

Get to Know Curt Rocca of Granite Bay

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Granite Bay resident Curt Rocca knows a thing or two about the value of hard work. He grew up the son of a farmer in Red Bluff and vividly recalls watching his father battle the elements to keep it operational. “Even if you did everything right, a bug or a rain cloud or some frost—something outside your control—could wipe everything out,” Rocca recalls. After his parents divorced when he was

12, he went to live with his mother and two siblings in Pleasanton. Their lives were far from easy, but what Rocca remembers most about that time was how his mother modeled the hardworking and caring behavior he would later replicate in his own life. “She set an incredible standard in terms of ethics and character for my siblings and me,” he attests.



These days, Rocca is managing partner at DCA Capital Partners and one of the founders of Sacramento Capital Cup, an annual golf competition that raised approximately \$740,000 last year for over 20 nonprofits in the region. Rocca is also a longtime supporter of the Leukemia and Lymphoma Society; after a close friend lost his wife to leukemia, he participated for over five years in the Team in Training charity bike rides, raising thousands of dollars for cancer research. “There aren’t many things I’ve found [to be] as rewarding as working to make a positive impact for people who appreciate it,” Rocca shares.

Written by Amber Foster Photos by Dante Fontana
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Q&A

Q: What advice would you give to your younger self?

A: Don't worry about what anyone else thinks.

Q: What comes to you naturally?

A: Solving business problems; seeing opportunities.

Q: Biggest life inspirations?

A: My mom. She has the most pure and unconditional character of anyone I know, and is also probably the most selfless.

Q: What are you most proud of?

A: My family. I have an incredible wife and three great (and wildly different) kids. They are my grounding and my purpose.

Q: Favorite humanitarian cause?

A: I'm empathetic to any human plight, especially those impacting kids, which is one of the reasons I started Sacramento Capital Cup.

FAVORITES

Author/writer: Michael Lewis

Escape: Punta Mita, Mexico, or Sea Ranch, California

Meal in town: Gnocchi at Hawks

Local landmark: American River Bike Trail

Movie: *Best in Show*

Musician/band: Eagles

Local nonprofit: Leukemia and Lymphoma Society

Annual event: Sacramento Capital Cup