

## Long Beach the Center of Aquatic World

Over a period of 39 days this summer, the eyes of the aquatic world will focus on Long Beach when it hosts the 2004 Long Beach Aquatic Festival, the largest aquatics event in North American history. The festival encompasses the Toyota Aquatic Grand Prix – a series of four separate competitions featuring the top swimmers, synchronized swimmers and water polo teams in the world – plus the U.S. Olympic Swimming Trials.

The marquee event is the swim trials, which determines which athletes will earn a coveted spot on Team USA that will compete at the Athens Olympics in August.

Fans of the red, white and blue can cheer on America's elite swimmers, including standouts Michael Phelps, Lenny Krayzelburg, Jenny Thompson and Natalie Coughlin.

Phelps gained recognition last summer after setting seven world records in a span of 41 days. He recently signed a sponsorship deal



Michael Phelps

with Speedo, which promises him a \$1 million bonus if he ties or beats the Olympic record of seven gold medals won by Mark Spitz at the 1972 Munich Games. Phelps is the world record holder in the 200m butterfly, 200m and 400m individual medley, and is also the American record holder in the 200m and 400m freestyle.

Krayzelburg captivated America and the entire world at the 2000 Summer Olympics in Sydney, capturing three gold medals by winning the 100m and 200m backstroke in Olympic-record time, and he led off the world record-breaking 400m medley relay team. Originally from the former Soviet Union, Krayzelburg and his family immigrated to America and eventually settled in Los Angeles, where Lenny later earned a scholarship to USC.

Thompson is America's most decorated female Olympian, earning 10 medals, including eight gold.

Coughlin has quickly risen up the international ranks to establish herself as one of the most versatile swimmers in history, becoming the first woman to break the one-minute barrier in the 100m backstroke.


To accommodate the expected huge crowds for all of the events, local organizers have designed a spectacular outdoor swim stadium next to the Long Beach Arena. With the Pacific

Ocean and the Queen Mary providing a scenic backdrop, the facility includes poolside hospitality suites, club boxes and bleacher seating for 10,000 spectators.

The Sports Council and the Long Beach Area Convention & Visitors Bureau partnered on the successful bid to bring the trials to Long Beach for the first time since 1976. Rich Foster, chairman of the festival's organizing committee, serves on the Sports Council's board of directors.

The events that comprise the Long Beach Aquatic Festival are as follows:

- **Janet Evans Invitational, June 10-13.** Relocating to Long Beach from its usual home at USC, for U.S. athletes this meet will be their last chance to qualify for the Olympic trials.
- **Synchronized Swimming Showcase, June 19-20.** The top athletes from the U.S., Canada, Russia and Spain will take part in an exhibition, which will preview the Olympic competition in Athens.
- **FINA Women's Water Polo World League Super Final, June 23-27.** This Olympic "tune-up" tournament will feature the entire 2004 Olympic field, including 2003 world champion Team USA.
- **U.S. Olympic Team Trials - Swimming, July 7-14.** Olympic berths are on the line as only the top two finishers in each event will represent the USA in Athens. NBC Sports will televise the trials.
- **FINA Men's Water Polo World League Super Final, July 16-18.** The world's top six international teams, including the USA, compete in a pre-Olympic tournament.

For ticket, housing and suite information, visit [www.longbeach2004.com](http://www.longbeach2004.com) or call (800) 452-7829. 

### 2004 LONG BEACH AQUATIC FESTIVAL

#### JUNE 2004

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
			Janet Evans Invitational			
14	15	16	17	18	19	20
					Sync. Swim	
21	22	23	24	25	26	27
		Women's Water Polo Super Final				
28	29	30				

#### JULY 2004

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
		U. S. Olympic Team Trials-Swimming				
12	13	14	15	16	17	18
				Men's Water Polo Super Final		
19	20	21	22	23	24	25
26	27	28	29	30	31	

## Economic Study to Measure Local Sports Industry

For the fourth time in the last 10 years the Sports Council, in conjunction with the L.A. Area Chamber of Commerce, is sponsoring a comprehensive study of the economic impact of the sports industry in the Los Angeles/Orange County area. A team of graduate students from the UCLA Anderson School of Business will conduct the study. Its purpose is to generate aggregate revenue, attendance, employment and online information illustrating the significant economic impact of the sports industry.

The students will collect data from each of the area's professional teams and major universities, local sports venues, plus all recurring annual events such as the Nissan Open, the Long Beach Grand Prix and the City of Los Angeles Triathlon.

The final result of the study will be made public in June. The most recent survey in 2001 measured the annual impact at \$2 billion.

"We expect this information to prove useful in attracting future events to the region, as well as in promoting awareness of the sports industry's importance to our local economy," said Council President David Simon.

## In The News...

The fourth running of the City of Los Angeles Triathlon will take place on Sunday, Sept. 12. The Sports Council continues its close association with this event, which has grown to the third largest such race (by number of athletes) in the world...

Pac-10 rivals UCLA and Arizona are two of the four confirmed teams that will play in the John Wooden Classic at the Arrowhead Pond on Sunday, Dec. 5. The remaining two teams in the basketball doubleheader will be announced later...

Congratulations to Sports Council board member Frank Marshall, who was a producer on the hit movie "Seabiscuit." The film received several Academy Award nominations, including best picture...

Long Beach Arena is the site for the 2004 NCAA women's volleyball championships on Dec. 16 & 18. Long Beach State and the Long Beach CVB are co-hosts of the event...

The new velodrome at the Home Depot Center will stage two upcoming major cycling events – the 2004 Junior World Track Cycling Championships (July 28-Aug. 1) and the 2005 UCI World Track Championships (TBA)...

The L.A. Memorial Coliseum Commission has approved a memorial plaque honoring the late John C. Argue, founding chairman of the Sports Council. The bas-relief sculpture will be unveiled during a ceremony on Monday, June 28 at the Coliseum...

College soccer's national championship this year will be contested at the Home Depot Center. The dates for the NCAA men's Division I Final Four are December 10 & 12. UCLA will host...

Major League Baseball's winter meetings will return to Anaheim later this year, where they took place in 1999. They'll take place at the Hilton, next to the convention center...

The Sports Council attended a recent seminar put on by USA Swimming at which U.S. cities were invited to bid for the FINA 2009 World Aquatic Championships. The Council and Long Beach narrowly lost bids for the 2003 and 2005 event, but may bid again for '09...

The All Year Figure Skating Club of Culver City and the Sports Council are awaiting information from the U.S. Figure Skating Association concerning the bid process for the 2008 World Championships. The two groups partnered on the 2002 U.S. Championships held at Staples Center...

## Anaheim Vaults to Top of Gymnastics World

For the second time in less than a year, Southern California is at the center of the gymnastics universe. Just 10 months after hosting the spectacular 2003 World Championships, the Arrowhead Pond of Anaheim is slated to host the 2004 U.S. Olympic Team Trials - Gymnastics from June 24-27.

The event will showcase America's top Olympic hopefuls and determine the makeup of the U.S. men's and women's squads that will compete at the Athens Games in August.

The trials will feature the biggest stars of U.S. Gymnastics, including a pair of fellow Texans, Carly Patterson and Hollie Vise. Along with Chellsie Memmel of Wisconsin, the trio of 15-year-olds helped lead the American women to the United States' first-ever team world title last August.

Already billed as the next Mary Lou Retton, Patterson was the all-around silver medalist at worlds, while Vise and Memmel tied for the gold medal on the uneven bars.

Currently, the dominant U.S. men's gymnasts are reigning world all-around champion Paul Hamm and two-time Olympian Blaine Wilson. Both athletes currently live and train in Columbus, Ohio.

Local fans will have a strong rooting interest in 2002 U.S. all-around silver medalist Tabitha Yim of Irvine, and 2003 world team silver medalist Jason Gatson of Upland, both of whom are legitimate contenders for a spot on the Olympic team.

The event will draw hundreds of athletes, coaches, officials and spectators from across the country. The local effort to secure the trials was led by the Arrowhead Pond with the support of the Sports Council.

"We are proud to be the home of the U.S. Olympic Gymnastics Trials and once again bring the finest athletes to Southern California," said Tim



Hollie Vise

Ryan, president and CEO of Arrowhead Pond. "Our goal is to have the same success in June as we had at the World Gymnastics Championships last summer, both on and off the field of play."

Ticket prices (valid for all four sessions) range from \$65-\$360 and include all men's and women's events. Tickets are available at the Arrowhead Pond box office, at Ticketmaster.com, by phone at (714) 740-2000, at all Ticketmaster outlets and through participating gymnastics clubs listed at [www.usa-gymnastics.org](http://www.usa-gymnastics.org).

### SCHEDULE OF EVENTS

<b>Thursday, June 24th</b> Men's Preliminaries 7:00 p.m.	<b>Saturday, June 26th</b> Men's Finals* 3:00 p.m.
<b>Friday, June 25th</b> Women's Preliminaries* 7:00 p.m.	<b>Sunday, June 27th</b> Women's Finals* 3:00 p.m.

\* NBC Sports will broadcast the trials on a delayed basis, with the women's prelims from 8-10 p.m. on June 26, the women's finals from 7-9 p.m. on June 27, and the men's finals scheduled to air from 1-3 p.m. on July 3.

## Carson Lands 2005 U.S. Meet

The Home Depot Center in Carson will be the site of the 2005 USA Outdoor Track & Field Championships, June 23-26. The meet will serve as the qualifying event for the U.S. team that will compete in the 2005 World Championships in Helsinki, Finland.

The national track championships were last held in Southern California in 1990 at Cerritos College in Norwalk.

The HDC opened on June 1, 2003, with the inaugural Home Depot Invitational track meet held before a capacity crowd of 10,094.

The center has previously been selected to stage the IAAF World Cup of Athletics in 2006.

## Speedway Doubles Its Pleasure

A second NASCAR race has been added to the 2004 schedule at the California Speedway in Fontana. The new 500-mile race is sponsored by Pop Secret Microwave Popcorn and is scheduled for Sunday, Sept. 5. The speedway has installed lights around the two-mile oval and The Pop Secret 500 will finish at night "under the lights." The Auto Club 500 is on May 2.



## Council Elects Two to Board



Al Coates

Bob Bouttier

The Sports Council recently announced the addition of two area business and sports leaders to its board of directors for the 2004 term. The new members are Robert T. Bouttier, senior vice president, Automobile Club of Southern California and Alan Coates, senior vice president, Anaheim Mighty Ducks.

"The new members will greatly enhance this organization's role of attracting major sporting events to our community," said Alan I. Rothenberg, chairman of the 65-member board.

## Arrowhead Pond Gets 2005 Badminton World Championships

Southern California has more badminton players than any other region in the United States and the International Badminton Federation (IBF) recognized that fact by awarding the 2005 World Badminton Championships to the Arrowhead Pond. The event will be held August 15-21 and will feature approximately 350 athletes from 40 countries vying for five world titles: men's and women's singles, men's and women's doubles, and mixed doubles.



*Badminton is one of the fastest growing sports in Southern California.*

According to the U.S. Olympic Committee, approximately 1.7 million Americans play badminton and Southern California is considered the nation's hotbed with more than 100,000 participants.

The successful bid to bring the championships to the Anaheim venue was a joint effort by

USA Badminton, the Arrowhead Pond and the L.A. Sports Council.

"The area's Olympic sports history combined with its cultural diversity makes Orange County an ideal location for the championships," said Paisan Rangsitkitho, IBF vice president.

The Orange County Badminton Club, located in Orange, has staged the U.S. Open Championships twice in recent years and will be used as one of the main practice sites during the world championships.

In a related matter, the IBF recently opened a Pan American Continental office at Angel Stadium. The badminton federation is the first international sports federation to have an office in Southern California. The Sports Council was instrumental in the negotiations involving both the office and the world championships.

To request more information on the 2005 World Badminton Championships, visit [www.usabadminton.org](http://www.usabadminton.org).



*Korn Dabbaransi, deputy prime minister of Thailand and president of the IBF, visited Anaheim to preside over the official opening of the organization's Pan Am office and to participate in the ceremonial signing of the contracts that will bring the 2005 World Badminton Championships to the Arrowhead Pond.*

*Pictured left to right: Paisan Rangsitkitho, IBF; Don Chew, USA Badminton; Punch Gunalan, IBF; Curt Hamakawa, USOC; Korn Dabbaransi, IBF; Anaheim Mayor Curt Pringle; Tim Ryan, Arrowhead Pond; David Simon, L.A. Sports Council.*

## LASC Starts Web Site

The Sports Council now has its own original web site, [www.lasports.org](http://www.lasports.org), devoted solely to information about and promotion of Southern California sports. The home page features links to all our local professional and major college teams, plus a comprehensive daily and weekly schedule that tells where our teams are playing and ticket availability.

Also included on the site are profiles of the area's leading pro and university teams, capsule information on 15 different sports, plus in-depth data on all of the region's sports facilities.

The web site also contains a section about the Sports Council's activities and membership.



Three board members of the L.A. Sports Council made Sports Illustrated's list of the 101 Most Influential Minorities in Sports.



**#19 Anita DeFrantz.** IOC member since 1986 and advocate for women's sports. A 1976 Olympic bronze medalist in rowing, she helped get women's soccer and softball added to the Games. DeFrantz is president of the Amateur Athletic Foundation.



**#28 Dan Guerrero.** In the UCLA Hall of Fame for his exploits as a second baseman from 1971-74. Hired as UCLA athletic director in 2002, one of only four Latinos in Division I-A to hold such a position. Prior to that he was AD at UC Irvine.



**#49 Mike Garrett.** USC's athletic director since 1993. The 1965 Heisman Trophy winner oversees a department with a \$34 million budget and has added 42 women's scholarships and boosted athletic fundraising to record levels.

Nine others from the Southern California sports community also made SI's list.

- #3 Serena Williams,** tennis player (from Compton)
- #5 Arte Moreno,** owner, Anaheim Angels
- #13 Shaquille O'Neal,** basketball player, L.A. Lakers
- #18 Kobe Bryant,** basketball player, L.A. Lakers
- #38 Kim Ng,** vice president, L.A. Dodgers
- #40 Venus Williams,** tennis player (from Compton)
- #44 Magic Johnson,** CEO, Magic Johnson Ent.
- #63 Oscar De La Hoya,** boxer (from East L.A.)
- #97 Lisa Leslie,** basketball player, L.A. Sparks

## Library to Host Sports Photo Exhibit

To date, no museum, library, university or cultural institution has ever presented a comprehensive overview of L.A.'s sports scene through photography. That will soon change. An exhibit entitled "Play By Play: A Century of L.A. Sports Photography, 1889-1989," featuring photographs from the archives of the Los Angeles Public Library is scheduled to open at the library's main downtown branch on October 16.

The collection includes photos from now-defunct local newspapers like the Los Angeles Herald Examiner and the Hollywood Citizen News and features 200-plus images of the athletes, coaches and personalities who made their reputations here – a veritable who's who of sports legends: Jerry West, Wilt Chamberlain, Peggy Fleming, Sandy Koufax, Bill Shoemaker, Carl Lewis, Jack Kramer, Billie Jean King, John Wooden, Kareem Abdul-Jabbar, Rafer Johnson, John McKay, Marcus Allen, Wayne Gretzky and Vin Scully. And that's just the starting lineup!

Many of the images have historical relevance, some capture classic games and heart-pounding moments, and some profile the famous events that helped transform L.A. from a "minor league" city to its present-day status as a world sports capital.

The exhibit will run through March 27, 2005. For further information, visit [www.lapl.org](http://www.lapl.org) or call (213) 228-7000.

## L.A. Named Backup Site For Weightlifting Worlds

The International Weightlifting Federation (IWF) has designated Los Angeles as the official alternate site for 2007 World Weightlifting Championships.

Following bid presentations in Dresden, Germany, the IWF executive board awarded the event to Chiang Mai, Thailand, the country's second-largest city. However, if Thailand does not meet certain IWF requirements by late 2004, the world championships may be moved to Los Angeles.

The Los Angeles bid, which came in second to Thailand but ahead of Sydney, Australia, was presented by the Sports Council in partnership with USA Weightlifting and the U.S. Olympic Committee.

"This was the closest the U.S. has come to winning the world championships since 1978. While we were disappointed not to have won the bid, the result demonstrates that we have a good relationship with the IWF and have reason to be optimistic that we will host a future IWF world championships," commented Council President David Simon.

The bid offered three potential venues: the new 7,000-seat theater, LA Live, which has been proposed across from Staples Center, the Shrine Auditorium in downtown Los Angeles, or the Terrace Theater in Long Beach.

The last major weightlifting competition held in the area was the 1984 Olympic Games, with Gersten Pavilion at Loyola Marymount University serving as the site.

## Council Leaders Recognized

The Los Angeles Business Journal recently published a list of Southern California's 25 Most Influential Executives in Sports, and eight people named to the exclusive roster are affiliated with the Sports Council.

Topping the list is **Tim Leiweke**, president of the Anschutz Entertainment Group (AEG) and a long-standing board member of the Council.

In addition to Leiweke, seven other Sports Council board members and officers were cited: USC Athletic Director **Mike Garrett** (#6), UCLA Athletic Director **Dan Guerrero** (#8), Amateur Athletic Foundation President **Anita DeFrantz** (#9), **Jim Easton**, president of Easton Sports (#10), L.A. Avengers Owner **Casey Wasserman** (#15), **Alan Rothenberg** of Premier Partnerships (#17), and Sports Council President **David Simon** (#18).

The Journal's parameters allowed only one full-time person per organization be included, which is why Simon is the lone Sports Council representative. He was singled out for spearheading the creation of the Sports Council in the late 1980s and for making the organization one of the most successful of its kind in the United States.

In compiling their list, the Business Journal weighed a myriad of factors such as community impact, access to money, labor impact, and access and influence over the local business and political communities, among other criteria.

The list appeared in the March 29-April 4 issue of the Business Journal.

## Argue Swim Stadium Dedicated

The 1932 Los Angeles Swimming Stadium, located adjacent to the L.A. Memorial Coliseum, was the perfect venue for the swimming and diving events during the Games of the X Olympiad. Following the Olympic Games, the venue continued to serve as a training site for aspiring Olympians.

Throughout the years, it was also the place to swim and cool off during the hot summer months for the citizens of South Los Angeles. However, this wonderful legacy of the 1932 Olympic Games eventually succumbed to the powerful effects of time and earthquakes.

Recognizing that the 1932 Swimming Stadium could be the focal point of an expanded facility to add recreational, cultural and community services for the residents of the Exposition Park Community, the Weingart Foundation took the lead in bringing other foundations and the public sector together to build a new community complex. The vision was to include a childcare center, a comprehensive recreation center, the swimming stadium and a senior citizens center.

A non-profit organization was established to

make this vision a reality, and the project became known as EPICC (short for Exposition Park Intergenerational Community Center). Seeing an important role in providing greatly needed sports and recreational services to the community, the Amateur Athletic Foundation (AAF) soon joined the effort.

The total cost of the project exceeded \$30 million, with over \$18 million raised through private donations and \$12 million in public dollars, making it one of the largest public-private partnerships ever in Los Angeles.

On February 12, 2004, a dedication ceremony was held to officially open the complex to the public. It is now known as the Weingart Intergenerational Complex.

The jewel of the complex is the renovated swim stadium, named the AAF John C. Argue Swimming Stadium in recognition of the man most instrumental in bringing the 1984 Olympics to Los Angeles. Argue was also founding chairman of the Sports Council as well as chairman of the AAF. He passed away in August 2002 but his incredible legacy will endure for many years.



*The renovated complex as it stands today. (photo courtesy of Steve Beck)*

The property, which is operated by the L.A. Department of Recreation and Parks, is now open seven days a week offering programs for every member of the family.

"We have activities ranging from water aquatics and exercise classes to computer training," said Belinda Jackson, executive director of the Weingart Intergenerational Complex. "This is definitely a place that offers something for everyone."

*To learn more about the Weingart Intergenerational Complex, call (213) 763-0114. F. Patrick Escobar of the AAF contributed to this story.*

# Noteworthy Events

## 2004 LONG BEACH AQUATIC FESTIVAL

From June 10-July 18, Long Beach will host several major aquatic competitions in swimming, water polo and synchronized swimming. The signature event is the prestigious U.S. Olympic Swimming Trials, which will determine Team USA for the Athens Olympics. For information, visit [www.longbeach2004.com](http://www.longbeach2004.com) or call (562) 495-8341.



## 2004 U.S. OLYMPIC GYMNASTICS TRIALS

The Arrowhead Pond of Anaheim will host the Olympic trials in gymnastics, June 24-27. The event will showcase America's top Olympic hopefuls and determine the makeup of the U.S. men's and women's squads that will compete in Athens. For tickets and info, visit [www.arrowheadpond.com](http://www.arrowheadpond.com).



## 2005 BADMINTON WORLD CHAMPIONSHIPS

Coming to the United States for the first time ever, the championships will be held August 15-21, 2005, at the Arrowhead Pond. More than 350 athletes from 40 countries will compete for five world titles. For more info, visit [www.usabadminton.org](http://www.usabadminton.org).



## 2006 IAAF WORLD CUP

Held only every four years, the competition consists of most of the events on the Olympic track and field program but with finals only - meaning no heats - and all participants are there by qualification or invitation only. Event is scheduled for the Home Depot Center over Labor Day Weekend. For information, visit [www.homedepotcenter.com](http://www.homedepotcenter.com).



Contact our office to receive the Sports Council's 2003-04 Community Report. The 16-page full-color brochure highlights the history of the organization, its activities and its membership.

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- Los Angeles Dodgers
- Los Angeles Galaxy
- Los Angeles Junior Chamber of Commerce/ Nissan Open
- Los Angeles Kings
- Los Angeles Lakers
- Los Angeles Marriott Downtown
- Los Angeles Times
- Los Angeles Turf Club/ Santa Anita
- Marsh, Inc.
- McDonald's Restaurants
- Millennium Blitmore Hotel
- Mullin Consulting, Inc.
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- Occidental Petroleum Corporation
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- Staples Center

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The Sports Council's corporate members receive a variety of special event invitations and VIP ticket offers throughout the year. For information on how to become a member of the Sports Council, call the office at **(213) 482-6333**.

The Los Angeles Sports Council is a private, non-profit organization which encourages economic and community development through the promotion of spectator sports programs in the Los Angeles and Orange County area, including support of our local teams and the attraction of events to the area.

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Casey Wasserman, *Wasserman Media Group*

David L. Wolper, *The David L. Wolper Co., Inc.*

Jeff Wyatt, *Bowne of Los Angeles*

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### SPORTS COUNCIL STAFF

President: David Simon

Director of Communications: Mark Meyers

Director of Special Events: Monica Maldonado

Executive Assistant: Mona Green

Controller: Jim Marshall

**Newsletter written by Mark Meyers**



Los Angeles Sports Council

350 South Bixel Street

Suite 250

Los Angeles, CA 90017

[www.lasports.org](http://www.lasports.org)