

# October 2002

Volume 2, Number 10



## Greetings to all!

October arrived, along with the last four weeks of the Bid process. The Executive Summary for the USOC Board of Directors is finished—100 pages of why the San Francisco Bay Area should be the USOC’s choice to be the U.S. Candidate City to compete with other great cities in the world to host the Olympic Games in 2012.

And, celebrating the wonders of the Web ... we unveiled our new and improved Web site, with many new features. Our entire San Francisco 2012 Bid and Bid Addendum are now available online for the San Francisco Bay Area and the world to read and review.

Lots of celebrations this month—Bridge Builder parties all around the Bay Area—check the listings in this newsletter for a location nearest you and for information about other events.

And on the subject of community involvement and enthusiasm, we were pleased to unveil our latest TV PSAs and outdoor ads to build momentum for our Bid among the people of the Bay Area. We’re also very excited about the results of a recent scientifically-conducted poll, which showed that 91%—an overwhelming majority—of Bay Area voters support the Bid to bring the 2012 Olympic Games to the San Francisco Bay Area.

On the big day, November 2, “watch parties” will be organized in San Francisco, San Jose, Oakland, and Sacramento. A delegation of 25 BASOC representatives (credentials are limited by the USOC) will travel to Colorado Springs for the vote. We leave on Friday, November 1, and return Sunday, November 3. We are planning on making presentations to the AAC (Athletes Advisory Council), the NGB (National Governing Bodies Council), and other USOC groups on Saturday morning. Our presentation to the entire Board of Directors of the USOC takes place on Saturday afternoon—it will be one hour, with a half an hour for questions.

In closing, I want you all to know how proud I am to be part of the effort to bring the 2012 Olympic Games to the San Francisco Bay Area. As we have said so often, the Board of Directors and the staff of the Bay Area Sports Organizing Committee (BASOC) committed to producing a Bid that provides the best competitive conditions for the athletes, subscribes to the highest ethical standards, and leaves the greatest legacy for American sport.

It is a great honor to compete for the right to represent the United States in our common quest to return the Olympic Games to America in 2012. We are all thrilled to see the tremendous enthusiasm among Bay Area residents, leaders, and Olympians for our Bid. Once again, thank you for your contributions, your support, and commitment to this quest to bring the Olympic Games to the San Francisco Bay Area in 2012.

In the Olympic spirit,

*Anne Cribbs*

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# Special Feature:

## New Scientifically Conducted Poll Shows 91% Support for San Francisco Bay Area Bid to Host 2012 Olympic Games

### Momentum and Enthusiasm Build for 2012 Bid as SF2012 Unveils New "BRIDGE TO THE FUTURE" TV PSAs, Public Transit Ads, and Web Site

*San Francisco, CA: With less than four weeks before the U.S. Candidate City for the 2012 Olympic Games is selected by the United States Olympic Committee (USOC), San Francisco 2012 today unveiled a new poll showing overwhelming support among Bay Area voters for the San Francisco Bay Area's 2012 Olympic Bid and unveiled the new Bridge to the Future campaign of TV PSAs, outdoor public transit advertising, and a new Web site.*

"Today we launch a new phase in our *Bridge to the Future* campaign to educate and energize the people of the San Francisco Bay Area about our Bid," said Anne Cribbs, President and CEO of the Bay Area Sports Organizing Committee—San Francisco 2012—and a 1960 Olympian. "The incredible levels of support for our Bid throughout the region send a

powerful message to the United States Olympic Committee that the people of the San Francisco Bay Area overwhelmingly want and welcome the 2012 Olympic Games."

#### **Scientifically Conducted Registered Voter Survey:**

The scientifically conducted sample of registered voters was conducted by the San Francisco-based polling firm of Corey, Canapary & Galanis in late September. Among the highlights of the poll:

- An overwhelming 91% of registered voters say that the Bay Area should support the San Francisco Bay Area's 2012 Olympic Bid.
- 88% favor hosting the 2012 Olympic Games in the San Francisco Bay Area.
- 90% of voters are aware that San Francisco and New York have been selected as U.S. finalists for the 2012 Olympic Games.
- 84% would definitely or probably attend the events of the 2012 Olympic Games.
- 54% express definite or possible interest in volunteering for the 2012 Olympic Games.

The survey sampled 400 voters in five Bay Area counties—San Francisco, Santa Clara, Alameda, San Mateo, and Contra Costa. An over-sample of San Francisco voters was included to better gauge levels of awareness and support in the official Host City. The margin of error in the poll is  $\pm 4.9\%$ .

### New Media Material: Bridge To The Future TV PSAs, Outdoor Ads, and Web Site

San Francisco 2012 also today launched new television PSAs, new outdoor public transportation advertisements ("bustails"), and a new Web site to educate and energize the people of the Bay Area in the weeks leading up to the U.S. Candidate City selection.

#### **TV Public Service Announcements (PSAs)**

New television PSAs filmed and produced by Ymotion Media ([www.ymotion.com](http://www.ymotion.com))—led by Creative Director and former San Francisco 49er Super Bowl Champion

Jamie Williams—feature notable Olympians and celebrities like Michael Johnson, Brandi Chastain, Kerri Strug, Marion Jones, and Huey Lewis expressing support for San Francisco 2012 and encouraging involvement in the Bid effort. The PSAs will run on all Bay Area television stations through November 2 and can be viewed on the new Web site.

#### **Outdoor Public Transit Ads**

New outdoor public transit ads featuring Olympic sports and athletes "superim-

posed" onto Bay Area icons—kayaking down the crooked Lombard Street, hurdling through the vineyards of Napa, diving from the giant cranes at the Port of Oakland, and synchronized swimming in front of the San Jose Center of Performing Arts—were also unveiled today. The public transit ads will run on the outside of San Francisco MUNI, AC Transit, and VTA buses in San Francisco, Oakland, and San Jose through November 2. The ads were

**Continued on next page....**

# Olympic Update

Compiled by Brian Aronstam, BASOC Volunteer

A two-day event at San Jose State University in February 2003 will serve as the testing ground for a new U.S. Olympic Committee (USOC) movement to promote the spirit of the Olympic Games. More than 180 Olympic athletes from up to 20 countries are expected to compete in the Titan Games, in which competitors from several sports will be brought together under one roof during non-Olympic years. The San Jose edition of the Titan Games will feature boxing, wrestling, weightlifting, fencing, judo, karate, and taekwondo. After San Jose, the USOC hopes to bring the Titan Games to other cities, where different groups of events would be featured. BASOC will be a sponsor of the San Jose games.

Only three cities remain in the race to host the Olympic Winter Games in 2010, as Swiss voters overwhelmingly rejected the Bid by the city of Berne. The vote came just a few weeks after the International Olympic Committee Executive Board had placed Berne on its short list of candidate cities, along with Vancouver, Canada; Salzburg, Austria; and Pyeongchang, South Korea. Under Swiss law, voters had the final say over allotting a further \$10 million for an Olympic stadium and \$15 million in new preparation costs. About 77.6% voted against the stadium cash and 79.5% were against the preparation costs. The IOC will make its final decision on the host city for the XXI Olympic Winter Games in July 2003.

The IOC Executive Board last month also rejected applications of 14 sports that hoped to compete in the Olympics, including ballroom dancing, surfing, bowling, bridge, chess, billiards, squash, water skiing, and racquetball. IOC President Jacques Rogge said the summer program would be kept at the current level of 28 sports. The IOC board recommended several events for elimination, including canoe-kayak slalom, the three-day event in equestrian, race walking in track and field, keelboat class in sailing, the team event in synchronized swimming, the light-weight rowing event, and the badminton mixed doubles event. The last time a sport was removed from the Olympic Games was in 1936, when polo was dropped. For the Olympic Winter Games, the Executive Board recommended adding the mass-start biathlon but rejected proposals to add ski mountaineering, ski orienteering, natural track luge, and team luge.

Profits for the 2002 Olympic Winter Games totaled more than \$100 million, almost double the \$56 million projected earlier this year, Salt Lake City organizers have announced. The profits grew because of unused contingency funds and savings on litigation, ceremonies, and restoration of venues. The profits will help finance U.S. sports programs and keep the Salt Lake venues in shape for training and competition.

## New Media Material, continued

created by DDB Worldwide ([www.ddb.com](http://www.ddb.com)), and the advertising space has been entirely donated by Viacom ([www.viacom.com](http://www.viacom.com)).

### San Francisco 2012's New *Bridge to the Future* Web Site ([www.basoc2012.org](http://www.basoc2012.org))

San Francisco 2012 also launched its new Web site, designed by Birdsall Interactive ([www.birdsallinteractive.com](http://www.birdsallinteractive.com)). The Web site ([www.basoc2012.org](http://www.basoc2012.org)) includes many new features—including the new PSAs, the complete SF2012 Bid, a high-technology Olympic Village “fly-through” presentation, the *Ring of Gold* venue map, and more. The new features—combined with easier access to the most sought-after information about the San Francisco Bay Area's Bid—will help make the case to the people of the Bay Area, the USOC, and the world why the San Francisco Bay Area is the *Bridge to the Future* for the USOC and the Olympic Movement.

“The Bay Area's enthusiasm and support for our Bid provide a huge boost as we enter the final weeks of our campaign to be the U.S. Candidate City for the 2012 Olympic Games,” said Cribbs. “It's a strong wind at our backs that will lift us up and inspire us to achieve for the San Francisco Bay Area in Colorado Springs on November 2<sup>nd</sup>.”



Facing a large deficit of hotel accommodations for visitors to the 2004 Olympic Games, organizers in Athens are touting the virtues of their alternative arrangements—a flotilla of cruise ships docked at the port of Piraeus. The top-drawer accommodations will be in the newly built, \$800 million Queen Mary II, which will have 173 apartment-suites, 1,137 cabins, 10 restaurants, 14 bars, indoor and outdoor swimming pools, and more than 1,200 crewmembers. The 10 other ships in the Olympic Games fleet will provide lodging for an additional 12,000 visitors in accommodations ranging from three-star to five-star.



## BASOC Bridge Builder Parties

Meet the BASOC Team and Help Bring the Olympic Games to the Bay Area!

Join us for one (or more) of our “Bridge Builder Parties” around the Bay Area. This is your chance to socialize with the people behind the San Francisco Bay Area Olympic Bid. You’ll get detailed information about the Bid directly from the BASOC team, meet and greet Northern California Olympians, and learn where BASOC events will be held around the Bay Area.

We’ll have hors d’oeuvres and door-prizes, and every guest will get their own San Francisco Olympic Bid “Bridge Builder” Pin. The entrance fee is only \$20 and proceeds benefit the San Francisco Bay Area Olympic Bid.

Look at the schedule below, mark your calendars, and forward this message to others that would like to attend and support bringing the 2012 Olympic Games to the San Francisco Bay Area. Everyone is invited.

You may RSVP by contacting [glenn@basoc2012.org](mailto:glenn@basoc2012.org) and note which parties you plan to attend. We look forward to seeing you there!

**October 17**, Thurs., 6:30-8:30 p.m., Gordon Biersch, 2 Harrison St., San Francisco

**October 22**, Tues., 6:30-8:30 p.m., Berkeley Yacht Club, 1 Seawall Dr., Berkeley—**World Series Party!**

**October 23**, Larkspur—**POSTPONED until after the World Series ... Go Giants!**

**October 24**, Thurs., 7:00-9:00 p.m., The “W” Hotel, 181 Third St., San Francisco—**World Series Party!**

**October 29**, Tues., 6:30-8:30 p.m., MacKensie Bar and Grill, Pasatiempo Golf Course, 20 Clubhouse Dr., Santa Cruz

**October 30**, Wed. 6:30-8:30 p.m., Matrix Fillmore, 3138 Fillmore St., San Francisco

## The Bridge to the Future Poster Exhibition

Presented by: The Art Museum of Los Gatos and Western Art Directors Club  
Art Museum of Los Gatos, 4 Tait Ave., Los Gatos, CA  
Thursday, October 10, 2002, 7:00 p.m.

You are invited to an artists’ reception showcasing the unique visions of the Olympic Games by twelve Bay Area designers. Exhibiting designers Sharrie Brooks, David Lance Goines, Jennifer Morla, Jean Orlebeke, Ward Schumacher, Michael Schwab, Todd Simmons, Michael Vanderbyl, Min Wang, and WADC members Kit Hinrichs, Michael Mabry, and Sam Smidt celebrate the San Francisco Bay Area’s Bid for the 2012 Olympic Games in this exhibition of posters and original artwork. Also on exhibit will be renowned graphic artist Primo Angeli’s Olympic Bid poster.

Please join us for this momentous occasion. There is no entry fee. Posters will be available to the public for a contribution to benefit the Bay Area Sports Organizing Committee’s Olympic Bid.

**Exhibition:** September 2 - October 24, 2002 Wed.-Sun. Noon - 4 P.M.

**Guest Curator:** Mr. Rick Tharp

### Celebrity Hosts:

Ed Burke (three-time Olympian and Flag Bearer)

Jan Hutchins (Sports Personality and BASOC Producer)

**Catering:** Steamer’s Grillhouse

**Wines:** Mirassou Winery

**Coffee:** Los Gatos Coffee Roasting Company



# Event Recap: 2002 San Francisco Grand Prix

by Brian Aronstam, BASOC Volunteer

The top cyclists in the world raved about the course and enthusiastic support of spectators at the San Francisco Grand Prix last month, boosting the San Francisco's Bay Area's Bid to host the 2012 Olympic Games.

More than 400,000 fans lined the 10-mile route, which wound along the waterfront and climbed two daunting hills—the 18% grade up Fillmore Street and the 16% climb up Taylor Street. To complete the 109-mile course, cyclists had to make eight trips up Fillmore and 13 over Taylor, ascending more than 7,600 feet altogether.

The cyclists afterward had nothing but praise for the event.

“It was incredible,” runner-up Henk Vogels said of the crowd. “The only place I’ve seen this many spectators was at the Tour of Flaunders (in Belgium) . . . It was hot out there, and I was getting goose bumps.”

Lance Armstrong, the four-time Tour de France winner, finished sixth in San Francisco, but rated the course better than other courses he’s raced this summer. “I love the way this course challenges riders. The hills are great for attacking. It’s grueling, which is why I’ll keep coming back,” said Armstrong about the San Francisco Grand Prix.

The course and the vocal support from the sidewalks also impressed the winner of the San Francisco race, Charles Dionne of Canada. Taking home the \$10,000 winner’s check and a new car, Dionne proclaimed loudly, “San Francisco rocks.” A spirited crew of BASOC volunteers, celebrities, and Olympic athletes added to the color of the event by taking a few two-

wheeled turns around the city themselves. For a 1.3-mile celebrity race benefiting local non-profit organizations, swimming Olympian (and BASOC Director of Olympian Relations) Katrina Radke joined speed-skating gold medalist Eric Heiden and Olympic volleyball star Bryan Ivie. Their “competition” also included actor/comedian Robin Williams and mountain biking legend Gary Fisher.

“It was a blast to talk to people about the Olympics and to put a BASOC pin on Robin Williams,” Radke said. “We rode the actual race course—although the part we rode was flat.”

BASOC also entered a four-man crew in the

Corporate Challenge event, which took in a full 10-mile lap of the winding course. BASOC Volunteer Coordinator James Raybould and BASOC volunteer Mark Dolley were joined by Adam Switters and Jouzas Martynaitis, the top Californian cyclists in the 16-and-under and 18-and-under divisions, respectively. Switters said, “My goal is to represent the United States in road cycling at the 2012 San Francisco Olympic Games. Being invited by BASOC to ride on the same course as Lance Armstrong and the world’s best cyclists is not only a dream come true, but also good practice for Olympic competition 10 years down the road!”

The race itself proved a surprise, as Dionne won in just his second year on the Pro Tour. The challenging course—the toughest on the tour this year—took its toll on the field, as only 49 of the 125 riders who started the race managed to finish. That was still a sharp improvement from

last year, when only 28 of 125 riders finished a course that demanded 10 climbs up Fillmore.

“(Fillmore) definitely separates the men from the boys,” said runner-up Vogels. “This is an amazing event, but very demanding. If I’d gone another two meters, I would have curled up in the fetal position.”

Dionne, 22, crossed the finish line in 4 hours, 18 minutes, 49 seconds, bursting from the pack in a furious final sprint to edge Vogels by half a bicycle length.

*The San Francisco Chronicle, Contra Costa Times and other news services contributed to this report.*



*The Fillmore Climb*

*BASOC E-news writing provided by dedicated BASOC volunteers, editing by Berta Lim, Elizabeth Faletti, and Tammy Kaehler, and newsletter design by Tammy Kaehler, TK Communications, www.becontent.ws.*

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# Olympic Icon: Butch Curry, Weightlifting, 1980

by Tim Wason, BASOC Volunteer

His athletic playing field is a 15 by 45 foot room at Valencia Street Muscle and Fitness in San Francisco, across from a pink housing project. Along one wall are vertical scaffoldings that hold horizontal bars with round colored metal disks on them, straining to return to earth. Men and women yank the bars and plates from the floor upward, vertically, in a direction even shorter and more limited than the floor dimensions of the squat, tiny room.

It was in rooms like this that Jim “Butch” Curry became an Olympian. It’s where he continues to lift, now edging towards fifty. No concessions here—he has only twice competed in age group competitions. Rather, stubbornly, he continues to compete in the open category, against everyone.

Curry qualified for the 1980 Olympic Games in weightlifting, the Olympic Games that politics and Jimmy Carter marooned in America. At his best, the 198 pound Curry could lift 333 pounds in the snatch, and 418 in the clean and jerk. He has a photo of an x-ray of his artificial shoulder in his wallet, a gruesome little snapshot, but a testament to the enormous, consuming effort it took to become an Olympian. This lifting was and is a passion, a hard joy, the intensity of which almost no one really understands but his fellow Olympians. But watching and listening to him hints at the size of the Olympic Dream.

## What did you miss most about not being able to compete in Moscow in 1980?

Simply the chance to compete. Not to win necessarily, but for me—and everyone else—to have the opportunity, the once in a lifetime chance to compete against the very best. In 1980, I was ready to lift, but by 1984, I was injured and could not compete at all. I bought a July 27, 1980, Moscow Olympic ticket on eBay a while ago, the day I would have competed in Moscow, but couldn’t, because of the

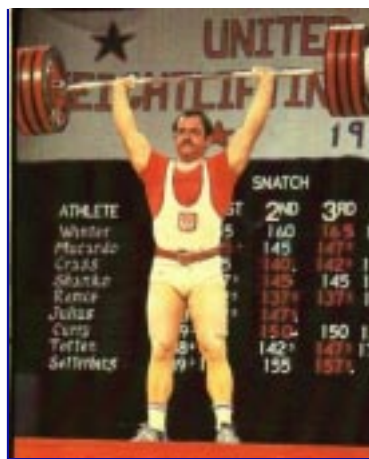
boycott. I never forget that date. It turned out I only had one chance....

## What has made you proudest about your involvement in Olympic Sports?

I’m a dreamer, and *I went for it*.

## If the Olympic Games come to the San Francisco Bay Area, what will the value be to the area?

For the area, mass transit will get better, the economy will get a boost, and there is always an art festival that brings in the



*Butch Curry at 1981 Nationals*

best cultural events. But most importantly, everyone who comes will see positive people, who set goals, who act. The Olympic Games are the greatest peacetime movement there is. Everyone wants to be a part of it.

## How do you continue your involvement in the Olympic Movement?

I am on the Athletes Advisory Council of the USOC Board of Directors, and I am an SME (subject matter expert) for the San Francisco Olympic Bid. I went to the weightlifting venues and made suggestions and recommendations of how the competition should be set up. The Bid reflects an athlete’s view of how to set up the platform, the venue.

## Why host the Olympic Games in the San Francisco Bay Area? Why not somewhere else?

As a person who grew up in New York, I think the Bay Area is unique. It has the best facilities, the technology, and it is a good sports area.

## What friendships did you develop along the way in sport?

The Bay Area Olympians are a great group. They are just Olympians, folks who understand what the Olympics are about, who lived and live it. Along the way, I got to meet a lot of the figure skaters, and I cheered them on, and they encouraged me. I remember Scotty Hamilton and a group of the girls yelling, again and again, “You can be an Olympian!” They helped me believe I could do it. I’ve only sent four telegrams in my life, and they were all to skaters before competitions. There is a bond in all sports, even as different as lifting and skating might seem to be.

## If we were to drop in on the 2012 Olympic weightlifting competition, what would we see?

In 1984, in Los Angeles, we sold out all the scheduled competition sections. Now there is women’s lifting and there would be a lot more lifting to watch. It would be a good ticket, the best of the best, there would be music and rock and roll, screaming and yelling, world records, and the best weightlifters in the world. It’ll be the best show in town.

## You worked 12-14 hour days at the Los Angeles Olympic Games. What would you do at the Bay Area Olympic Games of 2012, if they come here?

Anything they wanted me to do. Absolutely anything.



# Venue Spotlight: Aquatic Park, Triathlon

by Steve Woo, BASOC Volunteer

If there's an Olympic sport that belongs to the people, perhaps that event is the Triathlon. Comprised of swimming, biking, and running, the triathlon recalls many of the first activities that defined our youth—swimming at summer camp, biking in the park, and running around the school playground. The triathlon may have been part of a daily ritual growing up and thus, in a sense, we are all triathletes. However, Olympic Triathletes have taken the sports of their youth to competitive world-class levels.

The proposed San Francisco 2012 Olympic Triathlon course will take competitors on a 51.5 km tour of San Francisco. First, competitors will swim 1.5 km, covering a two-loop course at Aquatic Park. As they navigate the waters of the Bay, the athletes will be afforded a dramatic 360° view of the San Francisco Bay that many residents and visitors never get a chance to see—perhaps the only people who have really enjoyed such a spectacular view were the inmates at Alcatraz.

Coming out of the water, the triathletes will head to Beach Street for the transition to the cycling stage of competition. They will bike a two-loop course for a total of 40 km, cruising through the Marina, Pacific Heights, and the Presidio. For a real San Francisco treat, the cyclists may encounter a hill or two.

Returning to the Beach Street transition point, the triathletes will then embark on the final stage of competition, a 10 km run that will hug the coastline of the Bay along San Francisco's northern edge, and pass through Fisherman's Wharf, Pier 39, and the Embarcadero. When the runners reach Pier 33, they will turn around and head back to the finish line on Beach Street, where bleachers will be set up to allow for a seating capacity of 25,000 spectators. In addition, the entire triathlon

course may be lined with as many as one million energetic spectators cheering on the competitors. The proposed 2012 Olympic Triathlon course will be one of the largest block parties that the world has ever seen.



*Aquatic Park*

Terry Davis, President of Tri-California Events, stages some of the world's largest triathlon competitions in Northern California. He has long had a passion for the sport and will be a driving force behind staging the Triathlon at the 2012 San Francisco Olympic Games. Terry was on the Board of Directors of USA Triathlon (USAT) when the Triathlon was submitted to the IOC as an Olympic sport. The Triathlon debuted at the 2000 Sydney Games and automatically became one of the premier events of the Olympic Games. Terry says, "The triathlon has really evolved in the past 20 years, and I think it's the greatest lifestyle sport out there. San Francisco is the perfect place for the Olympic Games and a lot of professional triathletes will love having the events here. Not only are some of the top American triathletes living and training in Northern California, but also many of the world's top competitors."

San Francisco is already the site of one of the world's top destination triathlons. San Francisco hosts the annual Lamisil Escape from Alcatraz Triathlon, which attracts the world's most competitive triathletes, and is also the highest-rated televised triathlon in

the country (even more so than Hawaii's Ironman Triathlon). In addition, on any given weekend during triathlon season, there are local triathlons ranging from sprint to Olympic distances in the Bay Area. San

Francisco is blessed with a plethora of triathlon and individual running, swimming, and biking clubs for competitive and recreational triathletes. It's no wonder that San Francisco is home to some of the country's most active and versatile athletes.

In addition to hosting triathlons, San Francisco stages some of the world's largest and most prestigious competitions in cycling and running. The

annual San Francisco Grand Prix, a 109-mile cycling race that takes competitors on a roller coaster ride through the streets of San Francisco, attracts almost half a million spectators and world class competitors, including Lance Armstrong. Every year, the City also welcomes elite runners to compete at the world's largest running event, Bay to Breakers, a cross-city race that attracts over 60,000 participants from around the globe. In addition, Houlihan's to Houlihan's, Run to the Far Side, and Bridge to Bridge are also among the largest foot races in the United States, and the latter has been described as "America's Most Beautiful" by *Sports Illustrated*, and one of the ten best courses by USA Today. Whether you're an Olympic champion or a back-of-the-pack athlete, San Francisco offers world-class sporting events for competitors of all levels.

For many athletes, swimming, biking, and running in San Francisco are the "San Francisco Treat." Competitors, spectators, and the world will be invited to take a big bite of San Francisco at the 2012 Olympic Games.



# Company Focus:

## Il Fornaio Catering, San Jose

by Kim Strenk, BASOC Volunteer

Ted Laymon has spent his entire career in the catering business, but it has been his last ten years as the managing partner of Il Fornaio Catering in San Jose that has fueled his passion for both sports and upscale catering. As managing partner, Ted has the flexibility to run his own business, which includes development of a local donation program.

Although Il Fornaio is a nationally recognized premium Italian restaurant chain, each restaurant is managed individually. Each Il Fornaio endeavors to become a part of the greater community through active participation and community giving. It is because of this philosophy that Ted has been empowered to bring the creativity, high quality, and fun that Il Fornaio catering is able to offer, to all BASOC special events—gratis.



*Ted Laymon, Il Fornaio*

Il Fornaio (“the baker”) began in Italy as a chain of bread stores called Il Fornaio Panetteria. Over 3,000 locations in Italy that specialize in selling hand-baked traditional breads using recipes handed down from many generations. In 1987, founder and chairman Larry Mindel introduced his Il Fornaio bakery concept to California, eventually expanding his vision to a full-service Italian restaurant. Today, Il Fornaio has 23 restaurants throughout California, Portland, Seattle, Denver, and Las Vegas. Although the original concept has grown into a national

**Continued on next page....**

# Paralympic Paragon:

## Jay Brown, Archery

by Randy Haberl, BASOC Volunteer

Jay Brown’s love of sports and his illustrious career make him a perfect BASOC volunteer and member of the BASOC Paralympic Committee. His participation and current coaching endeavors during his retirement years offer a great example of how the Olympic Games affect everyone.

### **Jay, tell us a little about yourself.**

I, for the most part, grew up here in the Bay Area. Back in 1956, I had a viral infection, which led to my paralysis. Over the years I have worked as a Civil Engineer in Santa Clara and worked on numerous projects around the area. I retired from that field in 1985. I have a great wife, two wonderful kids, and great grandchildren.

### **How did you get involved in wheelchair sports?**

As I was growing up, I had a solicitor come by the house all the time trying to raise money for the handicap, wheelchair associations, etc., and he convinced me to

go over to De Anza College and shoot some arrows with him. So I did and became hooked on it. I continued to work on my skills and started entering competitions.

### **What are some of your accomplishments?**

After entering and doing well in competitions, I went and competed in New York in 1971, where I won the tournament. Also that year, I went to Jamaica to compete and did well there also, but I was not hooked on this traveling around idea. From Jamaica, I competed in several Paralympic Games including Munich in 1972, Montreal in 1976, and Barcelona in 1992.

I have been on 20 National Teams over the years and very proud of that. I’ve won Gold or Silver at almost every major event. For most of my career I competed against able-bodied participants much of the time. I almost made the able-bodied Olympic Team for the Los Angeles Games. Now I participate in the Senior Games in archery.

### **What are you doing these days?**

I spend much of my time coaching and working with children in wheelchairs. I spend a lot of my time over at De Anza College, which has a great program for all individuals. It’s “practice, practice, practice,” as the old saying goes. I’m pretty tough on them, too. If they’re horsing around, I temporarily remove them from the program and tell them come back when they’re ready to participate.

### **Do you have any advice for others?**

After playing several different sports, pick one sport to concentrate on and strive to get to the top in that sport. It’s too hard to train in various sports full time. Most sports are as much mental as they are physical, so that will play a major part in one’s success in that sport.

*Thanks, Jay, for taking the time to speak with us.*



## Company Focus, continued

chain, each restaurant still relies on regional recipes from their first-generation Italian chefs that have been imported from Italy.

How does the catering business translate the restaurant's fine dining atmosphere? According to Ted, recreating the experience customers find in the restaurants is the goal of the catering group. "Il Fornaio Catering's goal is to provide our off-site customers with the same quality food, service, and ambiance that they experience in our restaurant," said Ted. "We will never take anything out of the freezer and cook it. Everything we serve, no matter the location or the number of guests—it's all fresh." That cannot be easy. But that is exactly the reason why Ted is in the business of fine dining catering. "Every event is different, depending on location, weather, set-up challenges, etc. ... each event is so unique and constantly keeps me and my staff challenged," stated Ted.

How did this world-class catering group for Il Fornaio find its way to BASOC? It turns out that a lot of their catering customers are in the sports business, from the San Francisco Giants to the U.S. Open at the Olympic Club, where Ted's group was responsible for feeding over 1600 customers over a four-day period.

On a more personal level, one of Ted's good friends from high school is Pablo Morales, Olympian and BASOC Board member. Morales competed in several Olympic Games and was a record holder in the 100-meter Butterfly. Naturally, when Ted got a call from BASOC asking if he was interested, no one had to ask twice. Ted is a self-confessed, "sports junkie." According to him, "Naturally, I am drawn to sports events. My team and I have really enjoyed working with the many local and national sporting groups that have come through the Bay Area. We are especially excited to be a part of BASOC. The combination of lots of great food and great people working toward a worthy cause, equals lots of fun for us."

# BASOC Superstar: C r a i g I s s o d

by Tammy Kaehler, BASOC Volunteer

Craig Issod leads a busy life. Aside from his day job as Vice President for External Affairs at Easter Seals Bay Area, he is a newly-elected member of the BASOC Board of Directors and creator of the successful Bridge Builder Program. He talked with BASOC recently about that program and about his appreciation for the San Francisco Bay Area.



*Craig Issod*

### How did you get involved in BASOC?

I got involved in BASOC, because I heard about the Bid back in last October, and I sent an e-mail to BASOC volunteering myself. I wanted to make a large commitment. I wanted to do a discrete project. And I thought I'd recommend a project that we eventually put into place, called the BASOC Bridge Builder Program.

I remember, I saw Anne—and I didn't

know Anne at the time—I saw her speak in front of a group. And I came up to her, and I said, Anne, I have this idea. Let's get all the volunteers out there—because the volunteers out there don't have a specific task, so let's make the volunteers the fundraisers—the torchbearers, so to speak. Let's get everyone out there spreading the word about BASOC and collecting individual contributions. Let's show the world, and show the USOC, that we have a broad base of community support for the Bid.

And right there and then, on the spot, Anne said, yeah, let's go do it. And that's what I respect most about BASOC ... it lets volunteers who have passion for what the Olympic Games are all about do their best—create magic.

### How did you come up with the program?

I don't know. I guess the root of it was, I wanted to create a program that empowered volunteers to be torchbearers and fundraisers. I wanted to give BASOC an opportunity to give volunteers, like me, who were passionate about the Bid, something to step into: a way to collect money and raise awareness about the Bid. And I'm proud that the Bridge Builder Program has been such a success. It has turned out not only to be just a major awareness builder, but also one of the largest fundraisers.

### Why is the San Francisco Bay Area the perfect host for the 2012 Olympic Games?

It is the most fantastic experience for the spectators and for anybody who experiences the Olympic Games. The Bay Area is just fantastic, it's the most wonderful place on earth, and it's the place that I call home. But more importantly, for the integrity of the Olympic Games, we offer athletes the best conditions for their optimal performance.

I support BASOC, and I was proud to join the board of directors, because I feel that our organization, our leadership... operates above reproach and has a level of integrity of ethics that is enviable for any non-profit organization, or any corporation, for that matter. Bay Area residents should be proud of how the Bid has been advanced to date.