

*Preseason*

<u>DAY</u>	<u>DATE</u>	<u>OPPONENT</u>	<u>KICKOFF+</u>	<u>TV</u>
Saturday	8/9	<b>ST. LOUIS</b>	7:00 p.m.	WKRN
<i>LP Big Brothers Big Sisters Game</i>				
Friday	8/15	<b>OAKLAND</b>	7:00 p.m.	FOX
<i>AT&amp;T Boys &amp; Girls Club Game</i>				
Friday	8/22	at Atlanta	6:30 p.m.	WKRN
Thurs.	8/28	at Green Bay	6:00 p.m.	WKRN

*Regular Season*

<u>DAY</u>	<u>DATE</u>	<u>OPPONENT</u>	<u>KICKOFF+</u>	<u>TV</u>
Sunday	9/7	<b>JACKSONVILLE</b>	Noon	CBS
Sunday	9/14	at Cincinnati	Noon	CBS
Sunday	9/21	<b>HOUSTON</b>	Noon	CBS
Sunday	9/28	<b>MINNESOTA</b>	Noon	FOX
Sunday	10/5	at Baltimore	Noon	CBS
Sunday	10/12	BYE		
Sunday	10/19	at Kansas City	Noon	CBS
Monday	10/27	<b>INDIANAPOLIS</b>	7:30 p.m.	ESPN
Sunday	11/2	<b>GREEN BAY</b>	Noon	FOX
Sunday	11/9	at Chicago	Noon	CBS
Sunday	11/16	at Jacksonville	Noon*	CBS
Sunday	11/23	<b>N.Y. JETS</b>	Noon*	CBS
Thursday	11/27	at Detroit	11:30 a.m.	CBS
Sunday	12/7	<b>CLEVELAND</b>	Noon*	CBS
Sunday	12/14	at Houston	Noon*	CBS
Sunday	12/21	<b>PITTSBURGH</b>	Noon*	CBS
Sunday	12/28	at Indianapolis	Noon*	CBS

*+All Kickoff Times Central \*Times Subject to Change*

*Post-Season*

- Saturday, 1/3: AFC/NFC Wild Card Playoffs (NBC)
- Sunday, 1/4: AFC/NFC Wild Card Playoffs (CBS and FOX)
- Saturday, 1/10: AFC/NFC Divisional Playoffs (CBS and FOX)
- Sunday, 1/11: AFC/NFC Divisional Playoffs (CBS and FOX)
- Sunday, 1/18: AFC/NFC Championship Games (CBS and FOX)
- Sunday, 2/1: SB XLIII at Raymond James Stadium, Tampa, FL (NBC)
- Sunday, 2/8: AFC-NFC Pro Bowl in Honolulu, Hawaii (NBC)

Fingertip Info

## BAPTIST SPORTS PARK

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

Coaching Staff

## TRAINING CAMP

- Baptist Sports Park (July 25 – Aug. 20)

Players

## 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)

Rookies

## TITANS' OFFICIAL WEB SITE

www.titansonline.com

2007 Season

## TITANS COLORS

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

Records

## DIVISION/CONF./LEAGUE TITLES

- Two AFL Championships (1960, 1961)
- One AFC Championship (1999)
- Four AFL Eastern Division Championships (1960, 1961, 1962, 1967)
- One AFC South Division Championship (2002)
- 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)
- 20 Playoff Appearances (1960, 1961, 1962, 1967, 1969, 1978, 1979, 1980, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1999, 2000, 2002, 2003, 2007)

History

Playoff History

Sidelines

## 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:** ..... 350-368-6  
Home: ..... 203-157-2  
Road: ..... 147-211-4  
As Titans: ..... 83-61-0  
As Oilers: ..... 267-307-6  
**Postseason:** ..... 14-18  
Home: ..... 6-4  
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) ... 120  
Wins (QB) ... Steve McNair (1995-2005) ... 81

## FRANCHISE RECORD HOLDERS/SEASON

Rushing Yards ... Earl Cambell (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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SPECIAL THANKS: Brenda Saradjian, Linda Bell, Steve Cole, Bob Hyde, Larry Stone, Mike Keith, Chris Holmes, Shannon McLaughlin, Elias Sports Bureau, Santo Labombarda

2007 Attendance .....	508	Player Roster, All-Time.....	441
2007 Game-by-Game Defense .....	282	Playoff Game Summaries .....	522
2007 Game-by-Game Offense .....	281	Playoff Leaders, All-Time.....	513
2007 Game-by-Game Passing.....	283	Playoff Records, Individual .....	514
2007 Game-by-Game Punting .....	283	Playoff Records, Team .....	517
2007 Game-by-Game Receiving.....	285	Playoff Big Days/Top Performances.....	521
2007 Game-by-Game Rushing .....	284	Post-Season Record .....	512
2007 Game Summaries.....	270	Practice Squad, All-Time .....	448
2007 Player Participation .....	286	Preseason Results .....	422
2007 Playoff Statistics .....	288	Preseason Summary .....	424
2007 Preseason Statistics .....	287	Primetime Game Results .....	510
2007 Regular Season Statistics.....	279	Pro Bowl Leaders .....	290
2007 Defense/Special Teams Statistics.....	280	Pro Football Hall of Fame.....	466
Adams, Jr., K.S. "Bud".....	6	Quarterbacks, All-Time Starters .....	449
Adams in the Community.....	10	Receiving, Career 100-Yard Games .....	322
Attendance, All-Time .....	519	Records, Individual .....	304
Baptist Sports Park – Practice Facility .....	541	Record Section .....	289
Bullock, Elza.....	25	Records, Team.....	312
Charity Golf Classic .....	548	Reinfeldt, Mike .....	23
Coaches Roster, All-Time .....	440	Retired Jerseys .....	474
Coaching Staff .....	29	Rookie Player Bios .....	248
Community Relations Recap .....	544	Rookie Free Agent Bios .....	262
Draft Selections, All-Time .....	430	Roster, Alphabetical .....	266
Fingertip Information .....	2	Rushing, Career 100-Yard Games .....	322
Fisher, Jeff.....	16	Schedule, Titans 2008.....	1
Franchise Homes.....	477	Schedule, NFL 2008 .....	555
Free Agency History .....	439	Series Results, All-Time .....	425
Game-Winning Field Goals .....	319	Series Results/Summary, All-Time.....	424
Head Coaches Roster, All-Time .....	440	Shutouts, All-Time .....	318
History Section .....	325	Sidelines .....	539
Historical Highlights.....	479	Staff Directory .....	4
Home and Away Records .....	503	Staff Bios .....	47
Honors, All-Time .....	456	Staff Photos .....	61
Hottest/Coldest Games .....	504	Team Leaders, All-Time .....	290
How Roster Was Built.....	268	Ten Largest Margins .....	323
Hyde, Bob.....	26	Titans All-Access .....	543
Kaufman, Jenneen.....	27	Titans/Oilers Hall of Fame .....	475
League Leaders, All-Time .....	290	Titans Radio .....	542
LP Field.....	540	Titans Logos .....	455
MacLachlan, Don .....	22	Top Performances .....	320
Media Policy .....	558	Training Camp History .....	541
Medical Glossary .....	553	Two-Point Conversions, All-Time.....	317
Memoriums .....	63	Underwood, Steve .....	14
Month-by-Month Records .....	504	Veteran Player Bios.....	65
NFL Europa Roster, All-Time .....	449	Won/Loss Record .....	507
Ockenfels, Ralph.....	28	Year-by-Year Defensive Rankings .....	303
Oilers Logo History .....	476	Year-by-Year Leaders .....	294
Overtime Game Summaries .....	505	Year-by-Year Offensive Rankings.....	302
Others With Pro Experience .....	242	Year-by-Year Statistical Reviews .....	326
Passing, Career 100-Yard Games .....	322	Young, Vince.....	235
Playoff History .....	511		

Staff Directory  
Coaching Staff  
Players  
Rookies  
2007 Season  
Records  
History  
Playoff History  
Sidelines

## EXECUTIVES

Founder, Owner, Chairman of the Board, President and CEO .....K.S. “Bud” Adams, Jr.  
Owner and Vice Chairman of the Board.....Nancy N. Adams

### ***Executive Vice Presidents***

Senior EVP, General Counsel/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 Relations .....Bob Hyde  
Vice President/Controller.....Jenneen Kaufman  
Vice President/Marketing.....Ralph Ockenfels

## COACHING STAFF

Offensive Coordinator .....Mike Heimerdinger  
Defensive Coordinator .....Jim Schwartz  
Assistant Head Coach/Linebackers .....Dave McGinnis  
Defensive Assistant/Quality Control .....Matt Burke  
Running Backs .....Earnest Byner  
Defensive Backs.....Chuck Cecil  
Assistant Special Teams.....Marty Galbraith  
Wide Receivers.....Fred Graves  
Quarterbacks .....Craig Johnson  
Special Teams .....Alan Lowry  
Offensive Line .....Mike Munchak  
Assistant Secondary .....Marcus Robertson  
Defensive Line .....Jim Washburn  
Strength and Conditioning .....Steve Watterson  
Tight Ends.....John Zernhelt

## FOOTBALL OPERATIONS

Senior Director of Football Administration .....Vincent Marino  
Director of Player Development.....Tina Tuggle  
Equipment Manager .....Paul Noska  
Assistant Equipment Manager.....Joey Barranco  
Equipment Assistant.....Matt Thompson  
Video Director .....Anthony Pastrana  
Assistant Video Director .....Craig Patterson  
Executive Assistant to EVP and Head Coach.....Sharon Rhome  
Executive Assistant to EVP/General Manager .....Alesia Bradley  
Administrative Assistant/Coaching .....Dowell Loggains  
Administrative Assistant/Coaching .....Richie Wessman  
Administrative Assistant to Senior EVP/General Counsel .....K.S. Adams, IV  
Administrative Assistant to EVP/General Manager.....Bradley P. Wasilition  
Assistant to Strength & Conditioning Coach .....Jason Novak

### ***Medical Staff***

Head Athletic Trainer .....Brad Brown  
Assistant Athletic Trainer.....Don Moseley  
Assistant Athletic Trainer.....Geoff Kaplan  
Team Physician .....Dr. Thomas Byrd  
Team Physician .....Dr. Burton F. Elrod  
Team Physician.....Dr. Craig Rutland  
Team Physician .....Dr. John Williams

### ***Player Personnel/Development***

Director of Pro Scouting.....Lake Dawson  
National Supervisor of College Scouting .....C.O. Brocato  
Director of College Scouting - Eastern Region.....Mike Ackerley  
Scouting Coordinator.....Blake Beddingfield  
College Scout .....Ray Biggs

College Scout.....	Johnny Meads
College Scout .....	Phil Neri
College Scout.....	Cole Proctor
College Scout.....	Richard Shelton
College Scout.....	Marvin Sunderland
Pro Personnel Assistant .....	Jon Salge
Pro Personnel Assistant.....	Brandon Taylor
Administrative Assistant/Scouting .....	Lauren Pedde
Scouting Consultant.....	Bo Bolinger

## **ADMINISTRATION**

Senior Director of Sales and Operations.....	Stuart Spears
Operations Manager .....	Brent Akers
Marketing Manager .....	Brad McClanahan
Executive Assistant to EVP of Administration and Facilities.....	Lynne McCracken
Administrative Assistant to EVP of Administration and Facilities .....	Anthony Darby
Director of Broadcasting .....	Mike Keith
Director of Information Systems.....	Russ Hudson
Assistant Director of Information Systems .....	Craig Pelat
Director of Internet Operations/Publications.....	Gary Glenn
Manager of Community Relations .....	Tresa Halbrooks
Accountant .....	Rhonda Smith
Assistant General Counsel .....	Blu Whipple
Director of Security.....	Steve Berk
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
Executive Assistant to Senior EVP, General Counsel .....	Jorene Martin
Assistant to VP/Assistant General Counsel .....	Cindy Zermeño

## **LP FIELD & BAPTIST SPORTS PARK MANAGEMENT**

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

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



Adams

Coaching Staff

Players

Rookies

2007 Season

Records

History

Playoff History

Sidelines

Entering his 49th year as Founder, Owner, Chairman of the Board, 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 five playoff appearances, including an AFC Championship (1999), AFC Central title (2000), AFC South title (2002), 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).

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.

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



*Adams enters his 49th season as Founder, Owner, Chairman of the Board, President and CEO of the Titans/Oilers franchise.*

and was assigned to a PAC-Fleet carrier unit, where he served as an aviation engineering officer. He returned to the U.S. in 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 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.

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 hard-working 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



*Adams honored Bruce Matthews (right) during a special on-field presentation in which the long-time franchise offensive lineman received his Hall of Fame ring.*

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 15 times (1978, 1979, 1980, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1999, 2000, 2002, 2003, 2007). In fact, the Oilers' streak of seven consecutive playoff appearances (1987-93) was the longest streak in the NFL during that time span. In 2002, the franchise captured its fourth division title and first AFC South crown 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 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.



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

In nine 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 Championship (2002), built an enormous home field advantage (45-27 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 103 consecutive sell-outs at LP Field (through 2008).

During Adams' illustrious career, 59 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 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 two 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

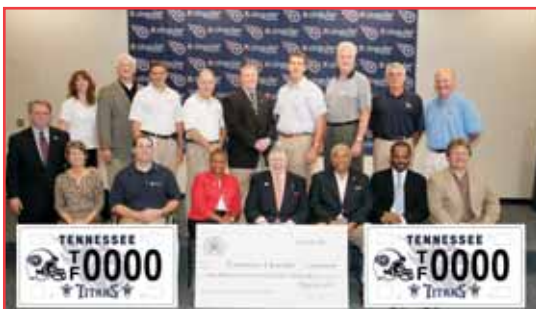
Titans stars of the future to be recognized.

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 recent-

ly, he was awarded the inaugural Lamar Hunt Award for Professional Football 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. 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 3rd 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 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,



*Through Adams' efforts, more than \$1.7 million has been raised for statewide charities through the Titans License Plate program.*

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 will celebrate their 62nd wedding anniversary in October 2008. They have two daughters: Susie Smith and Amy Strunk, and seven grandchildren. Their son Kenneth S. Adams III is deceased.



*Mr. and Mrs. Adams have generously donated their time and resources to the greater Nashville community and the state of Tennessee.*

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 \$17 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 \$1.3 million in ten events.

The Titans license plate has been a

great success as fans can show support for the team on their vehicle. In four years, the Titans specialty plate has generated more than \$1.7 million 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 Baptist Hospital (Nashville) this spring that was designated for the hospital's Obstetrics expansion project and will result 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 10 years (1999-2008) to the NFL's Youth Football Fund, and over \$1.4 million has been allocated within the Titans' market. The fund improves youth football programs and facilities worldwide. Locally, the fund is responsible for improving 12 area fields, including 10 Metro Nashville schools and two in Dickson County, Tenn.

Youth football is also being addressed through the Titans sponsorship of the TSSAA Mr. Football Awards, which honor the best high school players from the state each year.

Over the last nine years (1999-2007), \$5.5 million has been raised for approximately 130 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 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. 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 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 winning 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 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 bi-annual 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 \$17 million dollars flow into their organizations as a direct result of the Titans and the NFL.



*Bud and Nancy Adams' most recent gift was \$500,000 to Baptist Hospital in Nashville.*

- \$1.7 million to statewide charities through Titans License Plate program
- \$1.4 million spent for area youth football efforts within the Titans' market, including upgrades to 12 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
- \$120,000 in gifts to the Salvation Army's Red Shield Family Initiative
- \$114,000 to Tennessee high school football programs for the Coach of the Week program.
- \$100,000 to Red Cross America's Fund (Sept. 11th Funding)
- \$100,000 worth of weight-training equipment to Nashville schools
- \$98,000 in gifts to Habitat for Humanity
- \$95,000 to Nashville's Backfield in Motion Program
- \$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
- \$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 Martha O'Bryan Center
- \$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 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.

Adams Celebrates Titans' 10-year Anniversary



K.S. "Bud" Adams, and his wife, Nancy, join fans in celebrating the team's 10th season as the Tennessee Titans in 2008. Adams, who brought the Oilers to Tennessee from Houston in 1997, unveiled the team's new logo in December of 1998. A brand new, state-of-the-art stadium was completed in 1999, the same year the Titans celebrated their AFC Championship victory at Jacksonville and earned the franchise's first trip to the Super Bowl.



Adams

Coaching Staff

Players

Rookies

2007 Season

Records

History

Playoff History

Sidelines



## Senior EVP, General Counsel/ Executive Asst. to Chairman of the Board



Steve Underwood is in his 18th season with the franchise, including his third as Senior Executive Vice President, General Counsel/Executive Assistant to Chairman of the Board. Overall, Underwood is in his 32nd 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/supervises 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-bargain-

ing 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 Bar Association and is



*Underwood unveils the Titans' 10-year anniversary logo during a special press conference held last spring at Baptist Sports Park.*



*A frequent speaker throughout Middle Tennessee, Underwood addresses members of the Nashville Rotary Club during their weekly meeting in June of 2007 at the Wildhorse Saloon.*

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 legisla-

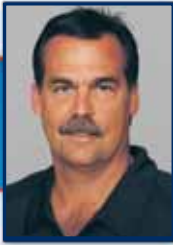
tive aide to a member of the Texas Legislature.

Underwood has five children, including daughters Christy (34), Melissa (28), Providence (13) and Liberty (11), and son, Dennis (16). Underwood and his wife, Frances, reside in Franklin, Tenn.



*Underwood played a key role in the search for a new general manager that landed Mike Reinfeldt in 2007.*

## EVP and Head Coach



Jeff Fisher is entering his 14th full season as Head Coach of the Tennessee Titans and his ninth as Executive Vice President. Fisher holds the franchise record for wins by a head coach with 120 victories and is the NFL leader in tenure with one team among active coaches.

Over the last nine seasons (1999-2007), Fisher has guided the franchise to five playoff appearances – only five teams (Indianapolis, New England, Philadelphia, Tampa Bay and Seattle) have more appearances during that time. During his tenure, his accomplishments include the five playoff appearances (1999, 2000, 2002, 2003, 2007), two Division titles (2000 & 2002), 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 48-year history, between 1999 and 2003.

Last season, 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.

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



*Entering his 14th full season, Jeff Fisher is currently the NFL's longest-tenured head coach.*

make 13 coaches).

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 to lead and shape a

team is achieved through a combination of toughness and insight as a former NFL player. In 10 of the last 13 seasons, the Titans defense ranked in the top 10 against the run and ranks fourth in rushing defense over that period (Pittsburgh, Baltimore, San Diego). In 2003, the Titans finished first in the NFL in rushing defense for only the second time in franchise history (1993).

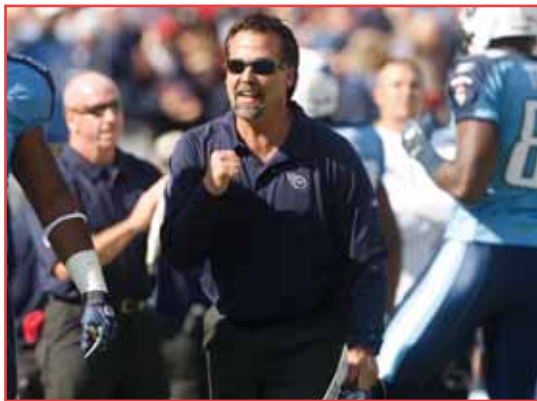
Fisher believes in the philosophy that a strong running game helps control the clock and keeps your defense fresh. In 10 of the last 12 seasons, the Titans have finished in the top half of the NFL in rushing offense including six Top 10 finishes. Additionally, in 12 of the last 13 seasons, the Titans have finished with an average time of possession number more than 31 minutes for the season. With a mature Steve McNair at the helm in 2003, Fisher allowed the offense to become more diverse, resulting in the second highest point total (435) in franchise history and becoming just the third franchise since 1970 to score 30 or more points in six consecutive games.

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 fourth best road record in the NFL with a 55-49 mark during that time.

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 of the team 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



*Fisher rallied the Titans to win their last three games, earning the AFC's final playoff berth in 2007.*

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 postseason 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 only 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 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 quarterback Steve McNair earned NFL co-MVP honors.

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. Since 1999, Fisher ranks fourth in the league in wins with 83, behind Tony Dungy, Andy Reid and Bill Belichick. All-time, Fisher currently ranks 27th in wins among NFL coaches with 120.

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 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 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 prematurely 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 TD on Sept. 20, 1981, against Tampa Bay.

A native of Southern California, Fisher was a high school All-America wide receiver for the Treadors 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 lends his name and time to a golf tournament in Southern California that raises money for youth football.

He also gives back to the NFL, serving on the NFL Competition Committee since 2000 and has been 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 21) and Trent (age 16), and daughter Tara (age 19).



*Fisher owns the franchise record for most wins by a head coach with 120 victories.*

Fisher

Coaching Staff

Players

Rookies

2007 Season

Records

History

Playoff History

Sidelines



### ***FISHER'S NFL COACHING LEDGER***

- 1994-2008** ..... 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***

<b>Year</b>	<b>Team</b>	<b>W</b>	<b>L</b>	<b>T</b>	<b>Pct.</b>	<b>Place</b>	<b>Notes</b>
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

#### **Postseason**

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

#### **Career Totals**

Regular Season	115	99	0	.537
Postseason	5	5	0	.500
<b>All Games</b>	<b>120</b>	<b>104</b>	<b>0</b>	<b>.536</b>

\* Interim head coach

	Regular Season						Postseason					
	Overall		Home		Away		Overall		Home		Away	
	W	L	W	L	W	L	W	L	W	L	W	L
<b>AFC South</b>												
Houston	10	2	5	1	5	1	0	0	0	0	0	0
Indianapolis	4	8	2	4	2	4	1	0	0	0	1	0
Jacksonville	14	12	6	7	8	5	1	0	0	0	1	0
<b>Totals</b>	28	22	13	12	15	10	2	0	0	0	2	0
<b>AFC North</b>												
Baltimore	7	8	4	4	3	4	1	1	0	1	1	0
Cincinnati	12	6	5	4	7	2	0	0	0	0	0	0
Cleveland	6	5	2	3	4	2	0	0	0	0	0	0
Pittsburgh	10	7	6	2	4	5	1	0	1	0	0	0
<b>Totals</b>	35	26	17	13	18	13	2	1	1	1	1	0
<b>AFC East</b>												
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	3	3	2	1	1	0	0	0	0	0	0
<b>Totals</b>	11	13	7	5	4	8	1	1	1	0	0	1
<b>AFC West</b>												
Denver	1	2	1	1	0	1	0	0	0	0	0	0
Kansas City	2	4	1	2	1	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
<b>Totals</b>	8	13	6	6	2	7	0	2	0	0	0	2
<b>AFC Totals</b>	<b>82</b>	<b>74</b>	<b>43</b>	<b>36</b>	<b>39</b>	<b>38</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>NFC South</b>												
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
<b>Totals</b>	14	2	7	1	7	1	0	0	0	0	0	0
<b>NFC North</b>												
Chicago	0	3	0	2	0	1	0	0	0	0	0	0
Detroit	2	1	1	1	1	0	0	0	0	0	0	0
Green Bay	2	1	1	0	1	1	0	0	0	0	0	0
Minnesota	0	4	0	1	0	3	0	0	0	0	0	0
<b>Totals</b>	4	9	2	4	2	5	0	0	0	0	0	0
<b>NFC East</b>												
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
<b>Totals</b>	12	4	6	3	6	1	0	0	0	0	0	0
<b>NFC West</b>												
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
<b>Totals</b>	3	10	2	4	1	6	0	1	0	1+	0	0
<b>NFC Totals</b>	<b>33</b>	<b>25</b>	<b>17</b>	<b>12</b>	<b>16</b>	<b>13</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1+</b>	<b>0</b>	<b>0</b>
<b>NFL Totals</b>	<b>115</b>	<b>99</b>	<b>60</b>	<b>48</b>	<b>55</b>	<b>51</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>
							0	1 (neutral)				

+Neutral

## EVP of Administration and Facilities



Titans and his 11th 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 103 consecutive home games (through 2008). For the ninth consecutive season in 2007 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



*MacLachlan addresses reporters during a press conference unveiling the Titans' 10-year anniversary logo at Baptist Sports Park.*

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 board for the Nashville Sports Council, Gaylord Hotels 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 (19) and Kelly (15).



## EVP and General Manager



Mike Reinfeldt enters his 28th season in the NFL, second as Titans Executive Vice President/General Manager and 10th with the Oilers/Titans franchise. Reinfeldt's first tenure with the team was from 1976-83 as an All-Pro safety. He re-joined the franchise in 2007, after spending seven years with the Seattle Seahawks.

Reinfeldt has built an impressive resume during his career in sports, gaining 22 years of experience as a front office executive and another nine as an NFL player. In his 16 years as an NFL executive split between Tennessee, Seattle and Green Bay, the teams he was associated with have won a combined six division titles, made 11 playoff appearances, four NFC Championship game appearances, three Super Bowl appearances, captured one world title (1996), amassed 13 winning seasons and tallied 152 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 two years of free agency, key players added to the roster include cornerback Nick Harper, linebacker Ryan Fowler, wide receivers Justin Gage and Justin McCareins, guard Jake Scott and defensive end Jevon Kearse. Safety Michael Griffin, the 2007 first round selection, had a solid rookie campaign and rookie running back Chris Johnson brings high expectations to diversify the offense. Over the last year, Gage, fullback Ahmard Hall, defensive tackle Tony Brown, guard Eugene Amano and offensive tackles Michael Roos and David Stewart 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



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

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 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



*Reinfeldt congratulates Keith Bulluck at the end of Tennessee’s 31-14 victory at New Orleans on Monday Night Football last season.*



*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.*

years (1988-90) at the University of Southern California as the associate athletic director 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 54-year old Reinfeldt and his wife, Susan, have two children – Jared (14) and Elise (13).

## ★ ★ ★ REINFELDT’S BACKGROUND ★ ★ ★

- 2007-08:** 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/ Assistant General Counsel



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

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 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.



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

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.

## Vice President of Community Relations



Bob Hyde is in his 20th season with the Titans and

11th 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 11 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 11 years, the Titans Caravan has made more than 525 stops, touching an estimated 320,000 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 \$1.3 million during the past 10 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 more than \$1.7 million for statewide charities from the sale of the motor vehicle plates over the first five years.

Hyde also serves as the club's contact for grants to improve football fields at area schools and parks. To date, more than \$500,000 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 infor-



*Hyde has been actively involved in the annual Titans/LP/Habitat for Humanity home build.*

mation 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 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 (23) and Hannah (17). He resides in Nashville, Tenn.



Vice President/Controller



Jenneen Kaufman is in her 12th season, including her first as Vice President/Controller for the Titans. Kaufman spent her first 11 seasons as the team's controller before being promoted during the off-season. With her promotion, she becomes the club's second highest-ranking female executive after Owner and Vice Chairman of the Board Nancy Adams.

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, 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.

This past off-season, 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



*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.*

Resources for the American Cancer 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 seven 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 (4), 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



Ralph Ockenfels is in his 11th season with the Titans, third as Vice President/Marketing and 18th overall in the National Football League.

enters its sixth season in 2008 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.



*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 also helped launch the Titans' syndicated feature television show, "Titans All Access," which



*Ockenfels joined Titans and LP staffers in building a Habitat for Humanity home for Sareda Evans and her family this past spring.*