

1 A MEMORIAL

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

5
6 WHEREAS, Jeff Siembieda has spent nearly twenty years in
7 New Mexico reporting on, coaching and promoting New Mexico's
8 sports and athletic events; and

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

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

17 WHEREAS, in 2002, Jeff Siembieda returned to broadcast
18 media, serving for three years as KRQE-TV's weekend, and then
19 morning, news anchor; and

20 WHEREAS, from 2001 to 2005, Jeff Siembieda also found
21 time to be a basketball coach at Madison middle school in
22 Albuquerque and a summer coach for New Mexico's amateur
23 athletic union boys under fourteen and under fifteen
24 basketball teams; and

25 WHEREAS, in 2005, Jeff Siembieda was appointed as deputy SM 84
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1 director for the then-fledgling New Mexico sports authority
2 and in that capacity worked with the Albuquerque convention
3 and visitors bureau, the university of New Mexico and the
4 ESPN sports network to establish the annual New Mexico bowl;
5 and

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

11 WHEREAS, since 2006, Jeff Siembieda has been the
12 executive director of the New Mexico bowl for ESPN events
13 and, in 2011, secured the Gildan clothing company as a title
14 sponsor and changed the name to the "Gildan New Mexico Bowl";
15 and

16 WHEREAS, Jeff Siembieda has continued to report on and
17 promote New Mexico sports in general, hosting "the Big Show"
18 on 1310-The Ticket radio channel from 2005 to 2007 and
19 currently hosting "the Opening Drive" on 610-the Sports
20 Animal radio channel; and

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

25 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE

1 STATE OF NEW MEXICO that Jeff Siembieda be recognized for his
2 years of work developing New Mexico athletics and promoting
3 the visibility of New Mexico's sporting events. _____

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