

NEW ORLEANS PELICANS
Executive Vice President

30 YEARS
in the NBA

1 NBA CHAMPIONSHIP
2016 NBA Finals with the
Cleveland Cavaliers

ARIZONA STATE
University



"Success is finding what you love and pursuing it with purpose and passion."

- DAVID GRIFFIN



David Griffin, Executive Vice President of Basketball Operations for the New Orleans Pelicans, believes strongly that to be successful, you must do what you love, and you must approach it with purpose and passion. He should know: growing up a basketball fan in Phoenix, Arizona, he transferred colleges to be able to take an internship with the Phoenix Suns, which would evolve into his career. If he wasn't doing what he loves now, he might consider being a sports psychologist, a natural segue as he daily navigates both operations for and also meaningful interactions within the team. From players to personnel, David shows great interest and care – and that extends to the community of Pelicans fans and the city of New Orleans. "It's really important to deliver what the city needs, and winning in this city is going to mean a great deal," he said.

After four years here, David has gotten a read on the city and its people, and he certainly knows where he enjoys eating. While he has many favorite places, he particularly enjoys Taqueria La Lucha. The expansive outdoor space provides a perfect atmosphere for authentic Mexican cuisine, one of David's favorites. Here he orders tasty tacos like the cochinita pibol, which is served with pickled onions and garnished with cilantro, and freshly made guacamole with chips.

DAVID GRIFFIN



Photo provided by Taqueria La Lucha

“The cochinita pibil taco at Taqueria La Lucha is my favorite. I also always get the chips and fresh guac as well as the tamarind margarita.”

- DAVID GRIFFIN

COCHINITA PIBIL



TAQUERIA LA LUCHA	404 ANDREW HIGGINS BLVD, NEW ORLEANS, LA 70130	AUTHENTIC MEXICAN
⌚ PREP: 20 MINS COOK: 3.5 HRS MARINATE: MINIMUM 2 HRS <i>Preferably Overnight</i>		🍳 UP TO 6 SERVINGS

INGREDIENTS

- 4 pounds pork shoulder, cubed
- 1 cup orange juice, freshly squeezed (not bottled)
- ½ cup lime juice, freshly squeezed
- 1 small bar of achiote paste
- 3 cloves garlic, diced
- 1 white onion, diced
- 1 tablespoon salt
- ½ tablespoon black pepper
- ½ tablespoon cumin
- 2–3 banana leaves
- Habanero Salsa (recipe included)
- Pickled Red Onions (recipe included)
- Cilantro and lime wedges, chopped, for garnish
- Tortillas, for serving

METHOD

Start by passing the banana leaves over the flame of the stove to soften. In a large deep baking pan, layer the leaves along the bottom overlapping the sides of the pan. Rinse the pork thoroughly, cut into large cubes, and place in baking pan. Blend the achiote paste, garlic, onion, cumin, lime juice, orange juice, and salt and pepper, adding water to soften the paste. Once thoroughly blended, pour over the pork in the pan and rub to coat evenly. Fill pan with water just enough to cover the pork. Place a piece of banana leaf over the pork and then fold the overlapping leaves back to the center of the pan. Cover pan with foil and marinate overnight. Preheat oven to 350 degrees and place pan in the oven and cook for 3–3 1/2 hours or until pork is soft and tender. Remove from oven and let stand until warm, then uncover. Shred by hand, removing all fat.

Habanero Salsa

- 3 roma tomatoes, whole
- ½ white onion
- 2 cloves garlic
- 2 habanero peppers, whole
- 1 tablespoon canola oil
- Salt, to taste

Roast all ingredients except canola oil in oven at 450 for 10–15 minutes or until slightly charred or tender. Place all roasted ingredients in blender and puree (for less heat remove pepper seeds). Heat canola oil in a pan and pour in the sauce. Once it reaches boiling point, reduce heat and simmer until consistency is thick but not runny. Add salt as needed.

Pickled Red Onions

- 2 red onions, sliced or diced
- 2 cups white vinegar
- 2 cups water
- 2 tablespoons salt
- 2 bay leaves
- ½ teaspoon white pepper
- 1 tablespoon canola oil

Slice or dice red onions. Heat canola oil in a skillet. Once hot, add red onions and sauté for one minute. Add water, vinegar, bay leaves, and salt and pepper and bring to a boil. Simmer for 3 minutes and transfer to a container to cool.