



## 2014 ANNUAL RETREAT

## SPEAKER BIOGRAPHIES

WEDNESDAY, JANUARY 29

WELCOME

**Hon. Clifford M. LaChappa**, Tribal Chairman, Barona Band of Mission Indians



One of the most well respected Tribal leaders in the nation, Clifford M. LaChappa was first elected to Tribal leadership in 1988 as a Barona Band of Mission Indians Tribal Councilmember. Two years later he was elected to serve as Tribal Chairman and he held that position through 2004. His vision and leadership during those first 16 years as Chairman helped catapult Barona into the leading gaming Tribe in California.

After being out of office for six years, LaChappa was once again elected to Tribal government in 2010 as Barona's Vice Chairman, and two years later he was again elected Tribal Chairman, the office he proudly serves in today.

During his first years in office, Chairman LaChappa was focused on moving Barona towards economic self-sufficiency. On the political front, Barona and Chairman LaChappa were instrumental in a decades-long struggle for Native American self-sufficiency in California. These efforts culminated with the signing of the 1999 Tribal-State Gaming Compact with Governor Grey Davis and the passage of Proposition 1A in March of 2000, amending the California Constitution to authorize gaming on Indian reservations.

In tandem with the Tribe's efforts on the political front, during his first tenure Chairman LaChappa led the Barona Tribe's efforts to build a world-class resort on the Barona Reservation. In 2001, Barona opened the acclaimed Barona Creek Golf Club, which was the first golf course built on Tribal lands in California. Just months after opening, this superb championship course was recognized as one of the top courses in California and has consistently been ranked among golf's legendary courses, including Pebble Beach, Spyglass Hill, and Pasatiempo. Not long after, the dream that was years in the making was realized as the world renowned Barona Resort and Casino, with more than 3,000 employees, was unveiled to San Diego and to the acclaim of the gaming industry nationwide. Chairman LaChappa's encouragement of innovation and creativity pushed Barona to become the most sophisticated gaming floor in the industry

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through a variety of technological advancements.

With Barona's success, the Tribe had the financial means to improve the lives of its own people and also share with the greater San Diego community. The Tribe and Chairman LaChappa worked to enhance life on the reservation with programs and services including housing, a fire department, charter school, college scholarship programs, the Barona Cultural Center and Museum, a water reclamation plant, numerous infrastructure improvements, and much more, especially for elders. Off of the reservation, a spirit of giving was fostered with major contributions to dozens of local charities benefiting all San Diegans.

Chairman LaChappa and his family also founded the Matthew LaChappa Athletic Scholarship Fund with their son, a former professional baseball pitcher who was stricken with a debilitating heart attack during a game, to help young athletes reach their dreams of attending college.

Born on the Barona Reservation, Chairman LaChappa studied at San Diego State University and California State University, Long Beach. He worked at San Diego Gas & Electric Company for nearly 25 years. A lifelong resident of the Barona Reservation, Chairman LaChappa is the father of eight children, including four foster children.

**LOWDOWN ON THE COASTAL COMMISSION**

**Dr. Charles Lester**, Executive Director, California Coastal Commission



Dr. Lester is the fourth Executive Director to lead the California Coastal Commission since its creation in 1972 with the passage of Proposition 20. Prior to his appointment, Dr. Lester served as Senior Deputy Director of the Commission, holding that position since 2006. His employment at the Commission began in 1997. Previously, Dr. Lester was an Assistant Professor of Political Science at the University of Colorado, Boulder.

Dr. Lester received his Ph.D. in Jurisprudence and Social Policy from the University of California at Berkeley. In addition, he earned his J.D. at Boalt Hall School of Law and a B.A. in Geochemistry from Columbia University.

He was appointed executive director in September 2012.

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**NORTH COAST CORRIDOR PROJECT – WHERE ARE WE NOW?**

**Allan Kosup, Caltrans,** Corridor Director of North Coast Corridor Project



Mr. Kosup was born in Chicago and raised in Southern California. He graduated from the University of California Irvine in 1983 with a Bachelor of Science in Civil Engineering. He moved to San Diego in 1983 to begin working at the California Department of Transportation (Caltrans). For the last nine years, Mr. Kosup has been Corridor Director for Interstate 5, State Route 76, and State Route 78. He serves as the single focal point for Corridor projects and is responsible and accountable for the cost, scope, schedule, delivery, and completion of transportation improvements within these corridors.

Project of interest: The Interstate 5 North Coast Corridor project is a \$6.5 billion program to construct Express Lanes, coastal rail and transit enhancement, and environmental protection and coastal access improvement. This project is contained within the coastal zone, and crosses through six coastal lagoons and six cities.

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**SHARED-USE MOBILITY**

**Christopher Ballard,** General Manager, Uber



Christopher Ballard is the General Manager (GM) of Uber San Diego. Prior to assuming the GM role, Christopher launched the San Diego, Denver, Sydney, and Milan markets for the company.

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### **Will Berry**, San Diego Regional Manager, Car2Go



Will Berry is the Location Manager for Car2Go San Diego, a wholly-owned subsidiary of Daimler AG and leader of North America's first all-electric car-sharing fleet.

Will received his Master of Business Administration from San Diego State University (SDSU) in 2011. While at SDSU, Will was honored to receive a Graffee Award in Negotiation and delivered the keynote Graduation Ceremony speech.

Will received his undergraduate degree in English and Communication from Rutgers University where he was a scholarship athlete and Captain of the Rutgers Crew Team.

Will is an avid baseball fan and was blessed to work for the San Diego Padres, including the glorious 1998 National League Championship season.

Will currently sits on the Board of Directors for the SDSU Marketing Advisory Board and Navy League Coronado Council.

### **David Bruemmer**, Vice President, Founder, 5D Robotics, Inc.



David J. Bruemmer is Vice President and CTO at 5D Robotics, Inc., where he also is a founder and board member. At 5D he works to develop innovations that can impact the future of robotics and enable more intelligent transportation. Bruemmer has been awarded 8 patents, with 13 others pending, is a winner of the R & D 100 Award, and has been recognized as an inventive young engineer by the academy of engineers. Over the past 15 years, Mr. Bruemmer has developed robotic behaviors for landmine detection, guarded motion, high speed follow, and autonomous navigation. At 5D, Mr. Bruemmer's team has developed a novel positioning scheme that enables safe, efficient driving for both manned and unmanned vehicles. Recently, his research has focused on applying unmanned systems technology to the development and commercialization of self-driving kits for segways, golf-carts and other low-speed vehicles that can transport people seamlessly within an ecosystem.

Mr. Bruemmer has authored over 60 peer reviewed journal articles, book chapters, and conference papers on intelligent robotics. Before working at the INL, Mr. Bruemmer led an unmanned vehicle research team within the Department of Energy and previous to that worked as a consultant to the Defense Advanced Research Projects Agency, where he worked to coordinate development of autonomous robotics technologies across several offices and programs.

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### **Ed Clancy**, San Diego Area Manager, DecoBike



The Bike Guy SD – implementation strategy and consulting. Clients and projects are presented to an established network of relationships ranging from political, business, community organizations, targeted economic class, stakeholders, and decision makers to maximize interest short and long term.

Mayoral appointee, Bicycle Program Manager – initiated an open streets celebration called CicloSDias, with 10,000 participants; NACTO applications (green lane treatments), organized Livable Streets Advisory Committee for transparency, unanimous passing of bike share, and recently adopted bicycle master plan.

Managed City-wide election with 1.3 million residents, 600,000 potential voters, grass roots, policy positions, and community outreach. Authored op-eds, talking points, and strategic plan development plus implementation.

Executed strategies for domestic and international campaigns including: Attorney General (NY), Congress (PA, CA), U.S. Senate (MN), County Commissioner (IN); Archdiocese of Venezuela; Peruvian Presidential candidate; Public Advocate (NY)

### **Paul Steinberg**, Manager, Carma



Mr. Paul Steinberg has more than 20 years of experience in global business development for high profile technology, cloud, mobile, web, and enterprise solutions companies. His leadership at 10 startups have produced 6 acquisitions and 2 IPOs. He is market savvy and able to leverage research and create financial models to support the corporate strategic plans.

He is a superb communicator and tenacious leader who encourages a collaborative approach. He is a straight talker who believes that complex partnerships require participation from multiple executives who will share the overall success. A native Texan educated at the University of Texas in Austin (Computer Science) and Stanford University (Marketing) in Palo Alto.

As Vice President of Business Development for Carma, Paul is responsible for U.S. Operations, including Government Relations, Sales, and Partnerships, and is the spokesperson known as “Captain Carpool” as seen on leading media channels, including Bloomberg TV, CNN, USA Today, Wall Street Journal, Alice Radio, KRON, NPR, CBS, and Fox.

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**Daniel Sturges**, Team Red



Dan Sturges is a designer and innovator regarded as one of the country's leading transportation system visionaries, with over 25 years in the global mobility space. Sturges supports Project 100, a new, multimodal transportation subscription service launching in Las Vegas. He also supports South Bay Cities Council of Government.

Dan started as an automotive designer at General Motors in 1986 before focusing on personal transit solutions for the likes of Intragro, the Southern California Associations of Government, Federal Transit Administration, and University of California's Institute of Transportation Studies.

In 1997, Dan founded trans2, designing and commercializing the world's first Neighborhood Electric Vehicle (NEV) and creating the first ever, nationally certified new class of vehicle in the process. His NEV design remains at the forefront of local transportation solutions, marketed under the Global Electric Motorcars brand and owned by Polaris Industries.

Dan also has worked as a designer in various capacities with the likes of Ford, Daimler, Segway, and Avego.

His work has been profiled in Wired, Wall Street Journal, MIT Technology Review, and Automobile Magazine; Popular Science named him as one of seven transportation future visionaries; and he presented at TED4 in Kobe, Japan.

**LOOK MA, NO HANDS: THE LATEST ON EMERGING TECHNOLOGIES**

**Dr. Thomas Turrentine**, Director, Plug-in Hybrid and Electric Vehicle Research Center



Dr. Tom Turrentine is Director of the Plug-in Hybrid Electric and Vehicle Research Center at the Institute of Transportation Studies, University of California, Davis. For the past 20 years, Dr. Turrentine has been researching consumer response to alternative fuels, vehicle technologies, road systems, and policies with environmental benefits. His recent work includes multi-year projects to study consumer markets and use of plug-in vehicles (PEV), and specially designed energy feedback displays in vehicles. He and his researchers are studying electric vehicle and plug-in hybrid electric vehicle market development, driver use patterns for PEVs, use and optimal design of PEV infrastructure, planning tools to advise deployment of infrastructure, and optimal ways to integrate PEVs with California's grid and optimal designs of energy use feedback displays.

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**Dr. Chris Borroni-Bird**, Vice President Strategic Development, Qualcomm



Dr. Chris Borroni-Bird joined Qualcomm Technologies Inc. as a VP of Strategic Development in August 2012 and is responsible for developing and implementing a transportation vision around wireless technologies (both wireless power for electric vehicles and wireless communications between vehicles).

Prior to this, Dr. Borroni-Bird was GM's Director of Advanced Technology Vehicle Concepts and Electric Networked Vehicle (EN-V) Program. The EN-V concepts are small, battery-powered urban mobility vehicles that can be driven autonomously and were demonstrated extensively at the 2010 Shanghai World Expo. Chris was selected as one of Automotive News' Electrifying 100 in 2011. He also led GM's Autonomy, Hy-wire, and Sequel "skateboard" vehicle concepts.

Before joining GM in 2000, he led Chrysler's gasoline fuel cell vehicle development and was inducted into the Automotive Hall of Fame as a Young Leader in 2000.

Dr. Borroni-Bird is co-author of "Reinventing the Automobile: Personal Urban Mobility for the 21st Century," with Larry Burns and the late Bill Mitchell, that was published by MIT Press in 2010.

Chris obtained his Bachelors and Masters degrees in Natural Sciences from King's College, Cambridge, completed his Ph.D. in Surface Science from Cambridge University, and performed Post-doctoral research in solid state physics from the University of Tokyo.

**Jim Pisz**, Corporate Manager, North American Business Strategy, Toyota



Jim Pisz is Corporate Manager, North American Business Strategy for Toyota Motor Sales, U.S.A., Inc. (TMS). Pisz, in his current role, oversees the development of future vehicle technologies, with special focus on alternative fuels such as electric and hydrogen. In addition, he oversees technical initiatives such as Smart Grid, Hydrogen Infrastructure, Regulatory issues such as CAFÉ, and future powertrain planning. Pisz also conducts business development activities with 21st century companies to create new partnerships bringing technical/digital innovation to TMS.

In his 25 years at TMS, Pisz has held positions in Advanced Technology, Sales, Marketing, Information Systems, and Strategic Planning. He was responsible for bringing to market several TMS technology initiatives, including the Toyota Entune, Lexus Enform, and Safety Connect Telematics systems, Toyota's first consolidated customer database; TMS' first presence on the web with Toyota.com; TMS' first corporate Intranet - Toyota Vision;

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and the Toyota/Lexus dealer portal, Dealer Daily, which is now the primary business conduit between TMS and its dealer organization.

Pisz received Direct Marketer of the Year awards from Direct Magazine and Cowles Media awarded Pisz the "Cowles Award for Database Innovation." He is a contributing author for Net Success, published by Adams Media and Wireless Rules, published by McGraw Hill. Pisz holds multiple patents in the field of multimedia, electronics, and telematics.

He currently sits on the Board of Directors for Boy Scouts of America, Orange County, where he has been a lifelong advocate and volunteer for scouting. He also holds the highest award the Boy Scouts of America national office offers for volunteerism.

Pisz has a bachelor's degree from Seton Hall University in South Orange, New Jersey, and an M.B.A. from Pepperdine University in Malibu, California. He currently resides in Huntington Beach, California, with his family.

**Dr. Simon Ellgas**, Senior Advanced Technology Engineer, BMW Group Technology Office



Senior Advanced Technology Engineer - Sustainable Mobility

BMW Group Technology Office USA

- degree in physics
- Ph.D. (hydrogen as a fuel for automotive applications)
- started professional career at BMW (Munich, Germany) in 2007, focused on the thermal management of the electric drivetrain components of hybrid and battery cars
- during my professional career, I managed several projects related to fuel efficiency and e-mobility
- in 2008 I joined the development team of the BMW i3 and BMW i8
- since 2013: working for the BMW Technology Office in Mountain View, CA, focused on sustainable mobility

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**David Pickeral**, Smarter Transportation/ITS Leader, IBM



David Pickeral has 26 years of operational, policy, and management experience with transport and information and communications technology networks worldwide involving both government and commercial enterprises as well as public-private partnerships. For more than 19 years he has been closely affiliated with Intelligent transport Systems (ITS) technology development and deployment as his primary area of focus, including leading business development and project delivery.

David leads the Industry Smarter Solutions Team for IBM Smarter Transport, which includes managing a team of Consultants, Business Analysts, and Solution Architects who provide integrated solutions incorporating all lines of IBM's business - hardware, software, and services. He develops high-value strategic partnerships with complimentary industry players from major global corporations to innovative startups. He educates clients, key stakeholders, and IBM teams on the value of ITS and the state of development and potential of the industry in light of key technology initiatives such as Big Data, Analytics, and Cloud Computing as well as transport initiatives such as vehicle miles traveled, open roads tolling, automated fare collection, and congestion charging.

Beyond his duties at IBM, David sustains longstanding ITS community roles, including ITS America, ITS Canada, ERTICO, and the ITS World Congress. He currently serves as both Editor and feature contributor of the North American edition of Thinking Highways.

Before joining IBM, David was an executive at Booz Allen Hamilton where he co-founded the firm's ITS practice in September 2000. Prior to that he was a practicing attorney, and before that started his professional career as a U.S. Naval Officer. He holds a Doctor of Law (JD) degree from George Mason University and a Bachelor of Arts (BA) degree from the University of Virginia. He married Dr. Oxana Karpenko Pickeral of St. Petersburg, Russia, and currently lives in Reston, Virginia.

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**TAKE A RIDE ON RAPID**

**Paul Jablonski**, CEO, Metropolitan Transit System



Paul Jablonski has been Chief Executive Officer (CEO) of the Metropolitan Transit System (MTS) since October 2003. During his tenure, he has totally transformed the agency. He has consolidated Bus and Trolley operations under one board of directors, consolidated several bus operations under the MTS umbrella, implemented a new brand identity for the agency, developed a new market-driven network of services, brought low-floor trolleys to the entire system, tackled pension reform and labor agreements to help ensure budget sustainability, restored reliability to bus operations, and led the effort to rebuild San Diego's Trolley system and Bus maintenance facilities. His efforts have made MTS one of the most efficient systems in the nation with a fare box recovery of more than 42 percent and one of the most modern in terms of vehicles, passenger amenities, and State of Good Repair. As a result, MTS was named the American Public Transportation Association's Outstanding Public Transit System in 2009.

MTS provides services to almost every corner of San Diego County, serving the urban core and rural areas of more than 3,200 square miles. Mr. Jablonski's responsibilities include 53 miles of double-tracked light rail and more than 90 fixed routes, paratransit services, taxicab administration, and oversight freight rail lines stretching to the California desert. MTS and its contracted services employ more than 2,500 people. The system is on pace in 2014 to set a new ridership record, with more than 92 million trips.

Mr. Jablonski was previously CEO and General Manager of the Southwest Ohio Regional Transit Authority in Cincinnati, Ohio. He started his transit career in college at the University of Massachusetts - Amherst campus bus system. He has worked for the Capital District Transportation Authority in Albany, New York. He has served as Director of Operations for the Cleveland Public School System, as Senior Operations Consultant for ATE Management working for Dallas Area Rapid Transit, and as General Manager of the Merrimack Valley Regional Transit Authority outside of Boston. He also spent five years in Saudi Arabia in the 1980s starting up and operating Jeddah's first city bus system as its general manager.

Mr. Jablonski has served as a regional director and is a current Executive Committee board member of the American Public Transportation Association and Chair of the Rail CEO's and Rail Transit Committees. He is a member of the Executive Committee

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and immediate past Chairman of the California Transit Association, the 190-member association that includes all of California's largest urban transit operators, as well as dozens of agencies in suburban and rural areas. He is a past president of the Ohio Public Transit Association. He is a graduate of the University of Massachusetts, with graduate studies at Rensselaer Polytechnic Institute.

**DINNER**

**Ted Leitner**, Sportscaster



2014 marks Ted Leitner's 35th season behind the microphone for "My Padres."

Now in his 37th year broadcasting in San Diego, Leitner also is the voice of San Diego State University Aztecs football and basketball.

Leitner spent 25 years (1978-2002) as sports anchor for KFMB-TV (CBS 8) in San Diego.

Leitner's previous play-by-play credits include the National Football League's San Diego Chargers and Philadelphia Eagles, the National Basketball Association's San Diego Clippers, the University of Oklahoma, and the University of Connecticut.

Leitner studied television and radio broadcasting at Oklahoma State University and earned his Master's degree in communications from the University of Oklahoma in Norman.

A fixture in the San Diego community, he has served as master of ceremonies at several Padres events over the years, including Opening Day ceremonies, the club's annual awards dinner, and 2012's Jerry Coleman Day, honoring Coleman's 70 years in baseball.

Leitner has six sons: twins Nicholas and Ryan, Mark, Matthew, Jordan and Teddy, and one daughter, Kristin.

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**CLIMATE CHANGE: WHAT DOES THE SCIENCE SHOW? WHAT DOES THE PUBLIC BELIEVE? WHAT DO YOU THINK?**

**Dr. Richard Somerville**, Distinguished Professor Emeritus, Scripps Institution of Oceanography



Richard Somerville is Distinguished Professor Emeritus and Research Professor at Scripps Institution of Oceanography at the University of California, San Diego. He formally retired in 2007, but remains active in research, education, and outreach. He was a Coordinating Lead Author in Working Group I for the 2007 Fourth Assessment Report of the Intergovernmental Panel on Climate Change.

Richard Somerville was an organizer of the 2007 Bali Climate Declaration by Scientists. This effort by climate scientists to inject some quantitative scientific substance into the United Nations climate negotiations is described in The New York Times and Climate Science Watch.

**Scott Anders**, Director, Energy Policy Initiatives Center, University of San Diego



Mr. Anders is the Director of the Energy Policy Initiatives Center (EPIC). He joined EPIC in October 2005 as its inaugural director and developed both its academic and research programs. Mr. Anders' work at EPIC has focused on regulatory and policy issues related to developing efficient and low-carbon energy sources. Recent projects include the first-ever greenhouse gas inventory for San Diego County, policy research for a comparison of the San Diego region with regions with emerging clean technology industry clusters, and a feasibility study of implementing smart grid strategies and technologies in the San Diego region.

Prior to joining EPIC, Mr. Anders was director for policy and planning at the California Center for Sustainable Energy. In this capacity he managed regulatory and legislative issue research and analysis, directed communications with regulatory agencies, including writing position papers and comments before California's regulatory agencies, directed technical and policy support for the SANDAG Energy Working Group, and directed solar energy activities, including technical and policy research.

Mr. Anders has authored or co-authored a number of papers and reports related to energy policy. Most recently he was a lead author on the report entitled, Potential for Renewable Energy in the San Diego Region. Mr. Anders also has been involved in regional energy planning for the last 10 years and has contributed to the San Diego region's Regional Energy Strategy and Climate Action Plan. He contributed to the San Diego

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Regional Energy Infrastructure Study, a technical and policy survey of the regional energy market in San Diego, and Energy 2030: The San Diego Regional Energy Strategy, which serves as the region's roadmap for energy planning.

In 1999, Mr. Anders was a policy researcher for the Washington D.C. think tank Center for a Sustainable Economy, now part of Redefining Progress, where he researched market-based mechanisms as a policy tool for the energy sector. Mr. Anders was a Peace Corps Volunteer in Mali, West Africa. He holds a B.A. in international politics from Muhlenberg College (Allentown, Pennsylvania) and an M.A. in public policy, with a concentration in environmental policy, from the University of Maryland's School of Public Policy.

**Dr. Nilmini Silva-Send**, Senior Policy Analyst, Energy Policy Initiatives Center, University of San Diego



Dr. Nilmini Silva-Send is EPIC's Senior Policy Analyst and the C. Hugh Friedman Fellow in Energy Law and Policy. In this role, she contributes research and analysis to EPIC's ongoing energy and climate change projects. In recent years she has focused on transportation energy use and researches costs of measures to develop greater efficiency in road transportation in the San Diego region. She also is a researcher in a recently awarded multidisciplinary National Science Foundation Climate Science Education project.

During her career Dr. Silva-Send has served in a variety of roles in which she conducted legal and technical analysis of environmental laws in Europe and the U.S., and carried out environmental due diligence assessments in Europe. She has also taught upper-level and graduate-level international law courses in Germany. More recently, Dr. Nilmini Silva-Send taught International and European Environmental Law at the University of San Diego School of Law. In 2010 she started a contemporary course in International Law and Policy related to energy at the University of San Diego School of Law.

Dr. Silva-Send has a B.S. in Chemistry and a Ph.D. in International Law and Policy. She is a member of the International Bar Association.

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**THE MONEYBALL OF POLITICS: DEMOGRAPHIC TRENDS IN CALIFORNIA LEADERSHIP**

**Mike Madrid**, Principal, GrassrootsLab



For over fifteen years, Mike Madrid has been changing the outcomes of political campaigns throughout the country. His active involvement in local, state, and federal races has helped him to develop a keen insight into the successful characteristics of winning campaigns.

Madrid is a nationally-recognized expert on Latino voting trends. He graduated from the Edmund G. Walsh School of Foreign Service at Georgetown University in 1997, where he wrote his senior thesis on Latino politics and the perspective that politicization of emerging Latino voter groups in Southwestern states was unique in American history. The work focused largely on a critical assessment of professor Peter Skerry's work "Mexican Americans: The Ambivalent Minority" and addressed questions surrounding the experience of Mexican American politicization as a choice between the pursuit of an aggrieved racial minority or a more typical assimilative integration into the broader political and social culture of the United States.

The completion of his thesis at Georgetown University on Latino voters became the basis for his pioneering work on Latino communications and outreach strategies in California, Texas, Florida, and nationwide. He has served as the press secretary for the California Assembly Republican leader and as the political director for the California Republican Party. In these roles, Madrid played a key role in pioneering Latino outreach and communications strategies.

In 2001 he was named as one of America's "Most Influential Hispanics" by Hispanic Business Magazine. He is a regular commentator on Latino political issues in statewide and national media publications.

Since 2000, Madrid also has developed an expertise in local governments in California. He served as the public affairs director to the League of California Cities. In that role, he was instrumental in the passage of Proposition 1A (The Local Taxpayer Protection Act), a historic achievement that constitutionally protected local government revenues from state raids. The measure received 84 percent of the vote - one of the highest percentages in California history. He also was a key adviser in the defeat of Proposition 90 (The Taxpayer Trap), No on Prop 98, Yes on Prop 99, and Yes on Prop 22.

In 2011, Madrid helped develop the Leadership California

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Institute, an organization dedicated to educating and training future legislators before they get in office. He is regularly sought out by statewide campaigns seeking key messaging and support.

Madrid is the editor and publisher of California City News, a news site dedicated to “the best politics, policy, and practices of local government in California.”

## ROCKY LONG BIO



# ROCKY LONG

Was one of four NCAA players who visited U.S. servicemen in Vietnam in the summer of 1971, spending two weeks visiting different U.S. bases

Bobby Knight paid Long a home visit and recruited the two-sport athlete to play basketball at Army

Left New Mexico as the all-time leading rusher (2,071 yards) and threw just 23 interceptions in 30 career games

### COACHING HIGHLIGHTS

- Has the most all-time victories in the Mountain West with 87.
- Was named the Mountain West Coach of the Year in 2002 and again in 2012.
- Has 14 years of head coaching experience and has spent 17 seasons as a defensive coordinator.

### AT SAN DIEGO STATE:

- Became San Diego State's 18th head football coach on Jan. 12, 2011.
- Was the defensive coordinator at SDSU from 2009-10 and both the head coach and defensive coordinator since 2011.
- Last year, helped the Aztecs go 8-5 with a 49-24 win over Buffalo in the Famous Idaho Potato Bowl. Out of the 488 teams that opened 0-3 since 1980, SDSU became just the eighth to win eight games that same season.
- In 2012, led the Aztecs to a share of the Mountain West title at 7-1. It was San Diego State's 19th conference title, first Mountain West championship and first league title since 1998. The Aztecs were picked fifth in the preseason poll.
- In his first year in 2009, helped SDSU improve defensive marks in points allowed, first downs, rushing, total defense, third-down conversion percentage, fourth-down conversion percentage, sacks, interceptions and red-zone conversion percentage, among other categories.

### AT NEW MEXICO

- Compiled a school-record 65 victories and led the Lobos to five bowl game appearances in his final seven seasons. His teams were bowl eligible in seven of his last eight campaigns.
- In his final nine seasons in Albuquerque, Long's defensive units ranked among the top 30 in fewest yards allowed six times and among the top 40 against the rush every year. In both 2001 and 2003, New Mexico's defense ranked fifth nationally in fewest rushing yards allowed per game.
- While at New Mexico, he coached 13 players selected in the NFL Draft, 10 players who earned All-America honors and had a MWC-high 34 first-team all-conference selections since 2003.

### OTHER COACHING EXPERIENCE

- Prior to accepting the head coaching position at New Mexico, Long served as defensive coordinator for 12 seasons at three different schools. He was the defensive coordinator for two years under Bob Toledo at UCLA in 1996-97, for five seasons at Oregon State from 1991-95, and for five campaigns at Wyoming from 1981-85.
- Also served as an assistant coach at TCU, with the CFL's British Columbia team and started his career at New Mexico as a graduate assistant coach in 1972.

### PLAYING EXPERIENCE:

- Originally a defensive back, Long became a three-year starter at quarterback for the Lobos from 1969-71. He earned team most valuable player honors and was the Western Athletic Conference Offensive Player of the Year as a senior.
- Long played professionally in the CFL with British Columbia in 1972-73 and 1975-76. He also competed in the World Football League with the Detroit Wheels in 1974.
- Attended Alta Loma High School in Alta Loma, Calif.

### PERSONAL:

- Both of Long's daughters are head coaches at the university level. Roxanne was hired in July of 2012 as the head women's basketball coach at Rogers State University (NAIA) in Claremore, Okla., after four years in the same position at Texas Lutheran (NCAA Division III). Hannah, meanwhile, is the head volleyball coach at Southwestern University, an NCAA Division III school in Georgetown, Texas. She is a four-time conference coach of the year, having compiled a 309-71 (.813) record in nine years, including a pair of regional finals appearances in 2008 and 2009.

## ■ Rocky Long Head Coaching Record

Year	Record	League	Finish	Home	Away	Neutral	Bowl Game
1998	New Mexico	3-9	1-7	7th, WAC	2-4	1-5	
1999	New Mexico	4-7	3-4	T-5th, MW	3-3	1-4	
2000	New Mexico	5-7	3-4	T-5th, MW	3-3	2-4	
2001	New Mexico	6-5	4-3	T-3rd, MW	4-2	2-3	
2002	New Mexico	7-7	5-2	2nd, MW	5-1	2-5	0-1 Las Vegas Bowl, UCLA (L, 13-27)
2003	New Mexico	8-5	5-2	2nd, MW	5-2	3-2	0-1 Las Vegas Bowl, Oregon State (L, 14-55)
2004	New Mexico	7-5	5-2	2nd, MW	3-2	4-2	0-1 Emerald Bowl, Navy (L, 19-34)
2005	New Mexico	6-5	4-4	T-4th, MW	2-3	4-2	
2006	New Mexico	6-7	4-4	5th, MW	3-5	3-2	New Mexico Bowl, San José State (L, 12-20)
2007	New Mexico	9-4	5-3	T-3rd, MW	6-1	3-3	New Mexico Bowl, Nevada (W, 23-0)
2008	New Mexico	4-8	2-6	T-6th, MW	3-3	1-5	
<b>UNM TOTALS</b>	<b>65-69</b>	<b>41-41</b>		<b>39-29</b>	<b>26-37</b>	<b>0-3</b>	<b>1-4</b>
Year	Record	League	Finish	Home	Away	Neutral	Bowl Game
2011	San Diego State	8-5	4-3	4th, MW	4-3	4-1	0-1 New Orleans Bowl, La.-Lafayette (L, 30-32)
2012	San Diego State	9-4	7-1	T-1st, MW	6-2	3-2	Poinsettia Bowl, Brigham Young (L, 6-23)
2013	San Diego State	8-5	6-2	2nd, MW-West	3-3	4-1	1-0 Famous Idaho Potato Bowl, Buffalo (W, 49-24)
<b>SDSU TOTALS</b>	<b>25-14</b>	<b>17-6</b>		<b>13-8</b>	<b>11-5</b>	<b>1-1</b>	<b>1-2</b>
<b>OVERALL TOTALS</b>	<b>90-83</b>	<b>58-47</b>		<b>52-37</b>	<b>37-42</b>	<b>1-4</b>	<b>2-6</b>

## LONG'S SITUATIONAL RECORD

<b>Overall</b>	<b>90-83</b>
at San Diego State	25-14
at New Mexico	65-69
<b>Home</b>	<b>52-37</b>
San Diego, Calif.	13-8
Albuquerque, N.M.	39-29
<b>Road</b>	<b>37-42</b>
at San Diego State	11-5
<b>Neutral</b>	<b>1-4</b>
Scoring 41+ Points	23-1
Scoring 20+ Points	84-31
Allowing 20- Points	46-11
<b>Conference Games</b>	<b>58-47</b>
MW Games	57-40
3-Point or Closer	20-14
7-Point or Closer	40-30

## THE LONG FACTOR

Below is a look at the two seasons prior to Rocky Long joining the SDSU staff, the next two seasons in which he served as the Aztecs' defensive coordinator and the last three seasons in which he is the head coach (and defensive coordinator):

Category	2007-08	09-10	11-13
Record	6-18	13-12	25-14
MW Record	3-13	7-9	17-6
Opp. PPG	35.8	26.1	27.0
Opp. Total Offense/G	479.5	367.3	382.1

## BOWL GAMES AS A COACH

### San Diego State

2013 Famous Idaho Potato Bowl  
2012 Poinsettia Bowl  
2011 New Orleans Bowl  
2010 Poinsettia Bowl

### New Mexico

2007 New Mexico Bowl  
2006 New Mexico Bowl  
2004 Emerald Bowl  
2003 Las Vegas Bowl  
2002 Las Vegas Bowl

### UCLA

1998 Cotton Bowl

## MOUNTAIN WEST VICTORIES

Rk.	Name, Team	Wins
1.	Rocky Long, UNM-SDSU*	87
2.	Gary Patterson, TCU	77
3.	Sonny Lubick, Colorado State	59
4.	Kyle Whittingham, Utah	57
5.	Bronco Mendenhall, Brigham Young	56
6.	Fisher DeBerry, Air Force	49

Includes all victories while team was in the league since the inception of the MW.

\* - indicates current active coach in the MW