

## Rose Bowl Speeches

### Big Ten Champions: December 29, 1988

#### Introduction

This evening I have the formidable task of not only representing the University of Michigan, but doing so on a program which includes:

- i) Bo Schembechler, college football's most successful and certainly best coach
- ii) Bob Forman, one of the best MCs, who skillfully leads the nation's largest alumni body
- iii) and the cast of stars performing later on in this evening's entertainment special.

Ah, nothing like baptism by fire...

...a bit like Jim Harbaugh getting his first start against the Minnesota Vikings

#### Greetings

But let me begin by conveying to you Official Greetings from the University of Michigan, from its Regents, faculty and staff, students, alumni--indeed, the entire Michigan family.

We are excited indeed to be a participant in the 75th Rose Bowl and the 100th 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 logn and hard to win the 1988 Big Ten Championship.

This year's Rose Bowl is something really special...

First, it comes on top of a truly an incredible season...

Starting off with spectacular, if frustrating, efforts against Notre Dame and Miami, now the number 1 and number 2 teams in the nation...

Bouncing back to win the Big Ten championship in the face of injury after injury...

And what can I say about your game down in Columbus... that gutsy performance late in the fourth quarter is what Michigan football is all about!!!

Second, this is the 100th Tournament of Roses and the 75th Rose Bowl...

...and what could be more fitting than having Michigan, the team that played in the first Rose Bowl... play also in this diamond anniversary against USC one of the greatest programs in modern times.

Playing in USC one of the greatest football programs of modern times...

...two of the great football programs in the nation...

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

...30 Rose Bowls...

...180 All Americans...

Third, whenever we come to southern California, we experience an unusual warmth and hospitality... with a particular stress on the word warmth...

#### Midwestern Colony

Of course, while you in California are not blessed with the joys of a white Christmas (actually, neither was Ann Arbor this year), it is very natural that we Michiganders should feel so at home out here.

Of coruse, 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 1,000 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 James Zumberge of USC is a former UM faculty member...  
...Coach Larry Smith of USC is a former Bo assistant coach...  
...even the USC director of bands is a UM graduate...

Ah, but before you get too confident that we have managed to infiltrate our opponent...let me also point out that another great southern California football team has retaliated by planting a mole...almost 20 years ago...that has now surfaced as President of the University of Michigan...in preparation for a climatic game that may some day occur with Michigan...

Yes...the Caltech Beavers have played the ultimate Caltech prank...

#### Importance of Football at Michigan

You know, Michigan football is one of the great traditions that make our institution the place it is...

Those spectacular fall days...

the fans walking down through the falling leaves to fill a stadium with crowds over 105,000...

...the bands, the cheerleaders, the pagentry...

We are intensely proud of our athletic teams...

...as one of my Deans puts it, he just wants to build a Medical School our Football Team can be proud of...

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 the nation's leading football coach...

Bo Schembechler...and the superb coaching staff he leads...

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

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 complete 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...

#### 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) Eric Becker 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) The coaches and staff of the Football Team and the Department of Athletics
- v) And, of course, perhaps as much as any one else, we must congratulate the families that stood behind these individuals.

#### 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 January 2nd in  
Pasadena...  
Let's go for it...  
And let's go blue!

**Kiwanis Kickoff Luncheon: December 30, 1988**

Introduction

Michigan is back in Pasadena for New Year's...and it feels great!  
The warmth and hospitality, the excitement and beauty of the  
Tournament of Roses is overwhelming..

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 300,000 alumni...  
one out of every 1,000 Americans...

We are both excited and delighted to be a participant in the 75th Rose Bowl  
and the 100th Tournament of Roses.

We offer our 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, alumni 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 support of the efforts of our universities in  
pediatric medicine...

I understand there are important Michigan connections here...

- i) Kiwanis is really of Michigan origin...born in Detroit in 1915
- ii) Your current International President, Gene Overholt, is a  
Michiganian from Plymouth, Michigan.

Hence, even beyond the great warmth and hospitality shown us  
by the Tournament of Roses folks, we feel particularly welcome  
at this luncheon today.

JJD Roots:

On a more personal note, my wife and I view the trip to Pasadena as  
kind of a homecoming of sorts...since almost exactly two decades  
ago we moved to Ann Arbor from Pasadena.

Indeed, both of our daughters are native Pasadenians...both in the  
Huntington Memorial Hospital...

It might amuse you to note that both Bo Schembechler and I came  
to Michigan the same year...in 1969...Bo from Miami of Ohio and  
I from Caltech...

Actually, at first I thought there must have been some confusion...  
that the Personnel Department at Michigan had somehow got  
our papers...and hence our roles...confused.

I thought I was hired at Michigan to be the football coach...(and hence,  
I guess, Bo was supposed to be a professor of nuclear engineering)

After all, what school has played more games in the Rose Bowl than  
any other? Not Michigan or USC!

But rather the Caltech Beavers!!! Indeed, they used to play their  
home games there...against powerhouses such as the LaVerne  
Junior College Junior Varsity...

But Michigan must have known what it was doing...it took Bo only one  
year to get to Pasadena for the 1970 Rose Bowl...and he has made

this pilgrimage a regular event.

By way of contrast, it has taken me almost 20 years to get back to Pasadena...at least in this official capacity.

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...

This year we are taking 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...

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

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

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

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

Great Tradition:

This year's Rose Bowl is something really special...

...the 100th Tournament of Roses...

...the 75th Rose Bowl...

...and I am sure most of you know who won the first Rose Bowl in 1902...

...two of the great football programs in the nation...

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

...30 Rose Bowls...

...180 All Americans...

But even though I am a relative neophyte in this, I already have sensed how very special the Rose Bowl has become.

In a very real sense, the Rose Bowl must be viewed as the crowning symbol of achievement, of excellence, in 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 intercollegiate 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, Bill Frieder, 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.

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.

Hence, we look forward with eager anticipation to next Monday...to a meeting between two of the greatest college football programs...USC and Michigan... in the "Granddaddy of the All"...the Rose Bowl.

Oh...one more comment...

Go Blue!!!

### **Tournament of Roses Directors' Dinner: December 30, 1988**

#### Introduction

Well, Michigan is back again...and it feels great!

#### Greetings

Members of the Tournament of Roses Committee...

...President Jack Biggar

...Grand Marshall Shirley Temple Black

...President Zumberge

It gives me great pleasure to convey to you the OFFICIAL GREETINGS from the University of Michigan, from its Regents, its faculty and staff, its students and alumni

We are indeed excited and proud to be a participant in the 75th Rose Bowl and 100th 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 Ten and 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 pageant and sporting event in the nation.

#### Tradition:

The Tournament of Roses and the Rose Bowl mean a great deal to the University of Michigan...

As you are aware, 75 years ago Michigan played in the first Rose Bowl, beating Stanford 49 to 0...

We then went almost 50 years before returning in 1948 to beat USC 49 to 0...

Under Bo Schembechler's leadership, we have returned 9 times in the past 20 years...

Of course, we haven't had quite the success of those early years...

But this year, we have are taking a new approach...  
...both in arranging for some Michigan weather...  
...and by planting Michigananders in key positions at USC...

Note, for example, that...

...the USC president is a former Michigan faculty member

...the USC coach is a former Bo assistant coach

...even the director of bands is a UM graduate...

Can this be a coincidence...

#### Caltech Traditions:

Actually, if you enjoy conspiracy theories, let me leave you with another one...

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 UCLA card section...  
...Taking over control of the scoreboard with a  
microprocessor and remote transmitter...  
...When we were out two years ago, their prank was  
prematurely foiled when a maintenance worker's  
walkie-talkie triggered a receiver imbedded in the  
goal posts that released rocket streamers and flags...  
I sense the nervous anticipation of what they might do this  
year...  
For the past several months there has been a rumor  
floating around Michigan that Caltech students have  
actually managed to replace the president of one of  
the competing institutions with one of their own...  
a Caltecher...a "mole" planted many years ago in a  
leading Big Ten university, programmed to surface  
on New Year's...  
Of course, it is probably just a coincidence that I am a  
Caltech graduate...and that almost exactly 20 years  
ago my wife and I moved to Ann Arbor from Pasadena...  
...and that both of my daughters are native Pasadenians,  
both in Huntington Memorial Hospital.

Ah, but not to worry...

Surely 20 years in the snows of Michigan have made us loyal  
Wolverines...resistant to influence from my alma mater!  
Unless, of course, someday Michigan should go up against  
the Caltech Beavers in the Rose Bowl...

And on January 2nd, I, along with 50,000 students,  
12,000 faculty and staff, and over 300,000 alumni will  
be wearing the maize and blue and singing "Hail to the  
Victors"...whether in person at the stadium--or on  
television and radio throughout the nation and the world.

Once again, those of us from Michigan are delighted to be  
here...and we intend to do our part to uphold the  
long and illustrious tradition of this...  
"the granddaddy of them all!"

### **Pep Rally: January 1, 1988**

Tomorrow, the University of 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 more natural than Michigan  
in the Rose Bowl...

Michigan and Roses go quite well together!

In fact, I can think of many reasons why tomorrow will be our day:

1. This year's Michigan Wolverines are the class act in college  
football today! Not only are you champions of the Big Ten,  
but you have demonstrated the character and pride, both  
on and off the field, that sets an example for all of  
college football.
2. So too, the Michigan coaching staff really sets the standard  
against which all others are compared. Not only has  
Coach Schembechler earned his reputation as America's  
leading coach, but even more important, he has  
demonstrated a truly remarkable concern for the well-being  
and development of his players as student-athletes.
3. The Michigan Marching Band has continued its tradition as  
the leading college band in America. So too, the Michigan  
cheerleaders, the students and alumni and families that

support the team are extraordinary.

4. But, above all, Michigan is, after all, Michigan!  
And tomorrow, the University will stand behind its football team  
as they earn the title of "Champions of the West"!

**Team Brunch: December 31, 1988**

First, congratulations once again on a spectacular season.  
There is something very special about the Rose Bowl...  
just as there is about Michigan football.  
This year's Rose Bowl game is the Diamond Anniversary, the  
75th Rose Bowl game. What could be more fitting than  
that the team that played in the very first Rose Bowl...  
indeed, the very first Rose Bowl champion, Michigan,  
should again represent the Big Ten on Monday.  
It is also fitting that we are playing USC...the one school  
that has a football tradition almost as strong as Michigan's.  
You are practicing in the heart of Orange Country...sometimes  
known as "John Wayne Land"...

Mention that football is important for many reasons...

- i) Obviously its tradition
- ii) Its role in your education
- 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.

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...  
We are all behind you this Monday.  
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!!!

**New Year's Eve Toast: December 31, 1988**

A toast to Michigan...  
...to the tradition of the maize and blue...  
...to quote Angell" "an uncommon education for the common man"  
...to quote Burton: "serving our state, and through our state,  
serving the nation and the world"  
...to quote JJD: "building a university for the 21st century"  
...and to quote General Bo:  
A toast to Michigan...  
but first some New Year's resolutions:

1. In my efforts to lead the University into the 21st Century,  
I resolve not to get it there until the year 2000.
2. Resolve not to get distracted by those yellow pom-poms  
like we did against Arizona State two years ago.
3. Two years ago, Tom Roach and I split up the coaching  
duties...I took the first half and came through with one-  
touchdown lead...and I guess we all know how Regent  
Roach did. Well, this year I resolve to get better  
coaching in the second half...and Anne has already agreed.

**Reception Remarks: January 1, 1988**

Delighted to see this turnout...  
Can already feel the excitement beginning to build...



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 reserach...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.  
And in that sense, one of the reasons why the Rose Bowl is  
so important to us is that it serves as an opportunity to  
bring this extended Michigan family together at the  
beginning of the New Year...to renew their memories of  
Michigan...and to renew their involvement with their  
institution.  
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!!!