



**Houston Rockets
2009-2010
Media Guide**

**Toyota Center
1510 Polk Street
Houston, TX 77002
(713)758-7200**

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Media Information

Houston Rockets • Toyota Center • 1510 Polk Street • Houston, TX 77002
Phone: (713) 758-7200 • Fax: (713) 758-7339 • Web Site: www.rockets.com

Credentials

All requests for working press, photo and broadcast credentials for Houston Rockets home games should be made in writing on company letterhead at least two days prior to the game in question. Direct all requests to Rockets Manager of Media & Player Relations Tracey Hughes. All credentials can be acquired at Toyota Center media entrance located at the intersection of La Branch Street and Clay Street.

Directions from:

George Bush Intercontinental Airport to Toyota Center: Take U.S. 59 South to Downtown Exit ... turn right on Congress Street ... turn left on La Branch Street ... Toyota Center is located at the intersection of La Branch Street and Polk Street.

Hobby Airport to Toyota Center: Take I-45 North ... exit Scott Street towards Downtown ... turn left on Pease Street ... turn right on Austin Street ... turn right on Clay Street ... turn right on La Branch Street ... Toyota Center is located at the intersection of La Branch Street and Polk Street.

Production Requests

All television/radio production requests should be directed to Rockets Director of Broadcasting Joel Blank at (713) 758-7348.

Game Night

The media entrance is located on the La Branch Street side of Toyota Center. The press door opens two-and-a-half hours prior to tipoff. Press parking is available at Toyota Tundra Parking Garage (connected to the arena) at the intersection of Jackson and Leeland. Parking is for working media only with proper credentials.

Interviews

All interview requests should be directed to Rockets Director of Media Relations Nelson Luis. The Rockets coaching staff and players are available for interviews after practice only. Players are generally available before games during a 45-minute period that begins 90 minutes prior to tip off; following games – after a 10-minute cooling-off period – Rockets Head Coach Rick Adelman will be available in the post-game interview room. Anyone wearing a media credential will not be allowed to obtain autographs.

Rockets Media Relations

Nelson Luis (713) 758-7337
Director, Media Relations nelson@rocketball.com

Tracey Hughes (713) 758-7335
Manager, Media & Player Relations traceyh@rocketball.com

Bob Schranz (713) 758-7206
Manager, Media Services bobs@rocketball.com

Practices

All practice sessions will be closed. Players and staff will be available for interviews during a designated access period after practice. For updated practice schedules and times, please call the Rockets Practice Hotline at (713) 758-7775.

Photographers

The photography areas in Toyota Center are on the baselines opposite both team benches. No photographers will be allowed on the sideline areas in front or behind the team benches or in front of press row. Please make all requests to purchase strobe lighting to Nelson Luis at least two days prior to the game in question. Please observe the NBA rules for player escape routes – an open area approximately five feet on both sides of the basket. For player safety, we also ask that you do not leave your camera unattended in your working area. No tripods are permitted on the floor.

Fax-on-Demand

In conjunction with the NBA FaxBack, all game notes, rosters, statistics, schedules and box scores will be available on the system.

Statistical Services

Complete game statistics, including the final box score, running play-by-play and quotes will be provided. For those sitting on press row, screens with the box score, percentages, notes and other data continuously updated, are provided. A stats screen is provided in the auxiliary press areas and in the press room as well. Scores of other games will also be made available. The Rockets Media Relations Department will provide faxing service to all working media upon request.

Taxicabs

Taxicabs can pick up and drop off at the administration entrance of Toyota Center on La Branch Street. To order a cab, contact United at (713) 699-0000 or Yellow Cab at (713) 236-1111.

Telephone Services

Telephones are provided on press row for use by visiting media members. Other phones are available in the media workroom. For additional phone lines, please contact Telecommunications Supervisor Danny Jackson at (713) 758-7290.

General Information

Home Arena Toyota Center
Arena Sellout 18,043
First Regular Season Game in Arena Oct. 30, 2003
Team Colors Red, Silver, White
Conference Affiliation Western
Divisional Affiliation Southwest
2008-2009 Record 53-29 (Second, Southwest)
2009 Playoffs ... 7-6 (Reached Conference Semifinals)
Web Site Address www.rockets.com

Rockets Directory

Directory

Executive

| | |
|--|---------------------------|
| Owner | Leslie L. Alexander |
| Chief Executive Officer | Thaddeus B. Brown |
| Chief Financial Officer | Marcus Jolibois |
| Vice President, Ticket Sales & Business Communications | Seliece Caldwell Fulweber |
| Vice President & Chief Strategy Officer | Chris Dacey |
| General Counsel | Rafael Stone |
| Associate Counsel | Peggy Hau |
| Executive Assistant to Owner & Chief Executive Officer | Barbara Arnold |
| Executive Assistant | Leticia Magana |

Basketball Operations

| | |
|---|---|
| General Manager & Managing Director of Basketball Operations | Daryl Morey |
| Senior Consultant | Carroll Dawson |
| Head Coach | Rick Adelman |
| Assistant Coaches | Elston Turner, Jack Sikma, T.R. Dunn, R.J. Adelman |
| Senior Vice President of Basketball Operations/Athletic Trainer | Keith Jones |
| Vice President of Basketball Operations | Sam Hinkie |
| Vice President of Player Personnel/General Manager Rio Grande Valley Vipers | Gersson Rosa |
| Assistant Coach/Advance Scout | Pat Zipfel |
| Director of Player Development | Brett Gunning |
| Director of Player Programs | Shawn Respert |
| Director of Scouting | Gerald Madkins |
| Director of Global Scouting & International Affairs | Arturas Karnisovas |
| Director of Strength & Conditioning | Darryl Eto |
| Rehabilitation Coordinator/Assistant Strength & Conditioning Coach | David Macha |
| Rehabilitation & Performance Coordinator/Assistant Athletic Trainer | Keith Garnett |
| Equipment Manager | Anthony Nila |
| Personnel Scout | Brent Johnson |
| Basketball Operations & Salary Cap Analyst | Sachin Gupta |
| Basketball Operations Video Coordinator/Systems Developer | John Cho |
| Basketball Operations Analyst | Monte McNair |
| Basketball Operations Analyst & Junior Associate Counsel | Eli Witus |
| Assistant Video & Basketball Operations Coordinator | Jimmy Paulis |
| Personnel Video Coordinator | Phil Jabour |
| Player Security | Butch Grant |
| Team Healthcare Provider | Memorial Hermann Dr. Walter Lowe (head orthopedic/sports medicine), Dr. James Muntz (head team physician/internist), Dr. Hussein Elkousy (orthopedic/sports medicine), Dr. Bill McGarvey (orthopedic/sports medicine), Dr. Mark Adickes (orthopedic/sports medicine), Dr. M. Bowes Hamill (ophthalmology), Thomas O'Brien, D.D.S. (dental), Russ Paine (physical therapist) |
| Consulting Physician | Dr. Thomas Clanton (orthopedic/sports medicine) |

Box Office

| | |
|--|--------------------------------|
| Senior Director, Ticket Operations | Josh Logan |
| Director, Ticket Operations | Eric Marglous |
| Assistant Manager, Ticket Operations | Calvin Washington |
| Ticket Operations Coordinator | Vanessa Dominguez |
| Ticket Operations Representatives | Michael Boyce, Chrystal Martin |
| Box Office Supervisors | Theresa Dibrell, Gene Tinner |
| Box Office Associate | Valentina Guzman |

Broadcasting

| | |
|-------------------------------|---|
| Director, Broadcasting | Joel Blank |
| Television Announcers | Bill Worrell, Clyde Drexler, Matt Bullard (FOX Sports Houston/my20) |
| Radio Announcers | Craig Ackerman, Adam Wexler (KILT SportsRadio 610 AM) |
| Spanish Radio Announcer | Adrian Chavarria (KEYH 850 AM) |
| Team Videographer | Evan Gelber |
| Broadcast Editor | Jonathan Mazzapica |

Community Relations

| | |
|---|--------------|
| Director, Community Relations | Sarah Joseph |
| Senior Coordinator, Community Relations | Hai Duong |

Corporate Development

| | |
|---|---|
| Senior Director, Premium Sales & Services | Jason Kohll |
| Director, Corporate Services/Key Accounts | Frances Castaneda Dyess |
| Senior Manager, Corporate Development | Dawn Keen |
| Senior Manager, Suite Services | Sarah Williams |
| Managers, Corporate Sales | David Fletcher, Rod Henderson, Clay Smith, Tony Sullivan, Scott Wessels |
| Manager, Corporate Sales for China | Ta-Lung Lin |
| Managers, Corporate Services | Elena Conner, Rachel Gottschalk, Dave Krueger, Tameka Sumter |
| Manager, Suite Sales | Tia Norman |
| Senior Executive, Suite Sales | Linda Rocamontes |
| Suite Sales Executives | Geoff Davis, Oby Ekechi, C'Nea Hatches, Jennifer Wallis |
| Suite Services Executive | Cortez Nichols |

Finance & Administration

| | |
|---|-----------------|
| Controller | Larry Kaiser |
| Director, Human Resources | Olga Piskor |
| Manager, Finance | Sue Feng |
| Manager, Administrative Services | Terri Glenn |
| Telecommunications Supervisor | Danny Jackson |
| Staff Accountant | Bo Tang |
| Help Desk Administrator | Leo Herrera |
| Network Administrator | Okpara Young |
| Senior Coordinator, Human Resources | Edna Chan |
| Business & Travel Coordinator | Geraldine Chell |

Rockets Directory

| | |
|---|------------------|
| Accounts Payable Coordinator | Eloise Gamez |
| Administrative Services Coordinator | Michael Moore |
| Payroll Coordinator | Loretta Shepherd |
| Senior Receptionist | Sandra Banks |

Marketing & Strategy

| | |
|--|------------------------------------|
| Director, Marketing Operations | Ken Sheirr |
| Manager, Marketing | Jennifer Davenport |
| Manager, Business Strategy | Neil Kennish |
| Manager, Game Operations | Jonathan Kornblith |
| Manager, Creative Services | José Lopez |
| Manager, E-Marketing | Paul Suarez |
| Mascot Event Specialist | Robert Boudwin |
| Dance Team Manager/Choreographer | Susie Boudwin |
| Graphic Designer | Mitch McGee |
| Web Developer | Tavares Davis |
| Senior Coordinator, Promotions | Leilani Borbon |
| Marketing Coordinator | Schivonne Cunningham |
| Mascot Coordinator | Dominic Davila |
| E-Marketing Coordinator | John Dabkowski |
| Promotions Coordinators | Tamara Lupo, Chrislord Templonuevo |
| Game Operations Coordinator | Jackie Maldonado |
| Content Writer | Jason Friedman |

Media Relations

| | |
|---|---------------|
| Director, Media Relations | Nelson Luis |
| Manager, Media & Player Relations | Tracey Hughes |
| Manager, Media Services | Bob Schranz |

Retail Operations

| | |
|---|----------------|
| Director, Retail Development & Operations | Kara Infante |
| Manager, Retail Operations | Grace Renteria |
| Assistant Manager, Retail Warehouse | Amanda Boyd |

Ticket Sales & Services

| | |
|---|---|
| Senior Director, Rockets Ticket Sales | Gretchen Sheirr |
| Director, Ticket & Premium Services | Zee French |
| Manager, Premium Services | Chris Costa |
| Manager, Inside Sales | Cristofer Garthe |
| Manager, Group Sales | Jodi Jasso |
| Manager, Ticket Services | Brandon Moss |
| Manager, Season Ticket Sales | Rob Zuer |
| Assistant Manager, Ticket Sales | Marc Williams |
| Senior Account Executive, Group Sales | Meredith Bland |
| Group Sales Account Executives | Kersondra Cunningham, John Donovan, Josh Massey, Cathy Veniegas |
| Premium Ticket Sales Executive | Jesse Salazar |
| Ticket Sales Account Executives | Jerry Burke, Leroy Fountain, Edward Gonzalez, Matt Goodwin, Annette Guerrero, Ragnar Hartzheim, Cody Haynes, April Josey, Darrin Kaucher, Mark Mullee, Mark Smith, Sonya Stewart, Lisa Ward |
| Ticket Service Executives | Richard Bellot, Abbie Gold, Stephen Jones, Tonya Stephens, Cara Tamburello, Shelita Young |
| Ticket Sales & Services Coordinator | Anna Lyssa Cuevas |

Toyota Center Operations

| | |
|--|--|
| Director, Event Operations | Scott Manley |
| Director, Facility Operations | Greg Poole |
| Director, Security Services | Bryant Savage |
| Director, Event Marketing & Booking | Amanda Strudler |
| Director, Scoreboard Operations | Doug Swan |
| Chief Engineer | Edgar Portillo |
| Manager, Production/Producer | Joe Abercrombie |
| Manager, Audio/Visual | Jacob Myer |
| Manager, Facility Services | Carlos Sepulveda |
| Manager, Finance of CCS&E | Nicolas Somoano |
| Manager, Event Operations | Hillary Thomas |
| Assistant Manager, Production | Jim Adessa |
| Senior Coordinator, Security | Michael Drummond |
| Staff Accountant, CCS&E | Grace Gu |
| Lead Operator | Roderick Collins |
| Building Operators | Tajma Baker, Alex Guajardo, Kelly Lemond, Paul Purczynsky, Devin Zaring |
| Building Electrician | Daniel O'Malley |
| Maintenance Electrician | Joel Poff |
| Lead Carpenter | Marcellus Henderson |
| Building Carpenter | Don Allen |
| Maintenance Supervisor | Troy Ford |
| Facility Services Supervisors | Juan Castillo, Douglas Galeano, Mike Muse |
| Facility Services Assistant Supervisor | Inmar Alvarez |
| Facility Services Event Staff | Eddie Allen, Kenya Freeman, Cyrus Mitchell |
| Video Production Coordinator | Terra'nce Daniels |
| Event Group Sales Coordinator | Courtney Aldrich |
| Audio/Visual Coordinator | Scott Foulkrod |
| Event Services Coordinators | Amber Goodspeed, Jessica Spangle |
| Guest Services Coordinators | Josh Guerra, Jennifer Whitcomb |
| Event Marketing Coordinator | Laura Maag |
| Quality Control Coordinator | Patrick Dumana |
| Facility Services Administrative Assistant | Jennifer Kuehn |
| Arena Operations Administrative Assistant | Jennifer Baker |
| Lead Security Officer | Robert Nellis |
| Shift Security Supervisors | Robert Daff, Clarence Kirby |
| Security Officers | Paul Avalos, Leon Briley, Ramona Carrion, David Casarez, Sean Chambers, Charles Ellis, Damon Griffin, Tommie Tillman, Donna Thompson, Leroy Woollett |

Leslie L. Alexander

Owner



Leslie Alexander assumed ownership of the Houston Rockets on July 30, 1993, and – over the last 16 years – has devoted his efforts to making his teams champions both on the basketball court and in the community. Alexander’s dedication to winning has resulted in two NBA championships with the Rockets and four WNBA titles during his 10-year (1997-2006) operation of the Houston Comets, giving Houston its first professional sports championships. In 2008, *Forbes* recognized the integral role Alexander has played in his team’s success by naming him the NBA’s best owner. Alexander was also named by *SI.com (Sports Illustrated)* as one of the five best owners in the league in 2008-09. Off the court, the Rockets franchise has set the standard for community involvement.

“I’ve always believed that sports teams are in the unique position to make a real difference in their communities,” Alexander said. “When I bought the

Rockets, that was my dream. I hoped to make a difference for the people of Houston, both emotionally and financially.”

Since 1993, Alexander has dedicated himself to building the Rockets in every area. His vision to construct a downtown arena took shape in Nov. 2000, as Harris County voters approved a referendum to build a new home for the Rockets. Groundbreaking for the arena took place on July 31, 2001. Alexander’s tireless efforts became a reality in Sept. 2003 with the opening of Toyota Center – Houston’s state-of-the-art, multi-purpose facility. Alexander, who has held the longest ownership tenure in franchise history, continues to strive for peak success both on and off the court.

Alexander’s desire to bring Houston another championship has resulted in strategic moves to bolster the Rockets. He began by naming Daryl Morey as the successor to Carroll Dawson as general manager of the

Owner

Owner

team. Alexander then went out and hired Rick Adelman as head coach. A proven winner, Adelman became just the second head coach in team history to win at least 50 games in both of his first two full seasons with the Rockets and guided Houston to the second-longest winning streak in NBA history (22 in a row: 1/29/08-3/16/08). The Rockets have also posted 50-plus victories in each of the last three consecutive seasons (2006-09), marking a first in club annals.

An active participant in all phases of the team's operations, Alexander has continually proven his commitment to success. Since his arrival, he has engineered numerous bold moves designed to make the Rockets a perennial contender:

- In 1995, Alexander orchestrated a deal with Portland to acquire Houston native Clyde Drexler. The trade helped to deliver Houston's second consecutive title just four months later.
- In 1996, Alexander signed Hakeem Olajuwon to a long-term contract extension and obtained NBA All-Star Charles Barkley from Phoenix.
- In 1999, Alexander acquired the draft rights to Steve Francis from Vancouver.
- In 2002, the Rockets made history with the top pick in the 2002 NBA Draft by selecting Yao Ming, making him the first-ever player from an international league to be drafted first overall.
- In 2004, Alexander approved a seven-player trade with Orlando to bring in two-time NBA scoring champion Tracy McGrady.
- In 2005, Alexander signed Yao to a multi-year contract extension.
- In 2006, Alexander endorsed the acquisition of Shane Battier from Memphis.
- In 2007, Alexander hired Adelman and authorized the trade for international-star Luis Scola.
- In 2008, Alexander approved the trade for Ron Artest from Sacramento.
- In 2009, Alexander signed free agent Trevor Ariza from the L.A. Lakers.

While Alexander's teams have enjoyed success on the basketball court, unique to the Houston franchise is its off-the-court commitment to the community. Building a better quality of life for Houstonians is a driving force for Alexander and his organization.

In 1995, Alexander established the Clutch City Foundation with the goal of providing help, hope and inspiration to those who might otherwise be forgotten. The Clutch City Foundation funds and operates comprehensive programs benefiting thousands of children each year, as well as serving as the umbrella organization for all Rockets community initiatives. Over 14 years of active community involvement has resulted in over \$11 million raised for local charities, allowing the Rockets to impact tens of thousands of Houstonians each year. One of its premier fundraising events is the Clutch City Foundation Tux & Tennies Charity Gala, which has raised over \$5 million since 1996. Alexander and the Clutch City Foundation have also aided international efforts spearheaded by Yao Ming and Dikembe Mutombo, committing \$850,000 to help those devastated by the earthquake in China on May 12, 2008, and to assist in building the Women & Children's Center within the Biamba Marie Mutombo Hospital and Research Center located in the Democratic Republic of the Congo.

"It's so important to me that the Rockets find a way to thank the fans for their overwhelming support," Alexander said. "One way we try to do that is by reaching out to young people and those who are under-served in our community through our community programs and fundraising initiatives."

Alexander and the Rockets organization have received numerous community service awards, including

the Pro Team Community Award in 1997, given by the World Sports Humanitarian Hall of Fame. The award recognizes one professional team each year that exemplifies community service and acts as a catalyst for community pride and spirit.

In 1998, Alexander's organization was awarded the Leadership Houston "Leadership in Action" Award for outstanding community service to education, one year after winning the same award for outstanding community service to youth.

Alexander and the Rockets were also honored with the 2005 Texas Association of Partners in Education "Outstanding Business Partnership" award in the Houston Independent School District (HISD). The Clutch City Foundation was also inducted into the HISD Partners Hall of Fame for understanding the value of education, as well as an active commitment to enhancing the educational experiences of HISD students.

When flooding from Tropical Storm Allison devastated the Houston area in June 2001, the franchise helped to raise over \$230,000 for flood relief by auctioning off hundreds of memorabilia items, including authentic rings from each of the organization's six championships. In addition to donating all of the memorabilia for the auction along with the funds raised, Alexander, the NBA and WNBA contributed \$150,000 to the flood relief effort.

Since 2002, Alexander has donated a total of \$850,000 to the *Houston Chronicle* project, Goodfellows, which provides holiday gifts to needy children. In addition to several of the largest single contributions in the program's history, Alexander hosts an annual holiday party for the Goodfellows children and their families.

In Sept. 2005, just days after Hurricane Katrina ravaged many parts of Louisiana, Alabama and Mississippi, Alexander immediately stepped in to assist the thousands of displaced residents who took shelter in Houston by organizing Houston HopeFest. The unprecedented three-day relief effort held at Toyota Center consisted of a day-long donation drive, followed by two days of providing basic humanitarian assistance, which included job skills training and placement services, housing assistance, as well as medical and counseling services.

After Hurricane Ike hit the Houston area in Sept. 2008, Alexander quickly responded to help those individuals affected by the storm. In conjunction with Feed the Children, Alexander purchased several semi-truck loads of pre-packaged, non-perishable food and basic essential toiletries. Rockets players and staff then distributed those supplies to area residents on Sept. 18, 2008. Alexander also named the Bush-Clinton Coastal Recovery Fund as a beneficiary of the 2009 Tux & Tennes Charity Gala, raising an additional \$100,000 to assist with the rebuilding efforts in Houston and along the Gulf Coast.

Alexander is Chairman of the Board of the Clutch City Foundation and sits on the Board of Directors of Memorial Hermann Children's Hospital. He is also the recipient of the 2009 American Advertising Federation-Houston Trailblazer Award, which recognizes an influential business leader for enhancing the overall image of Houston through marketing. In addition, Alexander is a staunch animal-rights advocate, and founded the Evelyn Alexander Home for Animals Foundation, which strives to provide a permanent home to abandoned and abused animals. Alexander has also donated \$2.5 million to the Humane Society of the United States and millions of dollars to other charitable causes worldwide.

Through the Clutch City Foundation, Alexander and his organization will continue to make a difference in the lives of Houstonians for years to come.

Chief Executive Officer

Thaddeus B. Brown

CEO

Thaddeus "Tad" Brown is in his eighth season with the organization, and his fourth as Chief Executive Officer of the Houston Rockets and Clutch City Sports & Entertainment. Brown oversees the planning and execution of all facets of the organization's business operations relating to the Rockets and Toyota Center. He also works with Owner Leslie Alexander to set strategic goals and analyze future growth opportunities for the franchise, and serves as Alexander's representative and Alternate Governor on the NBA Board of Governors.

During his tenure, Brown has been instrumental in forging strong relationships with community leaders, as well as developing and building the organization's strategic business partnerships. The business team has thrived under Brown's guidance, setting Toyota Center records for sellouts, average attendance and customer satisfaction. Brown's efforts to make the organization an industry leader in customer service and convenience has led to the introduction of Flash Seats, an innovative paperless ticketing system that allows season ticket holders the ability to manage their tickets online.

Brown has also served as the driving force behind the franchise's strong community outreach efforts, which have focused on charitable giving, as well as hundreds of hours of community service. He is an active member of the Houston community, serving on the Board of the Greater Houston Partnership's Opportunity Houston Committee, the Board of Central Houston, the United Way Young Leaders and the Executive Board of Houston Children's Charity, as well as numerous other business and charitable endeavors for which he represents Mr. Alexander and the organization. Brown was also named the Honorary Chairman of the 2009 World Trade Soirée, a world-class tribute to international business and the world marketplace hosted by the Greater Houston Partnership.

Before moving into his current role on Oct. 30, 2006, Brown served as Senior Vice President of Sales, Marketing & Broadcasting. During that time, he was responsible for the highly successful integration of the team's Corporate Development, Marketing, Ticket Sales, Suite Sales, Media Relations, Broadcasting and Community Relations Departments.

Prior to joining the Rockets, Brown was a Founder, and ultimately, President of Streetball Partners International. He worked closely with NBC Sports and the NBA for over a decade to build Streetball into the largest global grassroots basketball property in the world. Brown managed all sales, marketing, sponsor service, licensing and new business initiatives for Streetball. He oversaw Streetball's growth from a staff of 10 to over 250 employees worldwide during his tenure.

Brown is a graduate of Colgate University, where he was a four-year starter and three-year captain of the varsity basketball team. He and his wife, Janice, have four daughters.

