



# BOOMERANG

## Tampa Bay Bowl Association Official Newsletter

[www.outbackbowl.com](http://www.outbackbowl.com)

### BOWL CELEBRATES 10TH YEAR WITH OUTBACK NAME

Tampa's bowl game has come a long way since it began nineteen years ago as the Hall of Fame Bowl, but since it partnered with Outback Steakhouse as it's title sponsor ten years ago more than just the name changed, it has vaulted into one of the top college bowls in the country.

It's hard to believe it's been a decade since changing it's name to the Outback Bowl, but today this sponsorship is one of the longest running name sponsors of any bowl game. Along the way the bowl has become one of the highest paying bowls in the country with a \$5.5 million payout, and has sold out early the past four years and five of the past six. It is also tied into two of the best conferences in the country, the SEC and Big Ten. Some of the best teams, and most passionate fans, reside in these two leagues and the bowl has seen some incredible match-ups over the past ten years.



Outback's Chris Sullivan and Bob Basham join Jim McVay to announce their title sponsorship of the bowl in 1995.

Pretty amazing when you consider the game is relatively young by bowl standards (even in it's 19th year the Outback Bowl ranks 13th of 28 bowls in longevity).

"Outback Steakhouse stepping up as the title sponsor of the bowl ten years ago really enabled us to separate from the pack as more and more bowls came on line," notes bowl President /CEO Jim McVay. "Their support has helped us to secure ties with great conferences that have tremendous teams for us to choose from each year. Outback has been an outstanding partner for the bowl."

By the way, this year is shaping up to be another great match-up as no less than eleven teams from the Big Ten and SEC were ranked in Top 25 polls entering October. With the third pick from each conference, Outback Bowl officials are anticipating two more quality teams on New Year's Day.

Tickets to the Outback Bowl are \$55 each (plus Ticketmaster service charge). Phone orders can be placed with a credit card by calling Ticketmaster at (813) 287-8844 or (727) 898-2100 and they can also be purchased online at [www.ticketmaster.com](http://www.ticketmaster.com). For more information on priority membership seats call the Outback Bowl office at (813) 874-BOWL or go to the bowl web site at [www.outbackbowl.com](http://www.outbackbowl.com) for details.



### BOB DAVIE TO HIGHLIGHT DELOITTE LUNCHEON

ESPN college football game analyst and former Notre Dame head coach Bob Davie will be the feature speaker at this year's Outback Bowl Deloitte Kickoff Luncheon at A La Carte Pavilion.

The invitation-only luncheon for bowl Sponsors and Club Members of the bowl typically attracts more than 650 bowl supporters for a delicious lunch provided by Outback Steakhouse Catering. The popular annual bowl event has featured many celebrity broadcasters over the years including Craig James, Kirk Herbstreit, Joe Theismann, Lee Corso, Chris Fowler, Paul Maguire, Charlie Jones and Joe Namath.

Bob Davie, a veteran college football coach of 25 years, most recently as head coach at the University of Notre Dame, primarily serves as the lead analyst on ESPN's Saturday noon telecasts, largely Big Ten games, with commentator Mark Jones and reporter Holly Rowe. He also makes occasional appearances on *ESPN College GameDay* programs. Bob and his team also handled the broadcast of last years Outback Bowl.



ESPN analyst Bob Davie will speak at this year's luncheon.

Davie began his Notre Dame career in 1994 as a defensive coordinator and was head coach from 1997 to 2001. In his five years as head coach at Notre Dame, Davie compiled a 35-25 record, and was twice a National Coach of the Year finalist. In 1997, he became the first coach since Dan Devine in 1975 to lead the Irish to a winning record in his first year.

In 2000 the Irish played in the Tostitos Fiesta Bowl, the teams first ever BCS game, following a 9-2 record. Davie's final season with the Irish included the 2001 AFCA Academic Achievement Award as his team posted a perfect 100 percent graduation rate.

He began his coaching career as a graduate assistant at the University of Pittsburgh in 1977 and at Arizona from 1978-79. He then returned as an assistant at Pitt and also had coaching stints at Tulane and Texas A&M. During his 20 years as an assistant coach, Davie was involved in 15 bowl games.

Davie, a Sewickley, Pa. native, graduated from Youngstown State University and was a three-year starter at tight end for Penguins.

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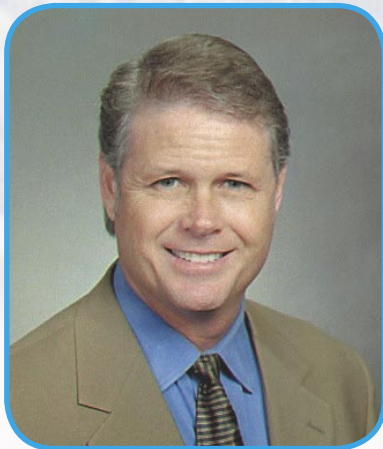
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# CHAIRMAN, OFFICERS ANNOUNCED FOR 2005 BOWL

The Board of Directors of the Outback Bowl has announced the election of its Chairman and officers to its 2004-2005 slate. **Chuck Johnson** has been elected as Chairman, for a one year term, of the popular New Year's Day College Bowl Game located in Tampa. Johnson is a franchisee of multiple restaurant concepts including Bonefish Grill, Burger King and Papa Johns.

"I am excited about the upcoming year," explained Johnson. "We are looking forward to continuing the success of the Outback Bowl in benefiting our community."

Additional board officers confirmed include **Bruce Poli** of IBM as Vice Chairman; **Steve Schember** of Shumaker, Loop & Kendrick and **Mitch Shriber** of AXA Advisors as Vice Chairs of Hillsborough and Pinellas Counties respectively; **Robin Kovaleski** of Florida Venture Forum, Inc. as Secretary; and **Glen Shamblen**, President of Aladdin Coatings, as Treasurer.



Chuck Johnson

## WELCOME NEW SUPPORTERS

### NEW SPONSORS



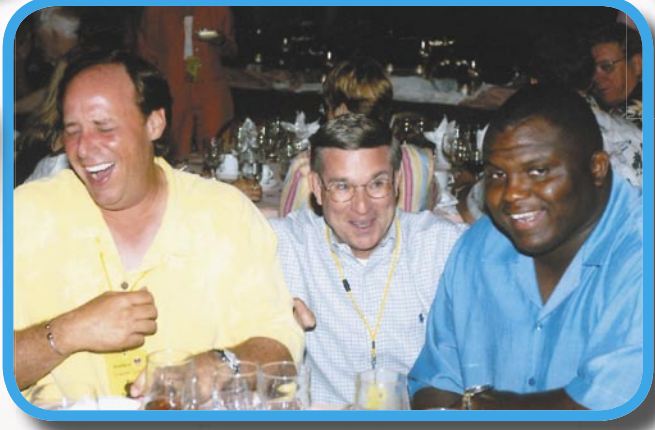
### NEW CLUB MEMBERS (AS OF SEPTEMBER 30)

- |                                 |                                 |   |
|---------------------------------|---------------------------------|---|
| Admobile of Tampa Bay           | Fidelity Investments            | NIKE of Houston, TX                     |
| AFLAC                           | Funds in Motion                 | Northwestern Mutual – Rebecca Largay    |
| All Bay Mortgage                | Genesys Telecommunications Labs | Palm Bank                               |
| Anchor Food Brokers             | Robert Gilmore – R3 Consulting  | Pender Newkirk & Co., CPAs              |
| AppIq, Inc.                     | GoSolutions                     | Renaissance Hotel – International Plaza |
| Bay Area Disaster KleanUp       | Gray Robinson, P.A.             | Ross Vecchio & Trussel, P.A.            |
| BayLife Physical Therapy        | John Griggs                     | Rottlund Homes                          |
| Bayside Marine Sales & Service  | HSA Engineers & Scientists      | SDW Residential Solutions               |
| Bay Tech Solutions              | Hilb, Rogal & Hobbs             | Lansing C. Scriven, P.A.                |
| Bernstein Investments           | Hilton St Petersburg            | Seminole Hard Rock Hotel & Casino       |
| Research Management             | Huston Financial                | Signature Room Grille – Channelside     |
| Black Gold Compost – Oxford, FL | Innovative Software Tech.       | Squire Sanders & Dempsey, LLP           |
| Caspers Company                 | Insultech Group, Inc.           | Tribridge, Inc.                         |
| Castle Supply                   | J.P. Morgan Chase               | Weicht Group at Merrill Lynch           |
| Citrus Vacuum – Houston, TX     | Marcone                         | Whitcomb Real Estate                    |
| Colliers Arnold                 | Master Marketing                | Zeno Office Solutions                   |
| Davis & Harmon, P.A.            | McConnie Fence Co.              |   |
| DNP Consultants                 | Nabors Giblin & Nickerson       |   |
| Earth Tech                      | Nicholas Financial              |   |

# SUNTRUST SUMMER SPLASH FUN



SUNTRUST



# 2004-2005 OUTBACK BOWL CALENDAR

## SEPTEMBER 9

### OUTBACK BOWL HUDDLE AT GAMEWORKS

Summer's over and college football is back as the Outback Bowl kicks off its fall event calendar with a festive evening at GameWorks in Ybor City. (Invitation only)

## OCTOBER 12

### DELOITTE KICKOFF LUNCHEON

Bowl guests will celebrate the 2004 college football season with a special luncheon at A La Carte Pavilion. ESPN's Bob Davie will be our special guest speaker. (Invitation only)

## NOVEMBER 3

### SPRAY-CRETE FEAST ON THE FIFTY

Special guests of the Outback Bowl will enjoy a barbecue feast, fun and games on the field of Raymond James Stadium. (Invitation only)

## DECEMBER 9

### JIM WALTER HOMES CONTRACT SIGNING PARTY

Jim Walter Homes and bowl supporters will welcome the participating college head coaches and athletic directors to the Tampa Bay area for the first time. (By invitation only.)

## DECEMBER 26

### TEAM WELCOME CEREMONY & OUTBACK STEAKHOUSE TEAM DINNER

Bowl VIP's, city officials and media greet the participating teams as they enjoy a private welcome dinner from Outback Steakhouse at the Tampa Convention Center (Invitation only).

## DECEMBER 27

### FELLOWSHIP OF CHRISTIAN ATHLETES BREAKFAST\*\*

This breakfast at the Hyatt Regency Tampa is open to the public and typically attended by players and coaches. Call the FCA at (813) 235-6219 for reservations.

### REGIONS BANK GOLF CLASSIC

This popular golf scramble features local celebrities and officials from the participating colleges along with bowl supporters for some friendly competition. (sold out)

### PLAYERS HOSPITAL VISIT

Players and coaches from both teams will brighten the day for children at the Tampa Children's Hospital at St Joseph's.

### WIVES LUNCHEON

Spouses of both teams' coaches will enjoy a special luncheon hosted by Roy's Restaurant. (Private event)

### TEAM NIGHT AT TAMPA BAY LIGHTNING\*\*

Both teams will attend the Stanley Cup Champion Tampa Bay Lightning NHL hockey game at the St Petersburg Times Forum in downtown Tampa. Game time is 7:30 p.m.



## DECEMBER 28

### BUSCH GARDENS TEAM OUTING\*\*

Both teams and their fans will enjoy the attractions and festivities at the world-famous Busch Gardens theme park. Admission tickets for the general public are available at the gate (the team dinner is by invitation only).

## DECEMBER 29

### OUTBACK BOWL BEACH DAY\*\*

Join the teams, their marching bands and cheerleaders as they enjoy the sun and beaches at the Hilton Clearwater Beach Resort. The St Petersburg/ Clearwater Area CVB, the Hilton and 93.3FLZ Radio sponsor this fun day which includes live music, skydivers, a tug-of-war and other contests from 12:00 to 4:00 p.m.

## DECEMBER 30

### DEBARTOLO PROPERTY GROUP TEAM LUNCHEON

This 1,100 person luncheon features both team's official travel parties and bowl supporters. The Hyatt Regency in Downtown Tampa will host the event. (By invitation only)

### METLIFE/MERCEDES BENZ PRESIDENTS' RECEPTION

MetLife & Mercedes Benz host this prestigious evening for bowl VIP's and the college presidents and administrators at A La Carte Pavilion. Carrabba's Italian Grill, Roys, Fleming's Prime Steakhouse & Wine Bar, Lee Roy Selmon's, A La Carte Catering, Outback Catering, Bonfish Grill & Outback Steakhouse provide a delectable menu (By invitation only).

### PLAYERS NIGHT AT GAMEWORKS\*\*

Join the teams as they enjoy an array of fun and games at GameWorks in historic Ybor City. Watch the teams compete off the field with interactive video games. Doors open to fans at 7:30 P.M.

## DECEMBER 31

### TECO ENERGY PARADE & PEP RALLY\*\*

Eclectic Ybor City is the site of this festive celebration featuring the TECO Energy Parade and a pep rally by the college marching bands & cheerleaders. The parade will feature floats and at least twenty marching bands! This free family event is sponsored by Budweiser, TECO Energy Co., 93.3FLZ Radio and the City of Tampa. Be there early. The Parade starts at 5:30 p.m. and runs along 7th Avenue.

### LIGHT UP TAMPA BAY

Channelside and The Florida Aquarium host a midnight fireworks show and ball drop on the downtown waterfront. Enjoy live entertainment at Channelside or a VIP party at the Aquarium (813-273-4568 for tickets.)

## JANUARY 1

### LEXUS OF TAMPA BAY CORPORATE TENT VILLAGE

More than 5,000 Bowl sponsors and VIP's will enjoy a festive pregame warmup at the Outback Bowl Corporate Tent Village with a private brunch, entertainment and games across the street from Raymond James Stadium. (Invitation only)

### PREGAME BOWL BASH\*\*

Bowl fans can warm-up for the big game with live music and a pep rally, sponsored by Red Baron Pizza, French's Mustard, The Tampa Tribune, U.S. Marine Corps and Thunder 103.5 FM. Food & refreshments will be available for purchase. The fun begins at 8:00 a.m. (Located on S.E. corner of Himes Ave. & Martin Luther King Jr. Blvd.

### RED BARON PIZZA PREGAME SHOW\*\*

Enjoy a colorful pregame show sponsored by Red Baron Pizza and featuring the pageantry of high school and college bands along with numerous special activities including a U.S. Marines flyover, the Red Baron Stearman Squadron and military skydivers. Show time begins at 10:15 a.m.

### OUTBACK BOWL 2005\*\*

The first bowl game of New Year's Day — the 19th Annual Outback Bowl matches two of college football's best teams from the SEC and Big Ten Conference. Kickoff is scheduled for 11:00 a.m. (Gates open 9:30 a.m.).

### RAYMOND JAMES FINANCIAL HALFTIME SHOW

Wait until you see this colorful show featuring more than 4,000 performers!

\*\* (indicates event open to general public — all others are invitation-only)

Note - All events, locations, dates and times are subject to change.

## OUTBACK BOWL 2004-2005 ALL-STAR TEAM (AS OF SEPTEMBER 30)

Terry Bien	Ken Hoverman	Chuck Riggs
Bill Cammarata	Scott Jacobsen	Steve Schember
Paul Catoe	Chuck Johnson	Mark Segel
Dick Christian	Mike Kerrigan	Mitch Shriber
Kevin Collins	Terry Kors	Barry Smith
Paul Cumbie	Robin Kovaleski	Kevin Smith
Mike Deverso	Barbara Major	Bob Spinner
Dale Dignum	Jim Major	Cindy Staley
David Epstein	Rick Nafe	Hank Staniszewski
Michael Fitzgerald	Andrea Nole	Mike Starkey
Christopher GIBLIN	Tim Norstrem	Robert Stephens
Dave Green	Bernie O'Brien	Rob Stuart
John Griggs	Tom O'Brien	Mike Sugar
Todd Holder	Greg Orchard	Peter Vosotas
Steve Horne	Steve Pratico	Larry Weicht
	Michele Pryor	Tom Wells
	Matt Reiss	

## OUTBACK BOWL STAFF CONTACTS

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## BOOMERANG

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## ARE YOU HUNGRY?

If you like food, football & fireworks then you won't want to miss the **Spray-Crete Feast on the Fifty**. Sponsors and Club Members of the Outback Bowl will once again take to the field at Raymond James Stadium when Spray Crete and the bowl host this annual event slated for Wednesday, November 3 from 5:30 to 7:30 P.M.

Our invited guests can walk on the playing field where the bowl game takes place and tackle a delicious barbecue dinner. Guests can also try their hand at some special games. The event culminates with our traditional private fireworks show right inside the stadium.

Spray-Crete Industries returns as sponsor of the event for their sixth year. The company will also be giving away a special door prize! Mark your calendars now for the **Spray-Crete Feast on the Fifty**.



## BOWL VIPS ENJOY FUN AND GAMES AT GAMEWORKS

Almost 600 Club Members, sponsors and other VIP guests of the Outback Bowl took a break from Hurricane watching to enjoy a great night of fun and games last month at **GameWorks** at Centro Ybor. The event was the bowl's official kickoff to the college football season and its fall event schedule.

Guests enjoyed a variety of food while playing their choice of state-of-the-art video and interactive games from race cars to horse racing, and wave runners to air hockey. A number of brave guests even saddled up to ride the mechanical bull!

GameWorks will host the teams and fans as well during bowl week. GameWorks offers a variety of corporate and group packages and is great for holiday parties. For information contact Pete Scalia at 813-247-0164 or go to [www.GameWorks.com](http://www.GameWorks.com).



## OFFICIAL GAME SPONSORS



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