

2020 Rocky LaRose

Rocky LaRose is a two-time cancer survivor (breast and appendix), a pioneer in the field of elite athletics and well-known for her advocacy on student-athlete wellness issues. She is also an award-winning photographer and has been a featured speaker at national/local events speaking on various topics from cancer survivorship, student-athlete wellness to photography.

Rocky was the 1st woman to serve as the University of Arizona's Director of Athletics and Deputy Director/Chief Operations Officer and was the 1st woman in her capacity to oversee the day to day operations of a Division 1A football and men's basketball programs, as well as 18 other men's and women's sports. Rocky developed and founded a national life skills/wellness program adopted by all NCAA institutions and was a 3-time Vice President of the Pac-12 Conference and a charter member of the NCAA Management Council.

Rocky's photography has been featured as cover images, in articles and websites and hangs on walls all over Tucson. An expert wildlife photographer, her most recent accomplishment was winning a finalist spot in the world's international "Outdoor Photography" contest. Her cancer diagnosis has shaped her photography to speak to the art of seeing differently, of building life experiences and focusing on being present. She is fond of saying "It's not about photography, it's about the experience and seeing the world in a different way." Some of her favorite images can be viewed on Instagram [*@RockyLaRose_Photography*](#).