



# THIS IS *Cal* FOOTBALL.



## **ACADEMIC PROWESS**

83 Pac-10 All-Academic selections in Jeff Tedford era



## **BOWL RUN**

Seven consecutive bowl appearances with 5-2 record during stretch



## **COACHING KUDOS**

Jeff Tedford, two-time Pac-10 Coach of the Year



## **OUR HOUSE**

Undefeated at home three of last six years (31-6); 50,000-plus fans for every home game



## **WINNING**

Jeff Tedford begins the 2010 season tied for Cal's modern-era record with 67 career victories



# 2010 GOLDEN BEAR FOOTBALL

CalBears.com (800) GO BEARS

## National Honors Candidate **MIKE MOHAMED**



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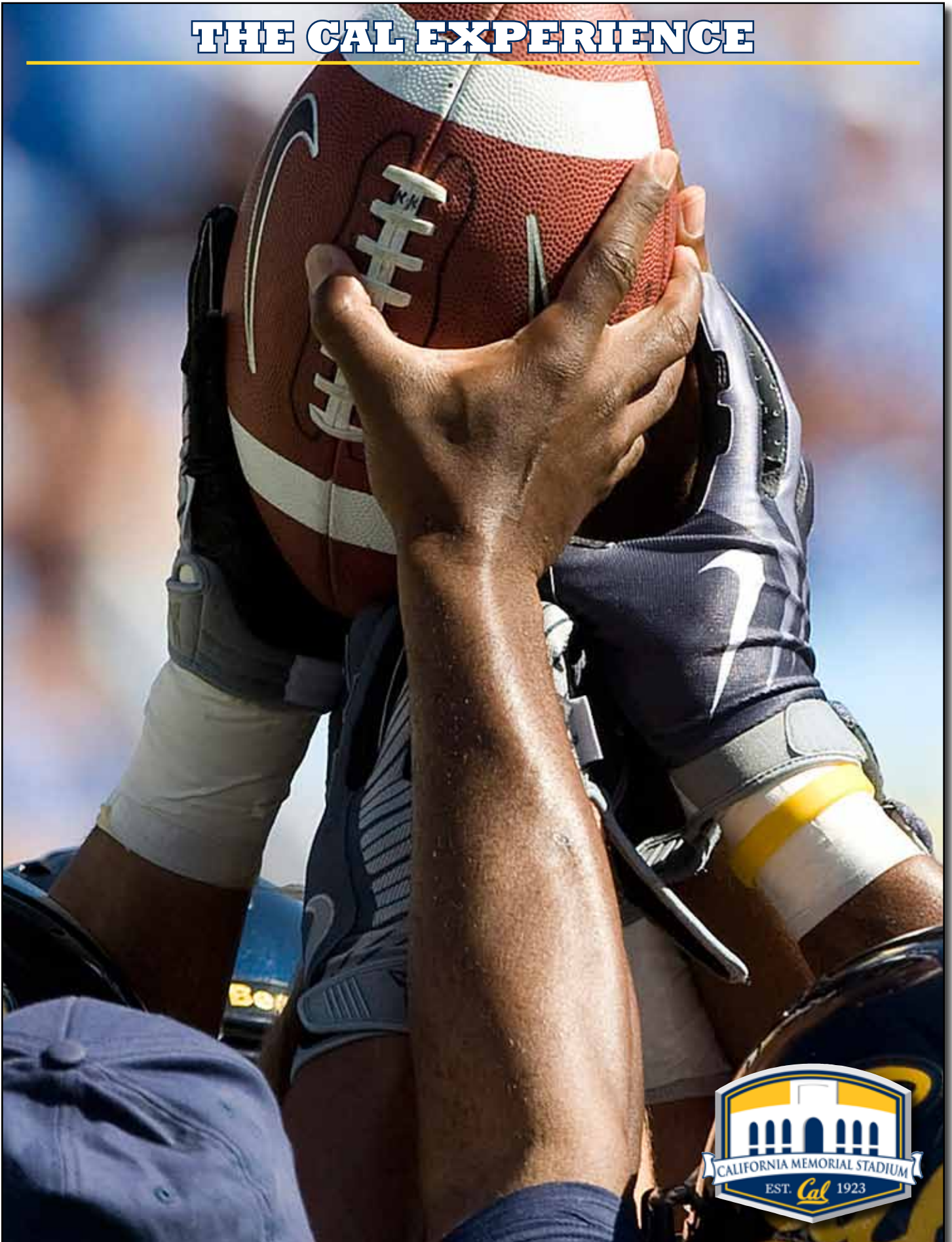
### EDITORIAL CREDITS

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### PHOTO CREDITS

Photos by Michael Pimentel, Mike Wondolowski, John Todd, Tom Hauck, Michael J. Burns, Kelley Cox, John Dunbar, Evan Kerr, Cris Benton, Russ Wright, John Guistina, Jim Yudelson, Steve McConnell and Michael Zagaris, among others.

# THE CAL EXPERIENCE





**U**nder the direction of the newly anointed dean of Pac-10 head coaches Jeff Tedford, the Golden Bears have become a consistent winner while showing the talent and attitude to battle – and defeat – America's top programs. Cal has been ranked in the nation's top 10 at some point in five of the last six seasons.

Cal has won the second-most games in the Pac-10 over Tedford's eight seasons with a 67-35 record, while setting two school records (seven consecutive bowl appearances, four straight bowl victories) and tying another (eight straight winning campaigns). They have also been fantastic at Memorial Stadium with three undefeated home seasons under Tedford after having last accomplished the feat in 1950.

Long known as perhaps America's most picturesque football playground, Memorial Stadium now is home to large crowds, national television audiences, and a blue and gold clad fan base that is turning out in record numbers.



**KYLE BOLLER**



**AARON RODGERS**



## TEDFORD BY THE NUMBERS

- 1 ..... Only Cal coach to ever win Pac-10 Coach of the Year honors
- 2 ..... Highest national ranking since 1951
- 3 ..... Undefeated home seasons
- 4 ..... Seasons ranked in final top 25
- 5 ..... Seasons ranked in top 10 at one point
- 5 ..... School-record road wins in 2004
- 7 ..... Consecutive bowl appearances
- 7 ..... School-record-tying Big Game wins
- 8 ..... Straight winning seasons
- 10 ..... School-record-tying games won in a season twice
- 22.5 ..... Points allowed per game
- 23 ..... School-record road wins
- 32.6 ..... Points scored per game
- 41 ..... School-record Pac-10 wins
- 67 ..... Overall wins
- 83 ..... Pac-10 All-Academic selections
- 38353 .. Cal season ticket sales in 2009

## MILESTONES IN REACH

- 1 ..... Win from becoming Cal's modern-era leader
- 1 ..... Winning season away from becoming Cal's all-time leader for most consecutive winning campaigns
- 1 ..... Big Game win from becoming Cal's all-time leader
- 2 ..... Games from becoming Cal's all-time leader
- 3 ..... Seasons from becoming longest-tenured coach in Cal history
- 8 ..... Wins from becoming Cal's all-time leader



  
**JUSTIN FORSETT**  
**JOE IGBER**  
**ADIMCHINOBE  
ECHEMANDU**

## THE SKILL SET

Jeff Tedford's resume includes six quarterbacks taken in the first round of the NFL Draft, including four chosen in the first six overall picks, as well as 11 1,000-yard rushers in the last 11 seasons.

### QUARTERBACKS

2005	Aaron Rodgers, No. 24 overall (Cal)
2003	Kyle Boller, No. 19 overall (Cal)
2002	David Carr, No. 1 overall (Fresno State)
2002	Joey Harrington, No. 3 overall (Oregon)
1999	Akili Smith, No. 3 overall (Oregon)
1994	Trent Dilfer, No. 6 overall (Fresno State)

### RUNNING BACKS

2008	Jahvid Best, 1,580 yards (Cal)
2007	Justin Forsett, 1,546 yards (Cal)
2006	Marshawn Lynch, 1,356 yards (Cal)
2005	Marshawn Lynch, 1,246 yards (Cal)
2004	J.J. Arrington, 2,018 yards (Cal)
2003	Adimchinobe Echemandu, 1,195 yards (Cal)
2002	Joe Igber, 1,130 yards (Cal)
2001	Onterio Smith, 1,058 yards (Oregon)
2001	Maurice Morris, 1,049 yards (Oregon)
2000	Maurice Morris, 1,106 yards (Oregon)
1999	Reuben Droughns, 1,234 yards (Oregon)

  
**MARSHAWN LYNCH**

## BALANCING ACT

Jeff Tedford's reputation as a quarterback guru overshadows the actual broader results. His offenses are some of the most balanced in the country. Take a look at Cal's offensive totals over the last eight seasons.

	<i>Rushing Attempts</i>	<i>Pass Attempts</i>	<i>Rushing Yds Per Game</i>	<i>Passing Yds Per Game</i>
2009	471	393	169.5	222.7
2008	435	397	186.2	189.8
2007	441	443	165.7	241.8
2006	427	377	162.4	253.2
2005	483	321	235.3	192.7
2004	509	316	256.8	236.2
2003	542	349	168.3	264.6
2002	392	421	108.0	247.6

  
**JAHVID BEST**  
**J.J. ARRINGTON**

## TURNSTILE TURNAROUND

California football fans have been flocking to Strawberry Canyon in record numbers over the past six seasons as the Golden Bears have climbed into the upper echelon of college football. As recently as 2002, California was averaging just 37,000 fans per home game. In four of the last six seasons, Cal has averaged over 60,000 fans, including a school-record 64,318 per contest in 2006. Cal has also sold more than 38,000 season tickets each of the last six years, with a record 41,336 in 2007.



## GREAT COACHING STAFF

Cal head coach Jeff Tedford has built one of the nation's finest coaching staffs with a group of coaches that develop quality student-athletes both on and off the field.

### ANDY LUDWIG

#### *Offensive Coordinator/Quarterbacks*

Ludwig has 13 seasons of experience as an offensive coordinator at the collegiate level and is in his second season at Cal in 2010. He has coached in 11 bowl games and was finalist for national Offensive Coordinator of the Year in 2008.

### CLANCY PENDERGAST

#### *Defensive Coordinator*

Pendergast brings 19 seasons of NFL and collegiate coaching experience to his first season at Cal in 2010, having spent the last six years as an NFL defensive coordinator, including for Arizona's 2008 Super Bowl squad.

### KEVIN DAFT

#### *Wide Receivers*

One of the most prolific passers in UC Davis history and a former NFL quarterback, Daft is in his third season as Cal's receivers coach and his seventh on the Golden Bears' football staff in 2010.



### JEFF GENYK

#### *Special Teams Coordinator/Tight Ends*

Prior to coming to Cal in 2010, Genyk's most recent stop during an 18-year collegiate coaching career was a five-year run from 2004-08 as the head coach at Eastern Michigan. His 2006 squad was third nationally in punt return yardage defense.



### RON GOULD

#### *Associate Head Coach/RBs*

Gould, in his 14th season at Cal in 2010, is the veteran of the coaching staff. He has coached the rushing leader in the Pac-10 three times in the last six years and is a candidate for National Assistant Coach of the Year in 2010.



### TOSH LUPOI

#### *Defensive Line*

The Cal grad is in his 11th season with the program as either a player or a coach in 2010. At only 29 years of age, he is considered one of the brightest young coaches in the game. In 2010, he was named the Rivals National Recruiter of the Year.



### STEVE MARSHALL

#### *Offensive Line*

Marshall has 30 seasons of coaching experience at the NFL and collegiate levels on his resume and is in his second season at Cal in 2010. Mike Tepper earned his first All-Pac-10 honor under Marshall in 2009.



### AL SIMMONS

#### *Defensive Backs*

A Bay Area product in his second stint at Cal, Simmons has nine seasons of Pac-10 coaching experience and has also worked in the NFL with the San Francisco 49ers. He has been a defensive coordinator at the college level with Cal State Hayward.



### KENWICK THOMPSON

#### *Recruiting Coordinator/LBs*

Thompson is in his fourth season at Cal in 2010 and has helped develop senior Mike Mohamed into one of the nation's top linebackers. He also has experience as a defensive coordinator, serving in the role from 1996-2000 at Texas Southern.



### JOHN KRASINSKI

#### *Strength and Conditioning*

Krasinski has 19 years of experience at the college level and has trained over 100 players who have gone on to the NFL, including 32 of Cal's current players in the league. Nine of his Cal pupils have earned strength and conditioning All-America honors.



### MIKE MCHUGH

#### *Director of Football Operations*

McHugh has 27 years of experience in football at the professional, collegiate and high school levels. He has served as both an administrator and coach during his professional career.



# BOWL EXPERIENCE

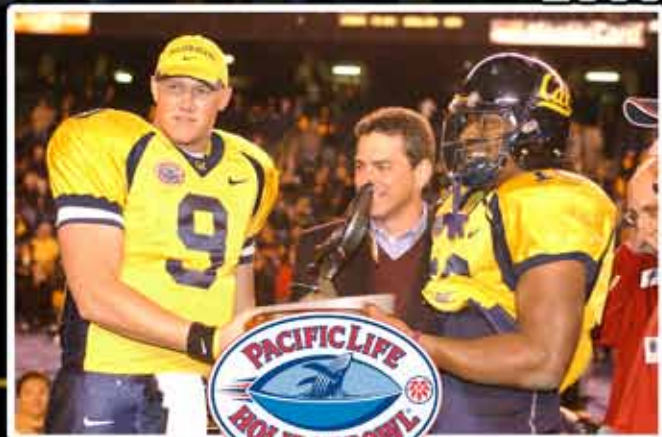
2009



2007



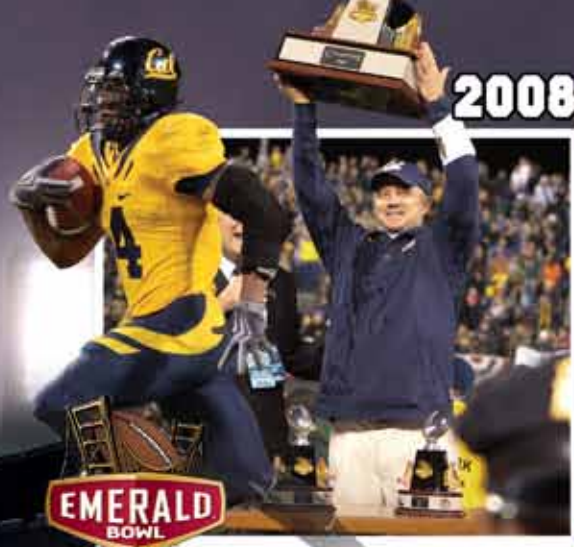
2006



2004



2008



During Jeff Tedford's tenure in Berkeley, Cal has become a postseason fixture. The Golden Bears have a current school-record string of seven consecutive bowl games. Cal is 5-2 in the postseason under Tedford, including a four-game win streak from 2005-08 that is also a school mark. During the span, Cal played in the Holiday Bowl twice. The Bears have also made appearances in the Armed Forces Bowl, Emerald Bowl, Insight Bowl, Las Vegas Bowl and Poinsettia Bowl, where the Bears were defeated by Utah, 37-27, in their most recent bowl outing.

In all Cal has played in 20 bowl games, including eight Rose Bowls, and has posted a 10-9-1 record (8-3 since 1990).

2005

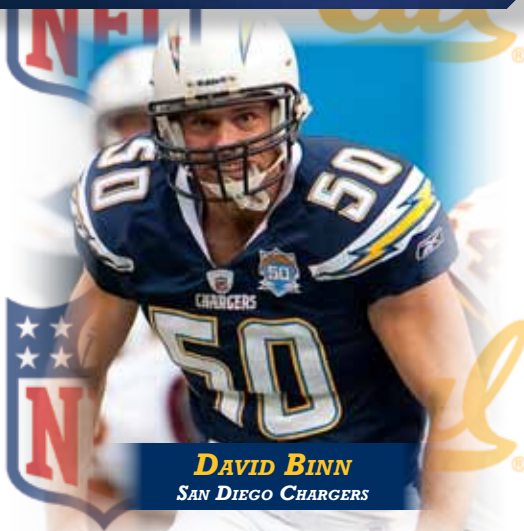


2003





# **GOLDEN BEARS IN THE NFL**



**DAVID BINN**  
SAN DIEGO CHARGERS



**ANDRE CARTER**  
WASHINGTON REDSKINS



**JUSTIN FORSETT**  
SEATTLE SEAHAWKS



**SCOTT FUJITA**  
CLEVELAND BROWNS



**NNAMDI ASOMUGHA**  
OAKLAND RAIDERS



**KYLE BOLLER**  
OAKLAND RAIDERS



**TONY GONZALEZ**  
ATLANTA FALCONS



**DESMOND BISHOP**  
GREEN BAY PACKERS



**BRANDON MEBANE**  
SEATTLE SEAHAWKS

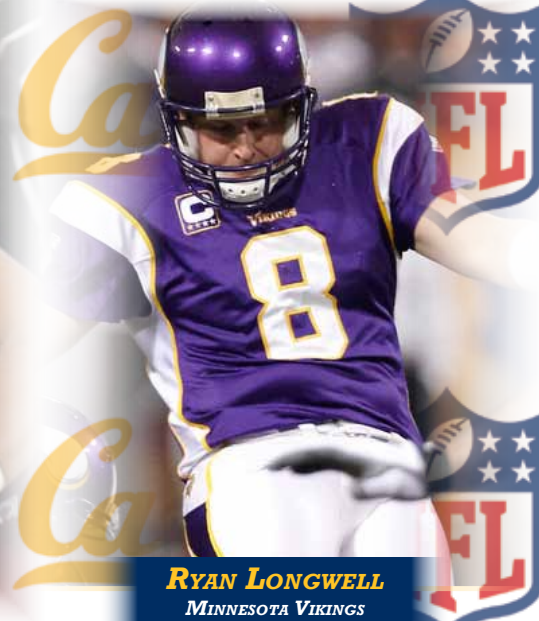




**MARSHAWN LYNCH**  
BUFFALO BILLS



**LORENZO ALEXANDER**  
WASHINGTON REDSKINS



**RYAN LONGWELL**  
MINNESOTA VIKINGS



**I**n addition to leaving Berkeley with one of the most valuable college diplomas in the country, University of California football players often find themselves heading for the National Football League.

In Jeff Tedford's eight seasons as head coach, 32 Cal players have been selected in the NFL Draft, including a school-record six in 2008. Cal was only the Pac-10 school to have a first-round draft pick in 2010 with both Tyson Alualu and Jahvid Best going in the first round to make Tedford's total at Cal rise to seven.

California's current 39 active NFL players is second only to USC among Pac-10 schools, as of July 15, 2010, according to ESPN.com.

A total of 25 student-athletes from Cal have been first-round picks while 53 have been selected in the first three rounds of the NFL Draft.

A complete list of former Cal players in the NFL can be found on pages 193-198.



**AARON RODGERS**  
GREEN BAY PACKERS



**JAHVID BEST**  
DETROIT LIONS



**DESEAN JACKSON**  
PHILADELPHIA EAGLES



# GOLDEN BEARS IN THE NFL

*Cal*



**MIKE GIBSON**  
SEATTLE SEAHAWKS



**WILL TA'UFO'OU**  
CHICAGO BEARS



**CRAIG STEVENS**  
TENNESSEE TITANS



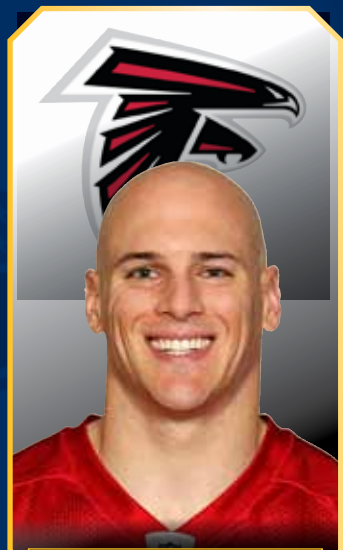
**ZACK FOLLETT**  
DETROIT LIONS



**NICK SUNDBERG**  
WASHINGTON REDSKINS



**BRETT JOHNSON**  
PHILADELPHIA EAGLES



**MATT GIORDANO**  
ATLANTA FALCONS



**RYAN O'CALLAGHAN**  
KANSAS CITY CHIEFS



**THOMAS DeCOUD**  
ATLANTA FALCONS



**L.P. LADOUCEUR**  
DALLAS COWBOYS



**VERRAN TUCKER**  
DALLAS COWBOYS



**J.J. ARRINGTON**  
DENVER BRONCOS





**TULLY BANTA-CAIN**  
NEW ENGLAND PATRIOTS



**LAVELLE HAWKINS**  
TENNESSEE TITANS



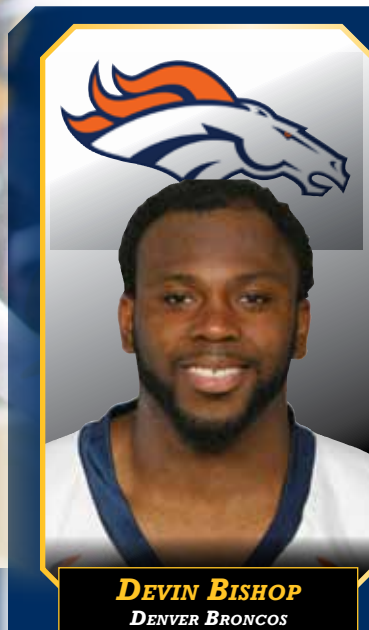
**NICK HARRIS**  
DETROIT LIONS



**DAYMEION HUGHES**  
SAN DIEGO CHARGERS



**LANGSTON WALKER**  
OAKLAND RAIDERS



**DEVIN BISHOP**  
DENVER BRONCOS



**MIKE TEPPER**  
DALLAS COWBOYS



**SYD'QUAN THOMPSON**  
DENVER BRONCOS



**BRIAN DE LA PUENTE**  
SAN FRANCISCO 49ERS



**TYSON ALUALU**  
JACKSONVILLE JAGUARS



**CAMERON MORRAH**  
SEATTLE SEAHAWKS



**ALEX MACK**  
CLEVELAND BROWNS



**S**ince Jeff Tedford's arrival in 2002, Cal has risen to No. 2 in the Pac-10 in television exposure, a dramatic increase over the years before Tedford. A total of 85 games have been televised in eight seasons under Tedford, and the number of national TV broadcasts has more than doubled in that time. In the last three seasons, 38 of 39 Cal contests have been on TV. All 13 Cal games were televised in 2007 for the first time in the program's history and the feat was repeated in 2008.

## MIKE MOHAMED

Mike Mohamed has racked up the 2010 preseason honors, being named to the Playboy All-America squad with additional All-America selections coming from *The Kickoff* (second team), *National Champs.net*, *Phil Steele* (both third team) and the *College Football Insiders* (honorable mention). The Pac-10's leading tackler in 2009 is also on watch lists for The Lott Trophy, the Rotary Lombardi Award and the Bronco Nagurski Trophy.

## WILLIAM V. CAMPBELL TROPHY

Cal center Alex Mack won the 2008 William V. Campbell Trophy, then known as the Draddy Trophy. The honor is a prestigious award given to the nation's top football scholar-athlete during a black tie ceremony at New York's Waldorf-Astoria Hotel. Also referred to as the "Academic Heisman," it is one of college football's most sought-after honors, recognizing an individual as the absolute best in the country for combined academic success, football performance and community leadership. The award comes with a 24-inch, 25-pound bronze trophy and a \$25,000 postgraduate scholarship. Mack, a two-time recipient of the Morris Trophy as the best offensive lineman in the Pac-10, also earned Cal's Neufeld Scholar-Athlete Award as the Golden Bears' male senior student-athlete with the highest cumulative GPA.

## ALEX MACK



## RANDY MOSS AWARD

Cal's DeSean Jackson was presented the inaugural Randy Moss Return Man Award for the top kick and punt returner in the Football Bowl Subdivision (FBS) of college football in 2006 during a presentation at a luncheon in Houston. As a sophomore, Jackson led the country with an average of 18.2 yards per punt return. He also paced the nation with four punts returned for touchdowns, including a modern-era school-record 95-yarder against Arizona. As a member of the Philadelphia Eagles, Jackson was one of the top rookies in the NFL in 2008, then earned All-Pro honors in 2009.

## DESEAN JACKSON

## THE LOTT TROPHY

Cal cornerback Daymeion Hughes was recognized as the 2006 winner of The Lott Trophy. Named after Hall of Famer Ronnie Lott, The Lott Trophy is awarded to college football's Defensive IMPACT Player of the Year. Hughes' honor was announced at a gala black tie banquet at the Pacific Club in Newport Beach. The trophy is given to a player who exhibits the same characteristics Lott embodied during his distinguished career: Integrity, Maturity, Performance, Academics, Community and Tenacity. Golden Bear linebacker Zack Follett was a quarterfinalist for the award in 2008, Cal cornerback Syd'Quan Thompson (2009) and linebacker Mike Mohamed (2010) have been on the watch list.

## RONNIE LOTT AND DAYMEION HUGHES WITH THE LOTT TROPHY





**A** blossoming football program located in America's fifth-largest television market means a big stage for the Cal football program.

Cal has been featured on television in 38 of its last 39 games over the past three seasons. Last year, the Golden Bears were televised four times on ABC, twice on ESPN, twice on Versus, twice on Comcast SportsNet California and once on Fox Sports Net. Cal's flagship KGO AM 810 has also been the Bay Area's top-rated radio station for most of the period since beginning to broadcast Golden Bear games in 1974.



**ESPN**

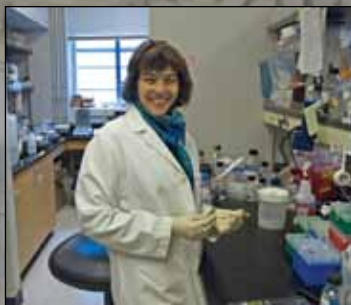
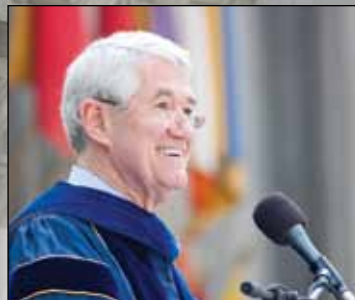


Included within the borders of the Pacific-10 Conference are six of America's top-25 television markets, some of the largest daily media outlets in the United States and a fan base that continues to grow every season.

As Cal strives to extend its school record for consecutive bowl appearances to eight in 2010, media exposure is almost certain to expand in all forms.







## SIMPLY THE BEST

**T**here is no other way to aptly describe America's top public university. There is no other way to describe one of the elite academic settings in the world – especially one that also includes one of America's most successful athletic departments.

The University of California blends the best of all worlds. Overlooking the scenic San Francisco Bay and ranked as the nation's top public university by U.S. News and World Report, the flagship campus of the state of California also features an athletic program that annually finishes among the leaders in the Directors' Cup standings, which rates the overall success of America's collegiate athletic departments.

Cal attracts what many believe to be the finest applicant pool in the United States featuring a diverse student body population. The University of California is divided into 14 colleges and schools offering 351 degree programs and over 7,000 courses, with 35 of the school's 36 graduate programs ranked among America's Top 10. Cal's 35 programs among the Top 10 is No. 1 among all universities in the country, as is its 32 "distinguished" programs, as rated by the National Research Council.

University Library is ranked as the No. 1 public research library in the country by the Association of Research Libraries with 10 million volumes in 32 campus libraries.

The current faculty features eight Nobel Laureates, 136 members of the National Academy of Sciences, 30 MacArthur Fellows, 74 Fulbright Scholars, four Pulitzer Prize winners and 363 Guggenheim Fellows, more than any other university in America.







## AMERICA'S NO. 1 PUBLIC UNIVERSITY BY THE NUMBERS

**1** Universities with the highest number of top-10 graduate program

1. CALIFORNIA
2. Stanford
3. Harvard
4. Columbia
5. MIT

**1** Universities with the highest number of "Distinguished Programs"

1. CALIFORNIA
2. Stanford
3. Harvard
4. Princeton
5. MIT

**1** In 2009, the Association of Research Libraries ranked Cal's University Library as the No. 1 public research university library in North America.

### TOP PUBLIC UNIVERSITIES

1. CALIFORNIA
2. UCLA
3. Virginia
4. Michigan
5. North Carolina

Source: 2010 U.S. News and World Report

**21**

**Nobel Laureates**  
22 current and former faculty members

**15-1**

**Student-to-Faculty Ratio**

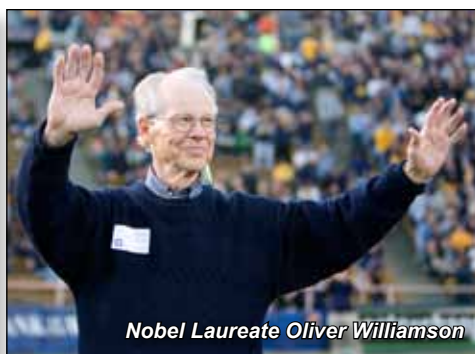
**351**

**Degree Programs**

**3,000**

### Service

The University of California is the only school in the country to have produced more than 3,000 volunteers since the inception of the Peace Corps in 1961.



Nobel Laureate Oliver Williamson





**B**erkeley is a part of the San Francisco Bay Area major metropolitan area of approximately 7.4 million people. The region is considered one of the most beautiful in the world and includes the major cities of San Francisco and Oakland, as well as Berkeley, home of the world-renowned University of California. Just south are San Jose and the Silicon Valley, home to many of the world's most famous high-tech companies. The Bay Area also lies within easy driving distance of the high Sierra resorts of Lake Tahoe and Yosemite, the Monterey Peninsula and the world famous Napa wine country.

Everyone knows San Francisco, a.k.a. "The City," from the numerous photographs, movies and television shows that capture its magic and beauty. It is a city built on a series of more than 40 hills, offering panoramic views of every kind.

The hub of a nine-county complex and the financial and insurance capital of the world, San Francisco has a resident population of just over 800,000 and is situated on a 46.7-square mile peninsula bounded by water on three sides – to the west by the Pacific Ocean, the north by the Golden Gate strait, and from north to east by the San Francisco Bay. San Francisco has been named the world's top city twice and the top city in the U.S. in 19 of the last 20 years by *Condé Nast Traveler*. Cal will play



Telegraph Ave.

## BERKELEY



its home football games at San Francisco's AT&T Park in 2011 when Memorial Stadium undergoes a renovation.

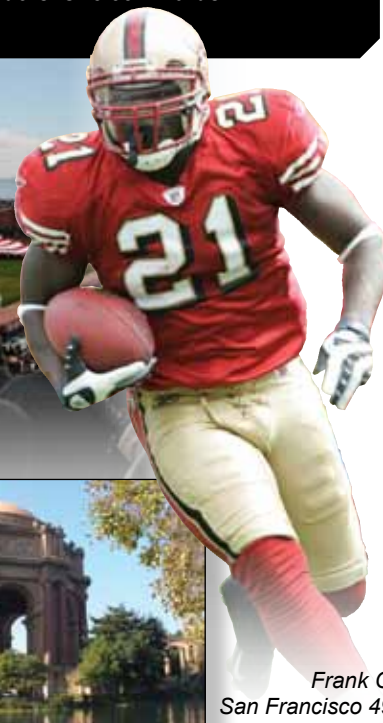
The San Francisco Bay is spanned by two landmarks, the Golden Gate and San Francisco-Oakland Bay bridges, the latter which is currently undergoing a spectacular renovation of the east span, and graced by four islands: Alcatraz, Angel, Yerba Buena and Treasure. The area is easily navigated by car, BART (Bay Area Rapid Transit), bus or ferry, making it easily accessible to all.

## TOP CITIES IN THE WORLD

1. Sydney, Australia
2. **San Francisco, CA**
3. Florence, Italy
4. Charleston, SC
5. Ubud, Bali
- 6T. Cape Town, South Africa
- 6T. Rome, Italy
8. Vancouver, Canada
9. Bangkok, Thailand
10. Buenos Aires, Argentina

Source: *Condé Nast Traveler*, 2009  
Readers' Choice Awards

## SAN FRANCISCO



Frank Gore  
San Francisco 49ers







## OAKLAND



Nnamdi Asomugha  
Oakland Raiders



**L**ocated across the Bay Bridge from San Francisco and a bordering neighbor of Berkeley is Oakland, a city of over 400,000 people, jam-packed with exciting attractions, stimulating arts and an ideal climate. Oakland's charm exceeds its man-made wonders, as tumbling hills rising east above the city, vast forests, hiking and riding trails, beautiful lakes and numerous parks provide a natural escape for those who prefer nature over an urban environment.

Just a 12-mile drive from San Francisco, Berkeley is situated on 17.7 square miles with a population of just over 100,000 people. A study in contrasts, Berkeley is a small town with a big city character. With its world-renowned university, global population and rich diversity of cultural arts, Berkeley reflects and affects the rest of the country.

Six major pro sports teams – the NFL's San Francisco 49ers and Oakland Raiders, the NBA's Golden State Warriors, MLB's

San Francisco Giants and Oakland Athletics, and the NHL's San Jose Sharks – as well as NCAA Division I schools Cal, Saint Mary's, San Francisco, San Jose State, Santa Clara and Stanford all call the Bay Area home.

*Sources: San Francisco Convention & Visitors Bureau, Oakland Convention & Visitors Bureau, Berkeley Convention and Visitors Bureau, and the California Trade and Commerce Agency.*

### SIMPLY THE BEST

- *Money* magazine chose San Francisco as "the best place to live" among the 300 biggest U.S. metropolitan areas.
- Forbes.com recently ranked San Francisco as America's "best city for the outdoors" while American College of Sports Medicine called San Francisco "the fittest of America's most populous cities."
- Readers of Travel + Leisure magazine selected San Francisco as their favorite city in 2009 for its "noteworthy neighborhoods."
- San Francisco is rated the No. 1 city in the U.S. and the No. 2 city in the world by *Condé Nast Traveler* (October 2009).



## YOSEMITE NATIONAL PARK





*Michael Cavie  
Men's Swimming & Diving  
2008 Olympic Silver Medalist*

*Nathan Adrian  
Men's Swimming & Diving  
2008 Olympic Gold Medalist*



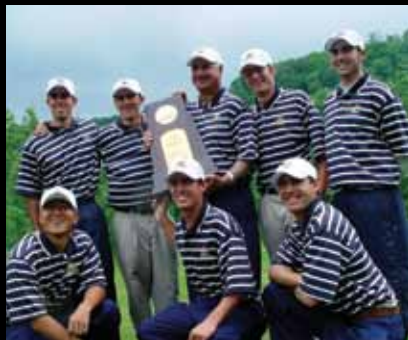
*Natalie Coughlin  
Women's Swimming & Diving  
11-Time 2004 & '08 Olympic Medalist*

*Emily Silver  
Women's Swimming & Diving  
2008 Olympic Silver Medalist*



# WINNING IS A CAL TRADITION!

## RECENT TEAM NATIONAL CHAMPIONS



**2004  
MEN'S GOLF**



**2006  
WOMEN'S CREW**



**2008-09  
WOMEN'S SWIMMING & DIVING**

## 2009-10 CONFERENCE CHAMPIONS



*Alex Mack  
Football  
2008 William V. Campbell Trophy  
National Scholar-Athlete  
of the Year*



*Eric Mina  
Men's Golf  
2010 Pac-10  
Individual Champion*



*Hannah Wilson  
Women's Swimming & Diving  
2010 Pac-10  
Individual Champion  
100 Freestyle*



**2009-10 MEN'S BASKETBALL  
Pac-10 Champions**



## 2009-10 INDIVIDUAL NATIONAL CHAMPIONS

THIS IS *Cal* ATHLETICS.



**Liv Jensen**  
Women's Swimming & Diving  
2010 National Champion  
50 Freestyle



**Tom Shields**  
Men's Swimming & Diving  
2010 National Champion  
100 Butterfly



**Damir Dugonjic**  
Men's Swimming & Diving  
2010 National Champion  
100 Breaststroke



**Nathan Adrian**  
Men's Swimming & Diving  
2010 National Champion  
100 Freestyle



**2010  
RUGBY**



**2010  
MEN'S CREW VARSITY 8**



**2002 SOFTBALL**



**2010 WOMEN'S CREW**  
Pac-10 Champions



**Patrick Kowalsky**  
Men's Track & Field  
2010 Pac-10  
Individual Champion  
Shot Put

**Deborah Maier**  
Women's Track & Field  
2010 Pac-10  
Individual Champion  
3000m

**Mark Matusak**  
Men's Track & Field  
2010 Pac-10  
Individual Champion  
3000m





**T**he setting for University of California football games features the best of all worlds. Memorial Stadium rests comfortably in a glorious natural setting, with the Berkeley Hills as a backdrop and a stadium perched above the San Francisco Bay. The foreground is complete with landmark bridges, islands and the city skyline. The background features Strawberry Canyon and is complimented by dazzling gameday colors, a rousing student section, and a marching band all nestled in and surrounded by one of America's most picturesque gameday settings.







## GAMEDAY

The football team's March To Victory is the official kick-off of gameday. From the moment the Bears enter Memorial Stadium, the activity increases throughout fall Saturdays. Oski roams the stadium, the Rally Committee mans the flags, the student body, the traditional stunt card section, all in a stadium that has been around since the 1920s.

***HAIL CALIFORNIA!***





# FOOTBALL TRADITION



Andy Smith



Walter Gordon



H.P. "Brick" Muller



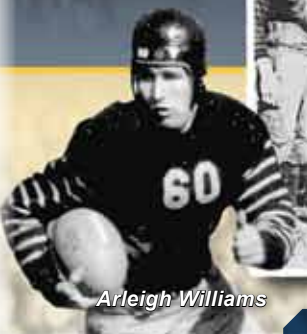
Wonder Team  
1921 National Champions



1922 National Champions



1923 National Champions



Arleigh Williams

**5 National Championships**  
**10 Bowl Victories**

**14 Conference Championships**  
**8 Rose Bowl Appearances**



Leonard "Stub" Allison



Thunder Team  
1937 National Champions

Vic Bottari

Sam Chapman



Lynn "Pappy" Waldorf



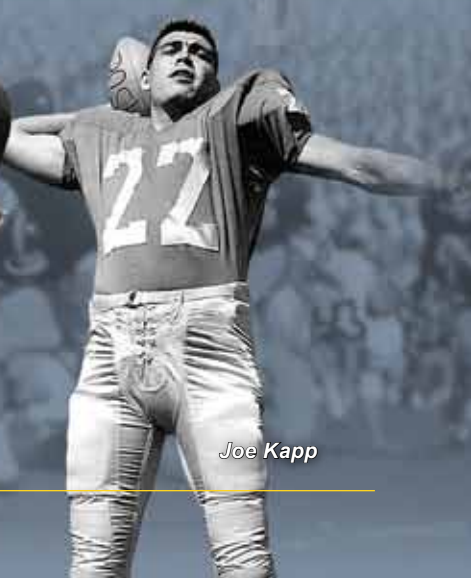
Carl Van Heuit



Jackie Jensen



Les Richter



Joe Kapp





*Sherman White*

## ROTH'S NO. 12 JERSEY RETIRED

The only jersey ever retired by the Cal football program is the No. 12 worn by quarterback Joe Roth, who played for the Bears in 1975 and '76.

Roth, who seemed destined to become one of the greatest passers ever produced by Cal, had his career ended by cancer shortly after the '76 season, and he passed away on Feb. 19, 1977. His ability on the football field, friendly openness and humble manner, combined with the courage he showed in facing his illness, made him one of the most popular players ever to wear the Blue and Gold.

Roth still holds the Cal record for longest pass, an 88-yard hookup with Wesley Walker for a TD against Georgia in 1976. Roth's No. 12 jersey was retired during a ceremony on Oct. 29, 1977, prior to the USC game, which Cal won, 17-14. Cal still annually hosts a game to honor his legacy.

*Joe Roth*

*Steve Bartkowski*

*Craig Morton*

*Mike White*

*Chuck Muncie*

*Wesley Walker*

**71 First Team All-American Honors**  
**21 National Football Foundation Hall of Fame Members**  
**6 Pop Warner Trophy Winners**

**6 Conference Players of the Year**  
**4 Morris Trophy Winners**  
**7 Bowl Berths in last seven years**  
**12 Top 10 Finishers in Heisman Trophy Voting**

*1982 Big Game  
The Play*

*Ron Rivera*

*Russell White*

*Mike Pawlawski*

*Sean Dawkins*

*Hardy Nickerson*

**T**he Big Game between California and Stanford began in 1892 and is among the nation's most storied rivalries, tying for the country's 10th-longest active consecutively running series. At stake for the winner of the game is The Axe, a coveted trophy that represents a history of competitive matchups that include such memorable moments as "The Play" in 1982. Cal has won seven of the last eight years.

*Tony Gonzalez*

*Nnamdi Asomugha*

*Aaron Rodgers*

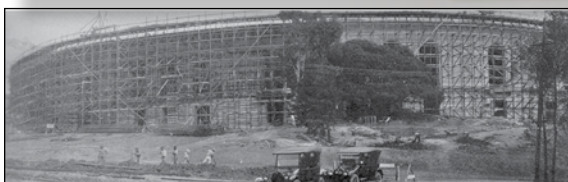
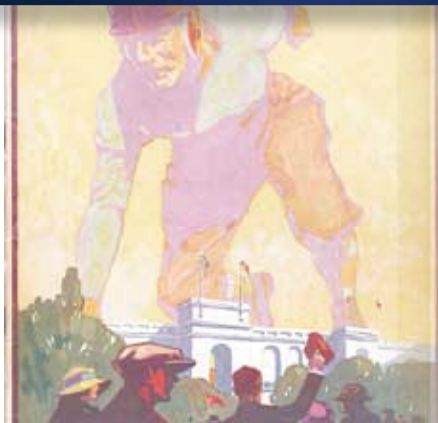
*J.J. Arrington*

*DeSean Jackson*

*Jahvid Best*



## THE PAST...



**F**or California fans and alumni, there truly is no place like Memorial Stadium. A full 87 football seasons since its opening in 1923, Memorial Stadium remains one of the most breathtaking sites in all of college athletics.

The plush wall of pine trees in the Berkeley Hills to the east is contrasted by a panoramic view of the San Francisco Bay and three bridges to the west.

Designed by world-renowned architect John Galen Howard, and codesigners G.F. Buckingham and E.E. Carpenter, the stadium is a tribute to their architectural talents, skills that were years ahead of their time. Fans who attend games today still marvel at the beauty of the structure, modeled after the Roman Colosseum, and comment about the easy viewing for spectators from all angles within the stadium.

The stadium was completed in time for the 1923 Big Game at a total cost of \$1,437,982. It was constructed in sections with expansion joints to withstand earth movement. Included in the initial construction were 12,000 barrels of cement, 1.1 million feet of lumber for concrete forms, 8,000 cubic yards of rock, 4,000 cubic yards of sand, 600 tons of steel, 800,000 feet of premium lumber used for seating, and 2,500 pine trees, which today serve as the backdrop for the stadium.

Original plans for the stadium called for a capacity of 60,000, but they were altered in favor of a capacity closer to 80,000. The seating capacity has fluctuated due to renovation and other changes, but in 1947, a crowd of 83,000 watched Cal defeat Navy, 14-7, a feat which may have prompted Cal officials to establish an official capacity for the stadium. In the 1960s, temporary bleachers on the east side were removed and additional wheelchair seating and aluminum bleachers followed in the 1980s. For 2001, the press box was rebuilt, giving the stadium an official capacity of 71,799.

Overall, Cal football teams through the years have played before crowds of 70,000 or more on 64 occasions and there have been 21 games that attracted in excess of 80,000 spectators.

*There are bigger stadiums, newer stadiums and stadiums with grander reputations.*

*But there is no finer place to watch a college football game than Memorial Stadium on the campus of the University of California at Berkeley.*

*Decatur (IL) Herald & Review  
September 18, 2005*





# ...THE PRESENT...



## MEMORIAL STADIUM FACTS AND FIGURES

Overall Record .....	313-210-16
	(.596, 56 winning seasons, 27 losing seasons, 4 tied)
2009 Home Record .....	4-2
Most Consecutive Winning Seasons.....	12, 1927-38
Most Games, Season.....	10, 1932 (6-2-2)
Most Wins, Season .....	8, 1924 (8-0-1), '38 (8-0)
Most Losses, Season .....	6, 2001 (0-6)
Most Consecutive Wins.....	21, 1947-50
Longest Unbeaten Streak .....	24, 1947-51
Most Consecutive Losses .....	8, 2000-01
Record in Doubleheaders .....	15-1 (1932-39)
Undefeated Seasons.....	12: 1923 (1-0), '24 (8-0-1), '29 (5-0-1), '35 (7-0), '37 (6-0-1), '38 (8-0), '48 (7-0), '49 (6-0), '50 (6-0-1), 2004 (5-0), '06 (7-0), '08 (7-0)
Winless Seasons.....	2: 1959 (0-5), 2001 (0-6)
Record on Synthetic Turf.....	79-42-3 (.649)
Record on Grass .....	234-168-13 (.580)

## MILESTONE WINS

1st	—	Cal 9, Stanford 0, Nov. 24, 1923
50th	—	Cal 14, St. Mary's 13, Oct. 7, 1933
100th	—	Cal 14, Pacific 0, Oct. 14, 1944
200th	—	Cal 28, USC 14, Nov. 1, 1975
250th	—	Cal 42, Oregon State 0, Oct. 3, 1992
300th	—	Cal 42, Louisiana Tech 12, Sept. 15, 2007

## LARGEST CROWDS

Attend	Opponent	Date	Result
83,000	Navy	Sept. 27, 1947	Cal, 14-7
83,000	Stanford	Nov. 22, 1952	Cal, 26-0
82,070	Stanford	Nov. 24, 1928	Tie, 13-13





## ...AND FUTURE...

### STUDENT-ATHLETE HIGH PERFORMANCE CENTER

The Student-Athlete High Performance Center, under construction since late 2008, is scheduled to open prior to the 2011 football season and will become a modern new home for approximately 450 student-athletes in football and 12 other sports to use on a daily basis. The 142,000-square-foot facility will house locker rooms, offices and meeting rooms, as well as areas for strength and conditioning, sports medicine, nutrition and academics.

The building is the physical manifestation of Cal's High Performance Initiative, a nontraditional approach to excellence that challenges conventional ways of thinking about and delivering high performance in an intercollegiate setting. In an effort to take Cal to the highest level, the HPI applies worldwide best practices in sport and human performance to all aspects of the athletic department. This commitment creates and sustains high performance across Cal Athletics and maximizes the potential of our student-athletes, coaches and support staff.

The High Performance Initiative has three primary objectives – to maximize competitive advantage, to efficiently use available resources and to optimize the student-athlete experience – which will be attained primarily through applying a different mindset to intercollegiate athletics and by delivering world-class advanced support services and facilities, such as the Student-Athlete High Performance Center.

### MEMORIAL STADIUM RETROFIT AND RENOVATION

Since it opened in the fall of 1923, California Memorial Stadium has generated scores of unforgettable memories for generations of Golden Bears. From the Wonder Teams of the 1920s to the Pappy Waldorf years mid-century to the current success attained under head coach Jeff Tedford, the venerable facility has treated fans of all ages to many of the greatest games in the history of Cal football.

Now, work is underway to retrofit and renovate the historic building, bringing it up to modern standards and creating a facility that will significantly reduce seismic risk and create a more enjoyable environment for the hundreds of thousands of fans who attend games every year – all while maintaining the architecture and character of the celebrated structure.

Construction on the \$321 million project began in earnest in early June 2010 and is expected to be completed in time for the 2012 season opener. After playing in the current configuration of Memorial Stadium one last time in 2010, the Golden Bears will move to temporary quarters at San Francisco's AT&T Park in 2011 before returning to campus for the following campaign and providing new generations of Cal fans the opportunity to treasure the venue for years to come.





# ATHLETIC FACILITIES

Student-athletes at the University of California have the privilege of using quality athletic facilities. Major athletic facilities located on and around the Cal campus are listed below.

## BRIONES RESERVOIR

Cal women's crew uses Briones Reservoir as its dedicated practice site.

## EDWARDS STADIUM/ GOLDMAN FIELD

Historic Edwards Stadium/Goldman Field, which opened in 1932, is home to the Cal's track & field and soccer teams.

## EVANS DIAMOND

This natural-grass facility seats over 2,500 and is used by Cal's baseball team for practices and games.

## HAAS PAVILION

Walter A. Haas Jr. Pavilion is the home for Cal's basketball, volleyball and gymnastics teams. The athletic director, student services, compliance offices and other departments are also located in the pavilion.



Memorial Stadium

## HELLMAN TENNIS COMPLEX

California tennis makes its home at the Hellman Tennis Complex, located on the southwest side of campus.

## LEVINE-FRICKE FIELD

Levine-Fricke Field is nestled at the base of Strawberry Canyon and home to Cal softball, winners of the 2002 NCAA title.

## MAXWELL FAMILY FIELD

Maxwell Family Field serves as home to the Cal field hockey program.

## MEMORIAL STADIUM

Memorial Stadium has been home of the football team since 1923. The daily operations of the football program – including administrative offices, training room, weight room, equipment room and locker rooms – are being hosted at the surge facility located in nearby Strawberry Canyon.



Maxwell Family Field

## T. GARY ROGERS BOATHOUSE

The newly completed and renovated crew boathouse is located on the Oakland Estuary, where Cal men's rowing practices.

## SPIEKER AQUATICS COMPLEX

Water polo and swim team practices and competitions are held at Spieker Aquatics Complex. The facility is home to the 2008-09 NCAA champion women's swimming and diving squad. Recreational swimming is also scheduled for times when these teams are not hosting events or practicing.

## WITTER RUGBY FIELD

Witter Rugby Field is part of Strawberry Canyon. The field is used for rugby, football and lacrosse practice, and lacrosse competition.



Witter Rugby Field



Briones Reservoir



Spieker Aquatics Complex



Levine-Fricke Field



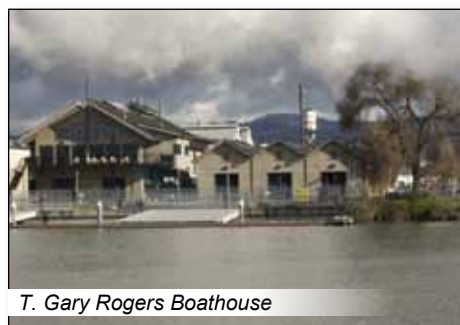
Haas Pavilion



Hellman Tennis Complex



Edwards Stadium/Goldman Field



T. Gary Rogers Boathouse



Evans Diamond



## ACADEMIC GAME PLAN

### COMPREHENSIVE PROGRAM FOCUSES ON GOLDEN BEAR ACADEMIC ACHIEVEMENT

**W**hile the California football program has produced a school-record with seven straight bowl appearances and tied another with eight consecutive winning seasons as part of 67 victories overall in the last eight seasons, the mission for Cal football is to EDUCATE and GRADUATE all football student-athletes with a meaningful degree that will support their future successes in whatever field they choose.

Cal's unique "Academic Game Plan" (AGP) is a program established by head coach Jeff Tedford to ensure success in the classroom as well as on the field. AGP, under the direction of Cal's director of student-athlete development, consists of players meeting regularly with coaches and counselors to review coursework and assignments. Players are given an "Academic Game Planner," which they are required to keep up to date. The point of AGP is to approach academics just like a game, with a plan. The players would never go into a game situation without studying film, having a plan, practicing and preparation. Tedford and the Cal staff want student-athletes to approach academics the same way.

Of the 18 players signed in 2002 in coach Tedford's first class, 15 (83%) graduated within five years. A total of 20 players over the past 10 years have earned graduate degrees while playing



*Athletic Study Center Staff*

and 10 of those who earned graduate degrees have gone on to play in the NFL.

For the 2005-06 academic year, the Cal football team achieved the highest score possible (1000) in the Academic Progress Rate (APR). In 2009-10, Cal posted a multi-year score of 969, second among Pac-10 schools. In addition, 83 student-athletes on the football team have earned Pac-10 All-Academic honors in the Tedford era.



**T**he Athletic Study Center, which is housed within the Division of Undergraduate Education, is the tutorial and academic support program for the approximately 850 student-athletes at Cal. Centrally located in the César Chávez Student Center, the program provides a spacious and comfortable area for quiet study, individual classrooms for tutorials and a computer lab.

### TUTORIAL PROGRAM

The tutorial program promotes and enhances students' academic skills and progress by providing individual tutoring, group workshops, study groups, credit courses and intensive special programs. The Athletic Study Center has between 50-60 tutors on staff per semester to guarantee that students receive the best possible support. Tutorial sessions are offered in the evenings to enable student-athletes to receive help after practices when they have more time to devote to studying.

### ADVISING PROGRAM

The advising program offers a broad range of services to meet the unique needs of Cal's student-athletes, which include assistance in understanding and complying with university, college and NCAA requirements, the development of time management skills and the resolution of personal issues unique to student-athletes.





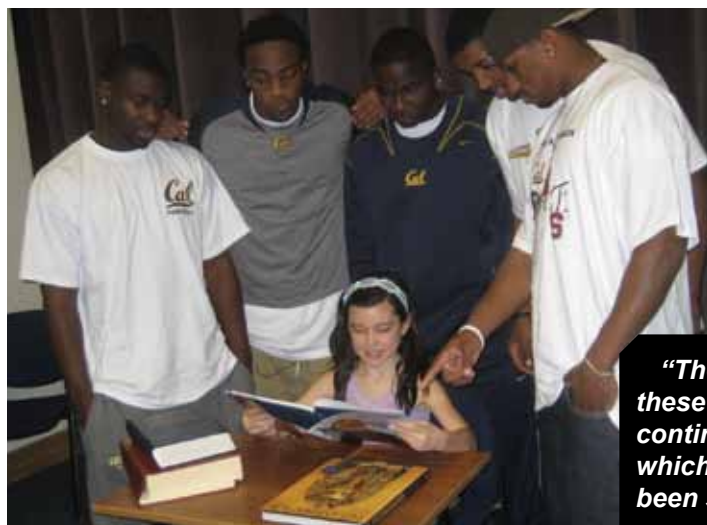
# COMMUNITY SERVICE

(Clockwise from top right): Cal football players lend a hand during Come To College Day by teaching kids how to run with the ball, posing for photos and taking their turn on the rowing machine.



(above) Cal football players take part in Easter Seals Day festivities; (right) Mentoring has been a focus of the team's recent community relations efforts; (below) the Golden Bears are never too busy to sign autographs for adoring fans

**I**n addition to pursuing success on the football field and in the classroom, head coach Jeff Tedford puts a high priority on Golden Bear football players being involved in the community. Most recently, one of the team's primary focuses has been The Sage Mentorship Program, helping Sage carry out its mission of providing youth with a personal connection to mentors through academic and extra-curricular activities in order to foster life skills and personal growth. The team also participates in a variety of community service activities and is always eager to support area youth and let them know the value of education through various reading and recess programs as well as Fan Appreciation Days. The Golden Bears truly enjoy the opportunity to give back to the community.



*"The passionate commitment that we have received from these esteemed individuals has been a vital key to our continued growth. Most importantly, the positive influence, which they impart unto the youth of our communities, has been simply amazing and impactful beyond belief."*

*Michael Okinczyc, President of The Sage Mentorship Program*



# NOTABLE ALUMNI



Jennifer Granholm



Steven Chu



Kevin Johnson

**Zulfikar Ali Bhutto** – President and Prime Minister, Pakistan  
**Matt Biondi** – Three-time Olympic swimmer, winner of eight gold medals  
**Rose Bird** – Chief Justice, California Supreme Court  
**W. Michael Blumenthal** – U.S. Secretary of the Treasury  
**Jerry Brown** – State Attorney General, Governor of California, Mayor of Oakland  
**Thomas Cech** – Chemist, Nobel Prize winner  
**Peter Chernin** – Chairman and CEO, Fox Entertainment Group  
**Leroy Chiao** – First Chinese-American astronaut  
**Choon Kun Cho** – President, Korean Airlines  
**Rachelle Chong** – Member, Federal Communications Commission  
**Steven Chu** – U.S. Secretary of Energy  
**Beverly Cleary** – Author, "Ramona the Pest"  
**Natalie Coughlin** – Winner of 11 Olympic medals in swimming  
**Joan Didion** – Author, "Play It as It Lays"  
**Brig. Gen. James H. Doolittle** – World War II hero, Medal of Honor recipient  
**Adam Duritz** – Lead singer, Counting Crows  
**Maria Echaveste** – Deputy Chief of Staff, Clinton Administration  
**Joy (Biefeld) Fawcett** – Member of three U.S. Olympic soccer teams  
**Don Fisher** – Founder and Chairman of the Board, The Gap



Gregory Peck



Michelle Taffoy



Adam Duritz

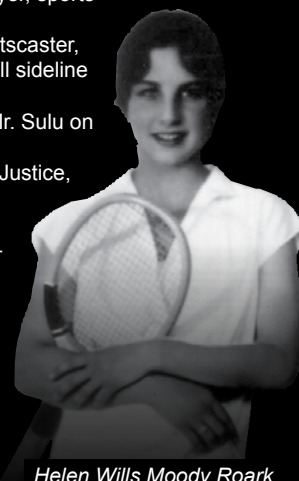


William Randolph Hearst

Earl Warren

**John Kenneth Galbraith** – Economist  
**Tony Gonzalez** – NFL All-Pro tight end  
**Walter A. Gordon** – Governor of the U.S. Virgin Islands, U.S. District Court Judge  
**Michele Granger** – Olympic gold medalist, softball pitcher  
**Jennifer Granholm** – Governor of Michigan  
**Andrew Grove** – President and CEO, Intel Corporation  
**Walter Haas Jr.** – President, Levi Strauss & Co.; Owner of Oakland Athletics  
**Philip Habib** – U.S. Special Envoy to Middle East  
**William Randolph Hearst Jr.** – Newspaper publisher  
**Marguerite Higgins** – Journalist, Pulitzer Prize winner  
**Susanna Hoffs** – Lead singer of "The Bangles"  
**Lance Ito** – Superior Court Judge, presided over 1995 O.J. Simpson murder trial  
**Ida Jackson** – United Nations observer, founder local chapter of National Council of Negro Women  
**Jackie Jensen** – 1958 American League MVP  
**Kevin Johnson** – NBA All-Star, Mayor of Sacramento  
**Edgar F. Kaiser** – Founder, Kaiser Permanente  
**Jeff Kent** – 2000 National League MVP  
**Clark Kerr** – Chancellor, UC Berkeley  
**Jason Kidd** – NBA All-Star, U.S. Olympian  
**Maxine Hong Kingston** – Author, 1997 National Humanities Medal  
**Yuan T. Lee** – Chemist, Nobel Prize winner  
**Willard Libby** – Physical chemist, discovered Carbon 14, Nobel Prize winner  
**Tung Yen Lin** – World-renowned civic engineer  
**Jack London** – Author, "The Call of the Wild"  
**Wiley Manuel** – First African American Supreme Court of California Justice  
**Jerry Mathers** – Actor, "Leave it to Beaver"  
**Brian Maxwell** – Founder, PowerBar  
**John A. McCone** – Director of CIA, Atomic Energy Commission  
**Terry McMillan** – Author, "Waiting To Exhale," "How Stella Got Her Groove Back"  
**Robert McNamara** – U.S. Secretary of Defense  
**Mary T. Meagher** – U.S. Olympic swimmer, winner of three gold medals  
**Norman Mineta** – U.S. Secretary of Transportation  
**Gordon Moore** – Co-founder, Intel Corporation  
**Julia Morgan** – Architect  
**Hardy Nickerson** – NFL Pro Bowl linebacker  
**Sadako Ogata** – U.N. High Commissioner for Refugees

**Gregory Peck** – Actor, Academy Award winner, "To Kill a Mockingbird"  
**Chris Pine** – Actor, "Star Trek"  
**Kenneth Pitzer** – Chemist, president, Stanford University  
**Robert Raven** – President, American Bar Association  
**Helen Wills Moody Roark** – Winner of eight Wimbledon championships  
**Glenn Seaborg** – Nuclear physicist, Nobel Prize winner, cofounder of Element 106  
**Margaret Rhea Seddon** – Astronaut  
**Michael Silver** – Yahoo! Sports sportswriter  
**William G. Simon** – Director, FBI  
**Samuel Smith** – President, Washington State University  
**Robert Gordon Sproul** – President, University of California  
**Leigh Steinberg** – Lawyer, sports agent  
**Michelle Taffoy** – Sportscaster, Monday Night Football sideline reporter  
**George Takei** – Actor, Mr. Sulu on "Star Trek"  
**Roger Traynor** – Chief Justice, Supreme Court of California  
**Eugene Trefethen Jr.** – President, Kaiser Industries  
**Rex Walheim** – Space Shuttle astronaut  
**Earl Warren** – Chief Justice, U.S. Supreme Court  
**Alice Waters** – Chef, restaurateur, "Chez Panisse"



Helen Wills Moody Roark

**Jann Wenner** – Cofounder, "Rolling Stone" magazine  
**Lionel Wilson** – First African American mayor of Oakland  
**Pete Wilson** – Governor of California  
**Dean Witter** – Founder, Dean Witter Financial Services  
**Steve Wozniak** – Cofounder, Apple Computer, Inc.  
**James D. Zellerbach** – U.S. Ambassador to Italy

Left to right:  
 Natalie Coughlin,  
 Tony Gonzalez,  
 Margaret Rhea Seddon,  
 Jeff Kent,  
 Alice Waters,  
 Chris Pine