

May 2012

Volume 2, Number 5



May, June, July, August, September, October, November 2, 2012— six months to go for the decision about the US Candidate City!

And, as always in the home stretch of a race, the pace picks up! It's no different here at the Bay Area Sports Organizing Committee.

April was a busy month. After the Bid Addendum arrived at the USOC (all 300-plus pages), we held a well-attended press conference at Fort Mason. With the Golden Gate Bridge in the background, we unveiled our new theme, "Bridge to the Future," our vision of the Olympic Games in 2012!

In keeping with our *Bridge to the Future* theme we kicked off our Bridge Builders Club. For \$20, you can receive exclusive membership in BASOC's Bridge Builders Club and a great new Bridge Builder 2012 pin. I'm proud to say I became the second member, followed closely by Berta, James, Grant, and Tony. We've saved the #1 pin for Mayor Willie Brown! Our goal is have 10,000 Bridge Builder members by July 1 and another 15, 000 by September 1. Thanks to volunteer Craig Issod for his vision, ideas, and implementation!

On May 15, we will open our San Francisco office at the Stock Exchange Tower, 155 Sansome, 4th floor. This office space has been donated to BASOC by Martin Brown and the City Club (10th floor, same address) who will also host a reception for BASOC on May 15 at 5:30pm. Stop by and join us! RSVP to the Palo Alto BASOC office at 650.856.2234 if you would like to attend.

Finally, join us on May 29th for BASOC's 3rd annual BASOC Night at Pac Bell Ballpark. Contact Berta at 650.856.2234 for details.

James reports there are now over 1,000 registered BASOC volunteers! As always, thanks for your support, your commitment, and your energy!

In the Olympic Spirit,

Anne Cribbs

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Upcoming Events

BASOC Night at Pac Bell Park, May 29, 2002, Pacific Bell Ballpark, San Francisco



Take me out to the ballgame! Don't miss BASOC's 3rd Annual BASOC Night at Pac Bell Park! The event will be held on Wednesday, May 29, 2002, beginning at 5:30 p.m. The evening begins with a buffet dinner on the Club Level, followed by an exciting match-up at 7:30 p.m.: Giants vs. the 2001 World Series Champion Arizona Diamondbacks! Tickets are \$50 (includes both dinner and ticket to the game) and are on sale now. Questions? Please contact Berta Lim at 650.856.2234 or berta@basoc2012.org.

U.S. Open Track & Field/IAAF Grand Prix I, June 8, 2002, Stanford University's Cobb Track and Angell Field, Palo Alto

The U.S. Open is a IAAF Grand Prix I meet and one of the top track and field events in the world. This star-studded event attracts the world's most elite Olympic caliber athletes. At last year's meet, Olympic and World Champion Stacy Dragila set two world records in the women's pole vault and sprint sensation Marion Jones scorched the track on her way to victory in the 200 meters. World Champion John Godina took first in the shot put. The 2001 list of participants included Olympic hurdle Silver Medalist Terrence Trammell, American 5000 meter record holder Bob Kennedy, Olympic Gold Medalist Jon Drummond, and Kenya's Luke Kipkosgei, and Raymond Yator. Expect a sellout crowd.

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



You're invited to attend a Gala in the Wine Country showcasing Northern California's finest chefs, award-winning wines, art, entertainment, and Olympic spirit! Join our Olympians, businesses, and other supporters of BASOC 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 contact BASOC2012 at 650.856.2234 or Matt Dockstader, Event Director, Fogcutter Productions, 415.381.4359.

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



Watch a host of elite world athletes compete in one of the most challenging Olympic events—the Modern Pentathlon. This five-event competition requires expertise in the fields of athletics, equestrian, fencing, swimming, and shooting. Don't miss this once in a lifetime opportunity!

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. Many Olympians and other 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. Call Helen Mendel, BASOC Director of Marketing, at 925.426.5339 for more information or to reserve your team.



USA Outdoor Championships, June 21-23, 2002, Stanford University's Cobb Track and Angell Field, Palo Alto

The USA Outdoor Championships, the United States' most prestigious track and field meet, will be at Stanford for three exciting days, June 21-23, 2002. The best track and field athletes in the country will compete for spots to represent the United States in international competition. Expect many World and Olympic Champions to compete in the first U.S. National Track and Field Championships held at Stanford since 1932.

7th World University Taekwondo Championships, June 12-15, 2002, University of California, Berkeley



The 7th World University Taekwondo Championship of FISU will be held June 12-15, 2002, at the University of California, Berkeley. Thirty-five countries from six continents will participate with teams of eight male contestants and eight female contestants in Haas Pavilion. For more information and to register your university, visit www.ucmap.org/events/wutc2002.

Olympic Update

Compiled by Brian Aronstam, BASOC Volunteer

President Bush welcomed the 2002 U.S. Olympic and Paralympic Teams to the White House last month, thanking the most successful winter team ever “for competing with honor and inspiring our country.” The president addressed more than 200 members of the 2002 team on the South Lawn for the traditional Washington visit that included a full schedule of events and activities over three days. “In February, you showed the entire world the best of the American spirit,” Bush said. “You competed with honor, you won with humility, and you made America proud. On behalf of all Americans, I congratulate you and thank you for inspiring our country.”

In what it is calling a “gesture of gratitude to the people of Utah,” the **International Olympic Committee** will donate its share of the surplus from the Olympic Winter Games in Salt Lake City to the Utah Athletic Foundation. Salt Lake City organizers have said there will be a surplus, but the amount has not been publicly disclosed. The IOC is contractually entitled to a 10 percent share of the surplus. The mission of the Utah Athletic Foundation is to manage the sport facilities created for the Olympic Winter Games and to “provide opportunity for young and old alike to participate, excel, and revel in the lifestyle of sport.”

IOC officials sounded a rare positive note last month about the pace of **preparations for the 2004 Olympic Games in Athens**. After a three-day review of work by the Athens organizing committee, the IOC’s Coordination Commission said there had been “obvious and encouraging” progress in construction and a “new level of collaboration” among the organizers. IOC officials over the past several months have worried aloud about Athens’ ability to complete the venues and secure enough hotel rooms for visitors to the Olympic Games. Denis Oswald, chairman of the Coordination Commission, said time pressure still remains “as you can’t add pages to the calendar, but the enhanced synergy bodes well for continued progress.”



Representing a link between Greek history and the modern Olympic Games, two dolls were introduced last month as the **official mascots for the Athens Olympic Games**. The dolls are named after two Olympian gods—Phevos, the Olympian god of light and music, known as Apollo; and Athena, goddess of wisdom and patron of the city of



Athens. A total of 196 companies and individual designers from around the world entered the competition to create the mascots. Grenoble, France, was the first host city to unveil a mascot, introducing “Schuss” for the 1968 Olympic Winter Games.

The **2008 Olympic Games in Beijing** will emphasize the concepts of “Green Olympics, High-tech Olympics, and People’s Olympics,” according to a new action plan released by Beijing officials. Beijing Mayor Liu Qi said preparations for the Olympic Games will involve the participation of all Chinese people and “further the opening-up to the rest of the world.” The preparations will also benefit the “cultural development and the implementation of the Guideline for Citizen Moral Improvement,” according to Beijing officials.

An **IOC study of 634 nutritional supplements** found that nearly 15 percent contain substances that are not mentioned on the label but that could cause an athlete to fail a drug test. The IOC’s Medical Commission last month reissued its warning to athletes against the use of supplements and strengthened its call for industry and government action to ensure the supplements’ quality. The 634 nonhormonal supplements were gathered from 215 different providers in 13 countries from October 2000 to November 2001. Ninety-one percent of them were purchased in stores or over the Internet. The others were obtained from the manufacturers.

U.S. Olympic Committee Site Visit, July 14-15, 2002, San Francisco Bay Area

The USOC Bid Site Inspection Team will be back to the San Francisco Bay Area July 14-15. BASOC will take the USOC on a tour of several sports venues identified in the San Francisco Olympic Bid. BASOC will host the USOC team at a reception that will showcase the commitment of BASOC, the Bay Area, and its Olympians.

Olympic Icon: Kerri Strug, Gymnastics, 1992, 1996

by Elizabeth Faletti, BASOC Volunteer

The Olympic Games are a culmination of years of dreams, sacrifice, and will. It is in this arena that Olympians strive to give the performance of their lives. One such moment was the dramatic performance of Kerri Strug, BASOC's Olympic Icon for May. Strug performed her last vault on an injured ankle to help the U.S. team, also known as the Magnificent Seven, clinch the first ever U.S. Olympic Gold medal in the 1996 team competition. Strug's courageous performance on the vault at the Atlanta Games in 1996 was recognized with the Olympic Spirit Award (also presented to Carl Lewis). As Kerri states, "It's funny how one moment can change your life forever."

Her success in Atlanta opened many doors and allowed Kerri to work with many children's charities and organizations such as the Special Olympics, Children's Miracle Network, DARE, Pediatric Aids, Make-a-Wish, Childhelp, and NO-ADDiction. Her efforts in the community were recognized with the Reebok/Lady FootLocker Giving Back Award presented by the Women's Sports Foundation.



Kerri Strug today

No longer competing at the "old age" of 24, Strug frequently travels to gymnastics camps to visit with kids, parents, and coaches. Living in Palo Alto, Kerri prepares for her first teaching position in the Bay Area. Kerri took some time out to talk about her famous vault, her commitment to children, and where she is today.

What are your future plans?

I've decided to teach elementary school next year. I love children—I've had a lot of interaction with them through the charitable organizations I'm involved with. I have a job in the area starting in September teaching the primary grades—first, second, or third. I was going to pursue my Masters in Education next year but I've decided to teach for a year to see if that's really what I want to do. In the primary years, children develop their views about school. A clear understanding of the basics is so important early on in life. My heart goes out to children who have physical, emotional, or mental challenges. I think because I'm small and I have a high voice, kids really relate to me and they feel comfortable.

How did you become involved in BASOC?

I spoke with Anne Cribbs, BASOC CEO, at an event for Athletes for Arthritis. We had met once before through the Women's Sports Foundation. She asked if I wanted to be involved with BASOC and I said, "Sure!" Since I've been in the Bay Area I've realized that it has so much to offer. There's a lot of culture here. I think it would be great for the Olympic Games because many local communities can get involved. I feel very strong about the Olympic Movement and about the Olympic Games being here in the States. I think it's a whole different experience when it's in your home country. The pride you feel when it's on your home turf gives you a certain attitude.

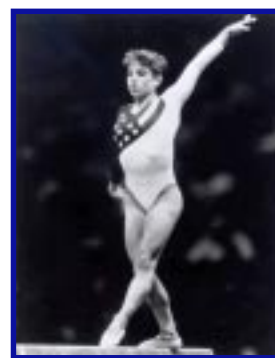
How do you see yourself participating in a 2012 San Francisco Olympic Games?

I don't think I'll be coaching or be involved in any way with the competition. But, if I am a teacher in the area, I will integrate the Olympic Games in my class and get the children involved. Personally, I

can't wait to be a spectator! I've been to a lot of Olympic Games and every time you go it is so exciting just to be there. I'd definitely like to get tickets to all my favorite events.

What are your favorite Summer Olympic sports?

I really like track and field, men's basketball, swimming, diving, and soccer. It's also nice to watch other events, for example, Greco Roman Wrestling.



Strug in 1996

Why is the floor routine your favorite gymnastic event?

I think because it came most naturally to me and you can physically fall down, but you can't fall off of it! I think that made me feel much better than the balance beam or uneven bars. Also, I think you get to show a little more of your personality and the crowd gets involved. I was just better at the more powerful events because I am very short and more muscular than most. I succeeded in those events because I was more comfortable with them and also my body type played a factor.

What is your most memorable Olympic moment?

Besides my vault?! Obviously, the last couple years have been amazing. I've been able to meet people, partake in certain events, and give back to society because of that one vault. Without the Olympics, I

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The **BASOC Bridge Builder Program** is an exciting grassroots campaign designed to involve thousands of Bay Area residents in the Bid to bring the Olympic Games here in 2012.

The theme of our Bid is “The Bridge to the Future.” We are empowering BASOC’s volunteers to collect \$20 contributions from people in their communities, helping us to build “The Bridge to the Future” by raising funds to support the Bid. People who contribute \$20 become a Bridge Builder, and also receive a commemorative “San Francisco 2012 Bridge Builder” pin.

To volunteer with the Bridge Builder Program, or for more information on how to obtain a pin, please contact BASOC at (650) 856-2234.

Special Updates

Check out BASOC’s new and improved Web site, www.basoc2012.org, coming to a computer near you! The first stage of BASOC’s Phase II begins with a Flash Intro that is currently up and running. Be sure you have the sound on when you watch the intro. Thanks to Nick Cawthon of Gauge Design for creating this amazing piece.

The remainder of Phase II will be completed by Birdsall Interactive of Oakland. Many new sections are being created as we speak, in addition to the revamping of some current sections. As sections are completed, Birdsall will have the sections go live, with the final section completed by June 1. So keep your eyes peeled to our Web site as we make our changes and additions. Thanks also to Mike Birdsall and David Ford for their assistance.

To learn more about our three Web gurus, check out their stories in the Company Focus articles in the upcoming months.

Paralympic Update

by Sharon Clark, BASOC Volunteer

The International Paralympic Committee (IPC), the organizing committee for the Games, concluded its second visit to Athens on April 24 to check on preparations for the 2004 Paralympic Games. Although the IPC was pleased with the progress made by Athens 2004, there are still many issues to be resolved. Foremost is the issue of accessibility for people with disabilities in the city of Athens, including transportation, restaurants, and other businesses.

The “European Year of People with a Disability” in 2003, as well as the “European Year of Education Through Sport” in 2004, will be used effectively for the promotion of the Paralympic Games in Greece and all over Europe. “The focus of all public relations activities will be clearly on elite sport and on athletes’ ability—not on disability,” said Mr. Thomas Reinecke, IPC Chief Operating Officer.

Other news: During the Salt Lake Paralympic Games, three winter sports representatives were elected as members of the IPC Athletes’ Committee. The successful candidates were

- Ms. Carmen Garcia, Spain (Alpine Skiing)
- Ms. Tanja Kari, Finland (Nordic Skiing)
- Mr. Michael Milton, Australia (Alpine Skiing)

A new chairman will be elected at the committee’s next meeting.

In addition, five Paralympic athletes were nominated for the Laureus Award “Best Sportsman of the Year with a Disability.” The awards, styled as the Oscars of the sporting world, celebrate sporting excellence across all disciplines and continents. The winner will be announced at an awards ceremony in Monaco on May 13, 2002.

The nominees are

- Heidi Andreasen, Faroe Islands (Swimming)
- Earle Connor, Canada (Athletics)
- Gerd Schönfelder, Germany (Alpine Skiing)
- Beat Schwarzenbach, Switzerland (Cycling)
- Esther Vergeer, Netherlands (Wheelchair Tennis)

For more information please visit the Laureus website at www.laureus.com.

A final note on the 2002 Paralympics in Salt Lake City: The U.S. team came home with the most medals of all countries, including 10 gold, 22 silver, and 11 bronze for a total of 43. Germany was second with 33 total medals, including 17 gold, and Austria finished third with a total of 29. Way to go USA!

Olympic Icon: Kerri Strug, continued

wouldn’t be who I am today. I will always carry the qualities that were instilled in me at an early age, such as being disciplined and focused. I think that’s really important. The Olympic Games, especially Atlanta, opened up a whole new world. At the same time, I’ve come to realize that my Olympic moment was great but there are plenty of Olympic moments. The Olympic Games keep coming and more people keep doing great things and I think that’s what is so special about the Olympic Games—all of the athletes who come out of nowhere and achieve beyond everyone’s expectations. I want to do what I can because I feel so strongly about the Olympic Games.

Thank you Kerri and good luck with your new pursuits!

Paralympic Paragon: Nathan Perkins, Athletics

by Randy Haberl, BASOC Volunteer

Nathan Perkins, BASOC Volunteer, Paralympic Committee member, and all around gentlemen has set his goals and is making them become a reality. Nathan is a World Class Paralympian in the discus throw.

Tell us a little about your background.

I was born with Spina Bifida and am confined to a wheelchair. I live in Menlo Park and teach at De Anza College in Cupertino. I try to stay active and stay involved in many activities.

What led you to get into sports?

While at De Anza back in 1989, I had an instructor who introduced me to wheelchair sports. I started by playing tennis for a little over a year. Then after a short break, I went into the Track and Field events. This was much more of a fit for me, and after about a year of various events, I concentrated on the shot put and the discus. I then started putting my full concentration into the discus.

What competitions did you get involved with?

After local competitions, I kept working hard and then went to several different wheelchair games. In 1993, I made my first overseas trip to England and competed there. That was a great experience and this led to other trips. In 1994, I went to Germany and other great places. The competition at this level was fantastic. I had set a goal to reach my highest potential and I was starting to experience it. I also went to Canada in 1997 for even more international competition.

Tell us about your Olympic experience.

I competed in the 1996 Paralympic Games in Atlanta. This was the pinnacle of my career. We definitely had the largest contingency at the Paralympic Games and being with all the other athletes and competing against the best in the world was all one could ask for. It's a special group of individuals and I will never forget my time there. This is why I look forward to having the Olympic and Paralympic Games here in San Francisco.

How did you become part of BASOC 2012?

Jan Elix was the one who got in touch with me and helped me get involved. I am participating on the BASOC Paralympian Committee and would like to help in the Talking for 2012 program. We have had several meetings so far and I am very excited about being a part of this great group. My goals with BASOC are to get more involved and help with what ever I can to make our dream a reality.

What are you doing these days?

I still teach at De Anza College, mostly adult classes, and assist others with whatever I can. I also teach in San Francisco. It is a great experience and I enjoy my duties at the college. I'm retired from the sporting side of my life and have put my energy towards my career as a teacher.

Do you have any advice for others?

The best advice I can give is for everyone to set a goal for yourself and then try to achieve it. Don't give up. Your hard work will always pay off in the end, but without goals, what do you have to look forward to?

Thank you Nathan for taking the time to share your experiences with us.

Public Partner: M T C

by Teka Thomas,
BASOC Volunteer

The San Francisco Bay Area is preparing to welcome visitors from around the world for the 2012 Olympic Games. Millions of tickets will be sold for hundreds of events, and it is the job of the Metropolitan Transportation Commission (MTC) to lead the multi-agency logistics planning for moving these spectators and athletes with efficiency and security. The MTC is the regional transportation planning agency for the nine Bay Area counties that passed a resolution supporting the 2012 bid in November 2000. Trent Lethco is the MTC's coordinator for BASOC.



The MTC organized a working group with officials from all counties and state agencies like the California Highway Patrol and Caltrans. The 2012 Olympic Games would be a public transit Olympic Games since parking will not be allowed near the venues. People will be required to use public transit to reach venues or to drive private transportation to remote park-and-ride lots. Once at the park-and-ride lots, people can then take a bus or check out a bike to reach the venues.

Several regional transportation systems have already played a part in the bid by shuttling USOC officials around the region. Caltrain is planning to improve their capacity along the corridor and this capacity could be further enhanced if Caltrain borrows new railcars from other

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BASOC Superstar: Bill Lazzaretti, continued from back cover

my old clients from Carlson Marketing Group, I am spreading the word to the business community and telling them about the many ways in which hosting the Olympic Games would benefit Bay Area companies. I meet with CEOs to encourage significant donations that will help BASOC get to the next level.

What do you find the most challenging about fundraising for an Olympic Bid Committee?

Right now, the economic climate is difficult for all non-profit organizations, and especially for those in California that have been affected by the dot.com bust. Corporations that would have readily given thousands of dollars two years ago are more conservative now. They cannot justify large donations when they are

laying people off, even if they believe that BASOC has a fabulous bid and will want to be involved later. Nevertheless, I think we've seen a growing community response and excitement about BASOC.

What aspect of the BASOC planning will set us apart from the other bid cities?

Though the beauty of the Bay will be hard to dispute, I think that the real star of a San Francisco Bay Area Olympic Games will be the technology being developed for Olympic events. There are some very exciting items being discussed right now, such as a PDA program that would be voice activated in any language, and would display up-to-the-minute Olympic results in any language. The proximity of Silicon Valley is a real advantage—all of these

companies will want to have their newest products incorporated into the Olympic Games.

What events are you hoping to attend in the San Francisco Bay Area in 2012?

The events I have attended at previous Olympic Games were all mid-session, so I would like to see the Opening Ceremonies for the excitement of the first day! Also, the Cow Palace will be newly refurbished for the Olympic Games and I think it would be a fabulous venue for boxing.

Thanks for talking to us Bill, and good luck in your future fundraising efforts!

Public Partner: MTC, continued

West Coast trains. Caltrain would play a major role during the Olympic Games as it runs from Pacific Bell Park to Stanford Stadium to the Compaq Center in San Jose. BART is scheduled to have completed its extension from Fremont to the Compaq Center by 2012. This will effectively link San Francisco, Oakland, and San Jose by rail. Premium bus services (stations will be relocated throughout the region) will also be offered. Bus lines like AC transit in the East Bay will also carry thousands upon thousands of passengers each day of the competition.

There will be improvements made to the current highways, but no new major highways are needed. Key issues include deciding key routes of access, travel times, and the number of buses and railcars for events. For example, one idea on the table is to use the HOV or "diamond lanes" on freeways as Olympic Lanes for Olympic related transportation that would be temporarily available 24 hours a day.

The San Francisco Bay Area already routinely hosts simultaneous events without major traffic disruptions. In April of 2002, Oakland hosted a 40,000-fan A's game plus three major concerts without a major problem on the Nimitz /880 freeway.

According to Trent, "The BASOC team represents a tremendous group of people with great vision, dedication, and talent. The Olympic Games provide one of the few opportunities where the region's transportation providers can come together and work for a common cause. I'm looking forward to focusing on this in the years ahead."

The MTC's impact on BASOC has certainly not been lost on President and CEO Anne Cribbs: "The MTC has been an invaluable resource for the past two years. Their assistance with the transportation plans have been an important and integral part of the San Francisco Bay Area's bid for the 2012 Olympic Games."

MTC will continue to keep the bid moving.

BASOC e-newsletter writing provided by dedicated BASOC volunteers, editing by Berta Lim, and writing and editing by Elizabeth Faletti of The Write Stuff!, 510-486-1843. Newsletter design and layout by Tammy Kaehler of TK Communications, www.becontent.ws.

Please send comments, suggestions, and questions to: BASOC E-Newsletter, Attn: Berta Lim, 2479 E. Bayshore Road, Suite 703, Palo Alto, CA 94303, info@basoc2012.org.

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BASOC Superstar: Bill Lazzaretti

by Lauren Brock, BASOC Volunteer

Many retired people look forward to long hours at the golf course or taking up an entirely new hobby that they had only thought about for years, but Bill Lazzaretti hasn't had much time to relax yet. The native San Franciscan who was raised in North Beach retired 15 months ago from his position as the Executive Vice President for the Western Region of Carlson Marketing Group, one of the largest privately held companies in the country. Due to his expertise in corporate scale event marketing—including product launches and incentive programs for numerous Silicon Valley powerhouses—Bill was quickly tapped by BASOC to help them target San Francisco's business community.

Before his beginnings in the marketing industry, Bill Lazzaretti attended college at St. Mary's in Moraga, CA. His own marketing firm was the largest independent firm of its kind until it was purchased by Carlson in 1997. The company brings thousands of people to the Olympic Games every four years on its travel packages, including between 35,000-40,000 people to the Sydney Games in 2000. We were recently able to ask Bill a few questions about his latest challenge.



How did you find out about BASOC and how did you become involved?
I have been a fan of the Olympic Games for many years and I attended the Olympic Games in Los Angeles, Barcelona, and Atlanta. When a friend introduced me to George Broder, a current BASOC board member, I was already familiar with the Bid and told him about my previous work in marketing. Since I retired recently, I decided to spend more of my time on a new project that would benefit the community, and BASOC was the perfect fit!

What is your role at BASOC and what is your current focus?
My goal is to increase the number of community companies on the

BASOC Corporate Council. Starting with

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