



MIZZOU HOMECOMING

HOMECOMING, an organized celebration, staged annually, University return to the scene of their lives, and accomplishments in activities, sports, music, more, or less.

**EXPERIENCE
THE
LEGACY**

2004

HOMECOMING SPECIAL SECTION

PINKEL'S PLAN



Story by Chris Blose
Illustration by Patrick Milbourn

How is Coach Gary Pinkel turning the Tigers into contenders? He's sticking with a plan that works.

WHEN MISSOURI FOOTBALL Head Coach Gary Pinkel sat his three kids down and told them he wanted three grandkids from each of them, he didn't quite get the reaction he'd hoped for. His daughter has since given birth to his first grandchild, but at the time of his speech, his kids just got up and left.

That's not such an easy thing to do for MU football players. For them, self-interest and individual goals must be secondary to Pinkel's vision for the program; if they want to be a part of this ever-improving team, they have to get with Pinkel's plan.

Pinkel's a detail man who knows and controls all things, large and small, associated with the program. "I use this word 'aware,'" says John Kadlec, the Tiger Radio Network color commentator who has seen his share of great Mizzou coaches over the past half century. "Pinkel is aware of everything that goes on around his football team, everything from how much weight you can bench press to what your grades are."

Pinkel also forbids excuses. No one is allowed to blame poor performance on injuries, bad weather, screaming fans or any other obstacles. Pinkel himself makes no excuses for the team's bad record on the road in 2003, with a loss to Arkansas at the Independence Bowl and four losses in the regular season, including a painful one to Kansas. "We weren't mature enough to focus and do what is necessary to win on the road," he says, and he takes the blame for that lack of maturity.

But maturity comes with time, and

Pinkel devotes his time to players. "He always pushes you," says quarterback Brad Smith. "He really sticks with you, and I'm glad he does that."

When Pinkel first arrived in 2001, he unveiled his "pyramid of objectives." At the top of that pyramid is an eventual national championship, and near the top are a Big 12 championship and consistent bowl victories. Going into his fourth season, his team includes players who have been here since that pyramid's conception. Add to those veteran players younger ones and top recruits, and Pinkel might just be building the talent necessary to reach his goals over time.

But everyone needs to stick to the plan. "When the toughest moments come, we don't deviate," Pinkel says. "We actually embrace what we do because we know what we do works."

Getting Off the Ground

Pinkel is quite fond of the description "high-level," particularly in wanting to mold high-level players and create a consistently high-level team. When you think of high-level players at MU, one name comes to mind immediately: Brad Smith.

The quarterback, a cover model for preseason football guides and the subject of Heisman speculation, was the 20th-best rusher nationally last year. Watching Smith run is a study in zen-like athleticism, what with his seemingly preternatural ability to pick holes and change direction.

Such gushing descriptions — and there's no lack of them — could seem like pressure, but not to Smith. "I don't

think about it," he says. "When I can be myself, when I'm on the field, that's when I get to have fun. It all works."

Of course, Pinkel knows that you can't build a national contender around one player. Without a strong offensive line, there would be no holes for Smith to pick, only angry defenders ready to put him on his back. The line lost top graduates in A.J. Ricker and Rob Droege, but Pinkel hopes to build on players with starting experience, including Tony Palmer and Joe Gianino at guard and Scott Paffrath at tackle. Redshirt freshman Adam Spieker likely will play center. These players have huge shoes to fill, literally — Ricker wore a size 17.

MU also lost its career rushing leader, Zack Abron, but Damien Nash showed big rushing potential in 2003 when he rushed for 462 yards and scored five touchdowns as a backup



MU ATHLETICS MEDIA RELATIONS PHOTO

Quarterback Brad Smith takes Heisman hype and high expectations in stride.

tailback. On his tail is Marcus Woods, a speedy redshirt freshman.

The Tigers have had success on the ground, but passing has been weaker. "We have to become a better passing team," Pinkel says. "That isn't just on [Smith], but certainly it starts with him."

It doesn't end with him, though, and Pinkel wants more consistency from his receivers, including Thomson Omboga, the team's top receiver with 52 catches, 466 yards and one touchdown last year; Sean Coffey, a big target for Smith; Brad Ekwerekwu, whose talent caused Pinkel to pull his redshirt in 2003; and redshirt freshmen Greg Bracey and Jason Ray. There is depth at tight end, with Victor Sesay returning from an injury and Clint Matthews battling for the job with three younger players.

As for backup quarterbacks, the likely candidate is sophomore Brandon Coleman. Top recruits Chase Patton and Darrell Jackson both could step up as well, but Pinkel likes to hold on to redshirts whenever possible. Both recruits are part of a quality class that represents the coach's increased recruiting success.

Crush the Rush

The one area in which Pinkel is changing his plan slightly is defense. He's hoping to better defend against the run in particular, an area of weakness in 2003, as seen in the Independence Bowl and in Kansas State's Darren Sproles' rushing dominance against the Tigers.

"We changed our defensive structure for significant reasons," Pinkel says. "I think what has happened is we've had to adjust, to become more multiple." That

change includes switching to a 4-3 defense and moving Dedrick Harrington from rover to inside linebacker to bolster athleticism at that position. *Athlon Sports* ranks MU's linebackers as the best in the conference, particularly James Kinney, who is credited with 322 tackles and needs 94 this season to become the University's all-time leader. Rounding out the top contenders is David Richard, a converted running back who returns to his home state after playing at Michigan State.

The defensive tackles are equally solid, if not as deep, with Atiyahh Ellison and C.J. Mosley, both coaches' all-conference picks last year. At defensive end, there are plenty of options, including the experienced Zach Ville and sophomore successes Xzavie Jackson, who started four games as a true freshman, and Brian Smith, who had the most sacks of any freshman in the country in 2003.

The defensive backfield, which lost two starters, is the youngest part of the defense, but youth doesn't mean inexperience. Nino Williams II, then a free safety, had 105 tackles in 2003, for example. Other strong performers include Jason Simpson, Calvin Washington and David Overstreet.

In addition to improving the rush defense, kicking is a concern. Redshirt freshman placekicker Alex Pettersen is untested. As for punting, a top-20 ranking in 2002 dropped to No. 114 in 2003, in part because of chronic problems with Brock Harvey's ankle. Harvey has had surgery since then, and Pinkel hopes to get him back to his 2002 form.



MU ATHLETICS MEDIA RELATIONS PHOTO

Linebacker James Kinney needs 94 tackles this season to become MU's all-time leader.

Welcoming the Hype

Mizzou fans seem constantly to wonder, "Is this the year?" The only real answer to that question will come soon when the team takes the field. In the meantime, fans can enjoy the hype of preseason rankings and predictions. *Athlon Sports* picked MU over Kansas State to win the Big 12 North and finish 11th nationally, and the ESPN/USA Today/AFCA Coaches Poll ranks the Tigers 17th.

Add to that a schedule including nonconference games that could get the Tigers off to a strong start, with the first three games against Arkansas State, Troy State and Ball State. Pivotal conference games likely will be two road battles against Texas and Nebraska and one at home against Kansas State. Then Kansas comes to Faurot Field on Nov. 20 for the biggest grudge match of the season.

As for all the preseason prognosticating, Pinkel welcomes it as a part of his plan rather than as unwanted pressure: "I wish people would predict that we'd win the national championship every year. To me all these rankings mean is that people are starting to respect our program." The coach doesn't give such predictions any undue weight, though. "We all know that the rankings next January are the important ones."

TIGER TRIVIA

#1 Legendary Coach Don Faurot introduced the Split-T offense in what year?

Answers on Page 51

TIGER TRIVIA

#2 In what year and under what coach were the football Tigers ranked No. 17

Answers on Page 51

RETURNING STARTERS

Offense:

Sean Coffey (12), wide receiver
Thomson Omboga (87), wide receiver
Tony Palmer (52), guard
Brad Smith (16), quarterback

Defense:

Atiyah Ellison (97), tackle
Dedrick Harrington (33), linebacker
James Kinney (24), linebacker
C.J. Mosley (99), tackle
Jason Simpson (6), free safety
Brian Smith (39), end
Zach Ville (96), end
Calvin Washington (17), cornerback
Nino Williams (22), strong safety

Special teams:

Brock Harvey (13), punter
Shirdonya Mitchell (45), kickoff returner

2004 FOOTBALL SCHEDULE

Sept. 4	Arkansas State
Sept. 9	at Troy State
Sept. 18	Ball State
Oct. 2	Colorado
Oct. 9	at Baylor
Oct. 16	at Texas
Oct. 23	Oklahoma State (Homecoming)
Oct. 30	at Nebraska
Nov. 6	Kansas State
Nov. 20	Kansas
Nov. 27	at Iowa State

For updated information on game times and television status, visit mutigers.collegesports.com.



MU ATHLETICS MEDIA RELATIONS PHOTO

A Season to Top

The Tigers' 8-5 season in 2003 was the best in years and provided several key points on which to build:

- The team was undefeated at home in 2003 but lost four regular season games on the road. It needs to win on the road, including at Texas and Nebraska, to be a national contender.
- The team had the fewest turnovers in the country with 13. During Coach Pinkel's three seasons, the team has turned the ball over only 41 times.
- The rushing offense was the best in the Big 12 and sixth best in the nation. Brad Smith returns, and Damien Nash will likely fill Zack Abron's slot at tailback.
- Smith was 23 yards short of being

the only player in Division I-A history to run for 1,000 yards and pass for 2,000 yards in two different years, as he did in 2002. Still, the passing offense ranked 102nd nationally.

- The defense finished fifth in the Big 12. That could improve with nine returning starters, including linebacker James Kinney and the tackle duo of C.J. Mosley and Atiyah Ellison.
- Punting, which ranked 114th in the country in 2003, remains an area of concern.

Tailgate Mizzou Style.

When Mizzou hits the road, tailgate with the Tigers from Austin to Ames.



Each Tiger Tailgate Features:

Pregame Meal
Mizzou Spirit Items
Special Performances
Guest Speakers
And Much More!

Reserve your spot today!

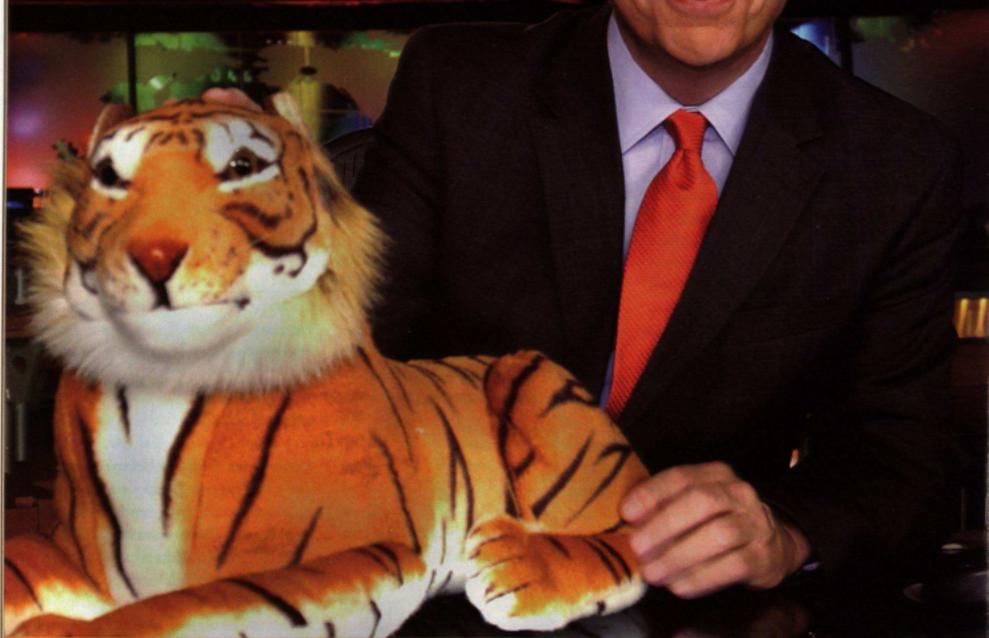
Call 1-800-372-6822 or go online to www.mizzou.com.



Tiger Tailgates is a program of the MU Alumni Association.

This is Headline News

Story by Dale Smith



NEWS BRIEF

2:42 PM CT

CNN HeadlineNews

CNN anchor Chuck Roberts dons tiger stripes and returns to Mizzou as Homecoming grand marshal

NCAAF

MISSOURI VS OKLAHOMA ST

10/23/04

PHOTO BY EDWARD M. PROBODA/CNN

BECAUSE CHUCK ROBERTS HAS been a news anchor with CNN since the network's first broadcast on New Year's Eve 23 years ago, it's difficult to think of him as anything but a straight-up newsmen. Roberts has proven time and again that he can not only read the news but also interview anyone from Richard Nixon to Uma Thurman and report on anything from prisms to parades. But in October, Roberts, BJ '71, will join a parade rather than cover one when he returns to Columbia as grand marshal of MU's Homecoming celebration.

Roberts has had plenty to celebrate in his career, as well. He credits journalism professors, including Rod Gelatt and Tom Duffy, with shaping journalistic attitudes and practices he uses daily. For instance, he abhors the Geraldo Riveras of the world who insert themselves into their stories. Roberts says he learned a different method at J-School. As a *Columbia Missourian* reporter, he covered the county auditor, who was embroiled in a financial corruption inquiry. Roberts hadn't been able to get a quote from the auditor in the usual ways, so he decided one cold winter day to do something about it. "I walked up to his house and was greeted at the door by his son, who was holding an aluminum baseball bat and who chased me out to my car," he says.

Roberts high-tailed it back to the newsroom to get Duffy's take on the matter. "I realized that I could have made him my cause. After all, I was assaulted with a baseball bat. Or, I could put it in perspective and keep myself out of the story." After talking it over, he

CNN *Headline News* anchor Chuck Roberts, *Mizzou's* 2004 Homecoming grand marshal, has been with *Atlanta-based* news network *CNN* since it began in 1981.

decided to continue reporting the story, but without vindictiveness. He says it was a key moment in shaping his opinion that journalists should remain unobtrusive in their work.

When he wasn't working at the *Missourian* or KOMU-TV, Roberts held down a couple of jobs to help pay expenses. He put in eight-hour shifts at the Tiger Hotel desk and, sometimes immediately after, headed downstairs to work as a disc jockey at KTGR, Columbia's only rock radio station at the time. If Roberts took the high road in the case of the auditor, his independent streak came out when he worked as a DJ. The pop culture addict confesses that he broke the embargo on an advance copy of Led Zeppelin's third album by broadcasting the whole recording before it was supposed to be aired.

That episode jibes with another one from just a couple of years earlier in 1966. Roberts' father had promised his rebellious son that, if he stayed out of college for a year after high school to make money and "grow up," he could use the family car for a trip to New York. "I did what he asked," says Roberts, who then lived in New Mexico, "but he went back on his word. So I took the car anyway and set off. I got as far as Youngstown, Ohio, where the car ran out of oil and blew up. He didn't speak to me for a long time."

He may not have said much, but his response was loud and clear. He enrolled Roberts in the New Mexico Military Institute. When Roberts arrived, he became editor of the school's newspaper and proceeded to irritate the administration by covering a school scandal involving misappropriation of funds.

Roberts says his first inspiration to become a journalist had actually come just three years earlier when he was a

high school junior in Kansas City, Mo., absorbing the coverage of the assassination of President John F. Kennedy. He couldn't get enough. "I took the bus downtown to buy out-of-town papers and read them. And I was riveted by TV coverage. I watched Tom Pettit's narration of Jack Ruby shooting Lee Harvey Oswald, and I thought, 'This is history, and I want to be part of this.' "

Roberts has become synonymous with CNN's history, shaky though it may have been in the early days. Although the network now boasts an audience of 89 million, in its infancy it reached just one million viewers and lost \$1 million a month. In 1981, owner Ted Turner built the first news set over the empty swimming pool of a defunct country club that eventually became his TBS Superstation. On early CNN *Headline News* shows, along with the day's events, careful listeners could hear the calls of crickets who lived under the studio. The set was so hastily made, Roberts says, that he emerged from the anchor desk after the first live broadcast on New Year's Eve with wet gray paint on his knees. The first remote shot was to be of Times Square just before midnight, but the satellite failed. Roberts says that sort of technical problem was a familiar scenario in the early days: "We were on a low-priority power grid. Passing thunderstorms would knock us off the air. But then we moved downtown to the same grid as the Federal Reserve. Now we never go down."

TIGER TRIVIA

#3 John F. Kennedy watched from the stands as the Tigers held which Heisman Trophy winner to four yards rushing?

Answers on Page 31

EXPERIENCE THE LEGACY

The Homecoming Steering Committee and the MU Alumni Association thank the following businesses for their sponsorship and commitment to Mizzou Homecoming.

TIGER CHECKING
www.tigerchecking.com

17 **KZOU**

FOX 38
K · Q · F · X

MOHELA
Missouri Higher Education Loan Authority

Panera
BREAD

Zimmer Radio Group

Balfour

flying cow **P&G**
STAY ON

KAPLAN
1-800-KAP-TEST
kaptest.com

PIZZA
HUT

COLUMBIA
MISSOURIAN

JOHN FRIEDA
london • paris • new york

Edward Jones
Serving Individual Investors Since 1871

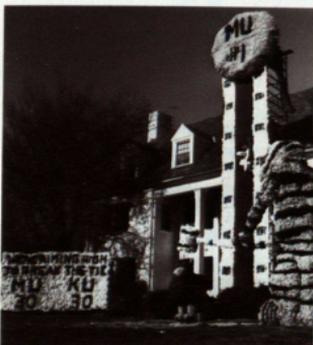
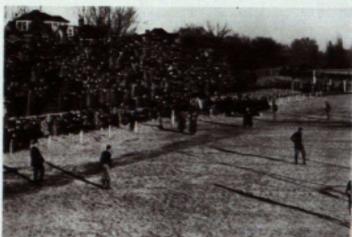
Highlights From a Mizzou Hallmark

IF YOU SEE THE EIFFEL TOWER, YOU think "Paris." In London the landmark is Big Ben. San Francisco's icon is the Golden Gate Bridge. Mizzou's best-known monument is more a happening than a place. It's Homecoming — among the first and, judging by recent national awards from the Council for Advancement and Support of Education, still the best.

This year's theme, "Experience the Legacy," reminds alumni that MU's annual Homecoming celebration is a grand tradition going all the way back to 1911. "We cherish it here on campus, and it has grown to be a huge celebration all over the country," says Lauren Bacon, Homecoming adviser for the event's sponsor, the MU Alumni Association.

In addition to the more festive aspects of Homecoming, such as the parade, football game and campus decorations, Bacon says students volunteer for several service projects during the weeks before the Oct. 23 game day. These include a food drive, blood drive, and projects in which students read to youngsters in schools and dance with oldsters in nursing homes. See Page 50 for a schedule.

Here are a few highlights from one of Mizzou's best claims to fame.



The work of "pompom" these huge mosaics with colored tissue paper — a grand Mizzou tradition — can be time-consuming, expensive and tedious. Every year at Homecoming, fraternities, sororities and residence halls design and construct decorations and rehearse performances that go along with them. (See Page 50 for performance times.)

TIGER TRIVIA

#4 What catchphrase did Dan Devine print on his players' lockers to help the team defeat Alabama?

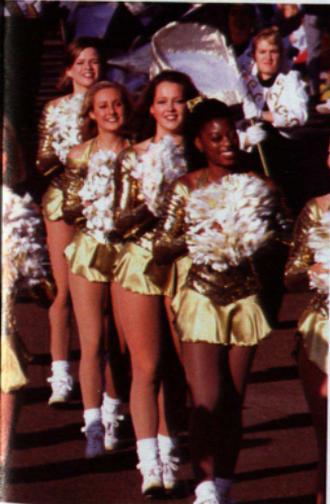
Answers on Page 51

UNIVERSITY ARCHIVES PHOTO C. 1/14/41



UNIVERSITY ARCHIVES PHOTO C. 22/1/3

In 1911, when a new conference rule mandated that games be played on campus, MU and KU abandoned their practice of meeting each other on the gridiron in Kansas City. MU Athletic Director Chester Brewer, concerned about attendance at a different venue, sent word for graduates to come back home. In so doing, he not only boosted attendance at MU's new Rollins Field to a hefty 10,000, but he also started Mizzou's Homecoming tradition. The match in 1911 ended 3-3.



During election years, the parade swells with the influx of office-seekers, many of whom throw candy for children lining the route through campus and downtown (See Page 49). In addition to floats and other entries from fraternities, sororities and veterans organizations, dozens of marching bands from across Missouri entertain the crowd.

TIGER TRIVIA

#5 What did Coach Al Onofrio say to the Tigers at halftime after they had just put up a 20-0 lead against second-ranked Alabama?

Answers on Page 51

Way to Grow, Columbia!



The new MU Life Sciences Center

We're REDI

Choosing to invest in Columbia is no small decision. Since your time as a student at Mizzou, alumni leaders from many career fields have invested resources in mid-Missouri businesses. And rightly so. In a 2004 national study of 168 areas with populations up to 335,000, *Forbes* ranked Columbia as the 38th "Best Small Metro for Business" – the highest in the state within this category.

If you'd like more information about starting, expanding or relocating your business to Columbia, we're here to help. We're REDI.

For more information on living and working in Columbia, contact REDI Marketing Director David Meyer at 573.442.8303 x 323 or dhmeyer@GoColumbiaMo.com www.columbiaredi.com

redi

Regional Economic Development Inc.

That Guy After Spider

By Jim Albright, BJ '57

SPIDER WAS A LEGEND. SO YOU'D THINK I could remember his last name. Anyway, I was really Mr. Nobody. I took Spider's place at the microphone as a cheerleader in '54, but outside of my Phi Gam fraternity brothers, no one knew my first or last name either.

What happened to Spider? I don't know. I do know I saw him at a pep rally in Austin, Texas, some 25 years after I graduated. He was billed as the "famous cheerleader, Spider_____." He looked the same, albeit with some gray hair, and wore the same cheerleading uniform we all wore back in '53 to '56. I resisted going up to him and telling him I took his place at the mic when he left, knowing he wouldn't remember me any more than do you readers who graduated in the mid-'50s.

I decided to try out for cheerleader on a cold night in '53 because in high school I'd been a third-string quarterback who never played a second, a wrestler who never had a match and a gymnast who only got to help anchor the pyramid. Mizzou didn't have wrestling or gymnastics, so I decided cheerleading would give me the chance to show off my "front-air." That's a forward flip without using the hands, as you do with a handspring.

There was a field close to the fieldhouse, where the cheerleader tryouts were being held. In the dark, I decided to try a front-air or two to get ready. It had been six months since I'd tried it, and I needed to know I could still do it. I fell on my butt the first couple of times, but then I did two in a row and knew I was ready to be a Mizzou cheerleader, to jump around and do front-airs behind the fabled Spider. Trouble was, I was dizzy. I wandered around a long time before I found the fieldhouse, which made me



ILLUSTRATION BY BLAKE DINSDALE

No. 113 on the audition list.

Just as well. I knew nothing about cheerleading, so I watched the other contestants go through their routines. As I waited, I created a cheer that would feature the front-air.

We watched as Spider did his routine in front of a crowd consisting mostly of blocks of fraternities and sororities, who cheered loudly for the candidates from their houses. Nobody from my fraternity knew I was trying out, so no block of

boisterous boys waited to cheer me on.

I moved slowly forward as all us cheerleader wannabes gave our pitch to the biased crowd. I particularly remember Bobbie Levine, BJ '57, who tried out twice a year for three years for football and basketball cheerleader without result. When she made it in her senior year, she joined the list of people I lecture my journalism students about, people who inspired me with their grit.

Finally it was my turn. "Okay cats,"

I said into the mic at the front of the concrete stage. I thought it was a strange stage, with a five-foot drop-off in front. I knew I had to be careful with those front airs up there. The stage made for a much harder landing than the soft earth in the field I practiced on. The “cats” reference, in tune with the time but still weird, elicited nervous laughter from the audience. I continued with a bebop theme, telling folks that I would say some words, then I would do something “ath-a-letic,” and then they were to yell “MIZZOU.”

I stole some of the rap of the legendary Spider, then I went sideways on the stage with a front-air, luckily landing on my feet and raising my hands for a loud “MIZZOU!” It worked. Encouraged, I mumbled a few other Spider-like impersonations and did another front-air, to an even louder crowd reaction of “MIZZOU.”

Cool, I thought. I was on a roll. I decided to perform my next and last front-air with all my might. I didn't want to fall on my butt at this point. Unfortunately, I put too much effort into it, and I flew off the stage and down five feet to the floor where the crowd was gathered. But by some stroke of luck, I stuck it and raised my hands like an Olympic gymnast. I couldn't believe I was alive. The crowd rose and rained applause on me. Whoever voted me in, whether a committee or the crowd itself, couldn't ignore such theatrics.

During my first year as a cheerleader, I danced around behind Spider as he did his bit on the mic, and I did front-airs when we led the team to the field. The next year, I knew the yells and moves and still included the front-airs to make sure I made the team again, but I didn't aim them toward the crowd. That had been a narrow escape from a lifelong injury.

They handed me the mic of the now-departed Spider, and I took it seriously. I believed we cheerleaders could actually influence a game. A fraternity brother who played defensive end told me that

the team never heard the actual cheers but did hear the fans' response. So, in some touchy situations, of which there were plenty, I would make sarcastic remarks about how the team was doing, timing my remarks for the break of the huddle. I didn't actually say, “These guys stink,” but words to that effect, and the crowd would roar with noise as the huddle broke. I do believe I was at least responsible for several first downs.

Although I think I added a few new things of my own to the cheerleading-on-the-mic routine, I repeated the famous Spider “Rally, rally, rally.” And I repeated his famous “Give me a T,” routine, where you keep the audience tensed up with a bunch of meandering thoughts in between the T, I, G, E and R. It was the high point of my Mizzou career.

I used a hand mic that looked like a ray gun to call out yells to the cheerleaders in a line behind me. I once pointed it at a couple in the front row — probably inspired by the humor of *Showme* writer and cartoonist Dick Noel, BA '59 — and said “Zap. You're sterile.” Half of that couple, Dean of Students “Black Jack” Matthews, didn't appreciate my joke and told me so on Monday morning. That was my third probation; the first two were for stealing a doghouse off a car and climbing onto the roof of the Wigwam to steal the cigar-store Indian.

During that semester, besides school and a hamburger delivery business I had going with two friends, I also found time to get pinned to a fellow J-student, a nice woman whom I'll call Nancy here. Somebody paid for cheerleaders to go to away games, and I remember a train trip to Norman, Okla. Nancy went along, and that night trip is a cherished memory. At the game, she sat near the cheerleaders, and I waved to her as we did our bit for the small section of Mizzou fans.

We had a siren that someone had made, and during the game, when Oklahoma huddled, I would step on the button that made it sound. I was hoping

TIGER TRIVIA

#6 What letters do Tiger fans chant in a cheer known nationwide, and what year did the cheer originate?

Answers on Page 51

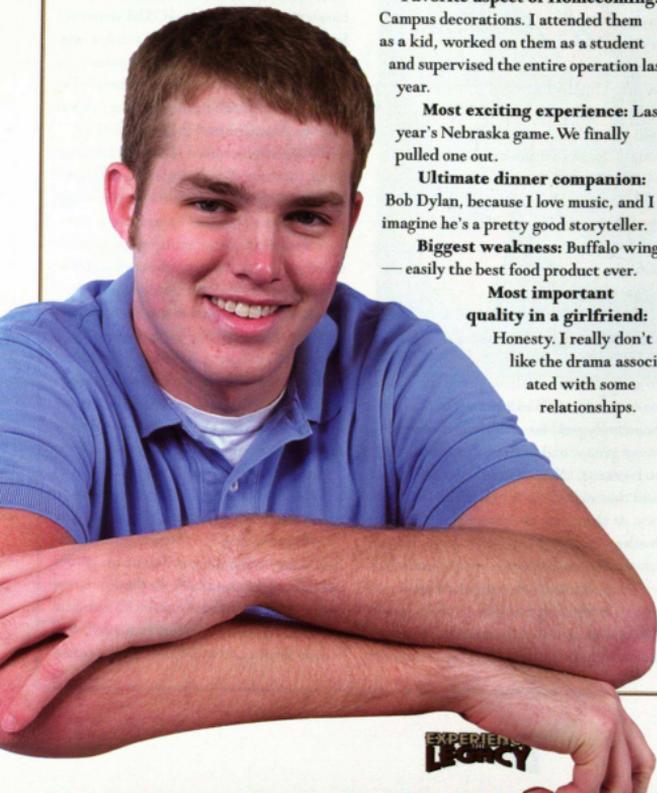
to win another game single-handedly by messing up their signals. The stadium announcer kept asking us not to play the siren, but 19-year-olds pay little attention to such warnings. When the game was over — we lost yet again — a bunch of big fellows with “RuffNex” or the like on their shirts came and grabbed the siren and ran away. Along with my roommate, Bob, partner in the hamburger business and an extra cheerleader pressed into service for this trip, I went after the RuffNex. We did retrieve the siren, but only after receiving multiple blows to the face and body. The teams had been leaving the field, but they came back and joined the fracas. Then the coaches came back out, but by then Bob and I had hustled back to the other cheerleaders. We exhibited the rescued siren, and Nancy came out of the stands. It was quite nice to walk off the field with her, lips bleeding from the RuffNex pounding, arm around her waist. So macho.

Those days were fun, despite the odd opinion some folks have about cheerleaders. But I'd bet you remember Spider, whatever his last name was. Perhaps he will write a letter and let me know, because he was one of three high points of those days. Another was Tripod snoozing in the classrooms, and the third was a Phi Gam who led the first panty raid in history. At Stephens.

Think you know Spider's true identity? E-mail us at mizzou@missouri.edu. About the author: After stints in law and advertising, Jim Albright taught advertising at Southern Methodist University, MU and for the past 15 years at the University of North Texas. Advertising, he says, is a lot like cheerleading.

Meet Homecoming's Masterminds

SINCE JANUARY, THREE STUDENT directors have led the Homecoming steering committee of 27 students in planning a raft of activities, including the parade, food drive, talent show and much more. Who are these dynamos? Meet the Homecoming directors for 2004: Ryan Smith, Michael Chrum and Sara Germano.



RYAN SMITH

21, Columbia

Magazine journalism major

Three-word self-description: Honest, easygoing, positive

Involved in Homecoming because: It's the best thing that Mizzou does to bring students, alumni and the Columbia community together.

Favorite aspect of Homecoming: Campus decorations. I attended them as a kid, worked on them as a student and supervised the entire operation last year.

Most exciting experience: Last year's Nebraska game. We finally pulled one out.

Ultimate dinner companion: Bob Dylan, because I love music, and I imagine he's a pretty good storyteller.

Biggest weakness: Buffalo wings — easily the best food product ever.

Most important quality in a girlfriend:

Honesty. I really don't like the drama associated with some relationships.

Would never: Start a Hall and Oates tribute band — the damage has been done.

Dream job: Editor for *Rolling Stone*.

Obsession: The Heidelberg was once my obsession, and it will soon be again.

Superpower I'd like to have:

Being able to eat without getting full or gaining weight.

Favorite quote: "If you come to a fork in the road, take it." — Yogi Berra

MICHAEL CHRUM

20, St. Louis

Accounting major

Three-word self-description: Determined, loyal, leader

Involved in Homecoming because: Freshman year I felt a great connection to the Mizzou students, alumni and community through Homecoming.

Biggest fear: Being lonely. I rely on my friends and family so much that I cannot imagine losing them.

Splurge: Million-dollar house on a golf course, Lamborghini, Mercedes CLK55, and house in Vail, Colo.

Would never: Eat a bug or worm like on those reality TV shows.

Biggest weakness: I always want everything to be perfect, and it causes me to worry a lot and never be satisfied.

Favorite TV show: *Seinfeld*, because every episode makes me laugh and forget about my worries.

Dream job: General manager of the St. Louis Cardinals.

Biggest crush: I have a new crush

TIGER TRIVIA

#7 Who coached the Fighting Irish in 1978 when the Tigers shut them out on their own turf?
Answers on Page 51

every time I go out.

Would love to read the mind of: George Washington. I'd like to know what he thinks of what the United States has become.

Favorite quote: "Talent is more than skill; it is an expression of how you play the game." — Anonymous.

SARA GERMANO

21, Blue Springs, Mo.
Advertising major
Three-word self-description: Independent, kind, open-minded

When named a Homecoming director: All of my friends attacked me with hugs.

Biggest challenge of being a director: Balancing all the activities with other aspects of my life, especially with lots of school work.

Most exciting experience: Parasailing over the French Riviera.

Can't live without: My mom and two dogs. I love them dearly.

A casual friend would never guess: I have seen nearly every baseball movie ever made.

Splurge: Designer outfit.

Biggest weakness: I am a little messy sometimes.

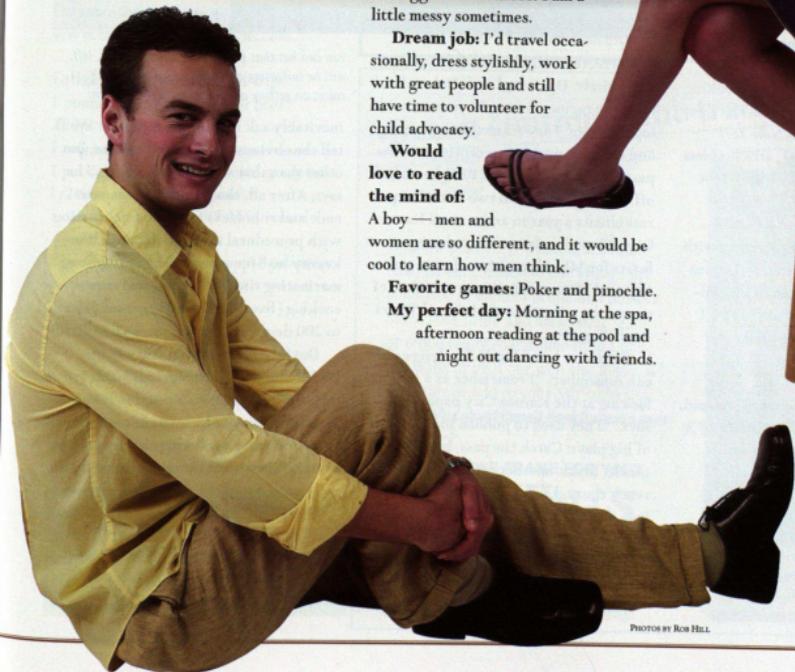
Dream job: I'd travel occasionally, dress stylishly, work with great people and still have time to volunteer for child advocacy.

Would love to read the mind of: A boy — men and women are so different, and it would be cool to learn how men think.

Favorite games: Poker and pinocle.

My perfect day: Morning at the spa, afternoon reading at the pool and night out dancing with friends.

Favorite quote: "Our passions are not too strong, they are too weak. We are far too easily pleased."
— C.S. Lewis



PHOTOS BY ROB HILL

Top Secret

Barbecue master Ritchie Davis may not part with his recipes, but he will give up some grilling tips and his method of keeping important secrets in the family.

YOU CAN ASK RITCHIE DAVIS ABOUT almost anything, and he will tell you in on some juicy items, including the story behind the name of his first-rate food-service business, Butthead BBQ. Yes, that's the real name, though it may sound more like a spoof business. Davis, BS Ag '78, an Adrian, Mo., insurance agent and part-time caterer, is occasionally secretive but not at all subversive.

"The Butthead in Butthead BBQ is the printable version of what my wife and I call each other," he says. "We thought we needed a logo, too, and we wound up with a pig turned around with its backside showing."

If Davis' humor is earthy, his cooking is an earthy delight. Notice of his talent has even appeared in *The New York Times*. In a Sept. 24, 2003, article about tailgating at a Kansas City Chiefs football game, writer Peter Kaminsky gushed about the grill master's work:

"Mr. Davis served his ribs bare, with only a dry rub for seasoning, and it was among the best I have eaten in the tailgate or barbecue-competition world. I told him I tasted different kinds of peppers as well as cloves and floral sweetness.

'You're right on the peppers,' he said, 'wrong on the cloves.' The sweetness? A true pit master never tells."

TIGER TRIVIA

#8 Which Tiger player accounted for 350 yards of offense in the Tigers win against Nebraska in 2003?

Answers on Page 51



Correction: He does tell, but only an inner circle. Davis and wife Debra developed the recipes during 20 years of cooking together. They started by tailgating and catering wedding receptions. In the past five years, Butthead BBQ has taken off, serving more than two dozen corporate clients a year in and around Kansas City. They also throw some charity feasts for MU Alumni Association gatherings and Mizzou sporting events. And of course, he tailgates at Chiefs and Tigers football games.

Davis has loved football as long as he can remember. "I remember as a kid looking at the Kansas City paper," he says. "They used to publish picture series of big plays: Catch the pass, break the tackle, break another tackle and then reach the end zone. On Sunday mornings, I used to look at those pictures even before I could read." He played football in high school and now keeps in touch with the game as a fan and tailgater.

And wherever Davis tailgates, people

You can bet that grill master Ritchie Davis, left, will be tailgating at Homecoming, but don't count on getting any secret recipes from him.

inevitably ask him for his recipes. "We'll tell the obvious things like tomatoes, but other than that we're pretty vague," he says. After all, the genius is in the marinade and rub. He is far more forthcoming with procedural tips. For instance, the keys to his 16-ounce pork chops are long marinating time (48 hours) and slow cooking (five hours) over low heat (175 to 200 degrees).

Davis has let his kids, Katy Bruto, BS Ed '00, and Gabe Davis, BS '02, in on the family recipes. He had to because sometimes they help with the catering jobs. "But they're sworn to secrecy," he says, "if they want to stay in the will."

Meet barbecue master Ritchie Davis

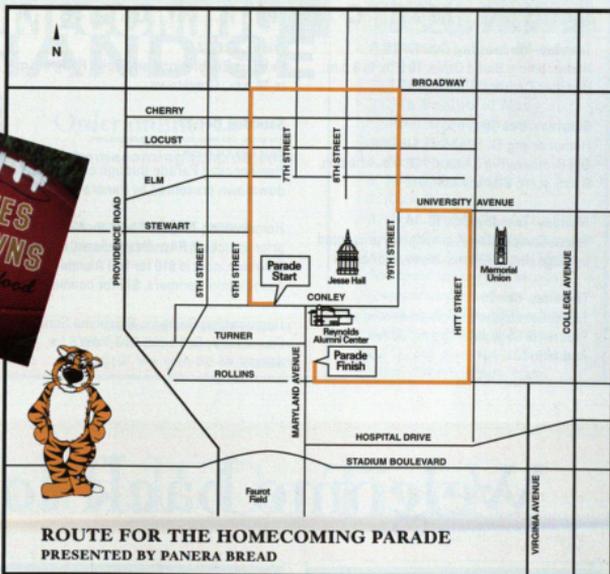
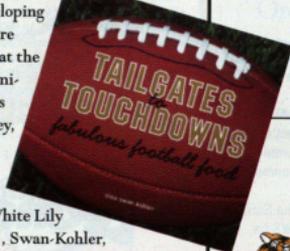
From 1 p.m. to 5 p.m. Oct. 22 in front of the Reynolds Alumni Center, Davis will carry on his tradition of serving free kettle corn at Homecoming.

Quick and Easy Tailgate Recipes

NINA SWAN-KOHLER has been developing

recipes for more than 25 years at the behest of organizations such as Burleson Honey, Farmland, the National Pork Board, Pioneer and White Lily Flour. In 2003, Swan-Kohler, MS '78, published *Tailgates to Touchdowns: Fabulous Football Food* (Willing Vessel Books, 77 pages), a collection of portable dishes that fans can whip up in 30 minutes or less well ahead of game time. Enjoy the recipe below from the beautifully illustrated cookbook.

For more information, go to www.tailgatestotouchdowns.com.



**ROUTE FOR THE HOMECOMING PARADE
PRESENTED BY PANERA BREAD**

Tailgater's Tex-Mex Chili Dip

- 1 pound lean ground pork or beef
- 2 cups chunky salsa
- 1 cup water (divided)
- 1 package (1.61 ounces) brown gravy mix
- 1/2 teaspoon ground cumin
- 1 can (15 ounces) black beans, rinsed and drained
- 1 to 2 teaspoons finely chopped jalapeño pepper (optional)
- Fresh cilantro (optional)
- Tortilla chips or crackers

In a 2-quart saucepan or large skillet, cook and stir ground meat until no longer pink; drain. Add salsa and 1/2 cup water; heat to boiling. Meanwhile, dissolve gravy mix in 1/2 cup cool water; stir in cumin. Stir into boiling mixture; cook and stir until thickened. Stir in beans and jalapeño pepper. Reduce heat and simmer 10 minutes. Garnish with fresh cilantro leaves, if desired. Serve with tortilla chips.

Mizzou continues the tradition in '04

By DECK THE WALLS

"winning tradition"

The new poster, "A Winning Tradition," has just been added to our Mizzou art collection of photos, prints and posters. Show your pride and make your home or office really roar. Come in to Deck the Walls or visit our web site today and start or add to your MU collection.

visit www.columbiamall.deckthewalls.com

WHAT CAN WE FRAME FOR YOU?

DECK THE WALLS

Art, Framing and People Who Know™

Columbia Mall • 573-445-4908
Columbia, Missouri

Rene Heider, BS '87 Housing and Interior Design

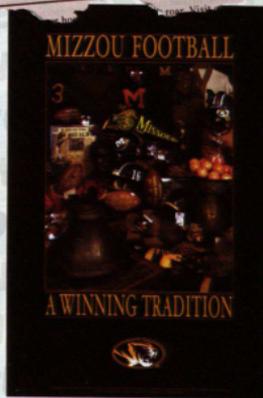


Image by William E. Mathis © 2004

Your Mizzou Art Headquarters



H O M E C O M I N G C A L E N D A R

Tuesday–Wednesday, Oct. 12–13

Homecoming Blood Drive, 10 a.m. to 8 p.m.,
Hearnes Center Fieldhouse

Saturday, Oct. 16

Talent Competition Preliminaries presented
by Big Brothers/Big Sisters, 7:30 a.m. checkin,
9 a.m. start, Stankowski Field

Monday–Tuesday, Oct. 18–19

Talent Competition Preliminaries presented
by Pizza Hut, 6:30 p.m., Jesse Auditorium

Thursday, Oct. 21

Talent Competition Finals presented by
Procter & Gamble, 6:30 p.m., Jesse
Auditorium

Friday, Oct. 22

Campus Decorations and Spirit Rally, 6 p.m.
to 10 p.m., Greektown

Saturday, Oct. 23

(For times, visit www.homecoming.mizzou.com.
Times subject to change.)

Homecoming Parade through campus and
downtown presented by Panera Bread

Homecoming Tailgate Party, three hours
prior to kickoff, Reynolds Alumni Center
Ballroom, cost is \$10 for MU Alumni
Association members, \$12 for nonmembers

Homecoming Game vs. Oklahoma State,
Faurot Field. Call 1-800-CAT-PAWS for
tickets.

Homecoming Information

- For more information, tickets or to order merchandise, call toll free 1-800-372-MUAA(8822). Order merchandise online at www.homecoming.mizzou.com.
 - Homecoming e-mail: homecoming@mizzou.com
 - Homecoming local phone number: (573) 882-6645
 - MUAA Hotline: 1-800-372-MUAA (8822)
 - Columbia Visitors and Convention Bureau: 1-800-652-0987
 - MU Parking and Transportation Services: (573) 882-4568.
- After 5 p.m. and on weekends, park free during Homecoming in the core of campus: Turner Avenue, Conley Avenue, University Avenue and Hitt Street garages. A \$5 fee applies for parking in the Maryland Avenue garage on game day.

**EXPERIENCE
THE
LEGACY**

Welcome back to Columbia,

Grand Cru



Gourmet dining in a
comfortable atmosphere

Enjoy our moderately priced
meals, extensive wine list and
surprising selection of cognacs,
ports and single malt scotches.

Reservations accepted
(573) 443-1600
2600 S. Providence Road
Columbia
www.Grand-Cru.biz

Serving Lunch and Dinner
Open Daily at 11 a.m.

Premier People. Premier Service.



Premier Bank
Member FDIC

15 South Fifth St.
Downtown Columbia
573-441-1500
www.premierbank.com

M Conference
Office...

where event planning is a

Fine Art

344 Hearnes Center
Columbia, Missouri 65211
(573) 882-4349 or 1-866-682-6663

The Old
Heidelberg
RESTAURANT

Now Open!

Bring your friends,
meet the gang at the 'Berg!
See our new rooftop patio!

Continuing the tradition!

410 S. Ninth St.
Columbia, MO
(573) 449-0927

Mizzou sportswear and gifts



Visit our convenient downtown
store or shop online at

www.tigerspirit.com

If it's black and gold, we've got it!

111 S. Ninth St., Columbia

800-842-PAWS

**EXPERIENCE
THE
LEGACY**

OFFICIAL HOMECOMING MERCHANDISE



Order online, 24-7.
www.homecoming.mizzou.com

*T-shirts, sweat shirts, scrub
pants and survival kits!*

Visit the Homecoming Web site at
<http://www.homecoming.mizzou.com>
or call toll free 1-888-292-MUHC (6842)

TIGER TRIVIA

Answers

1. 1941
 2. 1960, Dan Devine
 3. Joe Bellino of Navy,
1961 Orange Bowl
 4. Roll Tide
 5. Nothing
 6. M-I-Z, Z-O-U, 1976
 7. Dan Devine
 8. Brad Smith
- From *MizzouRah! Memorable Moments in Missouri Tiger Football History*, featuring photos never seen in print. The book, by Todd Donoho, BJ '77, and Dan O'Brien, BJ '77, is due out in October. Visit www.mizzou.com.

Mizzou faithful! Go Tigers!



FAMILY OWNED
SINCE 1942

Allen's
FLOWERS INC.

"MEANS THE FINEST FLOWERS
FOR OVER 60 YEARS"

WWW.ALLENFLOWERSINC.COM
201 S. NINTH ST.
COLUMBIA, MO 65201
1-800-876-2553

CELEBRATING 50 YEARS AS THE
OFFICIAL STUDENT NEWSPAPER

The
maneater
THE STUDENT VOICE OF THE UNIVERSITY OF MISSOURI

For the latest in *sports, news* and
campus events, check out:

WWW.THEMANEATER.COM

Shakespeare's
Pizza



Mail Order Service
to the Lower 48

kurt@shakespeares.com
www.shakespeares.com

10%
DISCOUNT TO
ALL MU ALUMNI!

McAdams' Ltd.



McAdams' Ltd.
Fine Jewelry & Gifts

"Come home for a visit, you Tiger!"

-Chet and your friends at McAdams' Ltd.

32 S. Providence Road at Broadway Columbia, Missouri 65203
(573) 442-3151 mcadamsltd.com