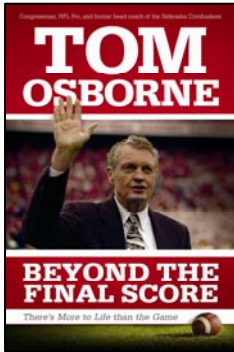


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THE LEGACY OF TOM OSBORNE

THE LIFE JOURNEY OF A LEGENDARY NEBRASKA COACH AND POLITICIAN



(Lincoln, NE) Tom Osborne is easily recognized as one of the most respected coaches in college football history. In his memoir, ***Beyond the Final Score: There's More to Life Than the Game*** (Regal Books, Sept. 2009), Osborne reflects on observations and experiences in his life as a family man, coach, congressman, fisherman, mentor and spiritual servant.

Osborne grew up in Hastings, Nebraska where he attended high school and college. After college graduation, he spent three seasons in the NFL as a wide receiver for the Washington Redskins and the San Francisco 49ers. In 1964, Osborne joined the University of Nebraska Cornhusker coaching staff and eventually became head coach in 1972, where he remained until 1997.

Osborne became a coaching legend by serving those around him and always placing a strong emphasis on his spiritual walk. Few college football coaches have seen the success that Osborne did (255 wins in 25 seasons). In *Beyond the Final Score*, Osborne shares some thoughts on the following:

- On Team Unity: "Having a nucleus of spiritually committed players and coaches made a significant difference on our football teams. It creates the kind of team chemistry that enables everyone to pull together in one direction."
- On His Political Career: "I ran for office without money from political action committees (PAC's). Personal contributions didn't exceed \$300 per person so nobody could claim my allegiance because of donations. I made my judgments based on my conscience and the best interests of my constituents."
- On the Economic Downturn: "We've become a very materialistic nation. This crisis has lead Americans to self-examination and a realization that we are not in control of everything, maybe God has a place in our priorities. I hope that we can strengthen our democracy and never trade it for short term monetary comforts. "
- On Mentorship: "Mentoring is not only an investment in the life of one child but also an investment in the future of our nation. A mentor demonstrates vision, shows unconditional care and while providing life-changing affirmation."
- On Returning to the Nebraska Athletic Department: "Morale wasn't good. Each person needed to be heard and to know they were valued. It was from there that the healing process, which was critical to accomplishing our mission, began to occur."

In 2000, Osborne won a Congressional seat for Nebraska's Third District. During his three terms in Congress, he participated in the Iraqi Women's Caucus, and served on the Agricultural Committee, the Education and the Workforce Committee, and the Transportation Committee. Osborne's commitment was to serve the people of Nebraska despite the downsides of being away from his family and experiencing the dissention and struggle for control between both parties. In 2006, Osborne ran for Governor of Nebraska, but lost to his opponent. In 2007, he returned to the University of Nebraska as Athletic Director.

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Osborne also shares thoughts on the many changes in college football over the years. Often challenges involve the players ("Many carry heavy emotional baggage or have critical parents pushing them from a young age to succeed"), their performance ("Enhancement seems to have been too great a temptation for many players and coaches, and officials let it go on for far too long"), and the recruitment process ("We often see improper or unrealistic promises being made to young people").

In *Beyond the Final Score*, Osborne chronicles personal stories that include growing up during World War II with a father who was overseas serving in the war, discovering his love for fishing at a young age, yearning to pass his love for fishing on to his wife and children (without much success), learning to fly later in life, and the struggle to keep family a priority over his career.

Through the story of his life, Osborne reminds readers of the principle that he has strived to maintain in his life, "Many people wander through life without thinking deeply about their purpose or intentions, my personal mission statement has always been to try to serve and honor God. Sometimes I came close to living up to this mission and other times I fell far short."

Beyond the Final Score: There's More to Life than the Game by Tom Osborne. Publisher: Gospel Light Publications, Pub. Date: September 1, 2009. ISBN-13: 9780830751112, Price: \$19.99

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Biography of Tom Osborne:

From the vast farmlands of Nebraska to the halls of Congress to the Green Zone in Iraq, Tom Osborne has become a legend by serving those around him and by always being a person of faith. Perhaps no college football program in history has seen as much success as Osborne's did under his watch (255 wins in 25 seasons). But there is much more to Tom Osborne.

In his career, Tom Osborne played professional football for the Washington Redskins and the San Francisco 49ers. He was the head coach of the University of Nebraska Cornhuskers football team for 25 years. Osborne boasts a 255-49-3 career and school record in 25 years and 307 games; three national championships (1994, 1995, 1997); 12 Big Eight Conference crowns; one Big 12 Crown. He also took the Huskers to a bowl game every year, continuing Nebraska's 29 straight bowls, one of many NCAA records held by Nebraska.

Osborne coached his players to 55 first-team All-America certificates (47 players) won two Heismans (Johnny Rodgers and Mike Rozier), had three Lombardi Award winners (Dave Rimington, Dean Steinkuhler, and Grant Wistrom), six Outland Trophy winners (Rimington, Steinkuhler, Will Shields, Zach Wiegert, and Aaron Taylor), one Butkus winner (Trev Alberts), and a Johnny Unitas Award winner in 1995 (Tommie Frazier).

Osborne announced his retirement as head coach late in the 1997 season and was inducted into the College Football Hall of Fame in 1999, and in 2000, he received the Jim Thorpe Lifetime Achievement Award. He was named "coach of the decade" by ESPN in 1999 and in 2007 was voted the "greatest college football coach of all time" in an online ESPN poll. Osborne was chosen as the 2008 recipient of the American Football Coaches Association's (AFCA) highest honor, the Tuss McLaughry Award for the highest distinction in service to others.

After coaching, Osborne was elected to Congress in 2000 and served six years in the House as a Republican from Nebraska's 3rd congressional district. In June 2009, the University of Nebraska announced the 72-year-old Osborne will remain the Athletic Director for an indefinite period of time.



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Suggested Interview Questions for Tom Osborne, author of *Beyond the Final Score*

1. You describe your early childhood memories with your dad serving in the war and the importance of the father role. Did this influence your decision to pursue football? What were some of the similar traits in athletes who had strained parental relations?
2. Your mission statement is "serve and honor God in all things." How do you strive to do this in all you do? What is your advice for others to follow this too?
3. What motivated you to make the decision to pursue a political career?
4. What are some landmark moments from your years as a coach? What are some of the changes you have noticed in the world of sports— including the players, performance, the attitude of coaches and players and gender equality?
5. Why did you decide to leave as head football coach for the University of Nebraska after 25 successful years?
6. What made you decide to accept the role as Nebraska's Athletics Director? What were some challenges you faced going in to the role?
7. Why do you believe mentorship is so valuable? What are some of the benefits of mentoring?
8. How did you acquire your love for fishing and flying? How have these activities been received by your family? Please share a couple of the stories in your book with us?
9. You pay tribute to your wife, Nancy, in the book. How did her support make you a better person and parent? What is your advice to a spouse who may have to be away from the family for extended periods of time?
10. You write how you considered the impact on your family first with every decision you made. Why do you rank that as a top priority? Do you feel many families have steered away from family first?
11. You write that people should choose "servanthood" over selfishness - you served as a coach and in politics. What are some qualities that make up a strong servant and leader?
12. What brought you back to Nebraska (as Athletic Director)? What do you hope to accomplish or teach to the teams?
13. What do you want people to remember most about Tom Osborne?

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Tom Osborne's Highlights

Administrative Experience

Nebraska, Athletic Director 2007-present
U.S Congress, Third District (Nebraska) 2000-06
Nebraska, Head Football Coach 1973-97
Nebraska, Assistant Head Football Coach 1972
Nebraska, Assistant Football Coach 1967-71

Educational Ledger

Nebraska, Ph.D. in Educational Psychology 1965
Nebraska, M.A. in Educational Psychology 1963
Hastings College, B.A. in History 1959

Personal Information

Date of Birth: Feb. 23, 1937
Family: Wife: Nancy; Son: Mike; Daughters: Ann and Suzanne

Tom Osborne's Honors and Accomplishments

University of Nebraska Head Coach (1973-97)
Three National Titles (1994-95-97)
1999 College Football Hall of Fame Inductee
U.S. Congressman (Nebraska's Third District, Three Terms)
Nebraska Athletic Director (Oct. 16, 2007-present)

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Tom Osborne's Coaching Record

Year	Won	Lost	Tied	Pct.	Bowl	Highlights
1973	9	2	1	.792	Cotton	
1974	9	3	0	.750	Sugar	
1975	10	2	0	.833	Fiesta	Big Eight co-Champs
1976	9	3	1	.731	Bluebonnet	
1977	9	3	0	.750	Liberty	
1978	9	3	0	.750	Orange	Big Eight co-Champs
1979	10	2	0	.833	Cotton	
1980	10	2	0	.833	Sun	
1981	9	3	0	.750	Orange	Big Eight Champions
1982	12	1	0	.923	Orange	Big Eight Champions
1983	12	1	0	.923	Orange	Big Eight Champions
1984	10	2	0	.833	Sugar	Big Eight co-Champs
1985	9	3	0	.750	Fiesta	
1986	10	2	0	.833	Sugar	
1987	10	2	0	.833	Fiesta	
1988	11	2	0	.846	Orange	Big Eight Champions
1989	10	2	0	.833	Fiesta	
1990	9	3	0	.750	Citrus	
1991	9	2	1	.792	Orange	Big Eight co-Champs
1992	9	3	0	.750	Orange	Big Eight Champions
1993	11	1	0	.917	Orange	Big Eight Champions
1994	13	0	0	1.000	Orange	National Champions

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1995	12	0	0	1.000	Fiesta	National Champions
1996	11	2	0	.846	Orange	Big 12 North champs
1997	13	0	0	1.000	Orange	National Champions
Totals	255	49	3	.836	25 straight	13 conference titles
Bowls	12	13	0	.480	three national titles	