



## Vol. 1, Issue 4 - Dec. 1, 2007

### USU vs Santa Clara

### ReSpectrum: 128-12

## "Refining the Home-Court Advantage since 2007"

### The Hit List

#	Name	Ht	Pos	Yr
00	Josh Higgins	7-0	C	Sr.
1	Darren Baker	6-0	G	Fr.
3	Calvin Johnson	6-2	G	Jr.
4	Zac Tiedeman	6-1	G	So.
5	Brody Angley	5-11	G	Sr.
10	Ben Dowdell	6-7	F	Fr.
11	Jonathan Gunderson	6-4	G	So.
12	Scott Thompson	7-0	F-C	Fr.
13	Okey Mbanugo	6-9	F	Jr.
14	Michael Santos	6-5	G	Fr.
21	Mitch Henke	6-7	F	Sr.
22	Dominic Johnson	6-2	G	Fr.
23	Nate Mensah	6-3	G	Fr.
24	Cedric Latimer	6-5	F	So.
34	Andrew Zimmerman	6-9	F	Fr.
54	John Bryant	6-10	C	Jr.

Coach: Kerry Keating

### Santa Clara trying to establish recognition as "the other team in Gonzaga's conference"

Before the Gonzaga Bulldogs' Elite Eight appearance in the 1999 NCAA Tournament, most everybody in the college basketball world was oblivious to the existence of the West Coast Conference. With Gonzaga's continued success in the NCAA Tournament, despite playing on the mid-major level, they have given a face to match their no-name conference. Unfortunately the existence of that conference is still unbeknownst to most. Even more unknown than the conference itself are the teams within it outside of Gonzaga. Santa Clara University is one of those "other" teams in the conference trying to make a name for themselves. Santa Clara has had a brief history of major marketing efforts geared towards increasing interest in the university, with a new approach being taken this coming season. Santa Clara's two most recent major marketing efforts for both their school and basketball program have both centered around name recognition, and the most recent is no different. The first major marketing move was made in 1999 when the school changed its name from Santa Clara University to the University of Santa Clara (USC) in an effort to try and increase enrollment and interest in athletics of naïve bandwagon fans who might confuse them with the University of Southern California. The strategy worked, although only temporarily as most of the new students and athletes who enrolled thinking they'd be attending the real USC either dropped out or transferred schools upon learning of their mistake. The name has since reverted to Santa Clara University after the real USC threatened legal action. The second of SCU's major marketing strategies was "The school where Steve Nash played," obviously referring to two-time NBA MVP Steve Nash's roots at Santa Clara. This marketing effort generated interest in the program from one Phoenix area basketball recruit, but nothing else. That player eventually committed to play at Arizona State. Now on their third major marketing strategy of the last decade, Santa Clara will again attempt to fit in by using another school's success as a springboard. The Gonzaga Bulldogs, who have won the WCC regular season championship each of the last seven seasons, have established themselves as the premier mid-major basketball program of the NCAA despite competing in a weak conference like the WCC. Santa Clara comes into the 2007-2008 season after posting their first winning record in half a decade last year, as well as a second place finish in conference play. Their new marketing goal is to make a name for themselves as the perennial number two in the conference behind conference powerhouse Gonzaga. When asked about the new marketing strategy, first year head coach Kerry Keating said, "I'm thrilled to be a part of this new era in Santa Clara Basketball. I feel like we've got a good collection of talent on this team, and my assistant coaches and I are optimistic about defending our place as number two behind the Bulldogs." When asked about how he felt his team stacked up with the rest of the teams in the WCC, coach Keating stated that he still wasn't sure who any of the other teams are.

### In All Honesty: The bigger they are...

Last season's match up of these teams at Santa Clara saw a two point Bronco victory in overtime. Six seniors, including three starters, from Santa Clara's 21-10 team of last season have graduated. Despite losing three of their top four scorers they look to still threaten as they return a force down low in center John Bryant. Bryant is off to a monster start of the season averaging 22 points and nine rebounds per game. Bryant hasn't been the only reason for SC's hot 5-1 start this season, as guard Calvin Johnson has averaged 12.75 ppg and shot over 50% from behind the arch to complement Bryant's inside game. Santa Clara's offense will center around Bryant, but look for #3 Calvin Johnson and # 5 Brody Angley to take their fair share of shots as well.

### Former Aggie Earl recovers from leg injury

Departed Aggie forward Michael Earl recently made a triumphant recovery from an injury sustained early last summer. Earl, who after last season transferred from USU to Cal State-San Bernardino, sustained a broken tibia (shin bone) after being hit by a pitch in a game of wiffle ball in late May. Earl spent the June and July months with his leg in a cast and most of the August month rehabbing the injury. The fully recovered Earl recently helped his CS-San Bernardino team avenge the Aggies' loss to Weber State by scoring 10 points, grabbing six rebounds and blocking two shots in the victory.

### Refraction Record Watch 07-08

Career Points Scored		Career Coaching Wins	
1. Greg Grant	2,127	1.E. Lowell Romney	225
2. Wayne Estes	2,001	2. Stew Morrill	217
3. Brian Jackson	1,903		
4. Jaycee Carroll	1,895		

Statistics courtesy of www.usustats.com

### The Petri Dish - The "All-name team" edition.

- #00 Josh Higgins** - Shares name with the bassist of a band named "Fluf". The band kinda sucks, a quality believed to be consistent to those sharing the same name.
- #1 Darren Baker** - Shares name with Major League Baseball manager Dusty Baker's son, who was nearly run over by a base runner after errantly stepping in early to fulfill his bat boy duties. Unlikely to once again avert disaster after coming into the Spectrum. Also enjoys yoga.
- #3 Calvin Johnson** - Shares name with former Georgia Tech All-American and current Detroit Lions wide receiver. The similarities don't go any further.
- #22 Dominic Johnson** - Shares name with a professor and writer from Princeton University who authored a book titled "Failing to Win," which currently ranks #451,040 in book sales on Amazon.com. Contrary to belief, the book is NOT a visitors' guide to the Spectrum. Also enjoys dancing and poetry
- #54 John Bryant** - Shares name with University of Utah point guard who missed the shot on Utah's last possession before Chaz Spicer's game winning three-pointer in last year's game against the Aggies. Wears a size 18 shoe.
- #23 Nate Mensah** - Freshman from West High School in Salt Lake City. Is listed to have appeared in one game, but has no full minutes played while tallying one foul.
- #4 Zac Tiedeman** - One of two members in his immediate family who will come to the Spectrum this season. Older brother Tyler is a starting forward for Boise State.

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