



THE BOARD NEWSLETTER

Q & A WITH KENT LACOB & RYAN ATKINSON



**GENERAL MANAGER
KENT LACOB**

**ASSISTANT GENERAL MANAGER
RYAN ATKINSON**

Kent Lacob, General Manager:

What does it mean to you to be named the GM of the Santa Cruz Warriors?

“Growing up a lifelong Warriors fan, I don’t know if I ever could have truly imagined being in the situation I am in now. It almost doesn’t feel real. The D-League is in a really good place right now with so much potential for positive growth in the coming years. To have the opportunity to be a part of that— and to do so as a member of the Warriors family— it is a dream come true.”

What are your first steps in this new role?

“As a team, we have already begun to lay the framework for this upcoming season. Coach Hill, Ryan Atkinson and I have made it our collective focus to build a support staff around our team that will continue to build on our culture of strength and determination. We feel we have assembled a fantastic staff that can accomplish great things together this season.”

Ryan Atkinson, Assistant General Manager:

You are entering your fourth season with the Santa Cruz Warriors and have just been named the Assistant GM. How will your past experience in the organization impact the future of this Santa Cruz Warriors team with your expanded role this year?

“I’ve been lucky to be a part of this great organization for the past three years in a variety of different roles both on and off the court. One of the best aspects of my job has been helping a team that is so loved by their community. In my new role, I want to continue to help build a successful team on the court and keep growing our involvement with the community off the court. While I’m moving into more of a leadership role this upcoming season, I’ll take what I’ve learned in the past three years and continue to make Santa Cruz the best team in the D-League!”



Since May, the Santa Cruz Warriors have taken part in over 70 community appearances all over the Central Coast, including Santa Cruz, Watsonville, Aptos, Monterey, and Carmel! We’re even bringing the Sea Dubs community spirit to the Bay Area to support our parent club. These events have varied from our “Stuff the Bus” initiative to help 3200 local youth prepare for the start of school, to a front office service day at Pajaro Valley Loaves and Fishes! We also brought basketball to San Quentin- with our GM Kent Lacob and Head Coach Casey Hill going toe to toe with inmates in a pick-up game!

In one of our most recent events, Head Coach Casey Hill visited the Gene Hoularis and Waldo Rodriguez Youth Center in Watsonville to teach basketball fundamentals to students of Ceiba College Prep. Our local youth are avid hoops fans!



PRESIDENT’S CORNER with CHRIS MURPHY

PRESIDENT’S CORNER

What are you looking forward to most about this upcoming season?

“This is a tough question because there are a multitude of things I’m looking forward to! Being back in the amazing atmosphere of Kaiser Permanente Arena on a game night immediately comes to mind. Seeing all of our die-hard fans and greeting them after a few months away, being surrounded by all of the energy that our fans bring to the building – that is definitely high on my list of things I cannot wait for.”



33 DAYS TO OPENING NIGHT!

Our 2016-17 season tips off on November 12th against the Los Angeles D-Fenders! Join us as we celebrate our 5th year of joining the Santa Cruz community with Opening Night t-shirts courtesy of Kaiser Permanente!

	SUN	MON	TUE	WED	THU	FRI	SAT
NOVEMBER 2016			1	2	3	4	5
	6	7	8	9	10	11	LAD 7:00 PM
	13	14	15	IWA 7:00 PM	17	RGV 7:00 PM	LAD 6:30 PM
	20	21	22	23	24	SXF 7:00 PM	26
	RND 3:00 PM	28	29	30	WES 8:00 AM		

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