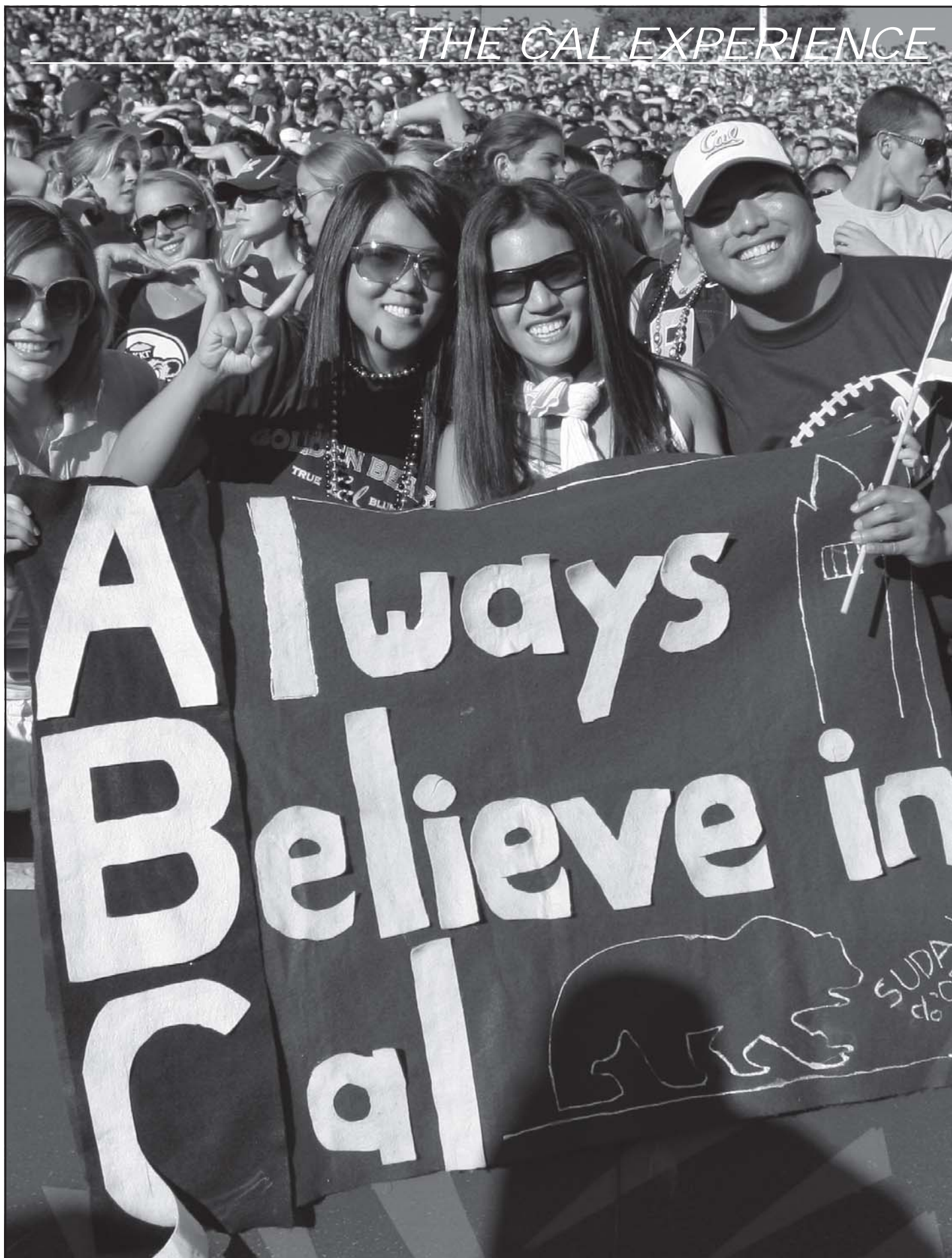



*THE CAL EXPERIENCE*

# THE TEDFORD FACTOR



One of the most dramatic turnarounds in recent college football history has taken place in Berkeley over the last six 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.

In the six years prior to the arrival of Jeff Tedford, California had struggled to a record of 18-49 with no winning records or bowl appearances.

In the six seasons since Tedford's arrival, the Bears have gone 50-26 with six consecutive winning seasons, five straight bowl games (for the first time in program history) and have reached the top 10 in the *Associated Press* poll in each of the last four seasons.

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.



Kyle Boller



Aaron Rodgers


## BY THE NUMBERS

- 5 ..... Bowls for Cal in six years under Jeff Tedford
- 0 ..... Bowls for Cal in the eight years before Tedford's arrival
- 13 ..... Bowls for Cal in the 96 years before Tedford
- 50 ..... Wins for Cal in last six years
- 18 ..... Wins for Cal from 1996-2001
- 30 ..... Pac-10 wins for Cal in last six years
- 9 ..... Pac-10 wins for Cal from 1996-2001
- 33.3 ..... Points per game for the Bears in last six years
- 22.2 ..... Points per game from 1996-2001
- 53,672 ..... Average home attendance in last six years
- 62,249 ..... Average home attendance in last four years
- 43,087 ..... Average home attendance from 1996-2001
- 41,336 ..... Cal season ticket sales in 2007
- 18,527 ..... Cal season ticket sales in 2001





**Justin Forsett**



**J.J. Arrington**

## *THE SKILL SET*

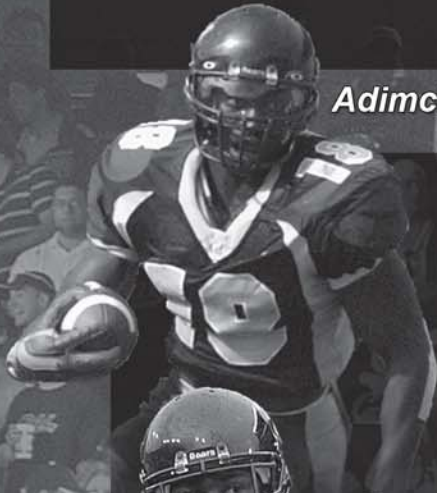
Jeff Tedford's resumé includes six quarterbacks taken in the first round of the NFL Draft, including four chosen in the first six overall picks, as well as 10 1,000-yard rushers in the last nine years.

### *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*

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	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 six years.

	Rushing Attempts	Pass Attempts	Rushing Yds Per Game	Passing Yds Per Game
2002	392	421	108.00	247.58
2003	542	349	168.29	264.64
2004	509	316	256.75	236.18
2005	483	321	235.25	192.67
2006	427	377	162.38	253.23
2007	441	443	165.69	241.77



**Head Coach Jeff Tedford**



**Marshawn Lynch**

## *TURNSTILE TURNAROUND*

California football fans have been flocking to Strawberry Canyon in record numbers over the past four 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 each of the last four years, Cal has averaged over 60,000 fans, including a school-record 64,318 in 2006. Cal has also set new season ticket records in each of the last four years, including 41,336 in 2007.



# GREAT COACHES

## Frank Cignetti

### Offensive Coordinator

Brings 19 years of NFL and college coaching experience to the Bears. As coordinator at Fresno State, helped Bulldogs to four bowl games and two top-10 rankings in scoring.

## Bob Gregory

### Defensive Coordinator

In 12 seasons as a Division I coach, his teams have never had a losing record and have participated in 10 bowl games.

## Jim Michalczyk

### Associate Head Coach/Offensive Line

Golden Bear offensive linemen have earned first-team all-conference honors seven times in the last six years. Cal has allowed just 24 sacks in the last two years, third-best in the country.

## John Krasinski

### Strength & Conditioning

Has trained more than 90 players who have gone on to the NFL. Named a Master Strength & Conditioning Coach in 2007.

## Kevin Daft

### Wide Receivers

One of the most prolific passers in UC Davis history and a former NFL quarterback, moves from quarterbacks to receivers for the 2008 season.

## Ron Gould

### Running Backs

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

## Mike McHugh

### Director of Football Operations

Brings 23 years of football experience including time in the NFL, Big 12 and Pac-10. Has served as an administrator and coach during his career in college athletics.

## Pete Alamar

### Tight Ends/Special Teams Coordinator

Freshman Jahvid Best was All-Pac-10 as a freshman gunner in 2007. Tight end Craig Stevens was selected in the third round of the 2008 NFL Draft.

## Al Simmons

### Defensive Backs

A Bay Area product with seven years of Pac-10 experience, returns to Cal for his second stint in Berkeley. Helped develop Deltha O'Neal into an All-American in 1999.

## Kenwick Thompson

### Linebackers

Has developed his charges into one of the deepest groups of linebackers in the country with three starters and six lettermen returning for 2008.

## Tosh Lupoi

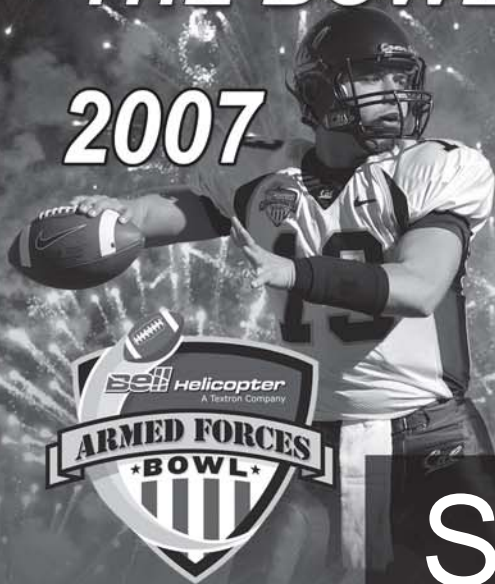
### Defensive Line

Cal grad and product of De La Salle High School takes over defensive line coaching duties. The youngest coach in the Pac-10.



# THE BOWL EXPERIENCE

## 2007

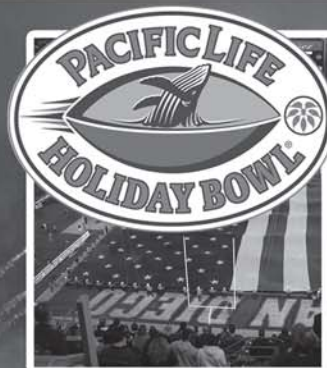


Since Jeff Tedford's arrival in Berkeley, the California Golden Bears have become a postseason fixture. History was made in 2006 as Cal's Pacific Life Holiday Bowl victory over Texas A&M marked the Bears' fourth consecutive bowl appearance and third bowl triumph during Tedford's tenure – Cal had never made four straight bowl appearances prior to Tedford's emergence. Last year's victory over Air Force in the Armed Forces Bowl extended that streak and made Tedford Cal's first coach to win four bowl games.

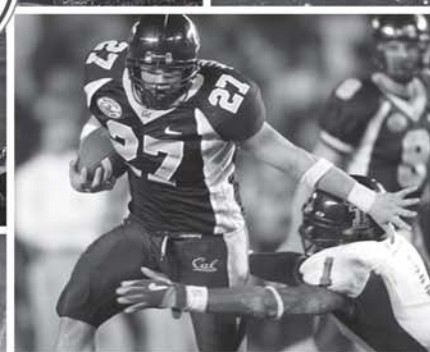
The Golden Bears have appeared in 18 bowl games during their history, including eight Rose Bowl appearances.



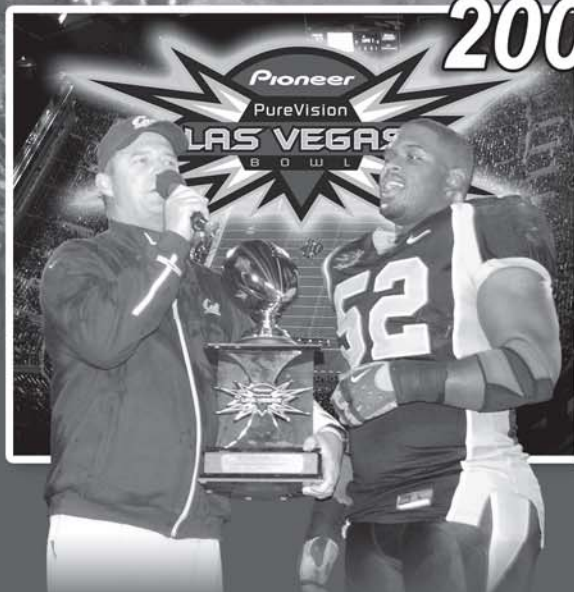
## 2003



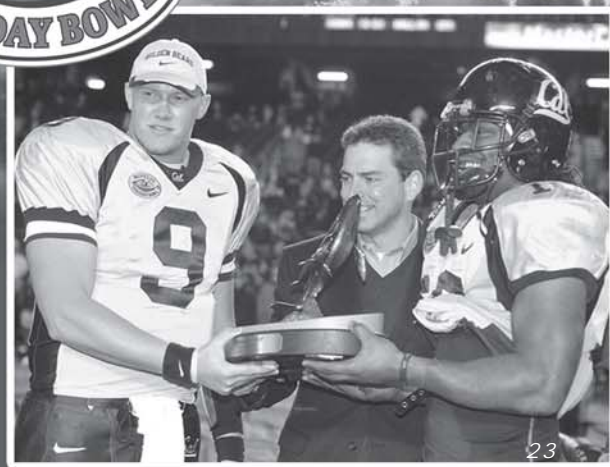
## 2004



## 2005



## 2006





# GOLDEN BEARS IN THE NFL



**John Welbourn**  
Kansas City Chiefs



**Nnamdi Asomugha**  
Oakland Raiders



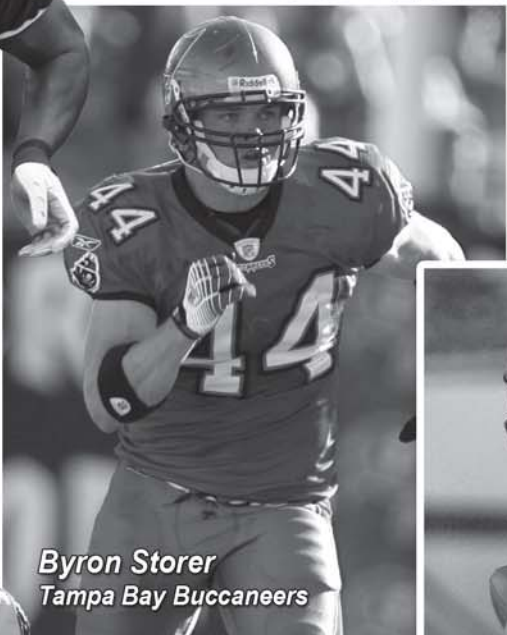
**Aaron Rodgers**  
Green Bay Packers



**Deltha O'Neal**  
Cincinnati Bengals



**Marshawn Lynch**  
Buffalo Bills



**Byron Storer**  
Tampa Bay Buccaneers



**Marvin Philip**  
Pittsburgh Steelers



**Ryan O'Callaghan**  
New England Patriots

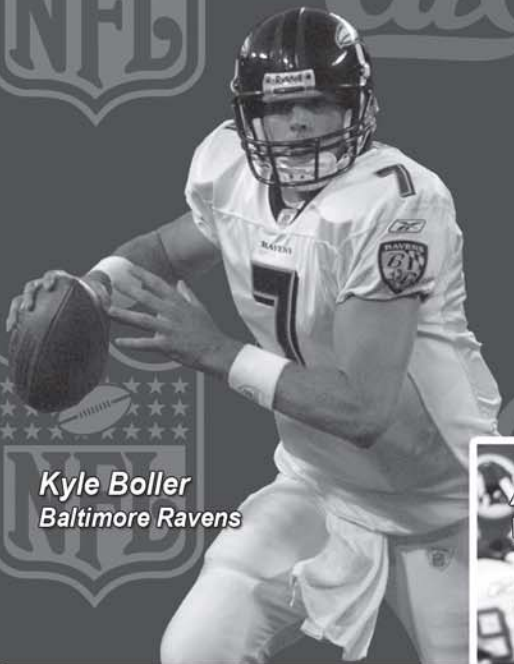


**Matt Giordano**  
Indianapolis Colts



**Scott Fujita**  
New Orleans Saints

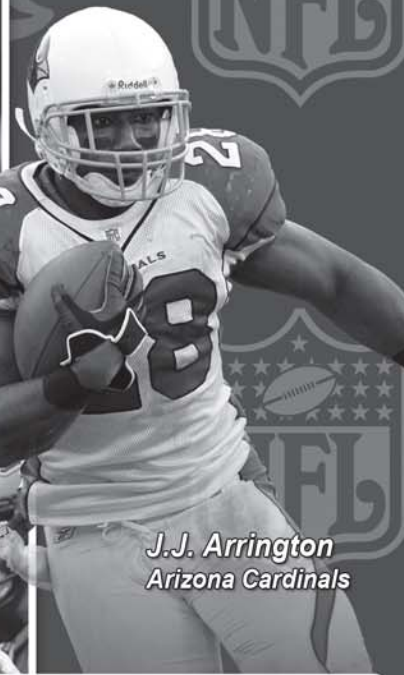




**Kyle Boller**  
Baltimore Ravens



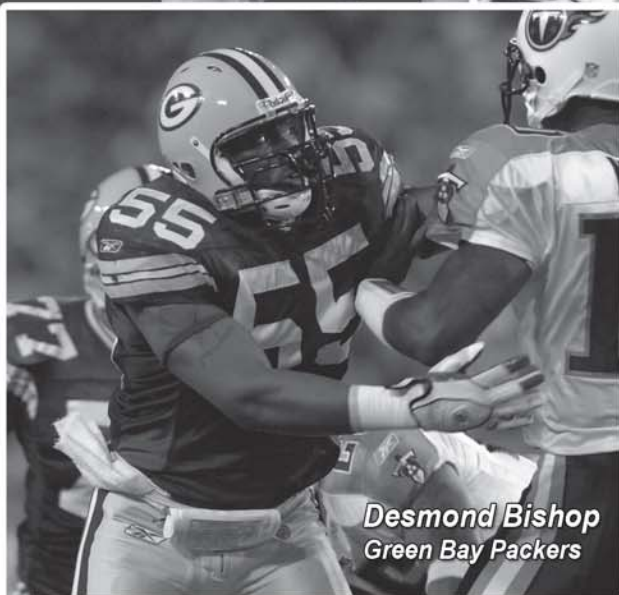
**Tony Gonzalez**  
Kansas City Chiefs



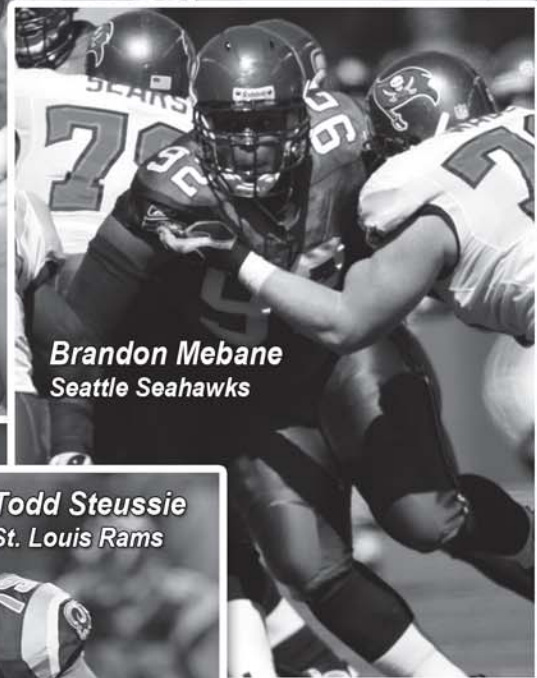
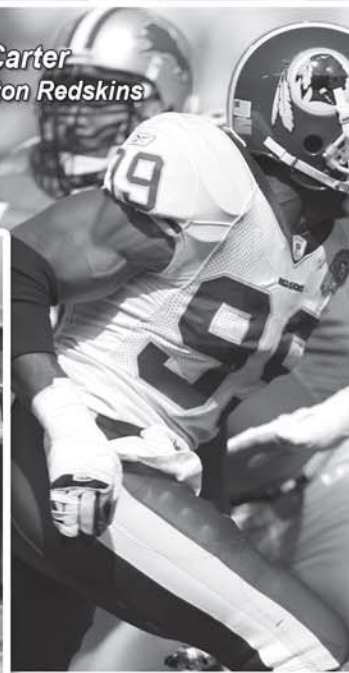
**J.J. Arrington**  
Arizona Cardinals



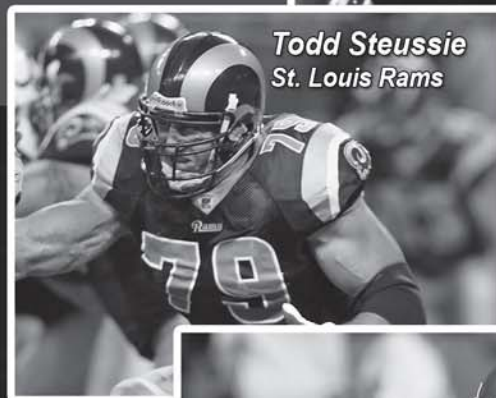
**Andre Carter**  
Washington Redskins



**Desmond Bishop**  
Green Bay Packers



**Brandon Mebane**  
Seattle Seahawks



**Todd Steussie**  
St. Louis Rams

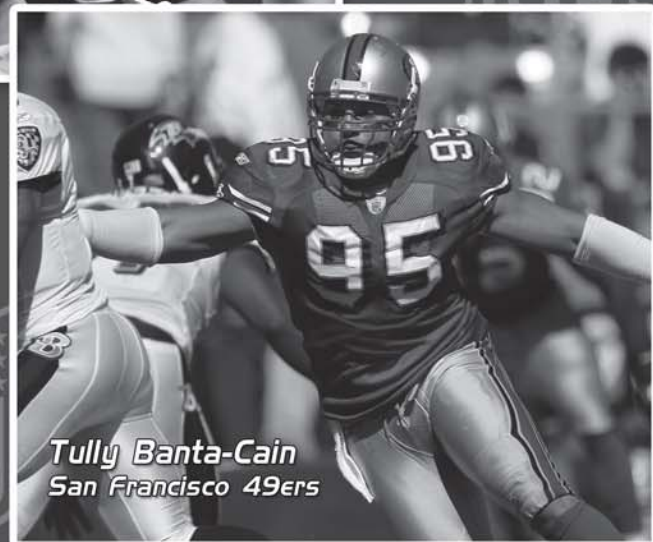
In addition to leaving Berkeley with one of the most valuable diplomas in the country, University of California's football players often find themselves heading for the National Football League.

In Jeff Tedford's six years as California's head coach, 26 players have been selected in the NFL Draft, including a school-record six players in the 2008 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 2008 football season, California's 35 active NFL players was second in the Pac-10 only to USC, according to ESPN.com.

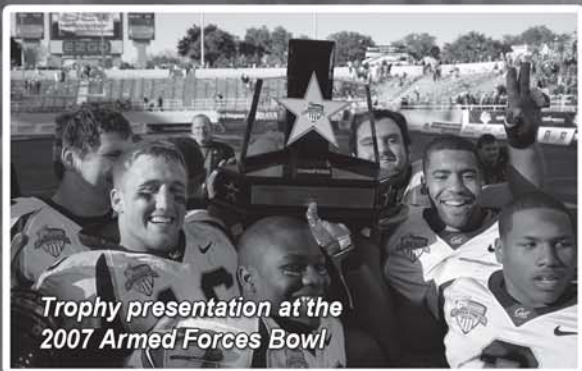
Twenty-two student-athletes from the University of California have been first-round picks since the 1952 season, and 49 players have been selected in the first three rounds of the NFL Draft during that time period.



**Tully Banta-Cain**  
San Francisco 49ers



# NATIONAL ATTENTION



*Trophy presentation at the 2007 Armed Forces 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. Sixty Cal games have been televised in six years under Tedford. National television broadcasts have more than doubled in that time. All 13 Cal games were televised in 2007 – the first time in program history that every game was broadcast.

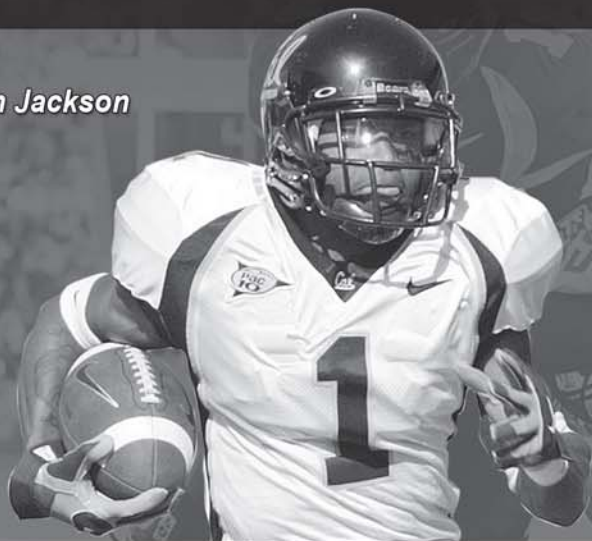
## RONNIE LOTT TROPHY

California cornerback Daymeion Hughes earned one of the most prestigious honors in the nation as 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. 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.



*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 school-record 95-yarder against Arizona. Jackson, who was selected in the second round of the 2008 NFL Draft, was presented the award at a luncheon in Houston.

## MACK BECOMES CAL'S THIRD STRAIGHT PLAYBOY PRESEASON ALL-AMERICAN

One of the most prestigious preseason honors in college football is the Playboy Preseason All-American Team. This year, for the third year in a row, Cal has a representative as senior center Alex Mack was honored at a May banquet in Phoenix, Ariz. Mack is also on the Watch List for numerous other national awards after being a finalist for the Rimington Award in 2007. He joins Daymeion Hughes (2006) and DeSean Jackson (2007) as recent Cal selections for the Playboy honor.

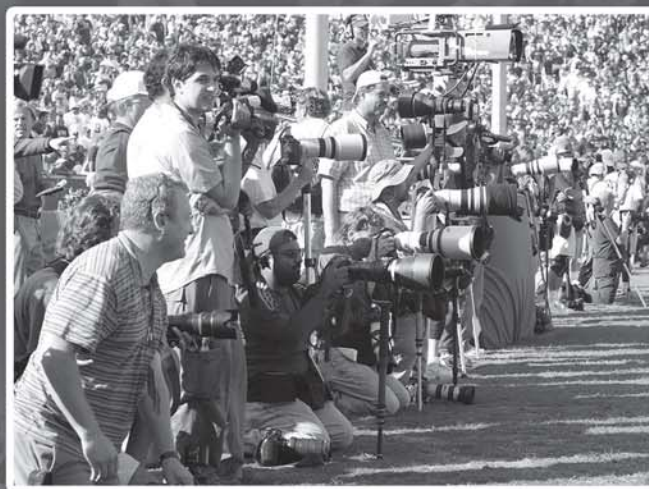
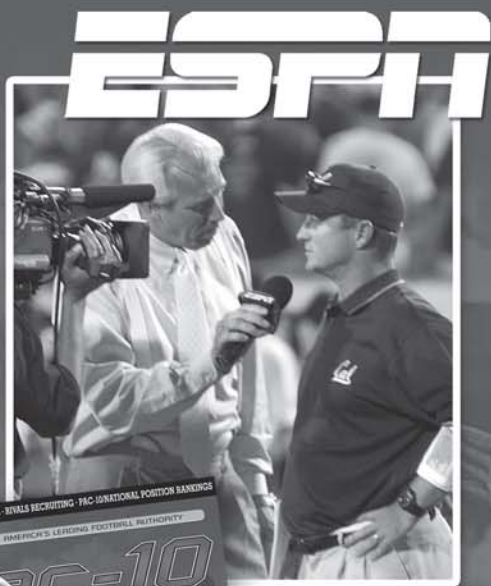






**A** blossoming football program located in America's fifth largest media market means a big stage for the Golden Bears.

During the 2007 football season, Cal was featured on local, regional or national television for all 13 games of the season. Including their comeback victory at the Armed Forces Bowl, the Golden Bears had five games on ABC, three on Versus, two on Fox Sports and one on ESPN.



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 2008, California will try to climb into the Top 10 of the *Associated Press* poll for the fifth 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.

