

THE OFFICIAL MAGAZINE OF *UCLA* ATHLETICS

# BRUIN BLUE

WINTER 2015

## Soaring to NEW HEIGHTS

RUSSELL WESTBROOK'S JOURNEY  
TO NBA SUPERSTARDOM

### FAMILY AFFAIR

AARON is the  
third HOLIDAY  
to don the  
BLUE & GOLD

### GUERRERO

*The Insider's View*

## PLUS:

*Champions Made Here*



CELEBRITY  
SIGHTINGS

## RECIPE *for* SUCCESS

*Women's Basketball's Fields,  
Canada Have a Unique Chemistry*

[www.uclabruins.com](http://www.uclabruins.com)





# WESCOM

## CHAMPIONS BANK HERE



## #BetterBanking4Bruins

1-888-8WESCOM (1-888-893-7266)  
[wescom.org](http://wescom.org)



[facebook.com/wescomcreditunion](https://facebook.com/wescomcreditunion)



[@Liz\\_Wescom](https://twitter.com/Liz_Wescom)



[@Liz\\_Wescom](https://www.instagram.com/Liz_Wescom)





# THE INSIDER'S VIEW

INSIDE THIS ISSUE

**T**his time a year ago, I sat down for lunch with the incomparable Rachel Robinson shortly after UCLA's athletic and recreation facilities were named in honor of her late husband Jackie Robinson, the legendary four-sport Bruin star who went on to break Major League Baseball's color barrier.



**DAN GUERRERO**

This, in many ways, is my mandate as Director of Athletics at UCLA — to consistently pose the question, “What’s next?” in an effort to ensure that our future is every bit as spectacular as our past.

With renovations to the Rose Bowl and Pauley Pavilion complete, the state-of-the-art Wasserman Football and Mo Ostin Basketball Centers under construction, Acosta Training Center currently being reimagined for our Olympic Sport student-athletes and an Academic Center addition to the JD Morgan Center in the discussion phase, UCLA Athletics is, tweaking football’s mantra ever so slightly, in the midst of a Bruin Evolution.

“What’s next?” extends far beyond brick, steel, grass and hardwood though. For more than a decade, UCLA Athletics has advocated for student welfare issues. Not all that long ago, providing cream cheese for a student-athlete’s bagel was considered a minor NCAA violation ... seriously. A rule such as this, which has since been abolished, has led to public outrage over the years and understandably so.

In April 2014, however, the NCAA Legislative Council took an important step in moving towards a more permissive model that member institutions have long advocated for, deciding to allow Division I student-athletes to receive unlimited meals and snacks in conjunction with their athletic participation. The rule, which is at the discretion of each university but one that UCLA immediately implemented, was the first in what has been an important series of steps to loosen governing body restrictions.

With the landscape of collegiate athletics undergoing continuous and historic change, it is becoming clearer than ever that this is not your father’s NCAA.

Four months later, in August 2014, the NCAA Division I Board of Directors voted to restructure Division I governance such that student-athletes have an active, decision-making voice as part of the new autonomy structure. Three Pac-12 student-athletes, one of which was UCLA football student-athlete Kene Orjioke, as well as 12 other student-athlete representatives, joined representatives from each of the 65 member schools of the ACC, Big 12, Big Ten, Pac-12 and SEC to discuss and vote on a series of proposals designed to improve the student-athlete experience.

Additionally, universities in the Big Five conferences under this new governance structure now receive four votes as opposed to just one — a major break from the old model. This change has proven to empower member schools in the Big Five more than at any other time during the NCAA’s existence. The winds of change are indeed blowing all around.

Recently, the NCAA enacted another permissive measure, this one allowing for universities to provide full cost of attendance to scholarship student-athletes. Having long challenged our department to plan ahead for the day when the NCAA made this permissible, I’m extremely pleased that as of this academic quarter, each of our student-athletes receive full cost of attendance commensurate with his or her scholarship.

With these changes, however, comes a price. While costs continue to rise,

Rachel, who met Jackie at UCLA when both were students, reflected that afternoon, as you would expect, on her time here in Westwood. What you may not expect, however, was how quickly the then 92-year-old philanthropist, civil rights pioneer, mother of three, nurse with a NYU master’s degree and former assistant professor at Yale moved the conversation to the exciting projects and initiatives that the Jackie Robinson Foundation, which she founded in 1973, had in the works.

What struck me as remarkable about this was that, even with a past as accomplished and thoroughly interesting to recount as any I can think of, Mrs. Rachel Robinson was focused on what’s next.

## INSIDE THIS ISSUE WINTER 2015

<b>UCLA ATHLETICS IN PHOTOS</b> .....	2 / 6 / 10 / 14
<b>SOARING TO NEW HEIGHTS: RUSSELL WESTBROOK’S JOURNEY FROM UCLA TO NBA SUPERSTAR</b> .....	16
<b>A FAMILY AFFAIR: FRESHMAN AARON HOLIDAY BECOMES THIRD SIBLING TO DON BLUE &amp; GOLD</b> .....	22
<b>A RECIPE FOR SUCCESS: JORDIN CANADA &amp; NIRRA FIELDS PROVIDE UNIQUE CHEMISTRY FOR WOMEN’S HOOPS</b> .....	26
<b>CHAMPIONS MADE HERE</b> .....	30
<b>CELEBRITY SIGHTINGS</b> .....	32
<b>SUPPORTING UCLA: GRAIWER FAMILY</b> .....	34
<b>MARK YOUR CALENDAR</b> .....	36

COVER PHOTO BY CHRIS COVATTA, GETTY IMAGES

## THE OFFICIAL MAGAZINE OF UCLA ATHLETICS

VOL 2 • ISSUE 2 • WINTER 2015

**WRITERS:** TOM HOFFARTH, EMILY LERNER, JILL PAINTER LOPEZ, MICHAEL VENTRE

**MANAGING EDITOR:** DANNY HARRINGTON  
DHARRINGTON@ATHLETICS.UCLA.EDU

**LAYOUT AND DESIGN:** IMG COLLEGE

KRISTY MARQUES, SARAH JANE SNOWDEN, MATT COY, KRISTIN PRATT, CODY PORTER, MEREDITH WEBER

**ADVERTISING:** IMG COLLEGE

DAMON DUKAKIS • (310) 825-0328

DAMON.DUKAKIS@IMG.COM



**BECOME A BRUIN BLUE SUBSCRIBER BY JOINING THE WOODEN ATHLETIC FUND, CALL 310-206-3302.**

funding support from the University (non-state dollars) remains flat and now only represents 3 percent of the overall athletic revenue budget. By comparison, Athletics’ other sources of revenue include Pac-12 and NCAA distributions (33 percent), corporate sponsorships (17 percent), a Pac-12 Network still in its infancy (2 percent) and other miscellaneous revenue sources (5 percent).

Most notably is the difference YOU make. Through ticket sales and gifts, UCLA’s donors, fans and alumni comprise 40 percent of Athletics’ revenue budget, helping support our 25 elite athletic programs and more than 700 student-athletes in so many important ways.

At the end of the day, after all the budgeting and advance planning, the ultimate irony is this: the reason we love collegiate athletics is because we actually never know “what’s next?” We pack the Rose Bowl and Pauley Pavilion, hoping what comes next is UCLA victory. We eagerly anticipate signing day to see who the next great Bruin will be.

And we watch our student-athletes walk across the stage on graduation day, anxious to see how they’ll make their mark out in the world and write the next chapter of their lives.

As Jackie Robinson profoundly stated, “A life is not important except in the impact it has on other lives.”

While it should go without saying, I’m still going to say it anyway. As a donor, by virtue of supporting UCLA Athletics and our 700-plus student-athletes, you are leading an extremely important life. Please never forget this or underestimate the impact you have on the lives of others.

Thank you once again for your continued support, and Go Bruins!

*Dan Guerrero*





BRUIN BLUE WINTER 2015



UCLA HELD AN OFFICIAL GROUNDBREAKING CEREMONY FOR BOTH THE **WASSERMAN FOOTBALL CENTER** AND **MO OSTIN BASKETBALL CENTER** ON THURSDAY, AUG. 27. THE EVENT TOOK PLACE JUST WEST OF SPAULDING FIELD AND SOUTHWEST OF PAULEY PAVILION. (L-R): HEAD WOMEN'S BASKETBALL COACH **CORI CLOSE**, HEAD MEN'S BASKETBALL COACH **STEVE ALFORD**, ATHLETICS DIRECTOR **DAN GUERRERO**, **CASEY WASSERMAN** AND HEAD FOOTBALL COACH **JIM MORA**. (PHOTO: KATIE MEYERS)





BRUIN BLUE WINTER 2015





# MEN'S BASKETBALL

FRI, OCT 30	CAL STATE L.A. (EXH.)	7:30 PM	THU, JAN 7	ARIZONA	6 PM
FRI, NOV 13	MONMOUTH	8 PM	SAT, JAN 9	ARIZONA STATE	2 PM
SUN, NOV 15	CAL POLY	7 PM	WED, JAN 13	USC	8 PM
THU, NOV 19	PEPPERDINE	7:30 PM	THU, JAN 28	WASHINGTON	7 PM
SUN, NOV 29	CSUN	4 PM	SAT, JAN 30	WASHINGTON STATE	4 PM
THU, DEC 3	KENTUCKY	6 PM	THU, FEB 18	UTAH	7 PM
SUN, DEC 6	LONG BEACH STATE	6 PM	SAT, FEB 20	COLORADO	8 PM
TUE, DEC 15	LOUISIANA-LAFAYETTE	6 PM	WED, MAR 2	OREGON	6 PM
TUE, DEC 22	MCNEESE STATE	8 PM	SAT, MAR 5	OREGON STATE	3:30 PM

[f /UCLAMENSBASKETBALL](#) [t @UCLAMBB](#)

FOR TICKET PACKAGES, CALL 310-206-5991 OR VISIT [UCLABRUINS.COM/TICKETS](http://UCLABRUINS.COM/TICKETS)



UCLA... CHAMPIONS MADE HERE



# WOMEN'S BASKETBALL

SUN, NOV 1	VANGUARD (EXH.)	2 PM	FRI, JAN 22	CALIFORNIA	6 PM
FRI, NOV 13	ST. JOHN'S	5 PM	SUN, JAN 24	STANFORD	6 PM
FRI, NOV 20	JAMES MADISON	7 PM	FRI, FEB 12	WASHINGTON STATE	7 PM
SUN, NOV 22	SOUTH CAROLINA	1 PM	SUN, FEB 14	WASHINGTON	11 AM
SAT, DEC 5	CSU BAKERSFIELD	2 PM	FRI, FEB 26	ARIZONA	8 PM
WED, DEC 16	UC IRVINE	7 PM	SUN, FEB 28	ARIZONA STATE	11 AM
WED, DEC 30	USC	7 PM			
SAT, JAN 2	OREGON	2 PM			
MON, JAN 4	OREGON STATE	7 PM			

ALL TIMES PT

[f /UCLAWOMENSBASKETBALL](#) [@UCLAWBB](#)

FOR TICKET PACKAGES, CALL 310-UCLA-WIN OR VISIT [UCLABRUINS.COM/TICKETS](http://UCLABRUINS.COM/TICKETS)



*Ucla*

BRUIN BLUE WINTER 2015





BRUIN BLUE WINTER 2015



OUTSIDE HITTER **REILY BUECHLER** OF THE WOMEN'S VOLLEYBALL TEAM IS INTRODUCED IN FRONT OF NEARLY 4,500 FANS AHEAD OF THE TEAM'S CROSSTOWN SHOWDOWN WITH USC ON SEPT. 23 AT PAULEY PAVILION. (PHOTO: KATIE MEYERS)





# Behind the Scenes with UCLA Football

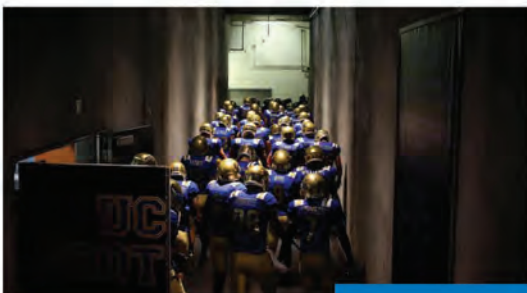
Follow the Bruins on social media and  
experience the #BruinRevolution first hand



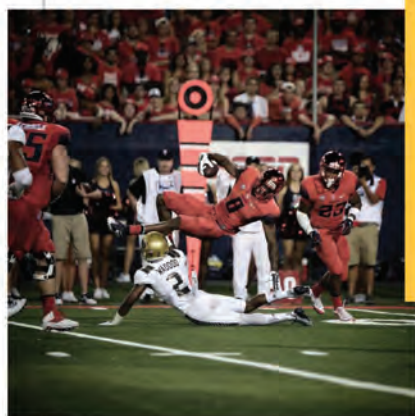
▲ Josh Rosen was named the Walter Camp Offensive Player of the Week, Pac-12 Offensive Player of the Week, and the Manning Award Star of the Week. Not bad for your first start. #BruinRevolution



▲ We prepare for our opponents, but play against our standard. #BruinRevolution



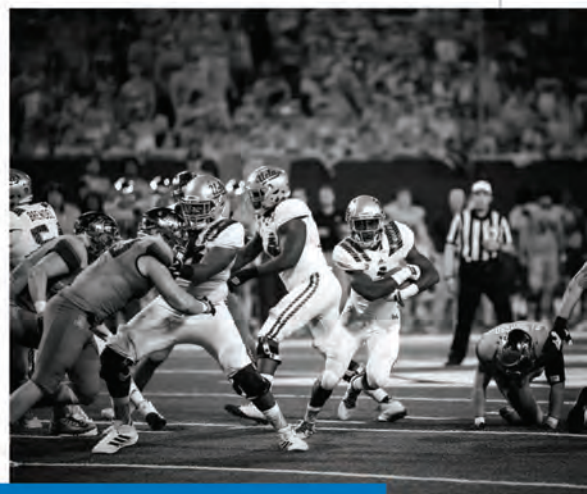
◀ We never blink. .  
#BruinRevolution



◀ We fly around and make plays.  
#BruinRevolution #BeatASU



◀ Who else is  
hyped for this  
week's game @  
rosebowlstadium.  
#BruinRevolution



▲ Just keep moving the ball.  
#BruinRevolution #BeatASU



/uclafootball



@uclafootball



@uclafootball

**UCLA... CHAMPIONS MADE HERE**  
**uclaBruins.com**



U C L A G Y M N A S T I C S

# BRUIN STRONG

Order season seats

**uclaBruins.com** /tickets

 /UCLAGymnastics

 @UCLAGymnastics

 @UCLAGymnastics

UCLA... CHAMPIONS MADE HERE



**Ucla**  
**GYMNASTICS**



*Ucla*

BRUIN BLUE WINTER 2015



**MATT DICKERSON** (LEFT) AND **AARON WALLACE** SACK CAL QUARTERBACK JARED GOFF DURING THE BRUINS' 40-24 VICTORY OVER THE GOLDEN BEARS AT THE ROSE BOWL ON OCT. 22. (PHOTO: JOSH BEHRENS)









**JORJA LEAP**

Class of '78, '80, '88  
Nationally Recognized  
Anthropologist,  
Writer, Gang Expert

**ROB REINER**

UCLA '64 - '66  
Award-Winning  
Filmmaker, Activist

**RAFER JOHNSON**

Class of '59  
Student Body President,  
Olympic Gold Decathlete,  
African-American  
Inspiration

# **WE'RE AT OUR BEST WHEN WE MAKE OTHERS BETTER.**

Optimism is more than an outlook. It's an action. We don't just believe tomorrow can be better—we stand up, dig in and throw our potential into every endeavor to make it happen. Not just for ourselves, but for everyone.

*What will you make better?*

**UCLA**

[ucla.edu/optimists](https://ucla.edu/optimists)





# Stay Golden, California.

**Did you know that running your faucet for 5 minutes uses as much electricity as leaving a 60-watt light bulb on for 14 hours?**

**Do your part to help California Stay Golden by not only managing your electricity use, but your water use, too.**

**Get educated on water management and learn about rebates to upgrade appliances at [EnergyUpgradeCA.org](http://EnergyUpgradeCA.org).**

Energy Upgrade California® is a state initiative to educate residents and small business consumers about energy management. The initiative helps Californians take action to save energy and conserve natural resources, reduce demand on the electricity grid, and make informed energy management choices at home and at work. It is supported by an alliance of the California Public Utilities Commission, the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission. ©2015 California Public Utilities Commission and California Energy Commission. Trademarks are property of their respective owners. All rights reserved.



The UCLA logo, featuring the word "UCLA" in a stylized, cursive font with a blue and gold color scheme.

BRUIN BLUE WINTER 2015



MEMBERS OF THE **1965 BRUIN FOOTBALL TEAM**, THE FIRST TO EARN A VICTORY IN THE ROSE BOWL, WALK OUT TO THE FIELD AS HONORARY CAPTAINS PRIOR TO UCLA'S 35-31 VICTORY OVER COLORADO AT THE ROSE BOWL ON OCT. 31. (PHOTO: KATIE MEYERS)



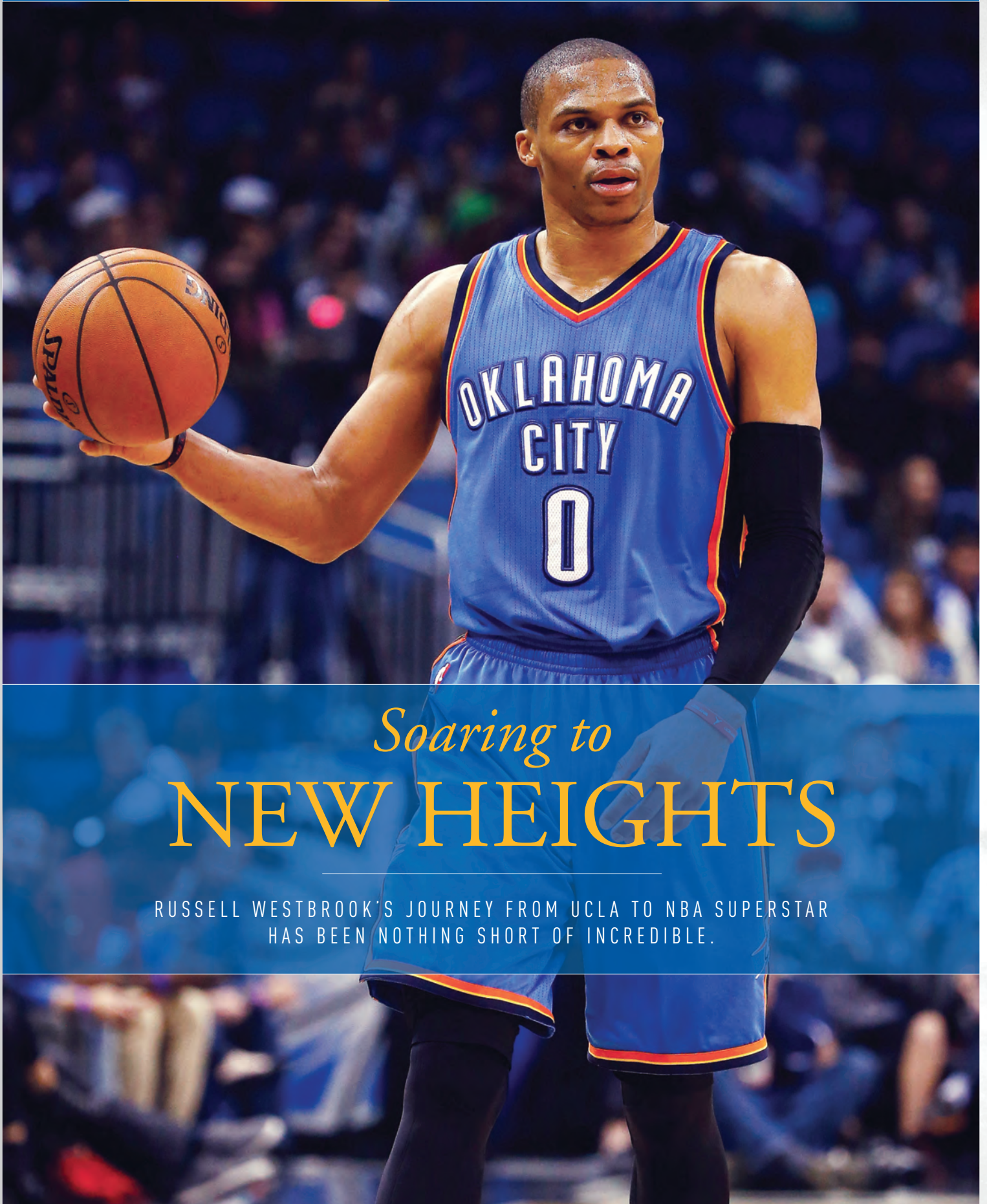
BRUIN BLUE WINTER 2015





*Ucla*

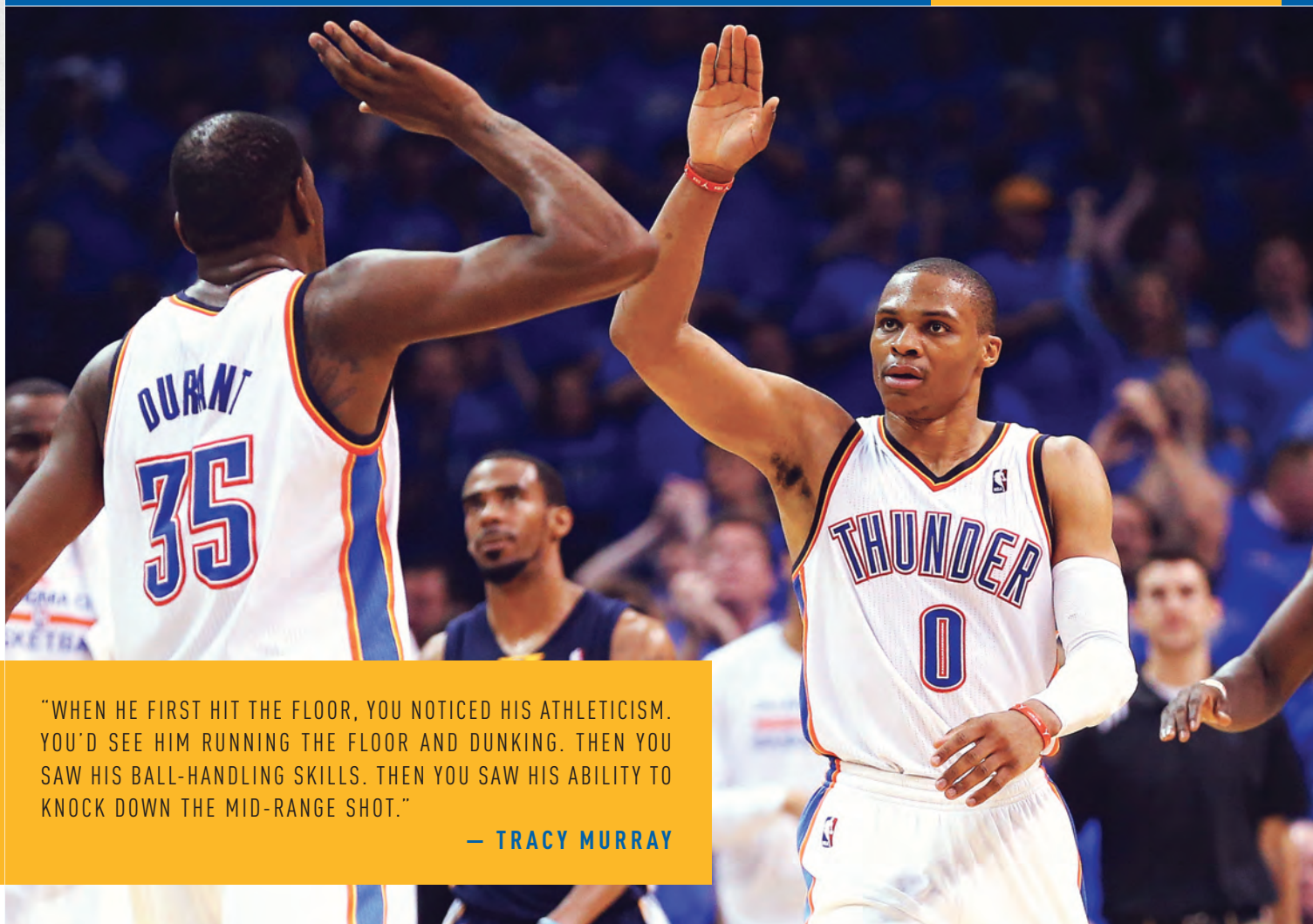
BRUIN BLUE WINTER 2015



*Soaring to*  
**NEW HEIGHTS**

RUSSELL WESTBROOK'S JOURNEY FROM UCLA TO NBA SUPERSTAR  
HAS BEEN NOTHING SHORT OF INCREDIBLE.





"WHEN HE FIRST HIT THE FLOOR, YOU NOTICED HIS ATHLETICISM. YOU'D SEE HIM RUNNING THE FLOOR AND DUNKING. THEN YOU SAW HIS BALL-HANDLING SKILLS. THEN YOU SAW HIS ABILITY TO KNOCK DOWN THE MID-RANGE SHOT."

— TRACY MURRAY

By Michael Ventre

What fans see today when they look at Russell Westbrook is the finished product — if they're able to catch a glimpse of him at all. The former Bruin has become arguably the preeminent blur of his generation. He can go from end to end on a basketball court faster than the average human can point a smartphone at him to get evidence that he exists. He's that fast. If it wasn't for stoppages of play, Russell Westbrook might be just a rumor.

Of course, while he's whizzing past, he's also doing something productive to help the Oklahoma City Thunder win basketball games. Usually he's attacking the bucket at breakneck speed. Sometimes he comes to a screeching halt and nails a three. Still other times he does something so acrobatic that you suddenly lose any urge you ever had to go see Cirque du Soleil because you just saw it.

But he can do all that because, again, he is a complete player. And he got that way not simply because he was given a disproportionate amount of athleticism. It's because he took that athleticism and worked hard to get the most out of it.

"The first time I saw Russell play, I saw a guy that I knew was underrated, a guy no one knew about," said Tracy Murray, a Glendora, California, native who played at UCLA from 1989-92 and is now a shooting coach with the Lakers. "He was one of those guys who was right there, but was not in the papers. Nobody was really talking about him. But he was such a hard worker and a tremendous athlete."

Murray said he first encountered Westbrook when he was still in high school and came to Pauley Pavilion to play pickup games.

"When he first hit the floor, you noticed his athleticism," Murray explained. "You'd see him running the floor and dunking. Then you saw his ball-handling skills. Then you saw his ability to knock down the mid-range shot. Everything else continued to be good, but you saw everything else slowly catching up — his decision-making, his ability to read the defense. He started to put together the complete game."

Russell Westbrook Jr. was born in Long Beach, California, on Nov. 12, 1988. For some context, that was the start of the first season for UCLA head basketball coach Jim Harrick, who went on to hold the job for eight seasons. When Russell was 6 years old, the Bruins won their 11th national championship, in 1995. So the concept of UCLA basketball glory wasn't some grainy color memory. It was fresh in the mind of young Russell Westbrook.

"Nobody can say they have more championship banners than we do," Westbrook said recently after a Thunder practice. "I always win that argument."

But Westbrook was a little late to big-time basketball. Growing up in Lawndale, California, he attended Leuzinger High and didn't start on the varsity team until his junior year. He came into high school at 5-8 and by the time he left he was 6-3. Colleges were late to woo him to their campuses.

Then-UCLA coach Ben Howland saw something in the young, energetic Westbrook and offered him a scholarship. But he started slowly in Westwood too, coming off the bench his freshman year to spell Darren Collison and averaging just 3.4 points per contest for the 2006-07 season.

"The first year for him was a rough year," recalled Alfred Aboya, one of



UCLA

BRUIN BLUE WINTER 2015

## Soaring to NEW HEIGHTS

RUSSELL WESTBROOK'S JOURNEY FROM UCLA TO NBA SUPERSTAR

his teammates at the time. "High school and college are two very different experiences. It's sometimes hard to adjust and hard to get a spot in the rotation.

"But Russ had a great work ethic," he added. "Going into his sophomore year he really worked hard at becoming the best. People only saw Russell in his sophomore year and didn't see all the time he put in at the gym between his freshman and sophomore years working out and trying to improve his game."

The effort Westbrook put in paid off. In his sophomore season of 2007-08, Westbrook averaged 12.7 points and 4.3 rebounds per contest. More importantly, the Bruins reached the Final Four in each of his two seasons in Westwood.

From an overlooked high school prospect to a top NBA draft pick is not the typical hardwood journey. But Westbrook defied convention. He was chosen No. 4 overall in the 2008 draft by the franchise that was then transitioning from the Seattle SuperSonics into the Oklahoma City Thunder.

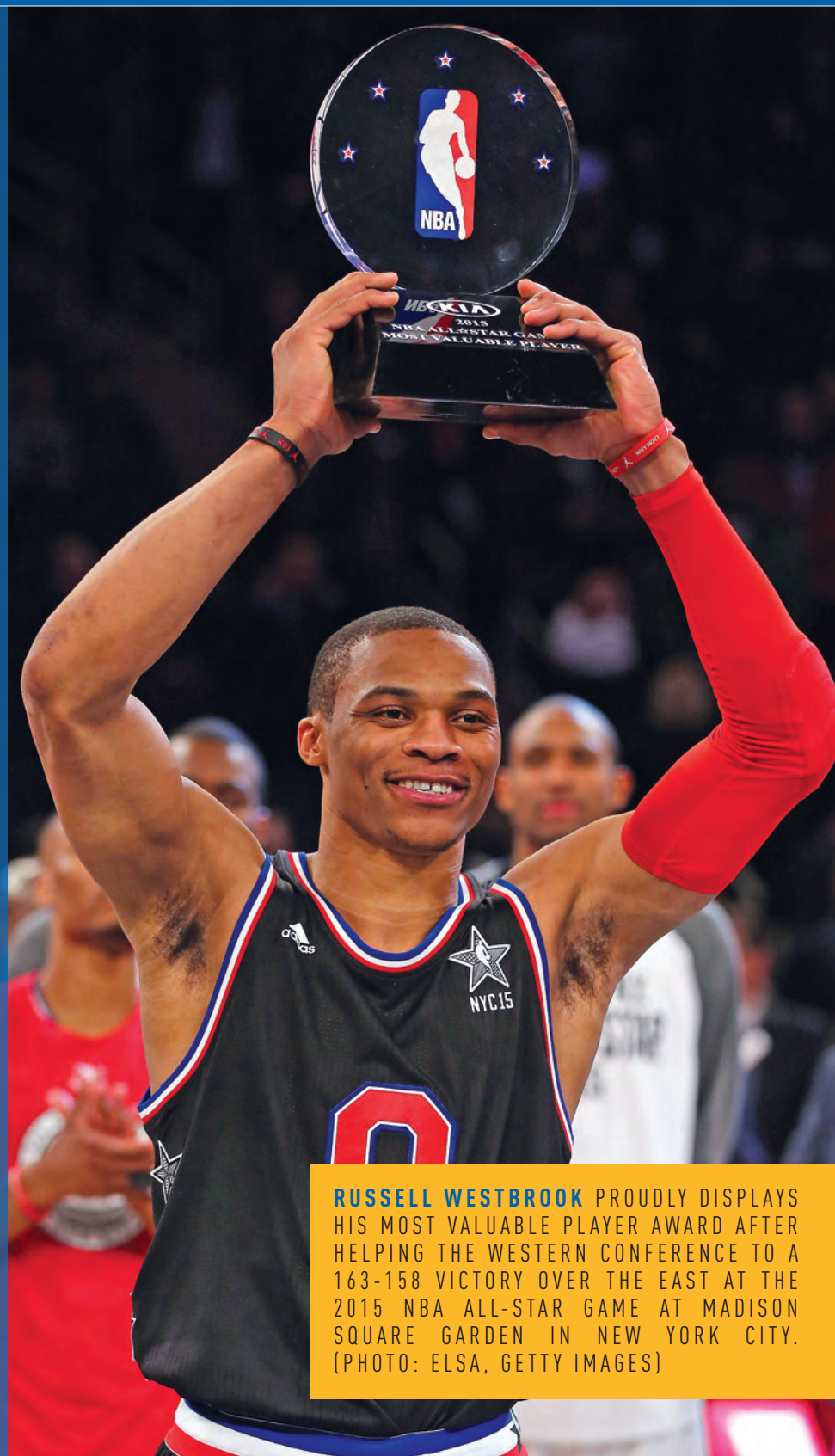
Through the seven seasons that he has been a member of the Thunder, Westbrook has averaged 21.1 points, 7.1 assists and 5.2 rebounds per game. He has been named to the NBA All-Star team four times, winning the MVP trophy of that event last year. He was also a member of the gold medal-winning 2012 U.S. Olympic team.

While he and teammate Kevin Durant and their supporting cast have made the playoffs in five of the seven seasons they've played together, they've made the NBA Finals only once, losing to the Miami Heat in five games in 2012. They've advanced to the Western Conference finals two other times.

Westbrook feels he has unfinished business, and it starts with focusing on how the Thunder can improve and not focusing on the crowded field of talent in the West.

"We'll see how it plays out this year," Westbrook said. "We just want to make the absolute best out of this year. I don't worry about any other team but my own and what we need to do to win a championship."

Westbrook will soon be approaching that crossroads that every NBA player faces, and especially stars. While he needs to go all out in order to achieve his goals, he also has to be mindful of reserving his strength and energy in order to withstand the grind of each new NBA season. The Spurs give rests to stars Tim Duncan, Tony Parker and Manu Ginobili. LeBron James takes time off. They all do it.



**RUSSELL WESTBROOK** PROUDLY DISPLAYS HIS MOST VALUABLE PLAYER AWARD AFTER HELPING THE WESTERN CONFERENCE TO A 163-158 VICTORY OVER THE EAST AT THE 2015 NBA ALL-STAR GAME AT MADISON SQUARE GARDEN IN NEW YORK CITY. (PHOTO: ELSA, GETTY IMAGES)



# WITH YOUR WEALTH ON THE LINE, WOULDN'T YOU WANT A BRUIN ON YOUR TEAM?



SEIA MANAGES  
**\$5.0**  
BILLION\*  
IN CLIENT ASSETS

\*SEIA and its affiliates as of 5/15/2015

## OUR SERVICES

INVESTMENT MANAGEMENT  
AND PORTFOLIO ANALYSIS

FINANCIAL PLANNING

ESTATE AND RETIREMENT  
PLANNING TECHNIQUES

PHILANTHROPIC AND FAMILY  
FOUNDATION SUPPORT



**BRIAN D. HOLMES, MS, CFP®, AIF®, CMFC**  
*President & CEO*  
*UCLA Class of '83*

SEIA was recognized as a Forbes Top 100 Wealth Manager in the U.S. 2015, Los Angeles Business Journal Largest Money Management Firms Ranked by Assets Managed 2015, and Financial Times Top 300 Registered Investment Adviser List 2014.

Brian has been ranked in **Barron's Magazine** list of the Top 100 Independent Financial Advisors for the last 8 consecutive years.

IF YOU'D LIKE TO SCHEDULE A COMPLIMENTARY CONSULTATION WITH ME,  
PLEASE CALL (310) 712-2326 OR EMAIL [BHOLMES@SEIA.COM](mailto:BHOLMES@SEIA.COM).

# SEIA

SIGNATURE ESTATE & INVESTMENT ADVISORS, LLC®

[www.SEIA.com](http://www.SEIA.com)

Century City Office 2121 Avenue of the Stars, Suite 1600 Los Angeles, CA 90067  
LOS ANGELES | ORANGE COUNTY | REDONDO BEACH | PASADENA | VIRGINIA

\$1,000,000 minimum portfolio

\*Registered Representative/Securities Offered through Signator Investors, Inc., Member FINRA, SIPC, 2121 Ave of the Stars, Suite 1600, Los Angeles, CA 90067 (310)712-2323. SEIA, LLC and its investment advisory services are offered independent of Signator Investors, Inc. and any subsidiaries or affiliates. (CA Ins. License #0657377)



UCLA

BRUIN BLUE WINTER 2015

## Soaring to NEW HEIGHTS

RUSSELL WESTBROOK'S JOURNEY FROM UCLA TO NBA SUPERSTAR

But can someone whose natural state is full speed put the brakes on? "He'll know when to make the transition," Murray explained. "He'll find that niche. He's young now, he has no fear, he hasn't had a lot of injuries. He still has that style. When things start happening he'll slow down, play a more mid-range game. He'll know when it's time to ease up a bit."

Still, it's difficult to get that initial impression of Russell Westbrook out of one's mind. When he first stepped onto the Westwood court as a high school player, it was as if you handed Usain Bolt a basketball and then fired a starter's pistol — except that Westbrook goes at that speed for an entire basketball game rather than 10 seconds or so.

When he looks back, though, he savors the memories in real time.

"I was born in L.A. I have a lot of friends and family in the area," Westbrook said. "Going to UCLA was an important experience for me for the two years I was there. Just being able to meet different people and connecting, meeting my wife (Nina Earl, who played forward on the UCLA women's basketball team) there.

"There were a lot of people that I learned a lot of different things from," he added, "not just in basketball but in the classroom. It kind of made me smarter and more aware of what's going on in the world."

Westbrook continues to add to his resumé. Over the years he has developed an interest in fashion, and he has shown a certain panache in that arena that rivals the one he exhibits on the hardwood. He dresses for post-game press conferences with the vivacity of a supermodel in Paris. He has a line of men's wear at Barneys called Westbrook XO that is almost as bold as he is.

"It's going well," he said. "Design is another passion of mine, so I'm able to design some things for (Barneys). A lot of times I'll be sitting back and going through different fabrics to see what I like and get ideas when I'm not playing basketball."

But the one hunk of cloth that has eluded him so far is a championship banner. With Durant, Serge Ibaka, Nick Collison and the rest, Westbrook might have his best roster in a while. Yet the West — with current powers Golden State, San Antonio, Houston, the L.A. Clippers and Memphis still all championship-viable — is cluttered with obstacles.

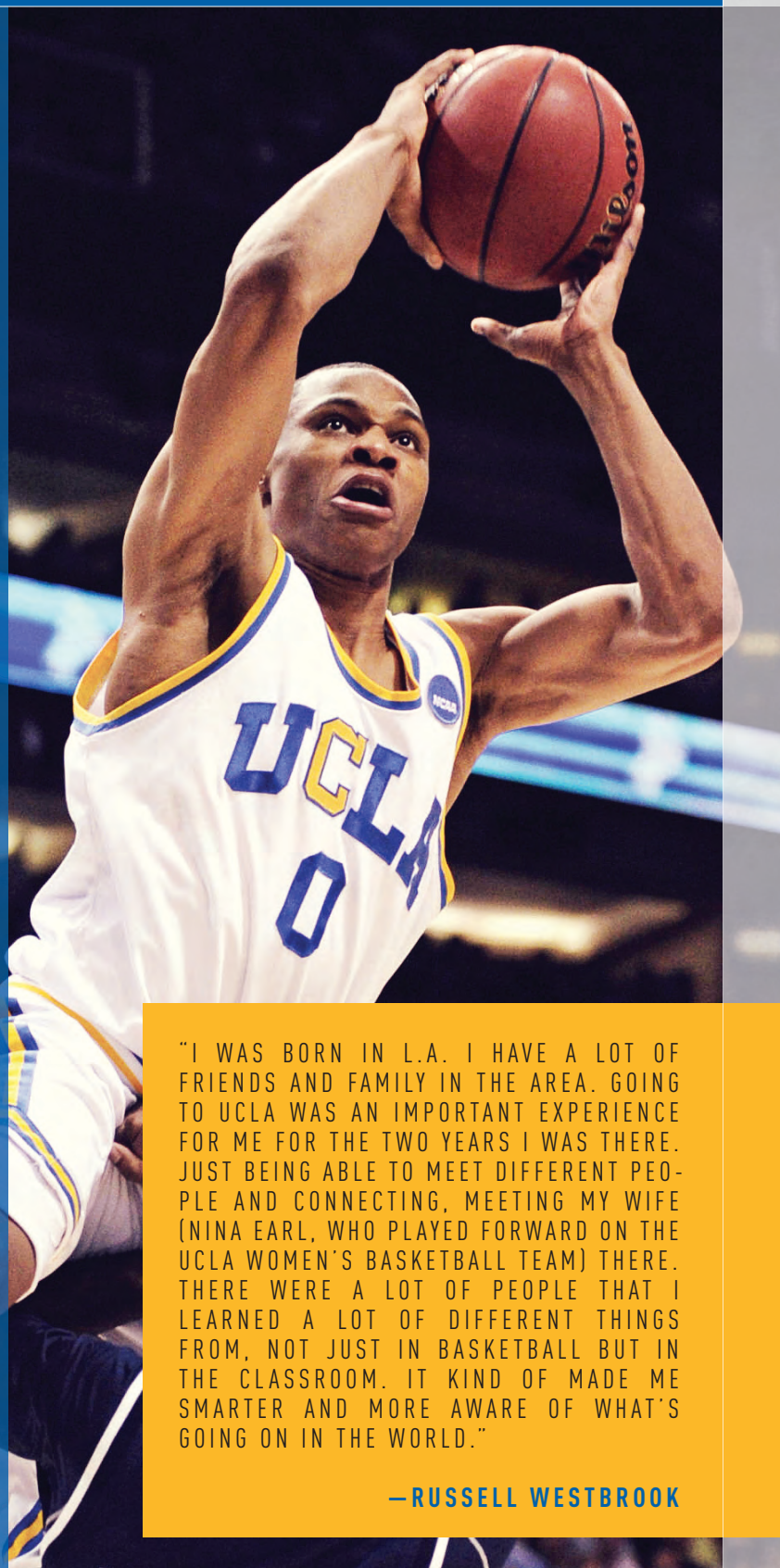
Murray thinks this might be the year the dynamic duo of Westbrook and Durant figure it all out and lead their team to the promised land.

"I think those two play well together," he said. "They're definitely a great one-two combo. They just need the other pieces to play well. They just need the right pieces around those two to support them. Once they figure out down the stretch how to use each other, who has the hot hand, who is best at taking certain shots, once they figure that out and have the supporting cast, that's when it'll happen for him."

No matter what the future holds with his NBA career, he'll always be one of the greatest players to emerge from Westwood. Fans might not need much of a reminder either, since Westbrook is in the process of arranging a donation to UCLA that might include having his name on the men's practice court of the planned Mo Ostin Basketball Center.

"That would be a tremendous honor," he said, "to have something that will last for a lifetime at the school I went to."

It will go nicely with his legacy, which will surely last just as long.



"I WAS BORN IN L.A. I HAVE A LOT OF FRIENDS AND FAMILY IN THE AREA. GOING TO UCLA WAS AN IMPORTANT EXPERIENCE FOR ME FOR THE TWO YEARS I WAS THERE. JUST BEING ABLE TO MEET DIFFERENT PEOPLE AND CONNECTING, MEETING MY WIFE (NINA EARL, WHO PLAYED FORWARD ON THE UCLA WOMEN'S BASKETBALL TEAM) THERE. THERE WERE A LOT OF PEOPLE THAT I LEARNED A LOT OF DIFFERENT THINGS FROM, NOT JUST IN BASKETBALL BUT IN THE CLASSROOM. IT KIND OF MADE ME SMARTER AND MORE AWARE OF WHAT'S GOING ON IN THE WORLD."

—RUSSELL WESTBROOK





**Smart & Final**  
*extra!*

Warehouse & Market. Friend & Neighbor.

Because you deserve

**Restaurant Quality Meat & Produce**  
**Huge Grocery & Club Size Selection**  
**Low Prices & No Membership Fees**

All in one stop & at one store

Call 1-866-411-SMART or visit [smartandfinal.com](http://smartandfinal.com) for the location nearest you.



**HEAT UP GAME DAY**

WITH



Available at  
**Smart & Final.**

©2015 Smart & Final Stores, LLC.



Ucla

BRUIN BLUE WINTER 2015

## A FAMILY AFFAIR

FRESHMAN AARON HOLIDAY BECOMES  
THE THIRD MEMBER OF HIS FAMILY  
TO DON THE BLUE & GOLD

By Tom Hoffarth

**Y**ou wouldn't necessarily be wrong to think that the UCLA residence halls over the last few years were like a Westwood branch of the Holiday Inn.

Jrue Holiday resided there for the 2008-09 basketball season before heading to the NBA. His sister, Lauren, arrived to play basketball for the Bruins in 2012, and, after taking a medical retirement, she remains on track to soon finish her degree in history.

Now there's incoming freshman Aaron Holiday, a 19-year-old from Campbell Hall High School in North Hollywood — the same place where not only Jrue and Lauren excelled, but also oldest brother, Justin, who played four years at the University of Washington and has maintained a career in the NBA.

If only because of the name, Aaron Holiday accepts the reality that no matter how he walks, talks or chews his gum around campus, there will be comparisons.

But for starters, let's see if we can peel away that label of "Jrue's little brother."

"The way that will happen is by how I present myself," said Aaron. "I don't want to present as 'Jrue's little brother' or be in his shadow. I know I'm seen as his little brother, but I have my own personality."

"He's a very strong individual," adds Jrue, six years older than Aaron. "I don't want people to compare me to him or him to me. We are different. I guess we had some similar paths through high school and now in college, but I wouldn't think it's fair to him if he's judged on my name. I know I grew up in a lot of ways as 'Justin's little brother,' even though he and I are just a year apart. But everyone in our family knows we are different in many ways. On the court, I'd want him judged on his game."

If you going simply by the numbers, Jrue wore No. 21 at UCLA and now sports No. 11 for the New Orleans Pelicans. Justin, No. 22 at Washington, is wearing No. 7 these days for the Atlanta Hawks.

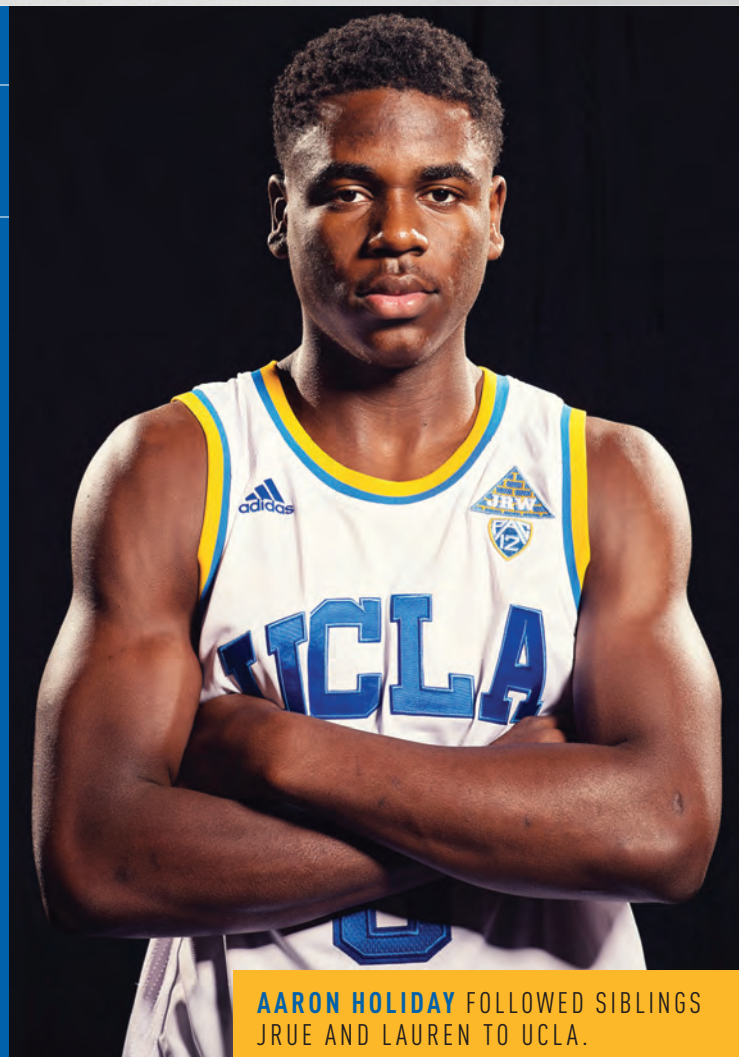
Aaron, who wore No. 11 in high school, considered taking No. 4 at UCLA since he's the fourth child in his family. Lauren Holiday wore that number for the UCLA women's team.

But Aaron says he finds comfort with No. 3, which he said he first wore at Adidas camp and, when he really took a deeper look at it, he likes it from a spiritual standpoint by the way it represents the blessed trinity.

Hearing that pleases his parents, Shawn and Toya Holiday, in many ways. "All of our children have a life with Jesus," said Toya, whose family based in Chatsworth, California, stays active at the nearby Shepherd of the Hills Church. "But having had the last three years at home to spend just with Aaron being around, I can say he is very thoughtful, a lot like Jrue is, but not as verbal in some ways that Justin is."

"Aaron really is a character and can be pretty funny. In a lot of ways, Aaron has sort of parts of all three (siblings), which really shouldn't be a surprise since they pretty much helped raise him anyway."

Toya, a former athletics director at Campbell Hall and now the ninth-



**AARON HOLIDAY** FOLLOWED SIBLINGS  
JRUE AND LAUREN TO UCLA.

grade dean, remembers vividly how difficult it was for Aaron to try to excel in basketball not too long ago after the success of his two brothers and sister.

At one point during his freshman basketball season at Campbell Hall, Aaron started piling up technical fouls — he had seven at one point. Toya was ready to sit him down because the game didn't appear to be fun for him.

"I didn't realize how much what Justin and Jrue did had put expectations on him," said Toya. "It really made him nuts. 'Jrue did this' or 'Justin did that.' We had to make Aaron realize it was OK to be himself, but he did struggle with it. It was out of character for him to get all those technical fouls. He made mistakes. That's OK. I know he's still working on it and he'll be fine. We still remember to tell him, 'Just do you.'"

Through group texting, the Holiday siblings stay in constant contact with each other, sharing jokes, Bible verses, or whatever thoughts they may have. The tight-knit family took many camping trips through the years, competed against each other in all kinds of activities, and made trips to visit with family members all over the map.

While Aaron also excelled in football and baseball in high school, Toya wasn't sure basketball would be his main sport of choice. But again, how could it not?

"We were always outside playing, and they were never easy on me," said Aaron of his siblings — noting especially Lauren, three years older than him. "They played rough, but that's what I needed. It taught me not to be scared of anyone on the guard. Just play. Whatever happens, happens. Play consistent and tough."

Jrue said he didn't have to be overly protective of Aaron on the court.

"He had to hold his own, and that made him better," said Jrue. "He knew





**LUXE**  
SUNSET BOULEVARD  
HOTEL

*Casual luxury and genuine hospitality  
in an urban oasis located in the heart of Los Angeles.*



LUXESUNSET.COM

310 476 6571



Ucla

BRUIN BLUE WINTER 2015

## A FAMILY AFFAIR

that no matter how much older I was, he could be the youngest in the 2-on-2 games, but I wanted to beat him. We never took it easy on him.”

As one who would rather show than tell, Jrue says getting a point across to Aaron is better when Aaron does come to ask for advice.

“From my experience, when either Justin or I were lectured, it didn’t work so well,” said Jrue. “I’ll wait until Aaron asks about something before I give him an opinion.”

Although recruiters may have assumed Aaron was destined to go to UCLA because of his family’s ties, that was not necessarily the case.

“It would have been nice to see him at a school on the East Coast, or the South, but I’m thankful he really wanted UCLA, not just because of Jrue, or Lauren, or Lauren Cheney [the former UCLA soccer star now married to Jrue],” said Toya. “I made sure he realized wherever he chose, he had to be the one living there when things got hard. I think that the decision came down to Aaron having a great relationship with Coach Alford. He likes him and so do we.”

Toya pointed to a game in February 2014 that sent a message not only to Aaron, but to their family. Two of UCLA’s starters, eventual first-round NBA Draft selections Kyle Anderson and Jordan Adams, served a one-game suspension for a violation of team rules. The Bruins rallied late, sent the game into double overtime and lost by an 87-83 margin.

“One of the things I’ve always been impressed by with Coach Alford goes back to that game when two starters got into trouble before a big game and he sat them,” said Toya. “I have no idea what they did, but there were consequences to their actions. If they had played, UCLA probably would have won. But the team had to step up. I not only like the discipline part of that, but also the fact that to this day we still don’t know what those players did.”

“So when Aaron said he wanted to go to UCLA, we were all very happy.”

Jrue didn’t do any arm-twisting to get Aaron to stay closer to home.

“He made the right choice on his own,” said Jrue. “I know I picked UCLA because of its history and its program — and I found my wife there. You can never go wrong there.”

For Aaron, the history and allure of the program was also very appealing.

“It’s the best fit for me — the up-tempo offense. Trustworthy coaching staff. Watching Jrue play at Pauley Pavilion was special, and there was always a special feeling being in there with the banners and the John Wooden quotes everywhere, the jerseys hanging.”

While Aaron, at 6-1 and 185 pounds, expects to grow in both size and experience, what he may give away now to Jrue (6-4, 205) and Justin (6-6, 185), he has impressed them with what talents he already has.

“It’s weird to me how he gets to basket at will,” said Jrue. “I know I can’t do that. I wish I had his explosiveness. Even in the open court, he reminds me of Tyreke Evans or John Wall in how he moves in transition.”

As for the best advice Aaron has received from his other brothers: play defense.

“They are always telling me, ‘Play your game, don’t let anyone change you.’ But also remember to play defense. I actually like defense. I hate it when my guy scores. I have a lot of pride in playing defense.”

From a mother’s standpoint, Toya senses that Aaron has learned two key life lessons from observing the actions of his older brothers, who for a brief



**JRUE HOLIDAY**, NOW WITH THE NBA'S NEW ORLEANS PELICANS, STARTED ALL 35 GAMES AS A FRESHMAN AT UCLA IN 2008-09. (PHOTO: LAYNE MURDOCH JR., GETTY IMAGES)



**LAUREN HOLIDAY** WAS A GUARD ON THE UCLA WOMEN'S BASKETBALL TEAM IN 2012-13. (PHOTO: DON LIEBIG)

time got to play in the NBA together on the Philadelphia 76ers in 2012-13.

“Perseverance, for one thing,” said Toya. “I remember when Justin worked so hard and finally made it with the Warriors (for the 2014-15 championship season). I called him just to say ‘Thank you.’ I appreciated the example he set, not just for his sister Lauren and brother Aaron, but all the other kids who realize if you work hard and stayed with it, dreams come true. Jrue, he just turned 19 before the NBA draft, and he persevered as well. He had to grow up very quickly, learn to pay bills, now that he was in the world of the NBA.”

“The other thing they taught him is love. They really do take care of Aaron. He knows he can talk to them any time and ask them a question without getting some crazy answer. He gets the correct answers. They take the time and make sure he’s doing things right. They are all great big brothers and sisters.”





ESTABLISHED IN 1984

*Call 1-800-LA FITNESS for locations!*

[www.lafitnessguestpass.com](http://www.lafitnessguestpass.com)



Photos depict a typical facility; some locations may vary. Certain amenities may be available for a fee. ©2015 Fitness International, LLC. All rights reserved.

## EIGHT CLAPS FOR THE BRUINS THE BEST TEAM IN THE WEST

- After the game, turn to Fontis to boost your game with tightly
- coordinated **teamwork solutions** to all of your business
- communications. We help you manage your branded materials, pulling **diverse media and resources** together to create unified, effective marketing and promotional programs. Our bottom line – **boosting your bottom line**. Fontis – Latin for “the source” – a proud sponsor of UCLA Bruins athletics.

[BUSINESS CHALLENGES. FONTIS ANSWERS.]

CONTACT US TODAY.

The consult is free. The solutions are priceless.

**949.754.9000**

**FontisSolutions.com**





Ucla

BRUIN BLUE WINTER 2015

## A RECIPE FOR SUCCESS

JORDIN CANADA AND NIRRA FIELDS  
PROVIDE A UNIQUE CHEMISTRY FOR  
THE BRUIN WOMEN'S HOOPS TEAM.

By Jill Painter Lopez



**JORDIN CANADA** (LEFT) AND **NIRRA FIELDS** HOPE THEIR COMPETITIVE NATURES CAN TRANSLATE TO NCAA TOURNAMENT SUCCESS IN 2015-16. (PHOTO: DAVID STUDARUS)

Nirra Fields is such a consistently productive and precise guard for UCLA that she's earned the nickname "Robot" from her teammates. Fields, a senior, has the same focused, diligent attitude in every drill, scrimmage, offensive set and execution of game plans. She's fiercely competitive. She's as steadfast in her workouts in the gym as she is beating players off the dribble and knocking down 3-pointers.

Teammate Jordin Canada is more of a free thinker and artist on the court. She's a singer and creative type at point guard for the Bruins. She likes to think outside the box on the court, but Canada, a sophomore, is just as competitive as Fields.

Fields and Canada always guard one another in UCLA basketball practice — the best guarding the best. Sometimes, those exchanges get heated, but they bring out the best in each other.

While Canada is vastly different in the way she does things, her desire to win and achievement of perfection resembles that of Fields. Because of this, Canada is affectionately known as "Baby 'Bot'" by her teammates.

Together, Fields and Canada make up one of the best basketball backcourts in the country. They are the yin and the yang of the UCLA women's basketball team and hope to make the Bruins a major player on the NCAA scene in 2015-16.

"On the court we're very competitive," Canada said. "Every practice, one-on-one or just scrimmaging — we're super competitive. Sometimes you may catch us yelling at each other or going at it for a quick second. But off the court, we're cool. We hang out and talk about basketball."

"It gets pretty heated. We have two different perspectives. We also learn from each other. Our coaches let us handle ourselves and our teammates laugh at us. Nirra is straightforward, and I'm more of the sensitive one. I usually don't say anything. Overall, that's not my personality, but I will. It's so funny to see that side come out of me, specifically in dealing with Nirra. She's the big dog of the crew. My teammates love it."

And what's not to love? Together, Fields and Canada led UCLA on a thrilling run in the postseason last year. They didn't achieve their goal of making the NCAA Tournament, and instead won the WNIT championship.

As a junior, Fields led the team in scoring (15.0 points per game), rebounding (5.4 per game) and steals (2.25 per game), as she was the only

Bruin to earn All-Pac-12 honors. Those traits that warranted the nickname Robot should be on display at Pauley Pavilion all year.

"When they call me 'Robot', it's like you never get tired and your battery is always charged," Fields said. "You're always going strong. I'm definitely like that. Jordin is a version of me and that's why she's 'Baby 'Bot.' We're very similar players, and we play the same style of basketball. But off the court, we're very different. She cares about others and wants to put others before herself. I'm very blunt — black and white."

Fields, who grew up with six brothers, is from Montreal, Quebec, and moved to the U.S. as a seventh grader in search of greater basketball opportunities. She played at six different schools but finally found a home at Mater Dei her senior season. She led Mater Dei to the CIF SS Division I-AA State Championship in her lone season there and has since had her jersey retired. She was named a McDonald's All-American, the first Canadian women's basketball player to receive such an honor.

In July, she helped Canada's Senior Women's National Team to the gold medal in the Pan American Games, with a championship game victory over the U.S. in Canada.

She wants to be an Olympian for Canada, too.

"It means everything to me where I come from," Fields said. "It's funny, when you're from Canada, people are like, 'Oh, wow.' I guess it's a unique thing about me. I like being different. I'm not the type of person to follow the crowd."

Canada grew up in Los Angeles and oddly enough, had always been a USC fan. She starred at the Windward School and ultimately fell in love with the Bruins during her recruitment.

Often, she'll walk through the J.D. Morgan Center's Hall of Fame and admire the 11 UCLA men's basketball championships. Her goal is to be a part of the first UCLA women's team to win an NCAA title.

Canada averaged 11.8 points per game last year as a freshman and 4.4 assists, taking over point guard duties from the moment she stepped foot in Westwood. She was named the Pac-12 Freshman of the Year and was also selected as the MVP at the WNIT. Fields has definitely been a strong influence on her play, however it's off the court where Fields might have had the strongest impact.





**SHERWIN  
WILLIAMS®**

# Hail the blue & gold

Sherwin-Williams proudly  
supports the UCLA Bruins



Ucla

BRUIN BLUE WINTER 2015

## A RECIPE FOR SUCCESS

"I think the most important thing I have learned from her is just how to treat your body right and get stronger," Canada said. "Just watching her footwork and speed — everything is so much quicker. She really takes weights seriously and I know I need to do that as well to keep my body in the best possible shape."

Canada also competes internationally and at 19 was the youngest player to compete for Team USA at the World University Games in South Korea this past summer. Despite her age, Canada took control of the point guard duties, leading her team to the WUG Championship.

While both players found success away from Westwood this summer, Fields and Canada are now solely focused on making UCLA the best it can be heading into the season. Fields was UCLA's representative at Pac-12 Media Day in San Francisco recently and in an attempt to pay Canada a compliment in an interview, she told a reporter that Canada was "sensitive." Which made Canada jokingly text her to ask why she was telling people she was "soft." But it was all in good fun.

"Nirra is so interesting. She plays the game like a scientific formula, and Jordin plays it like an art project," said UCLA women's basketball coach Cori Close, who enjoyed a whirlwind summer by watching both players compete in person this summer, traveling from South Korea to Canada. "They look at the world and the game from completely opposite perspectives. College basketball brings people together who probably otherwise wouldn't have developed a friendship."

"Nirra is full of, 'We've got to make this happen. Suck it up. Let's go.' She's the only girl with six brothers, and she's the baby. Jordin is a mama's girl. She has the coolest parents. She has one brother and wanted to stay close to family. They come from different universes, but it's fun to watch their dynamics. They complete each other."

Together, they've already won a championship at the WNIT. It wasn't the ultimate goal, but it was something from which to build.

"We cut down nets," Fields said. "That was an amazing experience. For a lot of people on the team, that was their first year and first time doing that at the college level. To get that tournament experience under our belt was great for us."

Sometimes, Close said she sits back and grins watching them create opportunities on the court. Managing their competitiveness isn't a difficult part of her coaching gig.

"It doesn't concern me," added Close. "I've seen them compete like crazy and get mad in the moment and then leave it. They have competition in the proper perspective. All it does is bring the best out in the other person. There's a lot of women that don't do well with that. Jordin and Nirra do. In full court, one-on-one situations and do or die, they always play against one another. It's always part of practice. They're physical and competitive. Sometimes, that brings out animosity. I would call it a healthy tension."

Canada wants to be a part of a successful season that will send the senior Fields off on a good note before she embarks on what should be a successful WNBA career. And Fields wants to leave Canada with the skill set to be the next role model at UCLA.

"I just want to do what's asked and be a leader," said Fields. "She'll obviously be the best player after I leave and one of the go-to players. I want her to know that everything she does, everyone is watching. You always have to make sure the team is fine. If something isn't right, it's your responsibility to get the team together. You have to work hard and set a consistent example."



**NIRRA FIELDS** LED THE BRUINS IN SCORING (15.0 PPG) AS A JUNIOR LAST YEAR. (PHOTO: DAVID STUDARUS)



**JORDIN CANADA** WAS NAMED PAC-12 FRESHMAN OF THE YEAR IN 2015. (PHOTO: DAVID STUDARUS)



# **Burbank Bob Hope Airport**

## **Closest. Convenient.**

**Your gateway to the Rose Bowl Stadium.**

*Alaska Airlines*

**15 miles from Bob Hope  
Burbank Airport**

 **DELTA**

**19 minute drive time from  
Burbank Bob Hope Airport to  
the Rose Bowl Stadium**

**jetBlue**

*(Average drive time and distance courtesy of Google Maps)*

**SEA\*PORT**  
AIRLINES

**[www.bobhopeairport.com](http://www.bobhopeairport.com)**

  
**SOUTHWEST.COM**



*Rose Bowl*  
AMERICA'S STADIUM®

**UNITED** 

 **U.S. AIRWAYS**

*Photo by Jim Moomaw*





# UCLA ... Champions Made HERE!



Check out these excellent accomplishments by Bruin athletes past and present.



## Thomas Welsh

Bruin men's basketball player Thomas Welsh helped the United States to a championship this summer at the FIBA U19 World Championships in Heraklion, Greece. The U.S. became the first country since 1983 to successfully defend its title, fighting off a valiant challenge from Croatia for a 79-71 victory in overtime.



## Alison Lee

Trailing Europe heading into the final day of competition at the 2015 Solheim Cup, former UCLA player and current student Alison Lee and Team USA pulled off a huge comeback to win 14 1/2 to 13 1/2 at the St. Leon-Rot Golf Club in St. Leon-Rot, Germany. Not only was it the USA's ninth win at the event, it was the largest comeback in the 14-year history of the Solheim Cup.



## Lauren Holiday & Katelyn Rowland

Former UCLA soccer stars Lauren Holiday (pictured) and Katelyn Rowland helped FC Kansas City repeat as National Women's Soccer League (NWSL) champions on Oct. 1, downing the Seattle Reign FC, 1-0 at Providence Park in Portland, Ore. It has been a busy couple of months for Holiday, who also helped the U.S. to a Women's World Cup title in July.



## USA Water Polo

Five Bruins helped USA Water Polo to a title at the FINA World Championships in Kazan, Russia on Aug. 7. It marked the fourth time in 12 years that Team USA has captured the event. The five Bruins included former players Courtney Mathewson and Sami Hill, along with returnees Alys Williams and Rachel Fattal (pictured), and signee Maddie Musselman.



## John Speraw

The U.S. Men's Volleyball National Team, guided by UCLA head coach John Speraw, qualified for the 2016 Olympic Games and also won the FIVB World Cup on in Tokyo on Sept. 23. In their final match of the tournament, the U.S. Men defeated Argentina, 25-20, 25-21, 17-25, 25-20 at the Yoyogi National Gymnasium.



## Karsta Lowe

UCLA alum Karsta Lowe was named the MVP of the 2015 FIVB World Grand Prix Finals, helping the U.S. National Team to the gold medal on July 26 in Omaha, Neb. Lowe led the U.S. in scoring during the five matches with 79 points on 65 kills, 12 blocks and two aces. She also led the squad in points in three of the five matches in Omaha.



# Year after year, inspire us



**26 consecutive years Best in the West & now No. 3 in the Nation**

*U.S. News & World Report*

The doctors, nurses, staff and volunteers of UCLA are honored to be at the top of *U.S. News & World Report's* Best Hospitals for 2015-16. We're especially proud to be the only hospital in Southern California consistently ranked among the best in the country. Still, our greatest honor is serving you by bringing nationally recognized care and compassion to you and your family. To us, it's what always comes first.

**UCLA** Health

it begins with U

To find a UCLA doctor near you, just call us at  
1-800-UCLA-MD1 or visit [uclahealth.org](http://uclahealth.org)



[uclahealth.org/getsocial](http://uclahealth.org/getsocial)





BRUIN BLUE WINTER 2015

# CELEBRITY SIGHTINGS

WHERE THE STARS COME OUT



**TOP ROW (L-R):** WOMEN'S SOCCER PLAYERS LAUREN KASKIE (LEFT) AND GABBI MIRANDA (RIGHT) WITH WOMEN'S WORLD CUP CHAMPION AND BRUIN LAUREN HOLIDAY. LA CLIPPER CHRIS PAUL WITH SOFTBALL COACHES LISA FERNANDEZ, KELLY INOUE PEREZ AND KIRK WALKER. WOMEN'S VOLLEYBALL PLAYERS TAYLOR FORMICO, KARLY DROLSON AND RYANN CHANDLER WITH NBA CHAMPION STEPH CURRY OF THE GOLDEN STATE WARRIORS.

**SECOND ROW (L-R):** UCLA GYMNASTICS HEAD COACH VALORIE KONDOS FIELD AND OLYMPIC GOLD MEDALIST BART CONNER POSE WITH A SPECIAL OLYMPICS WORLD GAMES ATHLETE. GYMNAST NAPUALANI HALL WITH NBA ALL-STAR KEVIN DURANT OF THE OKLAHOMA CITY THUNDER. FORMER UCLA SOCCER STARS KARA LANG AND COBI JONES AT THE UCLA 'ONE GOAL' FUNDRAISING EVENT.

**THIRD ROW (L-R):** GRAMMY AWARD-WINNING RECORDING ARTIST NE-YO WITH TRACK & FIELD ATHLETES TRINITY WILSON (LEFT) AND OLAMIDE OLOWE. WOMEN'S TENNIS STAR MARIA SHARAPOVA WAS AT THE LATC TO PROMOTE THE SHARAPOVA AND FRIENDS EVENT ON DEC. 12-13. UCLA ALUM AND ACTOR WILL FORTE ON THE SIDELINES OF THE UCLA-ARIZONA STATE FOOTBALL GAME.

**BOTTOM ROW (L-R):** TENNIS GREAT PETE SAMPRAS WAS ON CAMPUS FOR AN INTERVIEW WITH SISTER STELLA SAMPRAS WEBSTER, WHO HEADS UP THE WOMEN'S TENNIS TEAM AT UCLA.



JOIN US AT THE TENTH ANNUAL  
**JIM MORA CELEBRITY GOLF CLASSIC**  
MONDAY, MAY 16<sup>TH</sup>, 2016 | THE RIVIERA COUNTRY CLUB



**VIP PARTY**  
PRESENTED BY  
TVG Executive Search

W Los Angeles – West Beverly Hills  
Sunday, May 15, 2016

**GOLF CLASSIC**

Monday, May 16, 2016  
The Riviera Country Club  
Pacific Palisades, California

Backswing Bash & Auction  
Following the Tournament



You're invited to be a part of the Tenth Annual Jim Mora Celebrity Golf Classic at the renowned Riviera Country Club in Pacific Palisades, California.

Don't miss this opportunity to meet celebrities from the sports and entertainment industries, play golf at one of the most exclusive clubs in the United States, and raise money to support local children's charities and Count On Me community programs.

Since 2005, Count On Me has made an impact on thousands of children in need through its own programs and community outreach events, and through grants to more than 75 different children's charities.

Sponsorship and Donor opportunities are now available for this event. Don't miss this chance to make a positive difference in the life of a child.

Jim and Shannon Mora

Contact: Shannon Mora  
Shannon.m@comff.org | 425-765-3572

VISIT [COUNTONMEFOUNDATION.ORG](http://COUNTONMEFOUNDATION.ORG) FOR SPONSORSHIP INFORMATION



#JMCGC





BRUIN BLUE WINTER 2015

# GRAIWER FAMILY ALL IN

WHEN IT COMES TO SUPPORTING UCLA ATHLETICS, THIS FAMILY IS ALL IN



(L-R): KEN, JADON, ALY AND AUSTIN GRAIWER

By Emily Lerner  
Director of Communications, UCLA Athletics Development

Like all of us, he wants so much for UCLA to win national championships. He doesn't like to hear fans speaking badly about the Bruins, and abhors hearing fans complain about the teams, coaches, or athletics department. Instead of listening to the complaints, Ken Graiwer combats this in a different way: he acts.

"I believe if you love UCLA, go to the games," said Ken. "If you don't like something, don't run and hide from it; make that something you don't like better. Instead of sitting around and complaining, ask yourself: 'How do we get behind the teams and coaches to improve things?'"

Ken and his wife, Aly, have not only talked the talk, they have walked the walk. They have supported the Bruins for many years, most recently having made significant gifts to the Mo Ostin Basketball Center, the Wasserman Football Center, and the UCLA baseball program. The reasoning is as simple as it is complex; Ken is a diehard Bruin fan.

UCLA has been part of Ken's life from as far back as he can remember. Both of his parents are UCLA grads, and his mother and grandfather were true sports fans as well. So Graiwer grew up with the names John Wooden, Lew Alcindor, and Bill Walton as familiar as his own family's names.

"My mother taught me about the greatness of John Wooden and what he meant in terms of coaching and intelligence," said Ken. "Basketball, particularly UCLA basketball, was my true love growing up."

Many decisions in Ken's life were and are made with UCLA in mind.

When he was in high school and it was time for him to look at colleges, he actually tried not to go to UCLA.

"I looked at every school under the sun first and even thought of going back East," said Ken. "But the thought that I wouldn't be able to stay up late enough to watch any west coast sporting events fixed that."

After he and Aly got married, these decisions also impacted his wife, who he met on a blind date that neither of them wanted to go on. Even though she is a University of Oregon graduate and fan, fortunately for Ken, she understood what marrying him meant.

"Our wedding was arranged around sports," said Aly. "The thought of missing a future UCLA basketball or football game because of a wedding anniversary was just not going to happen with Ken. So we knew we could only get married in July when there were no college games being played."

Having a Bruin and a Duck as parents has taught the Graiwer children, Jadon (12) and Austin (9), some positive lessons. Like their dad, Jadon and Austin are stalwart, unconditional Bruin fans, but know that when UCLA is playing Oregon that their mother will wear the green and yellow of her alma mater.

"When I root for Oregon, I tell Jadon and Austin that going to Oregon was important and that I am grateful for the part it played in my life," said Aly. "We have tried to teach them that no matter what the peer pressure is, you must have a sense of loyalty and hold on to things so that you are true to yourself."

The Graiwers use UCLA sporting events as a way of spending an afternoon as a family.

They believe that one of the best ways to spend quality family time is to



go to Jackie Robinson Stadium and take in a UCLA baseball game.

"We love going to Jackie Robinson [Stadium] with the kids, because we can bring them and not worry about them walking around or getting food by themselves," said Aly. "You feel like you're in a small town and not in a huge city. There are no bad seats, and there's that close-knit, homegrown, community feel there. That's one of the reasons we support Coach Savage and the team."

In order to determine how they could best support the baseball program, in 2014, Ken and Aly met with UCLA baseball head coach John Savage. They discussed the necessity of figuring out a way to bring more people to the games. Since they couldn't bring the baseball field to the students, they came up with a plan to underwrite a student attendance initiative that would bring the students to the baseball field. The goal was to get as many students to the games as possible, and they began by using buses for two home games that season.

"Each shuttle bus rider gets a voucher for a hot dog, drink, and chips as well as a ride directly to the stadium," said Ken. "The first student shuttle bus game brought in 301 students which broke the all-time JRS student attendance record. On a game day when we use the shuttles, the buses are full. There was about a 60 percent increase in student attendance. When we played Vanderbilt last year, we got 369 students to the game!"

"Ken and Aly have proven to be great Bruins," said Coach Savage. "They have been great supporters of the baseball program, and all of our players and coaches appreciate everything they have done."

Ken and Aly's thought is that if you want the Bruins to win national championships, then you need to support them in any way you can. His first love being UCLA basketball, naturally Ken would like to see another men's basketball championship banner hung in Pauley.

But in order to do so, he realized the need and importance of the construction of the new Mo Ostin Basketball Center, so he and Aly made a sizable gift to the building.

"Pauley Pavilion is a multi-purpose facility which is used not only for basketball, but for volleyball, gymnastics, graduation, and a host of other university events," said Ken. "Each team is

lucky to get in two to three hours a day of practice during the season. If the [student-athletes] have another place to practice, which is the purpose of the Ostin facility, recruits will see this and we'll start getting more blue chip players. Just as the new facilities of UCLA's world-renown medical centers bring better doctors and staff to UCLA, so would new facilities like the Mo Ostin Basketball Center and the Wasserman Football Center bring better recruits and coaches to UCLA Athletics."

The Graiwer children now follow in Ken's footsteps. They have closets full of UCLA blue and gold. Like his dad did at his age, Jadon gets very upset when the Bruins lose, and the only clothes he wears is UCLA apparel.

When he and his brother Austin can't attend a weeknight basketball game because it's too late, they are crushed. They both love the experience of going to a game, whether it is basketball, baseball or football. In fact, they both learned math from sports.

"They learned math from all the sports stats; how many points we're winning or losing by, or how many scores we'll need to win," said Ken. "Now they love the whole game day experience. With Aly and I more involved with the [Athletics] program, the kids feel like they're part of the teams. In fact, Austin once said to Coach Savage, 'You didn't win the National Championship until I was a bat boy, so [the championship] is because of me.'"

"We will continue to support UCLA for as long as we can, even more so now that the boys are the ages they are," said Ken. "The sports aspect [of UCLA] has made education so much easier to stress to them, and they both understand the value of schoolwork and what it means to their future. They now see college as a tangible thing and an achievable goal that they can work hard and strive for."

The Graiwers realize that they are fortunate to be able to support UCLA and the various teams financially, but insist that there are other ways to support the Bruins.

"I help by volunteering for things that will help UCLA," said Aly. "For instance, we especially like bringing our family to the Dribble for the Cure events. There are other opportunities going on that you might not know about if you just attend games. You can always get involved on a deeper level."



(L-R): AUSTIN AND JADON GRAIWER ENJOY A GAME AT PAULEY PAVILION. THEY ARE INVOLVED IN UCLA ATHLETICS BEYOND BEING FANS.

The Graiwers give back to UCLA for many reasons. Ken will be the first one to tell you that one's college experience is unique and there is nothing else in life that compares to it. He also concedes that everything he has in this world wouldn't exist if it weren't for his UCLA education and the lifelong friends he made while at school.

In fact, his best friend who he met his very first day at UCLA is flying down to join him to watch a World Series game with Coach Savage and Gerrit Cole; one of the perks afforded Graiwer and others who have supported the baseball program.

"I give obviously because UCLA is my passion and I love Bruin sports," said Ken. "But growing up we always practiced acts of tzedakah — charity — and we have instilled that in our boys. We hope they see that when we support the teams we are supporting students that might not have been afforded an opportunity to go to UCLA due to financial or other constraints. Another reason is, even though UCLA is known worldwide for being this great institution and great place of learning, I believe that sports is the front door to a university. It's what put UCLA on the map, and if UCLA Athletics is supported, then it gets more people to that front door."





BRUIN BLUE WINTER 2015

# MARK YOUR CALENDAR

FIVE UPCOMING EVENTS TO ATTEND



## MEN'S BASKETBALL VS. KENTUCKY

UCLA will host Kentucky in the Wildcats' first-ever trip to Pauley Pavilion on Thursday, Dec. 3. This marquee non-conference matchup will feature the two college basketball programs with the nation's most NCAA championships — UCLA with 11, and Kentucky with eight. UCLA fans are encouraged to wear gold as the Bruins GOLD OUT Pauley before a national television audience that evening.

**Game Time: 6 p.m. / Tickets: 310-UCLA-WIN.**

## MEN'S WATER POLO NCAA CHAMPIONSHIPS

UCLA's Spieker Aquatics Center will serve as host for this year's NCAA Men's Water Polo Championships beginning on Saturday, Dec. 5 with two semifinal matches and concluding on Sunday, Dec. 6 with a third-place contest followed by the championship game. The defending champion Bruins, who have been No. 1 for much of the 2015 season, have a great chance of being one of the four teams in the event.

**Tickets can be purchased by calling 310-UCLA-WIN.**



## WOMEN'S BASKETBALL VS. USC

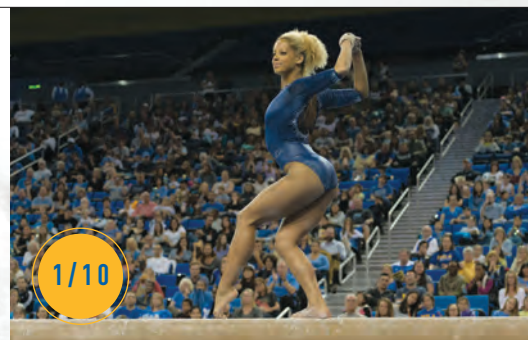
UCLA is on a roll in the crosstown rivalry series, having swept the Trojans in 2015, winning 59-52 at the Galen Center, and 71-60 in Pauley Pavilion on Jan. 18. Head coach Cori Close returns four starters from last year's team, which went on to capture the 2015 WNIT title over West Virginia, 62-60. UCLA is led by All-Pac-12 performer Nirra Fields and reigning Pac-12 Freshman of the Year Jordin Canada.

**Game Time: 7 p.m. / Tickets: \$12 reserved (\$10 youth), \$8 general admission (\$5 youth).**

## GYMNASTICS VS. ALABAMA

UCLA kicks off the season with an exciting dual meet against 2015 SEC Champion Alabama, the first of six home meets in Pauley Pavilion this season. UCLA and Alabama are tied for third overall in NCAA Gymnastics team championships with six apiece. Senior Danusia Francis, who just competed at the World Championships for Jamaica, leads a talented Bruin squad.

**Meet Time: 2 p.m. / Tickets: \$20 reserved, \$8-16 general admission.**



## MEN'S VOLLEYBALL VS. USC

In a showdown that's almost always guaranteed to entertain, the Bruins and Trojans will square off for Southern California supremacy at Pauley Pavilion on Jan. 23. The two teams split the meetings in 2015, as UCLA won in four sets on its home floor, while the Trojans returned the favor in the form of a five-set thriller at the Galen Center. Former UCLA teammates John Speraw and Jeff Nygaard square off as head coaches of UCLA and USC, respectively.

**Match Time: 3 p.m. / Tickets: \$8 adult & \$5 youth.**





PROUD SPONSOR  
OF USC & UCLA ATHLETICS



# BRUIN PRIDE: STANDARD.

## THE SoCal BMW CROSSTOWN CUP.

Eyes widen. Pulses race. Senses heighten. They're familiar feelings for any UCLA fan. They're also the same feelings you get when driving a BMW. Hurry into your Southern California BMW Centers for limited-time offers and see why we're the Ultimate Driving Machine® for the ultimate college rivalry.  
**SoCalBMW.com**

### FIND A BMW CENTER NEAR YOU AT **SoCalBMW.com**.

Alhambra  
**New Century BMW**  
newcenturybmw.com

Camarillo  
**Steve Thomas BMW**  
stevethomasbmw.com

Los Angeles  
**Nick Alexander Imports**  
alexanderbmw.com

North Hollywood  
**Century West BMW**  
centurywestbmw.com

Santa Ana  
**Crevier BMW**  
crevierbmw.com

Thousand Oaks  
**Rusnak BMW**  
rusnakbmw.com

Beverly Hills  
**Beverly Hills BMW**  
bmwofbeverlyhills.com

Glendale  
**Pacific BMW**  
pacificbmw.com

Monrovia  
**BMW of Monrovia**  
bmwofmonrovia.net

Norwalk  
**McKenna BMW**  
mckennabmw.com

Santa Barbara  
**BMW Santa Barbara**  
bmwsantabarbara.com

Torrance  
**South Bay BMW**  
southbaybmw.com

Buena Park  
**Shelly BMW**  
shellybmw.com

Irvine  
**Irvine BMW**  
irvinebmw.com

Murrieta  
**BMW of Murrieta**  
bmwofmurrieta.com

Ontario  
**BMW of Ontario**  
bmwofontario.com

Santa Monica  
**Santa Monica BMW**  
smbmw.com

Valencia  
**Valencia BMW**  
valenciabmw.com

Calabasas  
**Bob Smith BMW**  
bobsmithbmw.com

Long Beach  
**Long Beach BMW**  
longbeachbmw.com

Newport Beach  
**Sterling BMW**  
sterlingbmw.com

Riverside  
**BMW of Riverside**  
bmwofriverside.com

Sherman Oaks  
**Center BMW**  
centerbmw.com





UCLA Intercollegiate Athletics  
The Wooden Athletic Fund  
405 Hilgard Ave.  
Box 951639, 175 Morgan Center  
Los Angeles, CA 90095-1639

NON-PROFIT  
ORGANIZATION  
U.S. Postage  
**Paid**  
UCLA

# UCLA Bruin Gear

for weekday or game day, shop 24/7

[shop.uclastore.com](http://shop.uclastore.com)



Associated **Students** UCLA

It all comes back to you!



BearWear • 310.206.0810 • [shop.uclastore.com](http://shop.uclastore.com)

**UCLA** STORE