



Johnny Rodgers Speaks

An Over-The-Top Presentation Series

Specifically for Business leaders, Entrepreneurs, Sales and Marketing Professionals

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Johnny Rodgers Introduction

Born with asthma in 1951, diagnosed with tuberculosis at the age of five and learning to live with bleeding ulcers at the age of twenty one, Johnny Rodgers knows first-hand what it's like to be vulnerable and feel helpless.

He also knows what it feels like to work with others on and off the field to achieve your wildest dreams.

Today, sit back and learn from:

- The Most Valuable Player in the History of the Big Eight Conference
- Sports Illustrated Husker Player of the Century
- All-American 1971-72
- College Football Hall of Fame in December 14, 2000 in New York
- 1973 First Round Draft Choice of the San Diego Chargers
- 1973 Rookie of the Year of the Montreal Alouettes of the Canadian Football league
- All Pro 1974-76
- 1974 Grey Cup Champions (Canadian Football's Super Bowl)
- Author of "An Era of Greatness: Coach Bob Devaney's Final Four Seasons in University of Nebraska Football (1969-1972)"
- Founder of the Johnny Rodgers Youth Foundation which gives annually the Johnny "The Jet" Rodgers National College Football Return Specialist Award sponsored by T.D. Ameritrade to the most outstanding kickoff/punt returner of college football in the nation.

Bringing to us a depth of experience in the area of Teamwork and a Fearless "No Fair Catch" attitude about life:

The 1972 Heisman Trophy Winner

Johnny "The Jet" Rodgers

INCREASING RETURNS

TEAM BUILDING STRATEGIES FROM THE GRIDIRON

From the Over-the-Top Presentation Series Specifically for
Business Leaders, Entrepreneurs, Sales and Marketing Professionals

- Are you overwhelmed and frustrated which affects your production?
- Are you easily distracted and increasingly unable to focus?
- Are you blaming others for your own performance?
- Do you see yourself as a lone wolf operating alone?
- Are you resistant to working in conjunction with others to achieve high performance?

Johnny "The Jet" Rodgers received the Heisman Trophy in 1972. He was honored for his mental acuity, speed and vision. These traits made Rodgers the greatest punt returner in college history. He believes it was his ability to be in sync with his teammates allowing him to use their abilities to block that made him successful. It was his ability to allow his ten teammates to succeed that led to the teams' success. Though high performers are often seen as lone wolves and/or mavericks, Rodgers knows that they cannot score consistently without the help of others.

When young Johnny Rodgers was receiving accolades at age 9 for leaping over his team of tumblers, he knew that he had the ability to entertain and impress the general public with his physical abilities. What he was also learning at that young age was that with the right coach and the right team, the rewards of high achievement far outweighed the negative attention he was receiving at home.

Inducted into the College Football Hall of Fame in 2000, voted MVP in the History of the Big Eight Conference and named by Sports Illustrated "Husker of the Century" long after receiving the Heisman Trophy, Rodgers got the accolades for his punt returns, mental acuity and speed, but none knew better than he that without his ten teammates he would not make it through the eleven opponents whose job it was to stop him.

“Performance is about becoming good at something you do. High performance is about utilizing and acknowledging that the end result is only as good as the sum of its parts”, says Rodgers.

Using actual film footage and his relevant personal stories on and off the football field, Rodgers shows business executives that it’s not just your speed or your timing, but applying to your ability and reacting strategically to a situation. “You have to be in sync with your teammates so they can block and advance the team,” says Rodgers. Revealing 16 obstacles that we all face at times such as fear, ego, jealousy and pettiness, audiences will quickly recognize the real challenges standing between them and their greater success.

This presentation is informative and entertaining as Rodgers easily builds rapport with audiences. Knowledge of the game of football is not a prerequisite. Non-sports fans will gain in equal measure lessons such as risk reduction, ways to increase their odds and new rules of engagement for building better alliances with others.

In this presentation, you will learn:

- 6 Steps of successful punt returning that you can apply to your work life today that will change your results and your life
- The single most important element of improving your results (Mentor/Coach)
- Why you should memorize the definition of FOCUS
- 16 Common obstacles standing in your way
- How to apply the Playbook for Success

(Available in 45 to 60 Minute Formats)

SCORING

HOW TO GET AHEAD EVEN WHEN YOU'RE FAR BEHIND

From the Over-the-Top Presentation Series
Specifically for Junior High and High School Students

Attention: Principals, Teachers, Coaches and State Directors of Athletics:

- Are there opportunities in your classes where students learn to give rather than take?
- Does your school teach teamwork or is the premium mostly on individual performance?
- How do you respond to students with misdirected leadership skills?
- Do you know how to build leadership skills in underachievers?
- Are any of your students resistant to working in groups and if so, do you know what to do about it?
- Do you have students who are easily distracted and unable to focus?
- Are you overwhelmed and frustrated due to inattention and lack of respect from students?
- Do you have students with low self-esteem who seem motivated only by fear?

When young Johnny Rodgers was receiving accolades at age 9 for leaping over his team of tumblers who had the distinction of being able to attend only half days at school, he knew that he had the ability to entertain and fascinate the general public with his physical maneuvers. What he was also learning at that young age was that with the right coach and the right team, the rewards of high achievement far outweighed the kind of attention (or the lack thereof) that he was receiving at home.

Knowing that most boys (and some girls) naturally strive for dominance and a pecking order, Rodgers advocates that they have to be taught to have an appreciation and respect for the concept of a team versus unchecked individual activity and performance-particularly today in the age of digital dominance. "Performance is about becoming good at something you do. High performance is about utilizing and acknowledging that the end result is only as good as the sum of its parts, says Rodgers.

Though high performers are often seen as lone wolves and/or mavericks, Rodgers knows that they cannot score consistently without the help of others. Inducted into the College Football Hall of Fame in 2000, voted MVP in the History of the Big Eight Conference and named by Sports Illustrated "Husker of the Century" long after receiving the Heisman Trophy in 1972, Rodgers got the accolades for his punt returns, mental acuity and speed, but none knew better than he that without his ten teammates he would not make it through the eleven opponents whose job it was to stop him.

Using actual film footage and his relevant personal stories on and off the football field, Rodgers shows youth groups how to turn any traumatic or mediocre circumstance into a means of empowerment. "Children do what they see, not necessarily what they are told," he says. "My intention in this presentation is to demonstrate that with the right direction and support, specific roles and complementary talents can create superior results through collaboration and innovation."

In this presentation, youth groups will learn:

- 3 Questions to ask yourself in order to make a wise decision
- The real reason why always being yourself is not cool
- 4 Top secrets of finding your dream team
- Why teachers, mentors and coaches are critical to your success and how to know one when you see one
- 5 Reasons that perseverance matters
- What FOCUS stands for and why it should matter to you
- A simple goal setting road map to get what you want
- 4 of the best inner strength techniques to build your confidence

JOHNNY 'THE JET' RODGERS

THE H.E.I.S.M.A.N. FACTOR SYSTEM

Heisman Trophy winner Johnny "The Jet" Rodgers, Most Valuable Player in the History of the Big 8 Conference and Husker Player of the Century believes that success is not a secret, it's a system.

Johnny's H.E.I.S.M.A.N. Factor System will enlighten you on how to bring your best when it matters most, in the boardroom or on the field of life.

As a professional speaker, certified by the Mid-America speakers Bureau, his leadership talk will encourage teamwork, mental focus and persistence in reaching goals.

ACROSTIC

- T.** TOGETHER
- E.** EDUCATION
- A.** APPLY
- M.** MOTIVATION

THE HEISMAN FACTOR

- H.** HOLD YOURSELF TO A HIGHER STANDARD
- E.** EXPECT TO WIN
- I.** INVEST IN YOURSELF AND OTHERS
- S.** SET AND FOLLOW THROUGH ON YOUR GOALS
- M.** MAKE IT HAPPEN
- A.** A.S.K. FOR HELP! (ASK FOR HELP NOT BECAUSE YOU ARE WEAK, BUT BECAUSE YOU WANT TO REMAIN STRONG. A.S.K.: KEEP ASKING ... KEEP SEEKING ... KEEP KNOCKING
- N.** NO FAIR CATCH, NEVER GIVE UP ON YOUR DREAM

Johnny "The Jet" Rodgers

A New Perspective on High Performance

FEE SCHEDULE

Includes North America, Puerto Rico, U.S. Virgin Islands and Canada
(All Fees in U.S. Dollars)

Keynote (45-60 Minutes Outside of Nebraska)	\$10,000
Keynote (45-60 Minutes in Nebraska)	\$ 7,500
International Events	Call for Quote

HOLDING AND CONFIRMING DATES

To secure the date, an agreement will be issued, which must be signed and returned within two weeks along with a required 50% deposit. The remaining 50% of the fee is due two weeks before the event date.

Checks are to be made payable to Champion Productions.

If you have a specific date for your meeting, but have not made a final decision, we can hold a date for you. If another client requests the same date and is ready to make a firm offer with a deposit, you will be given 24 hours to make your final decision with payment or release the date.

MULTIPLE PROGRAMS

We offer a 50% discount for additional programs booked for the same day at the same conference. The first program is contracted at full price and every additional program is contracted at half price. Also, we offer a 15% discount for additional programs booked by the same client, but held on additional days. The discount is applicable only if the contracts are issued simultaneously.

TRAVEL EXPENSES

Travel expenses are in addition to the speaking fee. Expenses include round trip coach airfare from Omaha, Nebraska or previous day's host city, ground transportation, lodging, tips and meals. Hotel reservations are to be made by the client and charges are to be billed directly to the organization's master account. Expenses will be invoiced to the client and charges are to be billed directly to the organization's master account. Expenses will be invoiced to the client as soon as the receipts are available. Payment is due upon receipt.

MEDIA AND PUBLICITY

In order to create awareness and excitement about Johnny's appearance at your event he is available to fulfill media requests when his schedule allows.

RECORDING THE PRESENTATION AT YOUR EVENT

If you wish to video or audiotape Johnny's presentation for archival purposes only, you must sign a release form. If you wish to make the recording available to attendees or later for a period of time for resale purposes, you must sign a separate release form. Be aware that separate charges may apply.

Q & A With Johnny Rodgers

Please take a moment to read this before hiring Johnny Rodgers.
Biographical Sketch, Achievements and Awards follow the Q & A

When did you have your first “Over the Top” Performance?

In December 1962 when I was attending sixth grade, I was featured in the Omaha World-Herald diving over the top of a human pyramid performing with my tumbling teat at a Parent-Teacher Association Convention in Omaha, Nebraska. Those early childhood experiences created my awareness that with the appropriate coaching, I could change my circumstances from feeling undeserving to achievement of worthy praise.

The first in my family to complete high school and enter college, I had the great fortune to be coached and mentored by some of the finest minds in the football game such as Bob Devaney and Tom Osborne.

The Nebraska Cornhuskers were “Back to Back National Champions in 1970-1971”, and in 1972 as a wide receiver, I became the University of Nebraska’s first Heisman Trophy winner, the first wide receiver to win the award and also only the fourth African American winner in history.

How did you get to be a high performance specialist?

With little to no direction from my splintered and impoverished family, I received the attention I craved in the first grade. By the time I turned 9 and under the direction of a tumbling coach, I starred in a traveling tumbling group. Those early childhood experiences created my awareness that with the appropriate guidance, I could change my circumstances from feeling undeserving to achievement worthy of praise. The first in my family to complete high school and enter college, I had the great fortune to be mentored and trained by University of Nebraska football coach Bob Devaney. We took the national championship and as a punt returner, pass receiver, blocker and running back, I was named the University’s **“Player of the Century”** and the winner of the **1972 Heisman Trophy**. Setting the tone for the rest of my life as an entrepreneur, I was inducted into the **College Football Hall of Fame** in 2000 and voted the **“Most Valuable Player” in the history of the Big Eight Conference**. (Read more of the backstory in my biographical sketch.)

Since you have a background in championship football, do you address organizations that are not sports related?

Yes, my primary message is that we do not achieve anything alone.

In my own personal journey, I have learned that almost everything I needed to learn about the rules of engagement, achievement and teamwork, I could extract from the game of football. I have positioned my presentation topics all slightly different to meet the demographics of my audiences. For instance, if yours is a corporate group of sales and marketing representatives, I focus on their needs because I have had the identical needs

in my 30+ years in business. I temper those with lessons I learned on the football field as they relate to mindset, competition, productive activities, achievement and teamwork. For youth groups who are struggling with identity, peer pressure, self-doubt and emotional ups and downs that come with being pre-teens and teenagers, I use the same footage on the football field to demonstrate how to achieve beyond their wildest imaginings. They get it - "Teamwork Makes Your Dreams Work"

What differentiates you from other sports-related speakers?

I provide an introduction using film footage of the highlights of my football career including the 72 yard punt return that received international attention that influenced my receiving the Heisman Trophy in 1972. The voice over in the footage is taken from the Heisman Trophy Awards ceremony after which I make reference to disappointing myself and those I loved with mistakes I've made in the past, regrets and immature and stupid acts that follow me to this day. Most speakers only shine the light on their greatest achievements. I take my audiences into some of the darker chapters from which I learned great lessons. Those are much a part of my story that impacts others as the honors and awards. Finally, those points of differentiation help young people, especially those disadvantages or afflicted to understand that it is possible for them to change their circumstances.

What exactly do your presentations cover and what can we expect?

On my website under "Presentation Topics", there is a detailed presentation description on each topic as well as take-aways (what you can expect) for each one. The number and variety of presentations on subjects such as making wise decisions, responses to life's turning points and the idea how to stay in the "game" varies from time to time.

Do you customize your presentations and if so, to what level?

I address your specific needs in the pre-program questionnaire that is issued at the time of the booking. Clients have every opportunity to inform me of their specific challenges so that those will be addressed in my presentation. Ideally, the client selects the presentation among those that I offer and I make minor changes to meet the needs of the client. In the event that the client has a specific need that is not among my offerings, please call me to discuss this.

In addition, if I am working with a group for a multiple day strategic development plan, my foundation, **The Johnny Rodgers Youth Foundation**, has training programs that are turn-key.

How much do you charge for one hour, half-day and full-day programs?

Please call my office or email me and I will be happy to provide you with the fee structure for keynote presentations, breakout or concurrent sessions, as well as multiple day appearances. If you have budget restraints which don't allow you to match my fees, you

may submit a proposal for a fee that is more affordable for you. Reasonable offers will be reviewed and I will respond within 48 hours.

Will you fill more than one slot, which will save us money on hiring another speaker and paying additional travel costs?

Yes, I offer discounted rates for multiple bookings at the same event, as well as multiple bookings for different events as long as they are booked at the same time. My fee schedule is a one page document that is available upon request.

What are your payment terms?

Half of the speaking fee is required as a deposit to confirm a booking which is due two weeks after the program agreement is issued. The balance of the speaking fee is due two weeks prior to the appearance date.

What about travel expenses?

Travel expenses are in addition to the speaking fee. Expenses include round trip coach airfare from Omaha, Nebraska (or the previous day's host city), ground transportation, lodging, tips and meals. Hotels reservations should be made by the client for late arrival and charges are to be billed directly to the organization's master account. Expenses will be invoiced to the client as soon as the receipts are available. Payment is due upon receipt.

What if there is a need to cancel a program that is already contracted?

There is a cancellation clause within the contract. The time and circumstances of the cancellation determine the outcome. If we are able to reschedule at a date in the future, we make every effort to do so without additional fees.

May I arrange to preview a presentation at a nearby function to get a clear picture of your delivery, manner, language and poise? Or do you have live footage of you speaking on stage?

There is footage of me speaking on my website. There are also comments from past clients available on my website. Otherwise, you may audit presentations as long as I am able to secure permission from the hiring entity. Most of my appearances are not open to the public.

How thorough is your research to understand the client's needs in order to prepare for your presentation?

In my detailed presentation topic descriptions on my website, every prospective client has the information about what a presentation covers and what the audience take-aways are. Those are detailed in bulleted items in every description. The pre-program questionnaire is later completed and returned to me at which point I schedule a pre-conference call in the weeks prior to my presentation. This gives me an opportunity to reality-test the written response that I have received to make sure that I accomplish the goal of the meeting planned.

Will you be interviewing employees or members of the organization prior to your performance?

Pre-event interviews depend entirely on the nature of the work for which I am hired. If the client finds that this is necessary in order to have pertinent information, of course, I am available to do this. Also, if there are individuals that the client would like to have me recognize from the stage, I am happy to do so.

Do you use handouts in your presentation and if so, do we need to make sufficient copies from the masters or will you be providing the number of copies we need?

Depending on the length and circumstances of each presentation, I determine if a handout is necessary. If, however, the client prefers a handout, I will accommodate that preference. In that case, I will provide the client with one master copy from which duplicates are made and distributed to the audience prior to my presentation. Please encourage audience members to duplicate on recycled paper.

Will you place our logo and the name of our organization in the handout?

If that is your preference for handouts, I will do so. I work within your guidelines.

Do you involve the audience during your presentation?

It depends on the topic for which I am hired and of course, the length of the presentation. A keynote is usually less than an hour and does not include time for audience interaction other than questions and answers at the end of the presentation. There is more flexibility with a workshop. Presentations that are half to full day formats allow for more involvement from audiences. If there is enough time I allow for others to share their experiences.

We like for our speakers to arrive early and stay later following his/her presentation. Do allow time for that?

Whenever time allows and depending on the time and location of my appearance, I arrive the evening before and leave the same day. This may vary if my presentation is late in the day making airline connections difficult. If there are special events that organizations would like for me to attend the evening before or following the event, arrangements depend on my commitment the days before and after the presentations.

Do you offer books, CDs, trainings or other products following your presentation?

I do have extended learning materials available for audiences. Depending on the desires of the organization, I can either pre-sell items to the organization in advance of my appearance or make them available following my presentations. My aim is to follow the wishes of the organization.

ABOUT JOHNNY RODGERS

The personal journey of Johnny (Steven) Rodgers is set against the backdrop of segregated Omaha, Nebraska in the 1950s. As an African American in one of the poorest cities in the U.S, Rodgers bears the scars of a teenage mother who lost the ability to be tender and an absent father – a family so ruptured by poverty and racism that he soon got the attention he sought when he entered public school. An early childhood journey too heartbreaking for most to fathom, Rodgers's short stay in Detroit as a runaway at age 14, taught him that fear was not just false evidence appearing real but a reality in his maturation. At age 17, he finally had a meeting with his father. Rodgers became a father himself at the age of 14 while attending junior high school.

In grade school where athletics were emphasized over academics, Rodgers achieved recognition at age 9 for his agility, determination and athletic prowess. Rodgers grew up to become (among many other things) an American College Football player voted the University of Nebraska's "**Player of the Century**" and winner of the **1972 Heisman Trophy**. Rodgers was the fourth African American to win the Heisman Trophy.

Nicknamed, "The Jet", for his rapid acceleration and speed on the field, the Omaha Technical High graduate led the nation's Number One Team to a national championship as a punt returner, pass receiver, blocker and running back.

"Electrifying", this is the word most often used to describe the greatest player in the University of Nebraska's history. Whether running, receiving or returning kicks, Rodgers possessed the ability to make something special happen every time he touched the ball. An outstanding talent at Omaha Technical High School, where he was All-City and All-State, Rodgers began his career as a Husker in 1970 and for three years, everyone in the stadium was afraid to leave their seats because they might miss something spectacular by "The Jet". Houdini in the house!" came from the loudspeaker following his longest punt return for 72 yards. It was reported that he would get a standing ovation every time he touched the ball as the Nebraska fans would rise to their feet so as not miss his story being told. Lyle Bemser, Nebraska's Hall of Fame Sports Caster said, "Holly Molly" Man, Woman and Child, Johnny, "The Jet", Rodgers just tore them loose from their shoes! Johnny, "The Jet", Rodgers!

In 1973, Rodgers was the first round draft pick for the San Diego Chargers but chose to play for the **Montreal Alouettes** of the **Canadian Football League (CFL)**. He was named **Rookie of the Year** in the CFL that same year. As **All-Pro in the CFL, from 1973-1976**, Rodgers became the **1975 CFL's Most Outstanding Player**.

After two years with the CFL, Rodgers played for two years with the **National Football League's (NFL) San Diego Chargers**. He was forced to retire due to a knee injury which kept him out of the game for most of his first NFL season. The following year a freak knee injury sustained during team practice ended his career after only 17 NFL games.

Moving into philanthropy and business, Rodgers held office within various organizations before entering into business full time (View more Outstanding Achievements, Awards and Recognition)

Inducted into the **College Football of Fame in 2000**, Rodgers was named **Most Valuable Player (MVP)** in the **History of the Big Eight Conference** and named by Sports Illustrated "**Husker of the Century**".

The author of *An Era of Greatness: Coach Bob Devaney's Final Four Seasons in University of Nebraska Football (1969-1972)*, Rodger's 2006 book takes a nostalgic and reflective look back on one of the greatest teams in college football history from the eyes of the players, their coaches and opponents. He deftly describes the records and achievements of that era within the historical perspective of Nebraska University (NU) football teams beginning in 1890. In interviews with over 80 players coaches and members of the media, Rodger's book reveals the phenomenal chemistry and camaraderie that made the teams of 1969 through 1972 truly special.

Returning to the University of Nebraska to achieve his college diploma, Rodgers graduated with a double major in journalism and advertising in 1993. Though his life lessons have been hard-won with intermittent bouts with the law, he is victorious, fallen, redeemed and humbled at the same time. He continues to plus his business acumen as a multi-faceted entrepreneur.

Today, Rodgers is a high performance specialist for business leaders, sales and marketing professionals and professional sports franchises who want to develop their ultimate potential. Using sports metaphors to teach his audiences how to go within so they don't have to go without; he uniquely empowers them to identify a network of individuals with specific roles and complementary talents in order to create superior results through collaboration and innovation.

The Johnny Rodgers Youth Foundation creates opportunities for youth through character, educational and social development. Its partnership with the Network for Holistic Recovery allows at risk youth to be exposed to wrap around services through a culturally competent network of case managers, service providers and other resources in the community at large.

Maintaining his Omaha residence in order to best serve the local community, Rodgers says, "Children who are the last and the lost are often perceived as the least. That is erroneous thinking on the part of others who have that belief. That's what perpetuates hurt, anger, racism and violence. In my personal life and in working with at risk youth through my non-profit youth foundation, I know that with the right supervision and guidance, the last and the lost can become high achievers. I am committed to being part of the solution, not part of the problem."

Johnny "The Jet" Rodgers

Outstanding Athletic Achievements, Awards and Recognition

- **2008:** Named to the **Omaha Public School Hall of Fame**, the **Sports Illustrated Best Ever All Time Star** and the **Orange Bowl All-Time Team**. CBS Sports named Rodgers **number six** on its list of the **Top 10 Players in College Football Ever** as wide receiver.
- **2007:** Ranked No. 23 on ESPN's Top 25 Players in the College Football History list.
- **2006:** Wrote and published, "**An Era of Greatness: Coach Bob Devaney's Final Four Seasons in University of Nebraska Football (1969-1972)**". This book takes a nostalgic and reflective look back on one of the greatest teams in college football history from the eyes of the players, their coaches and opponents. He deftly describes the records and achievements of that era within the historical perspective of NU football teams beginning in 1890. In interviews of over 80 players, coaches and members of the media, Rodgers' book reveals the phenomenal chemistry and camaraderie that made the teams from 1969 through 1972 truly special.
- **2000:** Inducted into the **College Football Hall of Fame** and was also voted the "**Most Valuable Player**" in the history of the **Big Eight Conference**.
- **2000:** Named "**Husker Player of the Century**" by **Sports Illustrated**.
- **1999:** Selected as a receiver by **Sports Illustrated** in their "**NCAA Football All-Century Team**".
- **1999:** Selected as receiver to the **Walter Camp Football Foundation College Football All-Century Team**.
- **1977-1979:** Played for the **San Diego Chargers, National Football League**
- **1975:** **Canadian Football League Most Outstanding Player**.
- **1974:** **Most Outstanding Player Award, Canadian Football League Eastern Conference**.
- **1973: Orange Bowl:** 81 Rushing Yards; 71 Receiving Yards; 52 Passing Yards and 5 Touchdowns against Notre Dame. Rodgers sat out the fourth quarter of Nebraska's 40-6 victory. He is still widely considered the best bowl performance by a Heisman winner (AP).
- **1973:** Dropped out of college to accept **First Round Draft** of the **Montreal Alouettes** in the **Canadian Football League**.
- **1973: Rookie of the Year** in the **Canadian Football League** where his quickness and versatility made him a valuable favorite over several seasons.
- **1973-1976: All-Pro** in the **Canadian Football League**.
- **1972:** Awarded the 1972 **Heisman Memorial Trophy**, the single most celebrated and sought after award in American collegiate athletics and the national symbol of collegiate football experience and competitiveness.
- **1972:** Designated by the **University of Nebraska Cornhusker** as **Outstanding College Football Player** in the **United States**.
- **1972:** An **All Big 8** performer as a sophomore, Rodgers helped guide **Nebraska Cornhuskers** to their first ever **National Championship** with over 1,500 yards of total offense and 11 touchdowns.
- **1972: Walter Camp Football Outstanding Player**.
- **1972: United Press International College Offensive Player of the Year**.

- **1972: ABC Chevrolet Player of the Year** with a **\$5,000 Scholarship**.
- **1971: Nebraska Cornhuskers** repeated as **National Champions**. Rodgers put together an All-American effort, accumulating 17 touchdowns and culminating the year with **one of the greatest plays in the annals of college football**, when he returned a **punt 72 yards for a touchdown against the Oklahoma Sooners** in the **"Game of the Century" with a thrilling 35-31 victory over Oklahoma**. Recognized as one of the most versatile backs in Cornhusker history and operating as a punt returner, pass receiver, blocker and runner, Rodgers broke offensive records by the dozens. In his three year career, Rodgers racked up 5,586 all-purpose yards for an **NCAA record**.
- **1971-1972: First Team All American**.
- Concluded his Nebraska legacy as the **most honored Cornhusker of all time**, when he became **Nebraska's first Heisman Trophy winner**, won the **Walter Camp Award**, was the **United Press International Offensive Player of the Year** and was again a **first team All American selection**, amassing nearing **6,000 total yards and 46 touchdowns for his career**.
- **1969: Athlete of the Year, State of Nebraska; All American Football High School; All City Basketball High School; All State Long Jump; All American Baseball High School**.
- **1969: Drafted** to the **Los Angeles Dodgers Baseball Team**.
- **1969: Received over 50 Scholarship offers** to play football nationwide.
- **1969: Accepted Scholarship to Nebraska Football and Baseball**
 - o All Big Eight Honors
 - o Walter Camp Award Winner
 - o Offensive Player of the Year
 - o All American Honors
 - o 7 Big Eight Conference Records
 - o 4 NCAA Record All-Purpose
 - o Set and/or Holds 41 School Records
 - o Set NCAA Records All-Purpose Yard (6,059 Yards)
 - o 13.8 Career Average, National Record for yards per touch
 - o Names to Sports Illustrated No. 85 Player All-Century Team

Johnny Rodgers Big Eight Records

- **1970-1972: 8 Touchdowns Scored On Kick/Punt Returns, Career, NCAA Record**
- **1970-1972: 7 Punt Returns For Touchdowns, Career, NCAA Record**
- **1970-1972: 150 Pass Receptions, Career**
- **1970-1972: 2,708 Pass Receiving Yards, Career**
- **1971: 11 Touchdown Pass Receptions, Season**
- **1970-1972: 26 Touchdown Pass Receptions, Career**
- **1971: 170 Punt Return Yards, Game, Nebraska Vs. Oklahoma State**
- **1972: 618 Punt Return Yards, Season**
- **1970-1972: 1,654 Punt Return Yards, Career**

Johnny "The Jet" Rodgers

Business and Philanthropic Achievements

- **2010 to Present: Co-Founder and CEO, Hall of Fame Staffing**, a Certified Minority Business Enterprise and Griffin Groupe Affiliate which functions as a staffing firm specializing in diversity and finding the more experienced professionals that corporations are demanding.
Website: <http://thegriffingroupe.com/hall-of-fame-staffing/>
- **1989 to Present: Founder, The Johnny Rodgers Youth Foundation**, a 501(c)(3) Corporation: In partnership with the network for Holistic Recovery, this scholarship foundation is an outreach to service the unmet needs of at risk children "outside the scope" of most structured human resource and service organizations.
- **2006:** Incorporated **Champion Publishers** and self-published "An Era of Greatness: Coach Bob Devaney's Final Four Seasons in University of Nebraska Football (1969-1972)", featuring the history of the league and interviews with freshmen to senior players; called a "must read" for all Husker fans.
- **2006:** President/Founder, **Champion Productions**, delivering public speaking guest appearances at events and schools.
- **2006:** Closed Jet Wear, Inc.
- **2006:** Started **Champion Publishers, Inc.**, a publishing company.
- **2005-2006: Jet Wear, Inc.** named "**Entrepreneur of the Year**". Jet Wear, Inc. was the largest distributor of juvenile bedding in America with 25 collegiate licenses and creator of children's logo bedding.
- **1995: Graduated** with a double major in **Broadcast Journalism and Advertising, University of Nebraska at Lincoln.**
- **1995-2005: President, Malcolm X Memorial Foundation** acquiring 10 acres for the Malcolm X birth site marker and building.
- **1995: Founder, Jet Wear, Inc.**, collegiate bedding with 25 collegiate school licenses.
- **1990:** Returned to home town of Omaha, Nebraska.
- **1989:** Established **Johnny Rodgers Youth Foundation**, a 501(c)(3) corporation.
- **1983:** Established the **first Weekly Cable & Network T.V. Entertainment magazine in the U.S.**
- **1983-1984:** Acquired **A.B.C. Audit** for the circulation of 75,000 paid subscribers and news stand sales becoming the 5th largest revenue bearing magazine in the country.
- **1983: All-Pro Realty Condo Conversion Specialist.**
- **1983: President, Black Writers Association.**
- **1882: Chairman Muscular Dystrophy Foundation, San Diego, California.**
- **1981: President, Senior Citizens of San Diego, California.**
- **1980: President, Leukemia Society of San Diego, California.**

Johnny "The Jet" Rodgers
Pre-Program Questionnaire

EVENT TITLE: _____

ORGANIZATION: _____

EVENT DATE: _____

EVENT TIME: _____ **A.M** / **P.M.**

The Program

1. What is the conference/meeting theme?

2. What is the specific purpose of this meeting?

3. What are your specific objectives for this event?
A. _____
B. _____
C. _____

4. What takes place immediately before and after Johnny's presentation (Photo Op, Lunch, Another Speaker, etc.)
A. Before: _____
B. After: _____

5. Who will introduce Johnny?
A. Name: _____
B. Title: _____

6. Exactly what time would you like Johnny to be in the meeting room prior to the speaking time?
A. _____ AM
B. _____ PM

7. Time of Presentation:

- A. Start: _____ AM / PM
B. End: _____ AM / PM

8. Are you planning to audio and/or video tape the presentation?

- A. Audio? Yes No
B. Video? Yes No
C. What will the recordings be used for?

Please remember, you must receive written permission from us to do so!

- D. Are you requesting permission now? Yes No
E. Have you already requested permission? Yes No
If so, please explain:

9. Which speakers have you used in the past for a similar event?

10. With your permission, we would like two people in your organization that Johnny can personally contact for more information, if needed:

Name: _____
Title: _____
Phone (W): _____
Phone (H): _____
Phone (C): _____

Name: _____
Title: _____
Phone (W): _____
Phone (H): _____
Phone (C): _____

11. Is this event private or open to the public ? (Please check one)

Audience Information

1. Number of attendees: _____
2. Who will be attending this event and what is the general profile of the audience?

3. What are the names and titles of your executives or directors who will be at the meeting?
 - A. _____
 - B. _____
 - C. _____
4. Is there anything Johnny should know about the audience before addressing them?

5. Is there anyone you would like Johnny to acknowledge from the stage?

General Background Information

1. What is the purpose/mission of your organization?

2. Is there a shared concern by the audience and, if so, what is it?

3. What is the greatest challenge audience members are currently facing?

4. What are the most significant events that have occurred in your organization or group during the past year?

5. What have the people in the audience seen, experienced or contributed in the past year or quarter, that had a positive impact on the organization's current goals and/or mission?

Additional Information

1. Contact person at the event?

Name: _____
Title: _____
Phone (W): _____
Phone (H): _____
Phone (C): _____

2. If there is a second person to contact in an emergency while the speaker's primary contact above is traveling or away from the office? Who should be contacted?

Name: _____
Title: _____
Phone (W): _____
Phone (H): _____
Phone (C): _____

Event Logistics

1. Event Location:

A. Name of Building: _____
B. Address: _____
C. Event Room: _____
D. Phone: _____
E. Fax: _____
F. Distance from Hotel: _____

Equipment to be Provided by Client

Client should request a copy of Johnny's one page detailed "AV Requirements"

Audio/Visual Requirements When NOT Using Power Point:

- Well-lit room
- Adequate speaker system
- One cordless/wireless handheld microphone
- Dry erase board or flip chart with black, red and blue markers
- One bottle of water on small table on stage
- One 6 foot skirted table at back of the room for product offerings

Audio/Visual Requirements When USING Power Point:

- Well-lit room
- Adequate speaker system
- One cordless/wireless handheld microphone
- One LCD projector with remote for Power Point presentation
- One projector screen of appropriate size to be seen by back row attendees
- One A/V table on the speaking platform
- One resource table
- One bottle of water on small table on stage
- One 6 foot skirted table at back of the room for product offerings

Have these arrangements been made? Yes No

HOTEL INFORMATION
(Johnny Rodgers' Accommodations)

Hotel room should be charged to the client's master account for room and applicable tax

- A. Name of Hotel: _____
- B. Address: _____
- C. Hotel Confirmation No.: _____
- D. Phone: _____
- E. Fax: _____
- F. Distance from Event: _____
- G. Distance from Airport: _____

GROUND TRANSPORTATION

- A. Taxi/Shuttle/Private Ride: Name and Number:
 - Private Ride: _____
Cell: _____
 - Taxi: _____
Phone: _____
Confirmation No.: _____
 - Shuttle: _____
Phone: _____
Confirmation No.: _____
- B. Will driver meet Johnny at baggage claim? Yes No
- C. Will driver meet Johnny curbside? Yes No

Driver should hold up a sign that says "RODGERS"

EXTENDED LEARNING MATERIALS

Johnny has extended learning materials he would like to make available for your audience after this presentation. He is happy to be available for photo opportunities with attendees or buyers or any in the audience following his appearance.

1. May he be permitted to sell products? Yes No

If yes, we can arrange this in two ways. Which do you prefer?

A. Group purchase in advance for each attendee at discount price.

B. Materials made available outside or at back of meeting room after presentation.

If A, an invoice would be sent to you. Only additional charges would be shipping.

If B, please make sure that:

- Nothing will be happening after the presentation for at least 15 minutes.
- A six-foot skirted table is available either at the back of the room or outside the meeting room.
- Someone from your group will be available to assist Johnny at the product table.

Location to ship product, if applicable:

Name : _____
Title: _____
Phone (W): _____
Phone (F): _____
Email: _____
Website: _____

Johnny "The Jet" Rodgers

AV REQUIREMENTS

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- One resource table
- One bottle of water on a small table on the stage
- One 6 foot skirted table at the back of the room for product offerings

RECORDING THE PRESENTATION AT YOUR EVENT

If you wish to record Johnny's presentation for archival purposes only, you must sign a release form.

If you wish to make the recording available to attendees or later for a period of time for resale purposes, you must sign a separate release form.

Be aware that separate charges may apply.

Johnny "The Jet" Rodgers

Permission to Record for Archival Purposes ONLY (Not For Resale) (Audio and/or Video)

Organization Requesting Permission: _____
Representative of Organization: _____
Position of Representative: _____
Date of Appearance/Recording: _____

This is a release for the recording of any or all of Johnny Rodgers' presentation for _____ (organization) in _____ (city, state) on _____ (date) is hereby approved by Johnny Rodgers with the following stipulations:

1. The original masters, whether video and/or audio, are to become the permanent property of your organization named above and will be mailed to the address below within two weeks of the recording. If the entire program is videotaped or audio taped, a high quality submaster of Johnny Rodgers' portion is acceptable.
2. Client is permitted to keep a submaster of the originals, to be used only for conference highlights and archival purposes. Showing this recording to other groups, sessions, meetings, etc. is in violation of this agreement.
3. Client further covenants and agrees that such recording (audio or video) will be used only for archival and conference highlight purposed (or distributed at no charge to those unable to attend). Additionally client is allowed to use up to a 5 minute portion for promotion of future events and will not be offered for sale. Resale is strictly prohibited.

Please sign and return this form to Johnny Rodgers at the address below:

Champion Productions
c/o Johnny Rogers
P.O. Box 11172
Omaha, NE 68111

Signature of Representative: _____

Date: _____

Johnny "The Jet" Rodgers

Permission to Record and Resell Appearance Presentation Agreement (Audio and/or Video)

Client: _____

Date of Program: _____

1. **Johnny Rodgers**, hereinafter referred to as "**JR**", hereby grants to client, hereinafter referred to as "**Client**", a non-transferable, non-sub-licensable license and right to make an audio or visual recording, hereinafter referred to as "**Audio or Visual Master**" of **JR's** presentation at the above identified program, hereinafter referred to as "**Presentation**", and to produce, as well as to sell CDs, DVDs as well as multi-media via web based products (MP3, iPod, etc.) of the recorded **Presentation** solely to their "members or "attendees in the U.S. and Canada, hereinafter referred to as "**Licensed Territory**" for a period of **one (1) year** following the **Presentation** date. At the expiration of this license period, all production rights herein granted to **Client** shall expire, and thereafter, **Client** shall not produce, give away, exchange or sell the recordings of this **Presentation**.
2. **Client** further agrees to provide to **JR** at **Client's** sole cost and expense:
 - A. **One (1) copy** of the original **Audio or Video Master** of the **Presentation** within thirty (30) days of the presentation and **one (1) copy** of the **Audio and/or Master**.
 - B. **Client** shall deliver or mail items as defined above by insured carrier at **Client's** expense to: **If by delivery, will need street address below.**

Champion Productions
c/o Johnny Rogers
P.O. Box 11172
Omaha, NE 68111

3. The recordings shall be of first-class merchantable quality consistent with prevailing industry standards for such products. If the recording is edited or changed from its original recording, **JR** reserves the right to review and approve the recording quality of the edited versions of the **Presentation** prior to **CD or DVD** distribution to confirm that **JR's** standards are met. **JR or his representative** shall notify **Client**, and as a condition of and prior to **Client's** right to distribute the recordings, **Client** shall take all necessary corrective action to meet **JR's** standards. **Client** shall not distribute recordings that do not meet such standards.

4. All CDs/DVDs, labeling, packaging and promotion material shall be produced, distributed and sold by **Client** in accordance with all applicable federal, state and local laws and regulations. **Client** shall not use any material that will reflect adversely upon the name of **JR**.

5. **Client** shall pay a videotaping fee of (to be determined) within **thirty (30) days** after the **Presentation** as a condition of **Client's** right to produce and sell **recordings**.

6. In the event it is necessary for **JR** to enforce the terms and condition of this **Agreement**, the prevailing party shall be awarded its reasonable attorney fees, costs and expenses for such action.

Please sign and return this form to Johnny Rodgers at the address above.

Organization (Client) Requesting Permission: _____

Representative of Organization and Title: _____

Signature of Representative: _____

Date: _____

Johnny "The Jet" Rodgers Evaluation

Please take a moment to answer the questions below. Thank you for continually helping us improve the value of the presentation offered by Johnny Rodgers. **Please give the evaluation to the attendant following the presentation. Thank you!**

Program Date: _____

Organization: _____

Topic: _____

Please Rate the Program:

- | | | | | |
|---|--------------------------|--------------------------|--------------------------|--|
| | Yes | Somewhat | No | |
| 1. Johnny was effective in communicating information. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 2. Johnny made a positive impact. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 3. Visual aids were appropriately used to facilitate an understanding of the topic. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 4. I learned new skills, gained new insight and understanding. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5. Offering of services was satisfactory. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 6. The style and delivery was satisfactory. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 7. The topic was relevant and timely. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 8. Johnny was well organized and easy to understand. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 9. Handouts (if any) were satisfactory. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 10. Probability of returning for another appearance. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Excellent | Adequate | Poor | |
| 11. Video/Promo tape previewing speaker was | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 12. Credibility and believability of speaker was | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 13. Ease of working with speaker was | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Taking all items into consideration, I would rate this presentation as: (Please Check One)

- Excellent
 Above Average
 Good
 Fair
 Poor

The most useful information was: _____

Suggestions for improvement: _____

___ Yes! I am interested in hiring Johnny to speak to the members of my organization.

Please contact me at: (Tele) _____ - _____ - _____ Email: _____

A major source of Johnny's business is through referrals. What company, organization or association do you know of that would benefit from his presentations? Thank you!

Please contact me at: (Tele) _____ - _____ - _____ Email: _____

Referral Name: _____ (Tele) ___ - ___ - ___ Email: _____

Referral Name: _____ (Tele) ___ - ___ - ___ Email: _____

Referral Name: _____ (Tele) ___ - ___ - ___ Email: _____

Your comments and testimonials are welcomed!
