

Bio: Richard Tod Spieker

A long-standing member of the South Bay Community, Spieker graduated from Menlo-Atherton High School in Atherton. He went on to attend the University of California, Los Angeles, on a swimming scholarship, and was soon a member of the university swim team, where he was named an All-American in 1969. He graduated with a B.A. in Geography.

After graduating from UCLA in 1971 and then earning his real-estate broker's license in 1972, Spieker began his first full-time job in real estate, working for Lincoln Property Company dealing with land acquisition, multifamily development, financing, and property management. In 1974, Mr. Spieker joined Coldwell Banker's apartment brokerage and investment properties group. He started Spieker Companies, Inc. in 1981. As an active investor for more than three decades, his portfolio now includes over 4,000 units due to his knowledge and philosophies in specific geographical areas.

Spieker has remained active in swimming. Competing in the 1998 Masters World Championships in Casablanca, he set four long-course and five short-course world records – all while in his early 50s. He was inducted into the International Swimming Hall of Fame in 2005.

Tod and his family have supported many charitable causes throughout the country, including naming the Aquatics Center at his alma mater, UCLA, and the iconic Rose Bowl Stadium. As a fan and sports historian of UCLA, the Rose Bowl Game, the Pac-12 Conference, and college football, Tod has also amassed an enormous collection of Rose Bowl and UCLA-related items, including every game program since 1902 and those of special events including the 1983 Army-Navy Game, which took place in Pasadena.

Tod has been married to his wife, Catherine, since 1974, has three children, Tod, Meg and Lindy, and ten grandchildren. He divides his time between his homes in Atherton and Palm Desert.

Known Associations - Richard Tod Spieker

- ***All-American Student-Athlete Swimmer – UCLA***
- ***International Swimming Hall of Fame Gold Medallion Award (2016)***
 - The organization's highest honor, which has been conferred annually since 1983 upon an individual who has been a competitive swimmer, diver, water polo player, or synchronized swimmer – who has achieved international recognition for accomplishments in the fields of science, government, entertainment, business or education and whose life serves as a positive role model for youth.
 - Past recipients of the Award include: US President Ronald Reagan, US Senator Barry Goldwater, US Ambassador to the United Nations Andrew Young, H.S.H. Prince Albert of Monaco, Businessman and Secretary of the Treasury William E. Simon, Olympic and Baseball boss Peter Ueberroth, and Entertainer Esther Williams
- ***Inductee – International Masters Swimming Hall of Fame (2005)***
 - Has broken over 30 world master's swimming records
- ***Masters Swimmer of the Year (1999)***
- ***Member – Board of Directors at UCLA's Ziman Center for Real Estate under UCLA's Anderson School of Management***
- ***Member (former) – UCLA Foundation Board of Councillors***
- ***Elected Trustee (former) – UC Santa Cruz Foundation***
- ***Member – Housing Industry Foundation Board of Directors***
- ***Officer and Chairman (former) – Institute for Responsible Housing Preservation***
- ***Member – International Swimming Hall of Fame Board of Directors***
- ***Supporter – Tod Spieker Colloquium Series in Geography at UCLA***



DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

September 12, 2017

Dear City Council Members,

UCLA has proudly called the Rose Bowl Stadium its home since 1982, having embraced the community's love for this iconic venue every step of the way. As we have entered an exciting 2017 football season, we never lose the appreciation of being able to call this venue our home. It inspires our student-athletes, it motivates our coaches and staff, and it provides a prideful spark for our student body and alumni family.

One of those prideful alumni, whose support has played a key role in our successes is Tod Spieker. Having personally known Tod as a friend, accomplished businessman and supporter of UCLA, understanding his philanthropic interest in supporting the Rose Bowl Stadium by naming its iconic field is truly special. His spirit, especially that for the Bruins and the Stadium, speaks to the excitement that our entire UCLA family has in knowing that the Rose Bowl is our home field.

Tod's gift will surely protect and enhance the future of the Stadium, providing a valuable commitment to the future generation of UCLA Bruins who will also benefit from our great partnership in Pasadena. As such, in our discussions with the Rose Bowl staff, UCLA has conveyed those projects that have utmost priority for the University, namely, a WIFI upgrade (in the event that the DAS enhancement does not meet the appropriate standard), new and/or improved video boards and the south end zone renovation.

I am both excited and proud to support Tod's expanded involvement through his philanthropy at the Rose Bowl Stadium. It is truly a positive alignment with a special alumnus of UCLA. I'm confident the community will appreciate the affiliation and the genuine nature of Tod's gesture.

All the best,

Dan Guerrero
Director of Athletics, UCLA



July 18, 2017

Dear Council Members,

It is an honor to provide this letter to you in support of the recent, positive developments at our beloved Rose Bowl Stadium as it relates to a lead campaign gift to Legacy Connections and naming the field for a respected donor as a result of a donation.

As the President and CEO of Premier Partnerships, an industry leader in creating thousands of mutually beneficial partnerships over the last 20 years for top tier facilities and sports and entertainment destinations, the identification and cultivation of a private donor to name the field at the iconic Rose Bowl Stadium is certainly a unique opportunity.

Understanding the special nature of this iconic venue and assisting with the exploration of its field naming potential, it is Premier's professional opinion that alignment with a positive donor relationship, instead of a corporate partnership, is the best approach. The Rose Bowl Stadium is one of the most historic venues in the nation, and we believe that associating a corporation with its near-century of history may deter the brand, distract from its history, and ultimately hinder the all-around prestige of the venue. The Stadium's feature as a key fixture in the Pasadena community, along with its strong current partners at the Tournament of Roses and UCLA, will show stronger benefit from alignment with a private donor to assist in the protection and enhancement of the venue's future.

We have appreciated the opportunity to be affiliated with America's Stadium, and are excited and supportive of the opportunity that Legacy Connections has cultivated -- securing a donor relationship that will help protect and enhance the venue's future.

With Respect,

Randy Bernstein
President and CEO, Premier Partnerships

Jomsky, Mark

Subject:

RE: New Message for Steve Mermell, City Manager from Janice von Raabe via City Manager Website Contact Form

CITY CLERK

17 SEP 11 05:53PM

Select Contact: Steve Mermell, City Manager

Name: Janice von Raabe

Email: jjvr66@aol.com

Message: I am aghast at the thought of the Rose Bowl name change. PLEASE DO NOT change the name to satisfy the large ego of one man. The Rose Bowl belongs to all of us and we are the people who spend our money that supports it. I just can't imagine how you can justify a name change to bolster one person's ego. It's just not the correct thing to do.