



PAUL HORNUNG AWARD BANQUET

TUESDAY, JANUARY 25, 2011
GALT HOUSE HOTEL & SUITES
LOUISVILLE, KENTUCKY

PRESENTED BY



Jewish Hospital Sports Medicine

Welcome and thank you for joining us at the inaugural Paul Hornung Award banquet. We extend a warm Kentucky welcome and congratulations to our winner, Owen Marecic, and his parents, Jeff and Mary Fran Marecic.

The Louisville Sports Commission board of directors and staff are honored to serve as stewards of this national award that recognizes the most versatile player in major college football. In addition, the Sports Commission is pleased to establish the Howard Schnellenberger Award to be given annually to the MVP of the winning team in the UK-U of L football game. Tonight we celebrate the namesakes and recipients of both these awards.

The Sports Commission is dedicated to taking advantage of all that is good about sports to help make our community a better place to live, work and play. We are thrilled to be closely associated with two of Louisville's best-know native sons, who have made their marks at the highest levels of college and professional sports, to help preserve their legacies and promote the town that we all call home.

Thanks to Jewish Hospital Sports Medicine and all of our banquet sponsors and corporate partners for their support. Please mark a place on your schedule annually for the Paul Hornung Award Banquet.

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Karl F. Schmitt, Jr., Executive Director

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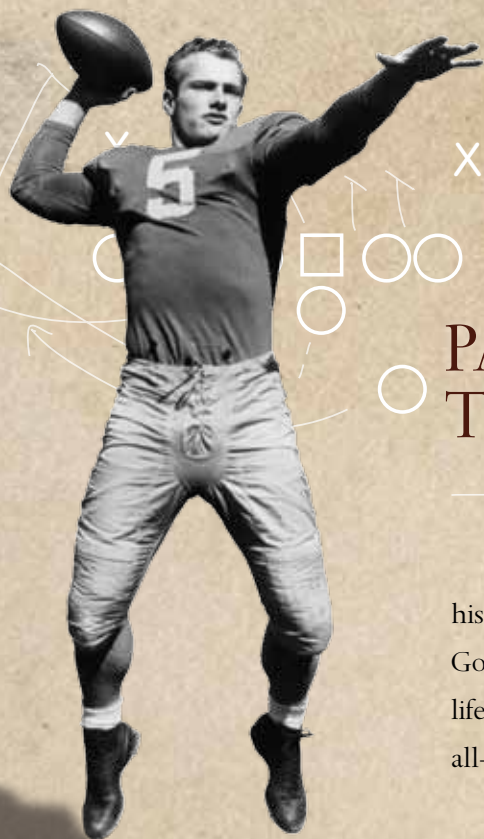
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PRESENTATION ~ Howard Schnellenberger MVP Award

HONORING ~ Paul Hornung, the Golden Boy

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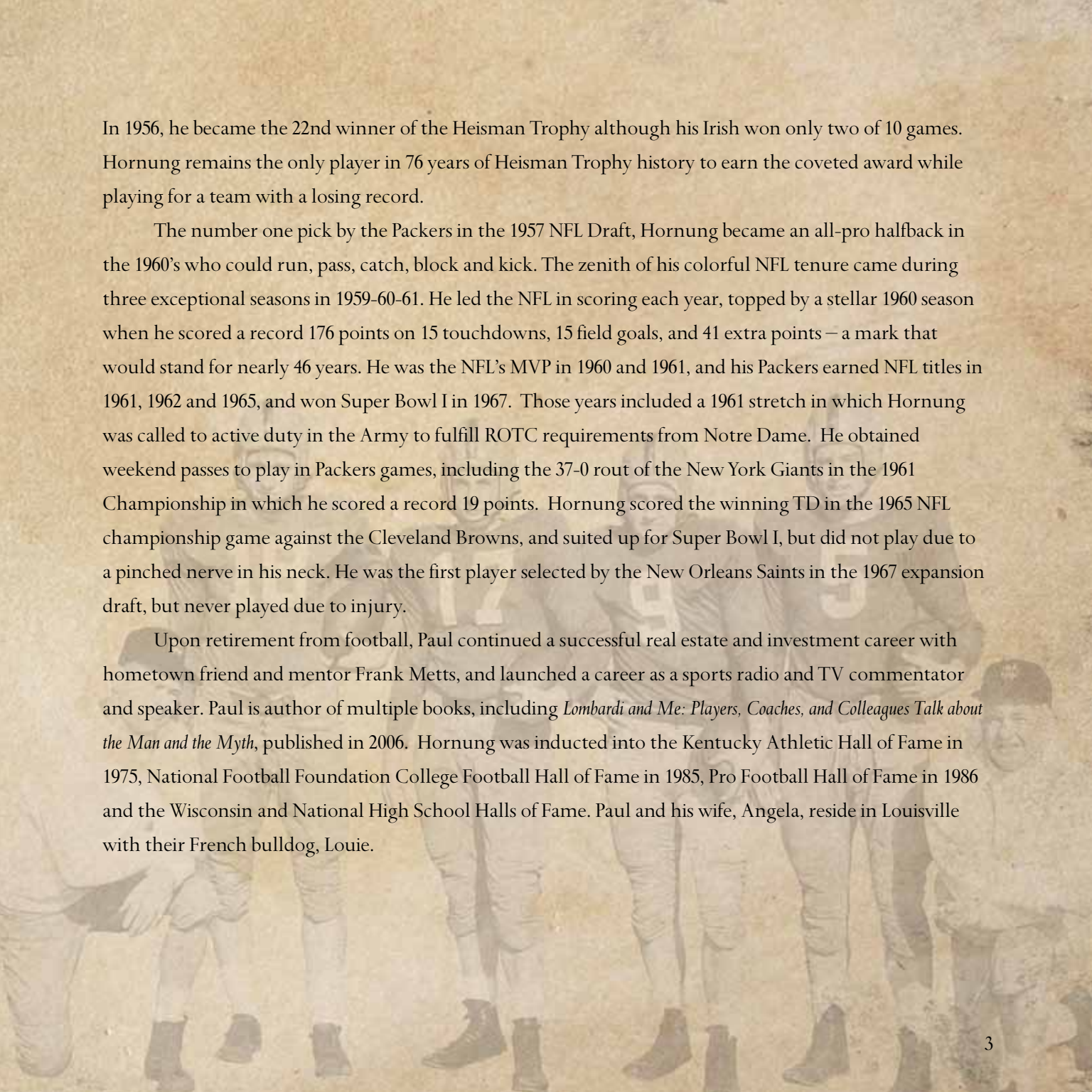
PAUL VERNON HORNUNG ~ THE GOLDEN BOY

Known as “The Golden Boy” – a tribute to the combination of his golden locks, a similar touch with the football and the hallowed Golden Dome of alma mater Notre Dame – Louisville native and lifelong resident Paul Vernon Hornung is considered by many the best all-around player in the history of college and professional football.

“The most versatile man ever to play the game,” said National Football League coaching legend Vince Lombardi of Hornung, who won four championships as a member of Lombardi’s Green Bay Packers.

He rose from humble beginnings in Louisville’s Portland neighborhood, where he was a three-sport star at Flaget High School, and went off to attend The University of Notre Dame at the suggestion of his mother and Sherrill Sipes, his best friend. Four years later Hornung graduated with a business degree and to this day is recognized as the top quarterback in school history.

A two-time All-American at quarterback, Hornung played every position in the backfield during his three-year varsity career with the Fighting Irish. He also played basketball as a sophomore, averaging just over six points per game. As a senior, Hornung led the Irish in passing, rushing, scoring, kickoff and punt returns, punting, field goals, PATs and passes broken up, and ranked second in interceptions and tackles.



In 1956, he became the 22nd winner of the Heisman Trophy although his Irish won only two of 10 games. Hornung remains the only player in 76 years of Heisman Trophy history to earn the coveted award while playing for a team with a losing record.

The number one pick by the Packers in the 1957 NFL Draft, Hornung became an all-pro halfback in the 1960's who could run, pass, catch, block and kick. The zenith of his colorful NFL tenure came during three exceptional seasons in 1959-60-61. He led the NFL in scoring each year, topped by a stellar 1960 season when he scored a record 176 points on 15 touchdowns, 15 field goals, and 41 extra points – a mark that would stand for nearly 46 years. He was the NFL's MVP in 1960 and 1961, and his Packers earned NFL titles in 1961, 1962 and 1965, and won Super Bowl I in 1967. Those years included a 1961 stretch in which Hornung was called to active duty in the Army to fulfill ROTC requirements from Notre Dame. He obtained weekend passes to play in Packers games, including the 37-0 rout of the New York Giants in the 1961 Championship in which he scored a record 19 points. Hornung scored the winning TD in the 1965 NFL championship game against the Cleveland Browns, and suited up for Super Bowl I, but did not play due to a pinched nerve in his neck. He was the first player selected by the New Orleans Saints in the 1967 expansion draft, but never played due to injury.

Upon retirement from football, Paul continued a successful real estate and investment career with hometown friend and mentor Frank Metts, and launched a career as a sports radio and TV commentator and speaker. Paul is author of multiple books, including *Lombardi and Me: Players, Coaches, and Colleagues Talk about the Man and the Myth*, published in 2006. Hornung was inducted into the Kentucky Athletic Hall of Fame in 1975, National Football Foundation College Football Hall of Fame in 1985, Pro Football Hall of Fame in 1986 and the Wisconsin and National High School Halls of Fame. Paul and his wife, Angela, reside in Louisville with their French bulldog, Louie.

AN AWARD FOR THE AGES

“The time and circumstances were right,” said football legend and Louisville native Paul Hornung, in reference to creating an award in his name. “Louisville is my home, my businesses are here and I love this city. The Sports Commission will ensure that the Paul Hornung Award is first class and remains here long after all of us are gone.”

Announced at a breakfast in downtown Louisville January 27, 2010, the Paul Hornung Award is a national honor that will be presented annually to the most versatile player in major college football. The Louisville Sports Commission (LSC) created the Award to recognize the distinctive talents of NCAA student-athletes and help preserve the legacy of a man many consider the most versatile player in the history of college and professional football. The Award also promotes the town that Hornung always has called home.

“The Paul Hornung Award became relevant immediately,” said Steve Richardson, executive director of the Football Writers Association of America. “The Award draws attention to deserving college football players that might otherwise go unnoticed, guys who excel at multiple roles at a high level.”

- The LSC owns and administers all aspects of the Award with the blessing of Paul Hornung and the guidance of an Advisory Committee and consultants comprised of LSC board members, business leaders and experts in college athletics.
- Before launching the Award, LSC staff conducted in-depth discussions and fact finding with leadership from elite college athletic departments; executives from ESPN, CBS and NBC Sports; members of the FWAA; prominent sports journalists; and executive directors of college bowl games. Reaction across the board was very positive.
- Working with a panel of college football experts, LSC staff created and promoted an official Paul Hornung Award Watch List prior to the 2010 season and selected top performers each week based on performance during games. An independent, national committee comprised of 16 sports journalists

and former NFL stars selected the winner using a two-step process. In early December, the Selection Committee members cast their votes for three finalists that were determined using a 5-3-1- scoring system (1st place – 5 points; 2nd place – 3 points; 3rd place – 1 point). The three finalists – Owen Marecic of Stanford, Randall Cobb of Kentucky and Jeremy Kerley of TCU – accounted for 72% of the points; a total of 15 players received votes. The results were announced at the LSC annual breakfast December 9. Using the same scoring system, the Selection Committee chose the winner from among the finalists following the bowl games. The winner was announced via press release and conference call January 10. All votes were tabulated by the public accounting firm Dean Dorton Allen Ford.

- Any member of a Football Bowl Series team in good standing with the NCAA, his respective team and university is eligible. Preference is given to starters or full-time players on offense or defense that make significant, additional contributions to the team in versatile ways such as special teams or as a two-way player. Consideration also is given to players that make a significant impact during big games and elevate the team's performance through leadership displayed by excelling in multiple roles.
- The LSC Marketing and PR committees, comprised of community-based professionals and national sports experts, supported efforts to market and promote the Award. LSC also partnered with local and national agencies for the creation of traditional and digital marketing materials on a pro bono basis, including what has been recognized as one of the best college football awards web sites, www.paulhornungaward.com. LSC staff created an awareness campaign that included contact with sports information directors at all 120 FBS schools, twice-weekly distribution of press releases to approximately 2,000 national sports journalists during the college football season and regular coverage by local sports media. The Award generated millions of dollars in recognition for Louisville with numerous national media and major market outlets including the *New York Times*, *USA Today*, CBS Sports, ESPN and ESPN.com, ABC Sports, *San Francisco Chronicle*, *Los Angeles Times* and the *Washington Post*, as well as scores of university and college football web sites.

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PAUL HORNUNG AWARD TROPHY



Photo by: Power Creative

Paul Hornung's career on the football field reflected brilliance, versatility and the highest quality. Paul chose Steuben crystal – American made and the highest quality crystal in the world – as the medium to create The Paul Hornung Award Trophy, representing the most versatile player in major college football. This one-of-a-kind trophy incorporates an 8.25" solid Steuben crystal disc displayed on a hand-worked walnut base finished in a dark onyx stain and highlighted with sterling silver plaques. The crystal disc in this trophy is emblazed with a spherical portrait of Mr. Hornung that appears to be floating internally in the sculpture. Below the portrait are three hand engraved poses reflective of Paul's diverse skills as a player: throwing, running and catching. The name of each winner will be inscribed annually on the plaque adorning this iconic trophy. The recipient will be awarded a smaller, individual version crafted in the same spirit as the original.

KERLEY, COBB, MARECIC

NAMED FINALISTS FOR INAUGURAL PAUL HORNUNG AWARD



JEREMY KERLEY
TEXAS CHRISTIAN UNIVERSITY
5-11~192~SR. HUTTO, TX



RANDALL COBB
UNIVERSITY OF KENTUCKY
5-11~186~JR. ALCOA, TN



OWEN MARECIC
STANFORD UNIVERSITY
6-1~244~SR. TIGARD, OR

On December 10 at its annual breakfast, the Louisville Sports Commission announced three finalists for the inaugural Paul Hornung Award: wide receiver/kick return specialist Jeremy Kerley of TCU, wide receiver/quarterback/kick returner Randall Cobb of Kentucky, and fullback/linebacker Owen Marecic of Stanford.

“Each finalist demonstrated his desire to do whatever his coaches asked to help win football games,” said Hornung. “These guys can run, catch, pass, block, play defense or anchor special teams, and they do it in the big games against the best teams. I am a big fan of all three.”

“Electrifying” is how CBS College Football announcer Tim Brando described Kerley, 2010 Mountain West Conference Special Teams Player of the Year. A game changer as a wide receiver and returning kickoffs and punt returns, he was one of just two players in the nation ranked in the top 20 in both punt and kickoff returns and helped lead the Horned Frogs to their second consecutive unbeaten regular season. He averaged a career-best 28 yards on kickoff returns, led the team with a career-high 50 receptions, scored 13 TDs and led the MWC with 123 all-purpose yards per game. He recorded 114 all-purpose yards in TCU’s 21-19 win over Wisconsin in the Rose Bowl.

Cobb, one of the most prolific offensive and special teams threats in the history of the SEC, accounted for touchdowns this season catching, running, throwing and returning punts - and held for field goals and PATs. After watching UK play, Chris Low of ESPN.com wrote, “There’s not a better all-around football player in America than Cobb.” The Kentucky star led SEC receivers with 79 catches for 955 yards and seven touchdowns. At QB, Cobb rushed for 401 yards and five touchdowns and threw for three scores. He also returned a punt for a TD, threw and ran for two-point conversions and set UK’s career record for touchdowns. Cobb was named consensus All-American as the all-purpose player.

Marecic, a true throwback that started both ways for nearly the entire 2010 season, logged an average of 110 plays per game in the rugged Pac-10 - equivalent to nearly two full seasons. He played almost 100 downs in Stanford’s win over Virginia Tech in the Discover Orange Bowl, where he scored on a one-yard run, recorded a sack and made six tackles.

Other players receiving votes were (in alphabetical order): Dwayne Harris - East Carolina; Jerrel Jernigan - Troy; Damaris Johnson - Tulsa; Julio Jones - Alabama; Colin Kaepernick - Nevada; Cam Newton - Auburn; Eric Page - Toledo; Patrick Peterson - LSU; Trent Richardson - Alabama; Denard Robinson - Michigan; Mohamed Sanu - Rutgers; Patrick Shed - UAB.



OWEN MARECIC ~ CARDINAL IRONMAN ON THE GRIDIRON

2010 PAUL HORNUNG AWARD WINNER

By Emilie Deutsch

There is no record of how quickly back-to-back touchdowns have been scored in a major college game by the same player on offense and defense, but it is likely Stanford's Owen Marecic owns that record — and it might just stand for all time. In a 13-second span against Notre Dame this season, Marecic somersaulted over the scrum to score a touchdown as a fullback, and then intercepted a pass and ran it 20 yards into the endzone for another score as a linebacker. After those two extraordinary plays, he jogged to the sidelines, clutching the ball, and chest-bumped his coach, Jim Harbaugh.

When Harbaugh had approached Marecic his junior year and asked if he would consider playing both ways for the Cardinal, Marecic didn't hesitate. "It was an exciting challenge to see if I had what it takes to do it, and Coach Harbaugh was always willing to challenge us to do something no one else thought was possible."

Marecic took that challenge and turned it into an extraordinary season in 2010, including selection as the inaugural Paul Hornung Award winner. He started in all 13 of Stanford's games, nine on both sides of the ball. He averaged 110 plays per game – equivalent to nearly two full seasons – and was the only two-way starting player among 120 Football Subdivision teams. Stanford finished 12-1, including a win in the Orange Bowl, to complete the best Cardinal season in 70 years. A devastating blocker, Marecic also scored five touchdowns, recorded 51 tackles, including two sacks, and had two interceptions and a fumble recovery. He was named first team Pac-10 fullback and honorable mention all-conference linebacker.

But Marecic's greatest contribution to the team might have been his quiet leadership. He diligently prepared his body and his mind in the off-season for the duty of playing both ways, spending extra time conditioning, studying film and learning two playbooks. At the same time, he continued to do well academically, maintaining a 3.8 grade point average – highest on the team – in Human Biology.

"He has an exceptional ability to focus on the task at hand, and that is the essence of who he is," notes his father, Jeff. "The thing that impresses me about Owen is his ability to concentrate on the present, then move onto the next thing, to pour himself into what is important at the time."

Marecic was born October 4, 1988, and moved with his family to New Jersey, Boston, Los Angeles, and finally Portland, Oregon as the family followed his father's career as an information technology executive. Owen played soccer, basketball and baseball as a youngster, but football was by far his favorite.

"It was the sport I was best at, and I've always really liked the preparation for football – lifting weights and running," says Marecic. "But it's also so much fun. It's the ultimate team sport. There's nothing like coming together with a group of guys and accomplishing something special."

At Jesuit High School in Portland, the coach took one look at Marecic, who had always played quarterback, and asked him to move to fullback. He agreed immediately. "He was probably relieved," says Jeff Marecic. "He doesn't really like the spotlight, and playing fullback suited him just fine."

Marecic also played linebacker, and helped Jesuit to state championships as a junior and senior. Stanford recognized his talent and with Harbaugh's guidance, it turned out to be the perfect place for him to blossom.

continued on next page

“In 30 years in college and pro football, I haven’t seen a guy like him,” says Harbaugh. “He has everything – strength, humility, intelligence. He’s the perfect player.”

Marecic’s plan is to attend medical school, somehow fitting it in and around any opportunities he has to play football professionally. Through all of the accomplishments, he remains humble and deeply grateful to those who have helped him along the way. “I wish I could really express how important my family has been in my personal success. They are the most powerful influence in my life, and their inspiration, support, and courage have been my biggest source of strength.”

Emilie Deutsch, VP of Original Programming for CBS College Sports Network, is a 6-time Emmy award winner and graduate of Stanford University.



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HOWARD SCHNELLENBERGER MVP AWARD



The Howard Schnellenberger MVP Award, presented annually to the most valuable player on the winning team in the University of Louisville – University of Kentucky football game, was created in 2010 by the Louisville Sports Commission and received the blessing of Schnellenberger, who has strong ties to both programs and remarkable football credentials.

A Louisville native, Schnellenberger was recruited to UK by the legendary Bear Bryant, earned varsity letters in 1952-53-54-55 and was an All-American tight end for the Wildcats under Blanton Collier as a senior. Schnellenberger was an assistant coach at UK under Collier in 1959 and 1960. As the head coach at U of L for 10 years (1985-1994), Schnellenberger is credited with rejuvenating the football program and boosting support for a new, on-campus stadium. He led the Cardinals to victories in the Liberty and Fiesta Bowls and is the only person enshrined in the athletic halls of fame at both universities.

Schnellenberger currently is head coach and director of football operations at Florida Atlantic University, having built the Division I program from scratch starting in 1998. From the 1960s through the 80s, he was an integral part of four college national championships and two Super Bowl victories. His upstart Miami Hurricanes won the '83 title and he was offensive coordinator under Bryant at Alabama for titles in 1961-64-65. At Miami, Louisville and FAU, Schnellenberger-coached teams are a remarkable 6-0 in bowl games. He was the offensive coordinator for the Miami Dolphins under Don Shula, including the 17-0 season in 1972, and assistant under George Allen with the LA Rams.

Famed for his offensive football genius, Schnellenberger has influenced a memorable list of quarterbacks, including: Joe Namath, Kenny Stabler, Roman Gabriel, Bob Griese, Earl Morrall, Bert Jones, Jim Kelly, Bernie Kosar, Vinny Testaverde, Mark Richt, Browning Nagel, Jay Gruden, Jeff Brohm and Rusty Smith.

Howard and his wife, Beverlee, have two sons: Stuart and Tim. His eldest son, Stephen, passed away March 9, 2008. Grandchildren are Teather Ann, Joey and Marcus.

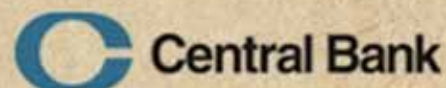
DERRICK LOCKE ~

2010 HOWARD SCHNELLENBERGER MVP AWARD

Kentucky senior running back Derrick Locke was named the inaugural recipient of the Howard Schnellenberger MVP Award for his performance in the Wildcats' 23-16 win over Louisville on Sept. 3, 2010 at Papa John's Cardinal Stadium. Locke registered 150 all-purpose yards and two touchdowns as the Wildcats extended their hold on the Governor's Cup to four consecutive years. He carried the ball 23 times for 104 yards, had three receptions for 23 yards and added a 23-yard kick return. He recorded first quarter scoring runs of 32 yards and one yard as the Wildcats built what proved to be an insurmountable lead. It marked the first time in his career that Locke had registered two rushing touchdowns in a game. Derrick finished the regular season as UK's leading rusher with 816 yards and 10 TDs and accounted for 1,427 total yards, including 346 yards on kickoff returns, despite missing four games due to injury. He came to UK from Hugo, Oklahoma, as a combination football player - track star and earned All-SEC and Freshman All-American track honors in 2008 and third team All-SEC in football in 2009. As a sophomore in 2008 vs. Louisville and WKU, he became the first Wildcat in school history to return two kickoffs 100 yards for TDs. Derrick Locke earned four letters in football and is scheduled to graduate in May with a degree in Family Science.



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