



Devine brings back

# The good old glory days

By TERRY JORDAN

**I**t sits conspicuously on a bookshelf in his office, among other trophy footballs this College Football Hall of Fame coach and athletic director has acquired: the 1954 Rose Bowl, when he was a young assistant at Michigan State . . . the 1972 NFL playoffs, when he guided the Green Bay Packers to the central division title . . . the 1979 Cotton Bowl, when he coached Notre Dame to a thrilling, come-from-behind 35-34 victory over Houston.

This football is much newer, and the yellow lettering still glistens: 1992: MISSOURI 22, KANSAS 17.

To Dan Devine, last fall's season-ending victory over KU was just as important as any bowl game or NFL playoff win. "It's still our big rivalry, and we beat a good team that was on its way to a bowl," says Devine, Mizzou's 1960s coaching legend who was lured out of retirement in Arizona last summer to return as athletic

Guard Melvin Booker hugs Dan Devine after the Tigers defeated Kansas State 68-56 to win the Big Eight Basketball Tournament in Kansas City March 14. "I got to know these guys pretty well. They're terrific," Devine says. "I told them, 'Don't drop me now that the season is over.'"

Odell Macchall Jr./St. Louis Post-Dispatch

director for a one-year term. "All the MU bowl balls are in a trophy case downstairs, so I insisted on having this one in my office. It's nicer, anyway."

The fact that Devine believes that — and makes you believe it — goes a long way toward explaining his popularity among Tiger boosters. "He is the best role model any of us could have," says Tom Lawson, M Ed '61, EdD '70, president of the MU Alumni Association and city manager in Poplar Bluff, Mo. "Bringing him back was a master stroke," adds Bob Dixon, BJ '56, former Association president and retired vice president of government relations for Illinois Bell in Springfield.

That popularity is fast translating into more money for the athletic department, which in turn will translate into better facilities. Add Devine's emphasis on stronger academics, and this 68-year-old is making a difference at Mizzou. "And I'm having as much fun as I've ever had," he adds.

Since Aug. 1, Devine has helped raise more than \$1.2 million for the athletic department. That compares with about \$500,000 that the department would bring in over a typical eight-month period, says Associate Director Joe Castiglione.

#### **\$50,000 IN ONE EVENING**

Castiglione recalls one cold, snowy night in February when he and Devine drove to a farm near Glasgow, Mo. The two made a presentation to a handful of Tiger boosters, then stood around talking for awhile. "We came back with \$50,000 in donations and pledges," Castiglione says. "And there have been a number of events like that since Dan returned to MU."

The money will be put to good use, as the department has identified \$8 million in facilities needs. This includes a new playing surface for Faurot Field — Devine and Castiglione are discussing replacing the existing Omniturf with natural grass — improvements at Memorial Stadium, an outdoor track, and permanent seating for Simmons Field. "We're not trying to build the most expensive facilities in the world," Devine says, "but we want to be on a level with our peers. There are some colleges and universities in this state that have better facilities than we do. That should never happen."

His insistence that MU's athletes also be good students — Devine's football teams in the 1960s produced scores of doctors, attorneys, scientists, stockbrokers, teachers and coaches — positions MU as stronger academically, which fits in with Chancellor Charles Kiesler's vision of the University. The two say that Mizzou seems more like a Big Ten university in a number of areas, including admissions test scores and graduation rates.

"Academically, we wouldn't have a problem fitting into the Big Ten," Devine says. Adds Kiesler: "We'd have to take the Big Ten very seriously if they were interested."

Devine's attributes just seemed to make sense to Provost Gerald Brouder when he was looking for someone to replace retiring Dick Tamburo as ath-

letic director last summer. As interim chancellor, Brouder did not want to launch a full-scale national search. The football program was at a low point, and some alumni were nervous. Enter Dan Devine. "He led us successfully in the past, and I was confident he could do so again," Brouder says.

So what is Devine's secret? "I think it's in his eyes," says Ed Blaine, AB '63, MA '67, PhD '70, an All-America tackle under Devine in 1961 and now director of Mizzou's Dalton Cardiovascular Research Center. "He has the ability to look at you, talk to you, and convince you that you're capable of doing more than you think you can, whether it's playing on the football field or helping the University with a donation. He lets you know that he cares about

## **Chancellor forms search committee**

As the magazine goes to press May 28, Chancellor Charles Kiesler has invited 14 people to serve on the search committee for a permanent athletic director. Eight people have accepted the invitation to date. Dan Devine, who will serve as chairman of the committee, has agreed to stay on as athletic director until February 1994. Kiesler also wants to create a special, long-term advisory role for Devine. The committee will begin its work soon.

In a letter dated May 13, Kiesler invited the following to serve:

- Carl Ade, BS BA '56, sales associate with John Hancock Financial Services of Kansas City and MU donor;
  - Dr. Ed Blaine, AB '63, MA '67, PhD '70, director of MU's Dalton Research Center and an All-American tackle under Devine in 1961;
  - George Brooks, M Ed '58, retired director of Student Financial Aid;
  - Smiley Elmore, BS BA '90, MPA '92, coordinator of alumni relations and a tailback on the football team from 1987 through 1989;
  - Gus Lehr, AB '57, JD '59, chairman of the board of Shelter Insurance Cos., Columbia;
  - Mary Anne McCollum, AB '72, BS Ed '76, mayor of Columbia;
  - Dr. Rick McGuire, track and field coach;
  - Dr. Michael Middleton, AB '68, JD '71, professor of law;
  - Dr. Joanne Rutherford, head coach of women's basketball;
  - Jim Schloeman, BS BA '65, St. Louis business executive and MU donor;
  - Dr. Carl Settergren, BSF '58, MS '60, professor of natural resources;
  - Dr. Susan Taylor, MS '83, professor of nursing;
  - Karen Touzeau, assistant vice chancellor of human resource services at MU. Middleton and Taylor serve on the University's Intercollegiate Athletics Committee, while Settergren is an ex officio member of the group and also is the University's faculty representative to the Big Eight Conference and the NCAA.
- Other athletic staffers who will be involved in the selection process include Coaches Bob Stull and Norm Stewart, BS Ed '56, M Ed '60. Some current Mizzou athletes also may interview candidates.

Throughout Devine's year as athletic director, he has in person and in writing complimented the performance of Joe Castiglione, associate athletic director. "He is the local standard against which anyone else will be measured," Devine says.

Devine leads Marching Mizzou through a number at a pep rally at the AT&T Pavilion in Kansas City before the Big Eight Basketball Tournament. He estimates that he's made more than 100 public appearances since rejoining the University last summer, "ranging from black-tie dinners to Sunday afternoon picnics."

John Smeets/Kansas City Star



you and that he believes in you, and it inspires you to give the needed effort."

It was that quality that motivated the football Tigers to a stunning, last-minute victory over Michigan in Ann Arbor in 1959 — a win that Blaine Devine and many others believe was the start of the glory years for MU football. "Never before had one of our teams beaten a Big Ten squad of that caliber on their own turf," Blaine says. The excitement intensified the next year, when the Tigers rolled to nine consecutive wins and a No. 1 national ranking — the only time a Mizzou football team has ever been ranked first in the nation — before losing to Kansas. But the team regrouped and defeated Navy in the Orange Bowl on Jan. 1, 1961, the Tigers' only Orange Bowl victory.

"It's things like that that people remember when they think of Dan Devine," says Dixon, who for years drove his wife, Joane; son Curt, BS '84; and daughter Tracy, Arts '85, from Chicago to Columbia for the games. Adds Lawson: "He set a standard for excellence that we've been trying to match ever since."

#### LEADING THE CHEERS

Devine appreciates those sentiments, noting that it's not always easy to raise funds for the program. "Mizzou hasn't had a winning football season in 10 years," he says. "How do you generate excitement in people?" The Tigers can point to last fall's season-ending wins over Kansas State and

KU as reasons for hope. "And that's important because we really do need the money," Devine says.

He's excited about an expansion project that will boost MU's exercise and weight-training area in the Tom Taylor-Dutton Brookfield building from 4,300 square feet to 9,100 square feet. The project, which should be completed in late summer, is made possible by a \$250,000 challenge gift from Jane Yeckel, Ag '34, of Dallas, in memory of her husband, Phil, BJ '33, who played football at Mizzou from 1928 to 1930. "This will give us the most modern weight-training facility in the Big Eight," Devine says.

He is working to bring in money with a hectic schedule that regularly includes a full day of meetings, sandwiched between breakfast and dinner engagements. One of his most successful trips this year was traveling with the basketball team to the Big Eight Tournament in Kansas City, which the seventh-seeded Tigers won. He offered encouragement from the bench, and one evening guided Marching Mizzou through a rendition of the Tiger fight song.

"The funny thing about being athletic director is that you're leading the band one night and picking up towels the next," Devine quips. In that humor lies an important lesson, however. "He's willing to do whatever it takes," says basketball Coach Norm Stewart, BS Ed '56, MEd '60.

Devine has a few idiosyncrasies, friends say, such as a voracious appetite for cookies, pound cake and ice

cream. If you see him with a towel lodged inside his shirt collar, there's a good reason. "He has a cracked vertebra in his neck and discovered several years ago that if he kept his neck warm, he wouldn't need an operation," says Bob Brendel, BJ '75, MU's sports information director.

Another thing you might see around his neck is a Blessed Virgin medallion, which he wears outside his shirt and tie. Devine, who was born in Wisconsin, is proud of his Irish Catholic upbringing. "I turned down job offers from Notre Dame twice when I was here in the 1960s, and that's not an easy thing for an Irish Catholic kid to do," he says. "That should tell you how much I and my family liked Columbia and MU."

The father of seven and grandfather of 16 still likes it, and earlier this year accepted a proposal from Chancellor Charles Kiesler to stay in his current position through Feb. 1, 1994. In addition, he will be retained as a consultant after his term ends. But he won't be a candidate for the full-time director's job. "My family comes first," Devine emphasizes. His wife, Jo, has had multiple sclerosis since 1973 and uses a wheelchair. "She requires a dry climate, so she can't spend a lot of time in Missouri," Devine says. "It hasn't been easy on me, either, because I miss her."

"Still, I've enjoyed this year. When I get on that plane to Arizona next winter, I want to take with me the knowledge that things are better than when I came."

