



*Celebrating our 50th anniversary as an original team
of the American Football League (1960-2009)*

TENNESSEE TITANS 2009 MEDIA GUIDE

PRESEASON

<u>DAY</u>	<u>DATE</u>	<u>OPPONENT</u>	<u>KICKOFF+</u>	<u>TV</u>
Sunday	8/9	vs. Buffalo	7:00 p.m.	NBC
		<i>Hall of Fame Game - Canton, Ohio</i>		
Saturday	8/15	TAMPA BAY	7:00 p.m.	WKRN
		<i>LP Boy Scouts and Girl Scouts Game</i>		
Friday	8/21	at Dallas	7:00 p.m.	FOX
Saturday	8/29	at Cleveland	6:30 p.m.	WKRN
Thursday	9/3	GREEN BAY	7:00 p.m.	WKRN
		<i>AT&T Boys & Girls Club Game</i>		

REGULAR SEASON

<u>DAY</u>	<u>DATE</u>	<u>OPPONENT</u>	<u>KICKOFF+</u>	<u>TV</u>
Thursday	9/10	at Pittsburgh	7:30 p.m.	NBC
Sunday	9/20	HOUSTON	Noon	CBS
Sunday	9/27	at New York Jets	Noon	CBS
Sunday	10/4	at Jacksonville	Noon	CBS
Sunday	10/11	INDIANAPOLIS	7:20 p.m.	NBC
Sunday	10/18	at New England	3:15 p.m.	CBS
Sunday	10/25	BYE		
Sunday	11/1	JACKSONVILLE	3:05 p.m.	CBS
Sunday	11/8	at San Francisco	3:15 p.m.	CBS
Sunday	11/15	BUFFALO	Noon	CBS
Monday	11/23	at Houston	7:30 p.m.	ESPN
Sunday	11/29	ARIZONA	Noon*	FOX
Sunday	12/6	at Indianapolis	Noon*	CBS
Sunday	12/13	ST. LOUIS	Noon*	FOX
Sunday	12/20	MIAMI	Noon*	CBS
Friday	12/25	SAN DIEGO	6:30 p.m.	NFLN
Sunday	1/3	at Seattle	3:15 p.m.*	CBS

+All Kickoff Times Central *Times Subject to Change

POSTSEASON

- Saturday, 1/9: AFC/NFC Wild Card Playoffs (NBC)
- Sunday, 1/10: AFC/NFC Wild Card Playoffs (CBS and FOX)
- Saturday, 1/16: AFC/NFC Divisional Playoffs (CBS and FOX)
- Sunday, 1/17: AFC/NFC Divisional Playoffs (CBS and FOX)
- Sunday, 1/24: AFC/NFC Championship Games (CBS and FOX)
- Sunday, 1/31: AFC/NFC Pro Bowl at Land Shark Stadium (ESPN)
- Sunday, 2/7: Super Bowl XLIV at Land Shark Stadium (CBS)

BAPTIST SPORTS PARK

Tennessee Titans
460 Great Circle Rd.
Nashville, TN 37228
615-565-4000
(same for training camp)

TRAINING CAMP

- Baptist Sports Park

LP FIELD/TICKET OPERATIONS

Tennessee Titans
One Titans Way
Nashville, TN 37213
615-565-4200 (Ticket Dept.)
615-565-4300 (LP Field Administration)
(69,149 capacity)

TITANS' OFFICIAL WEB SITE

www.titansonline.com

TITANS COLORS

Titans Blue (Pantone 279), Titans Navy (282),
Titans Red (186), Titans Silver (877 metallic)

DIVISION/CONFERENCE/LEAGUE TITLES

- Two AFL Championships (1960, 1961)
- One AFC Championship (1999)
- Four AFL Eastern Division Championships (1960, 1961, 1962, 1967)
- Two AFC South Division Championships (2002, 2008)
- Three AFC Central Division Championships (1991, 1993, 2000)
- Four AFL Championship Game Appearances (1960, 1961, 1962, 1967)
- Four AFC Championship Game Appearances (1978, 1979, 1999, 2002)
- One Super Bowl Appearance (XXXIV)
- 21 Playoff Appearances (1960, 1961, 1962, 1967, 1969, 1978, 1979, 1980, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1999, 2000, 2002, 2003, 2007, 2008)

FRANCHISE TIMELINE

1960 – 1996 Houston Oilers
1997 Team Relocates from Houston to Nashville
1997 Tennessee Oilers (Liberty Bowl, Memphis)
1998 Tennessee Oilers (Vanderbilt Stadium, Nashville)
1999 to Present Tennessee Titans

TITANS/OILERS ALL-TIME RECORD

Regular Season: 363-371-6
Home: 210-158-2
Road: 153-213-4
As Titans: 96-64-0
As Oilers: 267-307-6
Postseason: 14-19
Home: 6-5
Road: 8-13
Super Bowl (XXXIV): 0-1

FRANCHISE RECORD HOLDERS/CAREER

Rushing Yards . . . Eddie George (1996-03) . . . 10,009
Passing Yards . . . Warren Moon (1984-1993) . 33,685
Receiving Yards . Ernest Givins (1986-1994) . 7,935
Receptions . . . Ernest Givins (1986-1994) . . . 542
Interceptions . . . Jim Norton (1960-1968) 45
Field Goals Al Del Greco (1991-2000) . . 246
Points Al Del Greco (1991-2000) . . 1,060
Touchdowns . . . Eddie George (1996-2003) . . . 74
Wins (Coach) . . . Jeff Fisher (1994-Present) . . 133
Wins (QB) Steve McNair (1995-2005) . . . 81

FRANCHISE RECORD HOLDERS/SEASON

Rushing Yards . . . Earl Campbell (1980) 1,934
Passing Yards . . . Warren Moon (1991) 4,690
Receiving Yards . Charles Hennigan (1961) . . . 1,746
Receptions Charles Hennigan (1964) . . . 101
Interceptions . . . Fred Glick (1963) 12
Mike Reinfeldt (1979) 12
Field Goals Al Del Greco (1998) 36
Points Al Del Greco (1998) 136
Touchdowns . . . Earl Campbell (1979) 19

MEDIA GUIDE CREDITS

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2009 STAFF DIRECTORY

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EXECUTIVES

Founder, Owner, Chairman of the Board, President and CEOK.S. "Bud" Adams, Jr.

Executive Vice Presidents

Senior EVP, General Counsel and Exec. Asst. to Chairman of the Board.....Steve Underwood
 EVP and Head Coach Jeff Fisher
 EVP of Administration and Facilities Don MacLachlan
 EVP and General Manager.....Mike Reinfeldt

Vice Presidents

Vice President/Assistant General Counsel.....Elza Bullock
 Vice President/Community RelationsBob Hyde
 Vice President/CFOJenneen Kaufman
 Vice President/Marketing.....Ralph Ockenfels
 Vice President/Sales and Operations.....Stuart Spears

COACHING STAFF

Offensive CoordinatorMike Heimerdinger
 Defensive CoordinatorChuck Cecil
 Assistant Head Coach/LinebackersDave McGinnis
 Assistant Head Coach/Strength & ConditioningSteve Watterson
 Running BacksEarnest Byner
 Assistant Special TeamsMarty Galbraith
 Wide ReceiversFred Graves
 Assistant SecondaryTim Hauck
 QuarterbacksCraig Johnson
 Offensive Quality ControlDowell Loggains
 Special TeamsAlan Lowry
 Offensive LineMike Munchak
 SecondaryMarcus Robertson
 Defensive Assistant/Quality ControlRayna Stewart
 Defensive LineJim Washburn
 Offensive AssistantRichie Wessman
 Tight Ends.....John Zernhelt

FOOTBALL OPERATIONS

Senior Director of Football AdministrationVincent Marino
 Director of Player Development.....Tina Tuggle
 Equipment ManagerPaul Noska
 Assistant Equipment Manager.....Joey Barranco
 Equipment Assistant.....Matt Thompson
 Video DirectorAnthony Pastrana
 Assistant Video DirectorCraig Patterson
 Executive Assistant to EVP and Head Coach.....Sharon Rhome
 Executive Assistant to EVP and General ManagerAlesia Schulz
 Administrative Assistant to Senior EVP/General CounselK.S. Adams, IV
 Administrative Assistant/CoachingDesiree Maxwell
 Assistant to Strength & Conditioning CoachJason Novak

Medical Staff

Head Athletic TrainerBrad Brown
 Assistant Athletic TrainerDon Moseley
 Assistant Athletic Trainer.....Casey Carter
 Team PhysicianDr. Thomas Byrd
 Team PhysicianDr. Burton F. Elrod
 Team Physician.....Dr. Craig Rutland
 Team PhysicianDr. John Williams

Player Personnel/Development

Director of Pro Scouting.....Lake Dawson
 National Supervisor of College ScoutingC.O Brocato
 Director of College Scouting - Eastern RegionMike Ackerley
 Scouting Coordinator.....Blake Beddingfield
 Regional ScoutPhil Neri

College Scout	Ray Biggs
College Scout	Johnny Meads
College Scout	Cole Proctor
College Scout	Richard Shelton
College Scout	Marvin Sunderland
College Scout	Ion Salge
Pro Personnel Assistant	Brandon Taylor
Pro Personnel Assistant	Trey Koziol
Administrative Assistant/Scouting	Lauren Pedde

ADMINISTRATION

Director of Broadcasting	Mike Keith
Director of Security	Steve Berk
Operations Manager	Brent Akers
Marketing Manager	Brad McClanahan
Executive Assistant to EVP of Administration and Facilities	Lynne McCracken
Director of Information Systems	Russ Hudson
Assistant Director of Information Systems	Craig Pelat
Director of Internet Operations/Publications	Gary Glenn
Internet Coordinator	Jeff Harding
Manager of Community Relations	Tresa Halbrooks
Community Relations Assistant	Anthony Darby
Assistant General Counsel	Blu Whipple
Accountant	Rhonda Smith
Director of Cheerleaders	Stacie Kinder
Mascot Coordinator	Pete Nelson
Team Mascot	T-Rac

Media Relations

Director of Media Relations	Robbie Bohren
Assistant Director of Media Relations	Dwight Spradlin
Media Relations Assistant	Jared Puffer

Tickets

Senior Director of Ticketing	Marty Collins
Assistant Director of Ticket Operations	Tim Zenner
Assistant Ticket Manager	Josh Ward
Ticket Office Assistant	Christa Roberts
Ticketing/Hospitality Club Member Manager	Anthony Hall
Director of Suite Sales and Services	Bill Wainwright

FRONT OFFICE STAFF

Accounting Services	Gwen Hernandez
Payroll/Accounting Services	Shannon McPeters
Executive Assistant to the Owner/Chairman/President/CEO	Linda Bell
Executive Assistant to the Owner/Chairman/President/CEO	Brenda Saradjian
Assistant to Senior EVP, General Counsel	Jorene Martin
Assistant to VP/Assistant General Counsel	Cindy Zermeño

LP FIELD & BAPTIST SPORTS PARK MANAGEMENT

General Manager/LP Field	Walter Overton
Head Groundskeeper	Terry Porch
Facilities Manager	Dempsey Henderson
Facilities Coordinator	Mark Brant
Operations Technician	James Bohling
Maintenance Technician	Jose Medrano
Maintenance Technician	Jose Reyes
Engineering Manager	George Sargent
Groundskeeper	Jay Goehring
Audio/Visual Technician	Derek Amelunke
Operations Assistant	Lorena Hollingsworth
Receptionist	Pat Walden

STAFF DIRECTORY Coaching Staff Players Rookies 2009 Season Records History Playoff History Sidelines



**Founder, Owner,
Chairman of the Board,
President and CEO**



Entering his 50th year as Founder, Owner, Chairman of the Board,

December 1945. Lt. j.g. Adams served as an aide in the U.S. Navy's Congressional Liaison Office in Washington, D.C. prior to his discharge in 1946.

Adams parlayed a 1946 chance stop in Houston, resulting from fog that grounded

President and CEO of the Titans/Oilers franchise, K.S. "Bud" Adams, Jr. is an enduring figure in the NFL. As one of the original team owners in the American Football League, he has guided his franchise to new heights since relocating to Nashville in 1997, posting six playoff appearances, including an AFC Championship (1999), AFC Central title (2000), two AFC South titles (2002 & 2008), AFC Championship appearance (2002) and Wild Card teams in 2003 and 2007. He is one of only four current NFL owners to reach the 350-win plateau – Adams, Ralph Wilson (Buffalo), Dan Rooney (Pittsburgh) and Al Davis (Oakland/Los Angeles). Consistently fielding winning teams, the franchise has earned 21 playoff appearances in 49 seasons, a total that ranks fifth among NFL teams since 1960.



Adams celebrates his 50th season as Founder, Owner, Chairman of the Board, President and CEO of the Titans/Oilers franchise.

A native of Bartlesville, Okla., Adams' interest in sports was first displayed while at Culver Military Academy where he earned letters in football, basketball and baseball. Upon graduation from Culver in 1940, Adams attended Menlo College (California), lettering in both rugby and football. Adams then transferred to the engineering school at the University of Kansas where he also lettered in football for the Jayhawks. During his days at KU, Adams met his future wife Nancy Neville and began his loyal affiliation with Sigma Chi Fraternity.

his plane, into a highly successful and diversified business empire which ranks him among the prominent businessmen in the country.

In 1946, Adams started ADA Oil Company, which was a forerunner of the publicly-held American Stock Exchange-listed Adams Resources & Energy, Inc. (AE), an energy company engaged in the business of marketing crude oil, natural gas and petroleum products; tank truck transportation of liquid chemicals; and oil and gas exploration and production. Adams' other business interests include extensive farming and ranching in California and Texas, cattle feeding, real estate, automobile dealerships and leasing. He has been a longtime collector of Western art and Native American artifacts.

In 1942, while still in school at KU, Adams joined the U.S. Naval Reserve. In July 1943, he was called to active duty in the Navy's V-12 college program, which allowed him to continue in school. In early 1944, he received orders to report to Midshipman Officer Specialty School at Notre Dame where he earned his Navy ensign commission in an accelerated 60-day program. He was sent overseas and was assigned to a PAC-Fleet carrier unit, where he served as an aviation engineering officer. He returned to the U.S. in

During his early business career, Adams, a year-round sports fan, was an avid sponsor of amateur and AAU teams in basketball and softball. His ADA Oilers were a perennial power in the National Industrial Basketball League in the '50s, capturing

third place in the national AAU tournament in 1956. His interest in sports was further evidenced by past ownership participation in professional baseball, basketball and boxing.

Football history was made in Adams' office in Houston on Aug. 3, 1959, where he and Lamar Hunt held a press conference to announce the formation of the new American Football League, which would begin playing in 1960. Hunt would have a team in Dallas, Adams would have a team in Houston, and other teams would be forthcoming.

In his fifth decade as founder, owner, chairman, president and CEO of the Tennessee Titans (formerly Houston Oilers and Tennessee Oilers), the hardworking and aggressive Adams has made professional football history numerous times. In 1968, Adams' Oilers became the first AFL/NFL team to play its home games indoors by moving into Houston's Astrodome. A team rich in tradition and pride, the Oilers were the dominant team in the American Football League during the 10-year era (1960-69), playing in the championship game four times (1960, 1961, 1962, 1967) - and winning twice consecutively (1960, 1961); earning four AFL Eastern Division Championships (1960, 1961, 1962, 1967); and making the playoffs five years out of 10 (1960, 1961, 1962, 1967, 1969). In 1970, the AFL merged into the expanded NFL, and Adams' teams made the playoffs 16 times (1978, 1979, 1980, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1999, 2000, 2002, 2003, 2007, 2008). In fact, the Oilers' streak of seven consecutive playoff appearances (1987-93) was the longest streak in the NFL during that time span. In 2008, the franchise recorded the best record in the NFL (13-3), while capturing its fifth division title and second AFC South crown (2002) after winning the AFC Central division in 1991, 1993 and 2000.

The Houston Oilers played their final season in 1996 at the Houston Astrodome. In 1997, Adams led the National Football League into the Mid-South region, the last untapped area without a major professional sport. That feat allowed his team to be the first NFL franchise to call "the Volunteer State" home. During construction of the stadium in Nashville, the Tennessee Oilers played the 1997 season at the Liberty Bowl in Memphis, and the



In 1978, Adams drafted Earl Campbell, who led the NFL in rushing in each of his first three seasons.

1998 season at Vanderbilt Stadium in Nashville.

On July 29, 1998, Adams announced that the Oilers' name would be changed beginning with the 1999 season. The Oilers' name was retired by the NFL – a first in league history – allowing the Tennessee franchise to retain the team's winning tradition, and launching a new era in the Mid-South.

The Tennessee Titans made their debut in 1999. In Greek mythology, Titans were men of strength and power. The Titan Prometheus brought fire to man, and the new Tennessee Titans brought fire to the football fans in the Mid-South during a very memorable inaugural season, unveiling a new name, stadium, training facility, logo, uniform and colors. Adams personally selected T-Rac as the team's new mascot.

In 10 seasons as the Titans, the franchise has won the American Football Conference Championship for the 1999 season (culminating in a trip to Super Bowl XXXIV in Atlanta, where the Titans were defeated by the Rams in one of the most exciting games in Super Bowl history), captured the AFC Central Division Championship (2000) and AFC South Division Championships (2002, 2008), built an enormous home field advantage (52-28 record at home) and the loyalty of millions of fans across the nation and throughout the world. The popularity of the Titans has translated into 114 consecutive sell-outs at LP Field (through 2009).

During Adams' illustrious career, 65 of his players have been Pro Bowl selections, including one AFL, two NFL Most Valuable Players and five offensive or defensive Rookies of the Year. Also, eight

K.S. "BUD" ADAMS, JR.

ADAMS

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of Adams' players, including Bruce Matthews in 2007, have been inducted into the Pro Football Hall of Fame in Canton, Ohio. In each of the past three seasons, Adams was nominated for the Pro Football Hall of Fame as a special contributor. In recognition of the 40th season of the Houston Oilers/Tennessee Titans organization, Adams created an official team Hall of Fame that features players and staff from the past, while creating a special place for Titans stars of the future to be recognized.

Adams is currently a working member on several prominent NFL committees, including the NFL's Finance, Hall of Fame, Legislative and Audit Committees; and he is a Trustee for the NFL Trust. Very active in national, state and local programs,

Adams is on the Board of Directors of the Cherokee Indian National Historical Society; the Board of Trustees of the Pro Football Hall of Fame in Canton, Ohio; the Board of Directors of the Boy Scouts of America - Sam Houston Area Council; and a Lifetime Director of The Hundred Club in Houston. He is a Governor Emeritus of the Sigma Chi Fraternity Foundation; an Emeritus Trustee of the Culver Educational Foundation; and a Lifetime Director of the Houston Livestock Show and Rodeo. In Tennessee, he is on the Board of Directors of the Middle Tennessee Council of the Boy Scouts of America; a member of the Nashville Chamber of Commerce, and on the Board of Trust of the 100 Club of Nashville.

Adams has received numerous awards through the years. Most recently, he was awarded the inaugural Lamar Hunt Award for Professional Football in 2008 by the Committee of 101. The award honors those of visionary leadership who have helped the NFL reach preeminent status and was given jointly to the "Foolish Club," the original founders of the AFL. Also in 2008, Adams and his wife, Nancy, were inducted into Baptist Hospital's Seton Society for

excellence in their profession and service to the hospital. In October 2006, he was inducted into the Menlo College Athletic Hall of Fame. In February 2006, he was inducted into the Tennessee Sports Hall of Fame, becoming the first member of the organization to enter the state hall. In June 2005, he was given the Jack Smith Leadership Award recognizing his West Point Buick dealership in Houston as Dealer of the Year. Tennessee Governor Phil Bredesen appointed him Colonel Aide de Camp for the State of Tennessee in October 2004. The Tennessee General Assembly honored him and the Titans at the State Capitol in March 2001. He was awarded the Community Spirit Award by the Nashville Sports Council at the Third

Annual American General Dinner of Champions in February 2001; was honored by the Cherokee National Historical Society at a dinner at the Gilcrease Museum in Tulsa, Okla., in September 2000; was honored at Tennessee State University in August 2000; was the recipient of the Lamar Hunt Outstanding Pro Football Executive Award for the year



Tennessee Governor Phil Bredesen (right) was present last season when Adams was inducted into the franchise's ring of honor.

2000 from the All-American Football Foundation; and in March 2000, he received the National Multiple Sclerosis Society's Silver Hope Chest Award in Nashville. In 1997, he was honored by Sigma Chi Fraternity with a formal portrait and bust on permanent display in the foyer and museum of their Evanston, Ill., headquarters. He was inducted into Culver Academy's Athletic Hall of Fame in the inaugural class in 1994. In 1991, he was given the Order of Constantine from Sigma Chi, which is the highest honor that fraternity can bestow. In 1990, he was given Sigma Chi Foundation's Semi-Centennial Award.

Other noteworthy honors bestowed upon Adams in the past have included the 1988 prestigious "Golden Buckle Award" from the Greater Houston Convention and Visitors Bureau; and the 1987

Distinguished American Award, presented jointly by the Houston Chapter of the National Football Hall of Fame and the Houston Athletic Committee (Chamber of Commerce). He was named 1983 "King Capon" by Bill Williams' Annual Capon Charity Dinner, Inc.; 1981 "Man of the Year" by Culver Military Academy; 1981 "Outstanding Chief Executive Officer" by Financial World Magazine; 1980 "Distinguished Alumnus" by California Community and Junior College Association; 1969 "Westerner of the Year" by the Houston Farm and Ranch Club; 1963 "Significant Sig" by Sigma Chi Fraternity; 1961 "Mr. Sportsman" by the Interfaith Charity Group; and 1960 "Houston Salesman of the Year" by the Houston Sales Association.

Adams and his wife Nancy were married for 62 years before her passing this past February. They raised two daughters, Susie Smith and Amy Strunk, and a son, Kenneth S. Adams III, who is deceased. Adams has seven grandchildren.

ADAMS IN THE COMMUNITY

Football fans in the Mid-South applauded the relocation of the Titans to Tennessee in 1997, but local charities should raise a cheer as well. Since the Titans moved to Tennessee, local charities have seen approximately \$18 million flow into their organizations as a direct result of the Titans and the NFL. The great majority of the money and gifts have come from Mr. Adams and the Titans Foundation.

In recognition of his many charitable endeavors, the Nashville Sports Council presented the "2000 Community Spirit Award" to Adams at their annual Dinner of Champions on Feb. 1, 2000. The award was given for Adams' "countless charitable contributions that helped so many in the Metro Nashville community during 1999."

Mr. and Mrs. Adams established the Tennessee Titans Foundation in 1999 with an initial gift of \$500,000. The Foundation offers financial support and other resources to non-profit organizations. The largest fundraiser for the Titans Foundation is the annual Titans Charity Golf Classic, which has generated in excess of \$1.5 million in 11 events.

The Titans license plate has been a great success as fans can show support for the team on their vehicle. In six years, the



Adams was honored by Baptist and St. Thomas Hospitals last May for donating \$500,000 to help build the Bud and Nancy Adams/Tennessee Titans Family Waiting Area at Baptist Hospital.

Titans specialty plate has generated nearly two million dollars for Tennessee charities through the Titans Foundation. In addition to the Tennessee Arts Commission, the following 10 organizations receive equal shares from the proceeds of the plate sales:

- Baptist Hospital Maternity/Birthing Center
- Boys & Girls Clubs of Tennessee
- Boy Scouts of Tennessee
- Camp Discovery
- Fisk University Scholarship Fund
- Girl Scouts of Tennessee
- Jason Foundation
- St. Jude's Children Research Hospital
- Tenn. St. University Scholarship Fund
- Vanderbilt Children's Hospital

Adams' most recent gift was \$500,000 to the Baptist Hospital Foundation (Nashville) which was designated for the hospital's Obstetrics expansion project and resulted in the "Bud and Nancy Adams and Tennessee Titans Family Waiting Area," and now brings the total to \$675,000 given to Baptist Hospital.

The Titans contributed more than \$5 million over the last 11 years (1999-2009) to the NFL's Youth Football Fund, and over \$1.6 million has been allocated within the Titans' market. The fund improves youth football programs and facilities worldwide. Locally, the fund is responsible for improving 14 area fields, including 12 Metro Nashville schools and two in Dickson County, Tenn.

Youth football is also being addressed through the Titans sponsorship of the TSSAA's Titans Mr. Football Awards,

which honor the best high school players from the state each year.

Over the last nine years (1999-2008), \$6.0 million has been raised for approximately 140 charitable organizations through volunteers working in LP Field concession booths. The money volunteers would have been paid instead went to their favorite charities, all of which benefited from Titans home games being played.

Adams initiated the "Titans Join the Team Scholarship Program" that ran from 2005-07. The program rewarded high school athletes throughout the state of Tennessee with scholarships for community service. The program generated over \$500,000 in scholarship money and 30,000 service hours by students in communities throughout Tennessee.

The Titans also worked with AmSouth and Channel 5 in co-sponsoring "America's Fund" which raised \$664,000, including a \$75,000 personal gift from Mr. and Mrs. Adams and \$25,000 from the Titans organization, for victims of the Sept. 11 tragedies.

Adams' gifts have not been limited to cash donations. In January 2000, he gave the "trip of a lifetime" to Super Bowl XXXIV in Atlanta to 40 Nashville teenagers and 10 chaperones that were chosen from six local charities. "Bud's Kids" were treated to 50-yard-line seats and a three-night stay at the Titans' team hotel and a trip home on the team's 747-charter airplane.

Adams donated Super Bowl tickets to the Nashville Red Cross during a time when their available blood supply was at a critically low stage. Blood donors were eligible to win two Super Bowl tickets, and the "Super Bowl Blood Drive" resulted in



Adams annually teams with LP Building Products to sponsor a Habitat for Humanity home for a Nashville family.

3,549 pints of blood, one of the most successful drives in the history of Nashville.

Adams donated a pair of Super Bowl tickets to be raffled off to help pay medical expenses for Kaia Jergenson, a member of the David Lipscomb University women's basketball team, who lost her legs due to bacterial meningitis.

The team's historic 1999 Super Bowl season saw Adams get heavily involved in area schools with three unique programs. He established a statewide art contest that spotlighted the importance of art in education and also added some Tennessee artistic flair to LP Field.

The art contest was open to high school students (grades 9-12) and resulted in 150 entries that hung in the suites at the stadium. One winner from each grade won \$1,000 with runners-up in each grade winning \$750 each. Adams rewarded area sixth, seventh and eighth grade students for their hard work by donating 3,500 pairs of tickets to the inaugural game versus the Falcons.

Adams and his late wife Nancy have given generously to many charitable organizations over the years. After Tropical Storm Allison devastated the Houston area in June 2001 with more than 30 inches of rain, Adams contributed \$100,000 to the "Spirit of Texas Fund" established by the Red Cross to aid flood victims. Houston Texans owner Bob McNair and NFL Charities also contributed \$100,000 each for a combined gift of \$300,000 to the fund.

In 1998, Mr. and Mrs. Adams teamed with NFL Charities to donate \$200,000 to help families in East Nashville following a devastating tornado.

He purchased more than 500 copies of "Tennessee: A History" and presented them to seventh grade history classes at public schools across the state. Wilma Dykeman was the author of the book and was a member of the Titans Advisory Board of Directors that aided Adams in selecting the new name and logo for the franchise.

Adams spearheaded the drive for construction and operation of the original Ronald McDonald House in Houston. The team also hosted a biannual fundraising gala from 1978-94, which raised more than \$3.5 million to support, operate and provide the permanent endowment of that Ronald McDonald House.

Since the Titans moved to Tennessee, local charities have seen approximately \$18 million dollars flow into their organizations as a direct result of the Titans and the NFL.



Mr. and Mrs. Adams established the Tennessee Titans Foundation in 1999 with an initial gift of \$500,000.

- Approximately \$2.0 million to statewide charities through Titans License Plate program
- \$1.6 million spent for area youth football efforts within the Titans' market, including upgrades to 14 youth football fields in both Nashville and Dickson County, Tenn.
- \$760,000 in gifts to the various charities in the greater Memphis area (1997 and 1998)
- \$675,000 to the Baptist Hospital Foundation
- \$500,000 distributed for scholarships through the Titans "Join the Team" Scholarship program.
- \$445,000 in gifts distributed among United Way offices throughout Tennessee
- \$250,000 to Tennessee Governor's residence restoration
- \$200,000 (divided between American Red Cross and Nashville's Public Schools) for disaster relief following Nashville's 1998 tornado damage
- \$132,500 in gifts to Tennessee State University
- \$128,000 in gifts to Habitat for Humanity
- \$126,000 to Tennessee high school football programs for the Coach of the Week program.

- \$120,000 in gifts to the Salvation Army's Red Shield Family Initiative
- \$105,000 to Nashville's Backfield in Motion Program
- \$100,000 to Red Cross America's Fund (Sept. 11th Funding)
- \$100,000 worth of weight-training equipment to Nashville schools
- \$90,000 to Iroquois Steeplechase which benefits Vanderbilt Children's Hospital
- \$53,500 in gifts to the Junior League of Nashville
- \$50,000 to Boy Scouts of America
- \$33,000 gift to American Cancer Society for the Hope Lodge
- \$25,000 gift to Fannie Battle Day Home
- \$25,000 gift to Susan Gray School for Children at Vanderbilt University
- \$25,000 to Girl Scouts of America
- \$16,000 gift to Martha O'Bryan Center
- \$15,000 in gifts to W.O. Smith/ Nashville Community Music School
- \$11,000 gift to Auxiliary Probation Center of Memphis
- \$11,000 gift to Nashville Family Shelter
- \$11,000 gift to Kingsport "Meals on Wheels" program
- \$10,000 gift to Nashville school district to underwrite teen violence video
- \$10,000 gift to Boys & Girls Club of Middle Tennessee
- \$10,000 gift to Taft Youth Development Center Football program
- \$10,000 gift to Bethlehem Center of Nashville
- \$10,000 gift to Hands-on Science Center in Tullahoma, Tenn.
- \$10,000 gift to Franktown Open Hearts in Franklin, Tenn.



Nearly \$2 million has been raised for statewide charities through the Titans License Plate program.

Nancy Neville Adams, wife of Titans owner K.S. “Bud” Adams, Jr., peacefully passed away on Feb. 2, 2009.

Nancy was born in Hattiesburg, Miss., on May 18, 1924 to parents Edward McDow Neville and Amy Bethea Neville. She attended the University of Kansas in Lawrence, Kansas, where she was a member of Kappa Alpha Theta sorority. Nancy and Bud met at KU and were married on October 26, 1946. They were lifetime sweethearts for 67 wonderful years.

“She was the love of my life and we shared so many great memories together,” Adams said. “I will miss her greatly, but know how lucky we were to have each other’s company for so long.”

Nancy was a loving daughter, wife, mother and grandmother. She was predeceased by her parents and her son Kenneth Stanley Adams, III. Survivors include husband Bud Adams, daughter Susie Smith and husband Tommy, daughter Amy Strunk, grandchildren Stuart Smith, Nancy Smith, Tracy Thompson, Tommy Thompson, Blanche Strunk, Kenneth S. Adams IV and Barclay Adams. Extended family and friends Susan, Steve and Spencer Lewis, John and Linda Barrett, Theresa and John Crowley, Exie B. Williams, Edna and Lonnie Mikeska and her Wednesday Theta Luncheon Group



Nancy Adams passed away Feb. 2, 2009.

which met for over 50 years.

Nancy was a member of River Oaks Baptist Church, the Houston Alumnae Chapter of Kappa Alpha Theta and the John McKnitt Alexander Chapter of the Daughters of the American Revolution.

Nancy will be remembered as a warm and gracious lady who never met a stranger. She was a true example of a genteel Southern lady, and she will be missed by everyone whose lives she touched.



Bud and Nancy Adams were lifetime sweethearts for 67 wonderful years.

A year after celebrating the 10th season as the Tennessee Titans, the team will mark another special occasion in 2009 — the 50th anniversary of the founding of the team and the formation of the American Football League.



In 1959, after failing to acquire NFL franchises through expansion or purchase, Lamar Hunt and K.S. “Bud” Adams, Jr. resolved to form a new, competing professional football league. Hunt and Adams recruited other owners, who like themselves were looking to enter the world of football ownership but had been rebuffed. The eight original teams, whose owners would later be dubbed the “Foolish Club” for taking on



the NFL, were: the Houston Oilers (later to be known as the Tennessee Titans), Dallas Texans (Kansas City Chiefs), Denver Broncos, New York Titans (New York Jets), Los Angeles Chargers (San Diego Chargers), Buffalo Bills, Boston Patriots (New England Patriots) and Oakland Raiders. Oakland received a franchise after Minnesota, initially in the AFL group, was awarded an NFL expansion team.

The AFL played its first games in 1960, and Adams’ Oilers went on to win the first two AFL Championships. The Cincinnati Bengals and Miami Dolphins were added to the league later in the decade, and in 1970, the AFL and NFL were officially merged, becoming the American Football Conference and the National Football Conference.

The NFL will celebrate the 50th anniversary of the AFL in 2009 with a logo and uniform patch. Additionally, the original AFL clubs will wear special throw-back uniforms for select games. The Titans play five games against former AFL opponents (Bills, Chargers, Dolphins, Patriots and Jets).



Titans owner K.S. “Bud” Adams, Jr. was the co-founder of the American Football League in 1959.



Adams lured LSU running back Billy Cannon, who played a key role in the Oilers capturing the first two American Football League Championships.

ADAMS

Coaching Staff

Players

Rookies

2009 Season

Records

History

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Senior EVP, General Counsel and Exec. Asst. to Chairman of the Board



Steve Underwood is in his 19th season with the franchise, including his fourth as Senior Executive Vice President, General Counsel/Executive Assistant to Chairman of the Board. Overall, Underwood is in his 33rd year of association with the Oilers/Titans franchise.

In August of 2006, he assumed his new position and moved from Houston to Nashville. He oversees the organization in Nashville and reports directly to the owner.

On behalf of Mr. Adams in 2007, he was deeply involved in the search for the Titans' new General Manager, which resulted in the hiring of Mike Reinfeldt from the Seattle Seahawks. He interacts on a daily basis with Mr. Adams, Reinfeldt, Head Coach Jeff Fisher and Executive VP Don MacLachlan to ensure that all areas of the organization are integrated and moving in the same direction.

Since he joined the franchise in 1991, he has served as General Counsel for the franchise, a position he still holds. The Office of General Counsel handles a myriad of responsibilities, including management of Titans' salary cap and related collective-bargaining issues; involvement in negotiation and preparation of player contracts and stadium, promotional and corporate agreements; and management of litigation. He also serves as General Counsel for KSA Industries, Inc., the private holding company of Titans' owner K. S. "Bud" Adams, Jr.

Underwood was heavily involved in issues related to the franchise's relocation to Tennessee, including his role as one of the Titans' principal negotiators with local governments in Nashville, Memphis and Houston. He continues to be one of the club's principal contacts with the Sports Authority of the Metropolitan Government of Nashville and Davidson County.

In 2006, he was named to the league's Security Advisory Group, which recommends best practices in stadium security related issues. He is a member of the State

Bar of Texas and the Houston Practice Association and is admitted to practice before various federal courts. He is a frequent speaker and lecturer on sports law topics at functions, law schools and seminars in Texas and Tennessee. In 1990, Underwood was issued a special citation by a student society at Texas Southern University's College of Law for his "educational contribution to the college." In 2004, he received the University of Houston Law Center's Corporate Section Achievement Award.

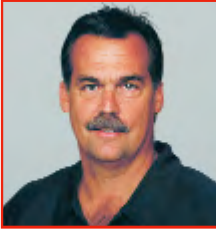
Prior to joining the franchise, Underwood was an attorney for the Houston firm of Caldwell & Hurst since 1977. For his entire tenure there, he served as the Houston Oilers' primary counsel. Underwood also served as a part-time business law/real estate instructor at Baytown Lee College from 1980-81, and at San Jacinto Junior College from 1981-85.

A native of Baytown, Texas, Underwood received his B.J. degree from the University of Texas and his law degree from the University of Houston Law Center. From 1974-76, while a law student, he was a legislative aide to a member of the Texas Legislature.

Underwood has five children, including daughters Christy (35), Melissa (29), Providence (14) and Liberty (12), and son, Dennis (17). Underwood and his wife, Frances, reside in Franklin, Tenn.



Underwood addresses finalists of the 2008 Titans Community QB Award during a special luncheon last January at LP Field.



EVP and Head Coach



Jeff Fisher is entering his 15th full season as Head Coach of the Tennessee

Titans and his 10th as Executive Vice President. Fisher holds the franchise record for wins by a head coach with 133 victories and is the NFL leader in tenure with one team among active coaches. Entering this season, he ranks 22nd on the NFL's career head coaching wins list and second among active coaches (Belichick, 153).

Over the last 10 seasons (1999-2008), Fisher has guided the franchise to six playoff appearances – only two teams (Indianapolis and Philadelphia) have more appearances during that time. During his tenure, his accomplishments include the six playoff appearances (1999, 2000, 2002, 2003, 2007, 2008), three Division titles (2000, 2002, 2008), two AFC Championship Games (1999, 2002) and one Super Bowl berth (XXXIV). He presided over the most victorious (56 regular season wins and five postseason wins) and successful five-year period in the franchise's 49-year history, between 1999 and 2003.

Last season was one of the most successful regular seasons in franchise history – capturing the AFC South title, matching a franchise best and league high 13 wins, smashing the franchise record for wins to start a season with 10 and eight players earning Pro Bowl invitations. The team was driven by a dynamic run game, an efficient passing game and one of the league's best defenses.

In 2007, Fisher helped a young team take another step in the maturation process and the final rebuilding phase as this new group of Titans qualified for the playoffs for the first time since 2003. In guiding the

team to a 10-6 record through the toughest division in the NFL, Fisher saw the franchise through a difficult re-tooling period that saw the team build from 4-12 in 2005, to 8-8 in 2006 and a playoff berth in 2007. The team followed the path of previously successful Jeff Fisher teams, ranking fifth in the NFL in rushing offense, fifth in the NFL in yards allowed on defense and recording a 5-3 mark on the road.

Hallmarks of a Fisher-led team include a stout rushing defense, the ability to possess the ball with a strong running game and poise in the midst of adversity. His ability



Entering his 15th full season, Jeff Fisher is currently the NFL's longest-tenured head coach.

to lead and shape a team is achieved through a combination of toughness and insight as a former NFL player. In 11 of the last 14 seasons, the Titans defense ranked in the top 10 against the run and ranks fourth in rushing defense over that period (Baltimore, Pittsburgh, San Diego). In 2003, the Titans finished first in the NFL in rushing defense for only the second time in franchise history (1993).

Fisher believes in the philosophy that a strong running game helps control the clock and keeps your defense fresh. In 11 of the last 13 seasons, the Titans have finished in the top half of the NFL in rushing offense including seven Top 10 finishes. Additionally, in 12 of the last 14 seasons, the Titans have finished with an average time of possession number more than 31 minutes for the season.

After rising to head coaching duties during the 1994 season, Fisher took over a team that was gutted by the emergence of the salary cap and eventually molded them into a consistent winner, overcoming any number of obstacles that were involved with moving the team from Houston to Nashville. The circumstances that surrounded the team between 1995 and 1998

helped bond the team and form an identity of strength and the ability to overcome. Fisher's teams are mentally strong, flourishing on the road where many teams will wilt. Since 1995, the Titans/Oilers have amassed the third best road record in the NFL with a 61-51 mark during that time, including a 6-2 mark during the 2008 campaign.

In 1997 (8-8) and 1998 (8-8), Fisher guided a team that was in a state of transition and laid the groundwork for the success that was to come. As the team arrived in Tennessee, two young stars began to take control as third-year quarterback Steve McNair took over a starting role and second-year running back Eddie George became a workhorse.

After years of fluidity and change, a fresh start and stability finally arrived in 1999 with a new name and the opening of the new stadium; and in this new environment, the new Titans would flourish with the foundation that had been laid. Fisher, the Titans and

Middle Tennesseans will fondly remember the accomplishments of the 1999 season, which brought the team its first AFC Championship and an appearance in Super Bowl XXXIV. Fisher and the Titans defeated AFC Central champion Jacksonville three times in 1999, handing the Jaguars their only losses. As a Wild Card team, the Titans had the most difficult route to the Super Bowl. Fisher earned his first post-season victory by defeating Buffalo 22-16, and erased a 16-0 deficit against the Rams in one of the biggest displays of heart in any second half of Super Bowl history. The Titans became only the sixth Wild Card team to earn a trip to the Super Bowl since the NFL added the Wild Card playoff team in 1978. Fisher guided the Titans to a streak of 13 consecutive wins against AFC Central Division opponents dating back to

1998. It marked the longest streak in the history of the Central Division and the third longest in the NFL since the 1970 merger.

Building on the success the Titans had during the 1999 season would be tough to accomplish, but Fisher followed the team's first AFC championship in 1999 with an AFC Central crown and the league's best record in 2000. It was the first time in franchise history that the Titans/Oilers owned the NFL's best record (13-3) and only the third time the club won the AFC Central.

In 2000, Fisher became the fifth coach in NFL history to lead his team to consecutive 13-win seasons, joining Mike Ditka (Chicago Bears, 1985-86), George Seifert (San Francisco, 1989-90), Marv Levy

(Buffalo Bills, 1990-91) and Mike Holmgren (Green Bay Packers, 1996-97). The defense reached a new level of success in 2000, earning the number one ranking in the NFL for yards allowed and surrendering



Fisher rallied the Titans to a franchise-record 10-0 start en route to his second AFC South championship in 2008.

the third lowest point total in the league since 1977.

One of his best coaching jobs came in 2002. The Titans were poised to rebound from a disappointing 2001 season which was plagued by injury. Tennessee got off to a 1-4 start and people on the outside began to doubt, but Fisher kept the team on an even keel and rallied the players to win 11 of the next 12 games, capture the AFC South title and earn a place in the AFC Championship Game. Fisher recognized that it would take time for the team to come together as nine new starters became familiar with the "Titans Way" of football. The Titans thrived in 2002 against the best teams, posting an NFL-best (tied with Oakland) 6-2 mark against teams with a winning record during the regular season. For his accomplishments, he was named

NFL Coach of the Year by Football Digest and AFC Coach of the Year by the 101 Awards in Kansas City.

In 2003, Tennessee reached the Divisional round of the playoffs for the fourth time in five years after earning a Wild Card berth with their 12-4 mark. Tennessee continued a tradition of great play at home, posting a 7-1 record at LP Field. While the defense ranked first against the run, the offense scored the second most points in franchise history (435) and became just the third franchise since 1970 to score 30 or more points in six consecutive games. On the individual side, quarterback Steve McNair earned NFL co-MVP honors, becoming only the second player in franchise history to win the honor (Earl Campbell).

During the 2004 season, the Titans struggled to overcome an array of injuries that by the end of the season accounted for 135 games missed by starters, including season-ending injuries to 10 starters, and resulted in a 5-11 record.

Also in 2004, Fisher became the fourth youngest coach (46) to win 90 regular season games since 1960. Only John Madden (41), Don Shula (41), and Bill Cowher (44) were faster to 90 wins.

The 2005 season also was a year of youth, as the Titans fielded the youngest team in the league and youngest NFL team in over a decade. Escaping from salary cap difficulties in a single season, the team was forced to jettison productive players who provided veteran leadership. This combination of youth and inexperience was the primary reason for the team's 4-12 record.

In 2005, with a win over the Houston Texans (10/9/05), he became just the 17th coach to reach the 100-win mark with one team.



Fisher owns the franchise record for most wins by a head coach with 133 victories.

In 2006, Fisher showed his experienced leadership skills in guiding a team that started 0-5 and was led by a rookie quarterback to an 8-8 record by winning eight of the last 11 contests, including a six-game win streak through November and December to finish one game short of the playoffs. Quarterback Vince Young earned Rookie of the Year honors and the offense posted the sixth highest rushing total in franchise history - the second highest in the Fisher coaching era (1997). Despite having the NFL's second youngest team on opening day, it was a team that learned to win close games, registering a 7-4 record in games decided by seven points or fewer (second most wins in that category in the NFL) and six come-from-behind victories.

During the 2006 season, Fisher became the first coach in franchise history to lead the team in 200 contests, reaching the milestone in a game against Baltimore (11/12/06). He became only the 12th coach in NFL history to coach 200 games with one team, joining George Halas, Tom Landry, Don Shula, Chuck Noll, Curly Lambeau, Bud Grant, Steve Owen, Bill Cowher, Joe Gibbs, Hank Stram and Marv Levy (Mike Shanahan joined the list in December of 2006 to make 13 coaches).

Fisher originally joined the Oilers' coaching staff on Feb. 9, 1994, after spending two seasons as the defensive backs

coach for the San Francisco 49ers. Fisher was a perfect fit for the Oilers, who were looking for a young, aggressive coach with experience in the "46" defense. Fisher had worked with the "46" for many years with former Oilers Defensive Coordinator Buddy Ryan. Fisher took over a defense that achieved dominant status in 1993, but had lost several key components to free agency. He was elevated to head coach on Nov. 14, 1994, replacing Jack Pardee, for



Fisher has guided the Titans to an impressive six playoff appearances over the last 10 years (1999-2008).

the final six games of the season.

Fisher officially began his coaching career as an assistant for Ryan and the Philadelphia Eagles in 1986, tutoring the defensive backs for three seasons before becoming the NFL's youngest defensive coordinator in 1988. One year later, under Fisher's tutelage, the Eagles' defense led the NFL in interceptions (30) and quarterback sacks (62). In 1990, Philadelphia's defense paced the league in rushing defense and ranked second in quarterback sacks.

In 1991, Fisher headed west to be reunited with his college coach John Robinson, serving as the Los Angeles Rams' defensive coordinator before joining the 49ers one year later.

A former defensive back at the University of Southern California, Fisher played for Robinson in a star-studded defensive backfield that included future NFL stars Ronnie Lott, Dennis Smith and Joey Browner. Former Titans offensive lineman Bruce Matthews also was one of Fisher's USC teammates. Fisher's career statistics included five interceptions and 108 tackles. The versatile Fisher also served as the Trojans' backup kicker and earned Pac-10 All-Academic honors in 1980.

Originally a seventh-round draft selection of the Chicago Bears in 1981, Fisher appeared in 49 games as a defensive back and return specialist in five NFL seasons. He earned a Super Bowl ring after Chicago's 1985 Super Bowl season, despite spending the year on injured reserve with an ankle injury that prema-

turally ended his playing career. During that season, Fisher began his post-playing career by assisting Ryan as an "unofficial" coach while the Bears ultimately defeated the New England Patriots in Super Bowl XX. He left Chicago in 1985 holding a number of team records including: number of punt return yards for a season with 509 yards in 1981, number of punt returns in a season with 58 in 1984, and number of punt returns in one game with eight on Dec. 16, 1984, at

Detroit. He also recorded the longest punt return by a Bear in 39 years with an 88-yard return for a touchdown on Sept. 20, 1981, against Tampa Bay.

A native of Southern California, Fisher was a high school All-America wide receiver for the Toreadors of Taft High School in Woodland Hills, Calif. Fisher is an avid fisherman and golfer. He also does considerable work off the field with little accolade. He generously donates time and money to a number of different charities, including hosting a celebrity softball game that raises money for local charities, a coach's clinic for youth/high school coaches in the Mid-South and serves as spokesman for the Country Music Kid's Marathon as well as the Jason Foundation.

He also gives back to the NFL, serving on the NFL Competition Committee since 2000 and as a co-chairman of the committee since 2001. The committee is instrumental in guiding the league through rule changes and ways to improve the game.

Fisher completed his first marathon when he ran in the Country Music Marathon in 2002. In 2001, Fisher was named the winner of the Horrigan Award, given by the Pro Football Writers of America to the NFL representative that is the most cooperative with the media. Additionally, Fisher was named the 2000 Tennessean of the Year by Nashville's Tennessean and 1999 Sports Person of the year by the Nashville Sports Council.

Fisher (born 2/25/58) has three children: sons Brandon (age 22) and Trent (age 17), and daughter Tara (age 20).



FISHER'S NFL COACHING LEDGER

- 1994-2009** Head Coach, Oilers/Titans*
- 1994** Defensive Coordinator, Houston Oilers#
- 1992-93** Defensive Backs Coach, San Francisco 49ers
- 1991** Defensive Coordinator, Los Angeles Rams
- 1988-90** Defensive Coordinator, Philadelphia Eagles
- 1986-88** Defensive Backs Coach, Philadelphia Eagles

* Last six games in 1994
 # First 10 games in 1994

FISHER'S CAREER COACHING RECORD

<u>Year</u>	<u>Team</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>Pct.</u>	<u>Place</u>	<u>Notes</u>
1994	Houston Oilers*	1	5	0	.167	4th	
1995	Houston Oilers	7	9	0	.438	2nd (tie)	
1996	Houston Oilers	8	8	0	.500	3rd (tie)	
1997	Tennessee Oilers	8	8	0	.500	3rd	
1998	Tennessee Oilers	8	8	0	.500	2nd	
1999	Tennessee Titans	13	3	0	.813	2nd	Wild Card Berth
2000	Tennessee Titans	13	3	0	.813	1st	Division Champion
2001	Tennessee Titans	7	9	0	.438	3rd (tie)	
2002	Tennessee Titans	11	5	0	.688	1st	Division Champion
2003	Tennessee Titans	12	4	0	.750	2nd	Wild Card Berth
2004	Tennessee Titans	5	11	0	.313	4th	
2005	Tennessee Titans	4	12	0	.250	3rd	
2006	Tennessee Titans	8	8	0	.500	2nd	
2007	Tennessee Titans	10	6	0	.625	3rd	Wild Card Berth
2008	Tennessee Titans	13	3	0	.813	1st	Division Champion

Postseason

<u>Year</u>	<u>W</u>	<u>L</u>	<u>T</u>	<u>Pct.</u>	<u>Notes</u>
1999	3	1	0	.750	AFC Champion
2000	0	1	0	.000	
2002	1	1	0	.500	
2003	1	1	0	.500	
2007	0	1	0	.000	
2008	0	1	0	.000	

Career Totals

Regular Season	128	102	0	.557
Postseason	5	6	0	.455
All Games	133	108	0	.552

* Interim head coach

FISHER

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JEFF FISHER

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Regular Season

Postseason

	Overall		Home		Away		Overall		Home		Away	
	W	L	W	L	W	L	W	L	W	L	W	L
AFC South												
Houston	11	3	6	1	5	2	0	0	0	0	0	0
Indianapolis	5	9	3	4	2	5	1	0	0	0	1	0
Jacksonville	16	12	7	7	9	5	1	0	0	0	1	0
Totals	32	24	16	12	16	12	2	0	0	0	2	0
AFC North												
Baltimore	8	8	4	4	4	4	1	2	0	2	1	0
Cincinnati	13	6	5	4	8	2	0	0	0	0	0	0
Cleveland	7	5	3	3	4	2	0	0	0	0	0	0
Pittsburgh	11	7	7	2	4	5	1	0	1	0	0	0
Totals	39	26	19	13	20	13	2	2	1	2	1	0
AFC East												
Buffalo	4	1	2	0	2	1	1	0	1	0	0	0
Miami	2	6	1	2	1	4	0	0	0	0	0	0
New England	1	3	1	1	0	2	0	1	0	0	0	1
N.Y. Jets	4	4	3	3	1	1	0	0	0	0	0	0
Totals	11	14	7	6	4	8	1	1	1	0	0	1
AFC West												
Denver	1	2	1	1	0	1	0	0	0	0	0	0
Kansas City	3	4	1	2	2	2	0	0	0	0	0	0
Oakland	5	3	4	1	1	2	0	1	0	0	0	1
San Diego	0	4	0	2	0	2	0	1	0	0	0	1
Totals	9	13	6	6	3	7	0	2	0	0	0	2
AFC Totals	91	77	48	37	43	40	5	4	2	1	3	3
NFC South												
Atlanta	4	0	2	0	2	0	0	0	0	0	0	0
Carolina	2	1	1	1	1	0	0	0	0	0	0	0
New Orleans	4	0	1	0	3	0	0	0	0	0	0	0
Tampa Bay	4	1	3	0	1	1	0	0	0	0	0	0
Totals	14	2	7	1	7	1	0	0	0	0	0	0
NFC North												
Chicago	1	3	0	2	1	1	0	0	0	0	0	0
Detroit	3	1	1	1	2	0	0	0	0	0	0	0
Green Bay	3	1	2	0	1	1	0	0	0	0	0	0
Minnesota	1	4	1	1	0	3	0	0	0	0	0	0
Totals	8	9	4	4	4	5	0	0	0	0	0	0
NFC East												
Dallas	2	2	1	1	1	1	0	0	0	0	0	0
N.Y. Giants	4	1	3	1	1	0	0	0	0	0	0	0
Philadelphia	3	0	1	0	2	0	0	0	0	0	0	0
Washington	3	1	1	1	2	0	0	0	0	0	0	0
Totals	12	4	6	3	6	1	0	0	0	0	0	0
NFC West												
Arizona	1	2	0	1	1	1	0	0	0	0	0	0
St. Louis	1	1	1	0	0	1	0	1	0	1+	0	0
San Francisco	1	2	1	1	0	1	0	0	0	0	0	0
Seattle	0	5	0	2	0	3	0	0	0	0	0	0
Totals	3	10	2	4	1	6	0	1	0	1+	0	0
NFC Totals	37	25	19	12	18	13	0	1	0	1+	0	0
NFL Totals	128	102	67	49	61	53	5	6	2	2	3	3

+Neutral

0 1 (neutral)



EVP of Administration and Facilities



Don MacLachlan is in his 19th season with the Titans and his 12th as Executive

Vice President. He is responsible for all non-football operations with the organization, including marketing, corporate sales, ticketing, community relations, media relations, broadcasting, is president of Tennessee Titans Entertainment, Inc. and oversees LP Field and Baptist Sports Park.

Since the team relocated to Nashville, he has played an aggressive role in securing team sponsorships and corporate relationships, while interfacing with the Titans' radio and broadcasting partners. MacLachlan's efforts have created an excitement surrounding the team, built a fun and festive experience for fans at home games, and worked hard to link the organization with the greater Nashville community and the entire Mid-South region on a number of different levels.

MacLachlan's labors helped launch a successful campaign in 1999 that increased the team's recognition throughout the region. Under his leadership, the club has sold out a franchise-record 114 consecutive home games (through 2009). For the 10th consecutive season in 2008 the team drew over 500,000 fans, a mark that was never touched for the franchise's first 39 years. The team's radio network is comprised of over 75 stations in the Mid-South and ranks as one of the largest in the league. In addition,

MacLachlan helped oversee the club's move to Nashville in 1997.

The Detroit, Mich. native started his tenure with the Houston Oilers in March 1991, as Vice President of Marketing and Broadcasting. He was elevated to Senior Vice President in 1994 and was promoted to Executive Vice President of Marketing,

Broadcasting and Ticketing in 1997. MacLachlan oversaw marketing, media, community relations, and the ticket office while in Houston. He also served as the liaison between both the radio and television rights-holders. MacLachlan administered off the field operations in both Memphis and Nashville during the club's first season in Tennessee in 1997.

MacLachlan began his career in 1978 in the athletic department at Northwestern University, where he worked for 13 years. He first served as both Assistant Sports Information Director and Golf Coach. In 1981, MacLachlan was named Athletic Ticket Manager, and he was promoted to Assistant Athletic Director in 1985. MacLachlan was promoted to Associate Athletic Director in 1988 and remained in that role until joining the Oilers.

MacLachlan currently serves on the



MacLachlan is a key member of an experienced Titans executive staff that includes GM Mike Reinfeldt (center) and Senior EVP/General Counsel Steve Underwood (right).

board for the Nashville Sports Council, Music City Bowl and the Tennessee Sports Hall of Fame.

A 1978 graduate of the University of Michigan, Don and his wife Kathy are parents of two daughters: Shannon (20) and Kelly (16).



EVP and General Manager



Mike Reinfeldt enters his 29th season in the NFL, third as **Titans**

Executive Vice President/General Manager and 11th with the Oilers/Titans franchise. Reinfeldt's first tenure with the team was from 1976-83 as an All-Pro safety. He rejoined the franchise in 2007, after spending seven years with the Seattle Seahawks.

Reinfeldt has built an impressive resume during his career in sports, gaining 23 years of experience as a front office executive and another nine as an NFL player. In his 17 years as an NFL executive split between Tennessee, Seattle and Green Bay, the teams he was associated with have won a combined seven division titles, made 12 playoff appearances, four NFC Championship game appearances, three Super Bowl appearances, captured one world title (1996), amassed 14 winning seasons and tallied 165 regular season wins.

In his first two years with the Titans he has shown the ability to build a team through the draft, free agency and young talent retention. In his first three years of free agency, key players added to the roster include cornerback Nick Harper, wide receivers Justin Gage and Nate Washington, guard Jake Scott, tight end Alge Crumpler and defensive tackle Jovan Haye.

From a draft standpoint, the team has continued to see an influx of talent arrive. Both safety Michael Griffin, the 2007 first round selection, and running back Chris Johnson, the 2008 first round selection, were selected to the Pro Bowl last season. Over the last year and a half, Gage, fullback Ahmad Hall, defensive tackle Tony Brown, guard Eugene Amano, offensive tackles Michael Roos and David Stewart, kicker Rob Bironas, safety Vincent Fuller and quarterback Kerry Collins each signed long-term deals that add to the stability of the roster.

In Seattle, Reinfeldt last held the title of Vice President of Football Administration and was responsible for player contract

negotiations, salary cap management, player evaluations and numerous aspects of the day-to-day football operations. In eight seasons at Green Bay, he served a number of roles, including Chief Financial Officer for three years (1991-93) and VP of Administration from 1994-98. While with the Packers and under his financial leadership, the team's cash reserves went from \$4.5 million in 1991 to more than \$50 million in 1998 and improved in revenues from 23rd in 1993 to ninth in 1997. Additionally, Reinfeldt was instrumental in bringing general manager Ron Wolf to the Packers in 1991. When Mike Holmgren left the Packers for Seattle, he handpicked Reinfeldt to join him with the Seahawks with the title of Senior Vice President (1999-03).

Reinfeldt was a safety for the Oilers franchise from 1976-83, earning Pro Bowl, All-Pro and AFC Defensive Player of the Year (Kansas City Committee of 101) honors in 1979. He ranks seventh on the club's career interception list with 26 and matched the team record for interceptions in a season with 12 in 1979, which also led the NFL that season. Reinfeldt started 102



Former Houston Oilers safety Mike Reinfeldt was hired as the Titans' new general manager in February of 2007.

consecutive games as the franchise reached the height of the “Luv Ya Blue” era and the team advanced to two AFC Championship games (1978 and 1979). He entered the NFL in 1975, as an undrafted free agent out of the University of Wisconsin-Milwaukee, originally signing with the Oakland Raiders, spending one season on injured reserve and playing in two games in 1976, before being waived and signed by the Oilers.

Before joining the Packers’ front office in 1991, Reinfeldt spent three years (1988-90) at the University of Southern California as the associate athletic director



Reinfeldt was a standout safety for the Houston Oilers from 1976-83, earning All-Pro honors in 1979 with a franchise-record 12 interceptions, a mark that still stands today.



Reinfeldt speaks with NFL Commissioner Roger Goodell prior to the Titans’ home game against Indianapolis on Monday Night Football.

and spent another three years (1985-88) with the Los Angeles Raiders as the Chief Financial Officer. He earned an MBA in management and finance at Houston Baptist University.

A native of Baraboo, Wisc., Reinfeldt was a four-year starter at the University of Wisconsin-Milwaukee and recorded a school-record 24 interceptions, while earning a degree in marketing. He is the only player from the University of Wisconsin-Milwaukee program to play in the NFL, a distinction which should stand since the school dropped football as a sport in 1975.

The 55-year old Reinfeldt and his wife, Susan, have two children – Jared (15) and Elise (14).

REINFELDT’S BACKGROUND

- 2007-09:** EVP/General Manager, Tennessee Titans
- 2005-06:** Vice President of Football Operations, Seattle Seahawks
- 1999-03:** Senior Vice President, Seattle Seahawks
- 1994-98:** Vice President of Administration, Green Bay Packers
- 1991-03:** Chief Financial Officer, Green Bay Packers
- 1988-90:** Associate Athletic Director, U. of Southern California
- 1985-87:** Chief Financial Officer, Los Angeles Raiders
- 1976-83:** Safety, Houston Oilers
- 1975-76:** Safety, Oakland Raiders



**Vice President/
Asst. General Counsel**



Elza Bullock is in his 11th season with the Titans and his fifth season as

Circuit, the United States Court of Appeals for the Sixth Circuit and the United States Tax Court. He is also a Certified Public Accountant licensed in Texas.

Vice President/Assistant General Counsel. He handles a variety of legal duties for the Titans and the related football companies, including litigation, employment matters, corporate transactions and the negotiation and preparation of vendor contracts.

A Houston native, Bullock received his B.B.A., with honors, from the University of Texas at Austin. He received his law degree, with honors, from the University of Houston where he was a member of the Houston Law Review and the Order of the Barons.

In addition to his duties for the Titans and the other football companies, Bullock also serves as Assistant General Counsel for KSA Industries, Titans owner K. S. "Bud" Adams, Jr.'s private holding company, as well as Mr. Adams' automobile dealerships, his aviation company and his ranching company.

Prior to joining the Titans, Bullock was in private practice in Houston working in a wide variety of legal areas, including corporate securities, municipal bonds, corporate transactions and litigation.

He served as outside counsel for the Houston Oilers and was actively involved in negotiations to move the franchise to Tennessee.

Bullock is a member of the State Bar of Texas, the Houston Bar Association and is licensed to practice law in the State of Texas, the United States District Court for the Southern District of Texas, the United States Court of Appeals for the Fifth



Bullock handles a variety of legal duties for the Titans and KSA Industries, Mr. Adams' private holding company.

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Vice President of Community Relations



Bob Hyde is in his 21st season with the Titans and 12th as Vice President/Community Relations. His tenure spans four of the team's five decades. One of the hallmarks of the Titans' success has been the team's presence in the community and a responsibility to make a positive impact in that community. Hyde has directed that effort for the franchise in a multi-faceted way.

For the past 12 years, Hyde and the team's staff have partnered with Titans Radio to make the annual Titans Caravan the team's major fan outreach program each spring. During those 12 years, the Titans Caravan has made more than 565 stops, touching an estimated 350,000 fans in Tennessee, Alabama and Kentucky since its inception in 1998. A model program, the Caravan uses a variety of interactions to reach a wide-range of fans and affect communities in a positive way. He has successfully coordinated the club's major fundraiser in the Titans Charity Golf Classic, which has raised more than \$1.4 million during the past 11 years for local charities through the Titans Foundation.

Hyde is heavily involved in the Titans specialty license plate program, which has seen Titans owner Bud Adams raise almost two million dollars for statewide charities from the sale of the motor vehicle plates over the first six years.

Hyde also serves as the club's contact for grants to improve football fields at area schools and parks. To date, more than \$550,000 has been secured in recent years from a program funded by Adams, his fellow NFL owners and NFL players to improve football fields in Nashville/Davidson County and Nashville's seven contiguous counties. He also serves as the main contact for the Titans/USA Football Youth Coaches School and the local Punt, Pass and Kick competition.

His office is responsible for the team's relationships with area non-profit organizations, player appearances, special events and memorabilia donation requests to assist local charities in their fundraising efforts.

In 1998, Hyde served as the club's liaison between Mr. Adams and the Titans Advisory Council. The information gathered by the council and from focus groups that included hundreds of fans across the state, aided Adams in giving the franchise a new name, logo and uniform.

A native of Tullahoma, Tenn., Hyde returned to the franchise in 1998 in his current position. He was a member of the team's media relations department from 1977-85, serving as the team's Media Director from 1980-85.



Hyde's department organizes the Titans Charity Golf Classic, which has raised more than \$1.4 million for statewide charities through the Titans Foundation.

Hyde also spent five years with the PGA TOUR serving as a media official prior to returning to the Titans in 1998.

Hyde is a member of the Board of Directors of the Middle Tennessee Chapter of the National Football Foundation and College Hall of Fame.

A graduate of Tullahoma (Tenn.) High School, Hyde attended Middle Tennessee State University before transferring to the University of Houston. Hyde is single and has two daughters, Ashley (24) and Hannah (18). He resides in Nashville, Tenn.

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Vice President/CFO



Jenneen Kaufman is in her 13th season, including her first as Vice

President/CFO for the Titans. Kaufman spent her first 11 seasons as the team's controller before being promoted to Vice President/Controller in 2008. With her recent promotion, she becomes the club's highest-ranking female executive.

Kaufman is responsible for financial reporting, budgeting and the Collective Bargaining Agreement audit for the franchise. She also oversees the accounting of ticket and suite sales, sponsorships and broadcast revenues, player and staff payroll, while assisting with special projects. In addition, she oversees the accounting for LP Field, including concerts, TSU football games, the Music City Bowl and other events; and serves as human resources liaison for all Titans employees in Nashville.

Last year, Titans owner K.S. "Bud" Adams, Jr. selected Kaufman to attend the NFL's Stanford Program for Managers, which included a wide range of educational programs designed for league executives.

Before joining the Titans, Kaufman was Vice President of Finance and Human Resources for the American Cancer



Kaufman and EVP of Administration and Facilities Don MacLachlan (right) present a plaque to Regions Bank for its assistance with "Drive for Relief" during a luncheon honoring volunteerism at LP Field.

Society from 1995-97. She previously worked for Arthur Andersen LLP (1992-95) as an audit division senior accountant.

A native of Knoxville, Tenn., Kaufman graduated summa cum laude with a B.S. in Business Administration from the University of Tennessee. She earned her CPA certification in 1994 and is a member of the Tennessee Society of CPA's, serving as the chair of the Sports and Entertainment Conference Committee.

For the past eight years, Kaufman has participated in the Tennessee Society of CPA's Accounting Academy, promoting accounting to high school students throughout Tennessee. Kaufman is featured in an award-winning video produced by the American Institute of Certified Public Accountants. The video is played for high school and college students across the country seeking to get into the accounting field.

An active member of the Nashville community, Kaufman serves as a volunteer at her church and speaks at various financial seminars in Nashville. She and her daughter, Maggie (5), reside in Nashville, Tenn.



Kaufman (left) helps break ground for the American Cancer Society's Hope Lodge. Titans owner K.S. "Bud" Adams, Jr. donated \$33,000 to the Nashville project, which provides cancer patients with housing and special care throughout their treatment process.



Vice President of Marketing



of Marketing and 19th overall in the National Football League.



In addition to his marketing responsibilities, Ockenfels oversees all gameday production at LP Field.

Ockenfels is responsible for developing corporate sponsorship packages, retail promotions and gameday presentations and enhancements for Titans games. In 2008, he directed the Titans 10-Year Campaign by coordinating a number of elements that helped celebrate the team's 10th season as "Titans."

In 2006, Ockenfels was the point person for negotiating a 10-year naming rights deal with LP Building Products that resulted in the LP Field name and various marketing offshoots between the Titans and LP.



Ockenfels joined the Titans in 1998 after a seven-year stint as assistant marketing director with the Green Bay Packers.

Ockenfels also helped launch the Titans' syndicated feature television show, "Titans All Access," which enters its seventh season in 2009 and brings Titans programming into eight television markets throughout the Mid-South region.

During the 2000 season, The Sporting News selected the Tennessee Titans' gameday atmosphere the best in the NFL. Ockenfels has worked with a variety of national programs and personalities to create fun and interesting elements for fans at LP Field, including Jeopardy, Family Feud, Who Wants to Be a Millionaire, Wheel of Fortune, The Rock, Frank Caliendo and Budweiser's "Real Men of Genius."

Prior to joining the Titans, Ockenfels was the Assistant Director of Marketing for the Green Bay Packers from 1992-98 after joining the team as an intern in 1991. Ockenfels served on the advance team for the Packers in Super Bowls XXXI and XXXII and Super Bowl XXXIV for the Titans.

A native of Iowa City, Iowa, Ockenfels earned his B.A. from the University of Northern Iowa and M.S. from Western Illinois University.

Ralph and his wife, Jannette, reside in Franklin, Tenn.



Vice President of Sales and Operations

Stuart Spears enters his 23rd season with the organization and his first as

Vice President of Sales and Operations. For the past three seasons he was the Senior Director of Sales and Operations. Spears' primary responsibilities include the administration of the club's sales and advertising efforts and the coordination of all team travel and training camp activities.

Spears began his tenure with the Oilers in 1987 in the ticket office. He worked in the ticket department for five years, finishing as the club's Assistant Director of Ticket Administration and Services until 1992, when he assumed the duties of Marketing and Broadcasting Assistant. He was promoted to Sales and Promotions Coordinator in 1995 and to Director of Sales and Operations in 1998.

Playing a role in preparing for the team's relocation to Tennessee, Spears was actively involved in the promotion of luxury suite and personal seat license sales. He also worked on a wide range of operational and political activities. He moved to Tennessee in December of 1995 in order to prepare for the team's arrival in 1997.

A native of Wilmington, Del., Spears is a graduate of Baylor University with a B.A. degree in Journalism and Marketing. He and his wife Joyce reside in Franklin with their sons, Wesley (18) and Dustin (14).



Spears is one of the team's longest-tenured employees, now in his 23rd season with the franchise.



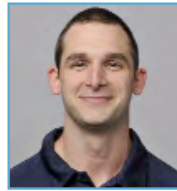
Mike Ackerley
Director of College
Scouting - Eastern Region



K.S. Adams, IV
Admin. Asst. to Senior
EVP, General Counsel



Brent Akers
Operations Manager



Derek Amelunke
Audio/Visual Technician



Joey Barranco
Assistant Equipment
Manager



Blake Beddingfield
Scouting Coordinator



Linda Bell
Exec. Asst. to Owner/
Chairman/President CEO



Steve Berk
Director of Security



Ray Biggs
College Scout



James Bohling
Operations
Technician Staff



Robbie Bohren
Director of Media
Relations



Mark Brant
Facilities Coordinator



C.O. Brocato
National Supervisor of
College Scouting



Brad Brown
Head Athletic Trainer



Dr. Thomas Byrd
Team Physician



Casey Carter
Assistant Athletic
Trainer



Marty Collins
Senior Director of
Ticketing



Anthony Darby
Community Relations
Assistant



Lake Dawson
Director of Pro Scouting



Dr. Burton F. Elrod
Team Physician

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Gary Glenn
*Director of Internet
Operations/Publications*



Jay Goerhing
Groundskeeper



Tresa Halbrooks
*Manager of Community
Relations*



Anthony Hall
*Ticketing/Hospitality Club
Member Manager*



Jeff Harding
Internet Coordinator



Dempsey Henderson
Facilities Manager



Gwen Hernandez
Accounting Services



Lorena Hollingsworth
Operations Assistant



Russ Hudson
*Director of Information
Systems*



Mike Keith
*Director of
Broadcasting*



Stacie Kinder
*Director of
Cheerleaders*



Trey Koziol
Pro Personnel Assistant



Vincent Marino
*Senior Director of
Football Administration*



Jorene Martin
*Assistant to Senior EVP,
General Counsel*



Desiree Maxwell
*Administrative
Assistant/Coaching*



Brad McClanahan
Marketing Manager



Lynne McCracken
*Exec. Asst. to EVP of
Administration/Facilities*



Shannon McPeters
*Payroll/Accounting
Services*



Johnny Meads
College Scout



Jose Medrano
Maintenance Technician



Don Moseley
Assistant Athletic
Trainer



Pete Nelson
Mascot Coordinator



Phil Neri
Regional Scout



Paul Noska
Equipment Manager



Jason Novak
Asst. to Strength &
Conditioning Coach



Walter Overton
General Manager
LP Field



Anthony Pastrana
Video Director



Craig Patterson
Assistant Video Director



Lauren Pedde
Administrative
Assistant/Scouting



Craig Pelat
Assistant Director of
Information Systems



Terry Porch
Head Groundskeeper



Cole Proctor
College Scout



Jared Puffer
Media Relations
Assistant



Jose Reyes
Maintenance
Technician



Sharon Rhome
Asst. to Executive Vice
President/Head Coach



Christa Roberts
Ticket Office Assistant



Dr. Craig Rutland
Team Physician



Jon Salge
College Scout



Brenda Saradjian
Exec. Asst. to Owner
Chairman/President CEO



George Sargent
Engineering Manager

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Alesia Schulz
*Executive Assistant to
EVP and General
Manager*



Richard Shelton
College Scout



Rhonda Smith
Accountant



Dwight Spradlin
*Assistant Director of
Media Relations*



Marvin Sunderland
College Scout



Brandon Taylor
Pro Personnel Assistant



Matt Thompson
Equipment Assistant



T-Rac
Titans Mascot



Tina Tuggle
*Director of Player
Development*



Bill Wainwright
*Director of Suite Sales
and Services*



Pat Walden
Receptionist



Josh Ward
*Assistant Ticket
Manager*



Blu Whipple
*Assistant General
Counsel*



Dr. John Williams
Team Physician



Tim Zenner
*Assistant Ticket
Manager*



Cindy Zermeño
*Assistant to VP Assistant
General Counsel*