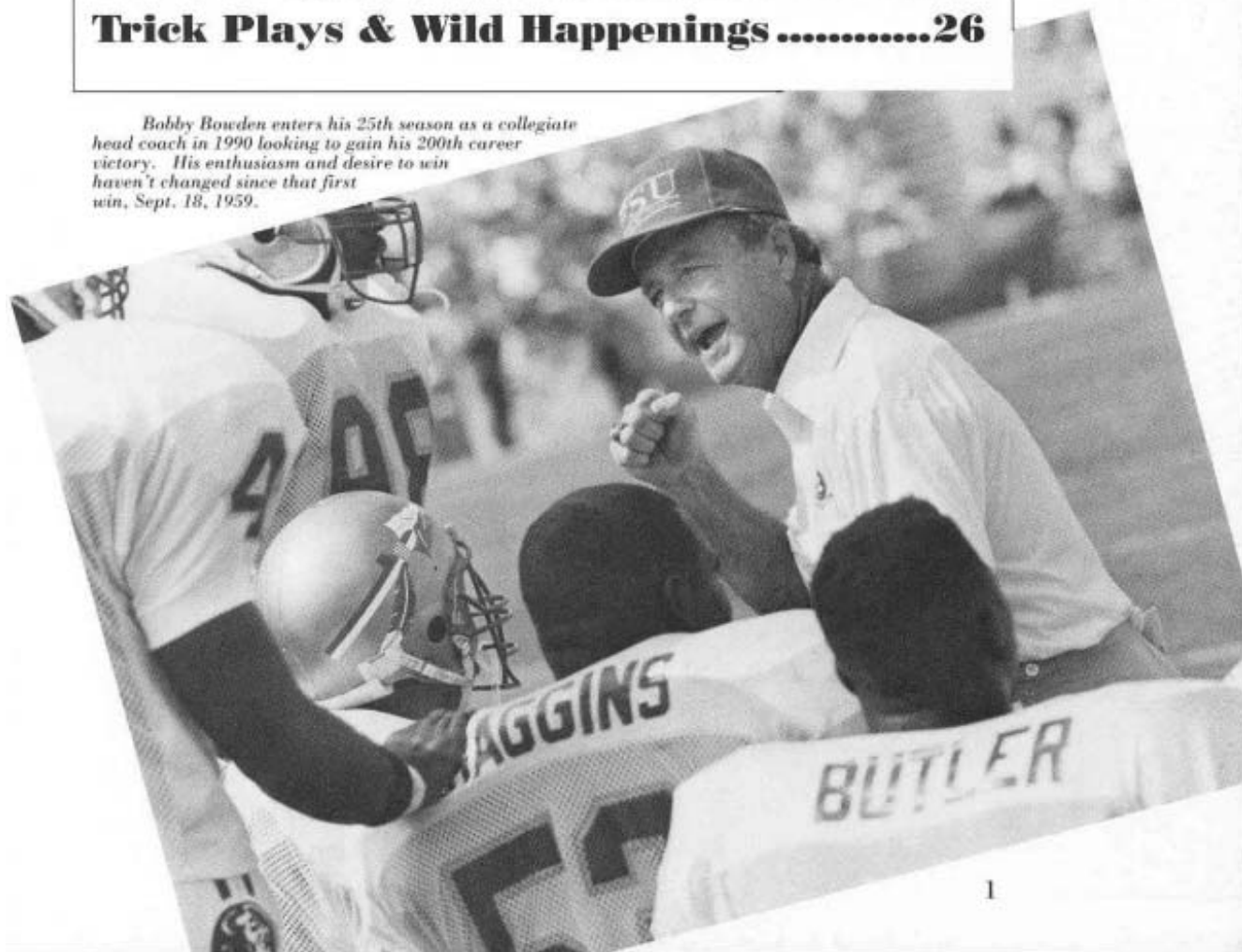


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Bobby Bowden enters his 25th season as a collegiate head coach in 1990 looking to gain his 200th career victory. His enthusiasm and desire to win haven't changed since that first win, Sept. 18, 1959.



Bowden has roamed the Florida State sidelines for 14 seasons and is the winningest coach in FSU history with 122 victories, nearly twice as many as the man next on the list, Bill Peterson.

Bobby Bowden

By Wayne Hogan
Director of Communications

Forever more! As long as he is willing and able, Bobby Bowden will be the head football coach at Florida State University.

Hallelujah!

Right after leading the Seminoles to their third straight New Year's Day victory and third straight Top Three finish, Bowden shunned any thoughts that he may leave Tallahassee by signing his name to a lifetime contract. Not even his beloved Alabama can get him now.

And that, ladies and gentlemen, sits very well with those who truly love the Seminoles.

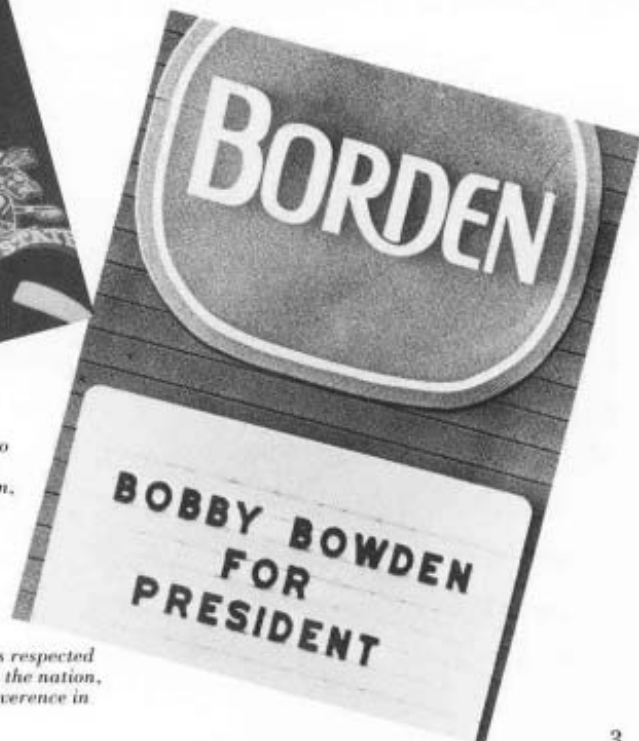
Ironically, Bowden many years ago described his situation at Florida State as "a marriage." He was determined to "let no man put it asunder." True to his word, he will celebrate his 15th FSU coaching anniversary this season



Forever More!



ABOVE: In the three seasons prior to Bowden's arrival (1973-75), Florida State was 4-29. But in the Coach's second season, FSU went 10-2 and recorded its first bowl victory in 13 years.



RIGHT: Florida State's head man is respected and admired throughout Florida and even the nation, but he inspires a whole different kind of reverence in Tallahassee.

with the tightest of all bonds with the school.

“Ann and I love Tallahassee and we love Florida State University and the fact of the matter is that this is where we want to be — now and forever — as long as they’ll have us,” said the nation’s second-winningest active college football coach.

And Florida State fans could easily have Bowden for a good deal more time. At age 60, Bowden has perhaps never looked and felt better. The way he has the FSU program on a roll, imagine the numbers he’ll post before he’s through.

By mid-season 1990, Bowden will become just the 11th football coach in major college football history to record 200 coaching wins in a career. With five victories he’ll have 200; with six he’ll move into the Top 10 all-time; and with nine or more he will finish 1990 with just seven men in front of him on this list of legends that begins: “Bryant, Stagg, Warner, Hayes, Schembechler, Paterno, Neely...”

Only Penn State’s Joe Paterno has won more games among active coaches. And Bowden’s .728 winning percentage (195-72-3) ranks No. 5 among the actives. Just taking his 14-year FSU winning percentage of .748 (122-40-3), Bowden would rank third behind Tom Osborne and Paterno.

Then there are the old sages of the game who say the true measure of a coach is how he fares in the bowls. “You give a guy a month to prepare and then you’ll see what kind of coach he is,” they say. In that category, this man has no peers. He is the winningest bowl coach in NCAA history by a mile. His 9-3-1 bowl mark and .731 percentage is light years ahead of every other coach who has appeared in 10 or more bowl games. Bowden’s Seminoles have played in eight

Most Victories By Active Coaches

1.	Joe Paterno/Penn State	220
2.	BOBBY BOWDEN/FLORIDA STATE	195
3.	Hayden Fry/Iowa	171
4.	Tom Osborne/Nebraska	168
5.	LaVell Edwards/Brigham Young	165
6.	Lou Holtz/Notre Dame	153
7.	Jim Sweeney/Fresno State	151
8.	Johnny Majors/Tennessee	150
9.	Grant Teaff/Baylor	149
10.	Bill Dooley/Wake Forest	147

BELOW: Two of the winningest coaches in college football matched up in the 1990 Fiesta Bowl game, with Bowden's Seminoles once again earning the bowl victory.



ABOVE: A Little All-America quarterback at Howard College in his senior season of 1953, Bowden has had plenty of words of wisdom for FSU signal-callers through the years.

Winningest Active Coaches

(Minimum 5 Years as a Head Coach)

NO.	COACH/SCHOOL	YRS	W	L	T	PCT.
1.	Tom Osborne/Nebraska	17	168	38	2	.813
2.	Joe Paterno/Penn State	24	220	57	3	.791
3.	LaVell Edwards/Brigham Young	18	165	56	1	.745
4.	Pat Dye/Auburn	16	135	48	3	.734
5.	BOBBY BOWDEN/FLORIDA STATE	24	195	72	3	.728
6.	Terry Donahue/UCLA	14	111	45	8	.701
7.	Pat Jones/Oklahoma State	6	48	22	0	.686
8.	Herb Deromedi/Central Michigan	12	86	39	5	.681
9.	Lou Holtz/Notre Dame	20	153	76	5	.665
10.	Don James/Washington	19	145	73	3	.663

consecutive post-season bowl games without a loss over the span of 1982-90.

But what Bobby Bowden means to Florida State University off the playing field cannot be measured, even by the most sophisticated of supercomputers. Respect, admiration, class, honesty, charisma, charm and humor. Rest assured, when they plug that kind of data into the system, a giant replica of Bowden will appear.

For all intents and purposes, Bobby Bowden is Florida State University. Perhaps no sports personality in Florida is more recognizable. So likeable is this man that even arch-rivals sing his praises. Now the unquestioned "dean" of Florida coaches, Bowden has seen a combined nine head coaches at state rivals Florida and Miami during his tenure with the Seminoles.

In an age when college and university athletic programs are hung up on fancy, state-of-the-art facilities, Bowden proves that "people" make the difference.

Every school has something to showcase. FSU chooses Bobby Bowden.

Just check with the people who really count. Ask the student-athletes and their families. Moms and Dads all over know he is a man of unquestioned integrity, a man of his word and a man they can trust to nurture their youngsters with the care of a father.

Brick and mortar might stroke those who donate the money, but Bowden knows that great football programs are built with great athletes. They make lifelong decisions with their parents as Bowden sits in those living rooms every spring. When Bobby Bowden walks into your house, HE IS FSU. There is no better standard bearer. And when you



LEFT: Bowden and his wife, Ann, will celebrate their 41st anniversary in 1990.

RIGHT: This past spring, Samford University awarded an honorary doctorate to one of its most famous sons.



Bowden Fast Facts

BORN:	November 8, 1929 in Birmingham, Ala.
HIGH SCHOOL:	Woodlawn High, Birmingham, Ala.
COLLEGE:	Howard (now Samford) 1953
COLLEGIATE FOOTBALL	
EXPERIENCE:	University of Alabama (QB), freshman Howard (QB), sophomore-senior
COLLEGIATE FOOTBALL	
HONORS:	Little All-American
GRADUATE DEGREE:	Peabody College
WIFE:	The former Julia Ann Estock
CHILDREN:	Robin Hines, Steve, Tommy, Terry, Ginger Madden, Jeff
HEAD COACHING	
HONORS:	1977 Southern Independent Coach of the Year 1979 National Coach of the Year (ABC-Chevrolet) 1979 Southern Independent Coach of the Year 1980 National Coach of the Year (Bobby Dodd) 1983 Florida Sports Hall of Fame 1986 Alabama Sports Hall of Fame 1987 Region II Coach of the Year
ACCOMPLISHMENTS	
AT FLORIDA STATE:	<ul style="list-style-type: none"> • 122-40-3 record in 14 years • Second-winningest active collegiate coach • FSU's all-time winningest coach • Winningest active bowl coach • Eleven bowl appearances in 14 seasons including eight straight • Consecutive 10+ seasons in 1988-90, leading to a final ranking in the top three each year • Five New Year's Day Bowl appearances including Orange Bowls in 1980-81, Fiesta Bowls in 1988, 1990 and Sugar Bowl in 1989 • Six times ranked in the Top Ten at the end of the season, three times in the top three • Team ranked number one for the first time in school history in 1988

talk to Bobby Bowden, all of that fancy window-dressing seems so insignificant. Person-to-person, face-to-face, you know you can trust this man. He's got 24 years worth of references. Twenty-four years of head coaching experience and 60 years on earth in which he has established a record beyond reproach.

As if his character isn't enough, his coaching style draws admirers nationwide. A wide-open, gambling style makes Bowden teams a treat to watch, a pleasure to play on and a delight to cover. Reverses, flea-flickers, laterals — you name it. Here it comes!

Bowden once said he doesn't ever want to go into a game without something up his sleeve. In most cases, he reaches into his bag when the time is right. But Bowden, you see, has had everyone deceived for all these years. Many people thought of his style as an act — an attention-grabber. But oh no! Bobby wasn't putting on a show. He was merely trying to win. It's funny how victories attained through "puntrooskies" and the like count just as much as those attained by shoving the ball down the throat of the opponent.

A look at the Bobby Bowden record shows he's done it both ways. The flashy ones may get all the attention, but for every one of those wins, there are a dozen others spawned from sound, fundamental football. This guy's not just a gambling magician. He can flat out coach!

By now it's been well-chronicled how the Birmingham cracker left the snow and ice of West Virginia to come to Florida State and save the program. Three seasons after he walked on campus, he had taken one of the worst football teams in the country to within one game of a national



ABOVE: Coach Bowden through the years: As the head coach at Samford University in Birmingham, Ala.

Bowden Record

SAMFORD	W	L	T	PCT.
1959	9	1	0	.900
1960	8	1	0	.889
1961	7	2	0	.778
1962	7	2	0	.778
TOTALS	31	6	0	.838

WEST VIRGINIA	W	L	T	PCT.
1970	8	3	0	.727
1971	7	4	0	.636
1972(1)	8	4	0	.667
1973	6	5	0	.545
1974	4	7	0	.364
1975(1)	9	3	0	.750
TOTALS	42	26	0	.618

FLORIDA STATE	W	L	T	PCT.
1976	5	6	0	.455
1977(2)	10	2	0	.833
1978	8	3	0	.727
1979(3)	11	1	0	.917
1980(3)	10	2	0	.833
1981	6	5	0	.545
1982(4)	9	3	0	.750
1983(1)	8	4	0	.667
1984(2)	7	3	2	.667
1985(4)	9	3	0	.727
1986(5)	7	4	1	.625
1987(6)	11	1	0	.917
1988(7)	11	1	0	.917
1989(6)	10	2	0	.833
TOTALS	122	40	3	.748

CAREER TOTALS 195 72 3 .728

- (1) Peach Bowl
- (2) Citrus (Tangerine) Bowl
- (3) Orange Bowl
- (4) Gator Bowl
- (5) All-American Bowl
- (6) Fiesta Bowl
- (7) Sugar Bowl



ABOVE: In his first major college assignment, at West Virginia University from 1970-75.



LEFT: Since coming to Florida State in 1976, his teams have won 122 games and lost only 40.

championship.

When Bowden arrived in 1976, he inherited a team that had been 4-29 over the previous three seasons. He went 5-6 that first year, but his team won its last three games in dramatic fashion. Plays of 80 yards or better figured in each of those victories, and somehow, you could sense right then what this man was going to bring to FSU.

What began with those wins was a string of seasons that have kept Florida State in the national spotlight. Though his Seminoles have been a consistent success story, these last three seasons have been Bowden's best. The 1987 team was a two-point conversion from a national championship, finishing second in the nation. In 1988, the Seminoles were ranked No. 1 for the first time ever and finished No. 3. Then there was last season, perhaps the greatest coaching job of Bowden's career as he righted a sinking ship after two devastating opening losses, rallied the team for 10 straight wins and came from off the charts to finish as high as No. 2 in one wire service poll.

Bowden has proven through the years — starting with his assignment at FSU in 1976 — that he may be at his best when his back is to the wall. What all this winning has done for the coach is push his numbers into the realm of the legendary. Consider this:

Bowden's Florida State record is 122-40-3 (.748). That includes a 65-14-1 (.819) record in Tallahassee and a 57-26-2 (.682) mark away from home. He has built those numbers against some of the nation's toughest schedules. His road record alone includes a 5-1 mark at LSU, 3-1 at South Carolina, 2-0 at Ohio State, 1-0 at Notre Dame, 2-0 at Arizona State, 1-0 at Clemson, 4-2 against Nebraska and 2-0

Bowden vs. The Opposition

Opponent	W.I.	Samford	West Virginia	Florida State
Arizona State	3-0	—	—	3-0
Auburn	4-4	—	—	4-4
Boston College	4-2	—	2-2	2-0
California	1-1	—	1-1	—
Carson Newman	2-0	2-0	—	—
Chattanooga	1-0	1-0	—	—
Cincinnati	5-0	—	—	5-0
Clemson	1-2	—	—	1-2
Colorado State	1-0	—	1-0	—
Delta State	2-1	2-1	—	—
Duke	0-2	—	0-2	—
East Carolina	8-0	—	2-0	6-0
Florida	7-7	—	—	7-7
Furman	2-1	1-1	—	1-0
Georgetown	2-0	2-0	—	—
Georgia	0-0-1	—	—	0-0-1
Georgia Southern	1-0	—	—	1-0
Gordon Military	1-0	1-0	—	—
Houston	0-1	—	—	0-1
Illinois	1-0	—	1-0	—
Indiana	3-1	—	2-1	1-0
Kansas	2-0	—	—	2-0
Kansas State	2-0	—	—	2-0
Kent State	1-0	—	1-0	—
Kentucky	1-0	—	1-0	—
Livingston	2-0	2-0	—	—
Louisiana College	1-0	1-0	—	—
Louisiana State	5-1	—	—	5-1
Louisiana Tech	1-0	—	—	1-0
Louisville	7-0	—	—	7-0
Maryland	2-0	—	2-0	—
Maryville	2-0	2-0	—	—
McNeese State	0-1	0-1	—	—
Memphis Navy	1-0	1-0	—	—
Mexico	1-0	1-0	—	—
Memphis State	7-1-1	—	—	7-1-1
Miami (Fla.)	6-10	—	1-1	5-9
Michigan	0-1	—	—	0-1
Michigan State	2-0	—	—	2-0
Millsaps	2-0	2-0	—	—
Mississippi College	1-3	1-3	—	—
Mississippi State	1-1	—	—	1-1
Navy	1-0	—	—	1-0
Nebraska	4-2	—	—	4-2
North Carolina	2-0-1	—	—	2-0-1
N. Carolina State	1-1	—	1-1	—
N. Texas State	2-0	—	—	2-0
Notre Dame	1-0	—	—	1-0
Ohio State	2-0	—	—	2-0
Oklahoma	0-3	—	—	0-3
Oklahoma State	3-0	—	—	3-0
Penn State	0-6	—	0-6	—
Pittsburgh	4-7	—	3-3	1-4
Richmond	4-2	—	4-2	—
San Diego State	0-1	—	—	0-1
Sewanee	2-0	2-0	—	—
South Carolina	7-1	—	—	7-1
Southern Illinois	1-0	—	—	1-0
So. Methodist	1-0	—	1-0	—
Southern Miss	8-2	—	—	8-2
Southwestern	3-0	3-0	—	—
Stanford	0-1	—	0-1	—
Syracuse	6-2	—	4-2	2-0
Temple	3-2	—	2-2	1-0
Tenn-Chattanooga	1-0	—	—	1-0
Tenn. Tech	1-0	1-0	—	—
Texas Tech	2-0	—	—	2-0
Toledo	1-0	—	—	1-0
Troy State	3-0	3-0	—	—
Tulane	8-2	—	1-2	7-0
Tulsa	2-0	—	—	2-0
UTMB	1-0	1-0	—	—
Villanova	1-0	—	1-0	—
Virginia	2-0	—	2-0	—
Virginia Military	3-0	—	3-0	—
Virginia Tech	10-0	—	3-0	7-0
West Virginia	1-0	—	—	1-0
Western Carolina	2-0	—	—	2-0
Wichita State	1-0	—	—	1-0
William & Mary	3-0	—	3-0	—
Wofford	2-0	2-0	—	—

at Syracuse. How's that for 20 feathers in the Bowden cap?

The Coach has also proven to be a man of his word. In his very first FSU press conference in 1976, he said his biggest priority was to play arch-rival Florida on an even keel. The Gators, you see, had owned Florida State, leading the series 15-2-1 at the time. Now, after 14 seasons, Bowden's record vs. UF stands at an even 7-7.

The coach erased two teams – Florida and Auburn – from the list of those school's with winning records against his FSU teams last year. Auburn he has beaten three times in a row, and last year, Florida State became the first team ever to defeat the War Eagles twice in the same calendar year (1989 Sugar Bowl and in the '89 regular season). Of the 46 different opponents he's faced as a Seminole, only four now have the better of him. That leaves an amazing 42 others that Bowden has a record of .500 or better against since coming to FSU.

Bowden achieved some impressive numbers in his previous stops (31-6 at Samford University in Birmingham between 1959 and 1962, and 42-26 at West Virginia from 1970-75). But what he has done at Florida State is simply phenomenal. Six times in 14 years his Seminoles have won 10 or more games in a season. Never before had an FSU team done that. Florida State had been to just eight bowls in the 29 years before him. Since his arrival, FSU has been to 11 bowl games, including a string of eight in a row. The 1990 Fiesta Bowl marked FSU's fifth New Year's Day trip, also a feat never accomplished before his arrival.

There can be no question about the national prominence the program has achieved under Bowden. In 29 years of football before Bowden, FSU had been listed in the AP

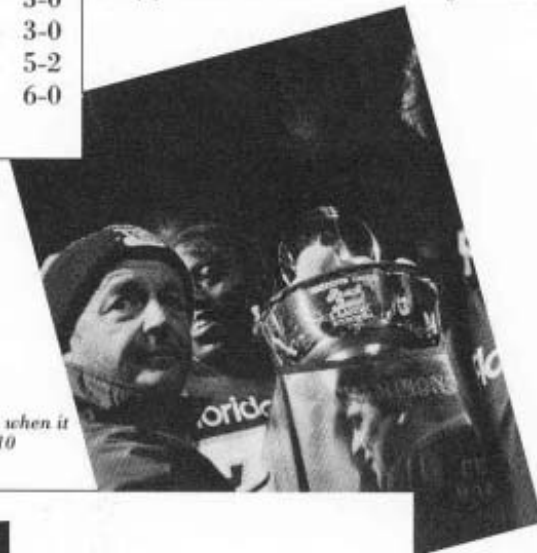
NCAA All-Time Bowl Wins

NO.	COACH	WINS	RECORD
1.	Paul "Bear" Bryant	15	15- 12-2
2.	Joe Paterno*	13	13- 6-1
3.	John Vaught	10	10- 8-0
4.	BOBBY BOWDEN*	9	9- 3-1
	Bobby Dodd	9	9- 4-0
5.	Don James*	8	8- 4-0
	Barry Switzer	8	8- 5-0
	Johnny Majors*	8	8- 6-0
	Darrell Royal	8	8- 7-1
	Tom Osborne*	8	8- 9-0
	Vince Dooley	8	8-10-2
6.	Terry Donahue*	7	7- 2-1
	Bob Devaney	7	7- 3-0
	Dan Devine	7	7- 3-0
	Lou Holtz*	7	7- 5-2
	Charlie McLendon	7	7- 6-0

*Active



ABOVE: Whether in a press conference setting or one-on-one, the Florida State mentor is simply the best when it comes to dealing with the media.



RIGHT: He has also proven to be the all-time best when it comes to winning bowl games, no coach with more than 10 postseason appearances has a better record.

All-Time Bowl Winning Percentage

(Over 10 Appearances)

NO.	COACH	APP.	W	L	T	PCT.
1.	BOBBY BOWDEN*	13	9	3	1	.731
2.	Bobby Dodd	13	9	4	0	.692
3.	Joe Paterno*	20	13	6	1	.684
4.	Don James*	12	8	4	0	.667
5.	Barry Switzer	13	8	5	0	.615
6.	Bill Yeoman	11	6	4	1	.591
7.	Johnny Majors*	14	8	6	0	.571
	Lou Holtz*	14	8	5	2	.571
9.	John Vaught	18	10	8	0	.556
10.	Paul "Bear" Bryant	29	15	12	2	.552
11.	Earl Bruce*	11	6	5	0	.545
12.	Charlie McLendon	13	7	6	0	.538
13.	Darrell Royal	16	8	7	1	.531
14.	Woody Hayes	12	6	6	0	.500
15.	Tom Osborne	17	8	9	0	.470

*Active

In 1983, Bowden and then-Miami Head Coach Howard Schnellenberger previewed their teams' big intra-state matchup by taking some playful "jabs". The rivalry between FSU and UM has developed into one of the nation's best.

Top 20 just 13 times. In his 14 years, the Seminoles have been a mainstay — ranked by that poll in 146 weekly polls out of 200 possible weeks. An incredible 72 times under Bowden the Seminoles have been in the Top 10 on a given week. What about a Top 20 finish? Last year marked the 10th time in 14 seasons!

Perhaps above all his coaching accomplishments, though, are his credentials as a man. Friendly and outgoing, Bowden is a devoted Christian and family man. He loves people. His personality and charm are bigger than life. He has become somewhat of a folk hero in the Deep South.

A polished speaker, Bowden is constantly in demand. His busy coaching schedule curtails many speaking engagements, but any free evening in the year will find him on the after-dinner circuit. Every free Sunday morning will find him in the pulpit of a church somewhere in the South.

Bowden is truly adored and respected by the media. There is no football coach better with the press. Open and candid, he has no secrets from the media. He is intently aware of the role of the press and many times looks at situations through their eyes rather than his own. He is a student of the media, reading virtually every article written about the program. He watches tapes of network features on his team. Many feel talking to the press is therapy to him rather than a chore. He actually seems to relish opportunities to meet with reporters. His style makes Florida State a dream beat for a reporter.

Outside of football, Bowden has an intense interest in World War II history and reads countless books and articles on the subject. He recently traced his ancestry to parts of Germany and had an opportunity to visit the country in



Bowden In The Bowls (9-3-1)

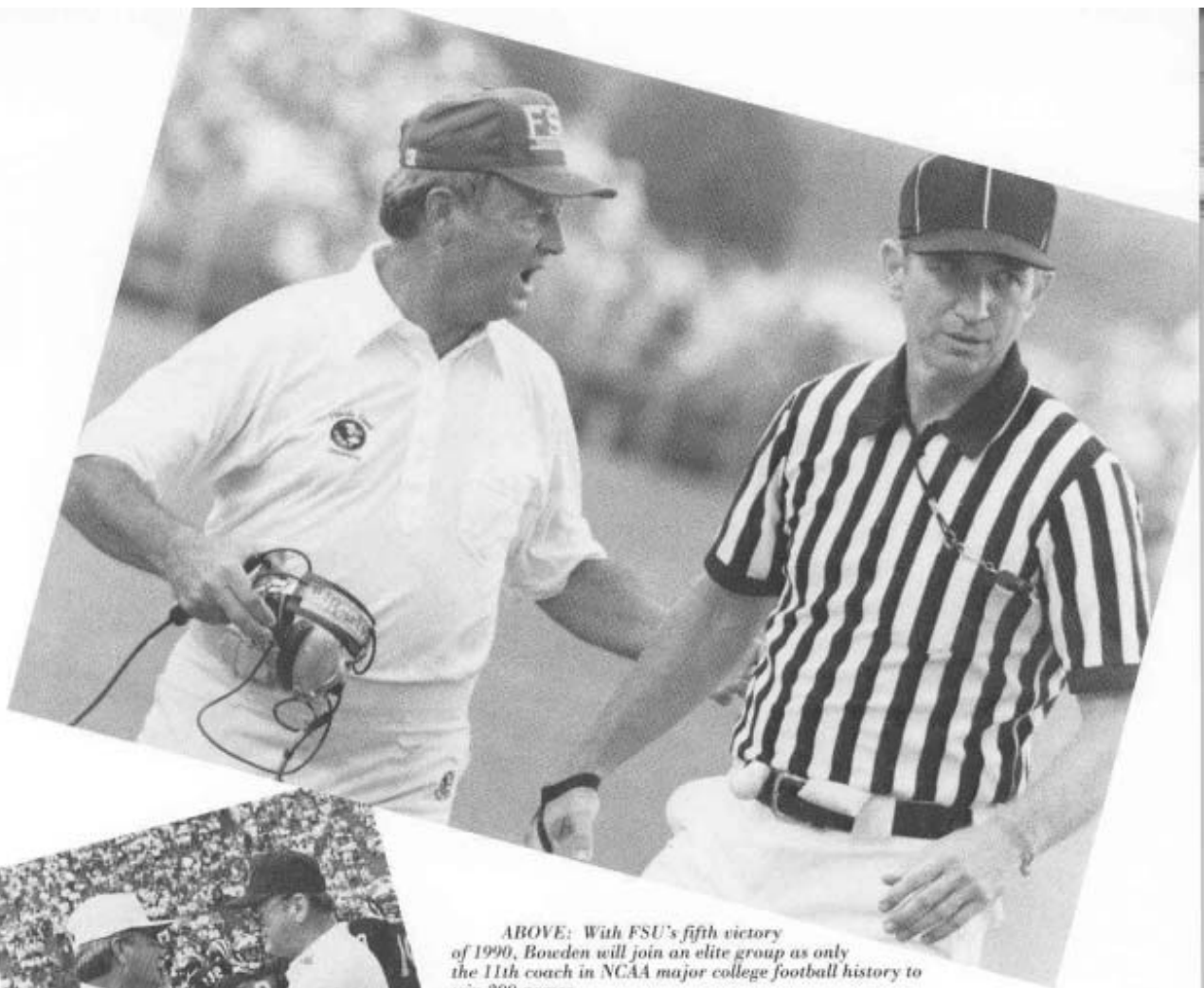
YEAR	TEAM COACHED	BOWL	OPPONENT	SCORE
1972	West Virginia	Peach	N.C. State	13-49
1975	West Virginia	Peach	N.C. State	13-10
1977	Florida State	Tangerine	Texas Tech	40-17
1980	Florida State	Orange	Oklahoma	7-24
1981	Florida State	Orange	Oklahoma	17-18
1982	Florida State	Gator	West Virginia	31-12
1983	Florida State	Peach	North Carolina	28- 3
1984	Florida State	Citrus	Georgia	17-17
1985	Florida State	Gator	Oklahoma State	34-23
1986	Florida State	All-American	Indiana	27-13
1988	Florida State	Fiesta	Nebraska	31-28
1989	Florida State	Sugar	Auburn	13- 7
1990	Florida State	Fiesta	Nebraska	41-17

1988. He invited West German golfer Bernhard Langer to a game after reading he'd be in town for a PGA event. That tied in two of Bowden's loves – Germany and golf.

The Coach is a golf fanatic, playing almost daily during the off-season. Interestingly, he never plays once football practice begins. Never even has the desire until spring recruiting is finished. He has a solid game which gets into the 70s by the end of the summer. Bowden also enjoys boxing, watching matches on cable TV religiously. He and his wife, Ann, are active in the Tallahassee community. Ann is currently serving as spokesperson and public affairs chairperson for the Florida Group Child Care Association.

Bowden has developed a close relationship with Florida State's most recognizable alumnus, Burt Reynolds. The former FSU running back (1954-57) is perhaps Bowden's biggest fan. He attends several games annually, visiting with Bowden on each visit and spending a great deal of time with the coach in his office and the locker room. The two have made numerous appearances together. Most recently they attended the Walter Camp All-America Weekend in New Haven, Conn. Bowden as a featured speaker and Reynolds as the recipient of the Foundation's Distinguished American Award.

Bowden was born in Birmingham in the shadow of Legion Field on November 8, 1929. He was an outstanding player at Woodlawn High School there. He went on to Alabama as a freshman quarterback, fulfilling a lifelong dream to play for the Crimson Tide. During one semester in Tuscaloosa, he found his childhood sweetheart, Ann Estock, and she was enough to lure him back to Birmingham. He soon married Ann and transferred to Howard College (now



ABOVE: With FSU's fifth victory of 1990, Bowden will join an elite group as only the 11th coach in NCAA major college football history to win 200 games.



ABOVE: When Bo Schembechler of Michigan stepped down after the 1990 Rose Bowl, only Joe Paterno remained ahead of Bobby Bowden on the list of active winning coaches. Bo and Bobby met for the only time as rivals in Ann Arbor in 1986, with Schembechler's Wolverines coming out ahead 20-18.

All-Time Coaching Victories

NO.	NAME	WINS
1.	Paul "Bear" Bryant	323
2.	Amos Alonzo Stagg	314
3.	Glenn "Pop" Warner	313
4.	Woody Hayes	238
5.	Bo Schembechler	234
6.	Joe Paterno*	220
7.	Jess Neely	207
8.	Warren Woodson	203
9.	Eddie Anderson	201
	Vince Dooley	201
11.	Dana Bible	198
12.	Dan McGugin	197
13.	Fielding Yost	196
14.	BOBBY BOWDEN*	195
15.	Howard Jones	194
16.	John Vaught	190
17.	John Heisman	185
18.	Darrell Royal	184
19.	Carl Snavely	180
	Gil Dobie	180

*Active

Samford University) in Birmingham.

Bowden was a "Little All-American" there and started a long Bowden tradition at the school which goes on even today. He began his collegiate head coaching career there in 1959 and his son Terry is currently the head coach. His youngest son, Jeff, and son-in-law Jack Hines are both on Terry's staff. Oldest son Steve is on the faculty at Flagler College in St. Augustine, Fla. Another son, Tommy, is the Offensive Coordinator on Bill Curry's staff at Kentucky. ■



The Bowden Clan!
Top row, left to right: Tommy and Linda Bowden, Terry and Sheryl Bowden, John and Ginger Madden. Fourth row, left to right: Steve Bowden, Robyn and Jack Hines, Jeff Bowden. Middle row, left to right: Janet Bowden (Steve's wife), Ann and Bobby Bowden, Luann Bowden (Jeff's wife). Second Row, left to right: Amanda Bowden, J.J. Madden, Jacquelyn Hines, Lauren Bowden, Hunter Bowden. Bottom row, left to right: Beau Bowden, Justin Bowden, Terra Dawn Bowden, Ryan Bowden, Robert Hines.

THE BOWDEN CLAN



ROBYN BOWDEN HINES

Along with Terry and Jeff, Robyn and her husband, Jack Hines, live in Birmingham. Jack is the defensive coordinator at Samford and also tutors the defensive backs. He began his coaching career at West Virginia and came to Samford from Florida State, where he worked with receivers (1985) and cornerbacks (1986) as a graduate assistant.

Robyn is involved in the academic world, but not on the football field. When she and Jack moved to Birmingham in 1987, she took a professorial position at the University of Alabama at Birmingham where she teaches in the movement sciences department. In addition, she teaches at the University of Montevallo near Birmingham.

Robyn previously taught at Florida State and at Florida State's Panama City campus where she was chosen "Teacher of the Year."

Robyn and Jack both received their master's degrees from West Virginia University. They are the parents of two children: Robert, 8, and Jacquelyn Ann, 2.



STEVE BOWDEN

Robyn Bowden Hines is not the only Bowden sibling to travel in the academic circle. Steve Bowden, 38, is the Assistant to the Vice President for Academic Affairs and an assistant professor of religion and philosophy at Flagler College in St. Augustine, Fla.

Prior to taking the post at Flagler, Steve was an assistant and associate professor of religion and philosophy at Samford from 1983-88.

Steve is also a pastor. He received a Master of Divinity and a Doctor of Philosophy degree from the Southern Baptist Theological Seminary in Louisville and has fifteen years of ministerial experience.

Steve and his wife, Janet, have three children: Beau, 10, Justin, 8, and Amanda, 4.



TOMMY BOWDEN

Tommy Bowden, 36, joined Bill Curry's University of Kentucky football staff in January of 1990 as receivers and quarterbacks coach, after serving under Curry at Alabama from 1987-89.

Tommy began his coaching career at West Virginia, his alma mater, and coached under his father at Florida State from 1977-78 and again from 1981-83. Additionally, he has logged coaching time at Auburn (1979), East Carolina (1980) and Duke (1984-86). He was the offensive coordinator at Duke and worked with the receiving corps at Alabama.

Tommy is married to the former Linda White of Morgantown, West Va., and they have two children: Ryan, 8, and Lauren, 5.



TERRY BOWDEN

Terry Bowden, 34, is currently the head football coach at Samford University in Birmingham, Ala., the same place his father got his start. In Terry's first three years with the program, the Bulldogs have compiled an 18-14 record. Considering that the team won only six games in three seasons prior to his arrival, and it's easy to see this Bowden is making a difference in Samford football.

Prior to moving to Birmingham in 1987, Terry served three seasons as the head coach at Salem College in West Virginia (1983-1985), where his teams also made impressive gains. After inheriting a team that did not win a game in 1982, he led Salem to wins in the final three games of the year after an 0-7 start in 1983. The next two seasons resulted in a 17-6 record, and his 1985 team won the West Virginia Athletic Conference title and made its second straight trip to the NAIA playoffs.

Terry then coached quarterbacks at Akron University for one year prior to taking over at Samford. He was an all-state running back at Morgantown High School in West Virginia and lettered two years (1977-78) as a West Virginia University running back.

Prior to taking the head coaching position at Salem in 1983, Terry served as a graduate assistant at Florida State from 1979-81 and was a full-time assistant coach in 1982.

Terry and his wife, Shryl, have one daughter, Terra Dawn.



JEFF BOWDEN

Jeff Bowden, 30, is also with the Samford University football coaching staff, beginning his fourth season as offensive coordinator and his third as assistant head coach in 1990.

From 1984-85, Jeff served as the offensive coordinator at Salem College under Terry. He rejoined Terry in 1987 after spending one year as a graduate assistant at Florida State coaching running backs and linebackers.

A three-year letterman at Florida State as a split end, Jeff participated in the 1980 and '81 Orange Bowl games and the 1982 Gator Bowl.

Jeff and his wife, Luann, have one son, Hunter.



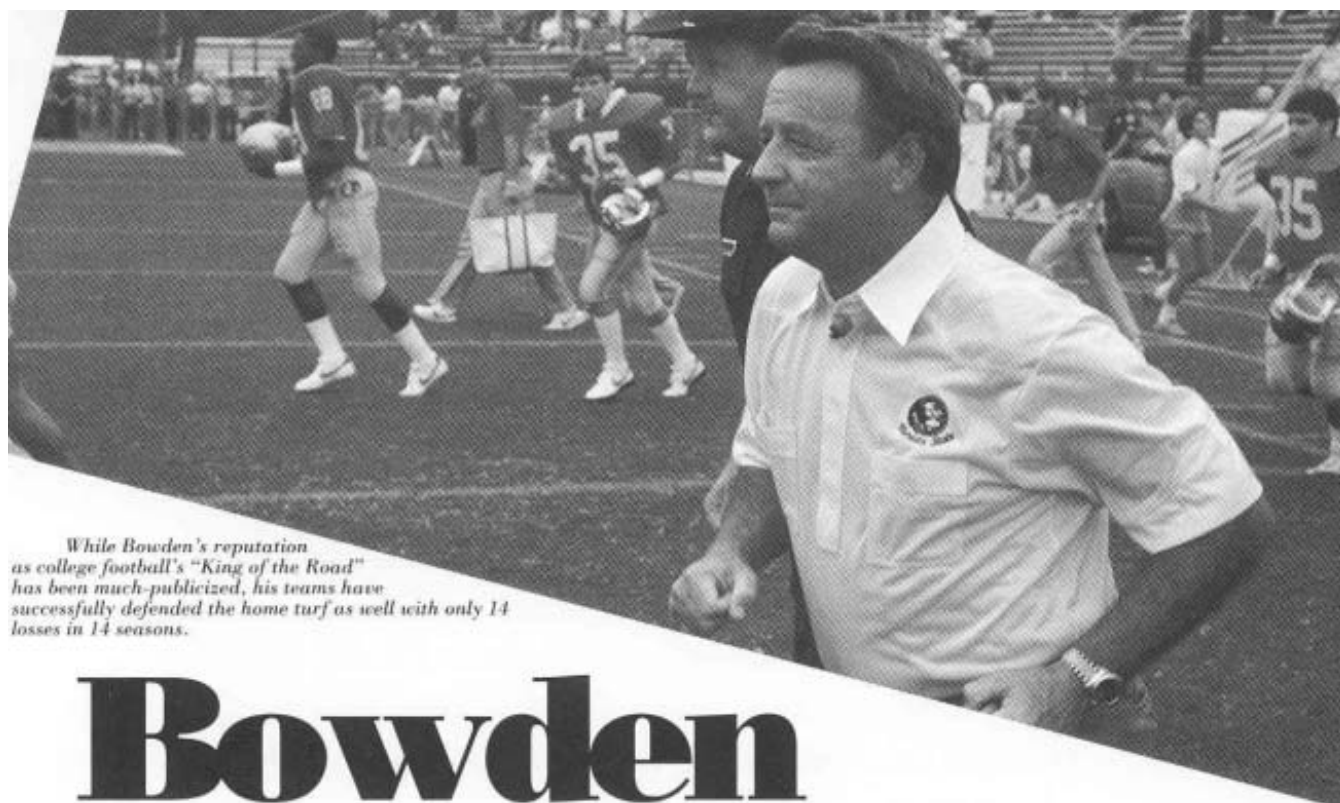
GINGER BOWDEN MADDEN

Ginger is the baby of the Bowden clan. She attended two years at Florida State and is currently studying business administration and management at Troy State University and political science at the University of West Florida.

Currently, Ginger is a judicial assistant to the Okaloosa County Circuit Court Judges Office. In the past, she has been involved in the community theater and most recently performed in the Festival of Billy Bowleg's Coronation Pageant, a Fort Walton event much like Tallahassee's Springtime Festival. In addition, she is an active member of the Junior League of Fort Walton.

Ginger is married to John Madden, who also attended Florida State and played center for Bobby Bowden from 1978-81, appearing in two Orange Bowl games. John is employed with Madden Investments and is currently General Manager of the Holiday Inn in Fort Walton Beach.

Ginger and John have two children: J.J., 4, and Bowden, 1.



While Bowden's reputation as college football's "King of the Road" has been much-publicized, his teams have successfully defended the home turf as well with only 14 losses in 14 seasons.

Bowden Quotables

Coach Bobby Bowden is many things to many people. He has been quoted, paraphrased and quoted again. But probably the one quote that best describes what Bobby Bowden means to the students, student-athletes, fans and alumni of Florida State came from Coyle E. Moore, a former dean at Florida State, and one of the staunchest supporters ever of FSU athletics.

"He is a Southern Cracker, to the manner born—perfectly adaptable to us Southern Crackers and rednecks of Northern Florida. He speaks our language, adheres to our religious faith, and fits our needs just like a glove."

Well, a Southern Cracker Bowden is and a true Southern gentleman in every sense of the phrase—witty, polite, and more times than not, downright hysterical. And perhaps, these attributes are best revealed through his own speech.

Taking over a football program that had won only four games in the last three seasons, Coach Bowden had this to say: "When I was at Alabama, all I heard was 'Beat Auburn.' When I was at West Virginia, all I heard was 'Beat Pitt.' When I got to FSU, their bumper stickers read 'Beat Anybody'!" He managed to beat five of those anybodies his first season with the Tribe.

One of the most frustrating teams he has faced at Florida State is the University of Florida. Bowden beat them four out of five times during his first five years with the Seminoles, but then lost six straight to those pesky Gators. Here's what he said about that:

"I'm telling you, if I can't find a way to beat them, I think enough of Florida State to say maybe they ought to find someone better. Right now, though, I can't think of anybody." He found a way

BELOW: Photographers have occasionally caught the Coach off guard.



ABOVE: During practices, Bowden can usually be seen jotting notes on tiny cards. He prefers to watch the annual spring game from a solitary perch in the stands.

to beat them. He carries a three-game win-streak over the Gators into the 1990 season.

Bowden's banter at press conferences before and after games is perhaps his most entertaining.

At a booster luncheon following a loss he said, "OK, who wants to throw out the first barb?"

Or how about this comment made about a substitution at fullback after a fumble: "We were just one play too late with that one, weren't we?"

After an upset loss to Tulane when Green Wave quarterback Jon English obtained a court ruling that permitted him to play, Bowden quipped, "What we've got to do is learn to defense the injunction."

Bowden makes no bones about the play of his athletes. Following a game in which his Seminoles played at less than peak level, he said, "We out-slopped the world."

And during a struggling offensive season: "The good news is our defense is giving up only one touchdown per game. The bad news is our offense is too."

In addition, Bowden carries on a healthy rapport with opposing coaches. Replying to Oklahoma's Barry Switzer, who praised Bowden's coaching staff prior to the Orange Bowl, he said, "I'll swap my coaches for your players."

Bowden also commented on his relationship with Michigan's Bo Schembechler: "It's kind of a mutual friendship. I like him, and he can't wait to play me."

When an opposing coach, North Carolina's Dick Crum, suffered a knee injury in a sideline mishap, Bowden, an avid golfer, said, "That just scares me to death. I mess up my knee like that, and my backswing is shot."

Bowden also believes discipline and morality are not the only things necessary to win football games.

“I’ve always said that if short hair and perfect manners won football games, Army and Navy would play every year for the national championship.”

And he makes his distaste for moral victories clear: “They’re like a six-foot man drowning in three feet of water. He’s still dead.”

Bobby Bowden’s southern humor touches on subjects off the football field as well. Of his wife Ann and their six children he said, “When our first one was born I said, ‘This is our cheerleader.’ As our sons came after that I would say, ‘This is our quarterback,’ or ‘This is the center,’ and so on. When the sixth child came, Ann said to me, ‘This is the end.’”

Ann Bowden is also familiar with the Coach’s fondness for food. “I’ve got no prejudices—I’ll eat anything,” he said.

Bowden’s relationship with his fans is sacred. To him, fans have helped make Florida State football what it is today. What did he once say about one of Florida State’s most famous fans – Burt Reynolds? When asked about some television segments he filmed with Reynolds, he said, “They’d be pretty good if I could teach the guy how to act!”

Bobby Bowden’s laid-back attitude, exciting football teams, quick wit and humorous quips have made him a favorite of many football fans, and not just those at Florida State. ■



LEFT: The Coach, who has 11 grandchildren of his own, is a favorite among the younger set.



RIGHT: Accommodating and forthright, Bowden is a natural on television interviews.



ABOVE: Bowden is actually serving his second stint at Florida State University; he was an assistant coach under Bill Peterson from 1963-65.



His first victory over Florida, in 1977, was cause for rejoicing. Last year's 24-17 win in Gainesville evened Bowden's career record against the Gators at 7-7.

Trick Plays & Wild Happenings

Throughout Bobby Bowden's 14 years as head coach of the Florida State Seminoles, there have been some memorable plays and games. Without a doubt, many of Bowden's most unforgettable moments as the FSU head coach involved something a little different. Whether a trick play or just plain luck, often it seemed that someone up above was on Bowden's side.

Bowden's entry into the amazing play book came during his first year as the Seminole head coach. In that 1976 season, the Tribe scored four times on plays of 90 yards or more—and all those scores came in the last three games of the season,

enabling FSU to win each contest. By comparison, in the first 30 years of Florida State football there was not a single play of that length. Those plays announced loudly and clearly that Bobby Bowden had begun to make his mark on FSU football history.

The first of the 90-yard plays in 1976 was Jimmy Black's 95-yard pass to Rudy Thomas against Southern Miss. The Seminoles were on their own five-yard line, facing third down and a clock ticking away. The score was 27-23, Southern Miss. From behind the line of scrimmage, Thomas took a screen pass from Black and trudged 95 yards for the touchdown to lift FSU to the 30-27 win.

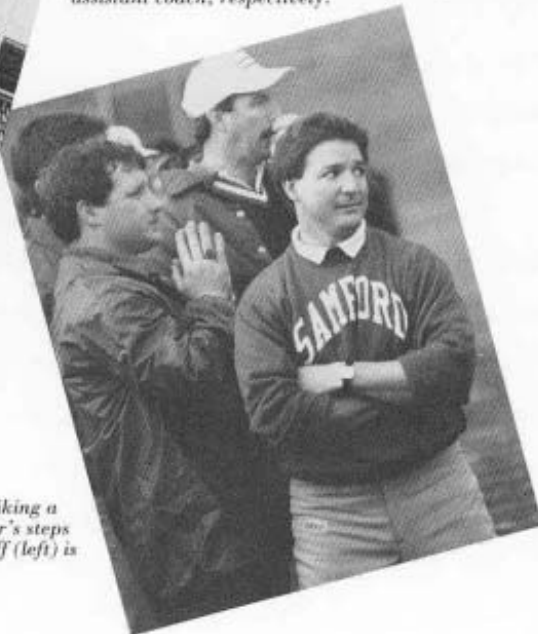
A week later, Florida State faced North Texas State on a chilly day in the Longhorn State. On the morning of the game, the team awoke to five inches of snow, which continued throughout the game.



From serious contemplation during games to light-hearted jokes and banter during his annual spring "Tour," Bowden's expressions tell their own stories.



LEFT: The Seminole mentor has always expressed special pride in his family. In 1981, sons Jeff (middle) and Tommy joined him as members of the FSU football family, as a wide receiver and assistant coach, respectively.



RIGHT: Like father, like son. Terry Bowden, striking a familiar expression (see next page), followed in his father's steps by becoming the head coach at Samford. His brother Jeff (left) is his offensive coordinator.

In that snow, the accustomed-to-the-weather Texans had only one turnover. The Sunshine State Seminoles committed six, including five fumbles, but they also had loads of fun.

“We turned it into something like a street game—really wild, laughing and sliding around,” remembered Black.

And during the third quarter of that wild game, Kurt Unglaub snatched a Jimmy Black pass and rambled for a 91-yard touchdown.

“That pass was kinda funny,” Unglaub said. “I had run down the field and actually stopped in front of the defensive back. Then I started up again—and the defensive back fell down, allowing me to get open...”

That run helped the Seminoles win the contest, 21-20.

The final two 90-yard plays happened in one game—Florida State’s season finale against Virginia Tech. With the Hokies ahead early, 6-0, the Seminoles were mired on their own three. Then, Larry Key burst down the field for a 97-yard touchdown



Credit the Tallahassee climate with an assist in bringing Bobby Bowden to Florida State. Upon taking the FSU job, the native Alabaman told reporters he slipped on the ice once too often in West Virginia, and made the decision to move to Tallahassee.

run, breaking numerous tackles along the way. The extra point was good and the Tribe was up by one. By halftime, however, FSU had fallen behind again, 21-20.

Near the end of the game, Florida State again found themselves deep in FSU territory after recovering a Virginia Tech fumble on the four. Seconds later came the second 90-plus yard pass to Unglaub in two games—this a 96-yarder from Jimmy Jordan—for the winning touchdown. A two point conversion made the final score 28-21.

The 1977 season gave Bobby Bowden his first



Bobby Bowden Now, in a photo from his 60th birthday celebration Nov. 8, 1989, and Then, as the WVU coach just prior to taking the Seminole job.

win over the Florida Gators, and the Seminole football team its first win over Florida in 10 years.

In that game, played in Gainesville, the Tribe was leading by eight, 17-9, at halftime; well within striking distance for the homestanding Gators. Florida State stood on its own 12 facing a third down and 30. No problem. In a flash, Larry Key had run 50 yards on a draw play—yes, a draw play—giving the Seminoles a first down, and leading to a FSU touchdown, deflating the hopes of the Gators. Talk about the luck of the draw! That amazing draw play led the way to a 28-point Seminole win as the Tribe finally defeated their arch-rival, 37-9.

That 1977 Florida-Florida State game was also the beginning of a new Florida State tradition. Two enterprising entrepreneurs ran out to their trailer after the game, printed garnet-lettered signs which read “Florida State 37—Florida 9” and sold them to the ecstatic Seminole fans. Those signs are still seen all over the state after every UF-FSU game.

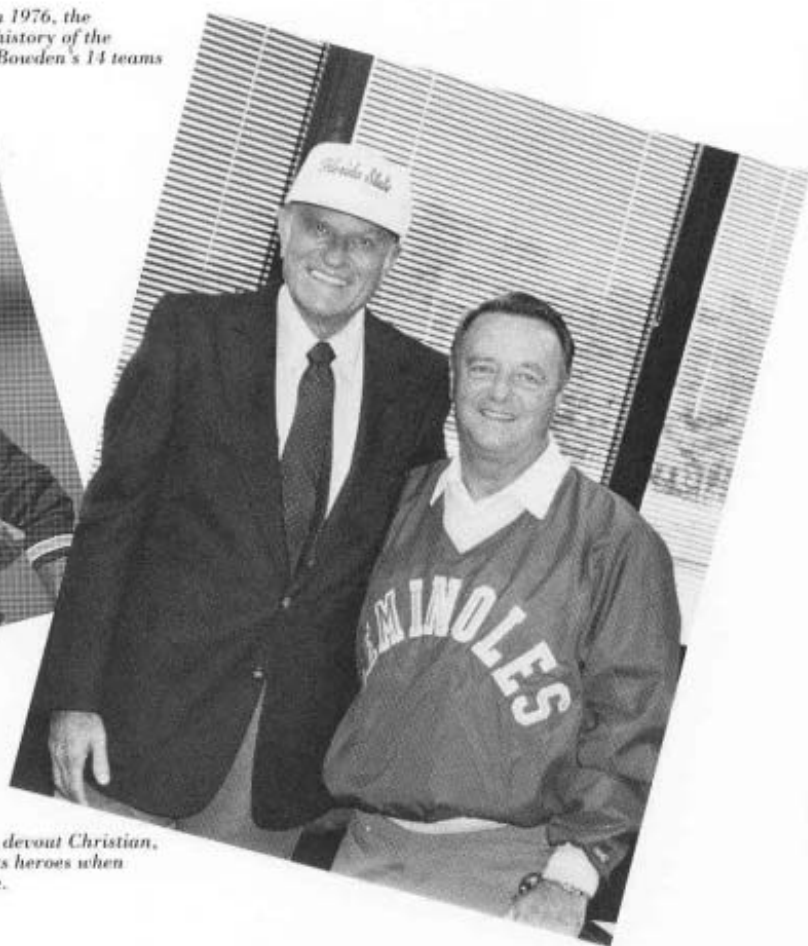
In 1981, Bowden and the Seminoles recorded their first victory over Ohio State in Ohio Stadium.

The Buckeyes took an early 7-0 lead that was quickly overcome by a Florida State rally. Mike Rendina booted a 52-yard field goal and Ron Hester recovered a blocked punt and returned it 35 yards for a score.

An OSU touchdown put the Buckeyes back on top 13-10 (after a missed extra point), setting the stage for another Bowden trick. As Florida State lined up for the tying field goal, most suspected FSU would be happy with a tie at that point. But not Bobby Bowden, his fake field goal attempt to Kelly Lowrey resulted in a five-yard touchdown run. The Tribe was up 17-13.

Although Ohio State took the lead once again, their momentum was not enough to crush the Seminoles' early enthusiasm. The Tribe came back to take the lead for good, and left Columbus with the 36-27 upset win.

BELOW: Prior to Bowden's arrival in 1976, the Seminoles had totalled only 150 wins in the history of the program, under seven different coaches. Bowden's 14 teams have added 122 wins.



RIGHT: A few years ago, Bowden, a devout Christian, was able to play host to one of his non-sports heroes when evangelist Billy Graham visited Tallahassee.

Almost a year to the day later, Bowden's Seminoles got their second straight win over the Buckeyes, and this win, too, was spurred by a trick play.

Early in the game, with Florida State trailing 7-0, an Ohio Stadium record crowd of 89,491 watched in awe as FSU quarterback Kelly Lowrey took a half-back option pass from Cedric Jones for an 11-yard score. The extra point tied the game. Lowrey became the first Seminole to run for, pass for and receive a touchdown pass in a game. With the momentum on their side, the Seminoles went on to win 34-17, handing the Buckeyes their second straight home loss to Florida State.

The opening game of the 1983 season was one of



LEFT: Bobby Bowden's penchant for the surprise play is hardly a surprise anymore. After the "Puntrooskie" against Clemson in 1988, Seminole opponents know to expect the unexpected.



RIGHT: The Coach also inspires loyalty among his assistant coaches. Of the 10 assistants currently on his staff, all but one have worked at Florida State for more than five years.

the wildest games played in Doak Campbell Stadium. In the end, Tom Wheeler snagged a five-yard touchdown pass from Kelly Lowrey with just over four minutes left in the game to give Florida State a 47-46 win over East Carolina. The game statistics read more like a basketball game as the two teams rolled up 948 yards of total offense and the lead changed hands eight times.

Heavy favorites in the game, FSU trailed 46-41 when Eric Riley stepped in front of Pirate quarterback Kevin Ingram's pass on the East Carolina 21 to give the Seminoles their first of two key turnovers.

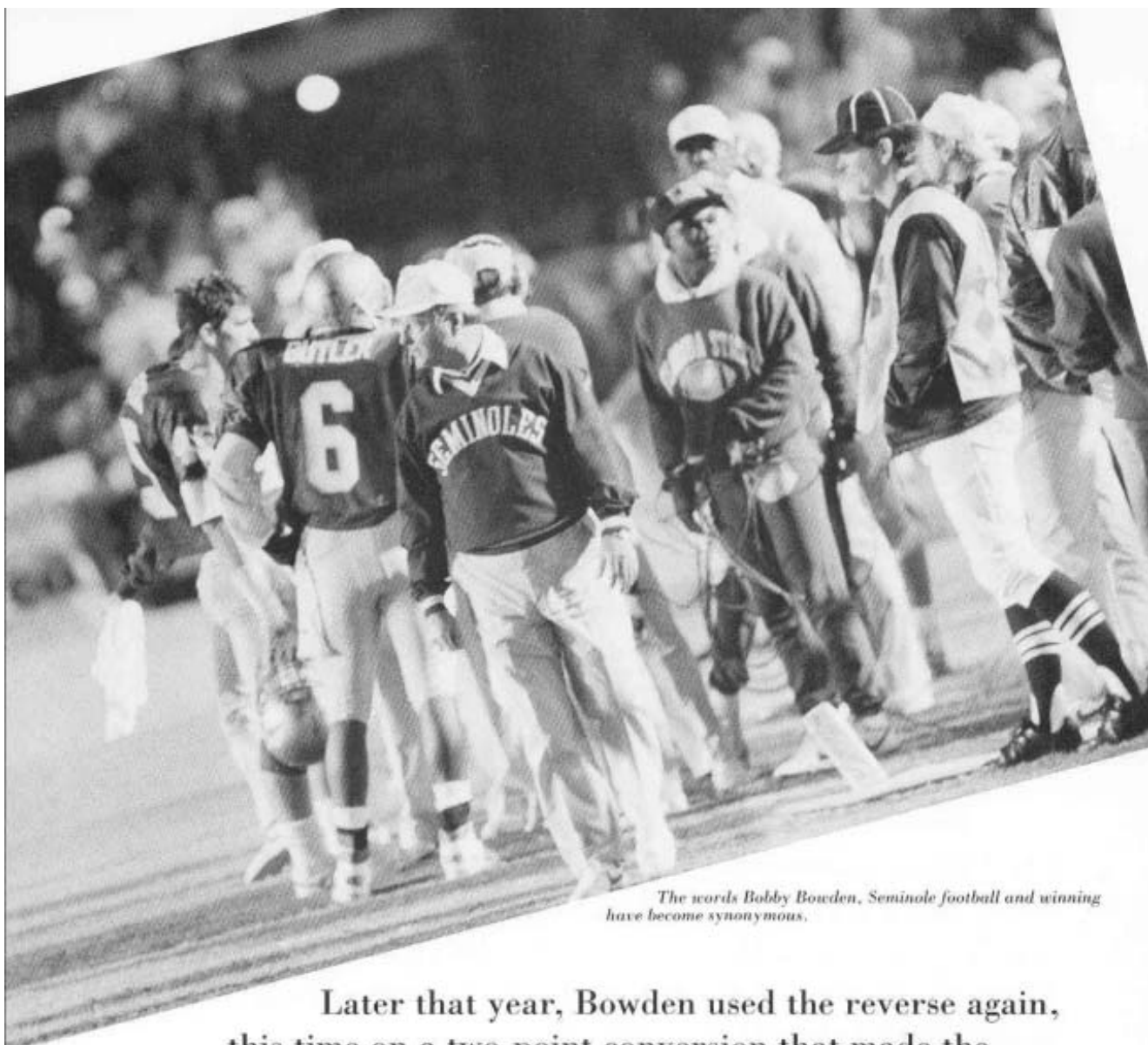
From the 21, Lowrey handed the ball off three times to Greg Allen, who advanced the ball to the five-yard line. From there, Wheeler made the touchdown grab.

But East Carolina and Ingram did not give up. The Pirate quarterback led his team on a 49-yard drive, but it was to no avail as FSU's John McLean forced a fumble on the end of a 38-yard Ingram run. Riley recovered and the Seminoles ran out the clock to preserve the win.

"I've never seen anything like this one . . . never!" said Bowden. "I don't think our defense was that bad, because of the two long returns on touchdowns, but still we weren't able to stop them."

On to 1984 and the Seminoles' stampede of the University of Miami. The defending national champion Hurricanes were quieted by one of Bowden's old favorites—the reverse.

Holding an early 9-0 lead, Bowden was looking for something to open up the lead. On a third-and-17 from its own 23, FSU's Jessie Hester took the reverse and scampered 77 yards down the left sideline for a touchdown. It was the key play in Florida State's 38-3 trouncing of the Hurricanes.



The words Bobby Bowden, Seminole football and winning have become synonymous.

Later that year, Bowden used the reverse again, this time on a two-point conversion that made the final score of the 39th Annual Florida Citrus Bowl Florida State 17, Georgia 17.

With Georgia back to punt and Florida State trailing 17-9 with 3:58 left in the game, FSU's Lenny Chavers burst through the middle untouched for his third block of the season. Joe Wessel scooped up the ball and scrambled 14 yards for the touchdown. Then, with the Seminoles trailing 17-15, Bowden called for the reverse and Darrin Holloman converted, giving FSU the tie.

Of course, Bowden saved one of his all-time best, and best-known, tricks for the final minutes of the 1988 Clemson game. Tied at 21 in the final 1:30 of a crucial nationally televised game, Florida State

had a fourth down and four on its own 21-yard line as the punt team came into the game. The momentum was squarely on the side of the homestanding Tigers, who had already come back from a 21-14 deficit to tie the game. Seconds later, 82,500 stunned, and silent, Clemson fans watched as FSU's LeRoy Butler streaked down the sideline for 78 yards, giving the Tribe the ball on the one-yard line. One play later, Richie Andrews hit a 19-yard field goal to provide the winning margin. The now-famous "Puntrooskie" was in the record books, and a part of college football lore.

One of the "wildest" happenings of the Bowden era was the entire 1989 season, a season that began quite drearily for FSU, but ended with the Seminoles once again one of the top three college football teams in the country. One of the biggest factors in that final ranking was Florida State's victory over Miami, the team which had prevented the Seminoles from winning a national title in two previous seasons.

Seminole cornerback LeRoy Butler started the momentum in Florida State's direction, intercepting UM freshman quarterback Gino Torretta on the first play from scrimmage, and giving FSU the ball on Miami's 37-yard line. On the next play, Dexter Carter made the mistake count as he took the handoff and darted around left end for a touchdown to give the Seminoles a 7-0 lead. A near-record crowd in Doak Campbell Stadium caught that momentum and remained standing the rest of the game.

The second quarter continued the party. Seminole fans saw seven punts, three more interceptions by the Tribe, a Miami fumble and a fake field goal by Florida State. Turnovers ruled the game throughout. The Seminoles finally put the nail in Miami's coffin less than one minute into the fourth quarter as Richie

Andrews booted a 41-yard field goal to make the Seminole lead 24-10, the final score of the game.

These "moments in history" are only a few in Bowden's books. Doubtless, there are countless more, and in 1990, he is sure to continue the tradition. Taking over a team that was 0-11, 1-10 and 3-8 in three years prior to his arrival, Bowden has had only one losing season in his fourteen years with the Tribe.

Surely, these types of plays have been a factor in his success, and have helped earn his reputation as one of the nation's best collegiate coaches. ■

The end of another game, and another victory for college football's best — Bobby Bowden.

