**Mike Rogers Named 2011 SBA President**

EL PASO, Texas (April 21, 2011) – Mike Rogers has been named the 76th president of the Sun Bowl Association, announced executive director Bernie Olivas.

Rogers and the 2011 Board of Directors were officially introduced Thursday at the Alcantar Sky Garden at the Plaza Theatre.

Rogers is a third generation Sun Bowl volunteer. His grandfather Jimmy Rogers, Sr. was a founding member of the Sun Carnival Association and helped found the Sun Bowl football game in 1934, while his father, Jimmy Rogers, Jr. is currently the chair emeritus with the SBA and just celebrated his 50th year as a member of the board of directors.

He has held several posts since joining the organization as a basketball volunteer 1995. He has

served as basketball team captain, basketball chairman, as well as a member of the basketball team selection committee and the football selection committee. He joined the board of directors in 2004 and has held several posts on the board, including president elect, executive vice president and secretary.

In the local community, Rogers is currently the president of Hospice of El Paso. He is the past president of the Children's Miracle Network – Texas Tech University Health Sciences Center Advisory Board. He also served as president of the board of directors of the El Paso Center for Children. In addition, he serves as a Worship Leader at Coronado Baptist Church.

Rogers currently works for Wells Fargo Insurance Services USA, formerly Rogers & Belding Insurance Agency, where he serves as the company's claims manager. He joined the company in 1992 after spending four years with Employers Casualty Insurance Company as a claims adjuster.

A third generation El Pasoan, Rogers is a 1988 graduate of the University of Oklahoma, where he received a BBA in real estate and finance. While at Oklahoma, he worked in the OU Sports Information Office for four years. He and his wife Ali are the parents of Isabella and Luke.

Joining Rogers on the Board of Directors are Chris Van Pelt (President Elect), Gary Hanson (Executive Vice President), Amen Ayoub (Immediate Past President), Jimmy Rogers, Jr. (Chair Emeritus), Marilyn Munden (Secretary), Steve Beltran (Treasurer), Bill Blaziek (VP Community Relations), Walker Crowson (VP Legal Affairs), Stuart Sliva (VP Marketing), Wayne Thornton (VP Public Relations), Barry Kobren (Basketball), Asher Feinberg (CBS), Linda Smith (Coronation), John Folmer (Football), Jim Lawrence (Parade), Art Munoz (Special Events), Bill Coon, Natalia Flores, Josh Hunt, Scott Mann, Augustin Montes, Kay Mooy and Gary Sanders.

The 2010 Board of Advisors consists of Frank Bates, Ruben Batista, Brent Beauchamp, John Cook, Christian Daw, Richard Dayoub, Linda East, Sarah Enriquez, Veronica Escobar, David Forti, Brian Kennedy, Tommy Lewis, Mike McCorgary, David Morales, Chris Mott, John Oblinger, Jean Offutt, Bruce Reichman, James Rogers III, Mike Rosales, Allen Rystad, Charles Staniszewski, Bob Stull, Cindy Ramos Davidson, Pat Valdez-Rios, Terri Sirois, Charles Vass, Joe Valenzuela and Mario Vega.

The nation’s second oldest bowl game will feature the Pac-12 Conference against the Atlantic Coast Conference. For ticket information, call the Hyundai Sun Bowl office at (915) 533-4416 or 1-800-915-BOWL.