

# **The President's Council on Physical Fitness and Sports**

**Council Meeting  
September 29, 2003  
Washington, DC**

## **Summary Minutes**

### **MORNING SESSION**

#### **Call to Order, Welcome, and Roll Call**

Commander Penelope Royall welcomed the members of the President's Council on Physical Fitness and Sports (PCPFS) and thanked them, and the guests and visitors, for attending. Mr. Lynn Swann added that an exciting day had been planned, including reports about programs that could be models for future PCPFS efforts. Ms. Dona Shamburg called the roll; fourteen Council members were present and five absent.

#### **Introductions**

##### ***Jane Wargo***

Commander Royall introduced Jane Wargo, the new program analyst on the PCPFS staff. Ms. Wargo began work as an analyst in July 2003, after employment with the National Coalition to Promote Physical Activity and the National Recreation and Parks Association. A former PCPFS intern, Ms. Wargo has a Master of Science degree in Wellness Management from Ball State University.

##### ***Melissa Johnson***

Commander Royall introduced the new PCPFS Executive Director, Melissa Johnson. Ms. Johnson formerly served as Executive Director of the California Governor's Council on Fitness and Sports. Prior to this, she was Director of Operations for National Fitness Leaders Association. Ms. Johnson has a Master of Science degree in Health/Fitness Management from American University and has been active in the field for 20 years. Commander Royall lauded Ms. Johnson's sterling background and vast network of colleagues and friends in the field. These are among the qualifications that make her the ideal director to lead the reinvigorated Council forward in accomplishing the President's mission.

#### **Introductory Comments by Melissa Johnson**

Ms. Johnson thanked Commander Royall, the Council, and the staff for their hard work. As a result of their efforts, the Council is now optimally positioned to advance President George W. Bush's HealthierUS initiative and to promote the Steps to a HealthierUS laid

out by Tommy G. Thompson, Secretary of the Department of Health and Human Services (DHHS). The Council is eager to learn about fitness programs being developed to reach people in new and creative ways. This meeting will open the door for new and renewed collaboration among friends in the field to reach the President's Challenge goal of engaging 20 million Americans in regular physical activity during the next two years.

### **PCPFS Committee Updates**

Mr. Swann also welcomed Ms. Johnson. After the Council members introduced themselves, he called for the Committee reports.

#### ***Communications Committee***

Janice Meer spoke for Paul Carrozza, who sent his best wishes to the Council and his regrets for being unable to attend the meeting.

Ms. Meer explained that the speaker and media kits available at the meeting superceded the earlier versions, and she disseminated a handout about Council members' accomplishments in the communications arena. She added that Council staff will tailor the materials as needed to support members' presentations.

Ms. Meer asked Council members to identify and inform her about speaking opportunities and local media and organizations interested in fitness and sports. She will conduct the initial work setting up meetings, speeches, and other presentations for the members. As part of their efforts, members were encouraged to make contact with their local YMCAs, which are being targeted nationwide.

Mr. Swann has been setting the pace for Council member participation, Ms. Meer added. He has been speaking with members of the PCPFS target populations at every place he visits, and he has made promoting the Challenge part of "business as usual."

Ms. Meer also reported on other communication efforts:

- With guidance from Dr. Jaime Davidson, PCPFS staff has developed simple and straight-forward fitness "prescription" cards that can be tailored for use by any organization or medical practice recommended by Council members. The model card is making its way through the DHHS publications process in record time.
- The Council e-newsletter has been upgraded. Ms. Meer asked Council members to send her information about their efforts promoting the President's fitness message so that these might be included in the newsletter.

Additionally, Ms. Meer encouraged members to continue to develop story ideas and other concepts for media tools that promote the Challenge. She cited several recent accomplishments: (1) Ms. Austin produced a video public service announcement (PSA) and aired on her television show and (2) articles have been placed in *Parade*, *U.S.A. Today*-- *Weekend*, and specialty publications.

The PCPFS communication tools and platform are in place and in use. For example, Council members spoke at 40 events last year, not counting Mr. Swann's engagements.

Ms. Meer urged members to continue and expand their efforts. She and other Council staffers are eager to support State, local, and national efforts. Staff can assist with:

- Making arrangements for speaking engagements
- Tailoring media kits
- Generating story ideas and writing and editing stories
- Other activities as requested

Ms. Meer will be contacting the Council members to learn how the communications staff might best help them.

***Comments from Meeting Participants.*** Mr. Swann thanked Ms. Meer and Joey King for their work developing and rapidly tailoring media kits to meet speaker requests. He also encouraged the Council to listen to suggestions from audiences at their speaking engagements and share them with PCPFS staff; audience members may provide valuable ideas that can be incorporated in the media kits. He cited the modifications made in the obesity presentation as an example. A program participant explained that overweight people who exercise may be in better shape than thin people who do not exercise. This information has been added to the Council presentation.

Ms. Meer noted that Council members can duplicate and disseminate all materials except the slides with the President's Council seal. The information from the Council slides is available without the seal.

### ***Program Committee***

John Burke made a PowerPoint presentation to update the Council about the Program Committee's activities.

The President's Challenge program ([www.presidentschallenge.org](http://www.presidentschallenge.org)) was launched by President Bush in July, and more people are signing up every day. The newly available program is an effective, easily used tool for building public commitment to the President's Challenge. The program can be: (1) customized for different groups and businesses and (2) tailored to focus initially on specific sports.

Trek Bicycle Corporation, which has about 2,500 outlets, and the League of American Bicyclists are developing activities and Web pages to involve cyclists in meeting the President's Challenge. In addition to working with Lance Armstrong to promote the program, Trek will:

- Encourage dealers nationwide to sponsor school bicycling programs
- Provide point-of-purchase materials
- Conduct a mini-media push

The Trek Website will link to the Challenge site, and Web pages will be tailored so cyclists can record their progress in miles and track their accomplishments both over time and in comparison with other bicyclers. The pages also will include "family fun" activities and tips on riding safely, such as how to create a safe route to school. Other organizations are welcome to use Trek's model, focusing on a specific form of fitness and connecting it to the President's Challenge.

**Comments from Meeting Participants.** Key points included the following:

- The Council should use its existing connections to encourage companies and groups to become involved in the Challenge. The first organizations approached should be those representing the country's most popular sports. The Council must both: (1) partner with groups having greater expertise and marketing capacity and (2) maintain its focus on the President's Challenge as its primary message.
- Council staff will work with organizations interested in enhancing school and corporate fitness activities, such as developing student or employee competitions.
- Existing fitness Websites can be linked to the President's Challenge site.
- Organizations can encourage their clients/members to enroll as groups.

### **Resources Committee**

Charlie Moore provided a three-part update, focusing on the PCPFS Foundation, corporate resources, and other partnerships.

- **The Foundation to Support Activities of the President's Council on Physical Fitness and Sports.** The Foundation has been cleared by the DHHS Assistant Secretary for Legislation. Having passed this major hurdle, the Foundation will continue moving on the path toward Congressional approval, which may take one or two years.
- **Corporate Resources.** The new Challenge Website is being expanded to support employee fitness programs at large corporations and non-profit organizations and in academia and the military. The expansion is now being Beta tested as part of the DHHS Secretary's Steps to a HealthierUS. Corporate offers to sponsor parts of the Website also are being pursued.

The Committee to Encourage Corporate Philanthropy's upcoming newsletter will look at sports and philanthropy; articles by U.N. Secretary General Kofi Anan and about PCPFS will be featured. The newsletter is sent to officers of the 1,300 largest corporations in the United States, and should boost the Council's visibility.

- **Other Partnerships.** The Committee has begun exploring a partnership with the Washington Business Group on Health, which has 200 corporate members interested in health issues, especially financial costs and obesity. The Committee also will be exploring opportunities with the YMCA's newly formed commission to study children at risk. In addition, the group will continue reaching out to other groups identified in the U.S. Olympic Committee's directory of fitness partners.

**Comments from Meeting Participants.** Mr. Swann thanked Mr. Moore for his report and encouraged the Committee to continue its important work.

### **Presentations by Guest Speakers**

#### ***League of American Bicyclists (LAB)***

Presenters: Melé Williams, Government Relations Director  
Patrick McCormick, Communications Director  
Mike Macklin, Director of Membership and Administration

Ms. Williams began the LAB presentation by noting how excited the League was to be a test model for a sport-specific portion of the President's Challenge. The nation's oldest and largest bicycling organization, LAB will promote the Challenge among its individual and group members and link its Website to the Challenge site. LAB is currently working with the Trek Bicycle Corporation and the Council staff to develop the cycling Web pages, which will be unveiled at the national cycling rally in October.

### ***Hershey Foods***

Presenter: Ray Brace

Ray Brace, VP of Operations Technology at Hershey, along with John Long, gave a slide and video presentation about Hershey's community-oriented activities. The presentation featured a youth program and a track and field program utilizing the President's Challenge, and a marketing video.

Hershey sponsors a school for disadvantaged and orphaned children. The school owns approximately 30 percent of the Hershey's stock. The program has existed for 26 years.

The track and field program was started in 1975 in West Virginia. It expanded into a national program in 1978 and now encourages physical fitness and active lifestyles for children across the country and in Canada. The program introduces children to an active lifestyle. There are eight regions of North America and Canada that are set up for meets where running, throwing softball, and a standing and running long jump events are conducted on playgrounds. This is a grassroots program that provides 400,000 kids with an entry into a physical fitness program. The children reached are from 9 to 14 years old. They have the final meets in Hershey, PA for 480 finalists, who spend four days in Hershey, PA.

Mr. Rayford Johnson is the North American spokesperson. Partners include the Royall Canadian Mounted Police, and the American Council on Physical Fitness and Sports. The program is operated by volunteers and funded by Hershey. It has been established in 3,000 communities. Hershey would like to reach more children. The program now involves summer activities, but Hershey would like to work with schools. Hershey expressed a wish to partner with the President's Council to reach out to children at the local level.

A marketing video was shown illustrating how the Hershey brand generates positive attitudes about Valentine's day and chocolate. The company's philanthropy was stressed in the video.

### ***Questions and Answers***

Asked about the desire to reach out to kids who are not exercising, Mr. Bruce stated that the majority of the 400,000 who participate in Hershey's programs are not athletes. The program gives children a start in fitness and is free. Hershey's focus age group is 9-14 years. Only 15% of the participants repeat the program. Limitations include the difficulty

of tracking participants after they complete the program. and it is free program. They are trying to influence kids at an earlier. Our focus age is 9 –14 years. We are limited because of the travel and how it would affect earlier kids. Only 15% repeats. Each year there are new participants, but the challenge is to keep track of them afterwards. Privacy is an issue. There is an effort between Council staff and Track and Field Program to get more kids involved and influence them as they progress up the ladder of competitions. Then they spend four days at Hershey, and the staff can talk to them and do things with them to keep them actively involved and make physical activity part of their lives. Mary Lou Retton has worked with them.

Mele' Williams suggested using the LAB site to send visitors to the President's Challenge site. There are many cyclists in the U.S, but Patrick McCormick said that many don't use their bicycles frequently He stressed the need to influence the frequency of exercise. They are hoping to encourage more frequent cycling.

### ***The Sporting Goods Manufacturer's Association***

Presenter: Tom Cove.

Tom Cove is Vice President of the Sporting Goods Manufacturing Association International (SGMA), which represents the sporting goods industry before Congress and regulatory agencies. SGMA represents all segments of the \$55 billion sporting goods industry: equipment, footwear, and apparel. This figure has been consistent over the past few years, although there has been a decline in profits since 1998. The Association was established in 1906 and represents the entire industry. About \$20 billion is spent annually in the U.S. on wholesale equipment; \$9.5 billion is spent on footwear. The \$55 billion, which has been flat over the last few years. The sporting goods industry thrived during most of the 1990s, during the booming economy, but declined afterward, beginning in 1998. There was a dip in 2001, but the year 2002 showed a modest 2.3% growth. Exercise and fitness makes up about one quarter of the business; golf about one-sixth. However, golf equipment costs are high, and there are not many new golfers. On the other hand, soccer costs are low, but there are participants.

Mr. Cove discussed the role of technology in generating business. Technology drives growth, for example the availability of heart rate monitors, pedometers, and elliptical cardio machines. Technology can help motivate people to become active.

*Key trends in their industry are:*

- Retail consolidation of the sporting goods industry- a big issue: the loss of 'mom and pop' stores; fewer but larger stores like Sports Authority.
- Opportunity to Influence – a key element: bigger stores can influence more people with messages.
- Company changes - bankruptcies and mergers: large firms have been bought by other companies, Sears, Lands End, etc. Legitimate national companies are there now in place of the smaller companies. They lack the natural connection to community and thus, have to work harder to have an effect at the community level, exerting more effort than the mom and pop stores.

- Globalization – Production is moving overseas. The U.S. is the dominant market with half of the global market representing \$92 billion.
- Kids market - There are 59 million kids and a strong and sustained group of young people involved in a structured sport.
- Mature market - Baby boomers and older equal 77 million people, with money, time and the desire to be physically active.
- The walking market – This market is active. Technological developments will influence this market with new shoes and equipment.
- Women’s market - Growth in women’s sports is up-- from percentages in the 30’s to the lower 40’s. Title IX will continue to be a factor.
- Combating inactive lifestyles – Need to address sedentary lifestyles and obesity. Focus needs to be on getting quality physical education back in schools.

*What SGMA Has Done*

- Sporting Goods Industry created PE4Life, a stand alone nonprofit, supporting physical education.
  - Grants to get physical activity programs in schools.
  - Worked with HHS for years and have a historical relationship with the government and fitness programs.

***The Corporate and Pre-Corporate Opportunities for the President’s Challenge***

Presenter: Robert Karch, Ed.D., Professor and Chair, Department of Health and Fitness, American University  
 Founder and Director, American University Masters of Science Program in Health Promotion Management, National Center for Health and Fitness, and the International Institute for Health Promotion

Dr. Karch gave a PowerPoint presentation and distributed hard copies in participant packets.

American University’s president, Benjamin Ladner, has published a fifteen-point plan to guide the school’s development including a commitment to valuing physical fitness and developing students with sound minds in sound bodies. The challenge for the University reflects the national challenge discussed by President George W. Bush and described by HHS Secretary Thompson, who noted that:

“So many of our health problems can be avoided through diet, exercise, and making sure we take care of ourselves. By promoting healthy lifestyles, we can improve the quality of life for all Americans and reduce health care costs dramatically.”

In responding to the national health and fitness challenge, the Council has a dual task: attempting to prevent diseases while promoting a healthy and self-empowered active lifestyle. The current Council mission is to promote a high quality of life by encouraging Americans to meet the President’s Challenge. To succeed in this mission, the Council

must send clear messages easily understood by lay audiences and should expand activities in the corporate (workplace) and pre-corporate (college/university) settings.

***The Corporate Setting.*** The workplace setting offers several advantages for health and fitness programming. A large number of adults spend most of their waking hours at the workplace, and they are a captive audience for messages about the importance of a healthy lifestyle for themselves, their families, their communities and their business organizations.

Health and fitness professionals must target corporate leaders and should focus on how programs can decrease health care costs and provide benefits in the areas of recruitment, retention, and productivity. Corporate leaders should be educated about what constitutes an effective workplace health promotion effort and understand that it:

- A systematic approach endorsed by an organization and designed to enhance the health of the organization and its employees.
- An approach involving the combined effort of employers, employees, and society.

Corporate fitness programs are not new. They have been in existence since the 1960s and can be broadly characterized by generation:

- First generation ('60s) "Recreation" programs focused on recreation and occupational safety and health.
- Second generation ('70s) programs focused on "Saving the Boss" by promoting the benefits to business executives and to companies' bottom lines.
- Third generation ('80s) programs demonstrated fitness benefits, but leaders in the field failed to build a long-term public commitment to healthy lifestyles. In retrospect, this was a missed opportunity of historic proportions, and the generation can be characterized as one of "Shift and Delay."
- Fourth generation ('90s) program concerns can be summed up in the phrase "Whose Money?" because financing became a challenge as workplace programs expanded and addressed a broader range of issues.
- Fifth generation (2000s) programs continue to focus on financial issues as summed up in the slogan "Where's the Money?"

Critical current and future challenges for the developed world include addressing the needs of an older population and responding to chronic diseases caused, in part, by poor lifestyle choices. Recent statistics show that between 50 and 70 percent of medical costs are linked to lifestyle. Tobacco use, diet, and inactivity are major problems, with diet and inactivity poised to surpass tobacco use as the biggest issue facing Americans.

Responding to these problems will require a radical reorientation within society including shifts in the fitness field. "Sixth generation" fitness strategies will be characterized by emphasis on physical activity, rather than on additional funding, as providing the core solution to workplace health problems. The impact of these programs will positively affect participants' families and communities and the nation's global competitiveness. Corporate leaders need to understand that their organizations gain the competitive edge



by making health promotion an important business factor in their comprehensive human resource strategies.

***The Pre-Corporate Setting.*** Young adults in colleges and universities are an ideal audience for health and fitness messages and activities. Away from home and making decisions that will affect their adult lives, students are open to making positive lifestyle choices. Administrators are beginning to understand the importance of these choices and, as a result, wellness centers are the “number one” facilities being built today.

***Concluding Remarks.*** Dr. Karch noted that higher education and corporate settings are ideally positioned to make a significant contribution to meeting the President’s Challenge. The facts about fitness and health are now undeniable, and people are willing to hear them. The Council must encourage people to act as well as to listen.

#### ***Comments from Meeting Participants***

Mr. Cove and Dr. Karch responded to questions.

**Q.** What kinds of investments are colleges and universities making in health?

**A.** Dr. Karch noted that schools are putting substantial funds into student health and fitness curricula and facilities; these funds are being raised with alumni support.

**Q.** What steps can the Council take to influence States’ decisions about including physical education in school curricula?

**A.** Mr. Cove suggested that Council members make themselves available individually to discuss this issue with State and community leaders, many of whom are becoming increasingly interested in promoting physical education in the schools. He explained that he is not in a position to address what the Council can do as a national group. Dr. Karch added that Council members can make their voices heard as parents and as community and business leaders.

**Q.** What should the President’s Council do?

**A.** Dr. Karch and Mr. Cove agreed that the Council has already accomplished a great deal and should continue building on its rich history. Recognizing that resources are limited, Dr. Karch recommended that the Council become a strategic change agent, teaming with other groups (e.g., corporations, non-profit organizations, and the military) to build program support. Mr. Cove added that the Council members should help develop a cohesive Federal approach to promoting fitness and should take advantage of the promotional opportunities generated nationwide through President Bush’s committed leadership.

#### **Overview of the Secretary’s Steps to a HealthierUS**

Steps to a HealthierUS is a bold new initiative from DHHS that advances President George W. Bush’s HealthierUS goal of helping Americans live longer, better, and healthier lives. Since Secretary Thompson issued the initiative on September 15, about 25 percent of HHS staff has enrolled, including 100 percent of the PCPFS staff. The 25 percent initial enrollment rate compares well with the initial rates in corporate fitness programs and includes new as well as experienced sports and fitness enthusiasts.

The six-week HealthierUS challenge to DHHS employees is being Beta tested with the 3,000 employees in the Southwest Complex. The next target group will be the 65,000 HHS employees nationwide. The goal is to expand the program throughout all of the Federal departments and to encourage inter-department competitions.

### **Award Presentations**

On behalf of PCPFS, Mr. Swann presented Matthew Guidry, Ph.D., and Commander Royall with plaques honoring their contributions to the Council's successes.

#### ***Matthew Guidry, Ph.D.***

Dr. Guidry was honored for his 20 years of service to the Council. He set the standard for forming lasting relationships with individuals from all walks of life to promote fitness. He also created many sustainable programs and served as the liaison to people with disabilities. Although Dr. Guidry retired from HHS two months ago, he always will be regarded as a good friend of the Council.

Dr. Guidry thanked the Council for the award, noting that he could not have realized his goals without the sustained support and cooperation of the Council, the staff, and the many guests in the room. He applauded the current Council members for their commitment and experience, and he expressed his confidence in the Council's ability to reach its goals.

#### ***Penny Royall***

Mr. Swann recalled the early growing pains of the Council and how Commander Royall "sprinted in" to help the Council focus its goals and learn to work within the Federal framework. Under her leadership, the Council became a cooperative, cohesive, and responsive team with sound goals and guideposts for the path ahead. The plaque, Mr. Swann explained, was just a small token representing what Penny Royall meant to the Council as commander, interim executive director, and friend.

Commander Royall thanked the Council and expressed her pleasure in having had the opportunity to work with the organization. She praised the Council's past efforts and predicted that it would reach and exceed its goals under Ms. Johnson's leadership.

### **FITNESS FLING AND LUNCH BREAK**

#### **AFTERNOON SESSION**

Mr. Swann reconvened the meeting after the Fitness Fling and lunch break.

#### **Presidentschallenge.org Update**

Presenter: Jeff McClaine, Associate Director, [www.presidentschallenge.org](http://www.presidentschallenge.org)

Mr. McClaine gave a PowerPoint presentation about Presidentschallenge.org. Print copies of the presentation were provided in the participant packets.

The interactive website, [www.presidentschallenge.org](http://www.presidentschallenge.org), is administered by the Amateur Athletic Union (AAU) through a subcontract with Indiana University. Three full-time professional employees and three graduate assistants staff the program with help from between 20 and 40 student employees. In the spring, when the Challenge activities reach their peak, about 45 people are employed. All of the staff members have backgrounds in health and fitness and are able to provide knowledgeable service to callers. Staff also is eager to advance the field by collecting data for future research through the Website database. Program benefits to the staff include opportunities to gain practical knowledge of health marketing and the availability of graduate assistantships.

### ***The Website Launch***

The launch was a huge success. As of mid-September, there were more than 384,000 unique visitors and an average of 5,568 visitors per day, which is a high daily rate for this time of year. A total of more than 25,000 users are registered to participate in the four Challenge categories: Physical Fitness, Health Fitness, Active Lifestyle, and Presidential Champions. Active Lifestyle is the most popular category, but about 900 people have registered to become Presidential Champions. The registered users include more than 2,500 groups (e.g., families and schools); this number has been rising rapidly and may reflect recent marketing efforts to corporations.

Based on current statistics from the Website, the most popular sports are: running, bicycling, walking, weight training, swimming, aerobics, and cardio-fitness workouts. Walking is commonly thought to be the most popular sport; the fact that it appears third on the list may reflect the Challenge's appeal to a more active audience.

### ***Enhancements and Maintenance Activities***

The site was designed to be relatively easy to modify and update. In response to requests, several enhancements have been made:

- A component has been added to the Champion's program that enables users to earn unlimited points per day.
- The homepage has been redesigned to facilitate use by educators.
- A partners' page is being created.

In addition, staff conducts routine maintenance operations and updates the site regularly.

### ***Comments from Site Users***

Users have commented positively about the magnitude and fluidity of the site and have suggested new activities and links. Staff reviews these ideas and makes additions when appropriate. Staff also addresses user errors as they occur and is now fine-tuning the registration page, which generated a fairly high number of errors. The seven-day recall function will be revisited soon to determine whether modifications are needed.

### ***Secretary's Steps to a HealthierHHS***

Presidentschallenge.org is using the Steps to a HealthierHHS Website to Beta test subgroup and portal page options.

### ***Educational Marketing Efforts***

This year, the print materials were revamped and revised and a style guide was created for the Website. Staff will attend about six major conferences by the end of the year and will place information in various educational journals. The annual direct mailing to 222,000 physical education teachers and instructors nationwide is being completed; this popular mailing customarily generates significant Web traffic.

***Fitness File.*** This free, recently developed on-line database enables physical education teachers to track their students' progress and provide appropriate rewards.

***School Recognition Programs.*** The three free recognition programs include:

- Physical Fitness State Champions: The annual award is given to the three schools in each State that have the highest percentages of Presidential Physical Fitness winners.
- Active Lifestyle Model Schools: A new award given to schools when more than 35 percent of their students earn the Active Lifestyle Award at least twice during the school year.
- Demonstration Centers Program: An honor given to schools hand-picked by State program coordinators to serve as model physical education programs.

#### ***Fulfillment Statistics***

About 7 million people participate in the President's Challenge per year, most in the Physical Fitness program. About 2.5 million awards, including both patches and certificates, are requested and 30,000 schools participate every year. The state with the most program users is California, even though another fitness program is mandated state wide. State population does have an impact on frequency of use--there are more contacts from larger States and fewer from smaller states. West Virginia is the only state that mandates the use of the President's Challenge.

#### ***Discussion by Meeting Participants***

In response to questions, Mr. McClaine made the following points:

- The Presidentschallenge.org works with the developer to maintain security. To reduce security risks, the Challenge site does not collect personal information other than birth dates.
- Awards can be tailored to meet the needs of State fitness challenges.
- Although traditionally focused on the educational market, the organization is now moving into new markets based on the creation of the Presidential Champions and Active Lifestyle awards.

***Council Structure and Relationships.*** Mr. McClaine and Commander Royall explained both the structure of Presidentschallenge.org and how the growing participation of corporate sponsors will be accommodated:

- The website is funded by award sales. However, the Council cannot directly manage organizations involved in collecting and disbursing funds. Therefore, AAU was given the management contract. AAU, in turn, subcontracted with Indiana University to oversee [www.presidentschallenge.org](http://www.presidentschallenge.org).

- Although PCPFS has traditionally focused on working with educators, it is now making a dynamic push for greater corporate participation. AAU, Indiana University and [www.presidentschallenge.org](http://www.presidentschallenge.org) will participate in this expanded marketing effort using the existing contractual arrangements. Both corporate and educational sponsors will use the website.

Christine Spain, PCPFS Director of Research, Planning, and Special Projects, further explained some key aspects of the relationship between the Council and its contractors. The creation of programs, including marketing efforts to corporations, is the responsibility of the Council. Contractors are responsible for implementing programs. With the Council's direction and approval, contractors facilitate and audit programs, collect funds, and gather data. These data and any related program results belong to the Council. The specific charge to the [www.presidentschallenge.org](http://www.presidentschallenge.org) is information dissemination and order fulfillment.

***Update on Corporate Sponsorships.*** Ms. Spain reported that PCPFS has agreements with over 20 sponsors ranging from the American Association for Retired People (AARP) to General Mills Foundation and Shape Magazine. For example, staff now is working with The Home Depot, Inc., to tailor the program for use at their stores nationwide. Other agreements are being developed with the Radio Disney division of Walt Disney Company, Subway® Restaurants, General Mills and their Wheaties Cereal subdivision, and other organizations. The staff focuses on providing corporate sponsors with guidance they need to personalize the program for their employees.

***Other Promotional Efforts.*** Ms. Spain noted that Hanson Dodge, Inc., tracks mentions of PCPFS in the media. President's Challenge business cards have been developed for Council members to use and disseminate regarding the Website. She passed out copies of the media report and the business cards. In response to questions, she added that PCPFS tries to guide corporations into tailoring the President's Challenge to enhance their visibility. In addition, the [Presidentschallenge.org](http://www.presidentschallenge.org) Website is in discussion for possible translation into Spanish, French, and Portuguese.

### ***Concluding Remarks***

Mr. Swann noted that the Website will continue its growth with a focus on the needs of future Councils. The goal is to create a flexible, expandable Website that will be easy to use and relevant over time.

### **Where Do We Go from Here?**

Presenter: Vicky Foxworth, Director, Office for Organizational Effectiveness,  
University of Maryland

Vicki Foxworth acted as facilitator to discuss where to go from here to meet the challenge of getting to 20 million by the deadline. She asked the Council members to commit to a task with action steps. However, first she wanted them to generate ideas. The following are the principal ideas that resulted from the brainstorming session.

1. Mandatory after school President's Challenge Program
2. PSAs and TV shows
3. National conferences and the Council members' presence at them
4. Outreach to health care professionals
5. Outreach to universities and students
6. Each council member adopting a state
7. Mandatory at all corporations – have their workforce participate in 45 minutes of fitness
8. Create Friends of Council, Friends of the Challenge
9. Utilize partners such as state councils, state health officials
10. Mandatory physical education for K through 12
11. Get corporations more involved with employees and get them to see a return on investment of employee fitness, getting companies more involved with their programs
12. ROI for Corporation America to make Statistics available
13. Tap into kids programming such as the Disney channel, Nickelodeon
14. Link the Web site to a variety of organizations
15. Partner directly with national governing bodies of various sports
16. Outreach to high risk populations
17. Tap sporting goods companies
18. Partner with health clubs and parks and recreation
19. Engage all branches of military because they have a great stake
20. Engage the insurance agency
21. Engage all national organizations, military and corporate
22. Engage religious and faith based organizations
23. Closer to home, engage day care and mothers who can start kids out early
24. Merge silos of the CDC and others for Web site consolidation
25. Tap sporting goods industry
26. Work with Congress (Congressional Fitness Caucus)

### ***Open Discussion***

The discussion then focused on getting things going at the state level.

- Lynn Swann talked about what was needed to adopt a state and do it cohesively. You need to develop a template that makes it easier to sell that state. For Florida, at the upcoming football game Lynn will speak with the Governor. It is important to have a plan to meet with other state representatives. Identify any support you will need from the staff. Communicate via email with staff.
- Nick has a plan for Ohio. Since his plan is further along it might be the first state to go with. In Florida it will require building it from the ground up. Keep it unified and branded as a singular branded product. They started three years ago. There are 16 businesses ranging from large to small. Insurance rates with discounts, school boards, award and flag from governor. He will send a package to everyone. They have branded it.

- John Burke said you should have a specific request for a governor. It will be different for different positions. Keep the governor informed. What does Florida need to deliver its portion of the President's Challenge? You have mayors, companies, and many places to go. Time is limited in the presentation to the governor; you have ten minutes. The governor can do specific things. You can develop five specific asks. Melissa can put together a group of 'asks' for different positions.
- Tedd Mitchell will take the lead for Texas. They already have a Lone Star Program. They can see where they are and dovetail into that. There is a good template for the state part of the triad. They could go to see the governor quickly. It is better to be proactive. Tedd agreed to track everyone down.
- Lynn Swann said a "no" from the governor does not mean a 'no' for the state. There are others you can ask, such as universities. Make use of the natural conduits. Get universities when their people get together. They don't want to reinvent the wheel, so we should use the Ohio plan to bring everyone up to snuff on what we do so they can make the best use. We should work with Florida, Ohio, Texas, and Wisconsin. Denise does VA. John will do Wisconsin. We need to be evangelistic about the program but we need to be competent. If we do four states well, then we can go on with others to make a stronger presentation. We shouldn't have to start and sell it from the ground up in each state.
- John Burke said that he agreed with 80% of the idea of pursuing a core group but where we have resources that the council members can use, we should use them. Governors want to be leaders doing it without necessarily following in footsteps of others.
- Penny Royall mentioned that some of the states have hospitable environments and friendly chief executive officers.
- Lynn has been talking with Wachovia, and if Wachovia likes the program they will challenge another financial institution. The same thing is true with Heinz in PA.
- The Surgeon General is calling on one school in every state, and his office has agreed to take along the President's Council material. Sometimes they don't hear of the trips at the office until the last minute so they would like to have people at the ready so they can get them on the podium with the Surgeon General when he comes.
- Dot Richardson talked about the importance of the media. We need to be doing more. Denise knows more about this. Look around to see the big events that are coming up. If there's a marathon that is big, or a bicycle ride, then try to piggyback on events that are already media draws.

- Comments followed by Tedd Mitchell and Lynn Swann about signing up to be there and push the President's challenge. Develop a list of events you can be present at to promote the Council. Lynn Swann said it would be good to develop a "how to promote for media events guide."
- Janice Meer said that the only stipulation was the Council's programs cannot be part of someone else's sales promotion. The program is in the public domain. You are not tying yourself or soliciting. If we lock into a state program and we want more media, then the staff can fit things together that are natural connections and the in-state chairman can work with it. Then, we can continue to work with the corporations. If you have any questions about corporate sponsorships then call the Council first and we will get you squared away. The DHHS has structured media requirements. Janice has gotten their permission to do it (the media outreach) regionally.

### ***Adjourn***

Lynn Swann concluded the meeting by stressing that the state approach was a good one. He thanked people for coming and announced that the meeting was adjourned.