

## **Rose Bowl Speeches**

### **Warren Pearce, WJR: December 29, 1989**

Playing USC is always something special...  
USC really plays much the same role as a leader of  
private higher education that we hope the U of M  
does in public higher education.  
USC is a great, comprehensive university...  
...with a strong tradition of leadership in  
both academics and athletics.  
I can remember back a year ago, on January 2nd,  
when Jim Zumberge and I met in the locker room  
tunnel under the Rose Bowl and agreed to a  
rematch.

### **Kiwanis Kickoff Luncheon: December 29, 1989**

#### **Introduction**

As Casey Stengel said,  
"It seems like deja vu...all over again."  
Here Michigan is back in Pasadena once again  
for New Year's Day...  
And it feels great!!!  
The warm sunshine in our faces...  
...the solid feel of the ground beneath our feet...  
...the thrill of driving on Los Angeles freeways...  
Looking forward with great excitement to  
facing USC--one of the great programs in  
intercollegiate athletics--in the Rose Bowl--  
the premier sporting event in America  
Only one big difference from last year...  
...this year we've have to replace our  
usual cheer of "GO BLUE!"  
...with a new cheer..."GLUE BO"...  
...to keep from a "BO GO"...  
that is to convince Bo Schembechler  
that there is indeed life at Michigan after  
coaching...  
...and that being AD can still be fun...  
...despite the antics of the Big Ten presidents!!!  
Speaking of presidents, I think back to a moment  
last January 2nd, when Jim Zumberge and I  
met in the locker room tunnel following the  
Rose Bowl game and made a pact...  
We do our best to return for a rematch in  
the 1990 Rose Bowl!  
And thanks to Bo Schembechler, Larry Smith, and their  
teams, we both managed to make it back...  
...although it certainly wasn't easy...

#### **Greetings**

It gives me great pleasure to convey to you  
OFFICIAL GREETINGS  
from the University of Michigan, from its Regents,  
its faculty and staff, its students  
...and of course, from its over 350,000 alumni...  
25,000 in California alone...  
We are both excited and delighted to be a participant  
in the 76th Rose Bowl  
and the 101th Tournament of Roses.  
Let me also convey congratulations to the two teams  
that are the centerpiece of this event:  
The Michigan Wolverines and the USC Trojans.  
...To the players, the coaches, managers and trainers...  
...To the bands, cheerleaders, students, and others who

have worked so long and hard to win the championships  
of the Big Ten and the Pac Ten conferences  
and the trip to Pasadena

We want to express our appreciation to the Tournament of Roses  
Committee and those thousands of individuals  
who work so hard throughout the year  
to make this the premier pageant  
and sporting event in America today.

And I would particularly like to thank  
the Kiwanis of Pasadena...  
and the members of Kiwanis Clubs throughout  
the United States both for their sponsorship  
of this Kickoff Luncheon...  
and for their generous support of medical care and research  
in children's hospitals across the nation

#### **Michigan Athletics:**

This has been quite a year for Michigan athletics  
...beginning last January 2nd with that come-from-behind  
victory over USC  
...then that extraordinary Cinderella story of Steve  
Fisher and the Michigan basketball team and their  
march to the Final Four and the NCAA Basketball  
Championship  
...of course, our road back to the Rose Bowl got off to  
a rocky start in September--or, should I say, a "rocket"  
start, as Rocket Ismail ran back two kickoffs against  
Michigan in our first game against Notre Dame  
(unfortunately, USC also fell victim to the luck of  
the Irish later in the fall)  
...It took a trip to Pasadena to turn things around...  
with that extraordinary last second victory over  
UCLA this past September.  
(I found the headlines in one of your local papers  
the next day rather amusing:  
UCLA Football suffers the ultimate humiliation...  
...being upset by a basketball school!!!)  
...The march through the Big Ten was particularly  
tough...with most of the key games on the road...  
...Michigan State, Iowa, Illinois...  
...But Bo and his team marched through the schedule  
undefeated for their second consecutive Big Ten  
championship, concluding with brutal physical  
contact against Ohio State before a crowd of  
over 106,000 in Ann Arbor.  
...Actually, perhaps the biggest surprise of all occurred  
just a few weeks later...when Bo announced his  
decision to step down from coaching following this  
Rose Bowl.  
(I don't know how you folks took the shock of  
this announcement in California, but our papers  
in the Midwest had headlines just slightly larger  
than those suitable for an invasion from Mars.)  
...And now, the Rose Bowl itself.

#### **Rose Bowl Challenge:**

Of course, the Rose Bowl has been a real challenge to us...  
particularly when we play USC in the Rose Bowl...  
...the phantom touchdown...  
...an earthquake that hit southern California in 1979...  
For the past couple of years we have taken no chances...  
...We've arranged for Michigan weather to strike the  
Southland...

We have done our best to infiltrate USC with Michiganders  
in key positions...

Can it be simply a coincidence that...

...President Zumberge is a former Michigan faculty member...

...in fact, his three sons are UM graduates and prefer  
sitting on our side of the field during the game!!!

...Coach Smith is a former Bo assistant coach...

... the USC director of bands is a Michigan graduate...

...the USC Director of Admissions is from Michigan

...Indeed, I understand that even the Kiwanis originated in  
Michigan...in Detroit in 1915

...And while Traveler is not from Michigan...it is  
rumored he graduated from Ohio State...  
and hence has a Big Ten connection...

Of course all of this is probably balanced out by the fact that  
the Michigan president is a Caltech graduate...

...ah, the ultimate Caltech prank....

### **Special Nature of Rose Bowl:**

It must be said that the Rose Bowl is a very, very special  
event for those of us from the frigid Midwest.

While you Californians may tend to take the magic of  
New Year's Day in Pasadena for granted,...

You must realize that those of us in the Midwest grow up  
watching the color...excitement...and the warmth of the Rose  
Bowl on television on dark winter evenings...  
...surrounded by snow and ice...

...with the chilling wind and subzero temperature outside.

As Bo puts it, "Kids growing up in the Midwest,  
playing football in the street, in the snow and the mud,  
dream of someday being good enough to play in the  
Rose Bowl."

So, too, it is a great honor to play USC, a school with one of  
the great traditions in college football history...  
...in addition to its great academic reputation.

Michigan and USC...two of the great football programs  
in then nation,

...with over 1,200 wins among them...

...30 Rose Bowls

...180 All-Americans

Yet, even more significantly, two of this nation's great  
universities...conducting programs across the full  
spectrum of intellectual disciplines and professions  
that rank among the best in the world.

In a very real sense, the Rose Bowl has come  
to be viewed as the crowning symbol of achievement--  
of excellence--in intercollegiate athletics.

### **Importance of Intercollegiate Athletics**

And this is extremely important to us at Michigan because of the  
belief that athletic competition can play such an important  
role in our fundamental mission: EDUCATION.

While it is customary to think of a college education in terms of  
classes and labs, we believe it goes beyond that. The  
experiences provided by athletics provide our students with  
marvelous opportunities to develop qualities so important  
later in life...

...dedication

...commitment

...integrity

...leadership

While Bo and his staff are outstanding coaches, to be sure, we  
view them as well as some of our most gifted educators...

teaching our student-athletes some of the most important lessons of life...lessons every bit as lasting as those we teach in the classroom or laboratory.

The University is extremely proud of its athletics program...

...oh, certainly for its success, its winning tradition...

...perhaps even more for its integrity...

...but most of all for the way in which those who lead it...

Bo Schembechler, Steve Fisher, Jack Weidenbach...

and all of our coaches dedicate themselves first

and foremost to the education of the young men and

women who don the maize and blue.

### **Concluding Remarks**

And, in a similar vein, we view the Rose Bowl, its long tradition of excellence, of quality, as an opportunity for our students--who also happen to be outstanding athletes--to demonstrate to America and the world all that is good in intercollegiate athletics today.

So whether it is with the spirit of

"GO BLUE"...

or "GLUE BO"...

or just "GO FOR IT!"...

We look forward with eager anticipation to New Year's Day

...to a meeting between two of the greatest

college football programs in America...USC and Michigan...

in the "Granddaddy of them All"...the 76th Annual Rose Bowl.

### **Big Ten Dinner of Champions: December 29, 1989**

#### **Introduction**

As Casey Stengel said,

"It seems like deja vu...all over again."

Here Michigan is back in Pasadena once again

for New Year's Day...

And it feels great!!!

The warm sunshine in our faces...

...the solid feel of the ground beneath our feet...

...the thrill of driving on Los Angeles freeways...

Looking forward with great excitement to

facing USC--one of the great programs in

intercollegiate athletics--in the Rose Bowl--

the premier sporting event in America

Only one big difference from last year...

...this year we've have to replace our

usual cheer of "GO BLUE!"

...with a new cheer..."GLUE BO"...

...to keep from a "BO GO"...

that is to convince Bo Schembechler

that there is indeed life at Michigan after

coaching...

...and that being AD can still be fun...

...despite the antics of the Big Ten presidents!!!

Speaking of presidents, I think back to a moment

last January 2nd, when Jim Zumberge and I

met in the locker room tunnel following the

Rose Bowl game and made a pact...

We do our best to return for a rematch in

the 1990 Rose Bowl!

And thanks to Bo Schembechler, Larry Smith, and their

teams, we both managed to make it back...

...although it certainly wasn't easy...

#### **Greetings**

Let me begin by conveying to you OFFICIAL GREETINGS

from the University of Michigan, from its Regents, its faculty and staff, its students...and of course, from its over 350,000 alumni... 25,000 in California alone...

We are excited indeed to be a participant in the 76th Rose Bowl and the 101th Tournament of Roses, and we take enormous pride in the accomplishments of the Michigan Football Team, Coach Schlembechler and his staff, and all of those who worked so long and hard to win the 1989 Big Ten Championship.

#### **Michigan Athletics:**

Of course, this has been quite a year for Michigan...  
...beginning last January 2nd with that come-from-behind victory over USC  
...then that extraordinary Cinderella story of Steve Fisher and the Michigan basketball team and their march to the Final Four and the NCAA Basketball Championship  
...of course, our road back to the Rose Bowl got off to a rocky start in September--or, should I say, a "rocket" start, as Rocket Ismail ran back two kickoffs against Michigan in our first game against Notre Dame (unfortunately, USC also fell victim to the luck of the Irish later in the fall)  
...It took a trip to Pasadena to turn things around... with that extraordinary last second victory over UCLA this past September.  
(I found the headlines in one of your local papers the next day rather amusing:  
UCLA Football suffers the ultimate humiliation...  
...being upset by a basketball school!!!)  
...The march through the Big Ten was particularly tough...with most of the key games on the road...  
...Michigan State, Iowa, Illinois...  
...But Bo and his team marched through the schedule undefeated for their second consecutive Big Ten championship, concluding with brutal physical contact against Ohio State before a crowd of over 106,000 in Ann Arbor.  
...Actually, perhaps the biggest surprise of all occurred just a few weeks later...when Bo announced his decision to step down from coaching following this Rose Bowl.  
(I don't know how you folks took the shock of this announcement in California, but our papers in the Midwest had headlines just slightly larger than those suitable for an invasion from Mars.)  
...And now, the Rose Bowl itself.

#### **Special Nature of Rose Bowl:**

It must be said that the Rose Bowl is a very, very special event for those of us from the frigid Midwest. While you Californians may tend to take the magic of New Year's Day in Pasadena for granted,... You must realize that those of us in the Midwest grow up watching the color...excitement...and the warmth of the Rose Bowl on television on dark winter evenings...  
...surrounded by snow and ice...  
...with the chilling wind and subzero temperature outside.  
As Bo puts it, "Kids growing up in the Midwest, playing football in the street, in the snow and the mud,

dream of someday being good enough to play in the Rose Bowl.”

Of course, the Rose Bowl has been a real challenge to us... particularly when we play USC in the Rose Bowl...

...the phantom touchdown...

...an earthquake that hit southern California in 1979...

For the past couple of years we have taken no chances...

...We've arranged for Michigan weather to strike the Southland...

We have done our best to infiltrate USC with Michiganders in key positions...

Can it be simply a coincidence that...

...President Zumberge is a former Michigan faculty member...

...in fact, his three sons are UM graduates and prefer sitting on our side of the field during the game!!!

...Coach Smith is a former Bo assistant coach...

... the USC director of bands is a Michigan graduate...

...the USC Director of Admissions is from Michigan

...Indeed, I understand that even the Kiwanis originated in Michigan...in Detroit in 1915

...And while Traveler is not from Michigan...it is rumored he graduated from Ohio State... and hence has a Big Ten connection...

Of course all of this is probably balanced out by the fact that the Michigan president is a Caltech graduate...

...ah, the ultimate Caltech prank....

So, too, it is a great honor to play USC, a school with one of the great traditions in college football history...

...in addition to its great academic reputation.

Michigan and USC...two of the great football programs in the nation,

...with over 1,200 wins among them...

...30 Rose Bowls

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Yet, even more significantly, two of this nation's great universities...conducting programs across the full spectrum of intellectual disciplines and professions that rank among the best in the world.

In a very real sense, the Rose Bowl has come to be viewed as the crowning symbol of achievement, of excellence, in intercollegiate athletics.

### **Importance of Intercollegiate Athletics**

The University of Michigan has many important traditions that make this institution the place it is...

and among the most visible and most important is the role of intercollegiate athletics at Michigan...

In recent years there has been a continual stream of concerns about intercollegiate athletics...

...quasi “professional” athletic programs on our campuses--inconsistent with our academic responsibilities

...taking advantage of our student athletics

...pressure to win at all costs which causes cheating...

...drugs, crime,

And this is extremely important to us at Michigan because of the belief that athletic competition can play such an important role in our fundamental mission: EDUCATION.

While it is customary to think of a college education in terms of classes and labs, we believe it goes beyond that. The

experiences provided by athletics provide our students with marvelous opportunities to develop qualities so important later in life...

...dedication  
...commitment  
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While Bo and his staff are outstanding coaches, to be sure, we view them as well as some of our most gifted educators... teaching our student-athletes some of the most important lessons of life...lessons every bit as lasting as those we teach in the classroom or laboratory.

The University is extremely proud of its athletics program...

...oh, certainly for its success, its winning tradition...  
...perhaps even more for its integrity...  
...but most of all for the way in which those who lead it...  
Bo Schembechler, Steve Fisher, Jack Weidenbach...  
and all of our coaches dedicate themselves first and foremost to the education of the young men and women who don the maize and blue.

**A special comment about Bo:**

Of course, this is also a very special occasion since it will be Bo's last Rose Bowl as coach of the Michigan Wolverines.

I know Bo's decision to pass on the reigns as Michigan football coach at this point was not an easy one. I can tell you that it is not an easy one for me--for any of us--to accept, either.

But I also know that he has approached this decision with the same of integrity, class, courage, and loyalty that characterizes his entire career at the University.

Bo is retiring at the top of his form, widely acknowledged to be the top intercollegiate football coach in America.

But Bo is more than just a winning coach, though he is that.

In his years at Michigan, Bo has come to symbolize the integrity, pride, dedication to excellence, sacrifice for others, and leadership that characterize the best traditions of intercollegiate athletics.

Bo is also widely loved and admired as a remarkable teacher on this campus who has an intense dedication to his student-athletes.

His students, colleagues, friends and fans owe him a great debt for the pride he has given to us and to our University--not just pride in winning but pride in the character of our institution and its sports program and athletes. □

**Congratulations...**

Let me conclude with a final note of congratulations... The Rose Bowl is very special to us at the University since it allows us to recognize and take pride in the accomplishments of those who have brought us to Pasadena...

- i) The Michigan Football Team, the players themselves who have met the challenge...both on the field and in the classroom
- ii) Jerry Luckharth and the women and men of the Michigan Marching Band who have, through long hours of practice and work, continued the tradition of excellence in what is generally regarded as the nation's leading college band.
- iii) All of the students, who participating as cheerleaders,

- managers, or simply as loyal fans, have played important roles in building a winning spirit at Michigan
- iv) To Bo Schembechler, not only the greatest coach in Michigan football history--but the greatest coach in America--and one of the greatest teachers as well.
  - v) To his fellow football coaches, and the staff of the Department of Athletics.
  - v) And, of course, perhaps as much as any one else, let me congratulate the families that stood behind these students and gave them the support so critical to their achievements.

### **Concluding Remarks**

A final word, then to the players, the coaches,  
the band, the students, the families...

In a very real sense the Rose Bowl is your event!  
The University of Michigan takes  
great pride in your accomplishments.  
And we look forward with eager anticipation  
to New Year's Day in Pasadena...  
A chance to make history  
...not only a chance for the big double...  
...two Rose Bowl victories back to back  
...not only a shot at the national title  
...if Notre Dame and Alabama can do their part  
...but beyond that...a chance to become the  
first--and probably last--Big Ten team  
to win three games in the Rose Bowl in  
one year  
...Last January 2nd against USC  
...In September against UCLA  
...And this January 1st against USC  
(get it...)

Heck, you guys have played so many games  
in the Rose Bowl this year it should feel  
like your home turf!

So whether it is with the spirit of  
"GO BLUE"...  
or "GLUE BO"...  
or just "GO FOR IT!"...

We look forward with eager anticipation to New Year's Day  
...to a meeting between two of the greatest  
college football programs in America...USC and Michigan...  
in the "Granddaddy of them All"...the 76th Annual Rose Bowl.

### **Big Ten Champions (Long): December 29, 1989**

#### **Introduction**

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for New Year's Day...  
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...then that extraordinary Cinderella story of Steve  
Fisher and the Michigan basketball team and their  
march to the Final Four and the NCAA Basketball  
Championship  
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over 106,000 in Ann Arbor.

...Actually, perhaps the biggest surprise of all occurred  
just a few weeks later...when Bo announced his  
decision to step down from coaching following this  
Rose Bowl.

(I don't know how you folks took the shock of

this announcement in California, but our papers in the Midwest had headlines just slightly larger than those suitable for an invasion from Mars.)  
...And now, the Rose Bowl itself.

### **Midwestern Colony**

I suppose it is natural that we Michiganders should feel so very much at home out here in the Southland.  
Of course, Bo and his team have done their best to see that Michigan pays regular visits to Pasadena on New Year's Day.  
i) But when it comes right down to it, California is really just a colony of the midwest...  
ii) As you may be aware, 1 out of every 700 Americans is a UM graduate...and occasions such as this suggest most of these migrate to California sooner or later.  
ii) To illustrate the point...did you know that...  
...President Zumberge is a former Michigan faculty member...  
...in fact, his three sons are UM graduates and prefer sitting on our side of the field during the game!!!  
...Coach Larry Smith of USC is a former Bo assistant coach...  
...even the USC director of bands is a UM graduate...  
...the USC Director of Admissions is from Michigan  
...And while Traveler is not from Michigan...it is rumored he graduated from Ohio State...  
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### **Special Nature of Rose Bowl:**

It must be said that the Rose Bowl is a very, very special event for those of us from the frigid Midwest.  
While you Californians may tend to take the magic of New Year's Day in Pasadena for granted,...  
You must realize that those of us in the Midwest grow up watching the color...excitement...and the warmth of the Rose Bowl on television on dark winter evenings...  
...surrounded by snow and ice...  
...with the chilling wind and subzero temperature outside.  
As Bo puts it, "Kids growing up in the Midwest, playing football in the street, in the snow and the mud, dream of someday being good enough to play in the Rose Bowl."  
In a very real sense, the Rose Bowl has come to be viewed as the crowning symbol of achievement, of excellence, in intercollegiate athletics.  
So, too, it is a great honor to play USC, a school with one of the great traditions in college football history...  
...in addition to its great academic reputation.  
Michigan and USC...two of the great football programs in the nation,  
...with over 1,200 wins among them...  
...30 Rose Bowls  
...180 All-Americans  
Yet, even more significantly, two of this nation's great universities...conducting programs across the full spectrum of intellectual disciplines and professions that rank among the best in the world.

### **Importance of Football at Michigan**

The University of Michigan has many important traditions that make this institution the place it is...  
and among the most visible and most important

is the role of intercollegiate athletics at Michigan...  
We are intensely proud of our athletic teams...  
Michigan is unique in its combination of  
world-class academic programs...and its  
winning tradition in athletics...  
...If you compare the two top ten lists...  
the top ten universities in academic quality...  
and the top ten athletic programs in football...  
You will find only one name on both lists...Michigan.  
Yet, as important as winning is, we are also  
proud of our programs for their integrity...their class.  
And of course, we have long taken great pride in  
having many of the nation's leading coaches...  
including its leading football coach...  
But perhaps of most importance of all is the way  
in which Bo and his coaches dedicate themselves  
first and foremost to the education of the  
student-athletes who don the maize and blue.

### **Michigan belief**

In recent years there has been a continual stream  
of concerns about intercollegiate athletics...  
...quasi "professional" athletic programs on our  
campuses--inconsistent with our academic  
responsibilities  
...taking advantage of our student athletics  
...pressure to win at all costs which causes  
cheating...  
...drugs, crime,  
At Michigan, we believe that athletic competition  
can play an important role in our  
fundamental mission: education.  
I suppose it is something in the very nature of a university  
that causes us to continually ask the questions about  
our values, our goals, our priorities...  
What are we?...what do we strive to become?...  
Interestingly enough, I suspect that if one were to go through  
one of Bo's talks to his team with a highlighter, you would  
get some pretty good ideas...  
Words...  
Pride...in institutions and in one's self  
Sacrifice for others...for the team  
Dedication to the achievement of excellence  
A disdain for mediocrity  
Courage, confidence,...  
Leadership...  
Integrity, honesty,  
Quality, Class...  
It is certainly true that intercollegiate athletics can provide  
students with a marvelous opportunity to develop those  
qualities so important in later life...particularly when led  
by inspiring and enlightened coaches such as Bo Schlembecher  
But it can do more, for these programs also serve as models  
not simply for the university community, but for many others  
throughout their society...  
How many youngsters dream of the day they could play in the  
Rose Bowl...and learn from others the qualities necessary  
to get there?  
And how many of us as adults tend to identify with these teams  
...sharing their thrill in victory...and suffering with them  
through defeat.  
Football...indeed, all intercollegiate athletics

...is a game, to be sure...  
but it is also a remarkable model of life  
...and those factors which  
lead to a program's long term success  
are also the factors which  
prepare young men and women for life itself!  
While it is important that we always keep it in perspective...that we  
always place primary emphasis  
on the first word in "student-athlete"...  
it is also important that we acknowledge  
that the lessons that Coach  
Schembechler and his colleagues teach  
to the young men who don the maize and blue of Michigan  
are some of the most important lessons of life  
...lessons everything bit as important  
as those we teach in the classroom or laboratory...

#### **The role of intercollegiate athletics**

We understand the dedication and commitment  
required to balance the demands of inter-  
collegiate athletics with the demands of a  
Michigan education.

A Michigan education is challenging enough,  
without the additional pressures of participation  
in one of the nation's leading athletic programs.

But, I suspect that later in life most of our athletics  
look back upon their experience at Michigan  
as providing an extraordinary  
education, in the most compete sense of  
the word.

It has sometimes been said that the purpose  
of a college education is to learn the art of life...  
And, in this, you as student athletes may have  
a certain edge, since most of you are benefiting  
from a full-range of experiences on our campus,  
from the intellectual to the athletic to the cultural...

The experiences encountered in athletics  
provide our students with marvelous  
opportunities to develop qualities so  
important later in life: dedication,  
commitment, integrity, leadership.

The value of athletics--when combined with a  
Michigan education--becomes all the more  
apparent when meeting former Michigan  
athletes who have gone on to great success--  
indeed, leadership--in their careers as  
business executives, doctors, lawyers,  
engineers--even Presidents!

#### **A special comment about Bo:**

Of course, this is also a very special occasion  
since it will be Bo's last Rose Bowl as coach  
of the Michigan Wolverines.

I know Bo's decision to pass on the reigns  
as Michigan football coach at this point was not an easy one.

I can tell you that it is not an easy one for me--for any of us--to accept, either.

But I also know that he has approached this decision  
with the same of integrity, class, courage, and loyalty  
that characterizes his entire career at the University.

Bo is retiring at the top of his form,  
widely acknowledged to be the top intercollegiate football  
coach in America.

But Bo is more than just a winning coach,

though he is that.

In his years at Michigan, Bo has come to symbolize the integrity, pride, dedication to excellence, sacrifice for others, and leadership that characterize the best traditions of intercollegiate athletics.

Bo is also widely loved and admired as a remarkable teacher on this campus who has an intense dedication to his student-athletes.

His students, colleagues, friends and fans owe him a great debt for the pride he has given to us and to our University--not just pride in winning but pride in the character of our institution and its sports program and athletes. □

We are deeply indebted to Bo Schembechler for everything that he has done for this University, for everything he has come to symbolize about our University.

- i) Hard work and remorseless attention to detail;
- ii) Uncompromising personal integrity;
- iii) Total refusal to accept anything less than the best, but without arrogance or elitism;
- iv) Insistent focus on the success of the team as a whole, rather than on one or two stars;
- v) Stubborn and principled refusal to cheat, in a world where cheating is becoming more and more common;
- vi) Complete personal and emotional honesty, resulting in compelling motivation for excellence
- vii) Success and leadership achieved through the expression of principals and values, not despite them.

He taught all of us that, at Michigan, those who stay will be champions.

We will sorely miss his leadership on the playing field.

Yet we also know he has built a lasting tradition of excellence in his program that we pledge to sustain in the years ahead. □

### **Congratulations...**

The Rose Bowl is very special to us at the University since it allows us to recognize and take pride in the accomplishments of those who have brought us to Pasadena...

- i) The Michigan Football Team, the players themselves who have met the challenge...both on the field and in the classroom
- ii) Jerry Lauterbach and the women and men of the Michigan Marching Band who have, through long hours of practice and work, continued the tradition of excellence in what is generally regarded as the nation's leading college band.
- iii) All of the students, who participating as cheerleaders, managers, or simply as loyal fans, have played important roles in building a winning spirit at Michigan
- iv) To Bo Schembechler, not only the greatest coach in Michigan football history--but the greatest coach in America--and one of the greatest teachers as well.
- v) To his fellow football coaches, and the staff of the Department of Athletics.
- v) And, of course, perhaps as much as any one else, let me congratulate the families that stood behind these students and gave them the support so critical to their achievements.

### **Concluding Remarks**

A final word, then to the players, the coaches, the band, the students, the families...

In a very real sense the Rose Bowl is your event!

The University of Michigan takes great pride in your accomplishments.

And we look forward with eager anticipation  
to New Year's Day in Pasadena...  
A chance to make history  
...not only a chance for the big double...  
    ...two Rose Bowl victories back to back  
...not only a shot at the national title  
    ...if Notre Dame and Alabama can do their part  
...but beyond that...a chance to become the  
    first--and probably last--Big Ten team  
    to win three games in the Rose Bowl in  
    one year  
    ...Last January 2nd against USC  
    ...In September against UCLA  
    ...And this January 1st against USC  
        (get it...)  
Heck, you guys have played so many games  
in the Rose Bowl this year it should feel  
like your home turf!

So whether it is with the spirit of  
"GO BLUE"...  
or "GLUE BO"...  
or just "GO FOR IT!"...

We look forward with eager anticipation to New Year's Day  
...to a meeting between two of the greatest  
college football programs in America...USC and Michigan...  
in the "Granddaddy of them All"...the 76th Annual Rose Bowl.

**Team Brunch: December 30, 1989**

**Congratulations**

First, congratulations once again on a spectacular season.

**Importance of Rose Bowl**

There is something very special about the Rose Bowl...  
just as there is about Michigan football.

In places such as Michigan and Ohio, football fans  
and players grow up watching the Rose Bowl  
on television, on dark winter evenings, when  
it is frigid and windy and the streets and yards  
are covered with ice and snow.

From this perspective, the Rose Bowl sometimes  
seems almost surreal. It is played three time  
zones away in Pasadena on thick grass,  
usually before 100,000 fans who watch in  
their shirtsleeves.

"Kids growing up in the Midwest, playing football  
in the street, in the snow and the mud, dream of  
someday being good enough to play in the  
Rose Bowl."

It is also fitting that we are playing USC...the one school  
that has a football tradition almost as strong as  
Michigan's.

**Role of Football**

In recent years there has been a continual stream  
of concerns about intercollegiate athletics...  
    ...quasi "professional" athletic programs on our  
    campuses--inconsistent with our academic  
    responsibilities  
    ...taking advantage of our student athletics  
    ...pressure to win at all costs which causes  
    cheating...  
    ...drugs, crime,

And, of course, the achievement of the Michigan  
Football Wolverines is one vivid example of

that leadership.

We are intensely proud of our athletic teams...

Michigan is unique in its combination of  
world-class academic programs...and its  
winning tradition in athletics...

...If you compare the two top ten lists...

the top ten universities in academic quality...

and the top ten athletic programs in football...

You will find only one name on both lists...Michigan.

Mention that football is important for many reasons...

i) Obviously its tradition

ii) Its role in your education

It has sometimes been said that the purpose

of a college education is to learn the art of life...

And in this, we believe our student athletes have

a certain edge, since they benefit

from a full-range of experiences on our campus,

from the intellectual to the athletic to the cultural...

iii) But also for its unifying nature...

pulling together not just the students, faculty, and staff

of the University...but uniting them with those hundreds

of thousands of Michigan alumni who take great pride in

the maize and blue.

#### **Let me make one final comment...**

Among the many lessons that football is able  
to teach, perhaps none is as important as  
the importance of working together as a  
team...

But individual commitment and achievement,  
while essential, cannot in itself, produce  
a winner.

Your success this past fall was due to an  
extraordinary team effort.

A team that includes the players, coaches,  
managers, trainers...and many others.

Hence, in closing, let me convey congratulations  
once more...

#### **Congratulations**

Be sure to use the opportunity to personally congratulate  
the team...the players...the coaches...the trainers and staff

Be as personable as possible...point out how that the University  
takes great pride and interest in intercollegiate athletics.

You as players are first and foremost students...albeit with  
exceptional athletic ability...

You as coaches are really faculty members...teachers...

#### **A special comment about Bo:**

Of course, this is also a very special occasion  
since it will be Bo's last Rose Bowl as coach  
of the Michigan Wolverines.

I know Bo's decision to pass on the reigns  
as Michigan football coach at this point was not an easy one.

I can tell you that it is not an easy one for me--for any of us--to accept, either.

But I also know that he has approached this decision  
with the same of integrity, class, courage, and loyalty  
that characterizes his entire career at the University.

Bo is retiring at the top of his form,  
widely acknowledged to be the top intercollegiate football  
coach in America.

But Bo is more than just a winning coach,  
though he is that.

In his years at Michigan, Bo has come to symbolize

the integrity, pride, dedication to excellence, sacrifice for others, and leadership that characterize the best traditions of intercollegiate athletics .

Bo is also widely loved and admired as a remarkable teacher on this campus who has an intense dedication to his student-athletes.

His students, colleagues, friends and fans owe him a great debt for the pride he has given to us and to our University--not just pride in winning but pride in the character of our institution and its sports program and athletes. □

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- vii) Success and leadership achieved through the expression of principals and values, not despite them.

He taught all of us that, at Michigan, those who stay will be champions.

We will sorely miss his leadership on the playing field.

Yet we also know he has built a lasting tradition of excellence in his program that we pledge to sustain in the years ahead. □

#### **And now on to the Rose Bowl...**

A chance to make history

...not only a chance for the big double...

...two Rose Bowl victories back to back

...not only a shot at the national title

...if Notre Dame and Miami can do their part

...but beyond that...a chance to become the first--and probably last--Big Ten team to win three games in the Rose Bowl in one year

...Last January 2nd against USC

...In September against UCLA

...And this January 1st against USC

(get it...)

Heck, you guys have played so many games in the Rose Bowl this year it should feel like your home turf!

#### **And even though we may be outnumbered by USC...**

and certainly out pom-pom'ed...

you should know that most of the millions of fans watching this game are rooting for a Michigan victory.

#### **Go Blue!!!**

### **Tournament of Roses Directors' Dinner: December 30, 1989**

#### **Introduction**

As Casey Stengel said,

"It seems like deja vu...all over again."

Here Michigan is back in Pasadena once again for New Year's Day...

And it feels great!!!



The warm sunshine in our faces...  
...the solid feel of the ground beneath our feet...  
...the thrill of driving on Los Angeles freeways...  
Looking forward with great excitement to  
facing USC--one of the great programs in  
intercollegiate athletics--in the Rose Bowl--  
the premier sporting event in America  
Only one big difference from last year...  
...this year we've have to replace our  
usual cheer of "GO BLUE!"  
...with a new cheer..."GLUE BO"..."  
...to keep from a "BO GO"..."  
that is to convince Bo Schembechler  
that there is indeed life at Michigan after  
coaching...  
...and that being AD can still be fun...  
...despite the antics of the Big Ten presidents!!!  
Speaking of presidents, I think back to a moment  
last January 2nd, when Jim Zumberge and I  
met in the locker room tunnel following the  
Rose Bowl game and made a pact...  
We do our best to return for a rematch in  
the 1990 Rose Bowl!  
And thanks to Bo Schembechler, Larry Smith, and their  
teams, we both managed to make it back...  
...although it certainly wasn't easy...

#### **Greetings**

It gives me great pleasure to convey to you  
OFFICIAL GREETINGS from the University of Michigan,  
from its Regents, its faculty and staff, its students  
...and of course, from its over 350,000 alumni...  
25,000 in California alone...  
We are indeed excited and proud to be a participant in  
the 76th Rose Bowl and 101th Tournament of Roses.

#### **Congratulations**

The University would like to extend its congratulations  
to the two teams that are the centerpiece of this  
event: The Michigan Wolverines and the USC Trojans...  
...to the players, the coaches, the managers and trainers...  
...to the bands, cheerleaders, students, and others...  
who have worked so hard to win the championships of  
the Big Tena nd the Pac Ten and the trip to Pasadena.  
We want to express as well our appreciation and  
congratulations to the members of the Tournament of  
Roses Committee and the thousands of individuals  
who worked so hard throughout the year to make this  
event what it has become...the most spectacular and  
most important pagent and sporting event in the nation.

#### **Special Nature of Rose Bowl:**

It must be said that the Rose Bowl is a very, very special  
event for those of us from the frigid Midwest.  
While you Californians may tend to take the magic of  
New Year's Day in Pasadena for granted,...  
You must realize that those of us in the Midwest grow up  
watching the color...excitement...and the warmth of the Rose  
Bowl on television on dark winter evenings...  
...surrounded by snow and ice...  
...with the chilling wind and subzero temperature outside.  
As Bo puts it, "Kids growing up in the Midwest,  
playing football in the street, in the snow and the mud,  
dream of someday being good enough to play in the

Rose Bowl.”

In a very real sense, the Rose Bowl has come to be viewed as the crowning symbol of achievement, of excellence, in intercollegiate athletics.

So, too, it is a great honor to play USC, a school with one of the great traditions in college football history...  
...in addition to its great academic reputation.

Michigan and USC...two of the great football programs in the nation,

...with over 1,200 wins among them...

...30 Rose Bowls

...180 All-Americans

Yet, even more significantly, two of this nation's great universities...conducting programs across the full spectrum of intellectual disciplines and professions that rank among the best in the world.

### **A Personal Homecoming**

Of course, returning to Pasadena is always a special thrill for Anne and I since it is a homecoming of a sort for us...

As many of you know, Pasadena used to be our home during the 1960s when I was studying for my doctorate at Caltech...and then later as a member of the research faculty of the Institute.

Anne's first job was as a department manager in J.W. Robinson's over on Colorado Blvd

Both of our daughters are native Pasadenians... both being born in Huntington Memorial Hospital (although they are spending this New Years holding down the fort in Michigan--and providing strong support for the Michigan basketball team is playing at this moment in Ann Arbor

When we left the warmth of the Southland for Michigan some 20 years ago, we always key that we would return some day...

...but we suspect it would be to visit Caltech

...not to lead troops into battle over in the Arroyo Seco on New Year's Day.

In fact, in all my years as a student at Caltech, the closest I ever got to the Rose Bowl was peering over the crowd along Colorado Boulevard at the Rose Parade.

But, thanks to Michigan, we now have many opportunities to return to Pasadena.

In fact, this is our fourth trip back this year...

...two Rose Bowls, one UCLA game

...and one Caltech commencement address!

### **A Heady Experience**

I must confess that it has been quite a heady experience for an ex-Yale football player and Caltech graduate to be President of a university with Michigan's tradition of excellence in intercollegiate athletics...

In the past year and a half we've had the opportunity to experience...

...two Big Ten football championships...

...two Rose Bowls

...an NCAA basketball championship

Ah, must be the Caltech connection...

...since Yale's prowess on the field has not been overwhelming in recent years...

### **A Conspiracy Theory**

In fact, Caltech has been intimately involved  
in the Rose Bowl--sometimes to the dismay  
of the Tournament of Roses committee,  
I suspect.  
One of the more interesting traditions of the Rose Bowl has  
been the annual Caltech prank...  
Each year, Caltech students try to outdo themselves...  
...Rearranging the University of Washington  
card section so that it flashed a giant "Caltech"  
...Or taking over control of the scoreboard with a  
microprocessor and remote transmitter...  
designed to give the score of the MIT-Caltech game!  
Of course, not all of the pranks were so successful...  
...When we were out two years ago, your prank was  
prematurely foiled when a maintenance worker's  
walkie-talkie triggered a receiver hidden in the  
goal posts that released rocket streamers and flags...  
...And this past year, a student focused a Fresnel lens  
on the Rose Bowl from up in the mountains,  
leading the police to think we were under laser  
attack.

Hence, with less than 48 hours left before kickoff,  
I suspect that there are many among you waiting  
with a sense of dread to see what Caltech  
students will attempt this year...

You know, I heard a very sinister rumor several days  
ago...

As all of you know, a couple of weeks ago the Big Ten  
and Penn State announced a proposal for marriage...  
in which we would all see if we could work out the  
details of Penn State joining the Conference as  
the 11th member.

Now, as my colleague, President Nils Hasselmo of  
Minnesota notes from his Scandinavia roots,  
"Big Ten" in Icelandic means 11.

But, of course, "11" is a rather awkward number for  
athletic conferences.

Hence the conspiracy theory floating around these days  
is that the Big Ten presidents actually  
have another shoe to drop--perhaps adding yet a  
12th member to the Conference.

Let's see now...we have already suggested that  
Nittany lion would fit in nicely to our existing  
menagerie of wolverines, badgers, golphers,  
wildcats, and such.

Perhaps what we really need now is a beaver!!!  
After all, what college football team has played  
the most games in the Rose Bowl --  
against great powers such as Laverne Junior  
College Junior Varsity---and MIT...

**A special comment about Bo:**

Of course, this is also a very special occasion  
since it will be Bo's last Rose Bowl as coach  
of the Michigan Wolverines.

I know Bo's decision to pass on the reigns  
as Michigan football coach at this point was not an easy one.

I can tell you that it is not an easy one for me--for any of us--to accept, either.

But I also know that he has approached this decision  
with the same of integrity, class, courage, and loyalty  
that characterizes his entire career at the University.

Bo is retiring at the top of his form,

widely acknowledged to be the top intercollegiate football coach in America.

But Bo is more than just a winning coach, though he is that.

In his years at Michigan, Bo has come to symbolize the integrity, pride, dedication to excellence, sacrifice for others, and leadership that characterize the best traditions of intercollegiate athletics.

While Bo insists that he does not want this game viewed as a massive retirement party...

It is also clear that Bo Schembechler has had a great impact on the Rose Bowl, just as he has had on sports in America.

Hence, regardless of its outcome, the 1990 Rose Bowl will have a special significance for the University of Michigan... as I suspect it will for the great tradition of the Rose Bowl itself.

We all owe Bo Schembechler a great debt of gratitude.

**And we look forward with eager anticipation**

to New Year's Day in Pasadena... with lots on the line...

A chance to make history

...not only a chance for the big double...

...two Rose Bowl victories back to back

...not only a shot at the national title

...if Notre Dame and Alabama can do their part

...but beyond that...a chance to become the first--and probably last--Big Ten team to win three games in the Rose Bowl in one year

...Last January 2nd against USC

...In September against UCLA

...And this January 1st against USC

(get it...)

Heck, we've played so many games in the Rose Bowl this year it should feel like our home turf!

So whether it is with the spirit of

"GO BLUE"...

or "GLUE BO"...

or just "GO FOR IT!"...

We look forward with eager anticipation to New Year's Day

...to a meeting between two of the greatest

college football programs in America...USC and Michigan...

in the "Granddaddy of them All"...the 76th Annual Rose Bowl.

**Marching Band Rehearsal: December 31, 1989**

**Introduction**

As Casey Stengel said,

"It seems like deja vu...all over again."

Here we are, back in southern California...

...getting ready to play USC in the Rose Bowl.

This has been an incredible season...

Of course we all remember that frustrating

start in the rain against Notre Dame

But then that incredible come-back against

UCLA out in Pasadena

(I want you to know that UCLA stuck

the Michigan delegation in the far end zone...

...and while we couldn't really see much of

the drive that Elvis was engineering...

we had a great shot of J. D. Carlson's field goal that won the game.)

This team then marched through an obstacle course of one big game after another...  
...knowing that it had to win each one in order to repeat as Big Ten Champion  
...facing the toughest teams in the Big Ten on the road...  
...Michigan State  
...Iowa  
...Illinois  
...uniting as a true team to overcome injuries that would have decimated and demoralized most teams...  
...and, in this past weekend, beating a fired-up Ohio State team in one of the most physical games I've ever seen.  
If ever a team truly deserved to be Big Ten Champion it was this team...  
And if ever a Michigan team had what it takes to make history, it is this team!

#### **Michigan Memories:**

You know, thus far in 1989 Michigan athletics has created some truly great memories...  
...Leroy Hoard's breakaway run late in the 4th quarter that sealed the come-from behind victory against USC in last year's Rose Bowl  
...Rumeal Robinson stepping to the line with 3 seconds left in overtime and canning those free throws to win the NCAA championship  
...The Cinderella story of Steve Fisher  
It was an incredible year...in fact, UM finished 2nd in the nation in performance in all sports.  
Guess who finished #1: UCLA  
Well, we got even this fall...  
...that incredible onside kick against UCLA and then J. D. Carlson's last second field goal that started Michigan on its string of victories  
...those heartstopping victories against Michigan State, Iowa, Illinois, and finally, Ohio State that won the Big Ten Championship  
...and...while we were resting up for the Rose Bowl...  
... the basketball team coming back on board with those incredible victories over Duke and Seton Hall...  
...and, of course, the bombshell that Bo dropped a couple of weeks ago when he announced that this Rose Bowl would be his last game as coach at Michigan...  
...the retirement of the greatest coach in America!

#### **Role of the Michigan Marching Band**

Of course, the Wolverines are only one of many great Michigan traditions.  
There is another just as distinguished...and requiring just as much talent, dedication, and commitment...  
The University of Michigan Marching Band...  
long known as the finest college marching band in the nation.  
Indeed, it was Michigan that essentially invented the college marching band...

...and through leaders such as  
...William Revelli  
...George Cavendar  
...and now Jerry Luchenbach  
...have provided the standard against which all  
other bands are measured.

A word, then, to the members of the Band, to the cheerleaders, and to all of those other students who participate as part of the Michigan tradition...

While much of the national attention is on our varsity teams, it is clear that you have contributed just as much in the way of time, effort, and talent to building and sustaining the Michigan tradition.

Indeed, I would venture to say that there are probably as many folks who come to Michigan Stadium to see the Band as to see the Team.

Quite frankly, there is nothing quite like the thrill that runs through the crowd when you high-step onto the field just before kickoff.

### **Being a member of the Band or the Cheerleaders**

is not easy...

We understand the dedication and commitment required to balance the demands of inter-collegiate athletics with the demands of a Michigan education.

A Michigan education is challenging enough, without the additional pressures of participation in the nation's leading athletic programs.

But, I suspect that later in life most of our students look back upon their experience at Michigan as providing an extraordinary education, in the most complete sense of the word.

The experiences encountered in participation provide our students with marvelous opportunities to develop qualities so important later in life: dedication, commitment, integrity, leadership.

If, indeed, the purpose of a college education is to learn the art of life...then it is clear that your experiences in the Band have given you a far richer experience than your classroom activities alone.

### **The Importance of Excellence**

Further, your dedication, talent, and ability have great impact on this University.

The key to our University--your University--is its determination to achieve excellence--indeed, leadership--in academics, in teaching and research.

Michigan has always been the flagship of public higher education in America.

UM is a very, very special place.

It is one of only a handful of universities that can truly change not only this nation, but indeed, the world.

It was Michigan that, over a century ago, invented the university that has served America so well.

And we believe it should be Michigan, once again, that now re-invents a new type of university capable of serving an America of the 21st Century.

Leadership and excellence...

...those are Michigan's heritage  
...and these are Michigan's destiny...

**And what makes all of this possible is you--the**

army of maize and blue alumni, 350,000 strong.

**Today, just before the Michigan Wolverines take the field,**

I want to take this opportunity to ask you a favor.

**Because it is your help and support which has**

made Michigan great.

**Today, more than ever, we need**

...your support

...your commitment

...your involvement

...and, most of all, your loyalty.

**We're proud of you as our alumni**

...we're proud of our teams

...but most of all, we're proud of our university!

**And now on to the Rose Bowl...**

A chance to make history

...not only a chance for the big double...

...two Rose Bowl victories back to back

...not only a shot at the national title

...if Notre Dame and Alabama can do their part

...but beyond that...a chance to become the

first--and probably last--Big Ten team

to win three games in the Rose Bowl in

one year

...Last January 2nd against USC

...In September against UCLA

...And this January 1st against USC

(get it...)

Heck, we've played so many games

in the Rose Bowl this year it should feel

like our home turf!

**Now let's go get 'em...**

...and let's GO-BLUE!!!

**Reception Remarks: December 31, 1989**

**Introduction**

**Delighted to see this turnout...**

**Can already feel the excitement beginning to build...**

**Less than 24 hours to go...**

before Michigan is centerstage in the premier event

in America sports...the Rose Bowl.

**As Casey Stengel said,**

"It seems like deja vu...all over again."

**Here we are back in Pasadena once again...**

...scheduled to face USC in the Rose Bowl

on New Year's Day.

**And it feels great!!!**

**Last January 2nd, President Zumberge and I met in**

the locker room tunnel beneath the Rose Bowl

and made a pact...we would return for a rematch

in 1990.

**Ah, it just goes to show you**

how naive college presidents are...

**But thanks to Bo Schembechler, Larry Smith,**

and their teams, we both managed to make it back...

...although it wasn't easy...

**But we both managed to make it back...**

and it feels great to be back

**The Rose Bowl is one of those**

great Michigan traditions...

Somehow, Michigan and Roses just seem to go well together.

**Yet whether it be football...or education**

...or research...or service, it is indeed the case that a university achieves its greatness through its people...through their talents and abilities...through their involvement and commitment.

**Of course the Michigan family**

goes far beyond our campus... to include our alumni and friends throughout the nation... indeed, throughout the world.

**Let me welcome you then to this series of kickoff events**

for the 1989 Rose Bowl...  
...let me wish you the best for the New Year...  
...and let us all look forward to a big MEECHIGAN victory against USC on Monday!!!

**Introduction**

**Michigan has a remarkable ability to touch**

our lives...

**In those short years that each of us**

spent on this campus during our education, we become a member of the Michigan family for the rest of our lives...

**And Ann Arbor becomes forever our home...**

at least in our hearts...

**Traditional Images of Michigan**

**But just what is this institution,**

this force that has had such an impact on our lives?

**When we hear the words**

"The University of Michigan",  
We think of those traditional images of any college...  
• Great faculty challenging and exciting students in the classroom..  
• Students studying in our many libraries  
• Scientists toiling away late in the evenings in our laboratories.....stiving to understand the universe  
• Scholars pouring over ancient manuscripts in our collections of antiquity

**But there are some very special images of Michigan**

**Ann Arbor on a Saturday afternoon in the fall...**

afternoons in the fall as 105,000 fans cram into Michigan stadium to watch the Wolverines...

**Or perhaps the Michigan of the Big Chill...**

The tradition of student involvement helping to awaken the conscience of a nation...

**There is Michigan of the Arts**

Schools of Music and Art  
University Musical Society  
...or the scores of spectacular student productions, plays, concerts, dances, operas, and, of course demonstrations and protests, that have enlivened this campus over the past year.

**There is also the caring Michigan as seen by the over**

750,000 patients a year who are treated by the UM Medical Center,

**Or the Michigan as Silicon Valley East, working**

closely with Michigan industry and government to build the high-tech infrastructure to create new companies and new jobs to strengthen and diversity our existing industrial base...



**Or the Michigan which attracts to our state almost**

a quarter of a billion dollars of federal R&D each year...not to mention many of the world's leading scientists and engineers

**Or the Michigan of the "cutting edge",**

which conducts the research that changes our lives... as evidenced, for example, by announcement earlier this month that a Michigan team had identified and cloned the gene responsible for cystic fibrosis, thereby opening up the possibility of saving thousands of lives every year.

**Or Michigan as the University of the World...**

Long reknown as a truly international center of learning... Or our alumni throughout the world...

**Or the Michigan of outer space...**

...Apollo 15...the Michigan mission to the moon...  
...which not only established the first UM Club in space...  
...but named a crater after Michigan on the moon.

**Or Michigan as the unifying force in our families...**

Camp Michigania

**And, of course, there is the Michigan as the**

educator, attempting to provide, in the worlds of one of our first presidents "an uncommon education for the common man" an education as good as any available in the world for all citizens, regardless of race, creed, and socioeconomic background.

to over 340,000 alumni...

...25,000 in California alone!!!

**In fact, perhaps the best way to think of a university**

is to recognize that our primary role is

"to invent the future"...

...through the knowledge discovered on our campuses...

...and the graduates we educate that can carry forth this knowledge and apply it to society.

**What is Michigan?**

**The prototype, the flagship, of the large,**

comprehensive, public research university which has served America so well in the 20th Century

**With a serious commitment to quality**

ranked among the top 10 in virtually everything it does (not just football and basketball)

**Unusual breadth, rich diversity of academic**

disciplines, professional schools, social and cultural activities.....our intellectual pluralism...

**Unusual activism of students and faculty**

liberal spirit, progressive vision

**The embodiment of the hopes and dreams,**

commitment and stewardship of eight generations of Michigan alumni!

**Challenges before America**

**In the knowledge-intensive future that is our destiny**

it seems clear that education in general...

...higher education in particular...

...and the research university most specifically are rapidly becoming the key ingredients determining the strength, prosperity, and social-well being of our nation.

**Just think of the challenges**

which cry out for attention

- the plight of our cities,  
the development of an underclass

- polarization of American society
- greenhouse effect and global change
- international competition
  - Pacific Rim or Europe 1992
- health care: cancer, heart disease, AIDS
- new frontiers: outer space
  - or spaceship Earth

**But the greatest need of all is for leadership**

and this is the University of Michigan's  
great contribution to America...  
...through its teaching, research, and service  
...through its graduates and their achievements

**Indeed, leadership is both**

our heritage  
and our destiny!

**After all, in a very real sense, it was our University**

that developed the paradigm of the public university  
capable of responding to the needs of a rapidly  
changing America of the 19th century...  
as American expanded to the frontier...  
as it evolved through the industrial revolution...  
as it absorbed wave after wave of immigrants  
a paradigm that still dominates higher education today.  
In a sense, we have been throughout our history the  
flagship of public higher education in America.

**Perhaps it is time that we once again**

played that role...  
re-inventing the nature of the university once again...  
...a university capable of educating the citizens  
and serving the society of not the 20th,  
but rather the 21st Century.

**Role of Alumni**

**And, of course, this is where you come in!**

**For a university achieves leadership...greatness...**

...through its people...  
...through their talents and abilities,  
...through their involvement and commitment.

**The Michigan family extends far beyond those**

on our campus for the moment, our students, faculty, and staff

**It includes that army of maize and blue,**

our 340,000 alumni, one of every thousand Americans!

**Indeed, you have been...**

...and will continue to be even more...  
...the most critical factor in achieving and sustaining  
the greatness of your University.

**For that reason, this afternoon I would like**

to take this opportunity to issue a request...  
..."a call to arms"  
to activate and energize you as our  
alumni and friends

**A Call to Arms**

**We call for your**

- your commitment
  - your involvement
  - and, most of all, your loyalty
- to your university, the University of Michigan.

**A call for help...**

- 1) Of course we need your financial support  
which provides our capacity of excellence  
--while it provides you with an  
opportunity to have great impact

not just on your university, but  
through your university, on this  
nation and the world.

- 2) We also seek your influence  
Michigan produces leaders...  
and many of you are in positions of influence  
in the public or private sector and capable of  
helping your university
- 3) Your help in telling the Michigan story to the nation  
We are among the most visible universities in America  
(CBS Morning News, Steve Fisher, activism)  
...let your Michigan pride show a bit!
- 4) Help us make new friends and enlist new supporters!
- 5) And most of all, become involved...  
...providing to our students a sense of the  
potential of a Michigan education  
...providing to our faculty and staff  
encouragement and support

**In a very real sense, you as alumni and friends**

play the key role in passing the torch...  
in passing from one generation to the next  
the Michigan traditions of excellence and leadership  
which we all cherish so deeply

**Concluding Remarks**

**You know, Michigan is really a very special place....**

**It is one of only a handful of universities capable**

of truly changing not only higher education,  
but the nation and the world.

**Let me call on you to demonstrate yet**

again that extraordinary sense of  
loyalty and pride in your University  
that has been our key source of  
strength...

**Let me call on you to show that**

"Go-Blue" spirit that is the key  
to our heritage and our destiny.

**And now on to the Rose Bowl...**

**A chance to make history**

**...not only a chance for the big double...**

...two Rose Bowl victories back to back

**...not only a shot at the national title**

...if Notre Dame and Alabama can do their part

**...but beyond that...a chance to become the**

first--and probably last--Big Ten team  
to win three games in the Rose Bowl in  
one year

...Last January 2nd against USC

...In September against UCLA

...And this January 1st against USC

(get it...)

**Let's go for it!**

...and let's GO BLUE!!!

**Pep Rally: December 31, 1980**

**Introduction**

Can already feel the excitement beginning to build...

Less than 24 hours before Michigan will be centerstage in the  
greatest tradition of college football...the Rose Bowl.

We in the University take enormous pride in what the  
Michigan Football Team has accomplished...and we take  
great pride in its players and coaches.

We look forward with eagerness and anticipation to tomorrow.

But, really, now, what could be be more natural than Michigan  
in the Rose Bowl...

Michigan and Roses go quite well together!

### **Introduction**

As Casey Stengel said,

“It seems like deja vu...all over again.”

Here we are, back in southern California...

...getting ready to play USC in the Rose Bowl.

This has been an incredible season...

Of course, our road back to the Rose Bowl got off to  
a rocky start in September--or, should I say , a “rocket”  
start, as Rocket Ismail ran back two kickoffs against  
Michigan in our first game against Notre Dame  
(unfortunately, USC also fell victim to the luck of  
the Irish later in the fall)

But then that incredible come-back against  
UCLA out in Pasadena

(I want you to know that UCLA stuck  
the Michigan delegation in the far end zone...

...and while we couldn't really see much of  
the drive that Elvis was engineering...

we had a great shot of J. D. Carlson's field goal  
that won the game.)

This team then marched through an obstacle  
course of one big game after another...

...knowing that it had to win each one in  
order to repeat as Big Ten Champion  
...facing the toughest teams in the Big Ten  
on the road...

...Michigan State

...Iowa

...Illinois

...uniting as a true team to overcome  
injuries that would have decimate and  
demoralized most teams...

...and, in this past weekend, beating a  
fired-up Ohio State team in one of  
the most physical games I've ever seen.

If ever a team truly deserved to be Big Ten Champion  
it was this team...

And if ever a Michigan team had what it takes to  
make history, it is this team!

### **The Importance of Michigan**

Of course, the Wolverines are only one of many great  
Michigan traditions.

The key to our University--your University--is its  
determination to achieve excellence--indeed,  
leadership--in academics, in teaching and research.

Michigan has always been the flagship of public higher  
education in America.

UM isa very, very special place.

It is one of only a handful of universities that can truly  
change not only this nation, but indeed, the  
world.

It was Michigan that, over a century ago, invented  
the university that has served America so well.

And we believe it should be Michigan, once again,  
that now re-invents a new type of university  
capable of serving an America of the 21st Century.

Leadership and excellence...

...those are Michigan's heritage

...and these are Michigan's destiny...

### **Your Commitment**

Today, just before the Michigan Wolverines take the field,

I want to take this opportunity to ask you a favor.

And what makes all of this possible is you--the

army of maize and blue alumni, 350,000 strong.

Because it is your help and support which has

made Michigan great.

Today, more than ever, we need

...your support

...your commitment

...your involvement

...and, most of all, your loyalty.

We're proud of you as our alumni

...we're proud of our teams

...but most of all, we're proud of our university!

And now on to the Rose Bowl...

A chance to make history

...not only a chance for the big double...

...two Rose Bowl victories back to back

...not only a shot at the national title

...if Notre Dame and Alabama can do their part

...but beyond that...a chance to become the

first--and probably last--Big Ten team

to win three games in the Rose Bowl in

one year

...Last January 2nd against USC

...In September against UCLA

...And this January 1st against USC

(get it...)

Heck, we've played so many games

in the Rose Bowl this year it should feel

like our home turf!

Now let's go get 'em...

...and let's GO-BLUE!!!

### **Pre-Game Pep Rally: January 1, 1990**

#### **Introduction**

As Casey Stengel said,

"It seems like deja vu...all over again."

Here we are, back in southern California...

...getting ready to play USC in the Rose Bowl.

#### **This has been an incredible season...**

Of course, our road back to the Rose Bowl got off to

a rocky start in September--or, should I say, a "rocket"

start, as Rocket Ismail ran back two kickoffs against

Michigan in our first game against Notre Dame

(unfortunately, USC also fell victim to the luck of

the Irish later in the fall)

It took a trip to Pasadena to turn things around...

with that extraordinary last second victory over

UCLA this past September.

(I found the headlines in one of your local papers

the next day rather amusing: UCLA football team

UCLA Football suffers the ultimate humiliation...

...being upset by a basketball school!!!)

This team then marched through an obstacle

course of one big game after another...

...knowing that it had to win each one in

order to repeat as Big Ten Champion

...facing the toughest teams in the Big Ten

on the road...

...Michigan State  
...Iowa  
...Illinois  
...uniting as a true team to overcome  
injuries that would have decimate and  
demoralized most teams...  
...and, in this past weekend, beating a  
fired-up Ohio State team in one of  
the most physical games I've ever seen.  
If ever a team truly deserved to be Big Ten Champion  
it was this team...  
And if ever a Michigan team had what it takes to  
make history, it is this team!

**Michigan Memories:**

You know, thus far in 1989 Michigan athletics has created  
some truly great memories...  
...Leroy Hoard's breakaway run late in the 4th  
quarter that sealed the come-from behind victory  
against USC in last year's Rose Bowl  
...Rumeal Robinson stepping to the line with 3 seconds  
left in overtime and canning those free throws  
to win the NCAA championship  
...The Cinderella story of Steve Fisher  
It was an incredible year...in fact, UM finished 2nd  
in the nation in performance in all sports.  
Guess who finished #1: UCLA  
Well, we got even this fall...  
...that incredible onside kick against UCLA and then  
J. D. Carlson's last second field goal that  
started Michigan on its string of victories  
...those heartstopping victories against Michigan State,  
Iowa, Illinois, and finally, Ohio State that won  
the Big Ten Championship  
...and...while we were resting up for the Rose Bowl...  
... the basketball team coming back on board  
with those incredible victories over Duke and  
Seton Hall...  
...and, of course, the bombshell that Bo dropped  
a couple of weeks ago when he announced that  
this Rose Bowl would be his last game as coach  
at Michigan...  
...the retirement of the greatest coach in America!

**Of course, the Wolverines are only one of many great**  
Michigan traditions.

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determination to achieve excellence--indeed,  
leadership--in academics, in teaching and research.

**Michigan has always been the flagship of public higher**  
education in America.

**UM is a very, very special place.**

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change not only this nation, but indeed, the  
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the university that has served America so well.

**And we believe it should be Michigan, once again,**  
that now re-invents a new type of university  
capable of serving an America of the 21st Century.

**Leadership and excellence...**

...those are Michigan's heritage  
...and these are Michigan's destiny...

**And what makes all of this possible is you--the**  
army of maize and blue alumni, 350,000 strong.  
**Today, just before the Michigan Wolverines take the field,**  
I want to take this opportunity to ask you a favor.

**Because it is your help and support which has**  
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**Today, more than ever, we need**

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...your commitment  
...your involvement  
...and, most of all, your loyalty.

**We're proud of you as our alumni**

...we're proud of our teams  
...but most of all, we're proud of our university!

**And now on to the Rose Bowl...**

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...not only a chance for the big double...  
...two Rose Bowl victories back to back  
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...if Notre Dame and Alabama can do their part  
...but beyond that...a chance to become the  
first--and probably last--Big Ten team  
to win three games in the Rose Bowl in  
one year  
...Last January 2nd against USC  
...In September against UCLA  
...And today, January 1 against USC  
(get it...)

**Now let's go get 'em...**

...and let's GO-BLUE!!!

**WJR Halftime Talk: January 1, 1990**

Comment on game  
Bo's status  
Penn State