



CAROLINA ATHLETIC ASSOCIATION

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## **Recommendations of the Carolina Athletic Association in Title VII Changes**

### **To the Student Body:**

After reviewing suggestions made from both the Student Congress Select Committee on Athletics, the Student Government Summit meeting, and members of the Carolina Athletic Association, the CAA would like to address potential policy changes as well as suggest legislation of its own.

### **CAA Presidency**

Regarding the CAA Presidency, the Student Congress Committee members have suggested the possibility of the CAA President changing to an appointed position by the incoming Student Body President. This option is not in the best interests for students or the association. The President position serves as a liaison to the Athletic Department, representing student concerns on athletics. Because of high involvement of UNC students on sports teams, club sports, intramurals and as dedicated fans to those sports, and the salience of these issues, the position warrants a student body-wide election. By providing a platform and direction for the organization, CAA Presidential candidates allow students to decide the priorities of the CAA. Having a campus-wide election provides accountability to work to complete the platform, a method of determining the best choice, and a strong impetus to initiate new projects and make student-mandated changes with each incoming President.

A better alternative stems from the Summit Meeting with Student Government and the Student Congress Committee; the CAA supports the initiative to have CAA President as an elected position housed under the Executive Branch of Student Government, much like the GPSF President. The CAA President can thereby function with relative autonomy, but provides a way to increase communication and accountability to Student Government. Under this initiative, the CAA President would remain elected, allowing for student input into platform and direction, while increasing accountability.

### **Selection of Officers**

The CAA supports working with Student Congress to follow the appropriate process already in the Code for selecting Vice President, Secretary and Treasurer of the organization.

The CAA does not support initiatives to codify other positions as part of the Executive Board. The positions chosen for Executive Board vary from administration to administration, depending on saliency of certain issues and preferences of the incoming CAA President. The CAA President should have the discretion to create their own Executive Board involving Officers and other Cabinet members as platform and circumstances dictate. The current CAA does suggest that an Executive Board include at least the following positions: President, Vice President, Secretary, Treasurer and Director of Ticket Distributions.

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The CAA also suggests modifications to the Code regarding the explicit duties of officers.

It is recommend that “Sec. 202, part B” regarding the Vice Presidential duties include “serving as liaison to executive branch of Student Government.”

It is also recommended that “Sec. 205, part B” regarding the Secretary include “to serve as primary public relations officer” and “compile any annual reports.”

### **Expenditures of Funds**

Some members of the Select Committee on Athletics have suggested that all expenditures of \$200 or more be approved by either the Finance Chair or the Student Body Treasurer.

The Carolina Athletic Association has received less than \$6,000 of it’s approximately \$50,000 budget from Student Congress allocations. The CAA also effectively runs many committees, including the Fever organization and Sports Marketing, as well as major events such as Homecoming and Beat Dook Week. A process of approval of every expenditure of \$200 or more is not feasible for the efficient functioning of the Carolina Athletic Association. Quick turnaround of expenditure approval is often necessary for CAA events production. Compliance with Title V of the Student Code will ensure proper expenditures and funding priorities. CAA has also instituted an internal expenditure approval process in which all expenditures of over \$50 must be approved by the CAA Treasurer in order to guarantee authorized reimbursement.

For overall budgeting, the CAA does suggest that Student Code: “Sec. 20X, part B” be modified so that “within two weeks of Treasurer confirmation, the CAA Treasurer will present to the Student Body Treasurer a projected operating budget for the year for suggestions on funding priorities.” This process should also be repeated in the fall semester (within two weeks of the next school year) to re-establish communication with the Executive Branch and explain any major budget changes occurring over the summer.

### **Homecoming**

The CAA fully supports the creating of an inter-organizational committee on Homecoming. Including organizations such as CUAB, RHA, GPSF, GAA, Student Government, etc. to participate in the planning of Homecoming should be the goal of the Carolina Athletic Association. Building on increasing improvements in the 2002, 2003, and 2004 Homecomings, a Homecoming planning group housed under the CAA, should make strides to encourage that other groups will help to take ownership in Homecoming events and allow for greater student input.

### **Carolina Fever**

The current Student Code section regarding Fever should remain as is. There are potential plans to involve Student Rams Club in Carolina Fever planning, but under

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current plans the Fever organization will still have CAA leadership. Discussions with Rams Club as to a future partnership do not affect the Student Code regarding Fever; however, if the situation should change regarding this the Carolina Athletic Association will present that information when available. It is likely that Fever operations will remain housed under the Carolina Athletic Association because students have a strong sense of pride, stemming from the fact that our fan group is organized by students. Fever funds are used for sustaining Fever membership privileges (t-shirts and promotions) as well as events that Fever members receive points for participation in (i.e. Olympic Sports Fever promotions including food or prizes, the annual Hooker 5k charity event, etc.). Fever participation is also related to CAA and the Sports Marketing promotions including Late Night with Roy, Olympic Sports promotions, traditional participation in Hooker 5k, Beat Dook Week and Homecoming Week. The Carolina Athletic Association serves an appropriate hub organization for communication between these inter-related committees, as it has a common cabinet, leadership, and purpose.

### **Ticket Distribution**

CAA hopes to address concerns about the announcement of the ticket distribution policy. CAA therefore advises that potential ticket distribution policy changes be announced in April, with two weeks provided for comment from the student body, Executive Branch of Student Government, and Student Congress members. These comments will be addressed as the ticket policy is developed in the spring and during the summer.

CAA will present the ticket distribution policy at the first meeting of Student Congress in the fall, even if dates for distributions are not yet available.

Ticket distribution dates will be announced as soon as possible to the student body, based on the academic calendar, basketball and football game schedules and ticket office schedule.

The Ticket Distribution Chair should be appointed by the elected CAA President and the Congress-approved Officers.

### **Additions to the Student Code**

CAA recommends that Title VII, Article II, Sec. 213E of the Student Code reads as follows: “No more than 40 men's varsity basketball tickets, other than those announced in student body-wide promotions or giveaways or through student-body wide applications to the Ticket Distribution Committee, shall be distributed through the Carolina Athletic Association... keeping a public record list of all CAA-distributed tickets, including those distributed through prizes and promotion...”

This change continues to provide an exception for Fever tickets, distributed according to a rewards system based on fan attendance at targeted Olympic Sports events. It does not necessarily result in a net reduction of tickets issued by the Carolina Athletic Association, but instead ensures that all tickets distributed as prizes, promotions or

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giveaways are announced to the entire student body and allows for the codification of this practice (for example, the annual variations on “What Would You Do for Dook Tickets?”, Sports Marketing promotions, Homecoming contests, etc.) Furthermore, the second change gives CAA responsibility for maintaining a list of CAA-distributed tickets (rather than “all tickets distributed to students outside the state ticket policy process”), as the CAA only has means to account for the tickets that it distributes. This will also include the maintenance of a public record list of all tickets distributed through prizes and promotions, Fever, and tickets distributed by the CAA to CAA members or student government officials. The public record should be passed on to the incoming secretary and retained until the fall semester begins.

The CAA also recommends a change of the number of committee members on the Ticket Distribution Committee from 25 to 30, warranted to ensure efficiency with increased numbers of bracelets distributed, times for these distributions, and work on distribution dates.

### **Conclusion**

The CAA believes that these changes would be beneficial to the student body in increasing the communication, input, accountability and efficiency for our organization. The evolution of Carolina athletics and the growing support from student fans warrant an update to the Code to guarantee that the CAA remains an organization that operates in the best interests of students. We hope that the student body and Student Congress members will bear in mind the recommendations of the Carolina Athletic Association in Title VII changes, from those who recognize its challenges and successes and have experience with the organization. The changes supported by the CAA were developed after thorough analysis of the history of the organization and previous administrations with the intent to safeguard the organization as a representative of student concerns to the Athletic Department while continuing to support student athletes, student fans, and school spirit at UNC.

**Sincerely,**

**Officers and Representatives of the Carolina Athletic Association**

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## **COMMITTEE REPORTS**

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## **Office of the President**

**“The President shall oversee CAA policies, projects, and events. The President shall represent the concerns of the Student body. The President shall sit on the UNC Athletic Council, which oversees the operations of the SRC.”**

### **-Student Code, Title VII, Art. 1: Sec. 201**

The major role of the President is to create a working relationship with members of the Athletic Department and then use that relationship to represent the Student Body by conveying any concerns there may be. The President conducts weekly cabinet meetings to go over business as well as ensure that planning of all upcoming events is intact.

The President consults with each member of the Cabinet about the details of the event they are planning, the finances behind the event, and then consults with the Treasurer to ensure that the planning is within budget. Large events that are put on by the Carolina Athletic Association include Homecoming week, Beat Duke week, Hooker 5K, Late Night with Roy, 3 on 3 basketball tournament and ticket distributions.

The President keeps in direct contact with many departments of the University. These include: the Sports Marketing Office, the Basketball Office, the Ticket Office, the General Alumni Association, the Ram’s Club, the Football Office, the Office of the Vice Chancellor of Student Affairs, and also the Athletic Director’s Office. By having contacts in all of these offices, it makes communicating the concerns of the Student body easier and more efficient as well as makes the planning of large events more successful.

The President works very closely with the Ticket Office and the Director of Ticket Distribution to make ticket distributions for regular season games, whether basketball or football, or ACC Tournament tickets, bowl tickets and any NCAA tournament tickets, run as smoothly as possible. The President is involved with the advice of the Ticket office in selecting the dates for the ticket distributions. Many factors must be considered including the academic calendar, the basketball schedule, the number of tickets and other factors that may come up. The President has formed a strong working relationship with Coach Roy Williams in order to have him involved in the ticket process and encourage the students to participate. The President discusses all concerns that the Student body presents with the Ticket office as well as the CAA cabinet.

The President worked hard before break to help create a ticket return policy in hopes that there would not be as many unused student tickets for the games, particularly for the games over the break. Although the plans could not go into effect, the President, including select member of Cabinet and the ticket office, is drafting a ticket return policy to propose to Student Congress.

The President works very closely with the Treasurer to make sure that CAA stays within budget. The two offices also meet to discuss any changes that need to be made as

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well as reallocate money where it is necessary. With the drastic change in funding priorities this year, the President has worked closely to ensure the soundness and appropriateness of all expenditures.

The President has also attended many meeting in hopes of improving many of the aspects of the Carolina Athletic Association, including a Homecoming concert, the ticket distribution policy, as well as improving Homecoming altogether on this campus. These meetings have served as a good way to get many different student leaders around the table to discuss issues so that many different opinions can be documented to better voice the concerns of the Student body.

As stated in the code, the President sits on the UNC Athletic Council. This allows for student input in decisions of the Athletic department. This position allows the President to speak directly with the Athletic Director about any concerns that CAA has with policies. It serves as a beneficial piece to the duties of the President.

The President represents the voice of the students for athletics here at Carolina. By keeping in open communication with many organizations, in particular Student Congress, the success of all of CAA's events will continue to grow.



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## Office of Vice-President

**“...The Vice-President shall work closely with the President in all aspects of the President’s duties. The VP shall represent the CAA in the absence of the President and shall assume the office the CAA President if the office becomes vacant.”**

### **-Student Code, Title VII, Art. 1: Sec. 202**

The Office of Vice-President works directly with the President in all decision making for the CAA. The President and Vice-President also help in creating a budget of approximately \$50,000 with the Treasurer. The Office of Vice-President held preliminary meetings with the UNC ticket office, the basketball office, the sports marketing office, the General Alumni Association and previous CAA administration to set the groundwork for the year’s work and the relationship with the Athletic Department.

The Vice-President meets with the President on a weekly basis to discuss issues that need to be brought to cabinet and to work as a system of checks and balance. The Vice-President worked next to the President with negotiations of Sister Hazel performing at the Homecoming concert. The Vice-President voiced some concerns about the limited appeal of Sister Hazel to the diverse Student body at UNC as well as the extremely high cost. The Vice-President contacted Sallie Hutton of the General Alumni Association to discuss the contracts that had been produced for Sister Hazel. Once a final cost for the event was stated, a decision was made to not proceed with negotiations and to look at bringing an artist that would appeal more to the diversity of this campus.

The Vice-President worked closely in negotiations for the Jon Legend concert by being the first to contact his manager and get an estimated price. The Vice-President then presented this information to CAUB to try and create a strong collaboration for the Homecoming week. The price of this performance was much more reasonable and the idea was brought to all of the Cabinet as well as CUAB to decide upon. Because Homecoming week plays such a large role for the Carolina Athletic Association, the Vice-President assisted in creating CAA’s first ever “Swing fore the Cure” golf tournament at Finley. Making the tournament a success involved meeting many times at Finley, designing a t-shirt, planning the details of the day, getting prizes from different business in the community, as well as advertising in order to secure teams.

The Vice-President sat as a member of the CAA Sports Marketing Committee while the President was more closely involved with the Homecoming Committee. By attending weekly meetings to plan Late Night with Roy, as well as practices in the Dean Dome the week prior to the event, the Vice-President is very aware of all of the inner workings and details involved in planning such a large event. Meetings began at the beginning of the summer with the Sports Marketing Office while many students were away. By being so involved in this large event for CAA, the Vice-President was able to easily transition this year into the Office of President.

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## **Carolina Fever**

“...Carolina Fever is charged with the responsibility of enhancing school spirit at UNC-CH. In pursuing this goal, Carolina Fever shall place particular emphasis upon attendance at the UNC Varsity Olympic Sports and raising spirit at football and basketball games.”

- Student Code, Title VII, Article II: Section 211

Carolina Fever is one of many subcommittees under the umbrella of the Carolina Athletic Association. It is one of the largest, active student organizations on campus with an active mission of supporting all UNC varsity events, athletes, and coaches, as well as increasing fan participation at all UNC sporting events. This year, Carolina Fever's membership has peaked at around 1,100 members, a large increase from where the membership numbers stood four years ago at around 800 members.

Carolina Fever takes on the responsibility of being the official student fan group on the campus of the University of North Carolina at Chapel Hill. Each year, the organization targets various Olympic sporting events that Tar Heel teams participate in on campus. This year alone, Carolina Fever has targeted around 50 events between September and December, averaging about 12-13 events per month, and has shown its support for 8 different Tar Heel teams between those same dates. Also, Carolina Fever takes it upon itself to help the Tar Heel teams on the road. This year, Carolina Fever has traveled to Durham to give its support to the Football team and the Women's Volleyball team, as well as to Raleigh in support of the Men's Soccer team.

As a Carolina Fever Co-Chair, the job begins early. Applications must go out for director positions and interviews must be held. Interest meetings are organized for the fall semester for recruitment purposes. As the year progresses, scheduling of targeted events must be formulated, directors meeting must be held on a weekly basis, and assisting directors whenever needed. Fever Co-Chairs also implement policies for the directors to follow throughout the course of the year.

To help manage the weight brought about by the vast amount of events that Carolina Fever schedules, the organization has Directors that divide up the responsibilities of organizing and running the organization. Each Director is chosen by the Chair(s)/Vice-Chair in April of each year through an application and interview process that is open to anyone. There are approximately 15 Directors chosen to assist the organization each year. Once, the Directors are chosen, they are split into various groups by the Chair(s)/Vice-Chair, depending on various factors determined through the application and interview processes; there are Football/Basketball Directors, Database Directors, Special Events/Recruitment Directors, a Website Management Director, and a Director of Communications.

Football/Basketball Directors are in charge of conducting sign-ins for Football games as well as walkthroughs and they also determine Fever block policies for the Football games. They have sign-in sheets for each Football game and check off members

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as they show up for games. In addition, Football/Basketball Directors are in charge of conducting all Carolina Fever Basketball Ticket Distributions. On top of this, the Football/Basketball Directors construct Fever block policies and riser policies for Fever members to adhere to while at Basketball games. They also work with other Directors in helping with recruitment and sign-in procedures throughout the year and attend weekly Director Meetings.

Database Directors are in charge of maintaining an up to date Master List of all Carolina Fever members. In addition, Database Directors are in charge of maintaining a Master Points Database, which they add points to for Fever members after each Fever targeted event. Database Directors also work with other Directors in helping with recruitment and sign-in procedures throughout the year and attend weekly Director Meetings.

Special Events/Recruitment Directors are in charge of organizing and handling the major recruitment of members for Carolina Fever. The major recruitment period takes place each year before the Fall semester begins and usually consists of several Interest meetings and Pit Sitting. Also, Special Events/Recruitment Directors are in charge of planning events for Carolina Fever members throughout the year. Past events have included various social events such as ice skating, watching away games on big screen televisions, and going to away games. Special Events/Recruitment Directors also work with other Directors in helping with recruitment and sign-in procedures throughout the year and attend weekly Director Meetings.

The Director of Communications is in charge of maintaining good public relations with all Carolina Fever members. This is done by checking and maintaining the Carolina Fever email account on a regular basis. Also, the Director of Communications works with other Directors in helping with recruitment and sign-in procedures throughout the year and attends weekly Director Meetings.

The Director of Website Development is in charge of maintaining a working website that is accessible to all Carolina Fever members and that is updated on a regular basis. Also, the Director of Website Development works with other Directors in helping with recruitment and sign-in procedures throughout the year and attends weekly Director Meetings.

Together, all Carolina Fever Directors work toward providing an effective organization that provides the opportunity for students at the University of North Carolina to ban together and create a sea of Carolina Blue at all sporting events. Without their behind the scenes work, Carolina Fever would not be as successful as it has come to be.

Carolina Fever has been recognized and praised for quite some time for its organization, its mission, and its success. The organization has gained support from all coaches at the University of North Carolina at Chapel Hill, who frequently appear at Interest Meetings for the organization and speak on the importance of Carolina Fever to

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their respective teams. In the past, such coaches as Anson Dorrance (Women's Soccer), Elmar Bolowich (Men's Soccer), Joe Sagula (Volleyball), Karen Shelton (Field Hockey), and Sylvia Hatchell (Women's Basketball) have urged students of the importance of Carolina Fever to Carolina Athletics as a whole and have encouraged students to join the organization. Also, in looking to begin student fan organizations all across the country, students and officials from schools such as Notre Dame have cited and praised Carolina Fever as an organization after which they would like to model and mold their own organizations. Needless to say, Carolina Fever is a big presence, not only at UNC-CH, but also in and around various circles all over the US. The group does a tremendous job year in and year out of supporting Carolina Athletics and of enhancing school spirit at the University of North Carolina at Chapel Hill.

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## Homecoming

The responsibility of the Homecoming Chair and Vice-chair positions within the Carolina Athletic Association is to plan and administer the week of Homecoming for the University. This is often a huge task as Homecoming events and activities must cater to undergraduate students, graduate students, alumni, university faculty and staff, and the Chapel Hill/Carrboro community. This undertaking is often complicated by the fact that generally the student body is apathetic to the meaning of Homecoming and to the Homecoming events themselves. This year especially, the student body seemed to regard Homecoming as a waste of time and money as the big Homecoming game was against Miami (ranked #3 in the nation). Therefore, in order to improve the idea of Homecoming, the Chair and Vice Chair opted to focus on other athletic events and the overall “essence of being a Tarheel” in addition to the football aspect of Homecoming.

Last year's Homecoming was an improvement over previous Homecomings, and Homecoming 2004 was widely regarded by students, faculty, and athletes as being the most impressive in recent history. This year's Homecoming week, themed “Hark the Sound,” began on Friday, October 22<sup>nd</sup> and ended on Saturday, October 30<sup>th</sup>. In years past, the week's events typically began on the Sunday or Monday of the week. Additional days and events were added to the Homecoming 2004 week in order to offer a wider variety of events aimed at getting more students, alumni, and the University community involved.

A major focus of this year's Homecoming was student input and involvement. Once the Homecoming Chair and Vice-chair were selected at the end of February of 2004, planning began immediately. In March of 2004, an ad was placed in the DTH for a general meeting in hopes of soliciting input and help from all students and student organizations in planning and organizing Homecoming 2004. The Homecoming Chair also sent an email to every student organization on campus informing them of the meeting. The response from students and student organizations was lackluster as less than 10 attended the meeting. Several follow-up meetings were held, announcing to all student organizations via email once again, and attendance at these proved minimal as well. Therefore, the Chair and Vice-Chair opted to send personal emails to various student organizations soliciting help, and response and participation improved. Homecoming Committee applications were available in early March and the committee was selected and notified the first week in April.

Planning efforts continued well into the summer through regular weekly meetings between the Chair, Vice Chair, and Homecoming Advisor, Sallie Hutton of the General Alumni Association. During this time, a tentative schedule was developed and the process of contacting sponsors, co-sponsors, and student organizations continued. Multiple meetings with organizations including Carolina Dining Services and Resident Hall Association were held in efforts to plan major events before the school year started.

Once the Fall 2004 school semester began, regular weekly meetings between the Chair, Vice Chair, and Sallie Hutton continued. The meetings were used to get contact

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information and ideas, discuss problems and potential problems, and detail the plans for the events. It was also used as a time to share information on individual progress that had been made over the past week.

The Homecoming Committee also began having regular weekly meetings when the semester started. The meetings were originally used to generate ideas for events and discuss how we could make events happen. Closer to Homecoming week, the committee divided themselves into specialized groups that focused on planning the specifics of certain events. Some of the groups were for pit activities, publicity, and the Feast Before the Fight. The Chair and Vice-chair met with each group at each meeting to help them with any questions they had and make sure they were thinking about everything they would need for the event to happen. During Homecoming week, the committee was responsible for helping with the events, in particular for making sure multiple people were present to help set-up, run, and clean-up each of the events and sell t-shirts and tickets.

One of the biggest tasks for the Homecoming Chair and Vice-chair is in respect to the Homecoming King and Queen selection process. The Chair and Vice-chair devised an application for interested students that required a resume, one letter of recommendation from a member of the University community, transcript, signed proclamation form, signed petitions with 50 student signatures, a \$25 application fee (the money goes to the King and Queen to complete their service projects), and a one page essay on why they want to be the Homecoming King or Queen. The Board of Elections reviewed the application and it was made available to students on Friday, September 20<sup>th</sup>. This year also marks the first time that the application was made available online through the CAA website ([www.unc.edu/caa](http://www.unc.edu/caa)). In order to publicize the available applications, an editorial and an ad were ran in the Daily Tar Heel. A cube was also painted outside the Union. The extra publicity seemed to help as 11 interested students (8 females and 3 males) applied. This was a dramatic increase as in years past; a mere 4 students have applied. All students who applied were required to go through an interview process where the top 4 female candidates for Queen and the male candidates were selected. The interview committee consisted of the Homecoming Chair, the Homecoming Vice-chair, and representatives from the Carolina Athletic Association, the General Alumni Association, Student Government Association, the Carolina Union, and a member at large. Once the final candidates were selected a meeting with the Board of Elections was held in order to ensure that candidates understood the rules and regulations of Title XI of the Student Code. Campaigning was allowed for a week and voting by the student body was done on Student Central on Tuesday, October 26<sup>th</sup>. The results were made official and the winners of the Homecoming King and Queen titles were announced at the pre-game show of the Homecoming game versus Miami.

The Texas Hold 'Em Tournament was the kickoff for Homecoming 2004 on Friday, October 22. Prior to this event, the vice-chair had to find a source for all the poker table-tops, chips, and cards. After finding someone to run the tournament and allow the use all of his equipment, several meetings with the Union's Events Planning were necessary to ensure that everything that had been imagined would be possible, as



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this was the first Poker Tournament the Carolina Athletic Association has run. Approximately 150 students participated in this event, and all seemed pleased at getting a free chance to win prizes, eat free Domino's Pizza, and play the popular poker game. Prizes were donated and bought ahead of time, including grand prizes of a folding poker table and an expensive chip set.

The concert has always been perceived by the student body as the central focus of Homecoming. After Sister Hazel became too expensive for the Carolina Athletic Association to afford on its own, up-and-coming artist John Legend was considered. After meeting with Carolina Union Activities Board about this prospective concert, they agreed to have a 50/50 partnership with the Carolina Athletic Association to bring John Legend to UNC. Negotiations between Legend's manager and Union staff progressed over weeks until a final arrangement was made. The Homecoming Chair, Vice-Chair, Sallie Hutton, and CUAB members met frequently to discuss specifics of the concert, including who held what responsibilities and to book opening acts. We encountered problems with the location of the concert, but eventually decided that using the George Watts Hill Alumni Hall was the best available option. Tickets were only available to UNC students and were five dollars each. This price was higher than the Homecoming Committee wanted, but higher ticket prices were needed to offset the higher price of using the Alumni Center (as opposed to a free location like the Great Hall) and the small availability of seats (approximately 700). The Homecoming Committee and CUAB proceeded to make detailed plans for the concert including sound, chair arrangement, and hospitality for John Legend. Everyone also had to make plans to control the crowd after the concert for a meet and greet with Legend. The sold-out concert turned out to be a success, with a diverse and pleased crowd.

The biggest event hosted by the Carolina Athletic Association this year was an event cosponsored by the General Alumni Association (GAA) and Carolina Dining Services (CDS) entitled "The Feast Before the Fight". This event was to consist of a carnival-themed cookout where various student organizations sponsored booths that hosted various activities for students. The football team was also asked to attend this event in hopes of evoking excitement to students and the team alike in regards to the Miami game that was to be played that Saturday. Originally, this event was set to take place at Polk Place and CDS would cook food such as hamburgers, barbeque, grilled chicken, and side items in this area as well. CDS originally planned to close both the Top of Lenoir and Chase Dining Hall in order to cater to this event. Students were still allowed to use their meal plans and those students who did not have a meal plan could purchase tickets. CDS projected that close to 3,000 students would be attending this event on the basis of how many students Chase and Lenoir serve on a typical Wednesday evening. However, 3 weeks prior to the event CAA, GAA, and CDS were informed by the university's grounds crew that the use of Polk Place was no longer permitted by student organizations and especially for an event of this magnitude. The CAA and GAA scrambled to find another place to hold the event. Sallie Hutton of the GAA met with Don Luse of the Union and secured the Pit and the area around the Pit as the site for the event. With the limited space available, CDS chose to reopen Chase Dining Hall and the Top of Lenoir and serve only the "carnival foods" (snow cones, popcorn, cotton candy,

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and drinks) within the Pit area. Arrangements through the football office scheduled John Bunting and his team to arrive at 7:30pm and to make a few speeches. Thus, a stage in front of the newly renovated Union was constructed. The “carnival foods” booths were placed in front of Lenoir with the various booths ran by student organizations (such as, The Yackety Yack, Order of the Bell Tower, Dance Marathon, GAA Student Membership, etc) centered in the space between the Union. The GAA also hired a fortune teller, a stilt walker, a petting zoo (that was not able to show due to traffic), and various carnival-like games. A free drawing was also held and numerous prizes donated from various businesses on Franklin Street, with the main prize being a roundtrip trip to Paris donated by STA travel. The atmosphere that evening was full of excitement and it garnered a lot of interest from students and definitely got the football team excited for the big Homecoming game against Miami.

Other events took place during the evenings of Homecoming Week that were not as big as the previously mentioned activities. On Saturday October 23, the Michael Hooker Memorial 5K was held, and the “Swing Fore a Cure” Golf Tournament was held Sunday, October 24. Both of these events, although part of Homecoming week, were run by the Special Projects division of CAA. Monday, October 25 was supposed to include a Homecoming King and Queen candidates Meet and Greet at the Top of Lenoir. There was a lot of confusion over what the candidates were allowed to do while they were upstairs, which led to the event not working out. The candidates were told they were not allowed to bring any campaigning materials upstairs, but there was nothing made for them explaining who they were. The candidates unanimously decided to forget about the meet and greet and campaign separately elsewhere. On Tuesday night, October 26, CUAB sponsored “An Evening with Roy Williams,” an informal question and answer session that approximately 275 excited students attended. Students were given the opportunity to hear about individual changes and efforts among the Carolina basketball team as well as personal stories from Roy. Also that night, the Senior Marshals hosted a Bar Night at Goldie’s Grill. Resident Hall Association (RHA) sponsored a “Thrill on the Hill” movie night Thursday, October 28 that was held on the Hinton James Lawn. On Friday, October 29 the General Alumni Association Student Membership coordinated a student organization talent show in the Great Hall entitled “Tar Heel Talent: Homecoming Artsfest.” Approximately 7-10 groups including the Clefhangers, the Loreleis, CHisPA, and Mesmerythym performed. The show received a very positive response and ticket sales were high. Friday night NPHC also held their annual Step Show at the Carolina Theatre in Durham. Saturday, October 30, the Senior Marshals sponsored a Senior Tailgate at Forest Theatre and provided attendees with free Bojangles. Tarheel Town started at 4:30 and included music by Doug Clark’s Hot Nuts before the big game against Miami.

From Monday through Friday from 10am until 2pm during Homecoming week, an activity was planned and took place in the Pit. Either the Homecoming Chair or Vice-Chair had to be present at 9am to begin setting up for the day’s events to be ready by 10. They had to bring boxes of t-shirts, posters, and tickets from the office and make sure the Union’s Events Planning had everything in place that they needed. On multiple occasions, it was necessary to go back to Events Planning to get more equipment that was



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supposed to be outside (including televisions for a video game tournament and extension cords to plug in computers to play music). Planning ahead of time was required to coordinate involvement from sponsors including EA sports and Crazy Cow ice cream. During the week, trips to pick up sumo suits and ice cream were also necessary. Prizes were given to evoke participation and people generally enjoyed the entertainment we provided. We encountered problems with participation at some events (particularly Carolina Idol), rain (during the Video Game Tournament), and other student groups sharing the pit. It was difficult to coordinate when we were using audio and when the other group was using audio. Even though steps were taken by the Homecoming chair to figure out what the other groups were doing in the Pit, no response was gathered from outside groups. This problem could have been prevented by more communication prior to the events between the organizations.

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## Chief of Staff

The Office of Chief of Staff has served as a voting member of the executive cabinet of the Carolina Athletic Association. The Chief of Staff works as a liaison between committee leaders on CAA cabinet, their committee members, and the executive cabinet. The duties of Chief of Staff include those of all members of executive cabinet, to be a leader of the organization, provide manpower for and support all activities sponsored by CAA and its committees, help in brainstorming and planning of CAA activities, and be a spokesperson for committee chairs and committee members to the CAA executive cabinet. As a member of CAA executive cabinet, the Chief of Staff has served in planning and working events such as Homecoming, Hooker 5k, Ticket Distribution, and Carolina Fever events.

Along with the duties of an executive cabinet member, the Chief of Staff was the sole organizer of the 3-on-3 basketball tournament. This tournament is a charity event with proceeds going to the UNC Lineberger Comprehensive Cancer Center. A field of 12 teams was recruited through flyer advertisements and pit-sitting. The registration fee was \$20 dollars and the winning team receives two tickets per person on the team (up to four people on a team) to the Carolina vs. Duke Basketball game in the spring. The tournament was held on the morning of October 2<sup>nd</sup> in the Dean E. Smith Center. The Chief of Staff organized advertisement, player recruitment, pool play and brackets, Smith Center reservation and coordination with Angie Bitting, director of operations at the Dean E. Smith Center, coordination with Men's Basketball managers for use of basketballs, water, and the clock, recruitment a Certified Athletic Trainer to cover the event as medical staff, rules of the tournament, staff support from members of CAA, and player disputes and other daily operations of the event. Due to its competitive nature, caliber of teams that consistently participate, and its location at the Smith Center, this tournament has come to be considered one of the best 3-on-3 tournaments held on campus throughout the year. As a result of this reputation among avid basketball players, the tournament stands to become more and more successful for the cause as years go on. This year the tournament made **AMOUNT** which was fully donated to the charity. Since the event was well organized, it came in under budget and the remainder of the budget (**AMOUNT**), after a vote of the CAA cabinet, was donated to the charity as well.

The Chief of Staff has taken on a particular senior leadership role with Carolina Fever. Due to three years of experience with Carolina Fever, including chairing the organization last year, the Chief of Staff has become a sounding board and mediator for this year's Carolina Fever Co-Chairs. The Chief of Staff has been a voice of Fever to the executive cabinet when it comes to budget issues, event planning, and the future of the organization. The Chief of Staff has worked very closely with the Co-Chairs of Carolina Fever to provide guidance and past experience on issues that affect the organization along with being a third vote on an issue when the two of them are in a deadlock. The Chief of Staff attends weekly Carolina Fever Director's meetings, keeping abreast on the events and decisions of the organization along with providing insight and a voice of CAA cabinet to the committee. The Chief of Staff also attends Carolina Fever events in order to be a vocal and visible force with the organization.

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Looking to the future, the Chief of Staff will continue to perform the executive duties that are attributed to it, including support of CAA events such as Beat Dook Week. The Chief of Staff will also be working with the Carolina Fever Co-Chairs and the Senior Advisors to examine the possible joint efforts of the Student Ram's Club and Carolina Fever. The Chief of Staff is a position that will accept specific event responsibilities as they arise, such as the dilemma of what to do with extra t-shirts from various events from the fall.

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## **External Relations**

The External Relations Committee, led by the External Relations Committee Chair and consisting of four members serves largely as a liaison between the CAA and the campus community. The External Relations committee seeks to spread information about CAA activities throughout the campus, as well as the community.

The External Relations Committee has primarily served as a committee aimed at supporting and advertising CAA events and activities. Through creating and distributing information in the forms of advertisements for the Daily Tar Heel, flyers and leaflets for pit sitting, and flyers for bus stops and on-campus housing, the External Relations Committee has helped promote such events as the 3-on-3 Basketball Tournament, the Hooker 5k, and the Homecoming King and Queen selection process. Traditionally, the External Relations Committee's busiest time is during the Beat Dook week during the spring semesters.

The External Relations Committee primarily uses funds set aside for promotions for a specific committee. For example, the Homecoming Committee's budget paid for the Daily Tar Heel ad designed and submitted by the External Relations Committee. This system of budgeting has worked well, assuring that each committee pays for their own promotions, and decreasing accounting traffic for the treasurer.

The External Relations Committee is available on short notice to help publicize and support any event associated with the Carolina Athletic Association. As such, the External Relations Committee has provided hours of support in a multitude of ways this past Fall, and looks forward to continuing the establishment of a stronger Carolina Athletic Association

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## **Senior Advisors**

The Office of Senior Advisors has served largely as a cache of experience from which the Carolina Athletic Association has been able to draw guidance, having served prior leadership roles within Carolina Fever, executive cabinet, and public relations. The office also serves as a source of institutional memory, providing history and advice to cabinet committee chairs as they plan and carry out events, and provided active support for the 3-on-3 Tournament, Hooker 5k, Ticket Distribution committee, and Homecoming week events.

The Senior Advisors have served in conflict mediation, research for proposals, and public relations coordination roles, as well as a support role to executive cabinet in the transition between the former and current presidents, providing continuity, perspective, and assurance when the immediate direction of the Carolina Athletic Association seemed unclear.

Additionally, the Senior Advisors participated in a Summit meeting with Student Government and executive strategy meetings to determine the course of the Carolina Athletic Association in both the immediate and long term future.

Also, to help streamline our office operations and the Fever point's database, the Senior Advisors have begun a project of shifting files and reorganizing data for a major repair on the computer systems.

The Advisors have been meeting, along with the Carolina Fever chair, Chris West, with representatives of the Rams' Club, led by Student Ram's Coordinator Malaika Underwood, to discuss possible joint efforts between Fever and the Student Rams' Club in the future, including a possible dual membership. Further discussions, including a formal proposal, are planned in the near future.

Additionally, the Senior Advisors, along with President Lindsay Strunk and Ticket Distribution chair Charles Robinson, have initiated contact with the Ticket Office and scheduled meetings to develop a ticket return policy that will meet the needs of undergraduate and graduate students.

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## **Public Relations**

The Public Relations Chair on the Carolina Athletic Association has been delegated many responsibilities. The PR Chair acts as an intermediary between the CAA and the Student Body. It is the responsibility of the PR Chair to be accessible to answer questions that a member of the student body may have. Any information that must be made known to the students, faculty and staff of the University of North Carolina at Chapel Hill is first run by the PR chair.

The PR chair is responsible for helping other members of the CAA draft ads and other written forms of notifications. This information is typically presented through the Daily Tar Heel. The Chair is in charge of writing up letters to the editor in response to questions arisen from Daily Tar Heel articles and from questions submitted from the student body. If a policy needs to be brought to the attention of the student body, the job of the PR chair is to write out a clear and concise bulletin outlining the policy so that the student body may be made aware of changes to a particular policy.

The PR chair works closely with the Ticket Distribution chair if a correction to the existing policy needs to be changed. In the case of the home football game against Miami, turnstiles were used to monitor the number of students in the game. The Public Relations chair worked closely with the Ticket Distribution chair in order to come up with a press release to let the student body know the policy for the game.

A strong working relationship with the members of the Daily Tar Heel Ads staff is crucial to the success of the PR chair. Ads have to be completed and given to the staff 48 hours before the ad is to run. If there is a problem with the ad or there are special requests for a particular ad, the PR chair must be available in order to handle any problem in order to avoid mistakes before the ad goes to press.

Ads were created by the PR chair to highlight the activities of the CAA, the Hooker 5K, the Swing Fore the Cure charity golf tournament, CAA's annual 3 on 3 basketball tournament and an ad reminding people to pick up a homecoming king and queen applications were all overseen by the PR chair.

The PR monitors the email submitted from students, alumni and fans from tarheelblue.com, the official athletic website of the University of North Carolina at Chapel Hill. The email address is a direct link to voice opinions and concerns one may have with the CAA and is monitored regularly. If the questions posed by the particular individual cannot be answered by the PR chair, the email is sent to an individual within the organization who is better suited to answer the email.

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## **Secretary**

“The Secretary shall organize the office, take and post minutes, reserve meeting locations, check voice mail, handle correspondence, and keep records of all CAA activities.” (Student Code, Article I, Sec. 205)

The Secretary has been engaged in all activities of the Carolina Athletic Association, serving as a strong support for the organization and the production of Carolina Athletic Association activities. The Office of the Carolina Athletic Association is used by an exec of 9 members, a cabinet of 15 additional members, and committees that include 4-30 members each. It is office 3508(F??) of the Student Union and is a small space in a student organization office suite. With the high utilization of the office it is important that the Secretary has organized the office, ensure that office supplies are available, and that communications from the student body, administrations and Student Government are forwarded to the proper individuals.

The Office of the Secretary has been overseeing the reservation of rooms by the CAA and its committees and has received communications from the Carolina Union requesting the official cancellation of reservations that will not be used, as Student Government and many other organizations have received as well. The importance of compliance with this request has been communicated to Cabinet and Committees as well and we hope to see improvement in the future.

The Secretary has compiled minutes of the meetings, ensures that agendas are provided to all members, and promptly sends the minutes of the meeting to the list serve following the conclusion of the meetings. The Secretary has aided in the compliance with public information requests from the Daily Tar Heel and production of these materials when available.

Serving in the Executive Cabinet, the Secretary has a role in key decisions of the Carolina Athletic Association. The Secretary has also served as a resource for the Committees of the Carolina Athletic Association working events as a pit-sitter, promoter, production worker or participant.

The Secretary also aided in the compilation of the November Report.

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## Special Projects

“...Special Projects has the responsibility for all projects that do not fall under the domain of a committee and/or anything additional delegated by the President and his cabinet.”

-Student Code, Title VII, Art. II: Sec. 216

The implementation of ‘Special Projects’ in the Carolina Athletic Association is carried out under the supervision of a Director of Special Projects, who serves on the executive and general CAA cabinets, and a Special Projects Chair, who serves on the general CAA cabinet. In an effort to streamline cabinet, the Ways and Means Chair was dissolved in 2004 and its responsibilities given to the Special Projects Chairs. Aside from the Director’s position on executive cabinet, these two positions essentially serve as co-directors of all special projects and throughout the following report, ‘the directors’ implies both positions working in collaboration.

The directors of special projects, in general, serve to carry out all activities not designated under a committee in the Student Code, Title VII. The directors have overseen the organization of various annual projects such as The Hooker 5k, several new projects, such as a golf tournament, and the development and organization of Homecoming 2004. Also, along with every other member of cabinet, the directors have worked to support every other aspect of the Carolina Athletic Association, such as ticket distributions, sports marketing and the 3-on-3 basketball tournament, by attending and working each event. Following are the specific developments of the directors of special projects of the Carolina Athletic Association.

An important duty of the directors has been to update the L.E.D. information ‘ticker’ in the front window of UNC Student Stores. The directors update this device weekly with information regarding upcoming varsity sports and CAA priority information such as men’s basketball ticket distribution dates and numbers. The sports ticker serves to inform the large amount of students in the Pit of various events and helps promote the activities of Fever and Sports Marketing in getting more people to attend Olympic sports.

Every year, the Carolina Athletic Association takes a fall weekend retreat to Myrtle Beach. The Special Projects directors are responsible for making the reservations on the trip and ensuring that everyone has a ride to and from Myrtle Beach. The trip affords all cabinet members the opportunity to get to know the other members on cabinet and fosters team-work skills. Because of the unity and communication fostered through the retreat, it remains essential that cabinet members have the opportunity to participate in this event. This year, it came to our attention that the trip is a violation of student code. CAA will continue to partake in this tradition but will discontinue using the club’s funds for the event as this stands as a regretful mistake that the Special Projects directors, along with the entire cabinet, will change in the future.



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One of the most intensive projects organized by the directors of special projects is the annual Michael Hooker Memorial 5k road race. This race began six years ago in memory of UNC's dynamic and beloved Chancellor Michael Hooker, who passed away from an arduous battle with cancer. In his memory, the CAA developed the Hooker 5k race to raise proceeds to benefit UNC's Lineberger Comprehensive Cancer Center and has transformed this 5k into one of the most popular races not only at UNC, but in the greater Chapel Hill area. Planning for the 2004 sixth annual Hooker 5k began in May of 2004 with the first solicitation of ideas and corporate sponsors by the directors of special projects. Over the course of the summer of 2004, the directors worked diligently in obtaining the police patrol, road cones, race clocks and other necessities required to run a massive road race in late October. Also, donations were solicited from numerous Chapel Hill businesses in the form of personal requests and hand-typed letters; this resulted in donations from Shrunk Head boutique, Chapel Hill Sportswear, Buffalo Wild Wings, the UNC Marathon Club, Bagels on the Hill, and Dick's Sporting Goods. By early September of 2004, the directors developed several ideas for the Hooker 5k t-shirt and took one key idea to a local caricature artist, with whom the directors worked to develop the design for this year's shirt. The directors researched prices at local shirt designers and eventually ordered 500 shirts at the low cost of \$4.25 per shirt from Harper's Arts. In the few weeks prior to the day of the race -- October 23, 2004 -- the directors secured various small necessities for the 5k and on race day morning, successfully opened to roughly 250 participants. Out of a 2004 Hooker 5k budget of \$4,000.00 roughly \$3000 was spent on this year's Hooker 5k and thanks to the diligent research and planning performed by the directors of special projects, the race made more than its money back and, according to preliminary estimates, is set to donate \$2500 to Lineberger Cancer Center. The 2004 Hooker 5k stood as the most successful thus far and the directors hope to build on this success in developing better projects and bigger Hooker 5ks in the future.

In an effort to provide students, faculty, and alumni with another large event during homecoming week the Special Projects directors worked in collaboration with the CAA Vice President to organize the Inaugural "Swing Fore the Cure" golf tournament at Finley Golf Course. The tournament was a four-man "captains choice" tournament organized in hopes of becoming an extension to homecoming and developing a loyal participant base that plays year after year. In order to secure prizes for the winning teams, sponsors were contacted and prizes were donated for the tournament. In addition to securing the tee times, range balls and boxed lunches were bought for all of the participants and t-shirts were ordered for every golfer. Publicity and marketing of the event were collaborative efforts on behalf of the Special Projects Chair and the General Marketing Chair. All tournament proceeds benefited the UNC Lineberger Comprehensive Cancer Center along with the Hooker 5k donation. Although the turnout for the golf tournament proved to be smaller than expected, the costs of the tournament were covered by the entry fees and directors remain optimistic in their goals of turning this into a major event in the future.

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Also, oversight of the implementation of Homecoming remains the responsibility of the Special Project directors. Throughout the summer up until Homecoming Week 2004, assistance was given to the Homecoming Chair and the Homecoming Co-Chair in finalizing events planned for the Homecoming Week. For example, the contact for a 'free ice cream day' was initiated by the Special Projects directors and this ultimately led to a successful major event during Homecoming 2004.

Finally, one of the biggest CAA efforts in the spring semester is the annual Beat Dook Week, organized by the directors of special projects. Beat Dook Week historically has occurred the week leading up to the home Dook men's basketball game, a week during which many activities occur. CAA's vision has been to make Beat Dook Week a mini-homecoming week, much like the "Spirit Weeks" held by many high schools during basketball season. The week serves to build student excitement and unity against cross-town rival Dook, climaxing in the heated rivalry game on the weekend. Beat Dook Week in the past has contained activities such as showings of old Dook-Carolina games on the quad, 'What Would You Do for Dook Tickets?' contests, and special dining services in Chase and Lenoir. Although at the time of this November report, planning for 2005's Beat Dook Week is just beginning, the directors of special projects hold high hopes of transforming this week into a much bigger affair, utilizing the help and participation of many campus student groups in its implementation. Meetings have already begun with KRANC, for instance, in planning a "Hands on A Dook Ticket" contest for the week and other groups are expected to be contacted soon. With an estimated budget of \$1200, the directors hope to spend as little as possible (much like the work for the Hooker 5k) while still developing the biggest, most exciting Beat Dook Week thus far.

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## **Sports Marketing**

The Sports Marketing Committee, which consists of 17 members, led by the Director of Marketing and Sports Marketing Committee Chair, helps promote the Olympic sports at Carolina. This is in conjunction with the Sports Marketing Department through the Athletic Department. The committee, which is an excellent way for students to get involved with Carolina athletics or gain experience in the sports marketing field, is formed by an application/interview process. This committee is one of the few ways to get first hand experience working with athletics on a collegiate level here at UNC.

The Director of Marketing, which serves on the executive cabinet of CAA, is chosen after the election of CAA President. The Chair of Sports Marketing is chosen through an application and interview process. In recent years both of these positions have had prior experience on the Sports Marketing Committee, which has proven to be very beneficial to the effectiveness of our committee.

Members of previous years committee that have proved to be active members are invited to return, and an application process is open to the student body interested in the remaining spots. Interviews are conducted in late spring by the Director and Chair to determine who would best fill these spots. Throughout the summer, the committee communicates either by meeting or email to discuss the upcoming events, including promotions and Late Night with Roy. In the fall the committee is divided up into 4 small groups of 3 or 4 people, who work with interns and employees in the Marketing Department on one sport per season. In the fall, the sports include: women's and men's soccer, volleyball, and field hockey. The winter sports are swimming and diving, women's basketball, wrestling and gymnastics. The spring sports are baseball, women's and men's lacrosse, softball and women's and men's tennis.

The subcommittees for the individual sports are required to promote one or two large events throughout the season. Examples of past promotions have included "The Diamond Dig" for softball, which was a give-a-way for diamond earrings that were buried in the field. Following the game, all fans that received a plastic spoon upon entering, were invited to "dig" for the earrings. This allowed for fan participation and enthusiasm for a unique promotion, at a sport which has lower attendance. Another example was the "Baseball Beach Bash." This idea was presented by the committee to the Sports Marketing Department in the spring of 2003 and, due to the increased interest of the participants, a Third Annual Beach Bash will be planned for this spring. The committee arranged to have a pig donated for a pig pickin' that raised over \$1500 for the Relay for Life which raises money for cancer research. The committee distributed Hawaiian leis, coozies, and had a raffle for many different gift certificates both years that this promotion was held. The baseball team and their families have already been asking when and if the "Baseball Beach Bash" will be held this year. Other events held within the last year include raffles at specific games, which included giving away a mountain bike, an IPOD, and basketball tickets. There have also been many items given away at

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the door to admission, which include Carolina decals, trucker hats, t-shirts, and key chains. The committee has also planned meet and greets after the games to give fans the opportunity to meet their favorite players and relate to a Carolina athlete. Anytime the Sports Marketing Committee throws a promotion such as these, the attendance increases tremendously in comparison to games where no event is held.

In addition to the individual sport promotions held throughout the year, the Sports Marketing Committee is a vital asset to the production of Late Night with Roy. The midnight madness event that was held in the fall of 2002 was produced solely by the Sports Marketing committee and consisted of a 3 on 3 match between the coaches and the winner of the CAA 3 on 3 basketball tournament, promotions, and a blue/white scrimmage of the men's basketball team. Last fall (2003) the return of Coach Williams and brought not only a new name to the midnight madness event, but great opportunity for the Committee to use their creativity to increase the attendance and quality of the event that is now held in the Smith Center rather than in Carmicheal Auditorium. Coach Williams wanted the night to be renamed "Late Night with Roy Williams" and he wanted it to be held in the Dean Dome, because he thought that there was no reason why we couldn't put on a show that would fill up the seats in where the basketball team actually plays. In the summer of 2003, the committee had to begin brainstorming about how they were going to make this event a memorable one. The committee met numerous times to prepare the script and schedule of events of the evening. The songs that the players danced to were decided on by the committee. The skits and scripts of the skits were designed solely by our committee. Kris McGrath, the assistant Director of Sports Marketing in the Athletic department served as our mentor throughout this event. When the script was finalized, the CAA Director of Sports Marketing and the Chair along with Kris McGrath met with the basketball team each night for the week prior to Late Night with Roy. The team practiced the dances, which were choreographed by the dance team, and they also practiced the skits that were written by the Sports Marketing Committee. The two nights before the actual event, the committee attended the practices in order to know where and when they had to be to help the team get in costume or bring out props throughout the evening. The event itself was a success, and over 1,000 people had to be turned away because the Dean Dome was over capacity. From the marketing point of view, this was a great accomplishment considering this was the first year that a midnight madness event of this magnitude had been attempted. Roy was thoroughly pleased, and he attended one of the committees meetings this year to show his appreciation and excitement for the Late Night that was held about a month ago on October 15, 2004.

This year the committee was faced with an even bigger challenge with Late Night with Roy falling over fall break. Roy made this clear to the student body that this was not his preferred choice, but that the NCAA makes this date each year and that he did not want to have the event on a night that was not the opening night of basketball. In order to ensure the level of enjoyment that was had the year before, the committee had to think of ideas to make the night that much better. This year, the committee met weekly to decide on classic songs and skits that would be a hit for the audience. The costumes and dances were also improved to be more extravagant and humorous. As a whole, this year's event was successful considering the event was being held over fall break. Roy was rolling

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with laughter in his seat, and this year each member of the coaching staff was dancing at mid court by the end of the night. The event would not have been possible without the help and creativity of the CAA Sports Marketing committee.

The CAA Sports Marketing committee is beneficial to the Athletic department, because they help to invent new promotions and also aid in the execution of promotions that are done on a regular basis. Thus, the attendance and excitement at the games is increased as a result of the committees work. The committee is also beneficial to students because many of the students at Carolina who are hoping to go into careers in the Sports Marketing field are very grateful to have the opportunity to work first hand with marketing varsity athletics at the collegiate level. Overall, the Sports Marketing Committee is a very vital and important part of CAA and athletics here at Carolina.

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## **Treasurer**

“...The Treasurer shall be responsible for managing the finances for the CAA, and for ensuring that they are handled in a manner consistent with Treasury Laws in the Code.

The Treasurer shall be responsible for writing the Annual Budget of the CAA, and advising his/her successor on budgeting procedures for the CAA.”

– Student Code, Title VII, Art. 1: Sec. 204

The Office of the Treasurer has changed significantly during this administration in order to be more consistent with the responsibilities outlined in the Student Code. The Treasurer of the Carolina Athletic Association administers a budget of approximately \$50,000 and receives expenditure requests from over a dozen committees and major projects. Throughout 2004-2005 administration, the Office of the Treasurer has received additional oversight of the expenditures of the committees and projects, the officers and the general operations of the Carolina Athletic Association.

The budgeting philosophy has shifted to follow the budgeting priorities set by the Student Congress in appropriations, providing funds first for “campus-wide programs, services, and events of general interest, approval, appeal, and access to a significant portion of the Student Body”, then “programs, services or events sponsored by a club, competitive interest programs, open to the entire Student Body but of a more limited interest or appeal,” and then “programs, services, or events not open to the entire Student Body.” (Student Code, Title V, Article III, sec. 201).

The Carolina Athletic Association has held itself accountable to prioritizing funding for events, reducing drastically the budgets for programs, services or events not open to the entire Student Body and increasing the budgets for those events that are campus-wide and benefit larger portions of the Student Body. Although it is difficult to oversee every expenditure in an organization of this size, the Office of the Treasurer has sought to clarify the expenditure approval process for those requesting checks and planning events. Additionally, the Treasurer of the Carolina Athletic Association has worked to improve records to provide easier access and comprehensibility to future administrations, Student Congress, the Executive Branch of Student Government and the members of the Carolina Athletic Association through creating an Excel file that details all checks requested for reimbursement or requisition to the Carolina Athletic Association, detailing those that are approved or denied with additional information.

The Carolina Athletic Association receives \$5,342.89 from Student Government out of estimated revenues of over \$50,000. Currently the only Student Organization bearing the responsibility for the production of “Homecoming Week” and “Beat Dook Week,” now including dozens of events with the student expectation of at least one concert, the CAA receives \$3,000 from Student Congress for Homecoming and \$300 from Student Congress for “Beat Dook Week,” including in the \$5,342.89 total receipts from Student Government. The majority of the Carolina Athletic Association funding comes from Carolina Fever dues, the Athletic Department, and from T-shirt and product

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sales. Most of our events are free to attend or at minimal cost, and usually do not cover the cost of production, as they are viewed as a service to students and not a significant revenue source.

The Treasurer has been an advocate for conservative estimates of revenues and liberal estimates of expenditures in order to promote fiscal responsibility. To this end, the Treasurer advocated against hiring Sister Hazel to perform at the Homecoming Concert because of the lack of an additional funding source and the estimated costs of well over \$29,000. The Treasurer produced several alternate budgets with estimates, and the former President of the Carolina Athletic Association presented additional budgets with his estimated costs. The Treasurer also registered concerns about the costs compared to the value of Sister Hazel itself and the escalating costs of the concert. The contracts for the concert were never completed, signed and returned, and the expense of \$29,000 was not incurred. A more reasonably-priced concert, with wide student approval and inexpensive tickets, was produced in collaboration with CUAB to strong reviews and a sold-out audience. The total costs of Homecoming are not yet completed, but estimates suggest that **X number of events were produced at a cost of X.**

Carolina Fever is a self-supporting venture for the Carolina Athletic Association, with much of the revenues allocated to provide direct member services to the 1,000+ students who have paid dues to join the student fan club. Members receive T-Shirts for Carolina Fever, a student fan section, event tickets to Olympic sport away games targeted by the Athletic Department and Fever leadership, and the production of events for Carolina Fever members. Carolina Fever dues are also allocated to help produce events that significant numbers of Carolina Fever members attend, for example Homecoming, the Hooker 5K and "Beat Dook Week."

The Carolina Athletic Association is committed to service as well, holding a partnership with the UNC Lineberger Cancer Center to produce events to benefit the center. Although estimates are not yet completed, the CAA will be donating money from the proceeds of these events to the center.

The Annual Budget of the Carolina Athletic Association has seen a shift towards the funding priorities used by Student Congress. The drastic change in funding priorities began in Spring 2004 and was completed Fall 2004, with the production of the Annual Budget. The CAA was operating under a provisional budget, and the final draft of the Annual Budget was released in October before most major expenditures were incurred. The CAA Treasurer also served as the Executive Assistant to the Student Body Treasurer and initiated meetings the Office of the Student Body Treasurer and the Office of the Vice President for budget approval. The CAA Treasurer followed all recommendations made by the Student Body Treasurer and the Student Body Vice President to ensure compliance with Title V of the Code. A final draft of the Annual Budget of the Carolina Athletic Association was produced after this meeting and released to the Speaker of Student Congress, *The Daily Tar Heel*, the Student Body Treasurer and the cabinet of the Carolina Athletic Association. Explanation of the new budgeting priorities and procedures were given to the Cabinet, and the budget transition for the most part has run



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smoothly. Some receipts have been presented for reimbursement with the approval of the former President, but without prior approval of the Treasurer (our current policy holds that prior approval must be gained before spending \$50-100 depending on committee or anything not provided for in the budget); some of these checks have been approved, some approved in part, and some denied. For those approved in part or denied, notes have been added to the budget file to explain the circumstances of those decisions.

The Office of the Treasurer has been involved in a Summit discussion with Student Government, working with Student Congress members and committees to help determine policy, and aiding the President of the Carolina Athletic Association, Lindsay Strunk, in the absence of an interim Vice President. Also, the Treasurer initiated the compilation of the November Report, seeing a need for greater communication between the Carolina Athletic Association and the Student Government.

The Office of the Treasurer has attached a current operating budget of the Carolina Athletic Association, our current expenditures, our current receipts and the page of notes in the Excel file as an appendix to the November Report. These figures were current as of production of this document, but may have changed after the production and distribution of the November Report.



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## **Academic-Athletic Liaison**

According to Title XII of the Student Code, it is the role of the CAA to “represent the athletic concerns of the student body, and to serve as a liaison between the student body and the UNC Department of Athletics.” The position of Academic-Athletic Liaison was created prior to the start of the 2004-05 school year. The role of the liaison is to represent the CAA and to provide feedback necessary for the organization to function as a voice of the students. Groups such as Student Congress, the executive branch of Student Government, and the Residence Hall Association are of primary importance, however, every student on campus receives equal recognition.

One of the first projects the liaison assisted with was the First Annual Traditions Night hosted by RHA. The purpose of this event was to bring incoming students together in an enthusiastic environment to learn about the academic, athletic, and cultural traditions of Carolina. As the only representative from CAA, it was my job to coordinate with the CAA president and the current RHA president in order to provide the support of the Athletic Department (i.e. varsity coaches). In addition, the Academic-Athletic Liaison was responsible for making sure that the CAA cabinet attended the event. Traditions Night will become a familiar event for new students in years to come. Most events, in their first years, do not usually draw large crowds. More of an effort in publicity is necessary in order to make Traditions Night an even greater success.

The Carolina Athletic Association delivers a great deal of information pertaining to sports through their website. With this in mind, the cabinet includes positions for Athletic Communications. Through the contributions of committee members as well as the Academic-Athletic Liaison, the CAA produces a newsletter that highlights the sports on campus. This is an excellent way to hear about what the accomplishments of less frequently watched sports, however, increased readership would be an improvement.

In addition to working with large student organizations, the liaison must also aware of the smaller, up-and-coming student groups on campus. Often times, new clubs do not receive the necessary funds in order to complete their goals or put on functions that promote their cause. Being that the CAA is the largest student organization on campus, with every student being a member, it receives a pretty large amount of funding from Student Government and the Department of Athletics. That being said, the it is important that the CAA makes donations to smaller clubs from the CAA budget. In the fall, we donated to CASLO (Carolina American Sign Language Organization) for Deaf Awareness week. In the spring, we will also donate to Dance Marathon.

The most significant role that the Academic-Athletic Liaison has taken this year has been my seat on the Select Committee on Athletics housed under the direction of Student Congress. It has been the liaison’s responsibility to report on the activities of the committee to the CAA president and the cabinet as well as provide information to the committee about the workings and dynamics of CAA. Since September, the committee has worked on and discussed the possible restructuring of CAA, the effectiveness of the

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current ticket distribution policy, and some of the ethical dilemmas the organization has faced or is facing. This experience has been a positive one overall. A greater effort for understanding by all parties involved (CAA and Student Congress) has developed over the past several months. Despite these efforts, it is the feeling of the Academic-Athletic Liaison that there is more of an effort by CAA to want to understand than there is an effort made by Student Congress to understand the Carolina Athletic Association. For example, there has been no visible attempt by Student Government to attend a single CAA cabinet meeting despite countless attempts at attending committee and full Congress meetings. The liaison has and will continue to attend all pertinent Student Government meetings in order to ensure the lines of communication remain open. It is critical, in the current situation, that a complete understand be reached.

The role of Academic-Athletic Liaison has changed dramatically since the start of this administration in April of 2004. From helping to plan a first-time event for freshmen and transfer students to writing legislation that could potentially affect all students at Carolina; the liaison has been able to contribute a lot more to this university than was anticipated.

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## **Ticket Distribution**

Once the ticket distribution positions are chosen in the spring semester, they jump right into looking at how things went last year. They look at the positives and the negatives to see what went well and to see where they need to improve. They attempt to clarify any questionable areas in the policy as well. Before the spring semester is over they finish any changes to the policy so that it will be prepared for the fall. Also, they make sure that the application for Ticket Distribution Committee is ready to be released when they get back to school.

Once the fall semester starts the applications will go out a few weeks into school and will need to be back in within one to two weeks of their release. Once all applications are received they are looked over by the Ticket Distribution Chair and Vice Chair to limit the number of typically overwhelming applicants down to a reasonable number for interviews. Interviews are set up for qualified applicants and the number of positions needing to be filled is chosen from the interviewees.

The Ticket Distribution Chair and Vice Chair then contact the company they want to order the bracelets from to place the order for the distributions. Also, they are in contact with the Carolina Ticket Office and Kenan Stadium Operations to get the dates ready for bracelet distributions. Prior to the first distribution they set up ceiling fan sign-ups in order to select the winning ceiling fan lists. They then prepare for each distribution by scheduling the committee's hours for each week to give out the bracelets and to distribute the ceiling fan tickets. Each distribution is then set up with the Ticket Office making sure all the games are put together so they are distributed in time for the games, and tickets are distributed on the week that was set.

Other duties for the Ticket Distribution Chair and Vice Chair are things such as ACC Tournament Sign-Ups which are occurring this time of year. In addition to the above duties, the Ticket Distribution Chair typically ropes off block seating for students at all home UNC football games. If it becomes necessary to distribute tickets for our home football games, the Ticket Distribution Chair and Vice Chair would be responsible for carrying out similar duties to perform successful football distributions. In addition to the Ticket Distribution duties, the Chair and Vice Chair aid other committees with special projects and functions that go on throughout the year.

Students asked for a clarification of the 4,000 - 6,000 tickets distributed range, and the Carolina Athletic Association responded by releasing the clarification to the website. CAA is hesitant to release exact numbers because they are often not available until ticket distribution morning, and it is feared that students who could have received tickets through the distribution will not come to the Saturday morning distribution. However, to give students a better idea of the range, the CAA released a clarification stating that for non-conference games tickets distributed to students is closer to 4,000 and for ACC games the number of tickets available is closer to 6,000. This provides students of an approximate estimate, including Fever, band, and CAA, of how many tickets are available for student use for each game. CAA members also respond to student inquiries

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in comments regarding ticket distributions both individually and in the Forum section of the CAA website.

This year, the Ticket Distribution Chairs chose to use the same policy as last year because of its effectiveness and popular mix of random chance drawing, but an inclusion of a degree of fan loyalty.

Members of the Carolina Athletic Association have met with representatives from the Ticket Office, Student Congress, and the GPSF to discuss potential changes to the policy and have agreed to help come up with feasible ideas to accommodate students. The most notable change, which was implemented after a suggestion from Jen Bushman, President of the GPSF, was dividing the ceiling fan lists by graduate and professional students and undergraduate student lists. Lists were selected randomly from each group, to ensure that graduate students were proportionally represented in ceiling fan distributions. The Ticket Distribution Committee is continuing to work with the administration and student leaders to explore new ideas to advance the student interest, moderated with efficiency and feasibility.

This year's ticket distribution policy is included below:

Bracelet Distribution: Tuesday, 5-7 PM, Wednesday & Thursday, 8-5 PM Student ticket distributions will be held throughout the course of the fall and spring semesters for home basketball games. Ticket distributions are based on a lottery system. Each distribution week, students can obtain a bracelet on Tuesday from 5-7 PM and Wednesday and Thursday from 8-5 PM. The ticket distribution staff will close off the line at exactly 7 PM on Tuesday and 5 PM on Wednesday and Thursday. Students in line by the cut off will receive a bracelet. Students arriving after that time will have to return during normal distribution hours (if hours are still remaining that week).

Students should go to the student entrance, GATE 5, of KENAN STADIUM with a valid UNC One Card to obtain their bracelets. One Cards will be swiped at the student entrance in the same manner as at home football games. Those students with valid One Cards will receive one bracelet for that distribution week. Students must use their own One Card to receive a bracelet. Students presenting invalid One Cards will not receive a bracelet. One Cards will scan invalid if they have already been swiped during that distribution week or if the student is not enrolled as a full-time student (among other reasons). Directions will be available on-site to remedy any situations where a student feels their card has been incorrectly deemed invalid.

Bracelets are not to be removed or tampered with at all during a distribution week. Any bracelet that appears tampered with will be deemed invalid and that student will forfeit his or her rights to tickets during that distribution week. Getting a bracelet does not guarantee you will get basketball tickets.

The Drawing of the "Magic" Number, Friday, 12 Noon On Friday of the distribution week, a drawing will be held in the Pit at 12 Noon to determine the "magic"

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number for the week. CAA will select random students from the present crowd to participate in the drawing. Once determined, the magic number will be posted on the CAA Website, on the CAA SportsTicker in the Pit, and on the ticket window at the Dean E. Smith Center Ticket Office.

The person wearing the bracelet with the "magic" number will be first in line. Students will line up in sequential order behind the "magic" number. When the line reaches the last number distributed (the last bracelet given out on Thursday), the sequence will "wrap around" starting with the first number distributed that week (the first bracelet given out on Tuesday). The last person in line will be the person with the bracelet number immediately preceding the "magic" number.

Line Check: Saturday, 7 AM. Tickets will be distributed on Saturday mornings at the ticket office at the Dean E. Smith Center. A mandatory line check will be held beginning at 7 AM. Students must be present at line check in order to be eligible to receive tickets during the actual distribution. Staff members will arrange in number blocks of one hundred (i.e. 1-100) for line check. Students should locate the range that their number falls between and wait for line check to begin. It is recommended that students arrive at 6:45 to ensure that they do not miss line check.

It may take time to find where your range of numbers is being checked.

If a student is not present when their number is called for line check, that number is deemed ineligible. Students will also be deemed ineligible if it appears that their bracelet has been tampered with or removed. If ineligible, a student cannot receive tickets that day during the distribution. Being present for line check does not guarantee a student basketball tickets.

Ticket Distribution, Saturday, Following Line Check Following line check, the physical ticket distribution will begin, starting with the "magic" numbered bracelet. Students must be present at the time when their number is called to receive tickets. If a student is not present when their number is called, that number becomes invalid. That student cannot receive basketball tickets during that distribution.

Students may receive up to two tickets once their number is called during distribution, as long as ticket supplies remain. Students must present valid UNC One Cards for each ticket they receive. Student must show their own One Card to receive their ticket, and may show another valid One Card to receive a second ticket. A One Card may only be used once during a distribution. Cards will be denied by the scanner if they have already been swiped during that distribution.

Tickets will be distributed to sequential bracelet holders until all student tickets have been handed out.

The Tickets: Between four thousand and six thousand student tickets are available for each ticket distribution (depending on the game). Approximately two thousand of those tickets are lower level (including the riser section). Lower level tickets are

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distributed randomly to students first. Once all lower level tickets have been handed out, the remaining upper level tickets will be distributed, until supplies are exhausted or the distribution concludes. All students must present a valid UNC One Card along with their ticket in order to enter each game. Student entry will only be allowed at Gate D of the Smith Center.

Risers: The risers are a special standing-room-only area within the student section located behind the basket closest to the Tar Heel bench.

Riser tickets are distributed regularly with student tickets. Riser tickets will be the first tickets distributed on Saturday. Students will only receive riser tickets for one of the games in the distribution and will receive regular tickets for the rest of the games in the distribution. Students have the option to pass on riser tickets, and accept regular student tickets in their place. There are approximately four hundred riser tickets available for each game.

Distribution of Remaining Tickets: Monday, 8 AM Tickets remaining at the end of the distribution will be handed out on the following Monday at 8 AM at the Dean E. Smith Center Ticket Office. No bracelet is necessary to receive tickets. Student may receive up to two tickets by presenting their One Card and another one. Any One Card already used during the distribution will be denied.

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## **APPENDIX**

## EXPENDITURES FY: 2004-2005

CATEGORY	DATE	PAYABLE TO	EXPENSE	AMOUNT
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### CAA AT-LARGE

Food & Entertainment	9/2/2004	David Forsythe	Summer Exec Meeting: Food	\$80.00
Office Supplies	9/3/2004	Will Keith	Symantec Subscrip Renew	\$39.95
Copies	9/30/2004	Carolina Copy	Bill Payment for Printing	\$68.75
Telephone	10/6/2004	UNC Telecom	September Bill	\$40.05
Postage	10/6/2004	Keith Bobbitt	Stamps for Golf Tourney	\$19.98
Copies	10/18/2004	Carolina Copy	Bill Payment for Printing	\$110.18
Telephone	10/26/2004	UNC Telecom	September/October Bill	\$80.50
Office Supplies	10/27/2004	Meredith Martin	Clipboards for Fever	\$4.50
Misc. Overhead	10/27/2004	Will Keith	Plaque for Coach	\$70.00
Misc. Overhead	10/27/2004	Chris West	Plaque for Coach	\$67.93
General Printing	11/2/2004	MM&D	Ticket Distribution Enlargement	\$20.00
Postage	11/14/2004	Justin Johnson	Postage for Hooker5k prizes	\$1.11
Office Supplies	12/3/2004	Chris West	Fever Domain Name	\$19.95
Telephone	12/3/2004	Telecomm	PIN # Will Keith Balance	\$0.05 *
Copies	12/3/2004	Carolina Copy	Carolina Copy	\$77.01
Office Supplies	12/12/2004	Justin Johnson	Batteries for Sports Info Ticker	\$4.70

### CAA RETREAT

Lodging	9/6/2004	Cherry Grove	Lodging (Wkend rent)	\$484.00
Food	9/14/2004	David Forsythe	TGI Fridays	\$105.00
Food	9/14/2004	David Forsythe	Overtime	\$259.89
Food	9/14/2004	Lindsay Strunk	TGI Fridays	\$94.28
Food	9/14/2004	Lindsay Strunk	Boulineau's	\$62.64
Gas	9/14/2004	Bonnie Clarke	Gas for Retreat (2 tanks)	\$45.17
Gas	9/14/2004	Mary Joos	Gas for Retreat (2 tanks)	\$36.28
Gas	9/14/2004	Charles Robinson	Gas for Retreat (2 tanks)	\$46.26
Gas	9/14/2004	Michele Carpenter	Gas for Retreat (2 tanks)	\$45.38
Gas	9/14/2004	Roger Wespe	Gas for Retreat (2 tanks)	\$49.05
Food	9/14/2004	Roger Wespe	Boulineau's	\$29.56
Food	9/14/2004	Jeff Markman	Boulineau's	\$20.94
Gas	9/14/2004	Jeff Markman	Gas for Retreat (2 tanks)	\$44.04

### CAROLINA FEVER

Publicity	9/2/2004	Chris West	Publicity Supplies FallFest	30 approx. ck amount
Prizes (Food)	9/3/2004	Chris West	Prizes for Members	\$25.77
Supplies	9/5/2004	Meridith Martin	Receipt Books for Fever	\$6.83
Supplies	9/8/2004	Chris West	Fever Database	42.79
Food	9/30/2004	Pizza on the Hill	Pizza for Fever Event	\$348.00
Misc. Away Tix	10/6/2004	Meridith Martin	Fever Tickets to NCSU Soccer	\$55.50
T-Shirts	10/27/2004	M-Prints, Inc	1200 Shirts @\$5.95 + tax	\$7,779.80
T-Shirts	11/21/2004	CH Sportswear	Director Shirts: Partial Pmnt	\$200.00



## HOMEcoming

Concert	5/5/2004	Metro Talent Group	Deposit for Sister Hazel	\$5,000.00	VOID
Concert	5/5/2004	Alabaster Suitcase	Deposit for Alabaster Suitcase	\$250.00	VOID
Kick-Off Event	5/5/2004	Bunn DJ Company	Retainer for DJ services	\$200.00	VOID
Misc			Union Fees for Poker Tourney	\$180.00	estimate
CDS Dinner	11/9/2004	Carolina Catering	Football Team Tickets	\$397.50	
T-Shirt	10/18/2004	Richard Cloudt	Homecoming T-Shirt Design	\$100.00	
Poker: Prizes	10/26/2004	Rachel High	Poker Table Prize	\$169.95	
Poker: Supplies	10/26/2004	Scott Boring	Poker Supplies; Fee for Hosting	\$200.00	
Poker: Food	10/26/2004	Rachel High	Food: Dominos Pizza	\$208.65	
Poker: Supplies	10/26/2004	Rachel High	Supplies: Harris Teeter	\$6.39	
Poker: Supplies	10/26/2004	Rachel High	Supplies: Harris Teeter	\$28.81	
Poker: Food	10/26/2004	Rachel High	Food: Walmart	\$60.58	
Supplies	10/26/2004	Rachel High	Feast Banner: UNC Stores	\$2.57	
Supplies	10/26/2004	Rachel High	Feast Banner: UNC Stores	\$16.69	
Supplies	10/26/2004	Rachel High	Feast Banner: Walmart	\$36.40	
Poker: Prizes	10/26/2004	Rachel High	Poker: Prize @ Rathskellar	\$10.70	
Supplies	11/2/2004	Brandi Burroughs	Prize for Idol Winner: Walmart	\$51.10	
Supplies	11/2/2004	Bayley Crane	Crowns for HC King/Queen	\$75.23	
Concert	11/21/2004	GAA	Venue (1500) + Rental (820)	\$2,320.00	
T-Shirt	12/3/2004	GAA	T-Shirts (850 less \$ from GAA)	\$2,495.79	*
Supplies	12/3/2004	GAA	Walk Up Attendees HC	\$52.00	

## HOOKER 5K

T-Shirt	9/30/2004	Justin Johnson	Pmnt. For Artist T-Shirt Design	\$100.00
T-Shirts	10/7/2004	Harper Arts (Carrboro)	500 T-Shirts (\$4.25) + 5 screens	\$2,225.00
Publicity	10/8/2004	Justin Johnson	Posterboard, Paper	\$6.29
Publicity	11/12/2004	DTH Ad	3 Ads (10/18, 10/20, 10/21)	\$267.00
Security	12/3/2004	DPS	Police Services Provided	\$88.41

## TICKET DISTRIBUTION

Supplies	11/21/2004	Jeff Dooley	STAPLES: Posterboard	\$34.99
Misc	12/3/2004	Steve Russell	Food Lion: OJ & Bojangles	\$151.77
Supplies	12/3/2004	Charles Robinson	Office Supplies & More	\$24.22

## ATHLETIC/ACADEMIC LIAISON

Golf Tourney Fees	10/26/2004	Lindsay Strunk	Greens Fees: Finley	\$1,493.10
Golf Tourney DTH	11/14/2004	DTH	DTH Ad (10/12)	\$71.20

## SPORTS MARKETING

Events/Meetings	9/6/2004	Cherry Grove	Lodging: Retreat Weekend	\$517.00	oT denied request
Deposit	9/6/2004	Cherry Grove	Lodging: Refundable Deposit	\$100.00	VOID
Printing/Promotions	10/6/2004	Body Billboard Inc	Coozies: Field Hockey	\$191	
Late Night	10/27/2004	What's Next!	SM: Polos for Late Night	\$138.62	*
Printing/Promotions	10/26/2004	Jon Cherry	Lowe's Supplies	\$4.84	
Printing/Promotions	10/26/2004	Body Billboard Inc	BottleOpeners (300)	\$212.93	
Printing/Promotions	11/2/2004	Keith Bobbitt	Michael's: Goodie Bags	\$10.59	
Printing/Promotions	11/2/2004	Keith Bobbitt	Walmart: Candy for Promo	\$84.68	
Printing/Promotions	12/12/2004	Jeffrey Eisenberg	Paint Cart	\$10.00	
Printing/Promotions	12/12/2004	Jeffrey Eisenberg	Raffle Tickets: Staples	\$4.04	
Printing/Promotions	12/12/2004	Jeffrey Eisenberg	Promotion: V-ball IPOD	\$245.03	

## OTHER PROJECTS/EXPENDITURES

Academic/Ath Liaison	9/8/2004	CASLO	Donation/CoSponsorship	\$100.00	
General Marketing	10/6/2004	DTH Advertising	HC King/Queen Apps Ad	\$71.20	
General Marketing	10/7/2004	Justin Johnson	Paint Cart for General Marketing	\$10.00	

## BEAT DOOK WEEK

## LATE NIGHT WITH ROY

## ATHLETIC COMMUNICATIONS

## SENIOR ADVISORS