5, Parking: \$5

LACHICA SPORTS




**UNSTOPPABLE
GALA**

TONIGHT @ 6

JW MARIOT

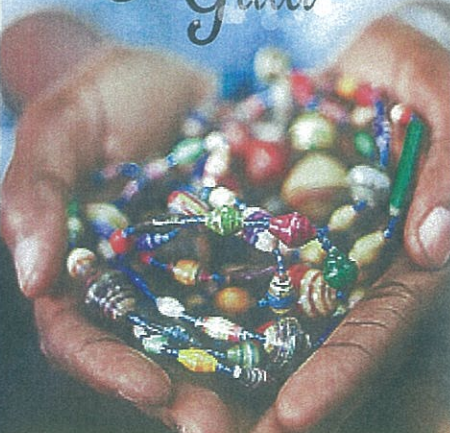
LA LIVE in downtown

celebrating and fundraising to
ENSURE THAT EVERY CHILD HAS
ACCESS TO THE LIFELONG GIFT OF
AN EDUCATION




Unstoppable Results

- 7,943 Children educated & fed
- 76 School houses built
- 2 Secondary schools built
- 3,012 Adults received income training
- 29,333 given access to clean water, sanitation & healthcare

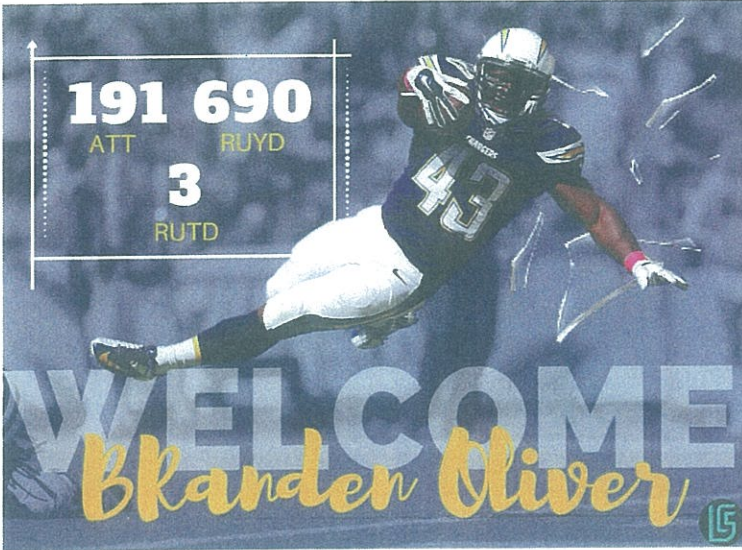


**UNSTOPPABLE.
U Gala**

JW MARRIOTT AT LA LIVE
SATURDAY, MARCH 19, 2016



LACHICA SPORTS

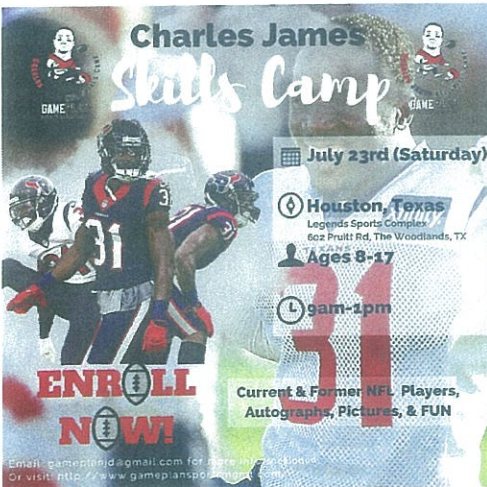


191 690
ATT RUYD
3
RUTD

WELCOME
Brandon Oliver



LG
GAMEPLAN
SPORTS MANAGEMENT

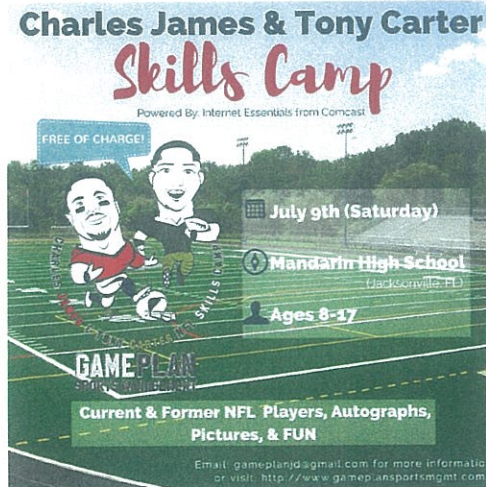


Charles James
Skills Camp

July 23rd (Saturday)
Houston, Texas
Legends Sports Complex
602 Pruitt Rd, The Woodlands, TX
Ages 8-17
9am-1pm

ENROLL NOW!
Current & Former NFL Players, Autographs, Pictures, & FUN

Email: gameplanjd@gmail.com for more information
Or visit: <http://www.gameplansportsmgmt.com/>



Charles James & Tony Carter
Skills Camp

Powered By: Internet Essentials from Comcast

FREE OF CHARGE!
July 9th (Saturday)
Mandarin High School
(Jacksonville, FL)
Ages 8-17

GAMEPLAN
SPORTS MANAGEMENT

Current & Former NFL Players, Autographs, Pictures, & FUN

Email: gameplanjd@gmail.com for more information
Or visit: <http://www.gameplansportsmgmt.com/>



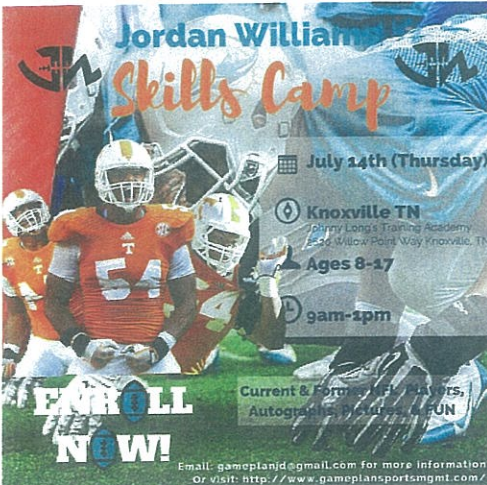
2018 Q81 Golf Tournament
April 12th, 2018
— **PGA NATIONAL** —
Palm Beach Gardens, FL

HOME OF THE HONDA CLASSIC

REGISTER TODAY!

EARLY BIRD SPECIAL ENDS MARCH 1ST!

Sign Up To:
- Golf
- Sponsor
- Donate

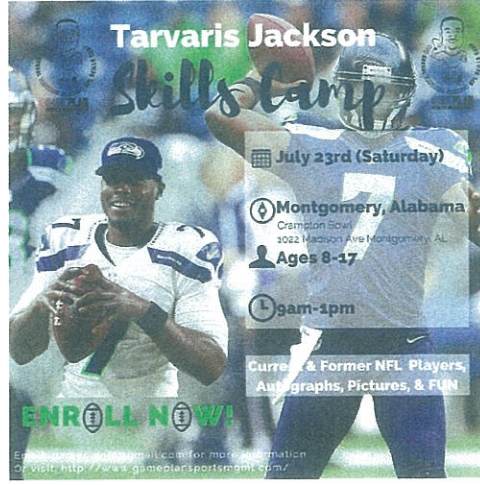


Jordan Williams
Skills Camp

July 24th (Thursday)
Knoxville TN
Johnny Long's Training Academy
400 Willow Point Way Knoxville, TN
Ages 8-17
9am-1pm

ENROLL NOW!
Current & Former NFL Players, Autographs, Pictures, & FUN

Email: gameplanjd@gmail.com for more information
Or visit: <http://www.gameplansportsmgmt.com/>



Tarvaris Jackson
Skills Camp

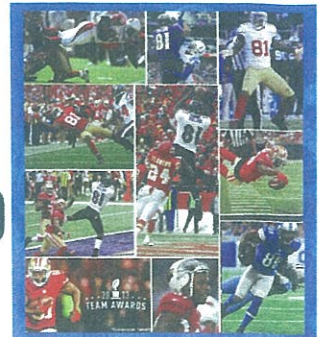
July 23rd (Saturday)
Montgomery, Alabama
Crimston Bowl
3022 Madison Ave Montgomery, AL
Ages 8-17
9am-1pm

ENROLL NOW!
Current & Former NFL Players, Autographs, Pictures, & FUN

Email: gameplanjd@gmail.com for more information
Or visit: <http://www.gameplansportsmgmt.com/>

ON THE FIELD

PRESENCE



8DEGREES PR



WIN-WIN TOURNEY

DECEMBER 2017



Social Games for Social Good

We're excited to partner with Win-Win Social Games for social good, all while supporting our Summer S T E A M (science, technology, engineering, arts, athletics, math) program!

PRIZES INCLUDE:

- 2 Club level tickets, exclusive post-game access, & meet Malcolm Jenkins (flight & hotel provided)
- 2 VIP guest passes to our Fall Fundraiser in Philadelphia
- a Video chat with Malcolm
- Official MJ27 NFL Jersey
- Regulation or mini sized ball signed by Malcolm Jenkins
- 8x10 signed action photo
- MJF snapback hat
- The official MJF T-Shirt
- Social shoutouts
- Wristbands, and
- Karma coins

What are you waiting for? Join the Malcolm Jenkins Win-Win Tournament and compete! More details below

- 1 CLICK THE LINK**
link: <http://trywinwin/MJ27YT>
- 2 DONATE**
Proceeds from this tournament will support our Summer S T E A M initiative
- 3 SPREAD THE WORD**
Let your friends & family know about the challenge & encourage them to get involved!

FOLLOW US
ON SOCIAL!

@MALCOLMJENKINSFOUNDATION
 @THEMJFOUNDATION
 @THEMJFOUNDATION

SLOW
progress
is
BETTER
than no
progress

CleRenda
CLERENDA MCGRADY

GIVEAWAY!

WIN 3 books • An Extra Ticket to #WomenWhoPush2017



1. Follow @ClerendaMcGrady, @JeleneMack and @TheShiftStarter
2. Tag A Friend
3. Hashtag #PushTHRU!

Need a little "CleRity"
in your life? Then get
ready to join me!

ANNOUNCEMENT

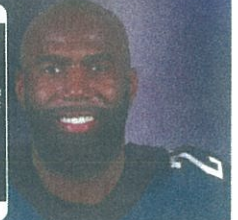
**Coming
Friday!**

CleRenda
CLERENDA MCGRADY

PICK'EM CHARITY CHALLENGE

WWW.PICKEMCHARITYCHALLENGE.COM/DOWNLOAD

INVITE CODE: 377



COOK WITH JASON
FOODVENTURE
Gift Certificate

OFFER VALID:
FEBRUARY 11TH & 18TH ONLY

40% off
VALENTINE'S DAY
BOGO
buy one get one


CleRenda McGrady

WOMEN WHO PUSH CONFERENCE

WITH 8 DEGREES PR

CleRenda
CLERENDA MCGRADY

PLAYERS COALITION

PLAYERS COALITION 

Film Screening & Panel Discussion

Thursday, Jan 25, 3-6PM
Hyatt Grand Cypress Ballroom D-E-F
 1 Grand Cypress Blvd, Orlando, FL 32836

Join us for a private screening of **WALKING WHILE BLACK: L.O.V.E. Is the Answer**, a film by A.J. Ali and Errol Webber.

Hosted by **BOUD BALDWIN**

RITE Academy Training
 (Racial Intelligence Training Engagement)

Friday, Jan 26, 2:30-4:30PM
ESPN Wide World of Sports - Field 7 VIP Area

Unique chance to experience an introduction to police officer training in the areas of racial bias and social and emotional intelligence.

Hosted by **ANQUAN BOLDIN**

RSVP Patrick or Lindsay
 patrick.flanagan@nfl.com or 646-823-6471
 lindsay@players-coalition.org or 760-473-5932

Limited space available. NFL Films will cover both events. Select media invited to attend.

YOU SEE,
THE **OLD**
WAY
WASN'T WORKING
SO
ITS ON US
TO DO **WHAT**
WE
GOTTA DO
-TUPAC

2018 PLAYERS RETREAT

APRIL
19TH - 21ST

MIAMI, FLORIDA

BY INVITATION ONLY

PLAYERS COALITION

FOR MORE INFO, CONTACT
 ANDREA.KREMER@NFL.COM

PLAYERS COALITION SOCIAL JUSTICE LIVE
 IN PARTNERSHIP WITH 



WHO

The Players Coalition, whose leadership includes Malcolm Jenkins (Eagles), Chris Long (Eagles), Torrey Smith (Eagles), Devin McCourty (Patriots), and Anquan Boldin (Raiders) will partner with social media titan Twitter for a global, digital social justice event.

HOSTED BY Danielle N. of CBS News and Takeo Spikes (NFL)

WHAT

Live on Twitter via Periscope, The Players Coalition will produce a two-hour talk show hosted by former NFL All-Pro Takeo Spikes and Danielle N. of CBS News. This digital event will feature live interviews and special one-of-a-kind moments with NFL players, celebrities, journalists, clinical professionals and more stopping by to talk about a range of social justice issues like:

TOPIC: POLICE BRUTALITY **CRIMINAL JUSTICE REFORM** **WOMEN'S ECONOMIC WELLBEING**

WHERE Super Bowl LII's Radio Row at the Mar-a-Lago in Minneapolis, Minnesota

WHEN Thursday, February 1, 2018 6:00pm - 8:00pm

WHY To spark meaningful dialogue and inspire positive changes!

players-coalition.org


6 THINGS YOU CAN DO TODAY

HOW TO HELP
GET INVOLVED




TORREY SMITH • MALCOLM JENKINS • ANQUAN BOLDIN • DEVIN MCCOURTY • CHRIS LONG

THE WOKE ATHLETE

PRESENTED BY THE PLAYERS COALITION &  A DARREN D. DICKERSON PRODUCTION

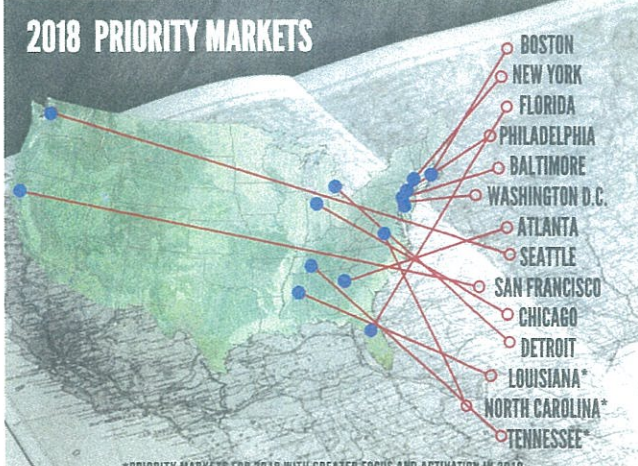
HOSTED BY ANDREA KREMER & TAKEO SPIKES

STREAMING **LIVE**  **THURSDAY FEBRUARY 1, 2018 6:30PM CST**

@COALITIONPLAYER #WOKEATHLETE

PLAYERS COALITION

2018 PRIORITY MARKETS



BOSTON
NEW YORK
FLORIDA
PHILADELPHIA
BALTIMORE
WASHINGTON D.C.
ATLANTA
SEATTLE
SAN FRANCISCO
CHICAGO
DETROIT
LOUISIANA*
NORTH CAROLINA*
TENNESSEE*

*PRIORITY MARKETS FOR 2018 WITH GREATER FOCUS AND ACTIVATION IN 2019.

SPRING MARKETING REPORT

MAY 9TH, 2018



2017-2018 ACADEMIC AWARDS



NEW PATCH AGREEMENT



#PACKTHEHOUSE



KNIGHTLINE

A publication of the Ontario Christian Schools

VOLUME 13 NO.2
WINTER 2018

in this issue

- ▶ ENROLLMENT FOR 2018-19 03
- ▶ STEAM GAINS MOMENTUM 04-05
- ▶ MIDDLE SCHOOL JTERM 06-09


Special Edition
ANNUAL REPORT
Included for Upcoming
Association Meeting


SEE PAGES 9-21



A tri-annual publication of the Ontario Christian Schools ▶ Preschool thru grade 12 ▶ www.ocschools.org

OC ANNUAL REPORT ▶ 2018





PACK THE HOUSE

OCHS NAMED WINNER OF THE #PACKTHEHOUSE CONTEST

by Junior Ibarra, Marketing Coordinator

In the fall of 2017, students across Southern California were challenged by the CIF-SS (Southern Section) to show their school spirit and pack the house. Participants were required to post photos and/or videos of their student sections at any fall playoff or championship event and tag one or more CIF-SS social media accounts (Facebook, Twitter or Instagram). Participants were also required to include #PACKTHEHOUSE in their social media photo and/or video posts.

In December 2017, the CIF-SS announced Ontario Christian High School as the winner of the inaugural CIF-SS #PACKTHEHOUSE Contest. As winner of the contest, CIF Commissioner, Rob Wigod, and CIF-SS Communications Director, Thom Simmons, presented a \$1,000 check to Ontario Christian High School's Associated Student Body (ASB) program during halftime of the OCHS boys varsity basketball home game on Tuesday, January 30. Ontario Christian High School is 1 of 2 winners (out of nearly 600 schools in the Southern Section) to be named the official winners of the #PACKTHEHOUSE contest.

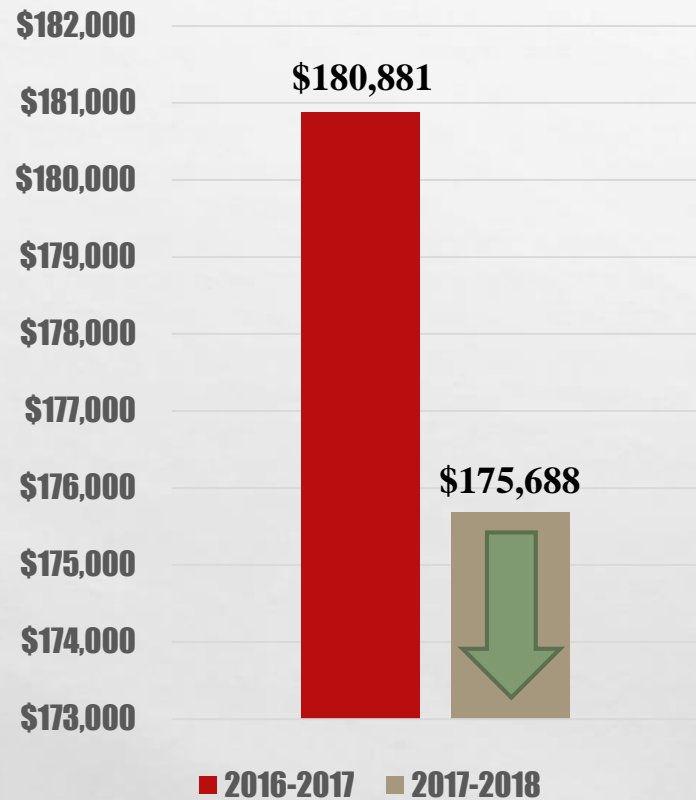
Congratulations, Ontario Christian community! Way to #PACKTHEHOUSE and show your Knight pride! 🏆

20

ONTARIO CHRISTIAN SCHOOLS

MARKETING BUDGET REPORT

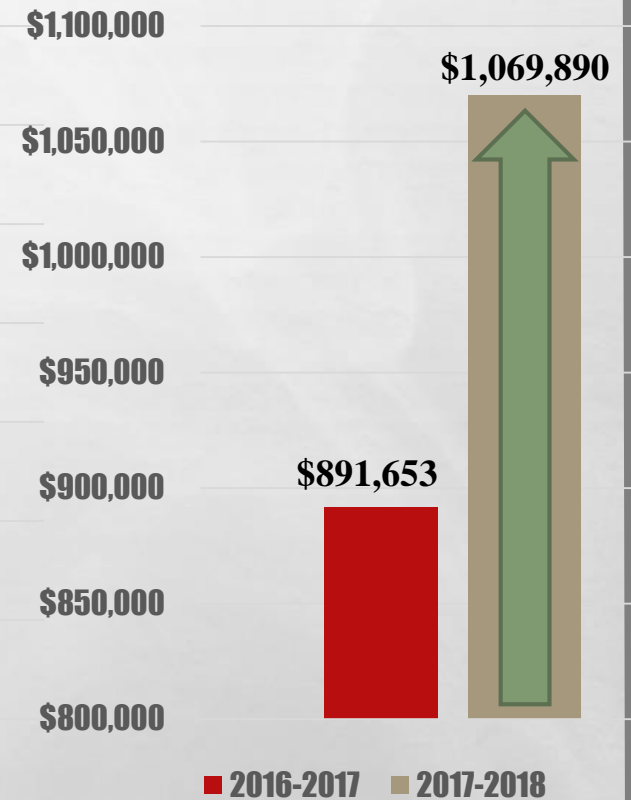
Expenses



Revenue



Net



Overall Marketing Net is up \$178,255 from last year!



MISSING PERSON REPORT!



MISSING PERSON FOUND!



SWIM & DIVE CHAMPIONSHIPS



Sales numbers are always subject to change, but here is where we are right now:

Goal = \$1,800,000

Total Contracted = \$1,709,954

Total Committed (Contract/LOI Out) = \$65,563

Total Secured = \$1,775,517

Percent of Goal Current = 98.6%

CIFSports365 App is in development, with release slated for this Fall.



Primary focus now is on the 2018-19 season, with strategic emphasis on major, long-term partnerships (i.e., “big game hunting”)