

TRAINING FOR 2012

“The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport.” – Olympic Charter

Reflecting the mandate of the original Olympic Charter, the Bay Area Sports Organizing Committee (BASOC) has created *Training for 2012* – a youth development program that provides Olympic-based educational and motivational materials and arranges for Olympic athletes to visit and speak to children at schools and community centers throughout the San Francisco Bay Area. The primary objectives of *Training for 2012* are:

- To emphasize the importance of physical activity to children while educating them about the Olympic Movement and its ideals.
- To gather the most important lessons learned by Olympians and to make them available to young people.
- To give youth the inspiration and skills needed to envision, plan and achieve success in their own lives.

Since its launch as a pilot project in San Jose in the Summer of 2001, *Training for 2012* course materials and visiting Olympians have already reached over 1,500 children at over 30 schools and community centers throughout the San Francisco Bay Area. Recently, “Bay Area Scores,” a local organization dedicated to educating youth through soccer, adopted our *Training for 2012* curriculum and joined San Francisco 2012 volunteers, Bay Area Olympians and over 200 children to kick off their “spring season.” By the end of the year, *Training for 2012* has set a goal of educating over 10,000 children in the San Francisco Bay Area about Olympic values and the Olympic Movement.

With *Training for 2012*, BASOC ensures that the legacy of bidding for the 2012 Olympic Games begins today. By reaching out to the children of the San Francisco Bay Area now, BASOC is educating youth through sport and reaching out to the next generation of Olympians and Olympic fans for the 2012 Olympic Games.



Olympian Katrina Radke signing autograph at *Training for 2012* event.

“TALKING FOR 2012” – SAN FRANCISCO 2012 SPEAKERS BUREAU

To continue planting new seeds of enthusiasm and grow even deeper roots of support in the communities of the San Francisco Bay Area, BASOC has launched a volunteer Speakers Bureau – *Talking for 2012*. *Talking for 2012* trains and empowers hundreds of volunteer speakers throughout the Bay Area in our key messages and then sends them out to talk about our bid to neighborhood groups, sports teams, athletic clubs and local community organization meetings throughout the San Francisco Bay Area. Our volunteer speakers come from many backgrounds, from prominent Olympians to young professionals excited about our bid, from senior businessmen and women to high school athletes who want to bring the 2012 Olympic Games to San Francisco.

Talking for 2012 speakers deliver the message of what we’re doing to bring the 2012 Olympic Games to the San Francisco Bay Area, recruiting new volunteers and contributors and building stronger, deeper support for our bid throughout the community. BASOC has already trained almost 200 volunteer speakers at evening trainings throughout the region, including a special Olympian-training in San Francisco. Our Talkers leave each training with a complete set of materials necessary to be a self-sufficient evangelist for San Francisco 2012, including key message points, fact sheets, a sample speech, multimedia presentation and more.

Talking for 2012 speakers have already spoken at over 235 events, clubs and organizational meetings in the Bay Area since December 2001, when *Talking for 2012* was launched. In the coming months, we will hold additional trainings throughout the region, with a goal of training 400 volunteer speakers and appearing at 1,000 community and organizational meetings by the end of 2002.



Olympian Catriona Fallon signing autograph at *Talking for 2012* event.

CONCLUSION

The Bay Area Sports Organizing Committee (BASOC) is comprised of many people who believe in the spirit of Olympism and who want to share their ideals and the magnificence of the Olympic Games with the people of the San Francisco Bay Area, the United States and the world. They also want to share the beauty and other special qualities of this region with the athletes, officials, members of the Olympic Family, the media and spectators who will come here for the Olympic Games or who will participate in the Olympic Games interactively through technology.

The vast majority of BASOC supporters are volunteer members of “Theme Teams,” based on their expertise in the various subjects discussed in this Bid Addendum for the 2012 Olympic Games. These teams include Olympians representing Olympic teams from 1936 to 2002, technology experts, transportation officials, financial advisers, athletes, sports officials and administrators, developers, lawyers, city officials, meteorologists, environmental experts, marketing specialists and individuals from many other walks of life. Together, the BASOC teams are committed not just to creating this Olympic bid, but also to delivering the best Olympic Games ever staged, in an ethically and fiscally responsible manner, and meeting or exceeding the expectations of all participants.

BASOC wishes to honor its teams and everyone who has contributed to the development and production of this bid. BASOC believes that the San Francisco Bay Area is the best place to host the 2012 Olympic Games, but that it will be the people who make the 2012 Olympic Games great.

BOARD OF DIRECTORS

Olympians

Jennifer Azzi, Basketball
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Pablo Morales, Swimming

Maureen O’Toole, Water Polo
Summer Sanders, Swimming
Kerri Strug, Gymnastics
Jenny Thompson, Swimming
Bill Toomey, Athletics
Andy Toro, Canoe/Kayak
Starr Walton Hurley, Alpine Skiing
Anne Warner Cribbs, Swimming
Kristi Yamaguchi, Figure Skating

Athletes

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Ronnie Lott,
 RML Enterprises, NFL Hall of Fame
Nate Thurmond,
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Waterkeepers Association

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SONIC Blue

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Cynthia Kenyon,
Shilling & Kenyon Consulting, Inc.

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Bank of America, retired

BASOC Staff

Anne Warner Cribbs,
President & Chief Executive Officer

Robert Stiles,
Bid Director

Helen Mendel, CMD,
Director of Marketing

Governmental Liaisons

Chris Campaña, California Trade
Commission, Office of the Governor

Chuck Dalldorf,
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Rebecca Dishotsky,
City of San Jose

Barbara Kolesar,
City and County of San Francisco

John R. Killacky, Yerba Buena
Business Center for the Arts

Ted Leland,
Stanford University

Cheryl Levick,
Santa Clara University

Derek Liecny,
Federation of Gay Games

John Marks, San Francisco
Convention & Visitors Bureau

Mark Mastrov, 24-Hour Fitness/
Fitness Holdings Worldwide

Duncan Matteson, Greater Bay
Bancorp/Matteson Realty Services, Inc.

Burnham Matthews,
Alameda Chief of Police

Steve Mayer,
Burr, Pilger & Mayer

Larry Mazzola, United Association
of Journeymen and Apprentices of the
Plumbing and Pipe Fitting Industry

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Asian American Recovery Services

John Oppedahl,
San Francisco Chronicle

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Reuben & Alter

Rodger Rickard, former CEO/
President Cornish & Carey
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Terri Robbins Tiffany,
Terri Robbins Tiffany Public Relations

Steve Roberts,
SportVision

Berta Lim,
Administrator

Katrina Radke,
Olympian Relations Director

James Raybould,
Volunteer Coordinator

Robert Maerz, City and County of
San Francisco City Attorney's Office

John McCassey,
Sacramento Sports Commission

James Molinari, Office of
U.S. Senator Feinstein

Dean Munro,
San Jose Sports Authority

Robert Rowell,
Golden State Warriors

Mike Sangiacomo,
Norcal Waste System

Joseph Schell,
Merrill Lynch & Co.

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Schulte & Associates

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Bechtel Corporation

Bradley Shuster,
The PMI Group, Inc.

Mark R. Solit,
Solit Enterprises

Rick Stevens,
Hunter Stevens, LLC

Scott Strawbridge, Northern California
Mechanical Contractors Association

Lisbet Sunshine, Municipal Fiscal
Advisory Committee to the Mayor

Amy Trask,
Oakland Raiders

Tara VanDerveer,
Stanford University

Lawrence Varellas,
Arthur Andersen LLP

Bill Walsh,
San Francisco 49ers

Robert Weikert,
Thelen, Reid & Priest, LLP

Phil Winters,
Centerpoint Entertainment

James Woolwine,
Golden Gate Bank

Jan Yanehiro,
Yanehiro, Inc.

Tony Winnicker,
Communications Director

Robert Oakes,
Office of California Governor

Samee Roberts,
City of Oakland

THEME LEADERS

Theme 1 – National, Regional and Bid City Characteristics
George Broder,
 George Broder Group

Theme 2 – Legal Aspects
Jack Bair,
 San Francisco Giants
Rob Weikert,
 Thelen Reid & Priest LLP

Theme 3 – Customs and Immigration Formalities
Rick Eaton,
 U.S. Immigration Services
Robert S. Stiriti,
 Department of the Treasury

Theme 4 – Environmental Protection
Mark Jordan,
 Northern California Waterkeepers

Theme 5 – Meteorological and Environmental Conditions
Jan Null,
 Golden Gate Weather Service

Theme 6 – Security
Burnham Matthews,
 Alameda Police Department
Jim Molinari, Office of
 U.S. Senator Dianne Feinstein

Theme 7 – Medical/Health Services
Phillip M. Harter, M.D., Stanford
 University School of Medicine

Themes 8, 9, 10 – Sports Program, General Sports Organization
Ted Leland,
 Stanford University

Theme 11 – Olympism, Culture and Legacy
Michael Olmstead,
 e2K

Theme 12 – Olympic Village
Mike Bruner,
 MacFarlane Partners
Tom Quaglia,
 The Riding Group

Theme 13 – Accommodation
John Marks, San Francisco
 Convention and Visitors Bureau

Theme 14 – Transportation
Steve Heminger, Metropolitan
 Transportation Commission

Theme 15 – Technology
Bill Schlough,
 San Francisco Giants

Theme 16 – Media
Terri Robbins Tiffany,
 Terri Robbins Tiffany Public Relations
Jan Yanehiro,
 Yanehiro, Inc.

Theme 17 – Finance
Don Briggs,
 KPMG LLP
Andy Kerr, (retired)
 Bank of America

Theme 18 – Marketing
Helen Mendel, CMD
 All Pro Promotions

Theme 19 – Guarantees/Law Committee
Jack Bair,
 San Francisco Giants
Rob Weikert,
 Thelen Reid & Priest LLP

BASOC STAFF

Anne Warner Cribbs,
 President & Chief Executive Officer

Robert Stiles,
 Bid Director

Helen Mendel, CMD,
 Director of Marketing

Berta Lim,
 Administrator

Katrina Radke,
 Olympian Relations Director

James Raybould,
 Volunteer Coordinator

Tony Winnicker,
 Communications Director

Suzie Paxton,
 Olympian

Evan Cohen,
 Intern

Maureen Mullen,
 Intern

Stephanie Selmer,
 Intern

Corey Woolfolk,
 Intern

THE FOLLOWING COMPANIES AND INDIVIDUALS CONTRIBUTED TO THE SAN FRANCISCO 2012 BID ADDENDUM

1996–2002 Olympians

Addison Design
Noah Potkin
Renee Taylor

Booz-Allen & Hamilton Inc.
Marcia Sagami
Sandy Stadtfeld

California Department of Transportation
Albert Yee

California Highway Patrol

EDAW
Jacinta McCann

Helikon Media
Terrence Burns
Rebecca D’Attilio
George Hirthler
Mark Lewis

Higgins Associates
Barbara Vanheerden

John Todd Photography
John Freeman Todd

KPMG
Don Briggs
Ivan Lim
John Mendillo

Kwan Henmi Architects
Denis Henmi
Todd Frielander

Metropolitan Transportation Commission (MTC)
Ann Flemer
Steve Heminger
Richard Kos
Amy Lee
Trent Lethco
Cary Pierce

Northern California Olympians

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John McCassey

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Dean Munro

San Francisco Convention and Visitors Bureau

John Marks
Corie Weaver

Screampoint
Kim O’Brien Chalmers
Guillermo M. Leal Llaguno
Hsiao Lai (Sean) Mei
Michael Semmen
Pakorn Suetrong

Stanford University
Ted Leland
Ray Purpur

Tharp Did It
Kasumi Ito
Jill Prestigiacomo
Rick Tharp

Thelen, Reid & Priest LLP
Margaret Thomasian -Walter
Robert Weikert

United Parcel Service

University of California, Berkeley
Kevin Anderson
Kristi Motley

University of Santa Clara
Cheryl Levick

Jack Bair
Lauren Brock
George Broder
Mike Bruner
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Rosie Casals
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