WITH YOUR WEALTH ON THE LINE, WOULDN'T YOU WANT A Bruin ON YOUR TEAM?

SEIA MANAGES $5.1 BILLION* IN CLIENT ASSETS

*SEIA and its affiliates as of 12/31/2015

OUR SERVICES

INVESTMENT MANAGEMENT AND PORTFOLIO ANALYSIS
FINANCIAL PLANNING
ESTATE AND RETIREMENT PLANNING TECHNIQUES
PHILANTHROPIC AND FAMILY FOUNDATION SUPPORT

BRIAN D. HOLMES, MS, CFP®, AH®, CMFC
President & CEO
UCLA Class of ’83

SEIA was recognized as a Forbes Top 100 Wealth Manager in the U.S. 2015, Los Angeles Business Journal Largest Money Management Firms Ranked by Assets Managed 2015, and Financial Times Top 300 Registered Investment Adviser List 2014.

Brian has been ranked in Barron’s Magazine list of the Top 100 Independent Financial Advisors for the last 9 consecutive years.

IF YOU’D LIKE TO SCHEDULE A COMPLIMENTARY CONSULTATION WITH ME, PLEASE CALL (310) 712-2326 OR EMAIL BHOLMES@SEIA.COM.

Signature Estate & Investment Advisors, LLC®
www.SEIA.com

Century City Office 2121 Avenue of the Stars, Suite 1600 Los Angeles, CA 90067

LOS ANGELES | ORANGE COUNTY | REDONDO BEACH | PASADENA | VIRGINIA

$1,000,000 minimum portfolio

*Registered Representative/Securities Offered through Signator Investors, Inc., Member FINRA, SIPC, 2121 Ave of the Stars, Suite 1600, Los Angeles, CA 90067 (310)712-2323, SEIA, LLC and its investment advisory services are offered independent of Signator Investors, Inc, and any subsidiaries or affiliates, (CA MA License #0573177)
A greatest basketball player of all-time — accomplished author, social activist core values you hope your student-athletes will come to appreciate and fully 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 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. 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.

Ultimately, what we want — parents for their children, fans for the student-athletes 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.

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 remain 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!
**FRESHMAN MEGAN McNAMARA GOES UP FOR THE BALL AGAINST HAWAII AT THE INAUGURAL NCAA BEACH VOLLEYBALL CHAMPIONSHIPS ON MAY 7 IN GULF SHORES, ALABAMA. UCLA WENT ON TO WIN THE MATCH 3-0. (DAN AVILA PHOTOGRAPHY).**

**INSET:** THE BRUINS CAME WITHIN ONE WIN FROM REACHING THE FINAL, FALLING TO FLORIDA STATE, 3-1, IN AN ELIMINATION MATCH ON MAY 8. UCLA PLACED THIRD AT THE EVENT.
SEASON TICKETS START AT $249

uclabruins.com/tickets | 310-UCLA-WIN (825-2946)

2016 SCHEDULE

SEPT 3  @ TEXAS A&M
SEPT 10 UNLV
SEPT 17 @ BYU
SEPT 24 STANFORD
OCT 1 ARIZONA
OCT 8  @ ARIZONA STATE
OCT 15 @ WASHINGTON STATE
OCT 22 UTAH (HOMECOMING)
NOV 3  @ COLORADO
NOV12 OREGON STATE
NOV 19 USC
NOV 26 @ CALIFORNIA
DEC 2 PAC-12 CHAMPIONSHIP
Behind the Scenes with UCLA Athletics

Follow the Bruins on Social Media. #GoBruins

Congrats to @uclasoftware’s Lisa 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.

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

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

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. #1mABruin

Honored to preserve the legacy of iconic #Bruin Jackie Robinson in the stadium that bears his name. #GoBruins #42
THE UCLA GYMNASTICS TEAM finished in fifth place with a score of 196.825 at the NCAA Gymnastics Championships in Fort Worth, Texas, on April 16. The Bruins advanced to the super six of the NCAAs for the 19th time in school history. [Liza David/UCLA]

INSET: Bruin senior Danusia Francis won a share of the NCAA balance beam title, scoring 9.95 to tie with Florida's Bridget Sloan.
The top-seeded UCLA Men’s Tennis Team took home the 2016 PAC-12 Tournament Title on April 23 in Ojai, California, defeating third-seeded Cal, 4-1 at Libbey Park. It marked the Bruins’ third title since the PAC-12 moved to a tournament format in 2012. (Holly Roberts)
Eyes widen. Pulses race. Senses heighten. They’re familiar feelings for any UCLA fan. They’re also the same feelings you get when driving a BMW. Hurry into your Southern California BMW Centers for limited-time offers and see why we’re the Ultimate Driving Machine® for the ultimate college rivalry. SoCalBMW.com

FIND A BMW CENTER NEAR YOU AT SoCalBMW.com.
Burbank Bob Hope Airport
Closest. Convenient.
Your gateway to the Rose Bowl Stadium.

Alaska Airlines
15 miles from Bob Hope Burbank Airport

DELT A
19 minute drive time from Burbank Bob Hope Airport to the Rose Bowl Stadium (Average drive time and distance courtesy of Google Maps)

jetBlue

SEA+PORT AIRLINES

SOUTHWEST.COM

UNITED

U.S AIRWAYS

Rose Bowl
AMERICA'S STADIUM

www.bobhopeairport.com

Photo by Jim Moomaw
Bruin quarterback Josh Rosen (center in yellow) meets with fans following the team’s annual spring showcase on April 23 at UCLA’s Drake Stadium. (Jesús Ramírez/UCLA Football)
Casey
AT THE BAT

UCLA GRAD CASEY WASSERMAN ('96) LEADING LA'S MARCH TO 2024
The 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.”

By Chris Foster

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.
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.

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 in 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...
Right now at UCLA, tireless visionaries are using mathematical algorithms to make MRI technology more efficient. They’re working to prevent fertility complications. And leading the way to a cure for leukemia with targeted drug therapies. Not just for the people of Los Angeles, but for the entire world. Because Optimists believe that every new discovery comes with new opportunities to make a real impact.

What will you discover?

ucla.edu/optimists
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.”
WESCOM
CHAMPIONS BANK HERE
#BetterBanking4Bruins
1-888-8WESCOM (1-888-893-7266)
wescom.org
In 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.
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.

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!”

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

Wooden Athletic Fund
Invest in Tomorrow’s Champions Today

310.206.3302
WoodenAthleticFund.com
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
The first medal won by a UCLA former student-athlete was by gymnast Ed Carmichael, who won bronze on vault.

1936
Five Bruins (Sam Balter, Carl Knowles, Frank Lubin, Don Piper, Carl Shy) won gold on the USA basketball team.

1952
Cy Young set an Olympic record in the javelin to become the first non-European to win gold on that event at the Olympics. He remains the only American javelin gold medalist.

1988
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.

1992
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.

1996

2000
USA Softball, led by Bruins Lisa Fernandez, Christie Ambrosi, Jen Brundage, Stacey Nuveman [11], Dot Richardson and Christa Williams won gold for the second-straight Games.
1960
UCLA teammates Rafer Johnson/C.K. Yang finished 1-2 in the decathlon.

1972
UCLA swimmer Steve Genter won three medals, including a silver in the 200 freestyle 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 the race.

1976
UCLA freshman Evelyn Ashford [8] competed in her first of four Olympic Games, placing fifth in the 100m.

Montréal 1976

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
USA Softball domination continued, with Lisa Fernandez [6], Amanda Freed, Tairia Mims-Flowers, Stacey Nuvekman, 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.

2008
Dawn Harper became UCLA’s second-straight 100m hurdles 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.

Now on to...
Rio 2016
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.

a) Rugby  c) Soccer
b) Softball  d) Basketball

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 Pauley 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) Jru 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

All answers can be found on the previous two pages.
First 1% of profits are given back to the communities we serve.


Call 1-866-411-SMART or visit smartandfinal.com for the location nearest you.

1% of the total net profits will be contributed to the Smart & Final Charitable Foundation, 600 Citadel Drive, Commerce CA 90040, which donates to local charities and non-profits. No part of the purchase price may be deducted as a charitable contribution.
UCLA Athletics’ Annual
Bruins at the Beach
The Strand, Dana Point · June 4, 2016

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 YOU JUNE 4th FOR OUR 2016 BRUINS AT THE BEACH.

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

THANK YOU!
The Wooden Athletic Fund is proud to honor the 6,097 donors who generously provide invaluable support for all UCLA student-athletes and honor the lasting educational and athletic legacy of Nell and John Wooden. Every gift has a positive impact on UCLA student-athletes’ ability to succeed in the classroom, in competition and in the community.

NOT A WOODEN FUND MEMBER YET?
The Wooden Athletic Fund is striving to reach eight thousand members in support of UCLA student-athletes and membership begins at just $100.

2016-17 MEMBERSHIPS AVAILABLE NOW

310-206-3302
WoodenAthleticFund.com
@WoodenFund
Making a big difference in young lives

The UCLA Kid Captain program recognizes pediatric patients who are facing serious illnesses with exceptional courage, strength and determination. UCLA Athletics and Mattel Children's Hospital UCLA are proud to join together with Bruins everywhere to create special memories for these amazing kids.

For information about how you can become involved, visit: uclahealth.org/KidCaptain

Abby Bender
UCLA v. Arizona St

Tyler Johnson
UCLA v. Oregon

Blayke Rosenthal
UCLA v. Monmouth

Kenny Thomas
UCLA v. Kentucky

Logan Nobriga
UCLA v. UC Riverside

Leonard Evans
UCLA v. U of Colorado

Mattel Children's Hospital UCLA

uclahealth.org/mattel

uclahealth.org/getsocial
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.
WANT TO TAKE THE HASSLE AND STRESS OUT OF GAME DAY TAILGATING?

Reserve your premium space and tailgate equipment from Tailgater Concierge today. We do all the work so you can have all the fun.

PACKAGES INCLUDE
Reserved Space On Golf Course near Stadium, Set-up/Take-down Service, 10’ x 10 Tents, Tailgate Chairs, 5’ Tables, Coolers and Ice

ADD-ON ITEMS
Gas BBQ with Propane and Utensils, Satellite TV, Corn Hole Game, Extra Tents, Chairs, Tables, Coolers and Catering Recommendations

RESERVE YOUR TAILGATE TODAY!

www.tailgaterconcierge.com | 888-301-2190

Proud Sponsor of UCLA Athletics
There 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 Azusa. 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 Neidors 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 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."

"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."

"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 Neidors 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 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."

"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."
IMG LOS ANGELES
SPORTS MARKETING

TAKE YOUR BUSINESS TO THE NEXT LEVEL.
ALIGN WITH TWO ICONIC BRANDS.

PARTNERSHIP PLATFORMS:
+ MARKS AND LOGOS
+ OFFICIAL DESIGNATION
+ SIGNAGE
+ RADIO
+ PRINT
+ DIGITAL & SOCIAL
+ TICKETS & HOSPITALITY

CONNECT WITH IMG SPORTS MARKETING TO
BECOME AN OFFICIAL SPONSOR OF UCLA ATHLETICS AND
THE ROSE BOWL STADIUM:
Paul Engl, General Manager: Paul.Engl@img.com, 310-206-5442
proud supporters of ucla athletics

then now forever

go bruins!
TWO LOCATIONS AT LAX MAKE US UNBEATABLE FOR AIRPORT PARKING.

The Parking Spot-Century
5701 W. Century Blvd.
310.642.0947

The Parking Spot-Sepulveda
9101 S. Sepulveda Blvd.
310.846.4747

Make a reservation at www.TheParkingSpot.com

1 FREE DAY OF AIRPORT PARKING

www.TheParkingSpot.com

Offer expires September 15, 2016. 3 day minimum stay required. Original coupon must be surrendered, no photocopies accepted. Coupon may not be combined with any other offer. Coupon valid at The Parking Spot in Los Angeles, CA. ©2015 TPS Parking Management, LLC. The Parking Spot and the spotted shuttle design are trademarks of TPS Parking Management, LLC.
HOW DO YOU MEASURE DEVOTION TO A TEAM?

Who has more devotion? The fan in front or the one in the nosebleeds? The team’s star or the player who faithfully rides the bench?

In college sports, passion and loyalty take many forms, and IMG College is proud to support them all.

From marketing and licensing to broadcasts and events, visit imgcollege.com to see how IMG College supports your school.

© 2012 IMG WORLDWIDE, INC. / SELECT PHOTOGRAPHY BY GETTY IMAGES, INC.
EIGHT CLAPS FOR THE BRUINS
THE BEST TEAM IN THE WEST

- After the game, turn to Fontis to boost your game with tightly coordinated teamwork solutions to all of your business communications. We help you manage your branded materials, pulling diverse media and resources together to create unified, effective marketing and promotional programs. Our bottom line – boosting your bottom line. Fontis – Latin for “the source” – a proud sponsor of UCLA Bruins athletics.

[BUSINESS CHALLENGES. FONTIS ANSWERS.]