

## **BEGINNING OF A NEW DAY**

**THIS IS THE BEGINNING OF A NEW  
DAY.**

**GOD HAS GIVEN ME THIS DAY TO USE  
AS I WILL.**

**I CAN WASTE IT OR USE IT FOR GOOD.  
WHAT I DO TODAY IS IMPORTANT.  
BECAUSE I'M EXCHANGING A DAY OF  
MY LIFE FOR IT.**

**WHEN TOMORROW COMES THIS DAY  
WILL BE GONE FOREVER,  
LEAVING IN ITS PLACE SOMETHING I  
HAVE TRADED FOR IT.**

**I WANT IT TO BE GAIN, NOT LOSS,  
GOOD, NOT EVIL,  
SUCCESS, NOT FAILURE.**

**IN ORDER THAT I SHALL NOT REGRET  
THE PRICE I PAID FOR IT  
BECAUSE THE FUTURE IS JUST A  
WHOLE STRING OF NOWS.**

**EXPECT MORE  
DEMAND MORE  
DO MORE**

**EXPECT BETTER  
DEMAND BETTER  
DO BETTER**

**“A GREAT COACH IS  
ONE WHO MAKES  
YOU DO WHAT YOU  
DON'T WANT TO DO  
SO YOU CAN BE AS  
GOOD AS YOU WANT  
TO BE.”**

## BEING A K-STATER

This is a special university. We are a university of people who care about each other. There are many people here who truly want to make your life better. If you allow them to be a part of your life, you too will realize the value of K-Staters helping K-Staters and what it means to each of us; now and in the future being a K-Stater is about being there for others; it's about the Wildcat never ever give in Spirit.

## LOYALTY & TRUST

One of life's lessons we all learn sooner or later is that trust and loyalty to and from those who are important in our life is one of the most cherished gifts we can give or receive. We must provide for others that which we expect from them.

To be trusted by others is as great a trait as we can possess.

## COMMITMENT TO EXCELLENCE

I owe almost everything to football, which I spent the greater part of my life in, and I have never lost my respect, my admiration nor my love for what I consider a great game. Each Sunday, after the battle, one group savors victory, another group wallows in the bitterness of defeat. The many hurts seem a small price to pay for having won and there is no reason at all which is adequate for having lost.

For the winner there is 100% elation, 100% laughter, 100% fun and for the loser the only thing left is a 100% resolution and 100% determination. The game, I think, is a great deal like life. Every man makes his own personal commitment toward excellence and toward victory. Although you know ultimate victory can never be completely won, it must be pursued with all of one's might and each week there is a new encounter, each year a new challenge.

All the rings and all of the money and all of the color and all of the display, they linger only in a memory. But the spirit, the will to win, the will to excel, these are the things that endure and these are the qualities, of course, that are so much more important than any of the events that occur.

I'd like to say that the quality of any man's life is a full measure of that man's personal commitment to excellence and to victory, regardless of what field he may be in.

*~ Vince Lombardi*

## COURAGE

In 1968, Gale Sayers suffered a knee injury. A tackler collided with Sayers' knee, and the Chicago Bears' running back went down. Surgery followed, and then the long road to recovery. Many questioned whether Sayers would ever play again.

A little more than one year later, Sayers stood at the banquet of the New York Chapter of Professional Football Writers of America to accept the George S. Halas Award as the most courageous player in pro football in 1969.

It was a time when many would have indulged in the self-satisfaction of their comeback, but instead Sayers told the audience that night of another football player who faced a more difficult battle than overcoming a knee injury. He told the audience of Brian Piccolo.

Piccolo's fight wasn't with a football injury he received as a running back. Piccolo's fight was with cancer.

***"It is something special to do a job that many people say can't be done,"*** Sayers said that night in Chicago. ***"Maybe that's how courage is spelled out, at least in my case." "My teammate, roommate and friend, Brian Piccolo, kept after me. Brian kept urging me on, sometimes kindly, sometimes unkindly, to fight my way back. Brian Piccolo has the sheer, solid, raw courage which entitles him to win over a sickness that makes my knee injury seem unimportant."***

Sayers accepted the George S. Halas Award, but he accepted it for Brian Piccolo.

***"You flatter me by giving me this award, but I tell you here and now that I accept for Brian Piccolo. Brian is the man of courage who should receive the George S. Halas Award. It is mine tonight, it is Brian Piccolo's tomorrow."***

***"I love Brian Piccolo and I'd like all of you to love him too,"*** Sayers continued. ***"Tonight when you get down on your knees, please ask God to love Brian Piccolo too."***

One thousand wet eyes blinked. There was a standing ovation from a crowd of 500 which included 24 of the 26 head coaches in pro football. Sayers had always stood tall in the minds of the men in pro football, yet he managed to suddenly stand taller.

Sayers went on to become one of the greatest running backs in the history of the National Football League. Brian Piccolo died of cancer. Together they found the height of human courage.

## DON'T QUIT

When things go wrong as they sometimes will,  
When the road you're trudging seems all up hill,  
When the funds are low and the debts are high,  
And you want to smile, but you have to sigh,  
When care is pressing you down a bit,  
Rest, if you must, but don't you quit.

Life is queer with its twists and turns,  
As every one of us sometimes learns,  
And many a failure turns about  
When he might have won had he stuck it out;  
Don't give up though, the pace seems slow –  
You may succeed with another blow.

Success is failure turned inside out –  
The silver tint of the clouds of doubt,  
And you never can tell how close you are,  
It may be near when it seems so far;  
So stick to the fight when you're hardest hit –  
It's when things seem worst that  
**YOU MUST NOT QUIT.**

## IT'S ALL IN A STATE OF MIND

If you think you are beaten, you are;  
If you think you dare not, you don't.  
If you like to win, but don't think you can,  
It's almost a cinch you won't.  
If you think you'll lose, you've lost,  
for out in the world you'll find  
success begins with a fellow's will;  
It's all in a state of mind.

For many a game is lost  
ere even a play is run,  
and many a coward fails  
ere even his work is begun.  
Think big and your deeds will grow;  
think small and you'll fall behind;  
think you can, and you will;  
It's all in a state of mind.

If you think you are outclassed, you are;  
you've got to think high to rise;  
you've got to be sure of yourself before  
you can ever win a prize.  
Life's battles don't always go  
to the stronger or faster man,  
but sooner or later the man who wins  
is the fellow who thinks he can.



Excellence is the  
gradual result of  
always wanting  
to do better!

~Riley

**IF I COULD LEAVE YOU ANYTHING OF VALUE  
IT WOULD BE PRINCIPLES OF LIFE**

1. Surround yourself with people you would like to be like.
2. Seek out successful people and ask how they achieved their success.
3. Thank you's cost nothing. They will earn you a lot.
4. The rewards for asking what you can do for others are far greater than those you receive for telling others what they can do for you.
5. The more of yourself you give to others, the more you will receive of others.
6. Experience giving and sharing and see if that doesn't bring joy into your life.
7. Find happiness, not by accident, but by searching for it.
8. The one quality that gains the greatest respect from mankind is integrity. This is the one trait most lacking in mankind.
9. You have a wonderful smile; use it.
10. Select your friends carefully.
11. Set no limitations on yourself and what you can achieve.
12. Be as good as you can be.
13. Be a good listener. you can learn from everyone.
14. Make people around you feel important. Show your interest in them.
15. Never brag. . . let someone else do it for you.
16. Actions do speak louder than words.

17. Be honest at all costs.
18. Have the strength of your convictions.
19. Be loyal.
20. Stand up for what you believe in.
21. Be dependable.
22. Do things that prove your dependability to other people, so they can see you as someone they can count on.
23. Be known for doing what you say you're going to do, when you say you're going to do it.
24. Treat others as you would like for them to treat you.
25. Never pass up on the opportunity to be nice or say something nice to someone.
26. The more flowers you leave in your path, the more pleasant the return trip.

## QUALITIES OF THE CLUTCH PLAYER

The following is a list of the qualities of a Clutch Player. Read these over and think about them. They are all important qualities to you in becoming a better athlete.

1. He aspires to develop those traits that make him best when competition is toughest, so that he will let nothing stand in the way of attaining them.
2. He has a team spirit and prefers team victory rather than personal glory.
3. He likes to see the other fellow succeed.
4. He keeps in good physical condition at all times.
5. He deals honestly with coach and teammates.
6. He never blames anyone for his failures, accepting responsibility himself.
7. He strives to master all details of the game.
8. He understands percentages and knows that one failure does not mean a succession of failures, but is only percentage at work.
9. He is gracious in defeat; for this reason he is not tense in a tight spot. The player who sees defeat and victory in proper proportion is cool under fire. This is one secret of relaxation.
10. He realizes the difference between most players is not so great that intelligent work cannot overcome it.
11. He has a friendly, competitive attitude toward his opponents.
12. He loves to play for the pleasure of playing and strives to overcome weaknesses.
13. He has a well-balanced outlook on life with sufficient other interests to keep a single one from becoming a stumbling block to success if he fails in it.
14. He studies qualities of clutch players, past and present.
15. He cultivates kindness, friendliness, and unselfishness.
16. He cultivates a charitable spirit; hence, he is not puffed up.
17. He knows the sun will rise again in the morning whether he hits a homerun or strikes out, or whether he makes or does not make a basket.
18. Finally, he realizes that he will forget self when he cultivates the qualities above. He is oblivious of self, hence he can perform in the clutch because he does not experience the tenseness and over-anxiety that always marks the self-centered person.

In conclusion, the player's attention is called to the fact that all of the above qualities can be acquired. When one recognizes that 90% or even more of success depends on mental attitude, he will be on the way to being the chief actor at that tense moment when victory hangs in the balance. Attaining this prize goal is bought at a price, the price is desire of attainment, willingness to work long hours toward realization, and confidence in the qualities set forth above.

**Clutch players are scarce only because most athletes refuse to believe the clutch player possesses a combination of qualities that he could have if he were willing to work for them.**

# LEADERSHIP WISDOM

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**LEADERSHIP IS ACTION, NOT POSITION.**

*~Donald H. McGannon*

**THE BIGGER A MAN'S HEAD GETS, THE EASIER IT IS TO FILL HIS SHOES.**

*~Henry A. Courtney*

**IN MATTERS OF PRINCIPLE, STAND LIKE A ROCK.**

*~Thomas Jefferson*

**OPPORTUNITIES ARE USUALLY DISGUISED AS HARD WORK, SO MOST PEOPLE DON'T RECOGNIZE THEM.**

*~Ann Landers*

**TRY NOT TO BECOME A MAN OF SUCCESS BUT RATHER TRY TO BECOME A MAN OF VALUE.**

*~Albert Einstein*

**NEARLY ALL MEN CAN STAND ADVERSITY, BUT IF YOU WANT TO TEST A MAN'S CHARACTER, GIVE HIM POWER.**

*~Abraham Lincoln*

**WHEN YOU'RE THROUGH CHANGING, YOU'RE THROUGH.**

*~Bruce Barton*

**THE SPEED OF THE BOSS IS THE SPEED OF THE TEAM.**

*~Lee Iacocca*

**BIG THINKING PRECEDES GREAT ACHIEVEMENT.**

*~Wilford A. Peterson*

**NEVER, NEVER, NEVER, QUIT.**

*~Winston Churchill*

**A SMALL LEAK WILL SINK A GREAT SHIP.**

*~Thomas Fuller*

**EVEN THOUGH YOU'RE ON THE RIGHT TRACK - YOU'LL GET RUN OVER IF YOU JUST SIT THERE.**

*~Will Rogers*

FORGET YOURSELF FOR OTHERS, AND OTHERS WILL NEVER FORGET YOU.

THE MAN WHO COMPLAINS ABOUT "THE WAY THE BALL BOUNCES" IS LIKELY THE ONE WHO DROPPED IT.

A MAN SHOWS WHAT HE IS BY WHAT HE DOES WITH WHAT HE HAS.

IF I TAKE CARE OF MY CHARACTER, MY REPUTATION WILL TAKE CARE OF ITSELF.

THE REAL MEASURE OF AN ATHLETE IS NOT WHAT HE IS... BUT WHAT HE COULD BE!

TO WHOMEVER MUCH IS GIVEN, MUCH IS ALSO REQUIRED.

SET A GOAL... THEN GET RID OF THOSE THINGS IN YOUR LIFE WHICH KEEP YOU FROM ATTAINING THAT GOAL.

SUCCESS IS A JOURNEY, NOT A DESTINATION.

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT.

WHILE A MAN GROWS MORE PLEASED WITH HIMSELF, HE MAY BE BECOMING LESS PLEASING TO OTHERS.

DISCIPLINE YOURSELF SO THAT OTHERS WON'T HAVE TO.

DON'T LOOK BACK UNLESS YOU PLAN TO GO THAT WAY.

TO REACH THE TOP, YOU MUST AIM FOR THE TOP.

NO "EFFORT" OF YOURS IS GOOD ENOUGH IF YOU CAN DO BETTER.

MAN'S GREATEST MOMENT... TO BE TESTED BEYOND WHAT HE THOUGHT MIGHT BE HIS BREAKING POINT... AND SUCCEED.

A MAN WHO HAS COMMITTED A MISTAKE AND DOESN'T CORRECT IT IS COMMITTING ANOTHER MISTAKE.

ALWAYS GIVE SO MUCH TIME TO THE IMPROVEMENT OF YOURSELF, THAT YOU HAVE NOT TIME TO CRITICIZE OTHERS.

I AM ONLY ONE, BUT I AM ONE;

I CANNOT DO EVERYTHING, BUT I CAN DO SOMETHING;

WHAT I CAN DO, I OUGHT TO DO;

AND WHAT I OUGHT TO DO, BY THE HELP OF GOD, I WILL DO.

IT IS THE GREATEST OF ALL MISTAKES TO DO NOTHING BECAUSE YOU CAN ONLY DO A LITTLE. DO WHAT YOU CAN!

WHEN GOD MEASURES A MAN, HE PUTS THE TAPE AROUND THE HEART INSTEAD OF THE WAIST.

HAVE PATIENCE. ALL THINGS ARE DIFFICULT BEFORE THEY BECOME EASY.

AN ERROR DOESN'T BECOME A MISTAKE UNTIL YOU REFUSE TO CORRECT IT.

THE IMPOSSIBLE IS WHAT NOBODY CAN DO UNTIL SOMEBODY DOES IT.

WHEN YOU'RE ROWING THE BOAT YOU DON'T HAVE TIME TO ROCK IT.

THERE IS NO FAILURE LIKE CEASING TO TRY.

I WILL GET READY, AND THEN PERHAPS MY CHANCE WILL COME.

THE PERSON WHO USUALLY DOES WHAT HE PLEASES IS SELDOM PLEASED WITH WHAT HE DOES.

PROFANITY NEVER MADE A MAN OUT OF A BOY.

IT IS AMAZING HOW MUCH CAN BE ACCOMPLISHED IF NO ONE CARES WHO GETS THE CREDIT.

TRUE GREATNESS CONSISTS IN BEING GREAT IN LITTLE THINGS.

ONLY HE WHO CAN SEE THE INVISIBLE CAN DO THE IMPOSSIBLE.

I AM A GREAT BELIEER IN LUCK. THE HARDER I WORK, THE MORE OF IT I SEEM TO HAVE.

A PROUD MAN IS SELDOM A GRATEFUL MAN, FOR HE NEVER THINKS HE GETS AS MUCH AS HE DESERVES.

THE POOREST OF ALL MEN IS NOT THE ONE WITHOUT A CENT. IT'S THE MAN WITHOUT A DREAM.

HE WHO TRUSTS MEN WILL MAKE FEWER MISTAKES THAN HE WHO DISTRUSTS THEM.

I PURCHASED SUCCESS WITH LONG HOURS OF PRACTICE.

## PERSISTENCE

“NOTHING IN THE WORLD CAN TAKE THE  
PLACE OF PERSISTENCE.

TALENT WILL NOT;  
NOTHING IS MORE COMMON THAN  
UNSUCCESSFUL MEN WITH TALENT.

GENIUS WILL NOT;  
UNREWARDED GENIUS IS ALMOST A  
PROVERB.

EDUCATION WILL NOT;  
THE WORLD IS FULL OF UNEDUCATED  
DERELICTS.

PERSISTENCE AND DETERMINATION  
ALONE ARE OMNIPOTENT.

THE SLOGAN “PRESS ON” HAS  
SOLVED AND ALWAYS WILL SOLVE  
THE PROBLEMS OF THE HUMAN RACE.”

*Calvin Coolidge*



## WHAT IS A COMPETITOR?

- He plays every play like it means the championship.
- He never gives up; he is never beat mentally.
- He's a game player. He comes through when his team needs it most.
- He is consistent. He does his job play after play.
- He's not satisfied with his performance.
- He keeps going when he's tired.
- He doesn't play cautiously. He's aggressive and always on the attack.
- He's more interested in winning than anything else.

## REFLECTIONS ON SUCCESS

The answers to three questions will determine your success or failure.

- 1) Can people trust me to do my best?
- 2) Am I committed to the task at hand?
- 3) Do I care about other people and show it?

If the answers to these questions are yes, there is no way you can fail.

.... Lou Holtz  
College Football Coach

I learned that if you want to make it bad enough, no matter how bad it is, you can make it.

.... Gale Sayers  
NFL Halfback

To succeed, you must be dedicated to whatever you hope to do, and you must set your mind to it completely. If you make up your mind to do something, you'll find that it can almost always be done. You must seek perfection, though you may never quite attain it. Do not delude yourself with short cuts. There are no short cuts in reaching the goals you set for yourself.

.... Ken Norton  
Professional Boxer

You set a goal to be the best and then you work hard every hour of every day, striving to reach that goal. If you allow yourself to settle for anything less than number one, you are cheating yourself.

.... Don Shula  
NFL Defensive Back and Coach

The successful man has enthusiasm. Good work is never done in cold blood; heat is needed to forge anything. Every great achievement is the story of a flaming heart.

.... Harry Truman  
Thirty-Third President

When I play, I'm boiling inside. I just try not to show because....if you give in to your emotions after one loss, you're liable to have three or four in a row.

.... Chris Evert  
Professional Tennis Player

**I still preach the same things I was preaching when I first became a head coach. I still feel that football is a game that has to be played with enthusiasm, that there has to be a certain recklessness involved, that the players have to take chances and that they can't be afraid to lose. They have to enjoy football, and that goes for the coaches, too.**

**.... Joe Paterno  
College Football Coach  
and Athletic Director**

**A man can be as great as he wants to be. If you believe in yourself and have the courage, the determination, the dedication, the competitive drive and if you are willing to sacrifice the little things in life and pay the price for the things that are worthwhile, it can be done. Once a man has made a commitment to a way of life, he puts the greatest strength in the world behind him. It's something we call heart power. Once a man has made this commitment, nothing will stop him short of success.**

**.... Vince Lombardi  
NFL Coach and General Manager**

**I learned to fight. I worked and studied it. If I got beat up or did something sloppy in the gym, I'd go home and work on it until I got it right. Man, it was hard work but I didn't want to just be good. I wanted it to be the best.**

**.... Thomas Hearnes  
Professional Boxer**

**My ambition is not to be just a good fighter. I want to be great, something special.**

**.... Sugar Ray Leonard  
Professional Boxer and  
Sports Broadcaster**

**Work hard and give it your best shot, never be a quitter. Each day do a little better than the day before, because no matter how good you are, you should always try to be better.**

**.... Charley Taylor  
NFL Wide Receiver**

**Being courageous requires no exceptional qualifications, no magic formula, no special combination of time, place and circumstance. It is an opportunity that sooner or later is presented to us all.**

**.... John F. Kennedy  
Thirty-Fifth President**

**It is important to have a philosophy of life. I encouraged all of our young spartans at Michigan State University to have the three-bones philosophy.**



**The first bone I wanted them is to have a funny bone; to always have a sense of humor and to enjoy a good laugh each day, especially if it came at their own expense, and to take this responsibility seriously, but never take themselves too seriously.**

**The second bone I wanted them to have is a wishbone; to think big so their seeds will grow, to hitch their wagon to the proverbial star, and to have high goals and lofty ideals.**

**The third and probably the most important bone is a backbone. This gives you the gumption, the get up and go, the courage, the desire to excel, the motivation to make all of your dreams come true and to reach all your high goals and ambitions.**

**.... Duffy Daugherty  
College Football Coach**

**To get profit without risk, experience without danger, and reward without work is as impossible as it is to live without being born.**

**.... Harry Truman  
Thirty-Third President**



**There is no substitute for guts.**

**.... Paul "Bear" Bryant  
College Football Coach and  
Athletic Director**

**I am wondering what would have happened to me if some fluent talker had converted me to the theory of the eight-hour day and convinced me that it was not fair to my fellow workers to put forth my best efforts in my work. I am glad that the eight-hour day had not been invented when I was a young man. If my life had been made up of eight-hour days, I don't believe I could have accomplished a great deal. This country would not amount to as much as it does if the young men of 50 years ago had been afraid that they might earn more than they were paid for.**

**.... Thomas Edison  
American Inventor**

**If you don't invest very much, then defeat doesn't hurt very much and winning is not very exciting.**



**.... Dick Vermeil  
NFL Coach and  
Sports Broadcaster**

**Our theme has been that hard work equals success. We haven't done it with magic or with better plays or anything like that.**

.... **Don Shula**  
**NFL Defensive Back and Coach**

**It has always been my thought that the most important single ingredient to success in athletics or life is discipline. I have many times felt that this word is the most ill-defined in all of our language. My definition of the word is as follows:**

- 1) Do what has to be done**
- 2) When it has to be done**
- 3) As well as it can be done**
- 4) Do it that way all the time**

.... **Bob Knight**  
**College Basketball Coach and**  
**U.S. Olympic Basketball Coach**

**Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan. The key is discipline. Without it, there is no morale.**

.... **Tom Landry**  
**NFL Defensive Back and Coach**

**Remember, "Rome was not built in a day." Instant success is never possible. Competence results only from sustained, consistent, self-disciplined effort over an extended period of time.**

.... **Bud Wilkinson**  
**NFL and College Football Coach**

**A part of control is learning to correct your weaknesses. The person doesn't live who was born with everything. Sometimes he has one weak point; generally he has several. The first thing is to know your faults and then take on a systematic plan of correcting them. You know the old saying about a chain being only as strong as its weakest link. The same can be said in the chain of skills a man forges.**

.... **Babe Ruth**  
**Major League Pitcher/Outfielder**

Uncorrected errors will multiply. Someone once asked me if there wasn't benefit in overlooking one small flaw. "What is a small flaw?", I asked him.

.... Don Shula  
NFL Defensive Back and Coach

People think there are great mysteries connected with this game, but there are not. It's just teaching fundamentals, teaching players how to do things the right way.

.... Paul Brown  
NFL Coach  
General Manager and Owner

I have a very strong feeling that if you practice well, you will win. A team just can't remain the same week after week; otherwise, you go backwards on Saturdays. You just have to practice better and better each week....and by better I mean more intense.

.... Joe Paterno  
College Football Coach and  
Athletic Director

I only play well when I'm prepared. If I don't practice the way I should, then I won't play the way that I know I can.

.... Ivan Lendl  
Professional Tennis Player

You can't get much done in life if you work only on the days when you feel good.

.... Jerry West  
NBA General Manager and  
Former Player

"The difference between failure and success is doing a thing nearly right and doing a thing exactly right."

## THE INDISPENSABLE MAN

Sometime when you're feeling important,  
Sometime when your ego's in bloom,  
Sometime when you take it for granted  
You're the best qualified in the room.

Sometime when you feel that your going  
Would leave an unfillable hole,  
Just follow this simple instruction,  
And see how it humbles your soul.

Take a bucket and fill it with water;  
Put your hand in it, up to the wrist;  
Pull it out, and the hole that's remaining  
Is a measure of how you'll be missed.

You may splash all you please when you enter;  
You can stir up the water galore;  
But stop, and you'll find a minute  
That it looks quite the same as before.

The moral in this quaint example  
Is to do just the best that you can.  
Be proud of yourself, but remember  
There's no indispensable man!



## YOU'VE GOT TO PAY THE PRICE

"Winning is not a sometime thing; it's an all-the-time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is a habit. Unfortunately, so is losing."

"There is no room for second place. There is only one place in my game and that is first place. I have finished second twice in my time at Green Bay and I don't ever want to finish second again. There is a second place bowl game, but it is a game for losers played by losers. It is and always has been an American zeal to be first in anything we do and to win and to win and to win."

"Every time a football player goes out to play his trade he's got to play from the ground up. . . from the soles of his feet right up to his head. Every inch of him has to play. Some guys play with their heads. That's OK. You've got to be smart to be number one in any business. But more important, you've got to play with your heart. . . with every fiber of your body. If you're lucky enough to find a guy with a lot of head and a lot heart, he's never going to come off the field second."

"Running a football team is no different from running any other kind of organization . . . an army, a political party, a business. The principles are the same. The object is to win . . . to beat the other guy. Maybe that sounds hard or cruel. I don't think it is."

"It's a reality of life that men are competitive and most competitive games draw the most competitive men. That's why they're there. . . to compete. They know the rules and the objectives when they get in the game. The objective is to win . . . fairly, squarely, decently, by the rules. . . but to win."

"And in truth, I've never known a man worth his salt who in the long run, deep down in his heart, didn't appreciate the grind, the discipline. There is something in good men that really yearns for, needs discipline and the harsh reality of head-to-head combat."

"I don't say these things because I believe in the "brute" nature of man or that man must be brutalized to be combative. I believe in God, and I believe in human decency. But I firmly believe that any man's finest hour. . . his greatest fulfillment to all he holds dear. . . is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle. . . victorious."

~ *Vince Lombardi*

## WINNING THOUGHTS

- ... A winning football player has to have the stamina to go full speed 60 minutes. **EVERY PLAY IS A BIG PLAY.**
- ... **STRENGTH & QUICKNESS** are the most important skills a football player can have. Both can be developed with hard work.
- ... Mental attitude and team morale are 90% of football. The game is 90% mental and 10% physical.
- ... The greater will to win is often the deciding factor in a close game. We must be determined to win.
- ... Always expect to win. You have prepared to win. All winners have that extra heart beat!
- ... All great athletes turn their own motor on full speed, but control their emotions for maximum performance.
- ... Winners do not know the meaning of "quit." Winners never give up.

**WITHIN YOU AT THIS  
MOMENT IS THE POWER TO  
DO THINGS YOU NEVER  
DREAMED POSSIBLE.  
YOU KNOW WHAT YOU ARE TODAY  
BUT NOT WHAT YOU MAY BE  
TOMORROW.  
ALWAYS LOOK AT THINGS  
AS THEY CAN BE.  
YOU CAN DO ANYTHING  
YOU WISH TO DO,  
HAVE ANYTHING  
YOU WISH TO HAVE,  
BE ANYTHING YOU WISH TO BE.  
WHEN YOU DO ALL THE  
THINGS YOU ARE CAPABLE OF,  
YOU WILL LITERALLY  
ASTOUND YOURSELF.**

**LIFE IS 10% WHAT  
HAPPENS TO US  
AND 90% HOW WE  
REACT TO IT.**

**There is no royal  
road to anything.  
One thing at a time,  
all things in  
succession. That  
which grows fast,  
withers as rapidly.  
That which grows  
slowly endures.**

When I stand before  
God at the end of my  
life, I would hope  
that I would not  
have a single bit  
of talent left and  
could say, I used  
everything you  
gave me.

*~Erma Bombeck*

**EVEN IF YOU'RE ON  
THE RIGHT TRACK,  
YOU'LL GET RUN  
OVER IF YOU UST  
SIT THERE.**

***~Will Rogers***

**The difference  
between a successful  
person and others is  
not lack of strength,  
not lack of  
knowledge but  
rather a lack of will.**

***~Vince Lombardi***



# **LIFE HAS TWO RULES:**

**#1- Never Quit**

**#2 - Always remember  
Rule #1**

SOME MEN SEE THINGS  
AS THEY ARE AND SAY  
WHY - I DREAM THINGS  
THAT NEVER WERE  
AND SAY WHY NOT.

~George Bernard Shaw

MANY OF LIFE'S  
FAILURES ARE  
EXPERIENCED BY  
PEOPLE WHO DID NOT  
REALIZE HOW CLOSE  
THEY WERE TO SUCCESS  
WHEN THEY GAVE UP.

*~Thomas Edison*

**DEFEAT IS  
*NOT BITTER*  
UNLESS YOU  
*SWALLOW IT.***

**Nobody ever wrote  
down a plan to be  
broke, fat, lazy or  
stupid. Those things are  
what happen when you  
don't have a plan.**

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**CHALLENGES ARE  
WHAT MAKE LIFE  
INTERESTING AND  
OVERCOMING THEM IS  
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**EVERY STRIKE  
BRINGS ME  
CLOSER TO THE  
NEXT HOME  
RUN.**

**~Babe Ruth**

**I am not a  
product of my  
circumstances.  
I am a product  
of my decisions.**

***~Stephen Covey***