



# *Meeting of the Executive Committee*

*September 21, 2023*

*1:00 p.m.*

*CIF Southern Section Office, Los Alamitos, CA*

*Minutes*

<b>1. OPENING BUSINESS</b>	<b>DISPOSITION</b>	<b>ITEM</b>
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- A. Call to order by Jim Perry, President of the Council

The meeting was called to order at 1:08 pm.

- B. Pledge of Allegiance

- C. Roll Call

All Executive Committee members were present.

- D. Introduction of Guests

Assistant Commissioner Thom Simmons introduced the newest team member, Taylor Martinez, Communications Assistant, to the Committee. Commissioner of Athletics, Mike West, introduced there were members of the Fullerton Union High School District present and formal introductions would occur during the time of the hearing.

- E. Adopt Agenda

Adopted

There was a motion and a second to adopt the agenda. The motion carried 20-0-0.

- F. Approval of Minutes

Approved

There was a motion and second to approve the minutes of the August 10, 2023 Executive Committee Meeting. The motion carried 19-0-1.

## **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 for Public Comment.

### 3. ACTION ITEMS

#### A. STATE FEDERATED COUNCIL ACTION ITEMS

1. State CIF Executive Committee Vacancy Approved STATE 658

President-Elect Dr. Paula Hart Rodas reviewed the nominations for the State CIF Executive Committee vacancy due to reassignment. There are three nominations, and their resumes can be found in the posted agenda. There was a motion and a second to support Dr. Paula Hart Rodas to the State CIF Executive Committee. The motion carried 19-0-1.

#### B. SOUTHERN SECTION ACTION ITEMS

1. Releaguings Appeals - Orange County Area

President Jim Perry began the proceedings with introductions of those in attendance and a review of the process. The following were in attendance:

From Troy High School: Principal, Mr. Will Mynster; Athletic Director, Mr. Chris Blume

From Fullerton Union High School: Principal, Ms. Laura Rubio; Athletic Director, Mr. Joseph Olivas

From La Habra High School: Principal, Mr. Steve Garcia; Athletic Director, Mr. Paul Caffery

From Sunny Hills High School: Principal, Mr. Craig Weinreich; Athletic Director, Mr. Paul Jones

From Sonora High School: Principal, Mr. Steven Cazarez; Athletic Director, Mr. Arlie Kearney

From the Fullerton Union High School District Office: Assistant Superintendent, Mr. Karl Zener

From Buena Park High School: Principal, Ms. Sonje Berg

Once the overview of the proceedings was read, Mr. Jim Perry asked for the appellants to begin their presentations.

Mr. Craig Weinreich, Principal at Sunny Hills High School, was first to speak and presented on behalf of all five schools. He distributed a presentation that can be found at the end of these minutes. Mr. Weinreich's presentation was based on the following five criteria:

1. Bylaws 24.0 and 40.0, mandating that the releaguings proposals must affect the least amount of member schools as reasonably possible
2. Bylaw 40.0, mandating that Principals of schools requesting relief begin the meeting with a five-minute presentation that may include their school information and one (1) new 2024-2026 releaguings proposal
3. Bylaw 22.0, mandating that all "Releaguings Proposals must be written on the Orange County Area Releaguings Proposal Form"
4. The introductory section of the Releaguings Bylaws also states that "Releaguings Proposals protocols and procedures will not discriminate against one or more member schools"
5. Bylaws 23.0 and 40.0, mandating that releaguings proposals must provide reasonable and equal application of the following three criteria: competitive equity (strength of program), geography (travel time), and enrollment (school population)

### 3. ACTION ITEMS (Cont.)

#### B. SOUTHERN SECTION ACTION ITEMS (Cont.)

##### 1. Releaguings Appeals - Orange County Area (Cont.)

He reviewed each slide, highlighting various points contained within the document. He reiterated that this appeal is regarding the all other sports portion of the releaguings, not the football only portion.

After Mr. Weinreich's presentation, each school was then given time to make a statement.

Will Mynster, Principal, Troy High School presented their position and agreed and supported what was stated in the presentation by Mr. Weinreich. He stated that trying to make sense of the data presented at the releaguings meetings was confusing and felt Troy had been called out by the other schools in the area.

Next Laura Rubio, Principal, Fullerton High School presented their case. The feeling of this group of school is that they were not part of the conversations taking place during the meetings and therefore it was a violation of process stated in the bylaws.

Steve Garcia, Principal, La Habra High School was the next to speak. He stated that every school should have appealed based on process. The process was not clear. He felt that being a 2<sup>nd</sup> year principal, his school was an outsider and was not included in the meeting decisions.

Last to present was Steven Cazarez, Principal, Sonora High School. This was his first year being involved in the releaguings process. The policies and processes that were to be in place were not followed and if something is not done, this will continue to occur.

Next, Michael Brennan, President, Mater Dei High School and Chairperson of the Orange County Releaguings process presented via Zoom. Mr. Brennan has been the Orange County Releaguings Chairperson for the three cycles alongside Joel Hartman, Athletic Director, Mater Dei High School, Secretary, Dr. John Dahlem, CIF-SS Historian, Parliamentarian, Sharon Hodge, Executive Assistant, CIF-SS, voting process. He stated several meetings have taken place prior to this appeal discussing processes and procedures that took place during the Orange County releaguings process. The Fullerton Union High School District schools were encouraged to build relationships and begin communications with the other schools in the area. Dr Dahlem participated in the first two meetings, and he insured that bylaws were followed along with Robert's Rules of Order. At the last meeting, Mr. Jim Perry and Dr. Monica Colunga were present. At no time was a concern brought up that a procedural step was missed or that the bylaws were not being followed in their numerical order. As they moved through the process, the development of the football only league conferences necessitated the change in some of the forms. Those forms were updated and published on the website for all to access. They also followed the procedures to make sure every school has a voice, as this is very important to the process. Next there was dissertation regarding the votes, Fullerton Union High Schools District voting against the final proposal but voting for the football only proposal. The votes indicate that both approved proposals impacted the fewest number of schools possible.

In rebuttal, Mr. Weinreich stated that schools asking for relief were not given their appropriate time to explain why they wanted relief, which made those requests unclear, and that the focus of this year's releaguings was on developing the football only conferences.

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

#### **B. SOUTHERN SECTION ACTION ITEMS (Cont.)**

##### **1. Releaguings Appeals - Orange County Area (Cont.)**

Mr. Mynster stated that when you are in the moment, it is very difficult to point out that a procedural step has been missed and we could not see all the pieces of the puzzle. Did schools still need relief after the football only came to be?

Next there was a rebuttal discussion regarding the votes and how much closer the earlier votes were. Also, there are many other schools in the area that feel as the Fullerton Union schools feel but were not willing to come forward to these proceedings.

Mr. Brennan's response was that the meetings were held in a democratic manner and in contact with CIF-SS office. There was no discrimination within the process, just frustration with it. The private schools moved, and they did not feel as if they were discriminated against. The meetings were held according to the bylaws, and we are only here because the FUSHD schools wish to stay together as a league.

##### **Questions:**

Mr. Jim Perry asked for any questions from the Executive Committee to the appellants. Questions included the changes in the forms used and notification of all parties regarding the updated forms; the following of bylaw 40.0 in requesting relief; and if the relief requests were on the agenda. Responses stated the forms were updated on the website for all to see, the schools seeking relief made their cases known at the first athletic director meeting and no one raised a hand saying we missed something. The question was asked if anyone present at the principals meeting asked for relief. Mrs. Brennan was unsure, but the answer was in the minutes. The relief comes in the counter proposal presentations.

##### **Discussion:**

Next was the open discussion by the Executive Committee. There was a clarifying question as to what was being appealed. If the appeal is supported, process would begin again from the start. A statement was made that if there were all these issues, why are there not more schools here appealing the process? It was discussed that if an item was not agenized, how would a principal know that they were able to speak to the need for relief. There was discussion regarding asking for relief and a member in the Orange County area stated they were allowed their time at the athletic directors meeting, however at the principals meeting we rolled right into the proposals and the Principal of that Orange High School did not get a chance to speak. Schools can ask for relief on a google doc that all schools have access to ahead of the meetings. Dr. Colunga clarified that she was in attendance but was not fulfilling an official CIF role. When a proposal is submitted, it must address all 77 schools and not a singular school desire to move. When proposals are presented, anyone supporting have the opportunity to speak as well as anyone opposed to a proposal. All schools appealing took the opportunity to speak against the final proposal. A yes vote would support the appeal and mean that the non-football releguing would go back to the Orange County releguing committee to start over.

There being no further discussion, President Perry moved on to the voting on each proposal.



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

#### **B. SOUTHERN SECTION ACTION ITEMS (Cont.)**

##### **1. Releaguings Appeals - Orange County Area (Cont.)**

A. Troy High School Approved SS 655 A

There was a motion and second to approve the appeal of Troy High School. The motion carried 11-8-1.

B. Fullerton Union High School Approved SS 655 B

There was a motion and second to approve the appeal of Fullerton High School. The motion carried 11-8-1.

C. La Habra High School Approved SS 655 C

There was a motion and second to approve the appeal of La Habra High School. The motion carried 11-8-1.

D. Sunny Hills High School Approved SS 655 D

There was a motion and second to approve the appeal of Sunny Hills High School. The motion carried 11-8-1.

E. Sonora High School Approved SS 655 E

There was a motion and second to approve the appeal of Sonora High School. The motion carried 10-9-1.

There was a 10-minute break to reset the room and excuse the guests at 2:33 p.m.

Meeting reconvened at 2:45. Superintendent Representative, Reggie Thompson had to leave the meeting.

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

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

1. Weighted Voting Revision 2023-24 Informational Only 4A1

President-Elect Dr. Paula Hart Rodas presented the weighted voting revisions that are listed in the agenda. This is for your information only based on number of schools. Mr. Perry explained why the voting is done in this manner.

## B. SOUTHERN SECTION NON-ACTION ITEMS

1. Proposed Revision to Bylaw 1904 - Cross County Start Date Non-Action SS 656

President Jim Perry presented the proposed revision to Bylaw 1904 asking for a change in the start date for cross country to move up two weeks. This would move the start of the season from August 31 to August 19 to line up with the rest of the state. This would add two weeks to the season and keep in mind that the SOP date would move up a week as well.

2. Proposed Revision to Bylaws 3519.1-3519.7, 3520.2 - Competitive Equity Playoffs Non-Action SS 657

President Jim Perry presented the proposal revision of Bylaws 3519.1-3519.7, 3520.2 that would move all team sports to competitive equity playoff divisions based on current season data. Commissioner Mike West went into more detail explaining that football has been doing this for two years. Schools would still qualify from their league and league schools are then ranked based on current year data. A data hub is being created to help with score collection and each sport will have their own ranking system. There will still be room in each division for at large teams however, the new system may eliminate wild card games.

## 5. NEW BUSINESS

- A. Financial Report Mitch Carty

Chief Financial Officer Mitch Carty presented his report which appears at end of minutes.

- B. Marketing Report Jacquelyn Gibson

Marketing Director, Jacquelyn Gibson, presented her report which appears at end of minutes.

- C. Communications Report Thom Simmons

Assistant Commissioner, Thom Simmons, presented his report which appears at end of these minutes.

## 6. REPORTS

- A. President's Report Jim Perry

Just returned from the NFHS Section 7/8 meeting in Alaska. We are concerned about busses. Alaska has to fly teams around the state to get to games. Had the opportunity to visit many schools over the summer. Highly recommend a visit to Del Sol. Looks like a college campus.

- B. Treasurer's Report Rich Imbriani

Treasurer, Rich Imbriani, presented the treasurer's report and it appears at the end of these minutes.

We are excited to bring Taylor Martinez on board as our Communications Assistant, replacing the recently retired Anita Fopma who was Thom Simmons' partner for over 25 years. We have the hardest working staff, working even when they don't need to, clearing transfers as fast as they can to get the students on the playing field. He is very impressed and happy to be a part of this incredible staff. No one in the country has a TV deal like we do. A lot of passion went into making the TV deal. The Champions for Character Dinner is Monday. Please let us know if you are planning to attend. Also the Athletic Administrator's Summit is October 9. Again let us know if you are coming. This staff is family and we acknowledged the loss of Mitch Carty's father and Sharon Hodge's husband over the past few weeks.

#### D. Executive Committee Member Reports

Orange County Area Representative, Mary Jane Hibbard commented on the Section 7/8 meeting. She attended a breakout session on mental health and the role of the coaches in the mental health of our student-athletes. Very informative.

President-Elect Dr. Paula Hart Rodas added that the mental health session of the Section 7/8 meeting also emphasized that we need to take care of each other (colleagues, etc.). Ron Nocetti, State CIF Executive Director, did a session about sportsmanship and the STAR incentive, looking at fan behavior and protecting our coaches, athletes, and officials.

### **7. ADVANCE PLANNING**

#### A. DATES

1. September 25, 2023 – Champions for Character Awards Dinner, The Grand Conference Center, Long Beach, CA 6:00 p.m.
2. September 28, 2023 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach, CA 9:00 a.m.
3. October 9, 2023 – Athletic Administrators Summit, Riverside Convention Center, Riverside CA 7:30 a.m.
4. October 18, 2023 – CIF Southern Section Hall of Fame/Distinguished Service Awards Luncheon, The Grand Conference Center, Long Beach CA 11:30 a.m.
5. January 12-14, 2024 – CIF Southern Section Executive Committee Meeting/Retreat, Mar Monte Hotel, Santa Barbara, CA, 9:30 a.m.
6. January 30, 2024 – CIF Southern Section Council Meeting, The Grand Conference Center, Long Beach CA 9:00 a.m.

#### B. SUGGESTED AGENDA ITEMS

There were no items suggested for the next agenda.

## **8. ADJOURNMENT**

There was a motion and a second to adjourn the meeting. By unanimous voice vote, the meeting was adjourned at 3:56 p.m.

Submitted by:



Sharon Hodge  
Executive Assistant

Approved by:



Mike West  
Commissioner of Athletics

# Council Voting Report

			Adopt Agenda Vote	Item 1 F1 Approval of August 10, 2023 Minutes	State 658 State CIF Executive Committee Vacancy	SS 655 A Troy High School Releaguings Appeal	SS 655 B Fullerton High School Releaguings Appeal	SS 655 C La Habra High School Releaguings Appeal	SS 655 D Sunny Hills High School Releaguings Appeal	SS 655 E Sonoma High School Releaguings Appeal
First Name	Last Name	Keypad	4	8	11	13	14	15	16	17
Jamal	Adams	1	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Todd	Arrowsmith	2	Yes	Yes	Yes	No	No	No	No	No
Dr. Alexis	Barile	3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mitch	Brunyer	4	Yes	Yes	Yes	No	No	No	No	No
Dr. Monica	Colunga	5	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Rob	Dearborn	6	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ann	Fitzgerald	7	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Gil	Gomez	8	Yes	Yes	Yes	No	No	No	No	No
Mary Jane	Hibbard	9	Yes	Yes	Yes	No	No	No	No	No
Demetre	Howard	10	Yes	Yes	Yes	Abstain	Abstain	Abstain	Abstain	Abstain
Rich	Imbriani	11	Yes	Yes	Yes	No	No	No	No	No
Cleveland	Johnson	12			Yes	Yes	Yes	Yes	Yes	No
Kai	Lyles	13	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Matt	Maeda	14	Yes	Yes	Yes	No	No	No	No	No
David	Parkes	15	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Jim	Perry	16	Yes	Yes	Yes	No	No	No	No	No
Dr. Paula Hart	Rodas	17	Yes	Yes	Abstain	No	No	No	No	No
Alicia	Seevers	18	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Erika	Tejeda	19	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Reggie	Thompkins	20	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Total 1 = Yes			19	19	19	11	11	11	11	10
Total 2 = No			0	0	0	8	8	8	8	9
Total 3 = Abstain			0	0	1	1	1	1	1	1
Total Voters			19	19	20	20	20	20	20	20
Total Yes + No			19	19	19	19	19	19	19	19
% Yes			#####	#####	100.00%	57.89%	57.89%	57.89%	57.89%	52.63%
% No			0.00%	0.00%	0.00%	42.11%	42.11%	42.11%	42.11%	47.37%
Pass Threshold			50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%
Pass/Fail			Pass	Pass	Pass	Pass	Pass	Pass	Pass	Pass

September 21, 2023



# ***CIF-SS Executive Committee Appeal***

Fullerton Union High School  
La Habra High School  
Sonora High School  
Sunny Hills High School  
Troy High School



# Appeal Based on Procedural Violations

1. Bylaws 24.0 and 40.0, mandating that the releaguings proposals must **affect the least amount of member schools** as reasonably possible
2. Bylaw 40.0, mandating that the Principals of **schools requesting relief begin the meeting with a five-minute presentation** that may include their school information and one (1) new 2024-2026 releaguings proposal
3. Bylaw 22.0, mandating that all “Releaguings Proposals must be **written on the Orange County Area Releaguings Proposal Form**”
4. The introductory section of the Releaguings Bylaws also states that “Releaguings Proposals **protocols and procedures will not discriminate against one or more member schools**”
5. Bylaws 23.0 and 40.0, mandating that releaguings proposals must provide **reasonable and equal application of the following three criteria**: competitive equity (strength of program), geography (travel time), and enrollment (school population)



# 1. Bylaws 24.0 and 40.0

- Mandate that the releaguings proposals must **affect the least amount of member schools** as reasonably possible
- The final releaguings proposal accepted affected 100% of the Orange County member schools without consent
- Counterproposal affected less while still solving other issues including relief schools and conferences for those that wanted them

## IMPACTS:

- Conference creation overshadowed the process
- Schools not requesting relief or to be in a conference affected adversely





## 2. Bylaw 40.0

- Mandates that the Principals of schools requesting relief begin the meeting with a five-minute presentation
- May 15, 2023 Meeting Agenda and Minutes clearly show this step was neglected

### IMPACTS:

- No clear indication of what schools wanted relief or how they advocated obtaining relief
- No indication if they still needed relief after football-only was agreed upon
- Incomplete, incorrect, and unconfirmed information for considering all proposals and counterproposals



### 3. Bylaw 22.0

- Mandates that all “Releaguining Proposals must be written on the Orange County Area Releaguining Proposal Form”
- Proposals and counter proposals on different forms
- Some forms used a “ranking system” that was unclear as to its origin or authenticity

#### IMPACTS:

- Incomplete information for considering proposals
- Unclear ranking system caused confusion



## 4. Bylaw Introduction

- States that “Releaguings **Proposals protocols and procedures will not discriminate against one or more member schools**”
- Initial meetings called out each of the schools represented here collectively
- Multiple references throughout meetings made about “schools without borders” (i.e. private schools)

### IMPACTS:

- Impression given that schools represented here were open to change of placement
- Proposals including “schools without borders” unacceptable to certain conferences/leagues
- Limited proposals that could be agreed upon
- Two leagues broken up to satisfy not having privates



## 5. Bylaws 23.0 and 40.0

- Mandate that releaguings proposals must provide **reasonable and equal application of the three criteria**
- Not included in criteria:
  - Conference creation
  - Keeping private schools out of one's league or conference

### IMPACTS:

- Conference creation superseded and limited the process
- Feasibility (finance, facilities, safety, etc.) not considered
- Student academic concerns and learning loss ignored
- Demographics not fully considered



# Individual High School Comments

- Fullerton Union High School
- La Habra High School
- Sonora High School
- Sunny Hills High School
- Troy High School



# Conclusion

- **We are each appealing the OCAP releaguig decision for non-football sports based on procedural shortcomings discussed**
- **It is clear from the process that the focus and priority was placed on:**
  - **Conference creation at any cost**
  - **Keeping “schools without borders” out of one’s respective conference**
- **Instead of focusing on:**
  - **Following procedures outlined in the Bylaws**
  - **Helping only the schools who requested relief**
  - **Affecting the least number of schools possible**
  - **Proper consideration of the three accepted criteria**



# **C.I.F. SOUTHERN SECTION**

FINANCIAL REPORT

SEPTEMBER 2023

# PROFIT & LOSS

## Last 4 Fiscal years

	2019-20	2020-21	2021-22	2022-23
REVENUE	\$4,423,261	\$4,107,917	\$7,704,287	\$7,968,704
EXPENSES	(\$4,304,633)	(\$4,027,356)	(\$6,713,511)	(\$7,492,896)
SPORT FEE WAIVED	(\$0)	(\$0)	(\$744,225)	(\$765,225)
NET PROFIT/LOSS	\$118,628*	\$80,561*	\$246,551*	\$475,808*

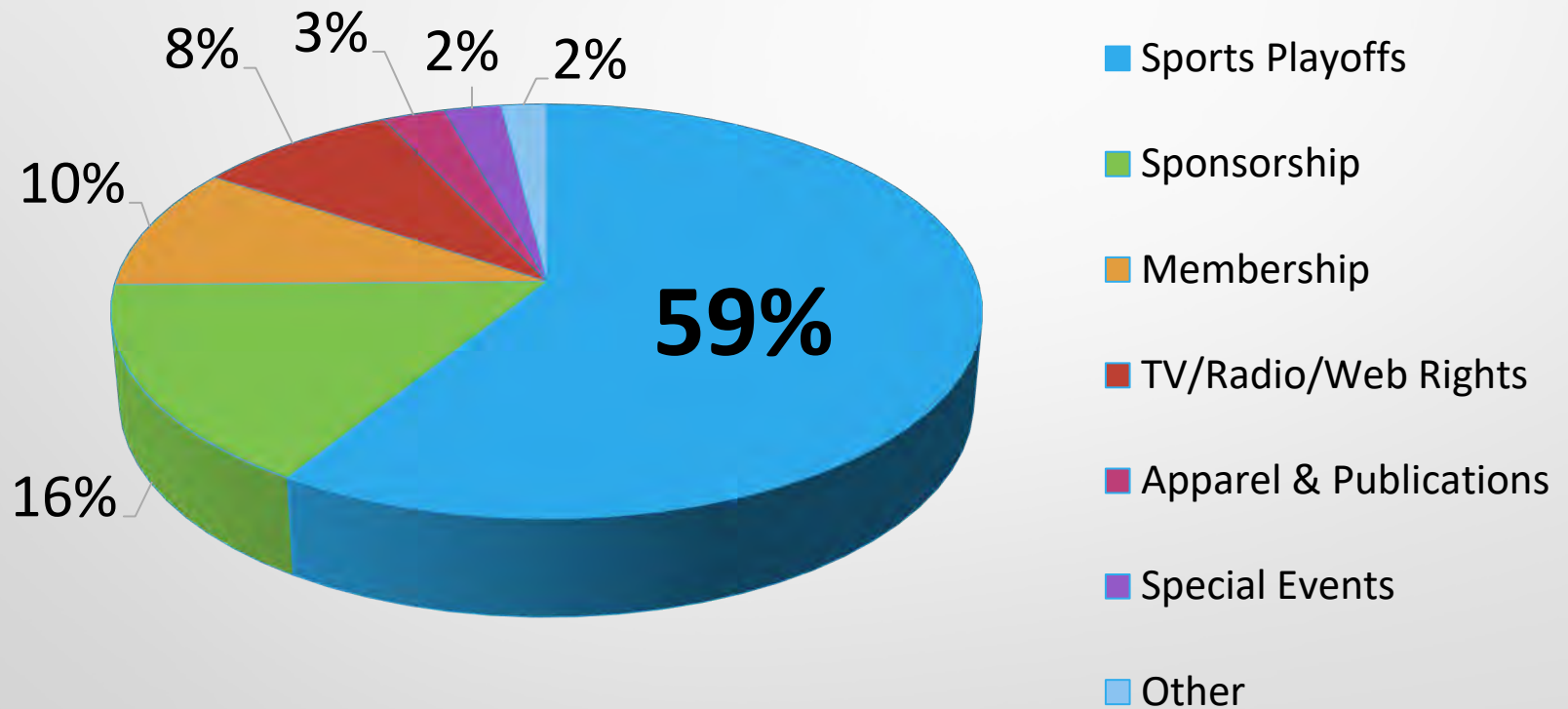
**P&L since 2018-19...kept financial “head above water”  
through COVID years and big rebound in 2021-22.**

\*Numbers reported exclude annual pension expense entries.

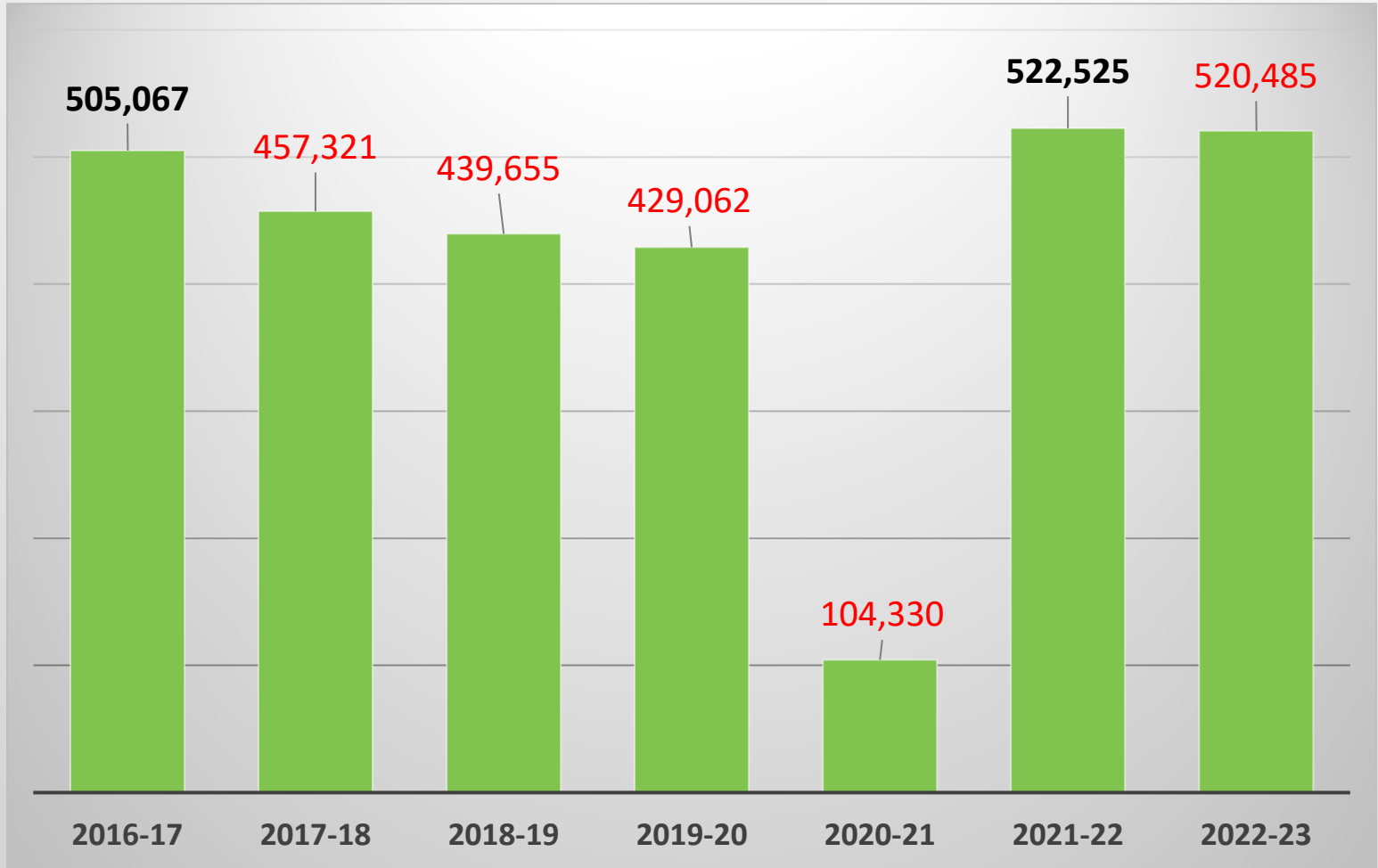


# CIF-SS REVENUE 2022-23

## \$7,968,704



# TICKET SALES (last 7 years)



**GoFan 100% implementation in Spring, 2021.**

# ACCOUNTING LESSON

## PROFIT & LOSS STATEMENT...

- Summary of revenues, costs and expenses.
- Measured OVER specific time period.
- Fiscal year reporting (July 1 to June 30)

## BALANCE SHEET...

- Statement of ASSETS (what we own) and LIABILITIES (what we owe) to determine financial position.
- Measured AT a specific point in time.
- Generally, the end date of a fiscal period (June 30).

# ASSETS

## ASSETS INCLUDE...

- Money in the bank (cash).
- Long term investments value.
- Accounts Receivable (\$ owed).
- Value of inventory.
- Fixed assets (COST).
  - Building
  - Building improvements
  - Furniture & Fixtures
  - Office Equipment

# LIABILITIES

## LIABILITIES INCLUDE...

- Current Liabilities
  - Accounts payable (\$ owed).
  - Credit card payable.
  - Accrued staff vacations.
  - Sales Tax.
  - Grants (State of California advance).
- Long Term Liabilities
  - Loans.
  - Pension commitments.

# CIF-SS BALANCE SHEET

## June 30, 2023

### ASSETS

- \$6,538,723

### LIABILITIES

- \$6,603,569

### EQUITY

- (\$64,846)

# CIF-SS BALANCE SHEET

## June 30, 2023

### NOT TO WORRY...

ASSETS FIGURES REFLECT THE COST AT THE DATE OF PURCHASE AND NOT PRESENT VALUE. FOR EXAMPLE...COST OF OUR BUILDING IN 2002 IS NOT THE SAME AS THE VALUE IN 2022. ALSO, LONG TERM INVESTMENTS COMING OFF OF WORST ANNUAL PERFORMANCE IN A DECADE.

60% OF CIF-SS LONG TERM LIABILITIES ARE CONSERVATIVE PENSION COMMITMENT FORECASTS FOR CURRENT AND FUTURE RETIREES AND FIGURED 40+ YEARS IN THE FUTURE.

# STATE OF CALIFORNIA GRANT

## CIF-SS RECEIVED \$2,712,150...

- Distribution of Grant \$ for the purposes of the CIF Southern Section Mission and Program.
- Sunset date is June 30, 2024.

## DISTRIBUTION YEAR 1 (2022-23)...\$991,325

- Membership Sport Fee “HOLIDAY” (\$765,225).
- Waive Athletic Admin Summit fees (\$53,600).
- Support of Athletic/Activities Director organizations (\$40,000).
- Waive Golf playoff entry fees (\$84,360).
- Track Officials Fees/Wrestling NWCA (\$26,390).
- CIF-SS History Project (\$21,750).



# STATE OF CALIFORNIA GRANT

## PLAN FOR DISTRIBUTION YEAR 2 (2023-24)...

- Similar plan as in prior year.
- More to come toward OUR MISSION!

**AS A NON-PROFIT BUSINESS, THE CIF SOUTHERN SECTION REMAINS COMMITTED TO OPERATING CONSERVATIVELY AND IN A FINANCIALLY RESPONSIBLE MANNER WHICH KEEPS ITS MEMBERSHIP, MISSION AND PROGRAM AS THE PRIMARY FOCUS WHILE REMAINING STEADFAST AND MINDFUL OF LONG-TERM OBLIGATIONS.**



# **C.I.F. SOUTHERN SECTION**

FINANCIAL REPORT

SEPTEMBER 2023



# **MARKETING & COMMUNICATIONS REPORT**



# SUMMIT NUMBERS

REGISTERED ATTENDEES

626



ATHLETIC ADMINISTRATORS  
375



LEADERSHIP  
133



ATHLETIC TRAINERS  
118





# SUMMIT NUMBERS

REGISTERED ATTENDEES

626



ATHLETIC ADMINISTRATORS  
375

ATHLETIC TRAINERS  
118

LEADERSHIP  
133

VENDORS  
98

EXECUTIVE COMMITTEE  
20

PRESENTERS  
11

CIF STAFF  
25



# SUMMIT NUMBERS

REGISTERED ATTENDEES

626



# 780 IN THE BUILDING!

ATHLETIC ADMINISTRATION

780

133

VENDORS

98

EXECUTIVE COMMITTEE

20



11

CIF STAFF

25



PRESENTING PARTNER  
eTeamSponsor

HOSTING BREAKFAST  
GO FAN | NFHS NETWORK

























# **MARKETING & COMMUNICATIONS REPORT**





TITLE PARTNER

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**[SoCalFordDealers.com](http://SoCalFordDealers.com)**





**SoCalFordDealers.com**

**OFFICIAL DIGITAL PARTNER**







**SoCalFordDealers.com**



**LINEAR TV PLATFORM**

**Bally**  
**SPORTS**





[SoCalFordDealers.com](http://SoCalFordDealers.com)



**Bally**  
SPORTS





[SoCalFordDealers.com](http://SoCalFordDealers.com)



**Bally**  
SPORTS





[SoCalFordDealers.com](http://SoCalFordDealers.com)



**Bally**  
SPORTS





[SoCalFordDealers.com](http://SoCalFordDealers.com)



**Bally**  
SPORTS





SoCalFordDealers.com



Bally  
SPORTS





SoCalFordDealers.com



























SoCalFordDealers.com







SoCalFordDealers.com











SoCalFordDealers.com











SoCalFordDealers.com



Rally Sports

















TITLE PARTNER

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**[SoCalFordDealers.com](http://SoCalFordDealers.com)**



# CIF-SS OBLIGATIONS

## Ownership of the CIF-SS High School Championships

Inclusion in CIF-SS Championships title
Presence in 18 custom Championships logos (one per sport; one generic, one Football Game of the Week)
Presence in all playoff brackets released in all sports
Integrated title (verbal and logo) presence in CIFSS promo spot

## Ownership of Academic Awards Program

Inclusion in CIFSS title of Academic Awards program
Inclusion title references of CIF Southern Section Academic Awards Program
FORD Logo on all 54 Academic Award winner banners

## Onsite Game Presence - Regular Season & Playoff/Championships

Sideline signage at all telecast events (Minimum of 8 TV visible signs)
Sideline and/or electronic message board signage at all CIF-SS HS Championships
<i>Minimum 8 locations at Open Division Basketball &amp; D1 Football Finals</i>
<i>Minimum 6 locations at all other Championships</i>
Football Premiere Stadium Final - Presence via Championship logo mid-field (with venue approval)
Basketball Open Division Championship - Presence via Championship logo mid-court (with venue approval)
Minimum 2 Public Address Announcements at every Championship and playoff events
Title and Logo on Jumbotron/Electronic signage as available at major championship venues
Award Presentation or Coin toss participation at six "major" championships
CIF-SS Ford Championship banners distributed to all member schools and hung year round on campus
Couponing at 50 playoff games/events throughout the year
CIF-SS Ford Championship mention on front side of playoff tickets
CIF-SS Ford Championship mention on online Championship ticket purchases

## Digital Assets

Multiple Rotating Banner Ad placement across the top of all CIF-SS web pages year round
Ad placed in rotating video screen on CIF-SS main web page
Sponsor tag on all social media championship mentions

## Championship Awards

Presence via Championship logo on all team 1st & 2nd place Championship plaques
Presence via Championship logo on all team Champions t-shirts (distributed at the end of each event to the athletes)

## Print/Electronic

Championship Program - Full color
<i>Cover and multipage presence via Championship logo</i>
<i>Inside cover premiere full color FORD ad position</i>
<i>Ford logo in all productions; premiere position</i>

## Partnership Branding

Presence via Championship logo on all souvenir t-shirts sold to public at sport Championships
Presence via Championship logo on all staff shirts and credentials issued at Championships
Logo/verbal title presence in CIF-SS :30 PSA on CIF-SS and non CIF-SS Programming

## Promotional Opportunities

Ford branding opportunities at TV Games <i>(venue permission required)</i>
Ford branding opportunities at CIF-SS Championship Events <i>(venue permission required)</i>
Ford local dealer activation opportunities at CIF-SS Events <i>(venue permission required)</i>
Web eblast mail opportunities to CIF-SS member schools, athletic staff and CIF-SS fan lists
Electronic mailing list (all athletics schools/staff) updated and provided annually

## Exclusivity Industry Status

Exclusive Domestic / Foreign non luxury auto category status with CIF-SS
Title position includes "Official Automobile of the CIF-SS" label

## Entertainment

CIF-SS All Event Courtesy Cards good for admission to all schools and playoffs (2 for each Owner & GM)
Premium seating/hospitality access as guest at all Championship events



SoCalFordDealers.com



# OWNERSHIP

## Ownership of the CIF-SS High School Championships

Inclusion in CIF-SS Championships title

Presence in 18 custom Championships logos (one per sport; one generic, one Football Game of the Week)

Presence in all playoff brackets released in all sports

Integrated title (verbal and logo) presence in CIFSS promo spot



## CIF-SS/FORD 2023 BOYS INDIVIDUAL TENNIS CHAMPIONSHIPS - SINGLES

1ST ROUND

Tues., May 23

Biszantz Family TC

2ND ROUND

Tues., May 23

Biszantz Family TC

QRT FINALS

Tues., May 23

Biszantz Fam TC

SEMIFINALS

Wed., May 24

Biszantz Fam TC

FINALS

Wed., May 24

Biszantz Fam TC

Hoffman, Niels (Corona del Mar) Surf #1

Kodumuri, Amrith (Burbank) Pacific #2

Chi Chit Au, Solon (Diamond Bar) Hacienda #1

Gamal, Gregory (Villa Park) Crestview #2

Lokier, Will (Palos Verdes) Bay #2

Cross, John (Corona del Mar) Surf #2

Settles, Caleb (Claremont) Palomares #1

Tallakson, Avery (Woodbridge) Pacific Coast #1

Chang, Michael (Arlington) River Valley #1

Rousseau-Tuan, Julian (Gefen Academy) Coastal #1

Bui, Mason (Yorba Linda) Crestview #1

Brown, David James (Claremont) Palomares #2

Basamakov, Kimi (Westlake) Marmonte #1

Canessa, Tiago (Ventura) Channel #1

Sreem, Ronith (ML King) Big VIII #1

Kim, Ethan (Portola) Pacific Coast #2

Koval, Drew (Oak Park) Coastal Canyon #1

Ferguson, Sean (Peninsula) Bay #1

Rose, Roshan (Newbury Park) Marmonte #2

Am (Burbank) Pacific #1





# ACADEMIC AWARDS

## Ownership of Academic Awards Program

Inclusion in CIFSS title of Academic Awards program

Inclusion title references of CIF Southern Section Academic Awards Program

FORD Logo on all 54 Academic Award winner banners





# GAME PRESENCE

## Onsite Game Presence - Regular Season & Playoff/Championships

Sideline signage at all telecast events (Minimum of 8 TV visible signs)

Sideline and/or electronic message board signage at all CIF-SS HS Championships

*Minimum 8 locations at Open Division Basketball & D1 Football Finals*

*Minimum 6 locations at all other Championships*

Football Premiere Stadium Final - Presence via Championship logo mid-field (with venue approval)

Basketball Open Division Championship - Presence via Championship logo mid-court (with venue approval)

Minimum 2 Public Address Announcements at every Championship and playoff events

Title and Logo on Jumbotron/Electronic signage as available at major championship venues

Award Presentation or Coin toss participation at six "major" championships

CIF-SS Ford Championship banners distributed to all member schools and hung year round on campus

Couponing at 50 playoff games/events throughout the year

CIF-SS Ford Championship mention on front side of playoff tickets

CIF-SS Ford Championship mention on online Championship ticket purchases

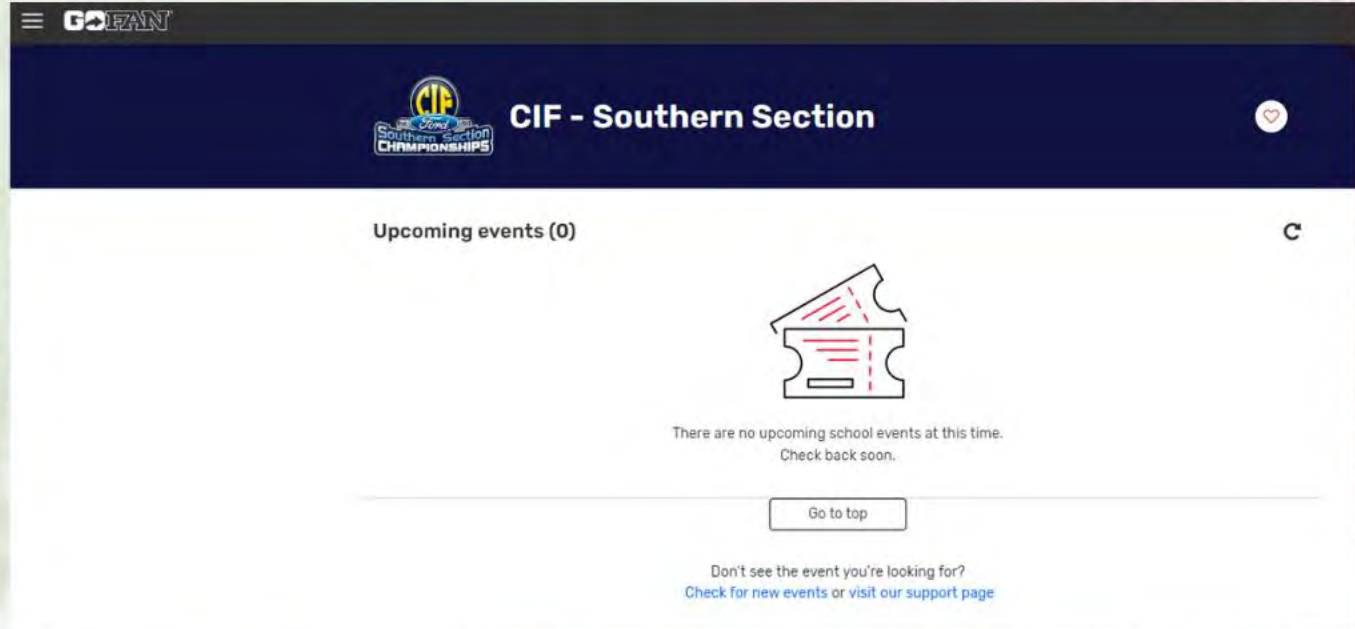




# GAME PRESENCE

## Onsite Game Presence - Regular Season & Playoff/Championships

Sideline signage at all telecast events (Minimum of 8 TV visible signs)
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CIF-SS Ford Championship mention on online Championship ticket purchases



THE **SOUTHERN CALIFORNIA FORD DEALERS** ARE PROUD TO SPONSOR THE CIF SOUTHERN SECTION CHAMPIONSHIPS. WHEN THE COMMUNITY WORKS TOGETHER AS A TEAM, GREAT THINGS HAPPEN FOR OUR STUDENTS. STOP BY YOUR LOCAL DEALER TO SEE THE ENTIRE FORD LINE UP.

THE **SOUTHERN CALIFORNIA FORD DEALERS** ARE PROUD TO INVEST IN OUR LOCAL HIGH SCHOOLS.

THE **SOUTHERN CALIFORNIA FORD DEALERS** ARE PROUD TO HELP OUR LOCAL SCHOOLS AND ATHLETES GO FURTHER. VISIT SO CAL FORD DEALERS DOT COM TO FIND A DEALER IN YOUR NEIGHBORHOOD.





# DIGITAL PRESENCE

## Digital Assets

Multiple Rotating Banner Ad placement across the top of all CIF-SS web pages year round

Ad placed in rotating video screen on CIF-SS main web page

Sponsor tag on all social media championship mentions

**MESSAGE FROM THE COMMISSIONER**

**"MEET THE COMMISSIONER"**

JULY 27, 2023

COMMISSIONER'S MESSAGES July 27, 2023

**Meet The New Commissioner**

COMMISSIONER'S MESSAGES

**2023-2024 Eligibility Workshop Schedule Announced**

COMMISSIONER'S MESSAGES

**Good Night, Good Bye**

COMMISSIONER'S MESSAGES

**Rainer Wulf**

COMMISSIONER'S MESSAGES

**It Is Time**

**Sponsored By**

**Ford**  
PROUDLY SUPPORTING HIGH SCHOOL ATHLETES  
SoCalFordDealers.com

**Cane's**  
CHICKEN FINGERS  
OFFICIAL CHICKEN OF CIF-SS

**Bally Sports**  
HOME OF  
CIF Southern Section  
GAME ON

**OFFICIAL BASEBALL & SOFTBALL**  
Rawlings  
CIF

**70** **2023 CIF SOUTHERN SECTION FORD GIRLS BASKETBALL OPEN DIVISION CHAMPIONS** **57**

#CIFSSBASKETBALL

Like Comment Share



# CHAMPIONSHIP AWARDS

## Championship Awards

Presence via Championship logo on all team 1st & 2nd place Championship plaques

Presence via Championship logo on all team Champions t-shirts (distributed at the end of each event to the athletes)





# CHAMPIONSHIP PROGRAM

## Print/Electronic

Championship Program - Full color

Cover and multipage presence via Championship logo

Inside cover premiere full color FORD ad position

Ford logo in all productions; premiere position



PROUDLY SUPPORTING  
**SO CAL**  
HIGH SCHOOL ATHLETES



SoCalFordDealers.com



2023 CIF-SS FORD Girls Team Beach Volleyball Championship Program

Created Mar 28th, 2023



2023 CIF-SS FORD Boys Individual Tennis Championship Program

Created Mar 28th, 2023



2023 CIF-SS FORD Boys Team Tennis Championship Program

Created Mar 28th, 2023



2023 CIF-SS FORD Swimming Championship Program (D4)

Created Mar 28th, 2023



2023 CIF-SS FORD Swimming Championship Program (D3)

Created Mar 28th, 2023



2023 CIF-SS FORD Swimming Championship Program (D2)

Created Mar 28th, 2023



# PARTNERSHIP BRANDING

## Partnership Branding

Presence via Championship logo on all souvenir t-shirts sold to public at sport Championships

Presence via Championship logo on all staff shirts and credentials issued at Championships

Logo/verbal title presence in CIF-SS :30 PSA on CIF-SS and non CIF-SS Programming





# PROMOTIONAL OPPORTUNITIES

## Promotional Opportunities

Ford branding opportunities at TV Games (venue permission required)

Ford branding opportunities at CIF-SS Championship Events (venue permission required)

Ford local dealer activation opportunities at CIF-SS Events (venue permission required)

Web eblast mail opportunities to CIF-SS member schools, athletic staff and CIF-SS fan lists

Electronic mailing list (all athletics schools/staff) updated and provided annually





# ENTERTAINMENT

## Entertainment

CIF-SS All Event Courtesy Cards good for admission to all schools and playoffs (2 for each Owner & GM)

Premium seating/hospitality access as guest at all Championship events





# EXCLUSIVITY

## Exclusivity Industry Status

Exclusive Domestic / Foreign non luxury auto category status with CIF-SS

Title position includes "Official Automobile of the CIF-SS" label







**SoCalFordDealers.com**

**OFFICIAL DIGITAL PARTNER**





# THE NFHS NETWORK



**AS PART OF THIS NEW PARTNERSHIP, THE SOUTHERN CALIFORNIA FORD DEALERS WILL RECEIVE ADDITIONAL MEDIA ADVERTISING AND DIGITAL EXPOSURE THROUGH CIF SOUTHERN SECTION EVENTS THAT ARE LIVE ON THE NFHS NETWORK.**

## **ABOUT THE NFHS NETWORK**

**THE NFHS NETWORK IS THE LEADER IN STREAMING LIVE AND ON DEMAND HIGH SCHOOL SPORTS.**

**THE NFHS NETWORK COVERS 27 DIFFERENT REGULAR SEASON AND POSTSEASON SPORTS, AS WELL AS OTHER HIGH SCHOOL ACTIVITIES, CELEBRATING THE ACCOMPLISHMENTS OF STUDENT-ATHLETES, STUDENT-BROADCASTERS, AND HIGH SCHOOLS ACROSS THE COUNTRY.**

**PARTNERED WITH THE NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS, 44+ HIGH SCHOOL STATE ATHLETIC/ACTIVITIES ASSOCIATIONS, AND PLAYON! SPORTS, THE NFHS NETWORK IS A JOINT VENTURE CREATED TO PROVIDE FANS WITH THE ABILITY TO STREAM HIGH SCHOOL SPORTS ON ANY DEVICE, FROM WHEREVER THEY ARE.**

**ALL NFHS NETWORK EVENTS ARE AVAILABLE TO WATCH ONLINE AT [WWW.NFHSNETWORK.COM](http://WWW.NFHSNETWORK.COM) AND THROUGH THE NFHS NETWORK MOBILE APPS FOR IOS, ANDROID AND OUR TV APPS FOR ROKU, AMAZON FIRE, GOOGLE TV AND APPLE TV. FOLLOW US ON FACEBOOK, TWITTER, INSTAGRAM AND YOUTUBE.**



# THE NFHS NETWORK



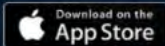
WATCH LIVE!

## Smartphone



### NFHS Network App

Watch games live and on-demand on the NFHS Network app.



### Web Browser NFHSnetwork.com

Watch games live and on-demand on NFHSnetwork.com. Plus you can watch highlights, find games of the week, and watch other events such as graduations and non sports events.

## Tablet



### NFHS Network App

Watch games live and on-demand on the NFHS Network app.



### Web Browser NFHSnetwork.com

Watch games live and on-demand on NFHSnetwork.com. Plus you can watch highlights, find games of the week, and watch other events such as graduations and non sports events.

## Computer



### NFHSnetwork.com

Watch NFHS network games live and on-demand on your laptop or desktop. Check out all the NFHS Network has to offer including highlights, the NFHS Network Store, the 'watch later' feature, and many more.

To watch videos, **sign in** and **subscribe**, and select an event to watch.

Don't forget to **support your school!**

## Connected Devices

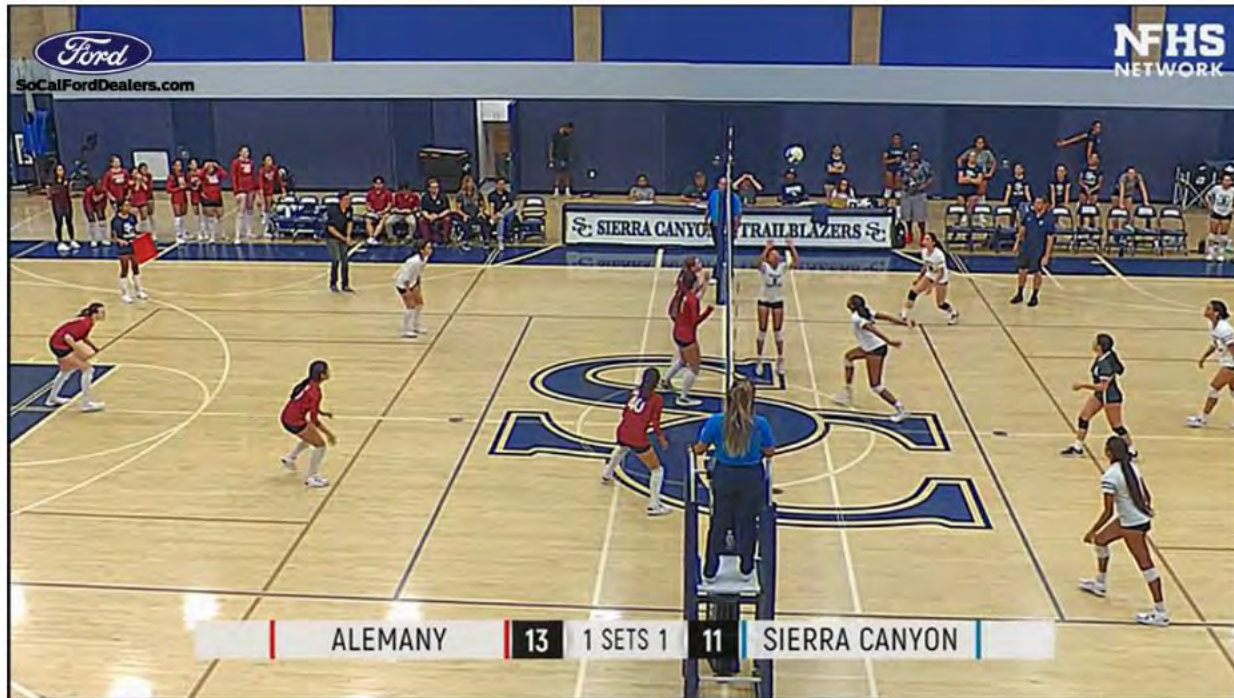




# THE NFHS NETWORK



IN-GAME AD PLACEMENT FOR EVERY CIF SOUTHERN SECTION EVENT  
(ALL LEVELS: FRESHMAN, JUNIOR VARSITY, VARSITY)



SoCalFordDealers.com



# 2022-2023

## NFHS NETWORK BROADCASTS IN THE CIF-SS



SPORT	EVENTS	MINUTES VIEWED
Badminton	9	97
Baseball	262	97,650
Basketball	7,328	2,943,497
Cheerleading and Dance	23	2,268
Cross Country	1	
Field Hockey	18	255
Flag Football	14	213
Football	1,473	1,944,314
Lacrosse	1,041	159,338
Soccer	4,058	881,267
Softball	29	2,541
Swimming and Diving	17	539
Track and Field	23	351
Unified Sports	2	12
Volleyball	5,022	820,429
Water Polo	235	18,614
Wrestling	335	19,763
GRAND TOTAL	19,890	6,891,148





# PIXELLOT



**PIXELLOT CAMERAS ARE GIVING OUR MEMBER SCHOOLS THE OPPORTUNITY TO BROADCAST AND WATCH LIVE SPORTING EVENTS ALL THROUGHOUT OUR SECTION ON THE NFHS NETWORK.**

**THESE CAMERAS ARE PLACED IN GYMS, STADIUMS, ON POOL DECKS AND MUCH MORE!**

## WHAT IS A PIXELLOT?

**EVERY DAY, ALL AROUND THE WORLD, MILLIONS OF SPORTING EVENTS UNFOLD, BUT BECAUSE OF THE COSTS INVOLVED, THESE GAMES ARE NEVER BROADCAST. THAT'S WHY PIXELLOT PIONEERED THE CONCEPT OF AUTOMATED SPORTS PRODUCTION – TO ENABLE FANS, FAMILY AND FRIENDS TO WATCH THE SPORTING EVENTS THAT MATTER TO THEM THE MOST, LIVE AND ON-DEMAND. FOUNDED IN 2013, PIXELLOT REVOLUTIONIZED THE SPORTS WORLD BY DEVISING AUTOMATED PRODUCTION THAT ENABLES HIGH-QUALITY VIDEO COVERAGE AT A FRACTION OF THE COST. USING AI, (ARTIFICIAL INTELLIGENCE), MACHINE LEARNING, CAMERA ARRAYS, SOFTWARE AND CLOUD COMPUTING, PIXELLOT SOLUTIONS DELIVER DYNAMIC COVERAGE OF THE GAME FLOW BY FOCUSING ON THE RELEVANT ACTION HAPPENING ON THE FIELD OR COURT.**





# PIXELLOT



THE CIF SOUTHERN SECTION CURRENTLY HAS OVER 500 CAMERAS INSTALLED IN OVER 250 SCHOOLS

## CIF-SS SCHOOLS WITH PIXELLOTS

ACADEMY OF ACADEMIC EXCELLENCE  
ACADEMY OF THE CANYONS  
ALISO NIGUEL HIGH SCHOOL  
ALTA LOMA HIGH SCHOOL  
ANAHEIM HIGH SCHOOL  
ANTELOPE VALLEY HIGH SCHOOL  
AQUINAS HIGH SCHOOL  
ARLINGTON HIGH SCHOOL  
ARROWHEAD CHRISTIAN ACADEMY  
ARROYO HIGH SCHOOL  
ARROYO VALLEY HIGH SCHOOL  
ARTESIA HIGH SCHOOL  
AYALA HIGH SCHOOL  
BANNING HIGH SCHOOL

BEAUMONT HIGH SCHOOL  
BELL GARDENS HIGH SCHOOL  
BELLFLOWER HIGH SCHOOL  
BEVERLY HILLS HIGH SCHOOL  
BIG BEAR HIGH SCHOOL  
BISHOP AMAT HIGH SCHOOL  
BONITA HIGH SCHOOL  
BRENTWOOD HIGH SCHOOL  
BUENA HIGH SCHOOL  
BUENA PARK HIGH SCHOOL  
BURROUGHS HIGH SCHOOL  
CAJON HIGH SCHOOL  
CALIFORNIA HIGH SCHOOL  
CALIFORNIA LUTHERAN HIGH SCHOOL

CALIFORNIA MILITARY INSTITUTE  
CALVARY CHAPEL HIGH SCHOOL  
CALVARY CHAPEL HIGH SCHOOL  
CAMARILLO HIGH SCHOOL  
CAMPBELL HALL HIGH SCHOOL  
CANTWELL-SACRED HEART OF MARY HIGH SCHOOL  
CANYON HIGH SCHOOL  
CANYON HIGH SCHOOL  
CANYON SPRINGS HIGH SCHOOL  
CAPISTRANO VALLEY HIGH SCHOOL  
CASTAIC HIGH SCHOOL  
CATHEDRAL HIGH SCHOOL  
CENTENNIAL HIGH SCHOOL (CORONA)  
CENTENNIAL HIGH SCHOOL (COMPTON)



# PIXELLOT



## CIF-SS SCHOOLS WITH PIXELLOTS

CHANNEL ISLANDS HIGH SCHOOL

CHAPARRAL HIGH SCHOOL

CHARTER OAK HIGH SCHOOL

CHINO HIGH SCHOOL

CHINO HILLS HIGH SCHOOL

CITRUS HILL HIGH SCHOOL

CITRUS VALLEY HIGH SCHOOL

CLAREMONT HIGH SCHOOL

COLONY HIGH SCHOOL

COMPTON EARLY COLLEGE

COMPTON HIGH SCHOOL

COVINA HIGH SCHOOL

CREAN LUTHERAN HIGH SCHOOL

CRESCENTA VALLEY HIGH SCHOOL

CRESPI HIGH SCHOOL

CROSSROADS HIGH SCHOOL

CULVER CITY HIGH SCHOOL

CYPRESS HIGH SCHOOL

DANA HILLS HIGH SCHOOL

DEL SOL HIGH SCHOOL

DESERT HOT SPRINGS HIGH SCHOOL

DIAMOND BAR HIGH SCHOOL

DIAMOND RANCH HIGH SCHOOL

DOMINGUEZ HIGH SCHOOL

DON LUGO HIGH SCHOOL

DOS PUEBLOS HIGH SCHOOL

DOWNEY HIGH SCHOOL

DUNN HIGH SCHOOL

EASTSIDE HIGH SCHOOL

EDGEWOOD HIGH SCHOOL

EDISON HIGH SCHOOL (HUNTINGTON BEACH)

EL DORADO HIGH SCHOOL

EL MONTE HIGH SCHOOL

EL TORO HIGH SCHOOL

ELEANOR ROOSEVELT HIGH SCHOOL

ESPERANZA HIGH SCHOOL

EXCELSIOR CHARTER HIGH

FIREBAUGH HIGH SCHOOL

FLINTRIDGE SACRED HEART ACADEMY

FOUNTAIN VALLEY HIGH SCHOOL

FULLERTON UNION HIGH SCHOOL

GAHR HIGH SCHOOL



# PIXELLOT



## CIF-SS SCHOOLS WITH PIXELLOTS

GANESHA HIGH SCHOOL  
GAREY HIGH SCHOOL  
GILBERT HIGH SCHOOL  
GLEN A WILSON HIGH SCHOOL  
GLENDALE ADVENTIST ACADEMY  
GLENDALE HIGH SCHOOL  
GLENDORA HIGH SCHOOL  
GOLDEN VALLEY HIGH SCHOOL (WSHUHSD)  
GREAT OAK HIGH SCHOOL  
HART HIGH SCHOOL (WSHUHSD)  
HAWTHORNE HIGH SCHOOL  
HEMET HIGH SCHOOL  
HERBERT HOOVER HIGH SCHOOL - GLENDALE  
HERITAGE CHRISTIAN HIGH SCHOOL

HERITAGE HIGH SCHOOL  
HOLY MARTYRS HIGH SCHOOL  
HUNTINGTON BEACH HIGH SCHOOL  
INDIO HIGH SCHOOL  
INGLEWOOD HIGH SCHOOL  
IRVINE HIGH SCHOOL  
JOHN W. NORTH HIGH SCHOOL  
JUNIPERO SERRA HIGH SCHOOL  
JURUPA VALLEY HIGH SCHOOL  
KATELLA HIGH SCHOOL  
KENNEDY HIGH SCHOOL  
KNIGHT HIGH SCHOOL  
LA HABRA HIGH SCHOOL  
LA PUENTE HIGH SCHOOL

LA QUINTA HIGH SCHOOL  
LA REINA HIGH SCHOOL  
LA SALLE HIGH SCHOOL  
LA SERNA HIGH SCHOOL  
LA SIERRA ACADEMY  
LAGUNA HILLS HIGH SCHOOL  
LANCASTER BAPTIST SCHOOL  
LAWNDALE HIGH SCHOOL  
LE LYCEE HIGH SCHOOL  
LINFIELD CHRISTIAN HIGH SCHOOL  
LITTLEROCK HIGH SCHOOL  
LOARA HIGH SCHOOL  
LOMA LINDA ACADEMY  
LOS ALTOS HIGH SCHOOL



# PIXELLOT



## CIF-SS SCHOOLS WITH PIXELLOTS

LOYOLA HIGH SCHOOL  
LUTHERAN HIGH SCHOOL  
LYNWOOD HIGH SCHOOL  
MAGNOLIA HIGH SCHOOL  
MAGNOLIA SCIENCE ACADEMY  
MALIBU HIGH SCHOOL  
MARINA HIGH SCHOOL  
MARLBOROUGH SCHOOL  
MARTIN LUTHER KING HIGH SCHOOL  
MAYFAIR HIGH SCHOOL  
MAYFIELD SENIOR SCHOOL OF THE HOLY CHILD  
MESA GRANDE HIGH SCHOOL  
MIRA COSTA HIGH SCHOOL  
MISSION VIEJO HIGH SCHOOL

MONTCLAIR HIGH SCHOOL  
MONTEBELLO HIGH SCHOOL  
MOORPARK HIGH SCHOOL  
MORENO VALLEY HIGH SCHOOL  
MORNINGSIDE HIGH SCHOOL  
MOUNTAIN VIEW HIGH SCHOOL (EL MONTE)  
MURRIETA MESA HIGH SCHOOL  
MURRIETA VALLEY HIGH SCHOOL  
NEWBURY PARK ADVENTIST HIGH  
NEWPORT CHRISTIAN SCHOOL  
NOGALES HIGH SCHOOL  
NOTRE DAME HIGH SCHOOL (SHERMAN OAKS)  
NOVA ACADEMY EARLY COLLEGE HIGH SCHOOL  
OCEAN VIEW HIGH SCHOOL

ONTARIO HIGH SCHOOL  
ORANGE LUTHERAN HIGH SCHOOL  
ORANGEWOOD ACADEMY  
OXFORD ACADEMY  
OXNARD HIGH SCHOOL  
PACIFICA CHRISTIAN ORANGE COUNTY  
PACIFICA HIGH SCHOOL  
PALM DESERT HIGH SCHOOL  
PALM SPRINGS HIGH SCHOOL  
PALMDALE HIGH SCHOOL  
PALOMA VALLEY HIGH SCHOOL  
PALOS VERDES HIGH SCHOOL  
PARACLETE HIGH SCHOOL  
PATRIOT HIGH SCHOOL



# PIXELLOT



## CIF-SS SCHOOLS WITH PIXELLOTS

PENINSULA HIGH SCHOOL  
PERRIS HIGH SCHOOL  
PILIBOS HIGH SCHOOL  
PIONEER HIGH SCHOOL  
POLYTECHNIC HIGH SCHOOL - RIVERSIDE  
POLYTECHNIC SCHOOL  
POMONA HIGH SCHOOL  
PORTOLA HIGH SCHOOL  
PROVIDENCE HIGH SCHOOL  
QUARTZ HILL HIGH SCHOOL  
RANCHO MIRAGE HIGH SCHOOL  
REDLANDS ADVENTIST HIGH SCHOOL  
REDLANDS EAST VALLEY HIGH SCHOOL  
REDLANDS HIGH SCHOOL

RIM OF THE WORLD HIGH SCHOOL  
RIO MESA HIGH SCHOOL  
RIVERSIDE PREPARATORY HIGH SCHOOL  
ROSEMEAD HIGH SCHOOL  
ROWLAND HIGH SCHOOL  
RUBIDOUX HIGH SCHOOL  
SACRED HEART HIGH SCHOOL  
SADDLEBACK HIGH SCHOOL  
SAINT BONAVENTURE HIGH SCHOOL  
SAN BERNARDINO HIGH SCHOOL  
SAN CLEMENTE HIGH SCHOOL  
SAN JACINTO HIGH SCHOOL  
SAN JACINTO VALLEY ACADEMY  
SAN JUAN HILLS HIGH SCHOOL

SAN MARCOS HIGH SCHOOL  
SAN MARINO HIGH SCHOOL  
SANTA BARBARA HIGH SCHOOL  
SANTA CLARA HIGH SCHOOL  
SANTA FE HIGH SCHOOL  
SANTA ROSA ACADEMY  
SAUGUS HIGH SCHOOL  
SAVANNA HIGH SCHOOL  
SCHURR HIGH SCHOOL  
SEGERSTROM HIGH SCHOOL  
SERVITE HIGH SCHOOL  
SHADOW HILLS HIGH SCHOOL  
SIERRA CANYON HIGH SCHOOL  
SONORA HIGH SCHOOL



# PIXELLOT



## CIF-SS SCHOOLS WITH PIXELLOTS

**SOUTH EL MONTE HIGH SCHOOL**

**ST. ANTHONY HIGH SCHOOL**

**ST. BERNARD HIGH SCHOOL**

**ST. GENEVIEVE HIGH SCHOOL**

**ST. JOHN BOSCO HIGH SCHOOL**

**ST. MARGARET'S EPISCOPAL SCHOOL**

**ST. MARYS ACADEMY**

**SUNNY HILLS HIGH SCHOOL**

**TAHQUITZ HIGH SCHOOL**

**TARBUT V TORAH HIGH SCHOOL**

**TEMECULA PREPARATORY SCHOOL**

**TEMECULA VALLEY HIGH SCHOOL**

**TESORO HIGH SCHOOL**

**THE WEBB SCHOOLS**

**TRABUCO HILLS HIGH SCHOOL**

**TROY HIGH SCHOOL**

**UNITED CHRISTIAN ACADEMY**

**UPLAND HIGH SCHOOL**

**VALENCIA HIGH SCHOOL**

**VALENCIA HIGH SCHOOL (WSHUHSD)**

**VALLEY TORAH HIGH SCHOOL**

**VALLEY VIEW HIGH SCHOOL**

**VASQUEZ HIGH SCHOOL**

**VENTURA HIGH SCHOOL**

**VIEWPOINT HIGH SCHOOL**

**VILLA PARK HIGH SCHOOL**

**VILLAGE CHRISTIAN HIGH SCHOOL**

**VILLANOVA PREPARATORY SCHOOL**

**VISTA DEL LAGO HIGH SCHOOL**

**VISTA MURRIETA HIGH SCHOOL**

**WALNUT HIGH SCHOOL**

**WARREN HIGH SCHOOL**

**WEST COVINA HIGH SCHOOL**

**WEST RANCH HIGH SCHOOL**

**WEST VALLEY HIGH SCHOOL**

**WESTERN CHRISTIAN HIGH SCHOOL**

**WESTERN HIGH SCHOOL**

**WESTMINSTER HIGH SCHOOL**

**WESTRIDGE HIGH SCHOOL**

**WHITNEY HIGH SCHOOL**

**WHITTIER CHRISTIAN HIGH SCHOOL**

**WHITTIER HIGH SCHOOL**



# PIXELLOT



## CIF-SS SCHOOLS WITH PIXELLOTS

WISEBURN DA VINCI

WOODCREST CHRISTIAN HIGH SCHOOL

WORKMAN HIGH SCHOOL

XAVIER COLLEGE PREPARATORY

YORBA LINDA HIGH SCHOOL

YUCAIPA HIGH SCHOOL







**SoCalFordDealers.com**



**LINEAR TV PLATFORM**

**Bally**  
**SPORTS**









# **MARKETING & COMMUNICATIONS REPORT**



**C. I. F. SOUTHERN SECTION**  
**Treasurer's Report**  
Executive Committee Meeting  
September 21, 2023

**I. CIF-SS ANNUAL AUDIT (2022-23):**

- A. Audit firm Harrington Group will be on site for fieldwork in last week of November.

**II. MEMBERSHIP SPORTS FEES 2023-24:**

- A. 558 total Member schools.
  - 1. Despite dues being waived, ALL schools must create \$0 invoice.
  - 2. 544 have created invoice (97%).
  - 3. Sports Fees traditionally due annually on October 1.

**III. PAYING SCHOOLS VIA ACH (electronically):**

- A. Ongoing goal to pay schools ACH during fiscal 2023-24.
- B. Implementation ongoing with schools interested.

**IV. CIF-SS PERSONNEL:**

- A. Finally, back at FULL strength with 17 employees.
- B. In the last 12 months...staff turned over by almost 25%.
  - 1. Receptionist
  - 2. Commissioner
  - 3. Assistant Commissioner
  - 4. Communications Coordinator

**V. QUIZ ???**

- A. Can you name ALL 10 CIF Southern Section Commissioners in order?
  - 1. Seth Van Patten (1929 – 1950)
  - 2. Bill Russell (1950 – 1954)
  - 3. Ken Fagens (1954 – 1975)
  - 4. Tom Byrnes (1975 – 1980)
  - 5. Ray Plutko (1980 – 1986)
  - 6. Stan Thomas (1986 – 1993)
  - 7. Dean Crowley (1993 – 1999)
  - 8. Jim Staunton (1999 – 2011)
  - 9. Rob Wigod (2011 – 2023)
  - 10. Mike West (2023 – present)

Prepared by:  
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