

SRI Helps Jets Celebrate 30th Anniversary Of 1969 World Championship

On October 16 – 18, 1998 some of the Students Relations employees had a marvelous opportunity to attend and help organize the 30th reunion autograph show for the 1969 New York Jets. The show was held at Ballys Hotel in Atlantic City, NJ. This was a great honor for the member of our staff.

One of our senior managers MC'd the introduction of the players. He said, "It was a tremendous thrill to announce each individual player, the school he attended, his position and his accomplishments. It was a childhood dream come true."

Another senior member from our graphic department, Kevin O' Hara was chosen to design the 30th Anniversary logo. The logo was printed on all materials used at the show as well as the litho given to all the guests.



Artist Kevin O'Hara & Jets 30th Anniversary Logo.

Bob Quinn, seen in the photo with Joe Namath, always puts a smile on Joe's face. (Hey Joe, how's Tequesta?) At the dinner he also entertained several other players such as Pete Lammons, John

Elliot, George Sauer, Bake Turner, Curley Johnson, Billy Baird, Carl Meadams, Emerson Boozer and the rest of the 1969 Super Bowl Champs.

As you can imagine, it was an unbelievable experience for our company and for the players themselves. After catching up on current happenings, they reminisced about exciting times they had shared thirty years ago. For us, it was exciting just to hear them tell inside stories, to laugh with them and enjoy their recollections.

As the *Sports Collectible Digest* stated, Joe Namath's guarantee the NY Jets would beat Baltimore in Super Bowl III was a remark that was taken lightly by football fans and also the Colts. On January 12, 1969, the Jets backed up



"Broadway Joe's" boast as they beat the Colts 16 -7. Though Namath made the comment, he wasn't the only one on the team who felt that way. To hear the players talk about the Super Bowl victory 30 years later, it was a feeling that ran throughout the team. "If we watched the films anymore then we

would have been overconfident," said Jets running back Bill Mathis.

Wide Receiver, George Sauer, said the Jets were a confident bunch at the end of the season, but the team didn't start the year out that way.

"It's weird they still talk about the 1969 NY Jets," said fullback, Matt Snell. Snell ran the "19 Straight" play many times that day on his way to 121 yards rushing.

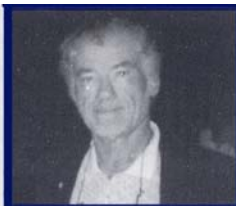
"It seemed like it was our day," he said. "We were not a great team, but we got it done when we had to. I know the AFL was glad we won. I think they (the NFL and AFL) would have merged without us winning."

Perhaps, Snell is right. The merger would have come anyway, but no one can doubt the Jets convincing win that January day certainly influenced the merger.

Meeting with the "69 Jets" and reminiscing with them gave our team great inspiration. It reminded us that teamwork is the key to success. As Larry Grantham said, "We live and died together. We were always a team." It is that sort of spirit that led the "69 Jets" to victory and can lead our team to untold success in the next century.



Matt Snell



Don Maynard



Bob Quinn & Joe Namath



Joe Namath Signing Commemorative Footballs.



Bill Mathis



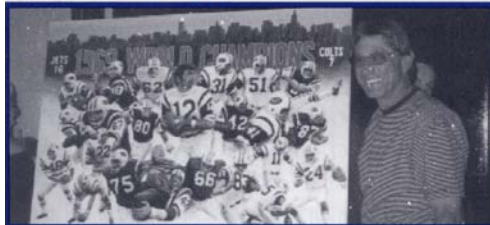
John Schreff



Emerson Boozer & Bob Quinn



Curley Johnson, Carl Meadams, Billy Baird, Bob Quinn, Johnny Sample, Larry Grantham



Joe Namath Posing With 30th Anniversary Lithograph.



Pete Lammons, John Elliott, Bob Quinn, George Sauer, Bake Turner