



Rob Rodney Class of 2025

A proud 1986 graduate of Las Plumas High School, Rob distinguished himself early as a scholar-athlete of the highest caliber. He maintained a flawless 4.0 GPA throughout his high school career, earning Top Ten recognition each year, membership in the California Scholastic Federation, numerous scholarships, and ultimately the honor of serving as his class valedictorian. His intellectual drive was matched by his athletic passion—competing in track and cross country for three years, earning All-League honors, securing the title of #1 runner, and receiving the prestigious Block LP letter.

Rob's leadership skills emerged just as strongly as his academic and athletic talents. As a four-year member of the Key Club, including service as sophomore class vice president, he embraced community service and student leadership. He also served as president of the Spanish Club during both his freshman and sophomore years, where his enthusiasm for cultural exchange inspired his peers.

After graduating from LPHS, Rob attended the University of California, Santa Barbara, where he earned a degree in mathematics and economics in 1990 and consistently earned Dean's List recognition. That same year, he began a remarkable three-decade career with LynnRich, Incorporated, DBA Taco Bell, in Oroville. Rising through the ranks, Rob spent 32 years managing operations before being elected President, Owner, and Taco Bell Franchisee in 2023. His leadership has been marked by excellence—both of his restaurants repeatedly achieving the coveted Taco Bell "Gold Status," awarded only to those meeting the highest standards of quality, speed, cleanliness, and customer satisfaction.

But Rob's professional success is only one chapter of his story. From 1997 to 2000 and again since 2013, he has invested countless hours as the Varsity Boys' and Girls' Tennis Coach at his alma mater, leading his athletes to multiple league championships. Known for his patience, encouragement, and ability to inspire players of all skill levels, Rob has fostered not only competitive success but also personal growth among his students. His mentorship has left a deep, lasting impression—so much so that parents and players alike attribute their enduring love of the sport and strengthened character to his influence.

Allie Bruce, athletic director at LPHS, writes in his letter of support that *Rob's dedication to the LPHS community is perhaps best demonstrated through his `15 years of coaching tennis. He is not only knowledgeable and skilled, but also exceptionally patient and encouraging. Rob coached both of my sons, and they both developed a deep love and appreciation for the sport under his guidance. Rob's ability to connect with his players, regardless of their skill level, and his commitment to fostering a positive, growth-oriented environment, are truly commendable. It is no exaggeration to say that my sons' love for tennis and their personal growth on and off the court can be attributed directly to Coach Rodney's mentorship.*

Beyond the tennis courts, Rob's commitment to service has shaped the Oroville community for decades. A proud member of Rotary International, he has played a key role in local initiatives, including the transformative Lighting the Bridge project. In 2024, he was invited as the keynote speaker for the 58th Scholastic Achievement Awards Top Ten event, inspiring the next generation of achievers. For over 16 years, he has also served as a leader and director for Awana, impacting countless young lives through faith-based mentorship.

His dedication to his church community runs equally deep. At the Oroville Evangelical Free Church, Rob has served as Elder, Deacon Chairman, Sunday School Teacher, and Vacation Bible School Teacher—roles that reflect both his servant's heart and his dedication to guiding others spiritually and morally.

Rob's life is anchored by his family. He and his wife, Cindy, have built their home and raised their three daughters in Oroville, modeling lives of faith, integrity, and service. Two of their daughters, graduates of California State University, Chico, now give back to the community in their own right, carrying forward the values instilled in them by their parents.