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SENATE MEMORIAL 84

52ND LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2016

INTRODUCED BY

Michael S. Sanchez

A MEMORIAL

RECOGNIZING JEFF SIEMBIEDA'S EFFORTS TO PROMOTE NEW MEXICO
ATHLETICS AND THE NATIONAL VISIBILITY OF NEW MEXICO AS A VENUE
FOR SPORTS.

WHEREAS, Jeff Siembieda has spent nearly twenty years in
New Mexico reporting on, coaching and promoting New Mexico's
sports and athletic events; and

WHEREAS, Jeff Siembieda moved to New Mexico in 1996, when
he started work at KOAT-TV as its weekend sports anchor and was
promoted to be the channel's sports director in 1997; and

WHEREAS, in 2001, Jeff Siembieda became vice president of
media and entertainment for the New Mexico Scorpions hockey
team and within a year, the Scorpions were the marketing envy
of their league; and

WHEREAS, in 2002, Jeff Siembieda returned to broadcast

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1 media, serving for three years as KRQE-TV's weekend, and then
2 morning, news anchor; and

3 WHEREAS, from 2001 to 2005, Jeff Siembieda also found time
4 to be a basketball coach at Madison middle school in
5 Albuquerque and a summer coach for New Mexico's amateur
6 athletic union boys under fourteen and under fifteen basketball
7 teams; and

8 WHEREAS, in 2005, Jeff Siembieda was appointed as deputy
9 director for the then-fledgling New Mexico sports authority and
10 in that capacity worked with the Albuquerque convention and
11 visitors bureau, the university of New Mexico and the ESPN
12 sports network to establish the annual New Mexico bowl; and

13 WHEREAS, desiring to use the Zia sun symbol as part of the
14 New Mexico bowl trophy, Jeff Siembieda met with leaders from
15 the Pueblo of Zia and established a relationship that led to
16 pueblo artists creating the most unique game and most-valuable-
17 player trophies in college sports; and

18 WHEREAS, since 2006, Jeff Siembieda has been the executive
19 director of the New Mexico bowl for ESPN events and, in 2011,
20 secured the Gildan clothing company as a title sponsor and
21 changed the name to the "Gildan New Mexico Bowl"; and

22 WHEREAS, Jeff Siembieda has continued to report on and
23 promote New Mexico sports in general, hosting "the Big Show" on
24 1310-The Ticket radio channel from 2005 to 2007 and currently
25 hosting "the Opening Drive" on 610-the Sports Animal radio

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channel; and

WHEREAS, Jeff Siembieda has also been active in various charity organizations over the years, in particular as a board member for the Presbyterian ear institute and received the city of Albuquerque's ambassador award in 2007;

NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF NEW MEXICO that Jeff Siembieda be recognized for his years of work developing New Mexico athletics and promoting the visibility of New Mexico's sporting events.