



**US Lacrosse - Oregon Chapter Meeting  
September 19, 2005  
Multnomah Athletic Club  
MINUTES  
(unapproved)**

**Board Members in Attendance:**

Ann Witsil	Sara Roberts
Kent Roberts	Andrea Shatz
Ziba Cranmer	Terry Vance
Sam Sadtler	Doug Foster
Fred Zensen	Ron Miller

**Absent:**

Bill Lake, OHSLA, Jen Larsen, Josh Barbour, Sky Goodrich

**Others Attending:**

Doug Zanger (stakeholder) Nicole DeHoratius

**1. Board Business**

Approval of Minutes. Minutes from the August 3, 2005 meeting were approved with no changes.

Financial Report. Ann reported that the Chapter account stands at \$3275.46 as of September 12. Recently, D&O Insurance was purchased/renewed, the \$500 in grant funds from USLA arrived, and a USLA rebate check of approximately \$925.00.

Action: Sky has asked the Chapter to begin finding his replacement as Co-Treasurer; Sam stated he will continue through 05-06 as Co-Treasurer, but asked the Board to name someone to transition into this job over the coming year and take over as of next fall. See accompanying financial report for recent activity details.

Strategic Plan/Vision. See accompanying Outline for 2005-07 Chapter objectives. The vision includes new areas of promoting and maintaining good sportsmanship, promoting lacrosse's "culture", enhancing statewide resources and communications, boosting funding for the Chapter through various means, focusing on the youth game, growing field resources, defining membership benefits and clearing up issues relative to USLA funding, and increasing visibility for the Chapter and the game.

USLA membership was discussed: issues discussed included the perceived value of the benefits as stated by USLA, insurance factors, the cost to youth teams, whether to require players vs leagues sending a "participation" amount to the Chapter. Kent outlined the need to communicate the availability of insurance information to all players at all levels and leagues.

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Action: Sara will post the 05-07 Vision Statement on the website. Ann will continue the conversation with USLA about membership and raising the rebates to the Chapter. Kent offered to meet with OGLA, OHSLA, youth leagues and any others regarding the importance of insurance and adequate coverage for all programs. He will include USLA membership and how USLA insurance can be a good resource. Doug Z. and Sara will work together to develop a simple membership/insurance benefits communications piece that can be posted to the web, handed out to coaches, players and parents. A Chapter statement about insurance can be posted to the website, along with any Chapter statement on sportsmanship.

Unassigned: It was agreed that the Chapter's interest in better sportsmanship this year would be communicated via the website, a coach's letter and as a handout at league meetings.

Board Membership. The following changes are being made to the Board. All other positions and segment reps remain the same.

<u>Leaving</u>	<u>Position</u>	<u>Replacement</u>
Sky Goodrich	Co-Treasurer	Sam Sadtler + TBD
Andy Croll	At-Large	TBD
Amy Einstein	OGLA/girls HS	Carie Strahorn-Brown
Ingrid Maartens	Women's Club	Ziba Cranmer
Jim Hammon	OHSLA	TBD
Josh Barbour	Men's College	TBD

Action: Ann to invite Bill Rexford (Sisters) to join in an At-Large capacity. Doug F. or Tom suggested Joe Kerwin for Men's college and Doug offered to contact. Andrea requested that she no longer be listed as OGLA's alternate but in an At-Large position. Once all Board positions are confirmed, Sara will post to the website and provide all with copies of a new Board listing. In the meantime, the website will post Co-Treasurer position, and an all-call for persons interested in fundraising.

Hall of Fame. No report.

Communications/Promotions/Website. Ann reported that she has had some entities interested in advertising on the website, along with some other cross promoting. She is moving ahead with NLL partnering that would include game tickets that the Chapter purchases for reduced price and sells for full price. Sara noted that she has been talking with the Lumberjax staff to cross promote with our respective logos and direct links to each other's sites. A subcommittee still has to meet on website advertising rates and schedules.

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Doug Z. introduced his PR/communications background and offered up his professional counsel to the Chapter.

Action. Doug Z. asked that everyone give him the top 3 things people would like to see the Chapter advertise, promote or otherwise communicate about lacrosse in Oregon. All comments welcome: It can be anything from recruiting more players to sportsmanship...

Fundraising. As a followup to previous Board discussions about finding fundraising opportunities that support Chapter objectives, Tom met with a fundraising consultant who specializes in “cause” marketing. The consultant suggested getting parents involved who have the discretionary time and funds and connections to make a fundraising event happen. It could be done without large cost. One can also “buy” a fundraising event planner for perhaps \$3000 or so. One cause-related marketing hook that has been successful is to do a “share profit” night with a restaurant, have NLL players attend, etc.

Action. Sam will ask a McMenemins contact of their interest. Ann will keep in contact with the NLL team for opportunities.

PCA Clinic. Ann confirmed that the 2006 PCA Clinic will be held the 3<sup>rd</sup> Saturday in January. It will include upgraded coaching clinics for both boys and girls segments. The PCA segment would be separate.

Action: Determine site and hosting of clinic.

## 2. Other Business

Ziba informed the Board that Nike will be hosting a women’s exhibition game(s) on Saturday, February 18. The teams that are playing are UofO vs UNC, and Cornell vs Stanford. More information to come. Sara will post to the website.

Ann mentioned that the Chapter is helping OGLA with information about lacrosse at a “GirlFest” event.

Sara asked everyone to keep sending calendar and activity information to post to oregonlax.com to keep audiences current.

## 3. Meeting Dates

It was agreed that the first Tuesday of every month would be the Board meeting schedule for the 2005-06 year.

## 4. Adjourn

The meeting was adjourned at approximately 7:20 p.m.

## 5. Next meeting

Tuesday, October 4, 5:30-7:00 PM, Multnomah Athletic Club unless advise otherwise.