



*Supporting Athletes and Sports
Organizations in Transition*

Winning Career Moves:

***Professional Football Players who successfully transitioned
from the Playing field to the Boardroom (1st Edition)***

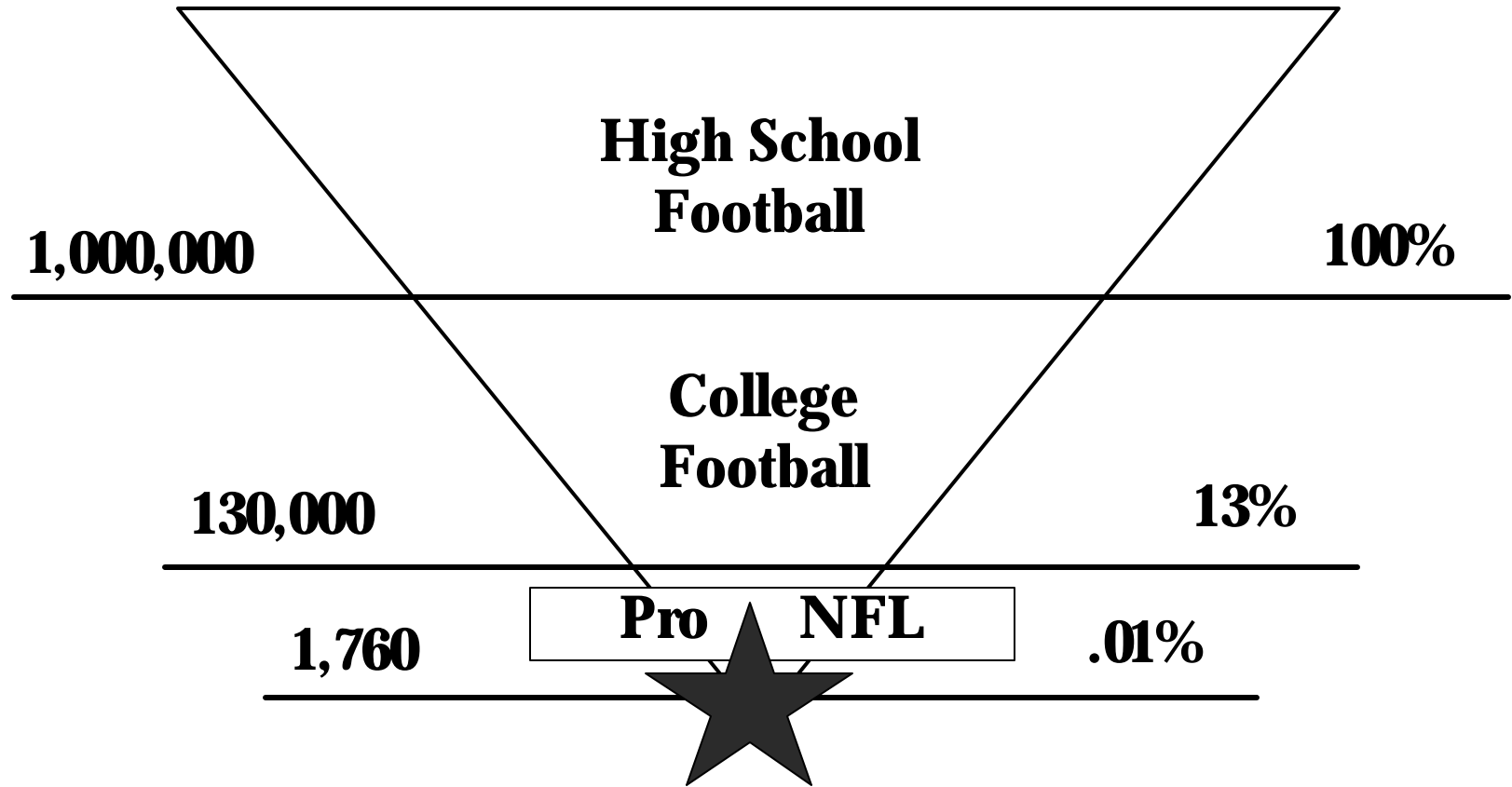
Overview and Book Interview Brief

Updated - Spring, 2003

Overview

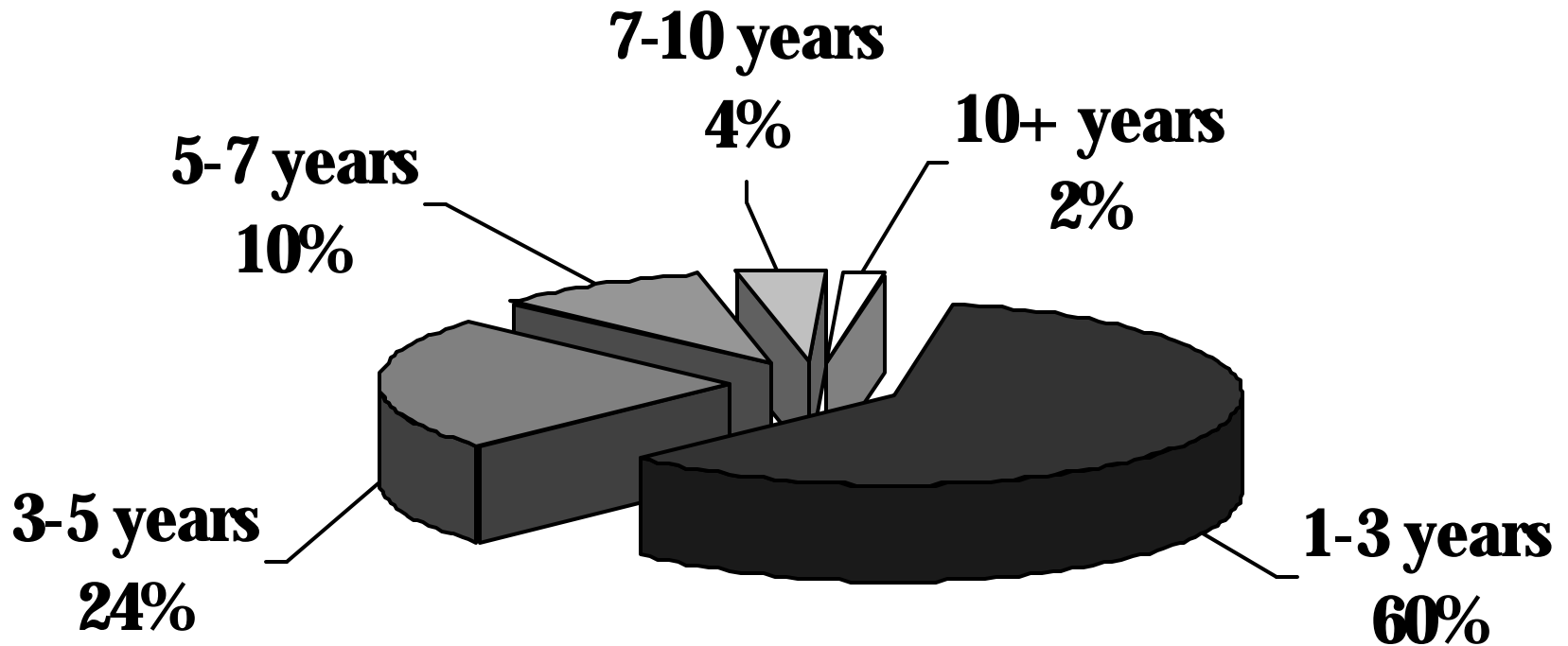
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NFL Player Profile



Pro Football Player Profile

- Typical players are released in less than 3 years



Pro Football Player Profile

- 15+ year career focus
- Travels extensively
- Sees name in the media headlines
- Identity is wrapped around the game
- Lives in or near top 10% income level
- 20-25 years old

Pro Athlete Challenges

1. Spend 50-60 hours a week focused on football
2. Lead highly structured lives that are dictated by coaches
3. Required to make nutrition and exercise disciplines an essential part of their daily and weekly schedule
4. Have immediate and serious consequences if their behavior does not conform to team standards
5. Have a primary social network limited to a connection with the game

Pro Athlete Challenges

continued

6. Viewed as celebrities/entertainers by most fans & casual business contacts (star treatment)
7. Have limited work experience
8. Have (in some cases) incomplete college educations, or lack a real passion for what they studied in college
9. Have been rewarded their whole lives for athletic/physical accomplishments verses “off-the-field” career pursuits
10. Have (in some cases) little to no identity with who they are outside of football

Pro Football Player Profile - In Summary

Pro Football Players:

- Spend significant time and energy thinking about and participating in football and other sports
- Ignore the realities of playing in the League
(NFL = Meaning “Not For Long”)
- Have little or no self-worth outside of football

Player Profile - In Summary

continued

Pro Football Players:

- ☐ Experience depression if unable to pursue and maintain a career as a professional athlete
- ☐ Surrounded by family & friends who identify with the player as an athlete (and the life of an athlete)
- ☐ Find it difficult to identify and/or articulate real interest in exciting career possibilities outside of professional football

Book Interview Brief

Winning Career Moves:

*Pro Football Players who successfully transitioned from the
Playing Field to the Boardroom (1st Edition)*

Sports Professionals Research and Publishing Division
Updates, Spring - 2003

Book Purpose

Winning Career Moves:

*Pro Football Players who successfully transitioned
from the playing field to the Boardroom*

Introduces positive examples of pro football players who have successfully made the transition from the playing field to off the field careers and businesses. Shares compelling stories and concrete examples of how these players and have positively impacted the lives of others through their business endeavors and in their communities.

Book Approach

Winning Career Moves:

*Pro Football Players who successfully transitioned
from the playing field to the Boardroom*

Personal interviews will be revealed on how ex-pro's have dealt with the transition of leaving their career on the gridiron behind. Specific insights will be shared about how players made the transition and what challenges they faced in the process. Readers will be given a glimpse into the athletes new world of work outside of sports and what experience & or specialized training may be needed to pursue specific professions.

Book Benefits

Winning Career Moves:

*NFL Players who successfully transitioned from
the playing field to the Boardroom*

- Helps active and former pro athletes, and student athletes identify with the realities and emotions of leaving their sports world and identity behind
- Gives examples of skills and techniques required to identify new career interests outside of sports
- Explains proven success techniques to accelerate a positive transition
- Shares examples of various careers and what it takes to succeed
- Gives the general reader some positive examples of professional athletes making a difference in careers, their communities, and their family lives

Potential Players to be Interviewed

Player Name/Team	Current Company/Title/Industry	College Attended	NFL Career
1. Dick Anderson Miami Dolphins	Top Telecom , Sr. Vice President Telecommunications	Univ. of Colorado	1968 -1972
2. Carl Banks NY Giants	New York Jets , Director of Player Development Sports/Entertainment GIII Apparel , President/CEO Athletic Apparel	Michigan State	1984 -1995
3. Dr. Lem Burnham Philadelphia Eagles	National Football League , VP Player Programs/Employee Dev. Sports Industry Administration	US Int'l/Cal Western	1974 -1980
4. Gary Cuozzo, D.D.S. New Orleans Saints	Private Practice , Dentist Orthodontics	Univ. of Virginia	1963 -1972
5. Issac Curtis Cincinnati Bengals	Winegardner & Hammonds Inc. , National Sales Director Sales	San Diego State	1973 -1984
6. Willie Davis Green Bay Packers	Business Executive Business	Grambling State	1956 - 1969
7. Mike Ditka Chicago Bears	New Orleans Saints , Coach Sports Industry	Univ. of Pittsburgh	1961 -1972
8. Fred Dryer** LA Rams	Actor Entertainment Industry	El Camino College	1969 -1981
9. Dave Duerson Chicago Bears	Fair Oaks Farms, Inc. , President/CEO Institutional Foods	Notre Dame	1983 - 1994
10. Mel Farr Detroit Lions	Mel Farr Automotive Group , President/General Manager Auto Sales	UCLA	1967 - 1973
11. Dr. John Frank San Francisco 49s	Private Practice , Doctor, Internal Medicine Medicine	Ohio State University	1984 -1988
12. Ernie Green Cleveland Browns	Ernie Green Industries, Business Owner Supplier of auto parts manufacturing	Univ. of Louisville	1962 -1968
13. Bob Griese Miami Dolphins	ABC Sports, Broadcaster Television	Perdue	1967 - 1980
14. Archie Griffin Cincinnati Bengals	Ohio State University, Assistant to Athletic Director College administration	Ohio State University	1976 -1982
15. Don Hasselbach New England Patriots	Reebok International Ltd., VP Product Marketing Supplier of athletic footwear, apparel, and equipment	Univ. of Colorado	1977 -1985

Potential Players to be Interviewed

continued

16. Craig James New England Patriots	CBS Sports, Broadcaster Television PCN Broadcasting School, Owner Education/Job Placement	Southern Methodist Univ.	1984 - 1988
17. John Jefferson San Diego Chargers	University of Kansas, Director of Life Skills College Athletics	Arizona State	1978 - 1985
18. Gene Johnson Philadelphia Eagles	JetCom Inc., VP Sales & Marketing Printing supplies	Univ. of Cincinnati	1959 - 1961
19. Jimmy Jones New York Jets	Reebok International Ltd., Executive VP Human Resources Supplier of athletic footwear, apparel, and equipment	Wichita State	1969 - 1973
20. Eric Kattis Cincinnati Bengals	Kattis Sporting Goods, Business Owner Sporting goods retailer	Univ. of Michigan	1986 - 1992
21. Jim Kiick Miami Dolphins	Kiick Sports Promotions , President Sports Marketing/Events	Univ. of Wyoming	1968 - 1977
22. Willie Lanier Kansas City Chiefs	First Union Bank , Vice President Banking	Morgan State Univ.	1967 - 1977
23. Steve Largent Seattle SeaHawks	State of Oklahoma , US Congressman Politics	Univ. of Tulsa	1976 - 1989
24. Greg Pruitt Oakland Raiders	Pruitt-Vaughn & Associates , President/CEO Athlete Representation	Univ. of Oklahoma	1973 - 1984
25. Lynn Swann* Pittsburgh Steelers	ABC Sports , On Air Personality/Reporter Broadcasting	Univ. of Southern California	1974 - 1982
26. Howard Twilley Miami Dolphins	Self Employed , Financial Consultant Financial Services (Former owner of 30 Athletes' Foot Stores)	Univ. of Tulsa	1966 - 1976
27. Paul Warfield Miami Dolphins	JEMESCO, Inc. , President Sports Marketing	Ohio State Univ.	1964 - 1977
28. Gene Washington San Francisco 49s	National Football League , Sr. Director of Football Development Sports/Entertainment	Stanford	1969 - 1979
29. Joe Washington Washington Redskins	Pepsi Bottling Company , VP, N. America Sales Supplier of soft drinks and food services	Univ. of Oklahoma	1976 - 1985
30. Reggie Williams Cincinnati Bengals	Walt Disney World , Vice President of Sports Entertainment	Dartmouth	1976 - 1989
31. Chris Zorich Chicago Bears	Private Practice , Attorney Legal Services	Notre Dame	1991 - 1995

Target Book Audience

- Professional Football Players (Active & Retired)
- Other Professional Athletes (Active & Retired)
- College Student Athletes
- High School Student Athletes
- Parents & Friends of Active & Former Athletes
- Professional Sports & Fitness Organizations
- NCAA & Other Sports Support Organizations
- Sports Psychology Majors, Teachers, and Counselors
- Individuals Seeking Career & Life Transition Advice
- Individuals Interested in Sports, Careers, & Business

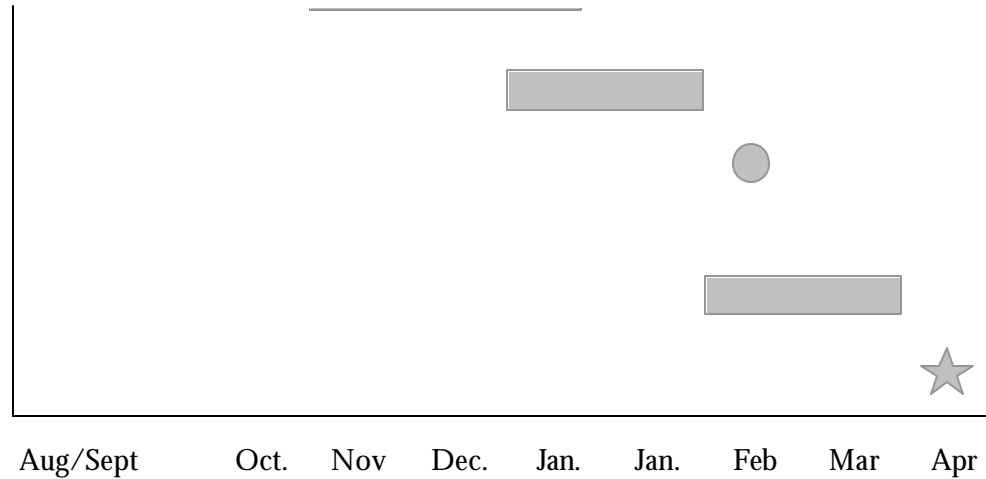
Project Timing, 2003 - 2004

5. Book Editing

6. Manuscript Complete

7. Production & Distribution

8. Deliver Book to NCAA, Pro
Teams, Leagues, Union, Agents



Who We Are

The Winning Career Moves - Book Team

**Guy Troupe,
Interviewer, Contributor**

**Tom Kowalski,
Interviewer, Contributor**



**Kirk Dixon, SPI
Book Owner, Producer**

**Cindy Bent, Interviewer
Writer, Editor**

Benefits To Players Interviewed for Winning Career Moves

By being involved in the WCM book former players will:

- Have an opportunity to highlight their professional football story
- Be able to share their positive athlete story and their current business success profile
- Have a potential impact in the future career choices of student & professional athletes by modeling solid transition ideas and advice
- Make a difference in changing the general public's view of athletes
- Receive five complimentary copies of the book
- Have an opportunity to participate in other NFL & Sports Professionals, Inc. (SPI) related business networking activities

How Former Players Get Involved

- Review Interview Questions and think of possible answers prior to the actual interview
- Confirm date, time, and location of interview
- Sign Book Release Form
- Meet with Interviewer (s). The time commitment is approximately 3-4 hours (1st interview), and two short follow up calls
- Confirm book content is correct during manuscript draft phase
- Contribute photos (s)