



Central Coast Section Athletic Directors Association

2019-2020 CCS-ADA Distinguished Service Award Winners

Jo Ann Momono - Athletic Director, Sacred Heart Cathedral Preparatory

Jo Ann started her career in education at St. Rose Academy in San Francisco where she served as an Athletic Director, coach and PE teacher. When St. Rose closed in 1990, Jo Ann moved over to Sacred Heart Cathedral Preparatory and served as the head volleyball coach (where her teams won two league titles in the early 1990's) and then was promoted to the Director of Athletics. Because of her tremendous dedication and service to the coaching community, Jo Ann was named California Coach's Association Athletic Director of the Year in 1994. She also has the distinction of being both the first female Athletic Director in the West Catholic Athletic League and the longest tenured of all WCAL Athletic Directors. Throughout her career, Jo Ann championed and ensured equal commitment to female athletics; she served to expand SHC athletic programs, helping establish and oversee SHC's Athletic Training and Weight & Conditioning programs, adding new sports to the SHC Athletic Program to provide more opportunities for the SHC students and she was instrumental in the expansion and improvement of SHC's athletic facilities. Jo Ann also served as the President of the WCAL Athletic Directors council and retired from Sacred Heart Cathedral after 30 years at the helm of the Athletic Department after the completion of the 2019-2020 school year.

Jeff Lamb - Athletic Director, Milpitas High School

Coach Lamb retired from Milpitas High School in June 2019 after 42 years of teaching, 40 years of coaching volleyball, 27 years as the AD and 21 years of coaching basketball. He also coached softball, swimming & diving, track & field and water polo in his time at Milpitas. Throughout his career, he coached 77 teams, mentoring, coaching and leading more than 1500 kids. Needless to say, he will be missed by many people, especially at Milpitas HS where he wore countless hats to serve the community in many meaningful ways.

Jeff served in many roles within the CCS and the state. He served on the Athletic Director's Advisory Committee, the CCS Executive Committee, the CSADA Board, and was one of the founding fathers for the CCS-ADA. He has always been a proponent of professional growth, encouraging everyone to attend local, state and national conferences to continue learning. Jeff has been named a CIF Model Coach, California Coach's Association Coach of the Year, CCS Honor Coach for Volleyball and Basketball, San Jose Mercury News Coach of the Year, CSADA Athletic Director of the Year, the NIAAA Award of Merit and the CIF Distinguished Service Award. The CCS created the Jeff Lamb Scholarship for student-athletes who want to be coaches and Athletic Directors and Milpitas HS created the Jeff Lamb Coach of the Year Award.



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Brian Day, Cel Esperanza, Bill Murray - Score table staff, Salinas High School

Brian Day is a 1982 graduate of Salinas High School and has been the football and basketball announcer at Salinas High School for the past 15 years. Cel Esperanza graduated from Salinas High in 1980, and began running the football, basketball, and volleyball scoreboards for the Cowboys that very year, and just completed his 40th year of volunteering at Salinas HS. Bill Murray has been running the shot clock for Salinas High School basketball at all three levels for the past 12 year for both the boys' and girls' programs. Brian, Cel and Bill have been key figures for the Salinas High School Athletic Department; they were incredibly helpful, professional and reliable in their roles and have been a tremendous support of the student-athletes at Salinas High.

Duane Morgan - CCS Commissioner

Duane Morgan, CCS Commissioner, is retiring in July 2020 after serving as the Central Coast Section Commissioner for 5 years and working in the CCS office for 13 years. Duane worked tremendously hard to ensure that the thousands of student-athletes in the CCS had the opportunity and privilege to participate in interscholastic athletics. He worked closely with his hard-working staff and was very involved and active with the California Interscholastic Federation, other Section Commissioners, local Administrators, the official's organizations and the local Athletic Directors Association to ensure the continued success of the CCS. During Morgan's tenure, CCS adopted competitive-based playoffs for several sports to better align with the state's model. The section also added a playoff tournament for lacrosse and competitive cheer and purchased its own corporate office space in South San Jose. Duane worked in education for 41 years and served as a teacher, a coach (wrestling, volleyball and softball), a referee and also was the principal and assistant principal at San Benito High School. He has served in a variety of leadership roles in his impressive career and will surely be missed by the CCS community.