

Golden Rules

Measuring Life by a Different Standard

Third Quarter 2010

Recently, the college football world was turned upside down by the turmoil surrounding possible major conference realignment. We were amused by the math used by these institutions of higher learning as the Big 10 now has 12 teams, the Big 12 has 10 teams, and the Pac 10 has 12 teams! Indeed, we live in a strange world. Additionally, the World Cup is capturing the attention of the globe. B+R Partners felt that it was time to finally give the *other football* sport it's due, with some of these tidbits from some of the greatest football and; well, **fútbol** minds the world has ever known ...

- *'Most football players are temperamental. That's 90% temper and 10% mental.'*
Doug Plank
- *'Football combines two of the worst things in American life. It is violence punctuated by committee meetings.'*
George Will
- *'Nobody in football should be called a genius. A genius is a guy like Norman Einstein.'*
Joe Theismann
- *'The rules of fútbol are very simple, basically it is this: if it moves, kick it. If it doesn't move, kick it until it does.'*
Phil Woosnam Welsh fútbol player and manager.
- *'If you're mad at your kid, you can either raise him to be a nose tackle or send him out to play on the freeway. It's about the same.'*
Bob Golic
- *'The reason women don't play football is because eleven of them would never wear the same outfit in public.'*
Phyllis Diller
- *'I fell in love with fútbol as I would later fall in love with women: suddenly, uncritically, giving no thought to the pain it would bring.'*
Nick Hornby Opening sentence from English writer's book Fever Pitch.
- *'I'm sure sex wouldn't be so rewarding as this World Cup. It's not that sex isn't good but the World Cup is every four years and sex is not.'*
Ronaldo Brazilian fútbol player, after winning 2002 World Cup.
- *'The goal was scored a little bit by the hand of God, another bit by the head of Maradona.'*
Maradona Argentinian fútbol player, on goal against England in 1986 World Cup.



Ed Brooks + Bob Rule + Roger Rule + KathieForney

Ed Brooks + Bob Rule + Roger Rule + KathieForney =
EdBrooks@BRSearch.net BobRule@BRSearch.net RogerRule@BRSearch.net KathieForney@BRSearch.net
952 Echo Lane, Suite 220 Houston, TX 77024 713.785.0706

B+R PARTNERS, INC.

Focused + Insightful + Executive Search
www.BRsearch.net