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THE INSIDER'S VIEW

INSIDE THIS ISSUE



favorite of mine, the ever graceful, ever wise, legendary poet and author Maya Angelou once shared, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."



DAN GUERRERO

To that point, also ever graceful, also ever wise, legendary coach and mentor John Wooden once explained, "Consider the rights of others before your own feelings and the feelings of others before your own rights."

You'd be hard pressed to find two greater titans not just in their own respective fields, but in life.

How we treat others is a direct reflection of ourselves. More often than not, people will in turn treat us in a similar manner to which we treat them. When you consider our school colors, fittingly for Bruin fans, this maxim of altruism has been coined 'The Golden Rule.' As to whether people actually do or do not reciprocate, well, at the end of

the day, it simply doesn't matter. What ultimately matters is being able to look in the mirror and be proud of the person staring back at you.

Core values, while important across all walks of life, are essential in running an athletics department. It's not whether we win or lose that sets us apart from other institutions, it's how we win. It's how we conduct ourselves. It's how we respond.

The bottom line is that we do not compromise academic success for athletic success, and we do not compromise character for championships.

Iconic Bruin and tennis great Arthur Ashe so aptly noted years ago, "True heroism is remarkably sober, very undramatic. It is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost."

Admittedly, this is not the easy way. But, in our opinion here at UCLA, it is the only way.

This maxim can lead to very public second guessing — an occupational hazard of mine to be sure. While nobody ever said being an Athletics Director was for the faint of heart, being an Athletics Director absolutely requires that you follow your heart.

I certainly don't expect people to agree with all the decisions I make. A major component of being invested in an athletics program is passion, and I'll take a passionate dissent versus an apathetic shrug every day of the week. And as we have seen, passionate dissent comes in many forms — thoughtful to crude, professional to personal, subtle to loud — but it always comes from the same place; a place of caring.

Good athletics programs not only understand this, they embrace it. How you respond not only says a lot about your program, it is emblematic of the core values you hope your student-athletes will come to appreciate and fully embrace by the time they are ready to graduate.

But I do wish more people, myself included, would heed the advice of the greatest basketball player of all-time — accomplished author, social activist and legendary Bruin Kareem Abdul-Jabbar. In an April 2013 article in *Esquire Magazine* entitled, 'Kareem: 20 Things I Wish I'd Known When I Was 30,' one of Kareem's key points to his 30-year old self was to not be so quick to judge.

"It's human nature to instantly judge others," Kareem wrote. "It goes back to our ancient life-or-death need to decide whether to fight or flee. But in their haste to size others up, people are often wrong — especially a 30-year-old sports star with hordes of folks coming at him every day. We miss out on knowing some exceptional people by doing that, as I'm sure I did. I think the biggest irony of this advice is that it's coming from someone who's black, stratospherically tall, and an athlete: the trifecta of being pre-judged. And I

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THE OFFICIAL MAGAZINE OF UCLA ATHLETICS VOL 2 • ISSUE 4 • SUMMER 2016

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have a lifetime of hurtful comments to prove it. Yet, that didn't stop me from doing the same thing to others. You have to weigh the glee of satisfaction you get from arrogantly rejecting people with the inevitable sadness of regret you'll eventually feel for having been such a [expletive]."

Nobody likes being an expletive. If they do, they're at odds with what it means to be a Bruin. It's simply not in our DNA. The high road may be difficult to get to, but anything worth doing is seldom easy.

Ultimately, what we want — parents for their children, fans for the studentathletes they cheer for — is consistency in character, measurement in action and an unyielding desire to be the best they can be in all facets of life.

Winning is a byproduct of these core values — it's no accident that we have more NCAA Championships than any other institution by, ironically, valuing success as a journey, not a destination.

I'll leave you with another quote from Arthur Ashe, whose dignity in the face of adversity and humility throughout his life rank second to none, "From what we get, we can make a living; what we give, however, makes a life."

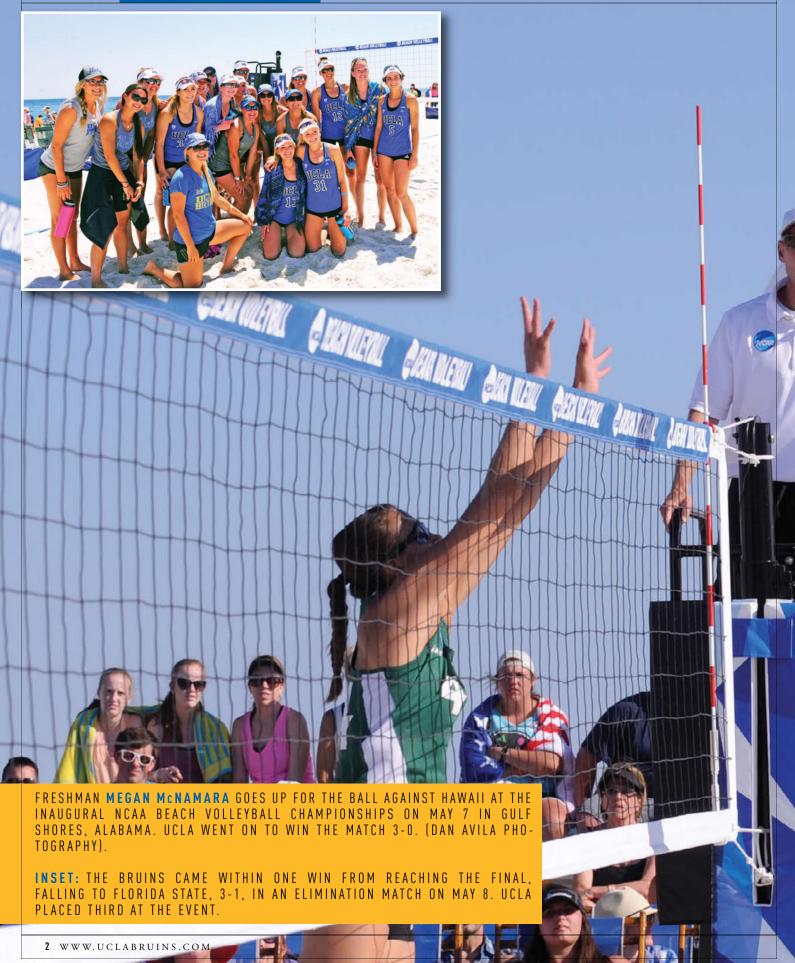
As we go about our daily routine, take time to appreciate the journey and those people you come into contact with along the way. A little kindness can go a lot further than you think.

Go Bruins!

Dan Guener

Dan Guerrero











2016 SCHEDULE

SEPT 3 **■ TEXAS A&M**

SEPT 10 UNLV

a Byu SEPT 17

STANFORD SEPT 24

OCT 1 ARIZONA

OCT 8 **@ ARIZONA STATE**

OCT 15 **@ WASHINGTON STATE**

OCT 22 UTAH (HOMECOMING)

NOV 3 @ COLORADO

NOV12 **OREGON STATE**

NOV 19 USC

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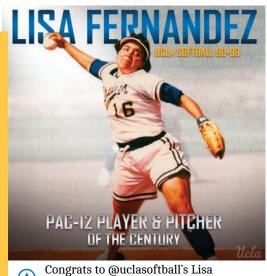






Behind the Scenes with UCLA Athletics

Follow the Bruins on Social Media. #GoBruins



Fernandez on being named the @pac12conference Player and Pitcher of the Century! #GoBruins





@myles_jack on Coach Mora's NFL experience and the pro concepts utilized by @uclafootball.

Cue the brooms, that's a @uclabruinsbaseball sweep over the Ducks! #GoBruins

While rockin' sweet throwback "hoops" jerseys, @uclamvb took down No. 6 Pepperdine and clinched 2nd place going into next week's MPSF playoffs!





Congrats to @uclawbb's Jordin Canada on being named an AP All-American (Honorable Mention). Jordin led the Bruins this season with 16.1 PPG, 5.8 APG, & 2.3 SPG. #ImABruin



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Casey AT THE BAT

UCLA GRAD CASEY WASSERMAN ['96] LEADING LA'S MARCH TO 2024



"THE ULTIMATE PRIZE IS WINNING.

No one should be shy about saying that.

- CASEY WASSERMAN

By Chris Foster

he view from Casey Wasserman's office is stunning.

Wasserman, an A-list mover and shaker in Los Angeles, can gaze up from his desk — when he has the rare free moment — and see Westwood and, further off, the rolling hills that embrace the Westside. To the left, Santa Monica and, in the distance, the Pacific Ocean unfolds in postcard splendor.

This is where he handles his extensive business and philanthropic dealings, including the multi-million dollar company, Wasserman. He could sit back and enjoy the fruits of his labor, but who has time to chew the scenery?

Yes, the view is stunning. Wasserman, though, can see beyond the current landscape.

"I think what makes Los Angeles unique, and one of the great cities, is it is the only city of this stature in the world that in 50 years will look dramatically different than it does today," Wasserman said.

Wasserman is playing a leading role in the current redesign, and hints of it are strewn all over the office that sits 22 floors above Wilshire Boulevard.

Books about UCLA athletics are stacked on his desk. Two Bruins' football helmets sit behind him on the shelf. Wasserman, who earned a political science degree from UCLA in 1996, is deeply embedded in the Westwood campus. The Wasserman Football Center and Mo Ostin Basketball Center are just the latest projects that have received the Wasserman treatment.

"It is a place that I have felt connected to since I was a little kid," Wasserman said.

Other reading material at his fingertips is the "Official History of Olympic Games." Behind him, on a lower shelf, rests a box, "'84 LA Games," a novelty Monopoly game that Wasserman admitted he has never played, but said, "It looks good there." What would look even better is having the Olympics back in Los Angeles, something that has Wasserman's complete attention. Heck, Monopoly might even have to release a "'24 L.A. Games" edition.

"I'm not sure what it would look like, but it will probably be on my phone, not in a box," Wasserman joked.

All of that, plus the numerous boards he sits on, makes for a full plate. Yet anyone who thinks Wasserman has bitten off more than he can chew need only look to the right of his massive desk. Framed trading cards of athletes, all Wasserman clients, line the shelf. His company, begun as a two-man operation in 2002, is now a sports behemoth that employs more than 600, represents more than 1,500 athletes, and arranges naming rights deals such as the one for MetLife Stadium in New Jersey.

Wasserman, 41, didn't create that empire by sitting around watching the sun set from a penthouse suite.

"The ultimate prize is winning," Wasserman said. "No one should be shy about saying that."

UCLA is home.

Wasserman has been around the campus since he was a wide-eyed 5-year old attending basketball games with Lew Wasserman, his grandfather.

Lew Wasserman, considered the last Hollywood mogul, took an active role in mentoring his grandson, which included watching the Bruins in Pauley Pavilion. For 25 years, the two would meet at Nate 'n Al in Beverly Hills every weekend for tasty deli and poignant lessons. Lew Wasserman's parental-like attention to his daughter's son gave Casey Wasserman a foundation that he has built on his entire life.

"I'm more than proud of being Lew Wasserman's grandson," Wasserman said. But, he said, "I wanted to make my own reputation, not a reputation based on my family or my grandfather."

Sports were the avenue.

"During my four years at UCLA, we won a national championship in basketball, never lost to USC in football and went to a Rose Bowl," Wasserman said. "It was a good four years."

But his obsession went beyond the competition.

"I was fortunate to be passionate about sports long before I graduated college, both on the field and, for some odd reasons, in the business of sports," Wasserman said.

After graduating from UCLA, Wasserman set out. He was awarded an Arena Football League franchise in 1998. The Los Angeles Avengers lasted nine seasons, with Wasserman taking a leadership role among owners.

It was a valuable learning experience.

"I had to build an organization from scratch," Wasserman said. "I had no employees. I had no offices. I had no phones. I had no coach. I had no practice facilities. I had no team name. You build an organization, and then you have to produce a competitive team. It was an incredible experience."

The Avengers were one of the AFL's most successful teams, on the field and off. But, Wasserman said, "You learn in any league that you are only as strong as your weakest link."

The experience proved vital when he formed what was then named Wasserman Media Group, which has grown into a major player across the sporting world with a new name, Wasserman. According to one report, Wasserman now represents 20 percent of the NBA.

His agency has negotiated lucrative naming rights deals, as well as handling corporate clients such as Nike, Pepsi and Microsoft.

"This guy is really driven," UCLA Athletics Director Dan Guerrero said. "Look at what he has accomplished at such a young age. And couple that brilliance with a caring heart."

UCLA has benefitted from that heart.

LEFT: WASSERMAN'S CLOSE TIES TO HIS ALMA MATER GO WELL BEYOND HIS FINANCIAL CONTRIBUTIONS, AS EVEN HIS WILSHIRE BLVD. OFFICE OVERLOOKS WESTWOOD AND THE UCLA CAMPUS. (DON LIEBIG/ASUCLA)

Casey AT THE BAT

WASSERMAN LEADING LA'S MARCH TO 2024



Wasserman's fingerprints are prevalent throughout the sprawling campus, including the Edie and Lew Wasserman building, a \$116-million research and patient care facility at the Jules Stein Eye Institute.

His efforts for athletics have been significant.

"I think if I were to pick a dream team of advisers, Casey would be first pick," Guerrero said.

Wasserman has been happy to help, noting that Guerrero has a difficult job.

"It's a lot more than how many football and basketball games you win," Wasserman said. "Clearly that's important to the fan base, and I get that. But we have 25 teams, all of which require his ability to attract coaches who perform at the highest level. Graduation rates remain high even with the standards in terms of admissions that he has to deal with, which are way higher than I think people appreciate."

Guerrero has leaned on Wasserman at times, saying Wasserman's counsel is a "perk" similar to the advice he once received from former UCLA basketball coach John Wooden.

"Casey is a great Bruin who has built an empire," Guerrero said. "For me to have the ability to get his insight and wisdom is a testimony to what we are able to accomplish."

But Wasserman has gone beyond mere counsel. His was involved with the Pauley Pavilion renovation.

The arena's makeover was needed to keep pace with the facility explosion that has become a missile arms race in college athletics. For the same reason, UCLA set out to build football and basketball training facilities last summer.

Wasserman was the chief benefactor for the football facility. Oklahoma City guard Russell Westbrook, a former UCLA player, made a large contribution to the basketball facility.

Westbrook is one of Wasserman's prominent clients.

WASSERMAN JOINED CORI CLOSE, STEVE ALFORD, DAN GUERRERO & JIM MORA ON AUG. 27, AS UCLA HELD A GROUNDBREAKING CEREMONY TO OFFICIALLY KICK OFF CONSTRUCTION FOR BOTH THE WASSERMAN FOOTBALL CENTER & MO OSTIN BASKETBALL CENTER. (KATIE MEYERS/UCLA ATHLETICS)

UCLA football coach Jim Mora said that Wasserman's "constant and consistent support, both financially and, more importantly, as a friend, supporter and voice of reason," is vital to the success of the program.

Wasserman said, "Facilities speak to the culture of the organization."

UCLA hopes to turn that into success.

"I think any school from a big five conference aspires to win a college football national championship," Wasserman said. "That would be incredible. But what Coach [John] Savage has done with the baseball team is incredible. What Cori [Close] has done with women's basketball is incredible. Women's soccer, water polo, the depth and breadth of our success is incredible and, frankly, I hope to continue to support it any way I can."

Said Mora, "He sees the big picture and truly believes in what we're doing."

Los Angeles is home.

Wasserman does look out from his office and onto the campus he loves, but



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Casey AT THE BAT

WASSERMAN LEADING LA'S MARCH TO 2024

he also knows that "Los Angeles" is in UCLA's name.

"He sees a responsibility to the city he loves," Guerrero said.

Wasserman is President and CEO of the Wasserman Foundation, created by his grandfather, plus a board member at New York University, the Jules Stein Eye Institute, the Whitney Museum, the Los Angeles County Museum of Art and a trustee for the Clinton Foundation. Add to that the hands-on approach to running Wasserman.

It seems to leave little room for addition. But when Los Angeles Mayor Eric Garcetti called to ask Wasserman to play a leading role in the Olympic efforts there could only be one answer.

"When the mayor reached out, he wouldn't take 'no' for an answer, as mayors shouldn't," Wasserman said. "So began this journey." And, he added, "I'm thrilled I did it."

Wasserman has a simple motivation.

"The ability to bring the world's greatest event to what I think is the world's greatest stage is a once in a lifetime opportunity," he said.

Los Angeles is competing with Paris, Rome and Budapest, Hungary, to host the 2024 games. Los Angeles, which hosted the games in 1932 and 1984, was a tough sell at first. The United States Olympic Committee initially selected Boston as its site, but when that city dropped out last July, Los Angeles jumped in.

Wasserman has thrown himself into the job. The LAOC needed money. So the guy who *GQ Magazine* once called the "Kosher Kennedy" not only made a donation, he made some calls, and \$30 million was raised within a week.

This, though, is not checkbook management. Wasserman approaches challenges head on.

"You do this person-to-person, individual meetings and individual connections," Wasserman said. "There are roughly 90 individuals who will make

their decisions independently of each other. We will work diligently to connect with them anyway within the rules."

That has involved a lot of travel. He has made multiple visits to Switzerland, where the International Olympic Committee is located. He has made stops wherever Olympic officials can be found, including a wrestling championship in Las Vegas.

"Over the next few months, I will have a lot more stamps in my passport," Wasserman said.

The three-pronged campaign, he said, was to deliver "a technically excellent plan" that includes everything from venues to transportation to housing and "engage" in the Los Angeles community to "make sure they understand what we're doing." Wasserman said that LAOC has an 88 percent approval rating.

Then, he said, the "real job" begins.

That, Wasserman said, involves, "figuring out how to connect with the IOC members with humility and respect so when it comes time to vote they will feel comfortable voting for us."

He isn't oblivious to the challenge.

"I know how hard it is," Wasserman said. "I know a lot of great cities that have lost." But, he said, "Anything that is difficult, you learn a great deal from, and I have already learned a tremendous amount."

Late summer of 2017, he will learn a lot more.

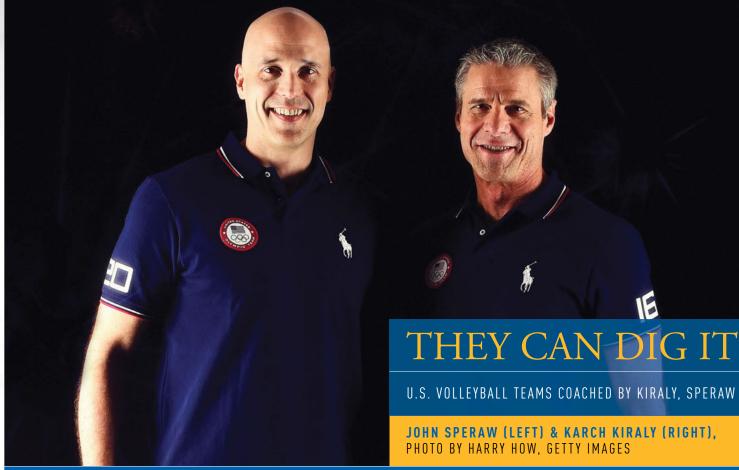
UCLA's football and basketball facilities are scheduled to be completed that August. A month later, the IOC will make its decision on who hosts the 2024 games.

The view from the office could look a lot different.

"I can see it in my head," Wasserman said. "I hope a lot of people agree with that vision because I think it is going to produce some really incredible results."







By Michael Ventre

'n Rio de Janeiro, there is no statue of John Wooden. Joe Bruin is not a regular attendee of sporting events. Rarely, if ever, will an Eight Clap be heard, save for the rare occasion when a UCLA alumni group visits and signals its approval over a particularly satisfying dinner. And if you mention the Rose Bowl, you would more than likely be directed toward an actual bowl of roses.

But when the 2016 Summer Olympics take place this August, the event will have a distinctly Bruin flavor, at least when it comes to volleyball. John Speraw, a former UCLA star who is now head coach of the men's team in Westwood, also happens to be the head coach of the U.S. men's national volleyball team. His counterpart handling the distaff side, Karch Kiraly, needs no introduction, but here's one anyway: He may be the single greatest volleyball player in history on both wood and sand. And now he's the head coach of the U.S. women's national volleyball team.

You would expect two such men to be kindred spirits. You would be correct. "My relationship with Karch has always been great," Speraw noted. "When I was coaching down at UC Irvine, he lives in San Clemente, so because we were both Bruins we always stayed in touch. We had conversations every year about how volleyball was going. I even had him up to speak to our team at one point.

"He has always been a big supporter," he added. "For me I always just enjoyed his perspective because it comes from such a unique and incredible experience. He's got such a great analytical mind — a really, really bright, bright person who brings that intellect to his understanding of the game. So I always gained great insight from our discussions over the years."

Speraw, who has now completed four seasons as UCLA's head coach, graduated from the school in 1995. Kiraly is a bit older, having graduated in 1983. But the two have managed to bond through their mutual love of the

university and of the sport.

"We are friends and colleagues," Kiraly said. "We are so busy that neither of us has time to do social things. But I have a ton of respect for John. He does a fantastic job. He did a great job when he got his chance at UC Irvine, and he has done that also with UCLA and with the national team, both as an assistant and a head coach."

A major reason why each has attained the equivalent of a doctorate level in volleyball is because of one influential professor they both studied under. That man is Al Scates, another Bruin legend who coached UCLA to 19 NCAA titles and two others in the '60s under the aegis of the U.S. Volleyball Association. He retired in 2012 and now enjoys serving as a color commentator for the Pac-12 Network when he isn't playing golf.

Under Scates, Kiraly won three national championships as a Bruin. Under Scates, Speraw won two.

While Kiraly was a clear star, Speraw started out more as a grunt and worked his way up in the program. "John was an undersized middle blocker," Scates recalled. "He was really a gritty, smart, hardworking player. He wasn't as talented as some of the other guys, but I was impressed with John's work ethic. I don't offer these guys any friendship while they're players. But after they're finished playing we hung out and we became good friends.

"Karch was the kind of guy who gave the absolute best he had in every practice," Scates added. "Regardless of how late Karch had stayed up the night before, he gave it everything he had in practice. I had no idea if he was up partying all night or not. When he stepped on the floor he wanted to do everything perfectly and he got upset if he didn't. With him we won three NCAA championships and took one second."

Speraw said Scates made phone calls on his behalf to help him get some of his first jobs as an assistant volleyball coach. From there Speraw established his own identity. At UC Irvine, for instance, Speraw helped transform that program into a national power, serving as head coach there for 10 seasons. The Anteaters won three NCAA championships in Speraw's final six years there.

When Scates retired after 50 years as the Bruins' head coach, Speraw was named UCLA's third head coach on June 5, 2012.

"He really was a massive influence in terms of how I learned how to play the game," Speraw said of Scates. "Obviously he almost single-handedly created my coaching career. Because of who Al Scates was and his reputation and success he was able to accelerate my coaching career just because of his support. When Al Scates puts in a phone call for you, you are able to get jobs. He helped to get me my first job with USA Volleyball as an assistant. That led to more work with USA Volleyball and he was a reference for me for all my job opportunities."

It wasn't merely Scates' persuasiveness in opening doors for Speraw that was important. It was the entire Scates approach.

"He has had an incredible influence on my coaching style and how I view the game," Speraw said. "Ultimately if you want to learn how to be a winner, then you should surround yourself with winners. I can't think of a bigger winner and a more successful coach than Al Scates. Everything about what he did and who he is — subtly or overtly — influences what I did at UCLA and with the national team."

Kiraly brought a fanatical work ethic with him when he first came to UCLA. But he said his exposure to Scates influences him to this day.

"We don't have complete control over the outcome of a match," Kiraly opined. "We don't have complete control even over a single play. But we absolutely have control over our effort.

"I think a couple of big lessons I got from coach Scates was that he was extremely thorough in his approach to preparing our team," Kiraly continued, "and for any specific opponent. Also, I really liked his demeanor and his poise in the competitive environment, the cauldron. It didn't matter how intense things got, he just had a calming presence about him, an optimism, a confidence, and it was infectious. A lot of our moods and emotions are infectious. He was easily able to infect his players with that calm, poised optimism, and I try to do the same with our team."

Naturally, both Speraw and Kiraly expect success in Rio. They acknowledge that the competition will be fierce on both the men's and women's sides. Yet they have confidence that their teams will be right in the mix in the quest for shiny hardware.

"There are a lot of teams over the past few years that have become world powers and maybe four years ago were not traditional volleyball powers," Speraw said. "So teams like Iran and France and maybe some teams that people outside the volleyball world wouldn't know, they're some of the best teams in the world to go along with the regulars like Brazil and Russia, Italy and Poland.

"So it's really difficult to predict," Speraw continued. "But I'm really, really pleased with the direction of the program, how we've improved so quickly over the last couple of years with a lot of young players who are not necessarily playing young. I think as long as we stay focused on playing the next day the best we can and using that opportunity to get better, that Wooden-esque philosophy has worked really well with this group. I want to stay true to that, and hopefully it'll carry us to a medal."

Kiraly adopts the same outlook. "There are probably six or seven teams who have a very good chance to medal there," he said. "And we're one of them. It's a very deep tournament. Our pool of six teams will provide a nice challenge and prepare us well for the playoff rounds. There are some really good teams

there, and I'm excited by the depth of competition. I'm excited about the adversity coming our way, and I'm eager to see how we respond.

"I'm really enjoying it," added Kiraly of his move to the coaching ranks. "Most of all I'm enjoying the people I work with, both the quality and caliber of the women in our program. They're a group of really intelligent, powerful, hard-working, passionate, dedicated people who are trying to help this program get to places it has never been before. Plus we have an incredible staff of really good people. When you work with good people, it doesn't get much better than that."

So if you happen to hear the rare Sixteen Clap coming from the direction of Rio de Janeiro this summer — two consecutive Eight Claps, one celebrating a medal for the men's volleyball team and another for the women — you'll understand why.



JOHN SPERAW'S FIRST COACHING GIG WAS AS A VOLUNTEER ASSISTANT TO FORMER UCLA HEAD COACH AL SCATES. HE HAS SINCE ASCENDED TO THE TO THE TOP OF THE SPORT, SERVING AS HEAD COACH OF BOTH HIS ALMA MATER AND THE U.S. MEN'S NATIONAL TEAM. (ATSUSHI TOMURA/GETTY IMAGES)



A LEGEND IN BOTH INDOOR AND BEACH, FORMER UCLA STANDOUT KARCH KIRALY WILL HEAD UP THE U.S. WOMEN'S NATIONAL TEAM'S BID FOR OLYMPIC GOLD THIS SUMMER IN RIO. HIS TEAM USA SQUAD CURRENTLY STANDS AT NO. 1 IN THE FIVB WORLD RANKINGS. (ELSA/GETTY IMAGES)

The Wooden Athletic Fund

Dennis, Sharon, and Sean White Invest in Tomorrow's Champions Today.

Dennis, Sharon, and Sean White are passionately committed to UCLA and supporting Bruin student-athletes through the Wooden Athletic Fund. Dennis, an insurance broker at White & Company Insurance, Inc., has been in the family business for over 40 years. Dennis' stepmom, Rosemary, graduated from UCLA in 1948, right when Coach Wooden was making his start as a UCLA basketball coach. He and his wife, Sharon, support many of the sports at UCLA, but their biggest love has always been UCLA Football. To support this love, Dennis and Sharon made a significant gift towards the construction of the Wasserman Football Center, which broke ground in August, 2015. The White family's Bruin tradition continued when Dennis and Sharon's son Sean graduated from UCLA in 2004. The Whites made their first gift to UCLA Athletics 30 years ago and have been Wooden Athletic Fund members every year since, upgrading their membership level two steps over the years.

UCLA and the UCLA Athletic Department thank the 6,097 Wooden Athletic Fund members, including Dennis, Sharon, and Sean White.

The Wooden Athletic Fund is committed to honoring the educational and athletic legacy of Nell and John Wooden.

Together, members of the Wooden Athletic Fund team provide invaluable support for all UCLA student-athletes and every gift has a positive impact on their ability to succeed in the classroom, in competition and in the community.

This funding is directed to the people, places and programs that need it most, allowing UCLA Athletics to act quickly to enhance the student-athlete experience, retain coaches, and seize opportunities.

"It may sound simplistic, but we give to UCLA Athletics, to a large degree, to beat the Trojans! It has been a longstanding rivalry in my family. When I was 14 years old, I took the bus, transferring three times, to get to the Coliseum to see the 1965 UCLA vs. USC football game. It was one of the most exciting games I've ever gone to, with UCLA winning in the final minutes. We stormed the Coliseum turf, and celebrated like idiots with the players! You can't do that anymore, which makes it all the more special!"



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Olympic Heritage

With more than 400 participants winning 251 total medals, including 126 gold, UCLA has an incredible Olympic tradition. In fact, since 1932, UCLA has won a gold medal in every Olympic Games in which the U.S. has competed. In addition, Bruin athletes and coaches have represented the school in all but one Olympics since 1920. With the Rio Games just around the corner, here is a look at some of the key highlights in UCLA's Olympic history.



Olympic Timeline

Below is just a small sampling of UCLA's Olympic history from 1932-2012.

1932

LOS ANGELES 1932

X[™]OLYMPIAD The first medal won by a UCLA former student-athlete was by gymnast Ed Carmichael, who won bronze on vault.

1936



XIT OLYMPIC GAMES

Five Bruins (Sam Balter, Carl Knowles, Frank Lubin, Don Piper, Carl Shy) won gold on the USA basketball team.

1952



Olympic record in the javelin to become the first non-European to win gold on that event at the **HELSINKI** Olympics. He remains the only American javelin gold medalist.

Cy Young set an









1988

[1]



Florence Griffith-Joyner [1] won three gold (100m in an Olympic record, 200m in a world record and 4x100

relay) and one silver medal (4x400 relay), and Jackie Joyner won gold in the heptathlon and long jump.



Jackie Joyner-Kersee [2] repeated as heptathlon champion, Gail Devers [3] became the

fastest woman in the world, winning the Olympic 100m gold, Evelyn Ashford won her 4th Olympic gold medal in the 4x100 relay, Mike Marsh [4] won gold in the 200m and 4x100 relay, Mike Powell won silver in the long jump, and Kevin Young won gold and set a world record in the 400 hurdles.



Karch Kiraly [5] and Kent Steffes won the first-ever men's beach volleyball gold medal.





USA Softball, led by Bruins Lisa Christie Ambrosi.

Jen Brundage, Stacey Nuveman [11], Dot Richardson and Christa Williams won gold for the second-straight Games.

[12]

1972



UCLA swimmer Steve Genter won three medals, including a silver in the 200 free just one day following his release from the

hospital due to a collapsed lung. Genter led in the opening of the race but his stitches ripped open on the second turn, and Mark Spitz went on to win

1976



competed in Montréal 1976 her first of

four Olympic Games, placing fifth in the 100m.

UCLA

Evelyn

freshman

Ashford [8]

1984



USA Men's **Gymnastics** team, half of which were Bruins (Peter

Vidmar, Mitch Gaylord, Tim Daggett), won Olympic gold for the first time ever. Vidmar [12] also won gold on the pommel horse and silver in the all-around, while Gaylord [10] won two bronze medals and one silver, and Daggett [10] won an additional bronze.



2004

1960

UCLA

teammates

C.K. Yang

Rafer Johnson/

finished 1-2 in

the decathlon.



ATHENS 2004

Tairia $\bigcirc \bigcirc \bigcirc$ Mims-Flowers, Stacey Nuveman,

USA Softball

continued, with

Lisa Fernandez

[6], Amanda Freed,

domination

and Natasha Watley leading Team USA to its third-straight gold medal. Meb Keflezighi won silver in the Marathon, and Joanna Hayes captured gold in the 100m hurdles.

5008



Dawn Harper became UCLA's second-straight 100m hurdles Beijing 2008 gold medalist. Adam Wright and Brandon

Brooks led USA Water Polo to a silver medal. Lauren Cheney [7] and assistant Jill Ellis, who was head coach of UCLA at the time, led USA Soccer to a gold medal. Tennis star Mark Knowles (Bahamas) played in his 5th Olympic Games.

2012



Lauren Cheney and Sydney Leroux led USA Soccer to a gold medal for the second-straight Olympics. Adam

Krikorian, Kelly Rulon and Courtney Mathewson led USA Water Polo to its first-ever gold medal. Russell Westbrook [9] and Kevin Love helped USA Basketball to gold. Amy Acuff (Track & Field) competed in her 5th Olympic Games.



The Olympic Quiz

How well do you know UCLA's rich history in the Olympic Games?

Ed Carmichael was the first Bruin to take home an Olympic medal, claiming bronze at the 1932 Games in which sport?

a) Gymnastics

c) Swimming

b) Track & Field d) Wrestling

Bruin athletes took home gold and silver in the decathlon at the 1960 Summer Games in Rome. Who won gold?

a) Rafer Johnson

c) C.K. Yang

b) George Roubanis d) Ducky Drake

UCLA sprinter Evelyn Ashford competed in the first of her four Olympics Games in this city.

a) Montreal

c) Athens

b) Munich

d) Los Angeles

Lauren Cheney and Sydney Leroux helped the U.S. claim gold at the 2012 London Games in this sport.





In addition to helping the U.S. claim gold in the team event, this gymnast took home an additional gold medal on the pommel horse in 1984 at Paulev Pavilion.

a) Mitch Gaylord

c) Tim Daggett

b) Peter Vidmar

d) Tony Pineda

This current UCLA assistant coach took home the gold medal in the 100m hurdles at the 2004 Games in Athens, Greece.

a) Mike Powell

c) Ato Boldon

b) Monique Henderson

d) Joanna Hayes

Former UCLA tennis standout Mark Knowles represented this country in five Olympic Games.

a) United States

c) Bahamas

b) New Zealand

d) Australia

Russell Westbrook and this Bruin player helped Team USA to the gold medal at the London Olympics.

a) Kevin Love

c) Jrue Holiday

b) Jordan Farmar

d) Trevor Ariza

She became the second-straight Bruin to win gold in the 100m hurdles in Beijing in 2008.

a) Jessica Cosby c) Amy Acuff

b) Dawn Harper d) Andrea Anderson

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UCLA Athletics' Annual Bruins at the Beach

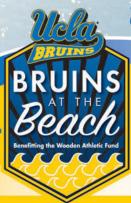
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UCLA Athletics will be back in Orange County to host our annual Bruins at the Beach event to be held Saturday, June 4, 2016. This exclusive event is an opportunity for passionate UCLA alumni, friends and fans to spend an elegant evening in Orange County with UCLA head coaches and distinguished UCLA Legends.

All proceeds from the evening will benefit UCLA Athletics through the Wooden Athletic Fund and its efforts to raise much-needed support for UCLA's nearly 700 student-athletes.







We look forward to toasting



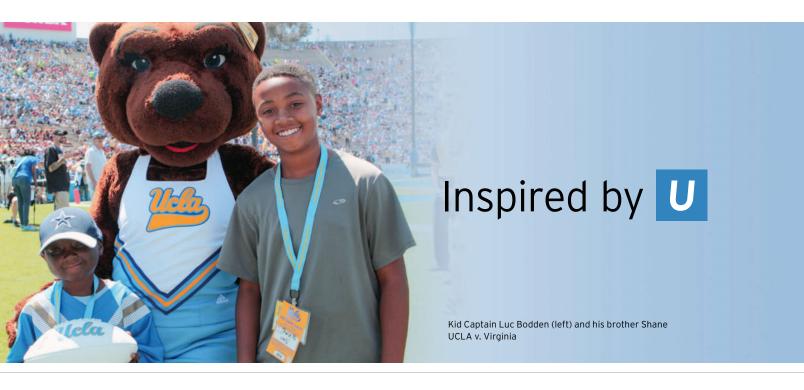


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For more information about Bruins at the Beach or to learn more about 2016 sponsorship opportunities and benefits, please call (310) 206-3302, or email development@athletics.ucla.edu.

www.woodenathleticfund.com/bruinsatthebeach





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Abby Bender UCLA v. Arizona St



Tyler Johnson UCLA v. Oregon



Blayke Rosenthal UCLA v. Monmount



Kenny Thomas UCLA v. Kentucky



UCLA v. UC Riverside



Leonard Evans UCLA v. U of Colorado

Mattel Children's Hospital UCLA



uclahealth.org/mattel











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UCLA's Ultimate Olympian Rafer Johnson

Perhaps no UCLA athlete better embodies the Olympic spirit than Bruin great Rafer Johnson. He qualified for the 1956 Melbourne Games in both the long jump and decathlon, only competing in the decathlon due to a knee injury. Despite the injury, he went on to win a silver medal. As the U.S. flag bearer at the 1960 Rome Olympics, Johnson won gold with a world-record mark. He has since gone on to light the Olympic flame at the 1984 Summer Games in Los Angeles, and was one of the founding members of the Special Olympics in Southern California.



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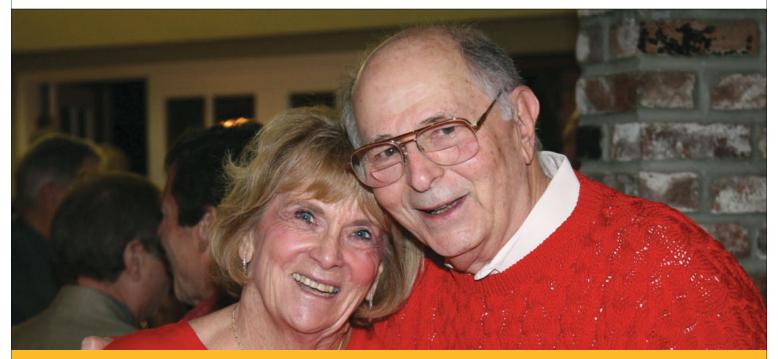
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MURRAY AND LENNY NEIDORF

THEIR "PAY IT BACK" ATTITUDE HAS MEANT GREAT THINGS FOR UCLA



LENNY (LEFT) AND MURRAY NEIDORF ARE PROUD MEMBERS OF THE 1919 SOCIETY, A GROUP OF INDIVIDUALS WHO HAVE GENEROUSLY CONTRIBUTED \$1 MILLION OR MORE TO UCLA ATHLETICS IN THEIR LIFETIMES.

By Emily Lerner Director of Communications, UCLA Athletics Development

here are many reasons why people support UCLA Athletics. They range from the desire to honor a national championship team, to seeing the value in renovating a facility, to wanting to endow a scholarship to make it possible for a student-athlete to attend the university. Sometimes support comes from being thankful for receiving a stellar education, or because of one's network that was built due to the friendships and activities undertaken at UCLA. Sometimes it is even because one met their future spouse in a dorm or class at UCLA and all the good things that evolved in their personal life was due all or in part to that. Sometimes it is for all of these reasons, as it is in the case of Murray Neidorf.

Surprisingly, Murray's intent was not to go to UCLA, but to go across town to attend USC. In 1945 at the end of WWII, Murray, stationed in Carmel, California, had a weekend pass and decided to visit a cousin who lived in Asuza. After hitchhiking down the coast to Los Angeles, his cousin took him to visit UCLA. Once he saw it, he was hooked.

"I was so taken by the beauty of the campus that I went to the administration building to ask if I could pre-register for classes and they said yes," Murray said. "I decided then that if I survived the war I was going to go to UCLA."

The war ended and Murray survived, returning to Brooklyn where he earned his undergraduate degree from CCNY. True to his word, he moved to Los Angeles to attend grad school. He wanted to study finance and accounting, but after looking at the UCLA and USC catalogs, thought that perhaps USC had the programs that would better fit his needs. He enrolled

at USC, but was unable to get into the classes he wanted. So he drove back to Westwood, asked if his pre-registration from 1945 was still valid, and enrolled at UCLA.

"The only condition I had to meet was, because I was an out-of-state student, I needed to get shots before enrolling," said Murray. "Behind the finance department building there was a Quonset hut and that's where the doctor gave me my shots. That was my real start at UCLA."

Admittedly, everything Murray accomplished in his life from that point on can be traced back to his decision to attend UCLA.

"I had a wonderful teacher [at UCLA] named Harry Simons who got me to take the CPA exam," explained Murray. "When I think of it, I've been involved with UCLA since 1945—that's 71 years. I can honestly say that almost everything I've achieved, whether in business or in life, I can tie in to UCLA because of my start there. I hope to be around four more years so I can make it an even 75."

Murray's first brush with UCLA Athletics and Bruin lore occurred when he was a graduate student. He received a phone call from a gentleman with a distinct southern accent, who politely explained that he had been referred to Murray because of his excellent teaching skills. He continued to say that he was a coach and that his fullback needing tutoring for his accounting classes. The man on the phone was then assistant UCLA Football coach Tommy Prothro.

"I was a young and struggling grad student so I told him I could only take the tutoring job if it paid," said Murray. "Coach Prothro said he would pay me \$6 an hour so I took the job tutoring student-athletes. And the rest of my association with UCLA Athletics, well—is history."

Even Murray's personal life was shaped by his association with UCLA. He

met his future wife, Lenore, or Lenny, when she was a sophomore at UCLA.

"I was teaching an introductory accounting class at UCLA when I met Lenny," said Murray. "But she wasn't a student of mine! So I met my wife there, and I still have all my contacts that I developed at UCLA.

"So I give back because of what UCLA gave me," he continued. "I cannot begin to repay UCLA for everything it gave me."

Thanks to Murray's "pay it back" attitude, UCLA became the beneficiary of his generosity. In 1991, Murray and Lenny established "The Lenore and Murray Neidorf Women's Tennis Scholarship," adding additional funds to it in 1996. A year later he matched funds that had been raised to establish another women's tennis scholarship named for the two previous UCLA women's tennis coaches, Gayle Godwin and Bill Zaima. This act of philanthropy may or may not have arisen from Murray's participation on the UCLA Athletics Campaign Committee in 1992. Formed to oversee the first UCLA Athletics Campaign (1987-1992), Murray expressed interest in the campaign and was asked to join the committee, but his membership wasn't the long association he thought it would be.

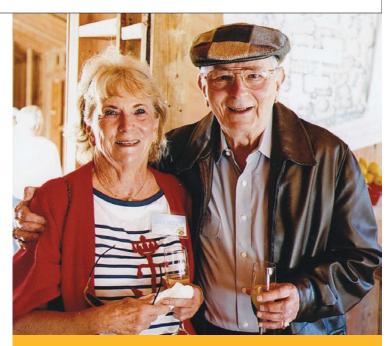
"That was the funniest thing that ever happened. I was asked to be on the [Athletics Campaign] Committee so I was excited to go to my first meeting," said Murray. "When the meeting started, [Campaign Chairman] Stan Wainer welcomed everyone and said that we had reached our goal of \$30 million. He congratulated everyone in the room and disbanded the committee. All I could think when I was sitting there was that my wife will never believe this."

Murray became interested in UCLA Women's Tennis through one of his trips to the UCLA Lake Arrowhead Conference Center in the mid-1980's. Members of UCLA's women's tennis team were giving lessons and Murray was chosen by then Head Coach Zaima to play an exhibition doubles match against [now Head Coach] Stella Sampras. He was so impressed with the young Bruin tennis player and the coaches that he became an instant fan and continues his support to the tennis program to this day.

That history with UCLA Athletics about which Murray speaks has been a mutually wonderful relationship for both him and for UCLA Athletics. In addition to endowing a women's tennis scholarship, the Neidorfs made a major contribution to help renovate Yates Gym, the practice facility and home to UCLA Women's Gymnastics. Due to their overall generosity, Murray and Lenny just reached a milestone, and are now the most recent additions to the UCLA Athletics' 1919 Society, a society established to recognize the generosity of those individuals who have contributed \$1 million or more to UCLA Athletics in their lifetimes. The Neidorfs had received a letter with an update on their donations and decided to make a gift that would put them over the \$1 million mark.

"I look at the university and all it's meant to me and when I saw this [1919 Society] program, I thought, 'why don't I just do this?' I'll have given \$1 million, and I'll give back to the university, said Murray. "And I'll get Lenny a pendant." [A pendant is one of the gifts offered to 1919 Society members.]

The Neidorf offspring learned their philanthropic ways from Murray and Lenny. Their son Michael is now running the business that Murray helped found, Perry, Neidorf & Grassl, a business management firm specializing in the entertainment industry. (Naturally, Perry, Neidorf, and Grassl are all UCLA graduates.) But Michael's fundraising priority is of a very personal



WOMEN'S TENNIS AND GYMNASTICS ARE JUST TWO OF THE SPORTS THAT THE NEIDORFS HAVE BECOME INVOLVED WITH OVER THEIR MANY YEARS AS SUPPORTERS OF UCLA ATHLETICS.

nature to him. His daughter Isabel was diagnosed with an inoperable oligodendroglia brain tumor when she was four years old. He and his wife Becky created the IGN Foundation, named for Isabel, who is now almost 18 years old, which raises funds for UCLA to support research and awareness into oligo tumors, a previously unresearched disease.

Their daughter Nanci is philanthropically active in her own right, and founded the Sugar & Stilettos Charitable Foundation, which raises funds for Los Angeles community food programs. The Neidorfs' youngest son David began an acting career whose credits include roles in "Hoosiers," "Platoon," "Bull Durham," and "Empire of the Sun." He has since joined the Neidorf business management firm and runs all of the real estate for the firm and all of their clients.

In supporting several UCLA sport programs, as well as other programs in the university, Murray has often done some fundraising of his own and has been known to ask colleagues and associates to make gifts to UCLA.

"It's much easier to solicit money when you yourself have contributed," said Murray. "You can tell them that you are committed to the university because of all the good things the university has meant to me. It only takes one person to endow a scholarship then take responsibility to get others to match it."

UCLA has been lucky to have an alumnus like Murray Neidorf, who embodies what UCLA is all about, and whose noble thoughts on receiving and giving back are matched only by his and Lenny's generosity. Like Murray, everyone at UCLA Athletics who has ever met him also looks forward to celebrating his "75 year" mark of association with UCLA.

"The more I give here or to other organizations, the more I've received," said Murray. "It's like there's a good angel looking over me."





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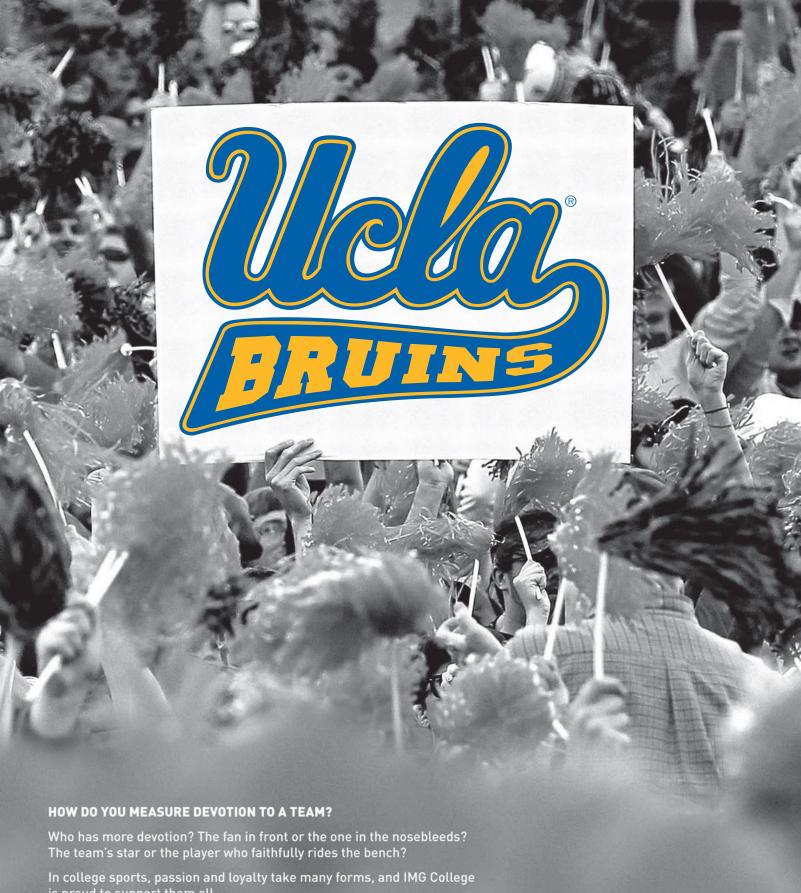


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