

JULY 2012

Volume 2, Number 7



Greetings to all!

July is a very important month for BASOC: the USOC Site Inspection Team comes to town on the 14th, the Modern Pentathlon World Championships begin on the 15th at Stanford with a dazzling Opening Ceremony, our Bridge to the Future Poster Program is being distributed all over town (thanks to our great volunteers), and BASOC’s Training for 2012 Program continues to inspire youth and create Olympic dreams.

We’re excited about the visit from the USOC and eager to play host and show off our great area. We’re also proud to host the Modern Pentathlon World Championships!

The summer of World-Class Sports continues: great swimming took place at the George Haines International Swim Center in Santa Clara—another testament to Northern California’s ability to host major sporting events.

So, continue to spread the word, e-mail this newsletter to a friend, check out our expanded Web site, and join us as we continue to gain momentum in our quest to convince the USOC that we are the best invitation they can offer to the world—the Olympic Games in the San Francisco Bay Area in 2012.

In the Olympic Spirit...

Anne Cribbs

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U p d a t e E v e n t s P r o m i n g

US Olympic Committee Site Visit, July 14-15, 2002, San Francisco Bay Area

The USOC Site Inspection Team will return to the San Francisco Bay Area on July 14 and 15 for a second site visit. On Day One, BASOC will show off several sports venues and host a spectacular reception at the St. Francis Hotel in San Francisco. On Day Two, the USOC Team will have the opportunity to ask any questions, hear about our Paralympic Plan and international strategies, and meet the BASOC Board of Directors. The USOC's Site Team visit and observations will be summarized at a press conference at the end of the day. Board members, Olympians, community leaders, elected officials, and BASOC volunteers will all pitch in to ensure that the USOC understands Northern California's commitment to hosting the 2012 Olympic Games.

2nd Annual Celebrity Golf Tournament, September 9, 2002, CordeValle Golf Club, San Martin

This second annual event promises to be even better than last year's inaugural golf tournament that raised \$100,000 for BASOC. Olympians and professional athletes will participate in the day to help raise funds for the San Francisco Bay Area's 2012 Olympic Bid. Corporate foursomes are now available for \$5,000 per team. The Celebrity Sponsor of the tournament is Weil, Gotshal & Manges LLP. Call Helen Mendel, BASOC Director of Marketing, at 925.426.5339 for more information or to reserve your team.

The Winning Bid, August 24, 2002, di Rosa Preserve, Napa

The Winning Bid—
A Benefit for San Francisco 2012.

You're invited to attend a gala in the wine country showcasing Northern California's finest chefs, award-winning wines, art, entertainment, and our Olympic spirit! Join our Olympians, businesses, and other supporters of San Francisco 2012 as we help make the vision a reality: San Francisco as the U.S. Olympic Committee's Candidate City in November 2002 and the San Francisco Bay Area as host of the 2012 Olympic Games! The di Rosa Preserve is home to 200 acres of vineyards, rolling meadows, gardens, art galleries, and a lake. For more information on The Winning Bid gala see the article on page 6, contact Marsella Macias at 650.856.2234, or visit www.winingbid2012.org!



O l y m p i c U p d a t e

Compiled by Brian Aronstam, BASOC Volunteer

Figure Skating: Responding to the judging scandal that rocked the Winter Olympic Games in Salt Lake City, the International Skating Union (ISU) has adopted a revised system to determine skaters' marks at ISU championships. Delegates to the ISU Congress, meeting in Japan in early June, approved a Canadian proposal that maintains the current scoring system but increases the judging panel from nine to 14 judges. A computer will randomly select nine of the 14 judges' marks to determine the outcome of each competition. The marks of all 14 judges will be displayed with no one, including the judges, knowing which nine judges' marks were used to determine the outcome. The new system will take effect with the start of the 2002-03 competition season.

Olympic Truce: The concept of the Olympic Truce, which used to mark the cessation of conflicts between nations during the period of the Olympic Games in Ancient Greece, was celebrated last month in Athens, site of the Olympic Games in 2004. Nobel Peace Prize winner and former South African President Nelson Mandela was honored at the event for his contributions to world peace. In Ancient Greece, from the seventh day before the opening of the Olympic Games until the seventh day after they closed, conflicts were halted to allow athletes, artists, and spectators to attend or participate in the Olympic Games.

2010 Olympic Games: Eight cities, including the Bosnian capital of Sarajevo, site of the 1984 Olympic Winter Games, have applied to host the Winter Olympic Games in 2010. Sarajevo joined Salzburg, Austria; Bern, Switzerland; Jaca, Spain; and Andorra La Vella, Andorra. Vancouver, Canada; Harbin, China; and Pyongchang, South Korea, also have applied. In August, the IOC executive board will trim the field to a short list of official bid cities. The full IOC will select the winning city in July 2003.

In Tribute: Five-time U.S. Olympian Willie Davenport died suddenly last month after a massive heart attack. He was 59. Davenport won an Olympic gold medal in the 110-meter hurdles in the 1968 Olympic Games in Mexico City and a bronze from the 1976 Olympic Games in Montreal. He also competed in the 110-meter hurdles at the 1972 Olympic Games in Munich and wrapped up his Olympic career as a member of the U.S. four-man bobsled team at the 1980 Olympic Winter Games in Lake Placid, N.Y.

Summer of World-Class Sport Events

2002 Modern Pentathlon World Championships, July 15-21, 2002, Stanford University

From July 15 to July 21, over 200 athletes representing more than 40 countries, will compete at Stanford University in the Modern Pentathlon.

Each athlete competes in five different events: fencing, shooting, running, swimming, and riding.

Many of these athletes are Olympians and will be competing in the 2004 Summer Olympics in Athens, Greece. (See page 5 for more.)

In addition to the other ten events in BASOC's 2002 Summer of World-Class Sport, the Modern Pentathlon World Championships is a showcase for our ability to host the Olympic Games. We urge you to come support this event as a volunteer or spectator. Tickets are on sale now and the BASOC community will receive a special promotional rate. Please use "BA112" in the promotion code.



USA vs. Hungary Men's Water Polo, July 26-27, 2002, Moraga

This FINA World League event will feature Hungary's reigning 2000 Olympic championship team against a determined USA squad working its way toward Athens in 2004. Legendary coach Ratko Rudic leads a USA team that includes local Olympians Wolf Wigo and Tony Azevedo. For more information: www.usawaterpolo.com.



2002 Bank of the West Tennis Classic, July 22-28, 2002, Stanford University

In its 32nd year, this is the WTA's oldest women's-only tennis tournament. The Bank of the West Classic always attracts the stars of tennis—Martina Hingis, Monica Seles, Lindsay Davenport, Anna Kournikova, Jennifer Capriati, Serena Williams, Venus Williams, and many more of the world's top female tennis professionals have competed here. See www.bankofthewestclassic.com.



USA vs. China Men's Basketball, August 22, 2002, Oakland Arena



USA Basketball National teams, featuring NBA players such as Jason Kidd (who began playing at

the Oakland Coliseum when he was in high school), have only faced China once before in an exhibition contest and only three times in either World Championship or Olympic play. China will be led by the "Walking Great Wall," which features 7'11" Dallas Mavericks star Wang Zhizhi, 6'11" Mengke Bateer, who recently joined the Denver Nuggets, and 7'5" Yao Ming, who was the first pick in this year's NBA draft. For more information: www.usabasketball.com/seniormen/02-mwc-training1.html.

BASOC e-newsletter writing is provided by dedicated BASOC volunteers. Editing is by Berta Lim, Elizabeth Faletti, and Tammy Kaehler. Newsletter design is by Tammy Kaehler of TK Communications, www.becontent.ws.

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2002 San Francisco Grand Prix Cycling, September 15, 2002, Downtown San Francisco

Part of America's Pro Cycling Tour (PCT), this televised race will feature over 100 athletes from around the world, including three-time defending Tour de France champion Lance Armstrong. Last year, the Grand Prix drew more than 400,000 spectators and was named one of the *10 Best Moments in Cycling* by *VeloNews*. The race will wind its way through downtown San Francisco and over the famous hills where cable cars climb halfway to the stars. This is one of the best advertisements for our bid for the 2012 Olympic Games. For more information: <http://64.226.67.30/index.asp>.



Paralympic Update

by Sharon Clark, BASOC Volunteer

50 Years: This year disabled sports celebrates 50 years of international competition, and it is amazing to look back and see how far we have come in such a short time. In 1952, a team of Dutch paraplegic war veteran archers competed in the annual Stoke Mandeville Games, thus making them the first International Stoke Mandeville Games. One year later, the Dutch team was joined by those from Canada, Finland, France, and Israel. In 1960, the first Paralympic Games were held in Rome, and 42 years later we beheld the incredible spectacle of Salt Lake City, which saw unprecedented media coverage, corporate sponsorship, and fan support for Paralympic athletes.

Torino 2006: A new sport will be added to the Paralympic Games for Torino 2006: curling. The other sports offered once again will be Alpine Skiing, Nordic Skiing, and Ice Sledge Hockey.

Athens 2004: The Paralympic Games in Athens 2004 promise to be the largest ever held. The magic Paralympic participant number has been “4,000” for several years. The 2000 Paralympic Games in Sydney came very close with 3,843 athletes participating in the competitions. The goal, which both the IPC and ATHENS 2004 agreed on in April 2002, is to have 4,000 athletes—representing 20 sports and disciplines—entering the Peace and Friendship Stadium in Athens in September 2004.

Five-a-Side Football: The Paralympic Games in Athens will also include a new sport: Five-a-Side Football. Carlos Campos, Chairman of the International Blind Sports Association (IBSA) Football Sub-Committee, explains: “In Europe, blind football began

in the 1920s in blind schools and since then we have managed to provide the game with a set of unified rules to cater for the demand. I think right now we can be happy with what we have achieved, because the game is played on all five continents and has great potential for further growth.”

The main differences with respect to the FIFA Futbol rules are these: the ball makes a noise when it moves, the sighted goalkeepers also act as guides during the game, the side fencing keeps the game from being interrupted, and the pitch that is split into thirds, each third with its own guide that lets the players know exactly where their team-mates and opponents are.

Five-a-Side Football will offer fans in Athens something exciting and different to observe. It is one of the most difficult and creative sports for blind athletes.

Paralympic Paragon: Chuck Gill, Basketball, 1996, 2000

by Randy Haberl, BASOC Volunteer

Chuck Gill, a BASOC volunteer and Paralympian has turned to basketball and helping others as his main goals in life. Chuck is a member of the U.S. National Paralympic Basketball Team and was on the 1996 and 2000 Paralympic Teams.

Tell us a bit about yourself.

I grew up here in San Francisco. I love sports and played competitive sports all my life. In high school, I played on the football team. In 1982, my senior year, I developed Spinal Meningitis but was not properly diagnosed until two years later. This left me a paraplegic. This was rare at the time for my age group and luckily didn't turn out worse for me.

What led you to get into competitive basketball?

I learned more about wheelchair athletics while going through my physical therapy at Kaiser in Vallejo. I heard about the basketball league and I went to check it out. I fell in love with the game seeing others out there playing. I love to compete and was glad it was available to me so I went for it! I had already been playing a couple of years when I went to my first Golden State Road Warriors game. I saw the level of play that was possible and set my goals to get there.



Chuck Gill

Tell us about your Paralympic experience.

My first Paralympic Games were in 1996 in Atlanta and then in Sydney for the 2000 Games. The crowds were great in Sydney. When we played Australia, it was an overcrowded arena of about 18,000 people. You couldn't hear your teammates a few feet away. Right now, I'm training and working out for the World Championships in Japan later this year. I am also working hard to make the 2004 Paralympic Team to have one more shot at a gold medal.

Continued on next page...

Special Feature: 2002 Modern Pentathlon World Championships

by Jenny Mitchell, BASOC Volunteer

What do Spartan soldiers in 8th Century Greece and Stanford University have in common? To the average person, probably not much. But to pentathletes around the world, Stanford University, the site of the Modern Pentathlon 2002 World Championships, is the place where dreams will come true. For six action-packed days July 15-21, over 200 athletes from more than 40 countries will participate in five Olympic competitions: equestrian, shooting, fencing, swimming, and running. Each athlete comes to the San Francisco Bay Area in an attempt to engrave his or her name on a list of world champions in a sport that has lasted for over a thousand years.

The Pentathlon has a deep, rich history that dates back to 708 A.D., the year of the 18th Olympiad. The five original

athletic events—running, jumping, spear throwing, discus throwing, and wrestling—were most likely conceived as a way of training Spartan soldiers. Competitors were eliminated based on their performances, and the pentathlon champion was considered to be the ultimate sportsman. The five sports in the Modern Pentathlon can be traced to the legend of a Napoleonic cavalry officer who had to ride, shoot, fight, swim, and run to deliver messages.

The Modern Pentathlon World Championships include six days of competition in preliminary, final, and relay rounds. Male and female athletes will tackle all five events in one day, making this Olympic sport one that requires true

diversity of athletic skill and endurance.

Stanford won the bid to host the World Championships in early 2001. The Union Internationale de Pentathlon Moderne noted the advantages of having the United States as the host for the World Championships, where athletes from Asia and South

America could have a better chance to be a part of this European-dominated sport. The United States Modern Pentathlon Association and the Bay Area Sports Organizing Committee (BASOC) were gladly up to the challenge of hosting and supporting the competition. Says Event Director Barbara Higgins, “An event of this magnitude is a rehearsal for what we’ll encounter during the Olympic Games in 2012.”



Kumi Takasumi, Venue Operations Manager, agrees, “Hosting a pentathlon is like hosting a mini-Olympics since there are five events that are very different from each other.” Volunteers have been working full-time on all aspects of organizing this complex project, from working with international federations to finding sponsors and planning the opening ceremonies. As Project Manager Mark Hawkins explains, “The sheer complexity of the different themes that need to come together has been eye-opening.”

The true success of the event lies with the volunteers. “An event is only as good as the people working it,” says Higgins. “It’s crucial to get the right people involved. We’ve been very fortunate to get the right people.” Volunteers are still needed in all areas: working with the media, spectators, volunteers, or the athletes themselves.

Find out more about the Modern Pentathlon World Championships, as well as volunteer opportunities and ticket information, at: www.pentathlon2002.org.

Paralympic Paragon: Chuck Gill, continued

What is your training routine?

My training program is pretty extensive. I work out six days a week. Four days a week I weight train for about an hour and a half. Then it’s one hour of conditioning and the bike for several miles. The rest of the time, I’m in the gym shooting and practicing. I try and take anywhere from 1,200 to 1,500 shots each session.

How did you become part of BASOC ?

I was contacted to see if I would help with the Olympic movement after the Sydney Olympics. I want to share with everyone in the Bay Area what I have experienced. The Olympic Games here would be so beneficial to everyone. I love to talk to people and am willing to help out in any way I can. I won’t be playing in the 2012 Olympic Games, but to be a part of it will be awesome.

What are you doing these days?

I am mostly training, but I do talk to children, both able-bodied and wheelchair

kids. I show them that anything is possible when you put your mind to it. I also talk with newly injured people and let them know what’s available to them.

Do you have any advice for others?

Watch the sport you are interested in at a high level of competition. Set your goals to the level of play you want to be a part of. You have to work hard and you may fall short a few times, but keep trying and keep that goal in mind. The Golden State Road Warriors finally won the Championships after 25 years. They kept trying and finally did it. It is sweet once you achieve your goal. Also, take lessons learned from others you meet and try and use all those skills to better yourself. Learn from your mentors. I owe everything to my dad for working with me, working hard to support the family, and setting great examples for me and the other kids.

Chuck, we wish you the best of luck in the World Games later this year!

Special Feature: Celebrate The Winning Bid

by Tammy Kaehler, BASOC Volunteer

The Winning Bid 2012, a gala benefit event for BASOC, will be held at the di Rosa Preserve, located in the Carneros grape growing region at the hub of Napa and Sonoma Valleys. This special event will take place on Saturday, August 24, from 5 p.m. to 10 p.m.

According to organizer Matt Dockstader, getting the wine country involved in BASOC's monumental effort is one of the goals of the event. If (or when, as CEO Anne Cribbs always says) BASOC is successful in its bid to host the 2012 Olympic Games, mountain biking will be held at Domaine Chandon in Napa Valley. "Businesses located throughout the Bay Area, from Monterey to Napa Valley, as well as in Sacramento, would benefit from the presence of the Olympic Games," Dockstader states. "Given the current economic climate, it's refreshing to know the 2012 Olympic Games could help generate over \$7 billion for the regional economy."

The Winning Bid brings together one of the most outstanding lineups of Northern California chefs and winemakers to ever share the spotlight at one event, according to 1960 Olympian Anne Warner Cribbs, BASOC's President and CEO and President of the Northern California Olympians alumni association. "The Olympic games are about individual achievement, excel-

lence, and participation," she says. "They celebrate humanity. Great chefs, winemakers, and artists also celebrate humanity, individual achievement, and excellence ... a winning combination."

Upon arrival at The Winning Bid, guests will enjoy wine tasting, vineyard tours, music, and entertainment along with hors d'oeuvres presented by a line up that includes Executive Chef Peter Pakh of the Silverado Resort in Napa, Executive Chef John Sikhattana of Roy's in San Francisco, Owner/Chef Charles Pham of Slanted Door in San Francisco, Executive Chef Matthew Millea of Cielo at Ventana Inn & Spa in Big Sur, and Elaine Bell, Owner/Executive Chef of Elaine Bell Catering in Sonoma. Guests will also be treated to tours of the unique di Rosa Collection, featuring 1,800 works of art from 750 Bay Area artists housed in four galleries and placed throughout the preserve in meadows, along pathways, in vineyards, and even on Winery Lake.

Guests will be seated for dinner at 6:30 p.m. Ken Frank, Owner/Chef of La Toque in Rutherford will team up with Sonoma Foie Gras to present the first course; Nancy Oakes, Owner/Chef of Boulevard in San Francisco will present the second course; Thomas A. Keller, Owner/Chef of The French Laundry in Yountville will present the entrée; and Michael McDonald, Executive Chef of Santé at Sonoma Mission Inn & Spa will present dessert. Selected vintages provided by Beaulieu Vineyards, Beringer, Clos Pegase, Domaine Carneros, Duckhorn, Robert Mondavi Winery, Schramsberg, Sonoma-Cutrer, Spottswoode, and Sterling will be served with hors d'oeuvres and paired with courses. The Russian River Brewing Company will serve craft beer.

Olympians Kerri Strug and Michael Johnson, as well as mayors of potential host cities, are expected to attend and will be introduced following dessert. A live auction of exclusive limited lots will precede a San Francisco 2012 multimedia show, live music, and dancing.

A variety of options are available to sponsoring businesses, ranging from Gold Presenters at \$15,000 and Silver Ring Sponsors at \$7,000, to Bronze tables for six at \$2,012. Only 100 individual tickets at \$275 per person or \$500 per couple will be sold.

Event Director Matt Dockstader encourages everyone to spread the word! Anyone interested in sponsoring the event, purchasing individual tickets, or volunteering at the event can get more information from the Web site, www.winningbid2012.org, or by contacting Marsella Macias at BASOC, 650.856.2234.



Here's How You Can Help!

BASOC is looking for volunteers to join our team as we work to bring the 2012 Olympic Games to the San Francisco Bay Area. We have a wide variety of volunteer opportunities, whether your expertise or interest is in contributing to special events, spreading the word to community organizations, raising funds on a local level, providing office support, or doing some much-needed meeting, greeting, and direction-giving. Find out how you can help us with the Bridge Builder Club, The Winning Bid Gala, Talking for 2012, or a multitude of sporting events in the Bay Area—contact James Raybould, BASOC Volunteer Coordinator, at james@basoc2012.org today!

Olympic Icon:

Katrina Radke, Swimming, 1988

by Elizabeth Faletti, BASOC Volunteer

Olympian Katrina Radke brings her extensive experience and training in working with people to the position of BASOC's Director of Olympian Relations, acting as the liaison between Northern California Olympians, BASOC, and Bay Area youths, communities, and service organizations.

When did you start swimming?

I started swimming when I was about 7 years old in Morris, MN. I started swimming mainly because my two older brothers were going to the swimming pool. I loved the water! I first competed in local meets where our town would compete with other local towns.

Who has been the most influential person in your swimming and non-swimming life and why?

There are many people who have influenced my life, not only people I have met but people I have read about. My parents and coaches have always had a great impact on who I am and in supporting me in swimming. School teachers also had an impact on me. I believe that we gain a lot from people in our lives if we let them teach us and inspire us. Ultimately, I am most influenced when I am internally motivated and am willing to allow my own self to speak to me, to trust my own guidance.

Most memorable Olympic moment?

I have many. One of my most memorable Olympic moments is being able to meet many people from different countries before the opening ceremonies and getting pictures taken with them. I was reminded of what the Olympic Games represent: all people coming together with a common bond, being able to transcend our human limitations as we pursue our dreams of reaching our peak potential.

Another moment I will never forget is walking through the tunnel into the stadium for the opening ceremonies and

hearing the roar of the people cheering us on and the amount of flags and colors throughout the stadium. My heart was singing! This moment represents a culmination of years of training, fun times, and learning.



Katrina Radke

What are you doing professionally?

I am a trained marriage and family therapist, am pursuing acting, and have been an executive in the healthcare industry. I am also currently working on the

bid to bring the Olympic Games to the San Francisco Bay Area in 2012!

Are you still involved in swimming?

I still get in the water. I love being in the water—it is soothing and fun! I feel at peace and in the moment while in the water. I hold private lessons with kids and stay current on what is going on for the

future of the sport of swimming.

Why do you feel the Olympic Games should come to San Francisco in 2012?

San Francisco has so many things to offer the world. As an athlete, it is the best place in terms of weather. Internationally, this is the top place to travel. People can enjoy the City as well as the ocean and mountains. We have it all here! And, of course, friendly, fun loving people who enjoy life!

Lastly, the people who are involved in this bid effort bring their expertise from all industries to create the best possible Olympic Games conditions. Our bid is unique, also, because it is headed by an Olympian, Anne Cribbs. This is a testimony to the fact that Olympians want to make a difference in the future of sport, and also have the experiential knowledge to make a difference in making San Francisco THE place to host a spectacular Olympic Games!

Thanks Katrina. If you are an Olympian and would like to get involved with BASOC, please contact Katrina at katrina@basoc2012.org or 650.856.2234!



Palo Alto, CA, June 23, 2002, USA Outdoor Track & Field Championships, Stanford's Cobb and Angell Field: 100 M and 200 M Olympic champion Marion Jones sprints to victory in the women's 100 M and 200 M championships.

Photo: Lee Suzuki/Chronicle

"I'm a California girl at heart," says Jones. "I think it would be great to bring the Olympics to California in 2012."

Venue Spotlight: Edwards Stadium

by Steve Woo, BASOC Volunteer

We've all seen Olympians move mountains, but can they move beaches? In the Summer of 2012, the train of trucks that will be cruising through the streets of Berkeley will be hauling the beach to the University of California's Edwards Stadium.

That's right! Pull up a beach chair, lather up the sun block, and sport your best-looking shades. You've got a front row seat to a showcase of the world's greatest digs, sets, and spikes. No longer confined to its humble origins on the shores of Southern California, beach volleyball has captured the imagination of coastal and landlocked sports fans around the world. At the 2012 San Francisco Olympic Games, Cal's Edwards Stadium will be host to beach volleyball, as well as a little fun in the sun-drenched sand.

Edwards Stadium stands in one of the most beautiful settings in the country, with unrivaled views of the Berkeley Hills, Strawberry Canyon, and the San Francisco skyline, including panoramic vistas of the Bay and the Golden Gate Bridge. With this kind of backdrop, beach volleyball at Edwards Stadium is certain to get your adrenaline pumping and take your breath away.

Built in 1932, Edwards Stadium has become a historical fixture at Cal. When the facility first opened, it was the only stadium in the world built solely for Track & Field use. For many years, Edwards Stadium had the distinction of being the largest exclusive Track & Field facility in the United States with a seating capacity of 22,000. The Stadium was recently renovated, and in 2000, the Cal men's and women's soccer teams adopted it as their new home venue. One of the Stadium's greatest features is its intimate structure, which brings the fans close to the athletes.

Edwards Stadium has a legacy unmatched in athletics. If there's such a thing as hallowed ground in the world of Track & Field, Edwards Stadium might be it:

athletes produced 11 world records, 16 American records, and 18 collegiate records there. Among the most memorable performances produced at the Stadium was the 3:51.3 mile clocked by Jim Ryun, the first American high school runner to break the elusive four-minute mile. Bay Area natives may also recall a young Renaldo Nehemiah shattering records in the 110-meter hurdles, prior to his gridiron days



Artist's Rendering of Edwards Stadium

with the San Francisco 49ers. From 100 to 5,000 meters, from 7 to 300 feet, Track & Field athletes have left their timeless marks on Edwards Stadium. In 2012, athletes of a different sort will be leaving their own footprints in the sand, literally, while digging, setting, and spiking their way into the Olympic history books at Cal.

"Students at Cal are very excited about bringing the Olympic Games to Berkeley," says Kevin Andersen, Executive Associate Athletic Director at Cal. "The exposure and prestige from hosting the Olympic Games would be a tremendous achievement for the University, leaving a historical legacy and adding to the storyline of Cal Athletics. Berkeley is already a very diverse place, with students, faculty, citizens, and visitors hailing from around the world. As the University continues to evolve, Berkeley will become a more and more exciting place to be."

Without a doubt, the students at Cal, led by the University's mascot, Oski the Bear, will welcome the athletes of the world with open arms and a big Golden Bear hug.

BASOC Super- star: Nichelle Lyons

by Lauren Brock,
BASOC Volunteer

Born in Grand Rapids, Michigan, and educated at De Paul University, Nichelle Lyons came to Los Angeles in 1989 to begin her career in consulting. She moved northward to the Bay Area only three years ago, but has happily continued working in the consulting industry, running the business that she started nine years ago. Nichelle recently spoke with us about the work Lyons and Associates does for BASOC.

How did you become involved in BASOC and what is your current role?

I met Anne Cribbs two years ago and talked to her about the Bid outline she was putting together for 2012. I liked what she was planning, but knew there was a lot of work to be done. We discussed the strategies that she would need in order to make the Bid successful. A year ago, she called me back and told me that the strategies had worked so far, but that she now needed my help with corporate fundraising. I now work on the Income Development Team.

What has been the biggest challenge for you so far and what challenges are coming up?

The biggest challenge of working on income development is increasing the awareness within the business community that the Bid is happening now, and that without support today, there is no chance that we will make it to the next stage. Several people I've encountered just assumed that the Bid committee wouldn't need funding until around 2010! My job is to help show busi-

Continued on next page....

BASOC Superstar: Nichelle Lyons, continued

nesses how their investment will be used in the next few years to keep the Bid going. In the immediate future, we'll solicit donations from the labor community because they'll profit from Olympic-related job openings if the Bid is successful.

What do you see as BASOC's greatest strengths in promoting the Bid?

Though there are many reasons why a San Francisco Bay Area Olympic Games would be successful, the three things that I tend to promote the most often are the amazing location, the wonderful climate, and the community benefits that the Olympic Games brings to host cities. San

Francisco is already a world-class tourist destination, and the events would be spread out over a diverse area to showcase the entire region.

What is your favorite Olympic memory?

It is hard for me to think of a favorite Olympic memory, as I have many, but I'd have to say that watching Kerri Strug complete her second vault in the 1996

Olympic gymnastics competition stands

out as a moment that had an impact on our entire country.

What events would you like to attend when the San Francisco Bay Area hosts the 2012 Olympic Games?

My favorite events are unquestionably Track & Field. I recently attended the National Track & Field Senior Championships at Stanford University, so it was a great preview of 2012. BASOC helped to support the event's logistical needs as well, to show that we are committed to hosting major sporting events.



Nichelle Lyons

Thanks for your time, Nichelle!

Company Focus:

A-Link Network Services

by Kim Strenk, BASOC Volunteer

A-Link Network Services is a full-service Internet Services Provider (ISP) founded in 1995 and based in Sunnyvale, California. A-Link's core business is providing connectivity, Web hosting, and POP e-mail services. Unlike many of the high profile ISPs, A-Link has been profitable since the beginning through steady, conservative business growth with many small-to-medium size companies in traditional industries from advertising to plumbing. How did this quietly profitable small ISP come to be a part of the Bay Area's Olympic dream? To better understand A-Link's involvement with BASOC, we need to take a closer look at their Customer Service Manager, Richard Clark.

Richard Clark is a true Bay Area native, born and raised. I recently sat down with him to find out more about A-Link and why the company decided to become involved.

"I would love to see the Olympic Games here! I was born in the City [San Francisco] and was raised near the Presidio," said Clark. Beyond native pride and enthusiasm, Clark was also intrigued at the prospect because it was his old swim coach, Grant Giske, BASOC's Income



Richard Clark

Development Coordinator, from the early 1970s that contacted A-Link. Another compelling reason for Clark to be an Olympic cheerleader is his three-year-old son, Elliot. "By 2012, he will be old enough to be interested in attending events and really understand what the Olympic Games are all about."

A-Link not only hosts the BASOC Web site, they provide POP e-mail services for the BASOC staff and monitor the amount of traffic to the Web site. Web site monitoring has proved to be a crucial benchmark and testament to the momentum and interest that has grown around the San Francisco Bay Area Olympic bid. According to A-Link, Web site monitoring reports that BASOC's Web site was averaging

about 110 unique users per day in April. Since then the trend has continued upward to an average of 160 unique users per day. A-Link differentiates *unique users* from *hits*. A unique user usually registers dozens of hits (or more) to the Web site in a day. Measuring in terms of unique users provides a smaller number, but the data is more realistic. Those numbers expressed in hits would have been about 2,500 a day in April and about 4,700 a day currently, indicating that users today are spending more time on the site than users were back in April.

As the Bid reaches the November milestone and beyond, Clark hopes A-Link will still be a part of the ride. Once the November milestone is reached, the needs of BASOC and its staff would most likely grow to include security needs such as Network Vulnerability Assessments (NVA), cellular phones, and other wireless devices for the staff or even e-commerce capabilities on the Web site. "We are thrilled to be a part of the Olympic Bid and hope to continue our involvement as the Bid comes closer to reality."

You can reach A-Link at 408.720.6161.