



ATTENTION ON NORM ABOVE NORMAL

Perhaps never in the history of the NFL has as much attention been paid to the addition of a college offensive coordinator by an NFL team as has been focused on **NORM CHOW**, who assumes the role this season with the Tennessee Titans after a two-national championship tenure at USC.

But this offensive coordinator comes packed with an impressive background: he has coached three Heisman Trophy winners (**TY DETMER**, **CARSON PALMER** and **MATT LEINART**), a Pro Football Hall of Famer (**STEVE YOUNG**), and seven quarterbacks who rank on the NCAA's top-30 all-time passing efficiency list.

Chow said he was swayed to come to the NFL by Titans head coach **JEFF FISHER**, a former Southern Cal defensive back, and the opportunity to work with 2003 NFL Co-MVP quarterback **STEVE MC NAIR**.

"I decided, this is football; I can do this," says Chow. "Steve told me everybody wants to win. Maybe I can help."

Count Seattle Seahawks head coach **MIKE HOLMGREN** as a believer in Chow's coaching talents. The two men served together on Lavell Edwards' BYU offensive coaching staff from 1982-85 where quarterbacks Young and **ROBBIE BOSCO** shattered the NCAA Division 1-A record books under their tutelage. Young and Bosco were only two in a 17-year string of BYU quarterbacks who year after year challenged the career passing efficiency record under Chow's direction.

"Norman has always had the rare ability to tailor his offense to his players and match their particular talents," says Holmgren. "He is one of the finest teachers I have ever been around."

As the NFL game becomes more and more specialized, the demand for innovative coaching minds increases.

"Successful coordinators are at a premium right now," says Fisher. "Believe me, when you see what (Chow) is capable of doing, you'll be very impressed."

The seven college quarterbacks who played under Chow and rank in the top 25 all-time in NCAA Division 1-A career passing efficiency:

Player/Chow Years	Team	Att.	Comp.	Yds.	TD	INT	Rtg.	Rank
Ty Detmer, 1988-91	BYU	1,530	958	15,031*	121*	65	162.7	3rd
Steve Sarkisian, 1995-98	BYU	789	528	7,464	53	26	162.0	4th
Jim McMahon, 1977-78, 1980-81	BYU	1,060	653	9,536	84	34	156.9	6th
Steve Young, 1981-83	BYU	908	592	7,733	56	33	149.8	14th
Robbie Bosco, 1983-85	BYU	997	638	8,400	66	36	149.4	15th
John Walsh, 1991-94	BYU	973	587	8,375	66	35	147.8	19th
Philip Rivers, 2000	NCST	1,710	1,147	13,484	95	34	144.2	25th

\*All-time Div. 1-A leader

HEY COACH, WHO IS THE MOST IMPRESSIVE PERSON YOU'VE MET?

NFL coaches are pretty impressive people themselves, but interactions with other very accomplished people have made these gridiron masterminds more adept leaders and teachers.

There's the classic story about a seven-year-old **BILL BELICHICK** meeting legendary Bears coach **GEORGE HALAS** and congratulating him on a win. Halas gave Belichick a dollar and said he always did this for the first person who congratulated him on a victory.

Some coaches, though, were most impressed by family members and successful people outside the sports world. Indianapolis Colts head coach **TONY DUNGY** was most impressed by the head of pediatric neurosurgery at Johns Hopkins University Hospital, **DR. BEN CARSON**. "He's done some things in neurosurgery that no one in the world has done," says Dungy. "He is a guy that's really, really committed to education and getting our students up to speed with the rest of the world."

Some NFL coaches identify the most impressive person they've met:

COACH	PERSON MET
Tom Coughlin	John Wooden
Tony Dungy	Dr. Ben Carson
Jim Mora	My father
Mike Nolan	My father
Andy Reid	In football: Mike Holmgren and Lavelle Edwards; Outside football: my parents
Marty Schottenheimer	Muhammad Ali
Mike Sherman	My father
Lovie Smith	My wife, kids and family

**COUGHLIN ON JOHN WOODEN:** "He is a guy in his 90s that knows what you are doing. How can that be? He knows who you are, he knows what you are up against. He is an amazing guy."

**SCHOTTENHEIMER ON MUHAMMAD ALI:** "He was a dynamic person and he was, of course, unparalleled as an athlete in my opinion. There is a certain aura about him that sets him apart."

