

**2007 SEASON**

*Cal*

# **CALIFORNIA** **FOOTBALL**

# THE TEDFORD FACTOR



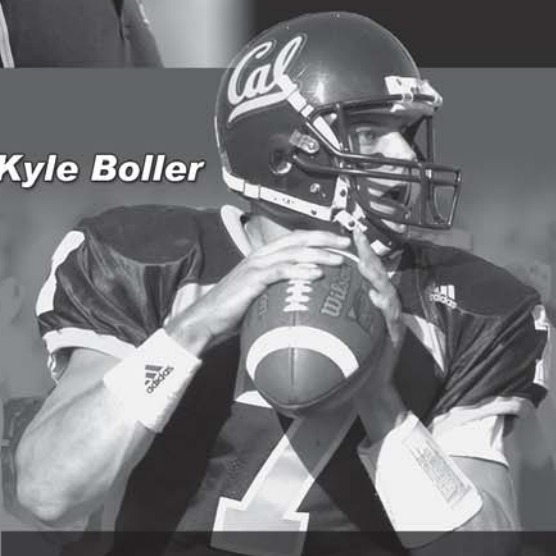
One of the most dramatic turnarounds in recent college football history has taken place in Berkeley over the last five years. Under head coach Jeff Tedford, the Golden Bears have become a consistent winner while showing the talent and attitude to battle, and defeat, America's top programs.

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

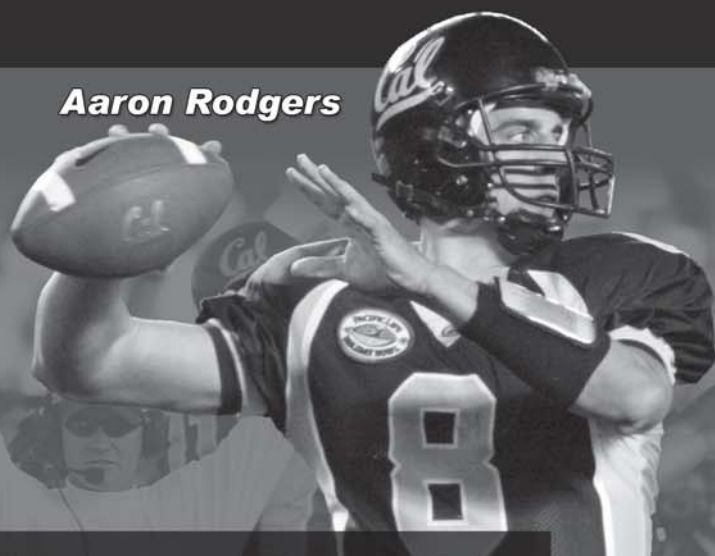
In the five years prior to the arrival of Jeff Tedford, California had struggled to a record of 12-43 with no winning records or bowl appearances.

In the five seasons since the arrival of Jeff Tedford, the Bears have gone 43-20 with five consecutive winning seasons, four straight bowl appearances (for the first time in program history) and have reached the top 10 in the *Associated Press* poll in each of the last three seasons.

**Kyle Boller**



**Aaron Rodgers**



## TURNAROUNDS

	NCAA Rank Before Tedford		
Category	1999	2000	2001
Total Offense	111	93	77
Rushing Offense	101	80	87
Scoring	104	80	104

	Before Tedford		
Category	1999	2000	2001
Attendance	42,940	46,100	33,443
Season Tickets	21,330	21,284	18,527
Bowls	0	0	0
Record	4-7	3-8	1-10

	NCAA Rank Under Tedford				
	2002	2003	2004	2005	2006
Total Offense	81	23	5	26	12
Rushing Offense	102	44	6	9	33
Scoring	10	23	7	25	11

	Under Tedford				
	2002	2003	2004	2005	2006
Attendance	37,103	38,305	64,019	60,377	64,318
Season Tickets	16,155	22,764	33,264	40,134	40,262
Bowls	0	1	1	1	1
Record	7-5	8-6	10-2	8-4	10-3





**Justin Forsett**



**J.J. Arrington**

## THE SKILL SET

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

### Quarterbacks

Kyle Boller, No. 19 overall draft pick (Cal)  
David Carr, No. 1 overall draft pick (Fresno State)  
Trent Dilfer, No. 6 overall pick (Fresno State)  
Joey Harrington, No. 3 overall draft pick (Oregon)  
Aaron Rodgers, No. 24 overall draft pick (Cal)  
Akili Smith, No. 3 overall draft pick (Oregon)

### Running Backs

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 Maurice Morris, 1,049 yards (Oregon)  
Onterio Smith, 1,058 yards (Oregon)  
2000 Maurice Morris, 1,188 yards (Oregon)  
1999 Reuben Droughns, 1,234 yards (Oregon)

## Adimchinobe Echemandu

### BALANCING ACT

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

	Rushing Yards Per Game	Passing Yards Per Game
2002	108.00	247.58
2003	168.29	264.64
2004	256.75	236.18
2005	235.25	192.67
2006	162.38	253.23

## Marshawn Lynch

### TURNSTILE TURNAROUND


California football fans have been flocking to Strawberry Canyon in record numbers over the past three 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 2005, that number was 60,377 and during the 10-1 regular season of 2004, the Golden Bears played in front of a school-record 64,019 fans per game. This past season, Cal broke the record again, averaging 64,318 fans over seven home games.

Cal has also set new season ticket records in each of the last three years and is on pace for another record in 2007.

## Head Coach Jeff Tedford




# GREAT COACHES



## Bob Gregory

### Defensive Coordinator

In 11 seasons as a Division-IA coach, his teams have never had a losing record and have participated in nine bowl games.



## Dan Ferrigno

### Wide Receivers


His Cal receivers are rated No.1 in the nation for 2007 by Athlon Sports after all three starters earned All-Pac-10 honors in 2006. In his first stint at Cal, helped develop Tony Gonzalez into an NFL First Round pick.



## Jim Michalczyk

### Offensive Coordinator/Offensive Line


Cal is one of five teams in the nation to rank in the top 25 in the nation in scoring offense in each of the last five years. Five Golden Bear offensive linemen have earned first-team all-conference honors in the last five years.



## John Krasinski

### Strength and Conditioning


Has trained more than 80 players who have gone on to the NFL. Named a Master Strength & Conditioning Coach in May.



## Kevin Daft

### Quarterbacks


Daft, one of the most prolific passers in UC Davis history and a former NFL quarterback, moves into a full-time coaching position after three years as a graduate assistant with the Bears.



## R. Todd Littlejohn

### Defensive Secondary

In Littlejohn's first season working with the Cal defensive backs, the Bears ranked third in the nation in interceptions with five different backs tallying interceptions.



## Mike McHugh

### Director of Football Operations

Brings 24 years of football experience including time in the NFL, Big 12 and Pac-10. McHugh has served as an administrator and coach during his career in college athletics.



## Pete Alamar

### Special Teams/Tight Ends


Alamar's special teams flourished in 2006 – the Bears ranked fourth in the nation in punt returns and eighth in net punting while DeSean Jackson earned the Randy Moss Award as the top return man in the country.



## Ken Delgado

### Defensive Line

Three linemen – Tully Banta-Cain, Ryan Riddle and Brandon Mebane – have earned first-team All-Pac-10 honors under Delgado's guidance at Cal. All three have gone on to the NFL.



## Kenwick Thompson

### Linebackers

A newcomer to the Cal staff, Thompson is no stranger to the Bay Area, having spent six years at San Jose State.



## Ron Gould

### Running Backs

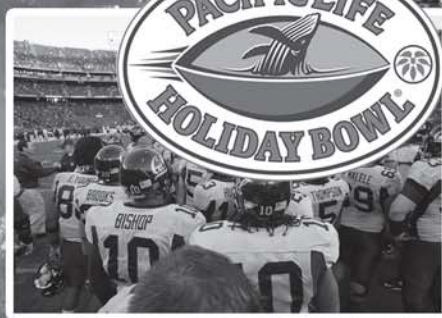
Has produced a 1,000-yard rusher in each of the past five years – three of those players are active in the NFL – Adimchinobe Echemandu, J.J. Arrington and Marshawn Lynch.



# THE BOWL EXPERIENCE

2006

Cal



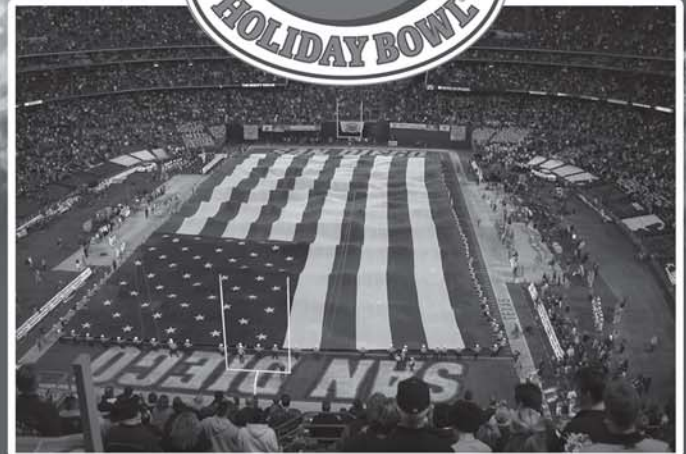
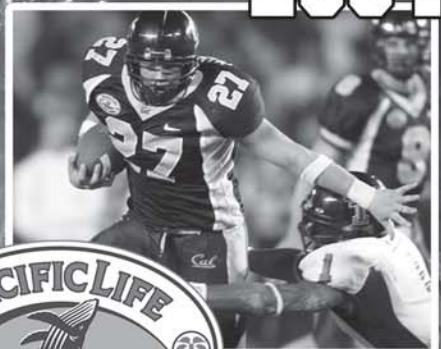
Since Jeff Tedford's arrival in Berkeley, the California Golden Bears have become a postseason fixture. History was made last season as Cal's Pacific Life Holiday Bowl victory over Texas A&M marked the Bears' fourth consecutive bowl appearance and third bowl triumph during Tedford's tenure – Cal had never made four straight bowl appearances prior to Tedford's emergence.

The Golden Bears have appeared in 17 bowl games during their history, including eight Rose Bowl appearances.

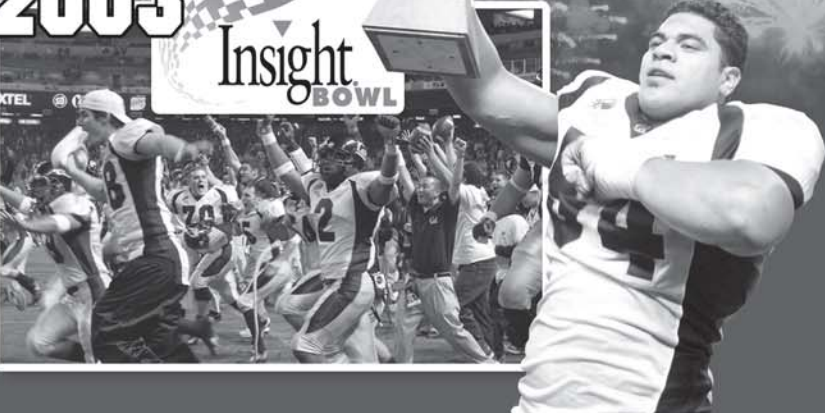
2005



2004

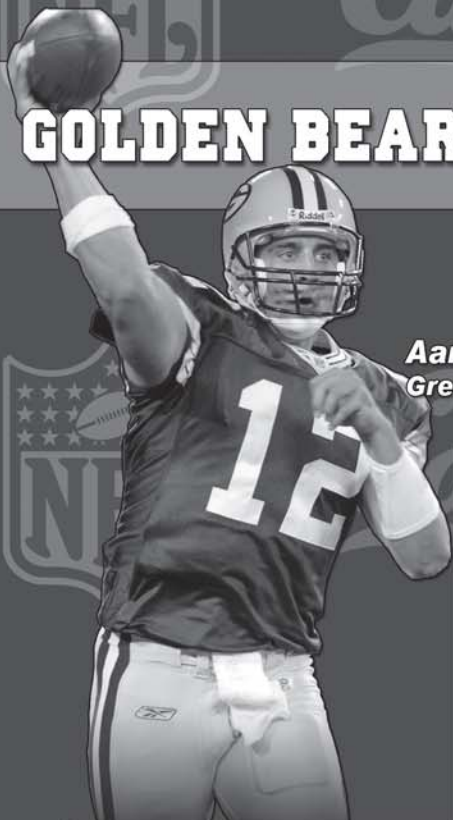


2003

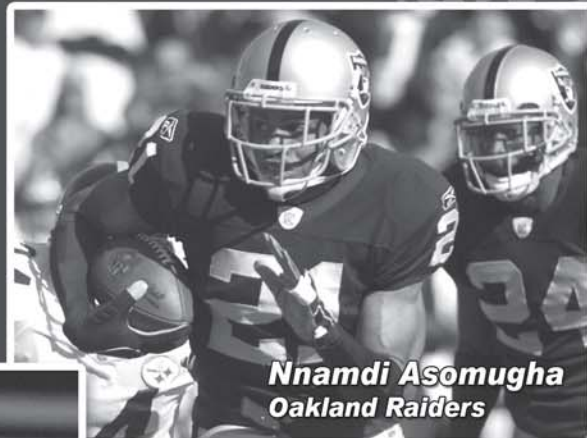




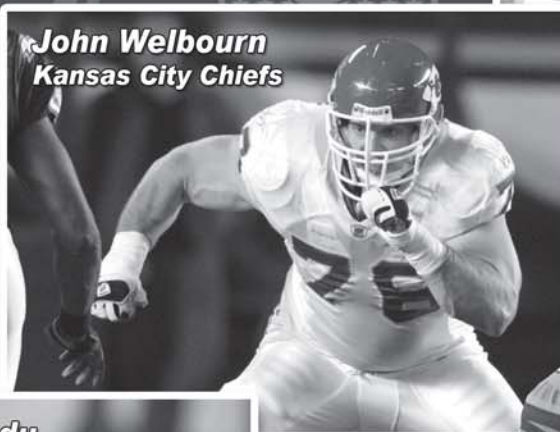
# GOLDEN BEARS IN THE NFL



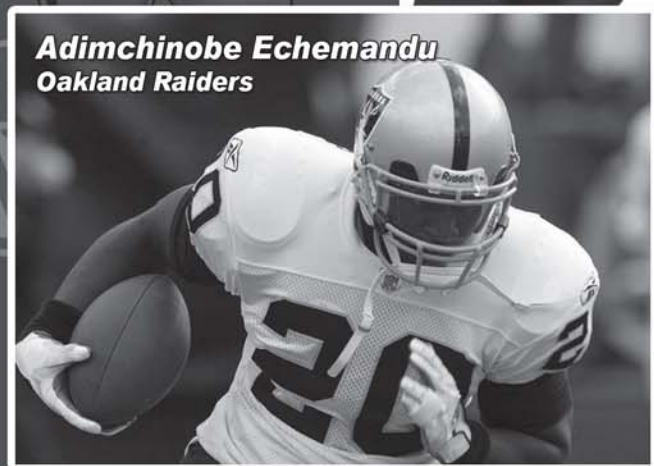
**Aaron Rodgers**  
Green Bay Packers



**Nnamdi Asomugha**  
Oakland Raiders



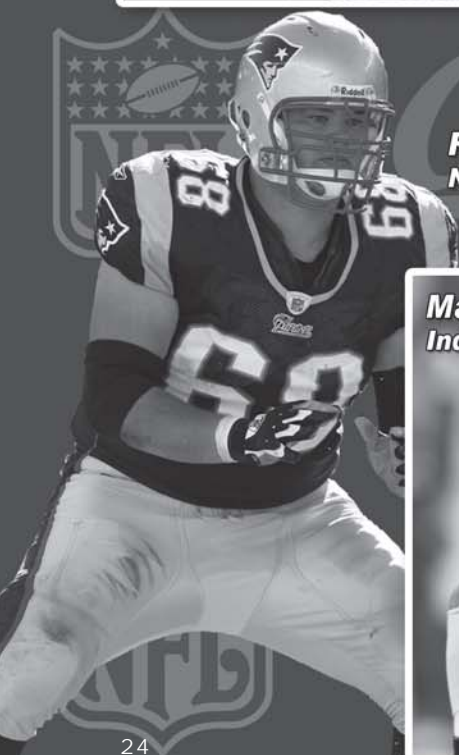
**John Welbourn**  
Kansas City Chiefs



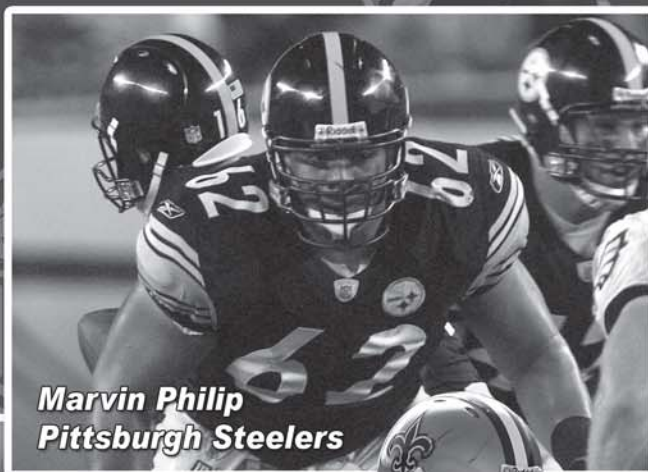
**Adimchinobe Echemandu**  
Oakland Raiders



**Deltha O'Neal**  
Cincinnati Bengals



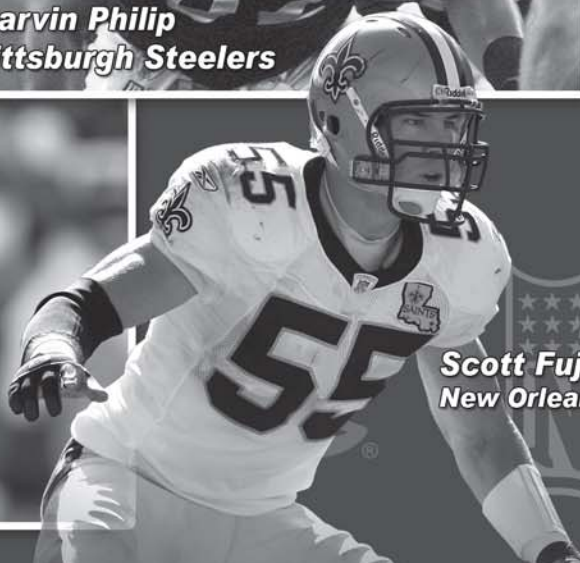
**Ryan O'Callaghan**  
New England Patriots



**Marvin Philip**  
Pittsburgh Steelers

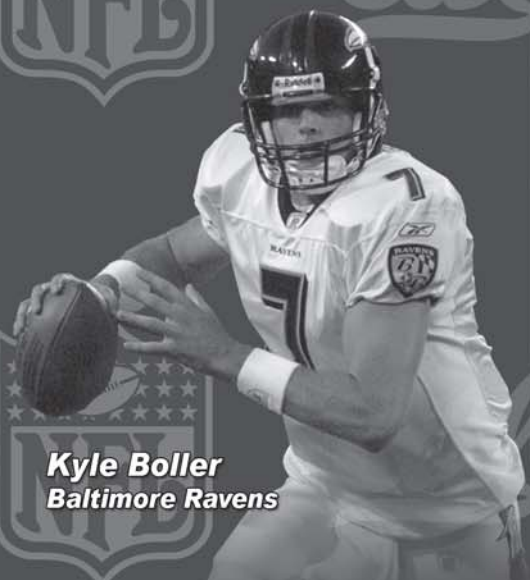


**Matt Giordano**  
Indianapolis Colts



**Scott Fujita**  
New Orleans Saints

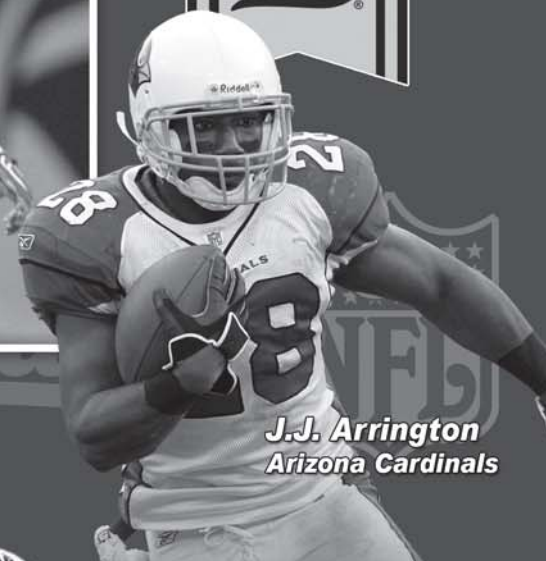




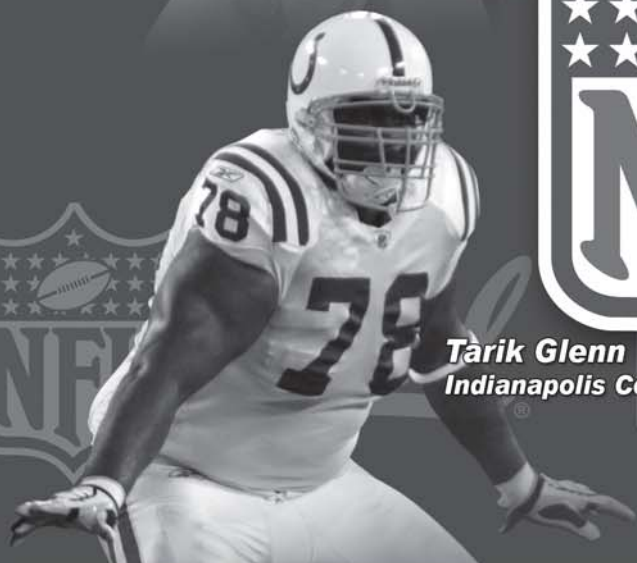
**Kyle Boller**  
Baltimore Ravens



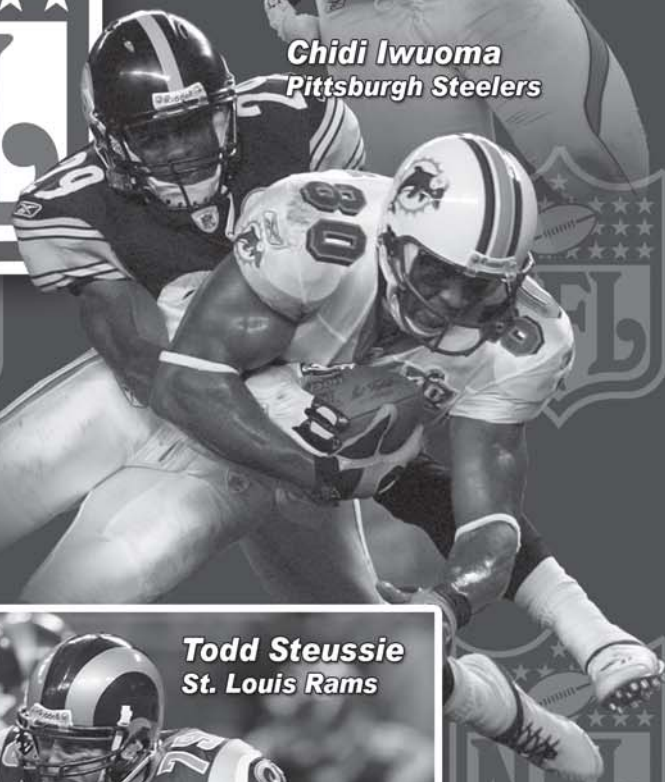
**Tony Gonzalez**  
Kansas City Chiefs



**J.J. Arrington**  
Arizona Cardinals



**Tarik Glenn**  
Indianapolis Colts



**Chidi Iwuoma**  
Pittsburgh Steelers

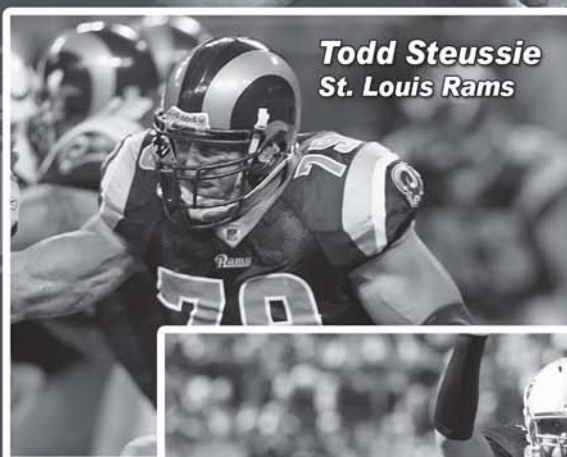
In addition to leaving Berkeley with one of the most valuable diplomas in the country, University of California's football players often find themselves heading for the National Football League.

In Jeff Tedford's five years as California's head coach, 20 players have been selected in the NFL Draft, including four players in the 2007 Draft.

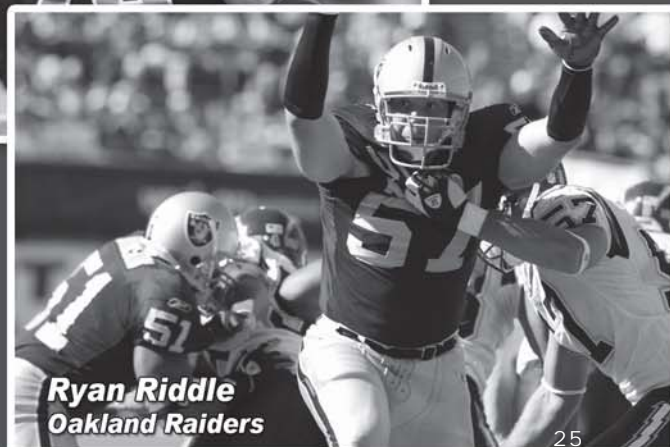
Two Cal quarterbacks have been selected in the first round of the draft since 2003 and overall four Bears have been selected in the first round since Jeff Tedford arrived for his first Cal football season in 2002.

Heading into the 2007 football season, California's 33 active NFL players was second in the Pac-10 only to USC, according to ESPN.com.

Twenty-two student-athletes from the University of California have been first-round picks since the 1952 season, and 48 players have been selected in the first three rounds of the NFL Draft during that time period.



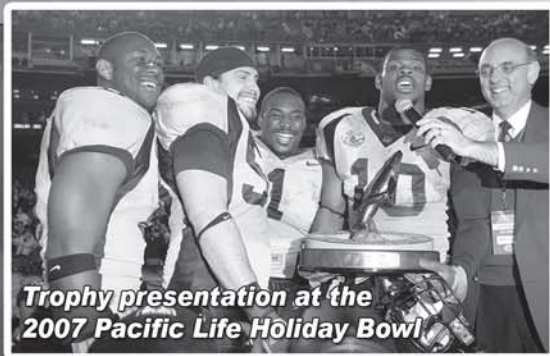
**Todd Steussie**  
St. Louis Rams



**Ryan Riddle**  
Oakland Raiders



# NATIONAL ATTENTION

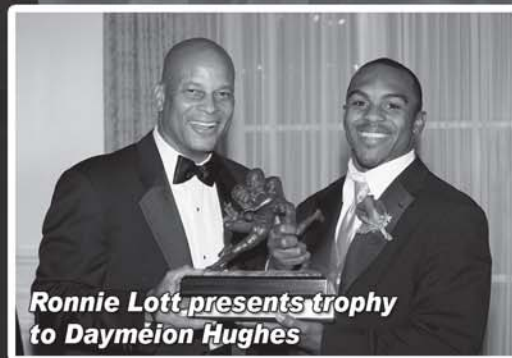


*Trophy presentation at the 2007 Pacific Life Holiday Bowl*

Since 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. Forty-seven Cal games have been televised in five years under Tedford. National television broadcasts have more than doubled in that time. In 2006, 11 games were televised, including 10 by national outlets.

## RONNIE LOTT TROPHY

California cornerback Daymeion Hughes earned one of the most prestigious honors in the nation when he 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 key-note speaker for the event was Pro Football Hall of Famer and long-time Monday Night Football announcer Frank Gifford, while comedian Will Ferrell gave the event plenty of laughs with a brief monologue. Sponsored by The Pacific Club IMPACT Foundation, The Lott Trophy is given to a player who exhibits the same characteristics Lott embodied during his distinguished career: Integrity, Maturity, Performance, Academics, Community and Tenacity.



*Ronnie Lott presents trophy to Daymeion Hughes*

## DeSean Jackson



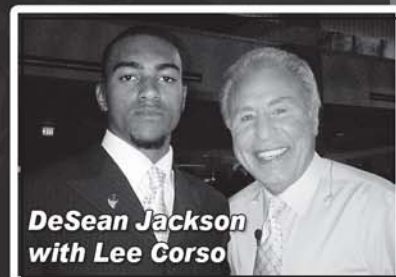
## RANDY MOSS AWARD

California punt returner DeSean Jackson won the inaugural Randy Moss Return Man Award for the nation's top kick/punt return man in Division I college football in 2006. As a sophomore, Jackson led the nation with 18.2 yards per punt return. He also led the nation by returning four punts for touchdowns, including a career-long 95-yarder against Arizona. Jackson was presented the award at a luncheon in Houston in January in conjunction with the IntaJuice North South All-Star Classic.



## HUGHES AND JACKSON HONORED AT ESPN AWARDS SHOWS

Daymeion Hughes and DeSean Jackson were honored as first-team All-Americans in 2006 and rewarded with a trip to Florida in December. The teammates were both named first-team All-Americans by the Walter Camp Foundation and Jackson was a first-team All-American by the Football Writers Association of American (FWAA). The players took part in the ESPN Home Depot College Football Awards Show which was broadcast live from the Atlantic Dance Hall in Orlando as well as The Cingular All-American Show which was televised nationally on ABC. Both players were flown to Orlando and participated in multiple events at the Disney complex to honor them for their outstanding seasons. Other celebrities in attendance at the events included Tony Dorsett, Desmond Howard, Terrell Buckley, Lee Corso, Lou Holtz and Regis Philbin.



*DeSean Jackson with Lee Corso*

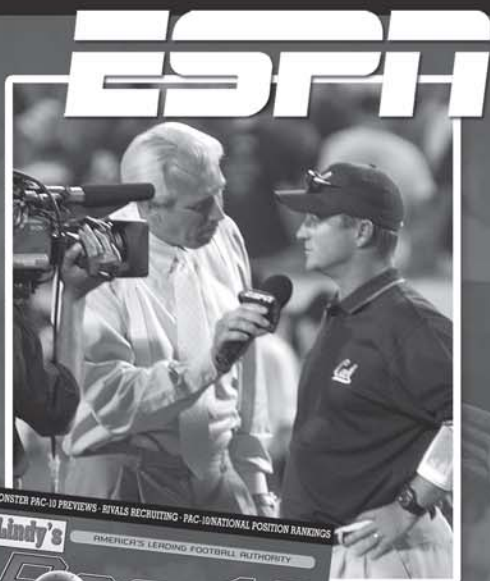
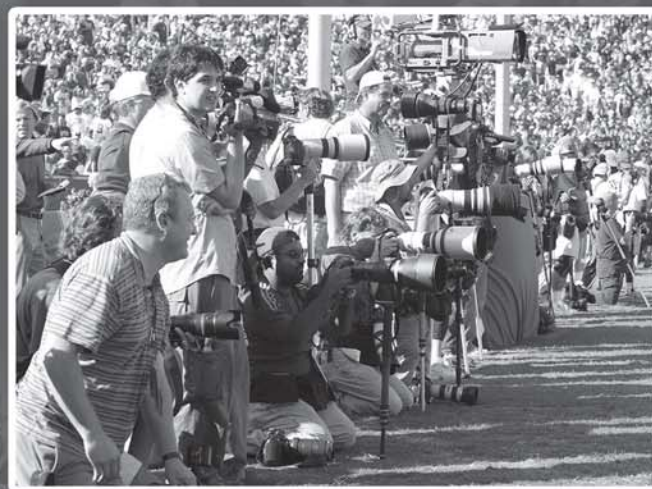




**A** blossoming football program located in America's fifth largest media market means a big stage for the Golden Bears.

During the 2006 football season, the Bears were featured on local, regional or national television 11 times during their 13-game season. On their march to the championship of the Pacific Life Holiday Bowl, California made four appearances on ABC, three on Fox Sports, two on ESPN and one on TBS.

The television audiences are likely to increase in 2007 with the Bears having been selected for at least two appearances on ABC's Saturday night prime-time package.



Included within the borders of the Pacific-10 Conference are six of America's top 25 television markets, some of the largest daily newspapers in the United States and a fan base that saw the league average more than 56,000 fans per conference game last year.

In 2007, California will try to climb into the Top 10 of the *Associated Press* poll for the fourth straight season. As the ascension into the upper echelon of college football has continued under head coach Jeff Tedford, so has increased exposure, in all forms, for the Golden Bears.

