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**CREDITS**

The 2010 Chattanooga Football Media Guide is a product of the University of Tennessee at Chattanooga Athletics Department and the Communications and Media Relations Office. The book was written, designed and edited by Jay Blackman, Director of Athletics Communications and Media Relations. Editorial, design and layout assistance provided by Assistant Directors Anne Wehunt and Jim Horten and Director of Creative Services Owen Seaton. Detailed editorial assistance provided by Pam Henry. Cover design by April Cox, Graphic Design Manager for UTC. Photography by Robert Baudier, Jay Blackman, Tom Cordy, David Humber, Jeff Humdon, Marvin Gentry, Willis Glasgow, Kathleen Greeson, Michael Hampton, Steve Hankins, Tracey Long, LifeTouch Photography, Phil Reich, Jeff Romero, Dale Rutemeyer, Owen Seaton, Bill Sheffield, Bill Shipley, Anne Wehunt, Chattanooga Times-Free Press, Chattanooga Times and UTC University Relations. Professional football photos provided with permission by the respective teams. Chattanooga photos on pages 6-7 courtesy of the Chattanooga Area Convention & Visitors Bureau.

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## UNIVERSITY INFORMATION

Institution ..... University of Tennessee at Chattanooga  
 Preferred Name ..... Chattanooga  
 Short Form ..... UTC  
 Please do not use UT-Chattanooga, Tennessee-Chattanooga or Tenn.-Chatt.  
 Location ..... Chattanooga, Tenn.  
 Nickname ..... Mocs (not Moccasins or Mockingbirds)  
 Colors ..... Navy (PMS 295), Old Gold (PMS 124), Silver (PMS 429)  
 Mascot ..... Scrappy  
 Founded ..... 1886  
 Enrollment ..... 10,526  
 Stadium (Capacity) ..... Finley Stadium (Davenport Field) (20,668)  
 Stadium Surface ..... Polyethylene Field Turf  
 NCAA Affiliation ..... NCAA Division I (Football Championship Subdivision)  
 Conference ..... Southern  
 Chancellor ..... Dr. Roger Brown  
 Faculty Athletics Representative ..... Dr. Michael Jones

## ATHLETICS ADMINISTRATION

Rick Hart, Director of Athletics ..... (423) 425-2270  
 Matt Pope, Senior Associate Athletics Director/Finance ..... (423) 425-2158  
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 Todd Bullard, Director of Sports Medicine ..... (423) 425-4740  
 Megan Parker, Director of Ticketing ..... (423) 425-5273  
 Ryan Peck, Director of Marketing ..... (423) 425-4473  
 Brandon Potts, Director of the Mocs Club ..... (423) 425-4233  
 Owen Seaton, Director of Creative Services ..... (423) 425-2122  
 Marquita Turner, Director of Compliance ..... (423) 425-5557

## CHATTANOOGA FOOTBALL STAFF

Russ Huesman, Head Coach ..... (423) 425-4494  
 Marcus Satterfield, Offensive Coordinator ..... (423) 425-4227  
 Adam Fuller, Defensive Coordinator ..... (423) 425-4145  
 Russ Ehrenfeld, Offensive Line (Centers & Guards) ..... (423) 425-4271  
 Jimmy Lindsey, Defensive Line ..... (423) 425-4494  
 Geep Wade, Offensive Line (Tackles & Tight Ends) ..... (423) 425-4494  
 Marcus West, Defensive Line ..... (423) 425-2223  
 Tony Coode, Linebackers ..... (423) 425-4558  
 Jamaal Fobbs, Running Backs ..... (423) 425-4404  
 Will Healy, Receivers ..... (423) 425-5604  
 B.J. Hogan, Defensive Backs ..... (423) 425-2225

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 Nathan Blythe, Assistant ..... (423) 425-2116  
 (Volleyball, Softball) ..... Nathan-Blythe@utc.edu  
 Fax ..... (423) 425-4610  
 Finley Stadium Press Box ..... (423) 757-9332

## 2010 TEAM INFORMATION

2009 Record ..... 6-5  
 2009 Southern Conf. Record/Finish ..... 4-4/4th  
 Base Offensive Alignment ..... multiple  
 Base Defensive Alignment ..... multiple  
 Starters Returning/Lost ..... 18/8  
 Offensive Starters Returning/Lost ..... 9/3  
 Defensive Starters Returning/Lost ..... 7/4  
 Specialist Starters Returning/Lost ..... 2/1  
 Lettermen Returning/Lost ..... 41/20  
 Off. Lettermen Returning/Lost ..... 25/10  
 Def. Letterman Returning/Lost ..... 14/9  
 Specialist Lettermen Returning/Lost ..... 2/1  
 Off. Linemen Returning/Lost (Starters) ..... 9/1 (5/0)  
 Def. Linemen Returning/Lost (Starters) ..... 5/3 (2/2)

## 2010 SCHEDULE

Date	Opponent	Time	Watch
Sept. 4	Appalachian St	3:00 p.m.	SportSouth
Sept. 11	at Jacksonville St.	7:00 p.m.	TBA
Sept. 18	Eastern Kentucky	6:00 p.m.	GoMocs.com
Sept. 25	at Western Carolina	6:00 p.m.	GoMocs.com
Oct. 2	Open		
Oct. 9	at The Citadel	2:00 p.m.	GoMocs.com
Oct. 16	Georgia Southern	6:00 p.m.	GoMocs.com
Oct. 23	at Furman	2:00 p.m.	TBA
Oct. 30	Elon	2:00 p.m.	GoMocs.com
Nov. 6	at Auburn		TBA SEC Network
Nov. 13	Samford	2:00 p.m.	GoMocs.com
Nov. 20	at Wofford		TBA

## 2009 RESULTS (6-5, 4-4 SOCON/4TH)

Date	Opponent	W-L	Score
Sept. 3	No. 22 Greenville St.	W	30-13
Sept. 12	Furman	L	20-38
Sept. 19	at Presbyterian	W	29-13
Sept. 26	No. 17 Wofford	W	38-9
Oct. 3	Open		
Oct. 10	at Samford	W	14-7
Oct. 17	at Georgia Southern	L	20-30
Oct. 24	at No. 7 Elon	L	10-45
Oct. 31	Western Carolina	W	24-20
Nov. 7	at No. 7 Appalachian St	L	20-35
Nov. 14	The Citadel	W	31-28
Nov. 21	at No. 2 Alabama	L	0-45

## FOOTBALL HISTORY

Seasons ..... 102  
 All-Time Record ..... 456-467-33 (.494)  
 Record at Finley Stadium ..... 28-41 (.406)  
 SoCon Titles ..... 4 (1977, 1978, 1979, 1984)  
 NCAA Playoff Appearances (Last) ..... 1 (1984)

## FUTURE SCHEDULES

2011  
 Sept. 10 ..... Jacksonville State  
 Sept. 17 ..... at Eastern Kentucky  
 SoCon Home: The Citadel, Furman, WCU, Wofford  
 SoCon Away: ASU, Elon, Ga. Southern, Samford  
 2012  
 Sept. 8 ..... at Jacksonville State  
 Sept. 15 ..... Presbyterian  
 SoCon Home: ASU, Elon, Ga. Southern, Samford  
 SoCon Away: The Citadel, Furman, WCU, Wofford





# CHATTANOOGA



## THE UNIVERSITY

**FOUNDERS HALL**



**FLETCHER HALL**



*If you look around the campus of the University of Tennessee at Chattanooga, you will find a message chiseled for eternity into the stone of our structures.*

*"We Shall Achieve"*

*A bold commitment that guides us in everything we do, and tells the world what to expect from our campus. At the University of Tennessee at Chattanooga, we achieve, and so will you.*

*Achieving a goal doesn't always come easy. UTC students are challenged through a rigorous liberal arts based general education and state-of-the-art curricula in their majors. Our faculty members hold world-class credentials in teaching, research and creative endeavors and pass this experience to students. Tutoring and other academic support assist student success. Your future is worth the effort.*

**LUPTON LIBRARY**





**UNIVERSITY  
FAST FACTS**

Founded .....	1886
Enrollment.....	10,526
Undergraduate.....	9,039
Graduate.....	1,487
Chancellor.....	Dr. Roger Brown
Degree Programs.....	91
Certificate.....	19
Baccalaureate.....	50
Master's.....	18
Specialist's.....	1
Doctorate.....	3
Avg. Undergrad Age.....	22.0
Website.....	www.utc.edu
Phone.....	(423) 425-4111



UTC is one of the fastest growing campuses in Tennessee, with enrollment surpassing 10,000 in 2010. Here are some of the significant opportunities UTC has to offer:

- UTC established the SimCenter: National Center for Computational Engineering in 2007. The SimCenter provides computer simulations to solve problems for industry and government while offering research programs.

- UTC's College of Business has ranked among the best in the nation by both BusinessWeek and the Princeton Review. Our programs are among the elite 10% nationwide to receive Association to Advance Collegiate Schools of Business International accreditation.

- UTC's School of Nursing has received more than \$3 million in grants the past three years to support nursing education and bring new skills to our students.

- Our Teacher Preparation Academy has been chosen by the Carnegie Foundation as a "Teachers for a New Era" institution, acknowledging our teacher licensure programs as among the best in the nation and a model for other universities.

**THE STUDENT PARK AT UTC**



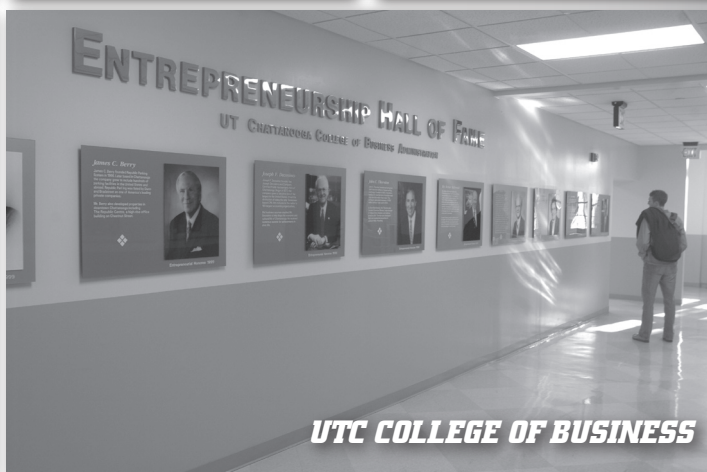
**HERITAGE PLAZA**



**UTC PLACE**



**ENTREPRENEURSHIP HALL OF FAME**  
UT CHATTANOOGA COLLEGE OF BUSINESS



**UTC COLLEGE OF BUSINESS**

**LANSING COURT AND THE UNIVERSITY CENTER**





# CHATTANOOGA

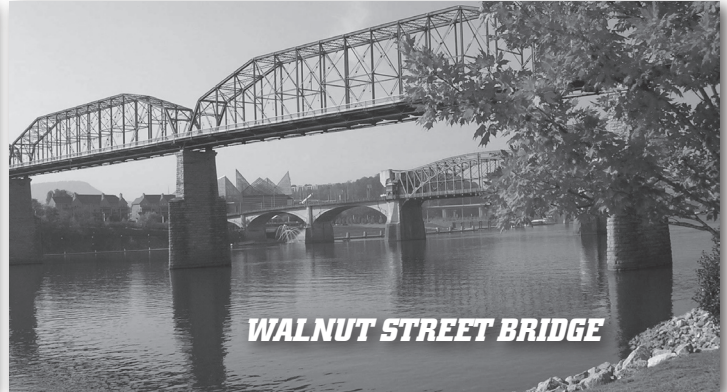


**THE SCENIC CITY**

**HUNTER MUSEUM OF AMERICAN ART**



**WALNUT STREET BRIDGE**



**THE SOUTHERN BELLE RIVERBOAT**



• You will be impressed by Chattanooga's revitalized Riverfront that includes a 10-mile Riverwalk; The Passage, a celebration of Chattanooga's Native American heritage, and the Chattanooga Pier.

• Cruise down the Tennessee River aboard the Southern Belle Riverboat and see why Chattanooga is nicknamed the "Scenic City of the South."

• Take a walking tour of the charming Bluff View Arts District with its shops, restaurants and the Hunter Museum of American Art.

• The Walnut Street Bridge, connecting the Bluff View Arts District and downtown with the North Shore District and Coolidge Park, is one of the longest pedestrian bridges in the world.



**THE TENNESSEE AQUARIUM AND CHATTANOOGA'S RIVERFRONT PARK**



**CHATTANOOGA  
FAST FACTS**

Founded .....1838  
 City Population .....169,884  
 Metro Area Population ..514,568  
 Altitude (Downtown)..... 675 ft.  
 Avg. Summer Temp..... 77 (F)  
 Avg. Winter Temp..... 42 (F)  
 Time Zone..... Eastern  
 Size ..... 135 sqm.

- Chattanooga is the 4th Largest City in Tennessee.
- The Chattanooga Bakery is the home of the Moon Pie.
- Actor Samuel L. Jackson grew up in Chattanooga where he attended Riverside High School.



**ROCK CITY**

• Discover the Tennessee Aquarium with its two underwater worlds: River Journey and the new Ocean Journey. You will see tiny seahorses, impressive Beluga sturgeon, fierce sharks and playful otters.

• Visit Rock City where you can see seven states from one spot.

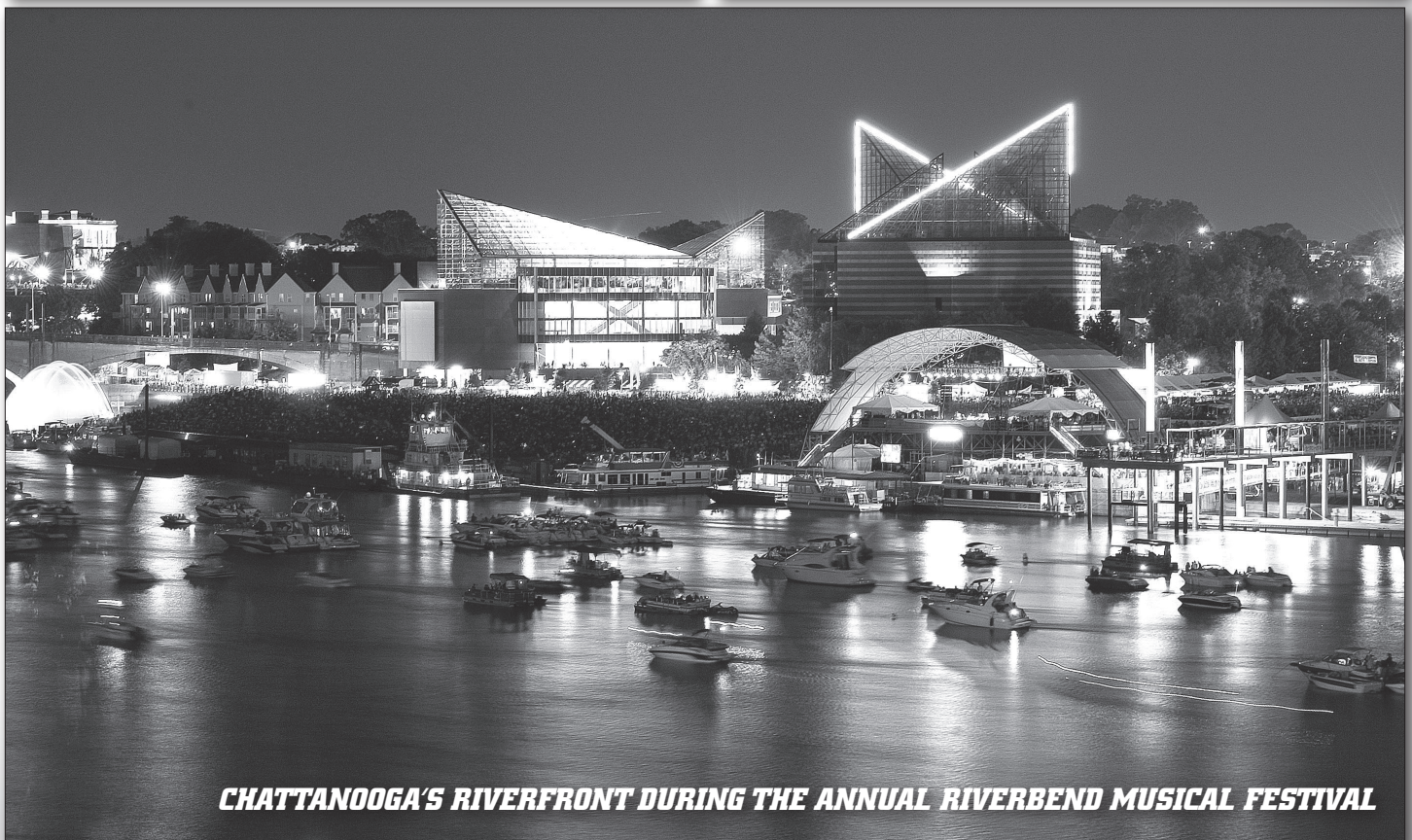
• Located over 1120 feet beneath the surface, Ruby Falls is the nation's largest and deepest waterfall open to the public.

• Lookout Mountain's Incline Railway travels up a 72.7% grade, making it the steepest passenger railway in the world.

**INCLINE RAILWAY**



**RUBY FALLS**



**CHATTANOOGA'S RIVERFRONT DURING THE ANNUAL RIVERBEND MUSICAL FESTIVAL**



# ACADEMICS

## CAREER PREPARATION



Located in McKenzie Arena, the Mocs' computer lab gives student-athletes a convenient place to study, receive tutoring help and complete assignments.



**Dr. Emily Blackman**  
Assistant Athletics Director  
Student Support Services



**Rhonda Reynolds**  
Academic Advisor

Academic excellence has been a key focus of the Mocs under head coach Russ Huesman. UTC football has set a program record in overall grade-point-average in each of the last two semesters and 21 Mocs were on the Dean's List during the fall semester.

The Chattanooga Mocs have an excellent Student Support Services department in place for all student-athletes. UTC has recently allocated even more resources to this unit and will have four full-time staff members prior to the start of the 2010 fall semester.

Through the use of advisors, tutors, study halls and many other programs, Student Support Services is on hand to help each student-athlete reach his or her ultimate goal of earning a college degree.

### Goals of Mocs Athletics Student Support Services

- To support each student athlete's effort to receive a quality education.
- To encourage and facilitate the goals for each student-athlete's career path.
- To ensure that the academic integrity of UTC is maintained.
- To comply with all rules and regulations of UTC, the Southern Conference and the NCAA.
- To help ensure the continuing athletic eligibility during a student-athlete's years at UTC.

## RECENT FOOTBALL GRADUATES

### Summer 2009

Kenny Scrivens - Criminal Justice  
Charles Profit - Business Administration  
Aaron Adams - Business Administration  
Jarvis Newsome - Business Administration

### Fall 2009

Justin Buckhalter - Psychology  
Craig Camay - Health & Human Performance  
Jeff Lloyd - Business Administration  
Tony Pastore - Health & Human Performance  
Joseph Pittman - Health & Human Performance  
Steven Smigelsky - Biology  
Clint Woods - Economics

### Spring 2010

Blue Cooper - Health & Human Performance  
Bryce Garcia - Psychology  
Jare Gault - Business Administration  
Antonio Miller - Human Services Management  
Ed Sawyer - Criminal Justice  
Tony Swafford - Business Administration  
Joseph Thornton - Criminal Justice

## DEAN'S LIST

### Fall 2009

Joel Bradford  
Will Brooks  
Justin Buckhalter  
David Clemons  
B.J. Coleman  
Blue Cooper  
Don Cope  
J.D. Dothard  
Ryan Geist  
Mike Hammons  
Shane Heatherly  
Irvin Hernandez  
T.J. Hurless  
D.J. Key  
Ryan McGowan  
Adam Miller  
Steven Nease  
Brock Oliver  
Connor Rosenbaum  
Joshua Williams  
Clint Woods

### Spring 2010

B.J. Coleman  
Ryan Consiglio  
Blue Cooper  
Courtland Ellzey  
Bryce Garcia  
Mike Hammons  
Robert Harrison  
Shane Heatherly  
Irvin Hernandez  
Will Hewitt  
Garrett Hughes  
Adam Miller  
Steven Nease  
Brock Oliver  
Cody Romans  
Jeff Veres

## HONOR ROLL

### Fall 2009

Chris Awuah  
Ryan Consiglio  
Courtland Ellzey  
Derek Harper  
Chris Harr  
Chris Marshall  
Gunner Miller  
Graham Nichols  
Cody Romans  
Steven Smigelsky  
Dustin Tate  
Joseph Thornton  
Jordan Tippit  
Jeff Veres  
Austin Wilson

### Spring 2010

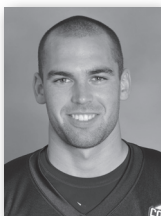
Joel Bradford  
Doug Faatiliga  
Ryan Geist  
Ryan McGowan  
Joseph Thornton  
David Tillman

The Athletic Director's Honor Roll is made up of student-athletes with at least a 3.0 grade-point-average for the semester. Those listed on the Dean's List also receive this honor.

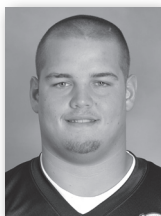


Mocs at the Student-Athlete Graduation Reception prior to the 2009 Fall Commencement in McKenzie Arena.

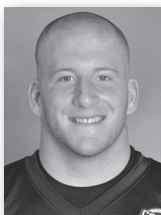
# **SCHOOL RECORD 10 ACADEMIC ALL-SOCON TEAM MEMBERS\***



**Joel Bradford**  
Finance



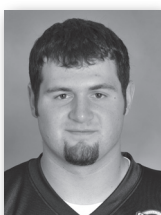
**Nick Craig**  
Marketing



**Ryan Geist**  
General Management



**Mike Hammons**  
Education



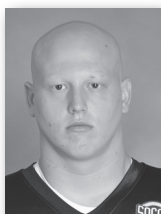
**Adam Miller**  
Civil Engineering



**Brock Oliver**  
General Management



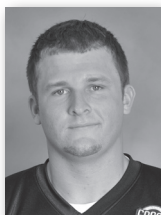
**Steven Smigelsky**  
Biology



**Dustin Tate**  
Education



**Jeff Veres**  
Marketing



**Austin Wilson**  
General Management

\* Prior to 2009, the Mocs had never had more than four football student-athletes on the Academic All-SoCon team in any given year. UTC shattered that mark with 10 Mocs on the 2009 squad. Academic All-SoCon honors are given to student-athletes in their second year at the institution who have at least a 3.2 cumulative grade-point-average and competed in at least 50% of their team's contests.



Head Coach Russ Huesman and Tony Swafford at the 2010 Spring Commencement. Swafford graduated with a degree in Business Administration.



Steven Smigelsky earned a spot on the FCS ADA Academic All-Star team. He graduated in the fall of 2009 with a degree in Biology.



Joseph Thornton, a 2009 All-SoCon selection, graduated with a degree in Criminal Justice at the 2010 Spring Commencement.



# MOCS IN THE PROS

## UTC AND THE NFL



The Mocs have had no fewer than 50 former players on an NFL roster over the years. Eldra Buckley and Blue Cooper are currently on the Eagles roster while Terrell Owens and Terdell Sands are free agents heading into the 2010 season.



Terrell Owens (1992-95) has spent 13 seasons in the NFL after a standout career with the Mocs. He is a six-time Pro Bowl selection and a five-time All-Pro pick. He spent last season with the Buffalo Bills (Photo Courtesy of Buffalo Bills).



Terdell Sands (1999) signed a four-year, \$17 million contract with the Oakland Raiders in May 2007. He received a \$4 million signing bonus.



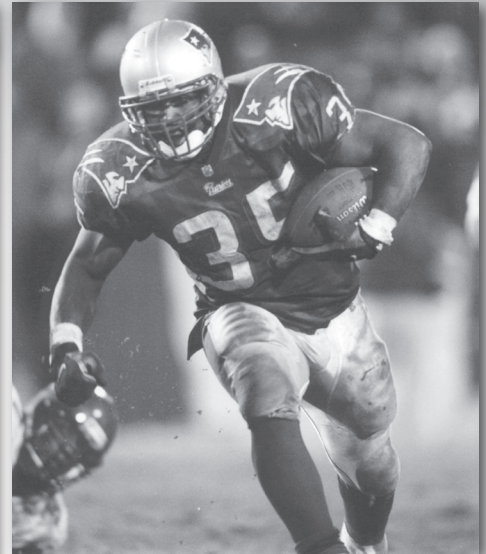
Eldra Buckley (2005-06) spent his first two seasons in the San Diego Chargers organization, but is now with the Philadelphia Eagles. He saw action in 16 games in 2009.



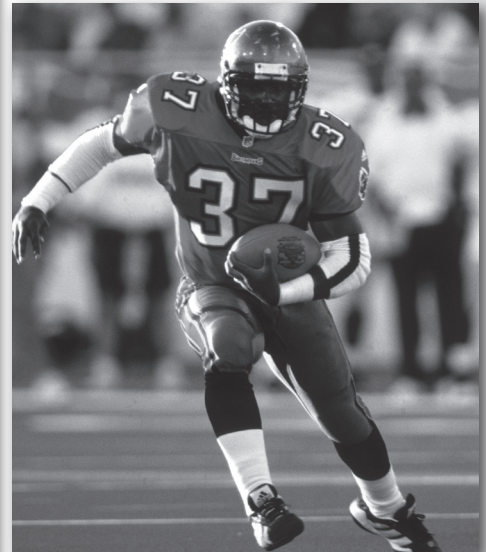
# MOCS IN THE DRAFT

Year	Rnd/Pk	Name	Position	Team	Year	Rnd/Pk	Name	Position	Team
1940	13/125	Jack Gregory, T		Cleveland	1967	5/129	Gary Tucker, HB		Miami
1942	17/177	Wilson Elliott, T		Brooklyn	1968	G	Henry Sorrell, LB		Cincinnati
1946	8/75	Gene Roberts, B		New York Giants	1969	15/377	John Tysiewicz, G		Houston
1946	10/91	Tom Barber, T		Chicago Cardinals	1972	10/244	Rocky Turner, DB		New York Jets
1947	8/a83	Fred Mullis, B		New York Giants	1975	8/185	Brent Adams, T		Atlanta
1947	A	Gene Roberts, B		Brooklyn (AAFC)	1976	6/175	Darnell Powell, RB		Buffalo
1948	8	Ralph Hutchinson, T		New York Giants	1976	9/247	Mike Hogan, RB		Philadelphia
1949	7/46	Ralph Hutchinson, T		Chicago (AAFC)	1978	4/103	Pete Pullara, G		Cleveland
1949	15/111	Howard Derrick, B		Brooklyn (AAFC)	1980	10/259	Greg Cater, P		Buffalo
1951	25/300	Chet Lagod, T		New York Giants	1982	11/286	Curtis Rouse, G		Minnesota
1953	9/	Hal Ledyard, B		San Francisco	1984	12/311	Lawrence Green, LB		New York Giants
1954	15/174	Tom Drake, G		Pittsburgh	1989	4/101	Travis McNeal, TE		Seattle
1954	18/205	Dick Young, B		Chicago Cardinals	1989	12/313	Tony Bowick, NT		Atlanta
1954	27/317	Dick Oniskey, C		Chicago Bears	1991	4/108	Tony Hill, DE		Dallas
1955	26/307	Abe Cohen, G		New York Giants	1991	12/331	Joe Brunson, DT		Miami
1955	28/328	Jack Spears, T		Green Bay	1992	6/141	Shoun Habersham, WR		Indianapolis
1958	27/315	Will Lewis, B		Chicago Cardinals	1992	8/207	Muhammad Shamsid-Deen, RB		Seattle
1959	7/75	Jim Tucker, E		Chicago Bears	1992	11/299	Pumpy Tudors, P		Philadelphia
1959	19/217	Bill Butler, B		Green Bay	1996	3/89	Terrell Owens, WR		San Francisco
1959	21/247	Johnny Green, QB		Pittsburgh	1996	6/195	Marrio Grier, RB		New England
1960	18/215	Dan Sheehan, T		Baltimore	2001	7/235	Richmond Flowers		Jacksonville
1960	B	Bill Butler, S		Dallas Rangers	2001	7/243	Terdell Sands		Kansas City
1960	C	Dan Sheehan, T		Minneapolis (AFL)					
1961	9	Dan Sheehan, T		Minnesota					
1961	8	Charley Long, G		Boston (AFL)					
1962	21	Carey Henley, HB		Buffalo (AFL)					
1963	18	Jim Bradshaw, B		Pittsburgh					
1963	17/F	Ron Whaley, DHB		Washington					
1963	20	Jim Bradshaw, HB		Boston (AFL)					
1963	28/F	Ron Whaley, HB		Boston (AFL)					
1964	20	Lonnie Farmer, LB		Boston (AFL)					
1966	9	Jack Gregory, F		Cleveland					
1966	1/D	Jack Gregory, E		Buffalo (AFL)					
1966	8/D	Tom Schaefer, FB		Boston (AFL)					
1966	8/D	Henry Sorrell, LB		Denver (AFL)					

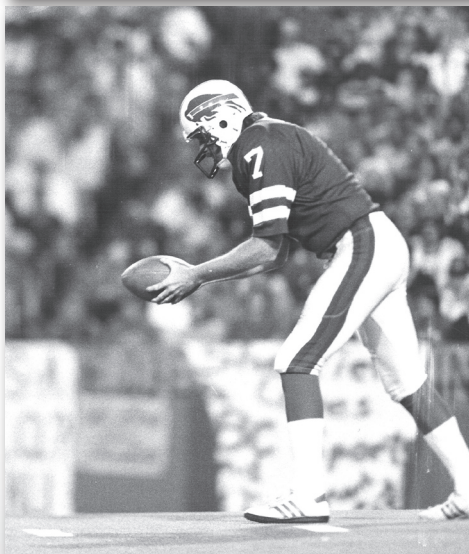
•The initial NFL Draft was in 1936; A—chosen as a special selection in the first All-American Football Conference Draft; B—selected in the 1960 Dallas Rangers expansion draft; C—selected in the American Football League's initial draft; D—a separate AFL Redshirt Draft was held in 1965 and 1966 as no future picks were made in regular draft; First combined AFL-NFL Draft was held in 1967; F—not eligible professionally, selected as a future pick; G—selected in the 1968 Cincinnati expansion draft; —Bob Standifer declined the NFL Draft in 1985 to become the No. 1 pick of the USFL's Oakland Invaders.  
(Information courtesy of "The Draft" by Jim Campbell)



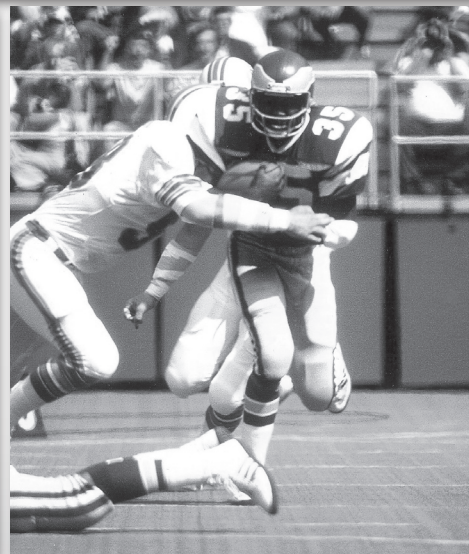
Marrio Grier (1994-95) was a member of the Patriots' Super Bowl XXXI team that faced Green Bay in 1997.



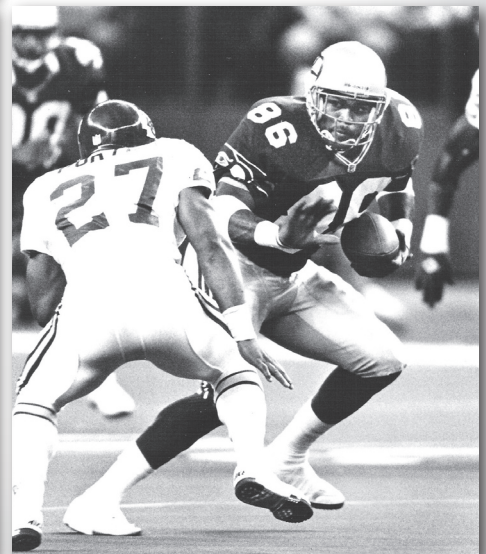
Jerry Ellison (1991-93) played four seasons in Tampa Bay (1995-98) and one in New England (1999). (Photo from the Tampa Bay Buccaneers)



Greg Cater (1976-79) played for Buffalo (1980-83) and the St. Louis Cardinals (1986-87) during his NFL career.



Mike Hogan (1972-75) was drafted by Philadelphia in 1976 and went on to play for three different NFL teams over the next five years.



Travis McNeal (1986-87) was a fourth round selection of the Seattle Seahawks in 1989 and played five seasons in the NFL.





**Tony Hill (1987-90)** was a defensive end for the Dallas Cowboys in 1991-92.



**Charles Long (1957-60)** played nine seasons for the Boston Patriots (1961-69) and was an AFL All-Star offensive tackle in 1962 and 1963.



**Jack Gregory, Jr. (1963-65)** played for the Cleveland Browns and New York Giants during his long NFL career.

## MOCS ON NFL ROSTERS

Name	Years at UTC	NFL Team (Years)	Name	Years at UTC	NFL Team (Years)
Brent Adams	1971-74	Atlanta Falcons (1975-78) Los Angeles Rams (1979)	Jeff Kestner	1977-80	Dallas Cowboys (1981) New York Jets (1982)
Nate Bandy	1997-01	Tennessee Titans (2001)	Joe Kopcha	1927-28	Chicago Bears (1929-35) Detroit Lions (1936)
Tony Bowick	1985-88	Atlanta Falcons (1989)	Art Keoniger	1929-30	Frankford Yellow Jackets (1931) Staten Island Stapletons (1932) Philadelphia Eagles (1933)
Jim Bradshaw	1960-62	Pittsburgh Steelers (1963-67)	Chester Lagod	1950-52	New York Giants (1953)
Chuck Braidwood	1926-29	Portsmouth Spartans (1930) Cleveland Indians (1931) Chicago Cardinals (1932) Cincinnati Reds (1933)	Hal Ledyard	1951-52	San Francisco 49ers (1953)
Eldra Buckley	2005-06	San Diego Chargers (2007-08) Philadelphia Eagles (2009-10)	Charles Long	1957-60	Boston Patriots (1961-69)
Bill Butler	1955-58	Green Bay Packers (1959) Dallas Cowboys (1960) Pittsburgh Steelers (1961) Minnesota Vikings (1962-64)	Mike Makins	1985-86	Dallas Cowboys (1987) New York Jets (1988)
Josh Cain	1999-02	Chicago Bears (2003)	Harry McCall	1975-77	Miami Dolphins (1978)
Malcolm Carson	1979-81	Minnesota Vikings (1984)	Ryan McCann	2002	Cincinnati Bengals (2003)
Greg Cater	1976-79	Buffalo Bills (1980-83) St. Louis Cardinals (1986-87)	Travis McNeal	1986-87	Seattle Seahawks (1989-91) Los Angeles Rams (1992-93)
Howard Clark	1954-57	Los Angeles Chargers (1960) San Diego Chargers (1961)	Randall Mitchell	1982-85	Philadelphia Eagles (1987)
Abe Cohen	1952-55	Boston Patriots (1960)	Greg Moore	1984-86	New England Patriots (1987)
Tim Collins	1973-76	Philadelphia Eagles (1977)	Mike Nease	1980-83	Philadelphia Eagles (1987)
Blue Cooper	2006-09	Philadelphia Eagles (2009)	Alonzo Nix	2003-04	Tennessee Titans (2005)
Jerry Ellison	1991-93	Tampa Bay Buccaneers (1995-98) New England Patriots (1999)	Terrell Owens	1992-95	San Francisco 49ers (1996-03) Philadelphia Eagles (2004-05) Dallas Cowboys (2006-08) Buffalo Bills (2009)
Wayne Farmer	1960-63	Boston Patriots (1964-66)	Darnell Powell	1972-75	Buffalo Bills (1976) New York Jets (1978)
Richmond Flowers	2000	Jacksonville Jaguars (2001)	Pete Pullara	1974-77	Cleveland Browns (1978)
Frederick Gets	1926-29	Brooklyn Dodgers (1930)	Fred Rayhle	1973-74	Seattle Seahawks (1977)
Willie Gillespie	1981-82	Tampa Bay Buccaneers (1986) Minnesota Vikings (1987)	Harold Ricks	1981-83	Tampa Bay Buccaneers (1983-87)
Johnny Green	1955-58	Buffalo Bills (1960-61) New York Titans/Jets (1962-63)	Gene Roberts	1946	New York Giants (1947-50)
Jack Gregory, Jr.	1963-65	Cleveland Browns (1967-71, 79) New York Giants (1972-78)	Kareem Robinson	1994-97	Baltimore Ravens (1998-00)
Jack Gregory, Sr.	1939	Cleveland Rams (1941)	Curtis Rouse	1979-81	Minnesota Vikings (1982-86) San Diego Chargers (1987)
Marrio Grier	1994-95	New England Patriots (1996-97)	Chris Sanders	1999-00	Atlanta Falcons (2001) Tennessee Titans (2001-02)
Frank Grigonis	1940-41	Detroit Lions (1942)	Kenny Sanders	1995-98	New York Giants (1999)
Shoun Habersham	1989-91	Seattle Seahawks (1992)	Terdell Sands	1999	Green Bay Packers (2003) Oakland Raiders (2004-09) New England Patriots (2009)
Carey Henley	1959-61	Buffalo Bills (1962)	Muhammed Shamsid-Deen	1989-91	Seattle Seahawks (1992)
Tony Hill	1987-90	Dallas Cowboys (1991-92)	Henry Sorrell	1963-66	Denver Broncos (1967)
Mike Hogan	1972-75	Philadelphia Eagles (1976-78) San Francisco 49ers (1979) New York Giants (1980)	Bob Standifer	1982-84	San Francisco 49ers (1987)
Ralph Hutchison	1947-48	New York Giants (1949)	Gary Tucker	1964-66	Miami Dolphins (1968)
Brent Johnson	1982-85	Chicago Bears (1987)	Pumpy Tudors	1989-91	Philadelphia Eagles (1992)
Robert Johnson	1928-29	Portsmouth Spartans (1930)	Rocky Turner	1968-71	New York Jets (1972-74)
			Willie Walker	1972-75	Kansas City Chiefs (1976)
			Dick Young	1951-54	Baltimore Colts (1955-57)



**Richmond Flowers (2000)** was a seventh round draft pick by the Jacksonville Jaguars in 2001.

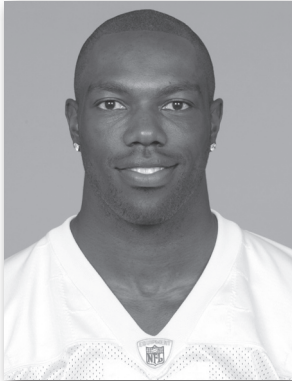


**Blue Cooper (2006-09)** signed a free-agent contract with the Philadelphia Eagles in 2009 (Photo courtesy of the Philadelphia Eagles).



# TERRELL OWENS

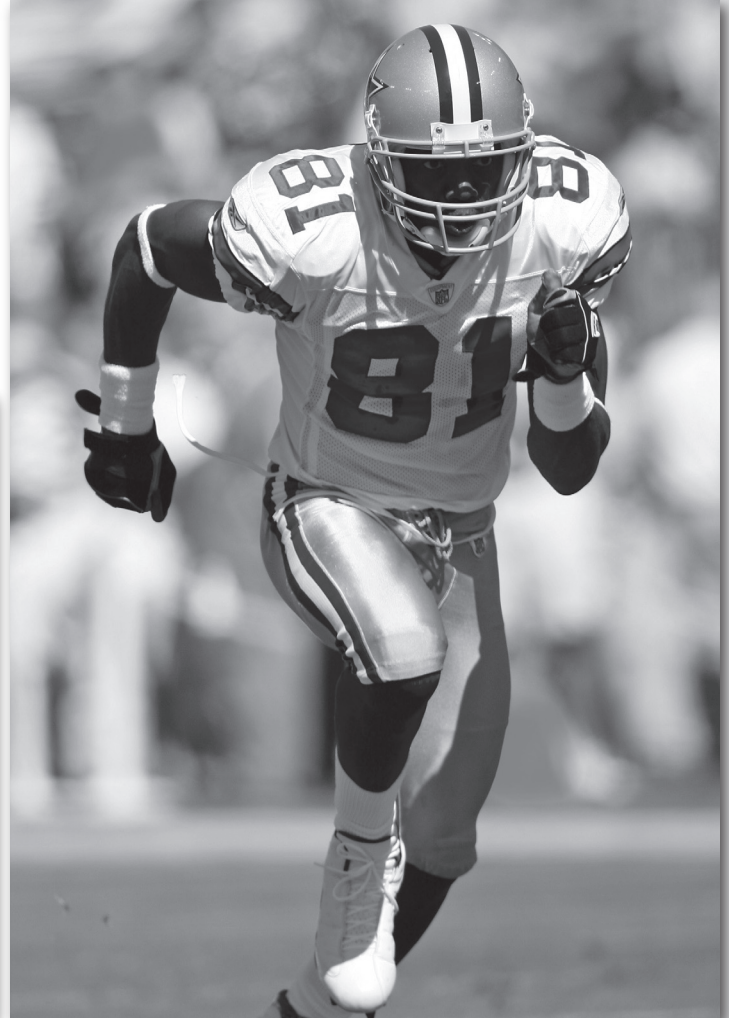
## NFL ALL-PRO RECEIVER



- **SIX-TIME PRO BOWL**
- **FIVE-TIME ALL-PRO**
- **1,006 CATCHES**  
**6TH IN NFL HISTORY**
- **144 RECEIVING TDs**  
**3RD IN NFL HISTORY**
- **UTC 1992-95**



Terrell Owens was a dominant receiver for the Mocs during his playing days from 1992-95. He ranks near the top in every receiving category in the Mocs' record book.



Owens spent three seasons with the Dallas Cowboys from 2006-08, logging over 1,000 receiving in each year. (Photo by James D. Smith and the Dallas Cowboys)

### OWENS' NFL CAREER STATISTICS

Year	Team	G/GS	Rec	Yds	Avg.	TD
1996	49ers	16/10	35	520	14.9	4
1997	49ers	16/15	60	936	15.6	8
1998	49ers	16/8	67	1097	16.4	14
1999	49ers	14/14	55	723	13.1	3
2000*	49ers	14/13	97	1451	15.0	13
2001*	49ers	16/16	93	1412	15.2	16
2002*	49ers	14/14	100	1300	13.0	13
2003*	49ers	15/15	80	1102	13.8	9
2004*	Eagles	14/14	77	1200	15.6	14
2005	Eagles	7/7	47	763	16.5	6
2006	Cowboys	16/15	85	1180	13.9	13
2007*	Cowboys	15/15	81	1355	16.7	15
2008	Cowboys	16/16	69	1052	15.2	10
2009	Bills	16/16	55	829	15.1	5
<b>Total</b>		<b>205/186</b>	<b>1006</b>	<b>14,951</b>	<b>14.9</b>	<b>144</b>

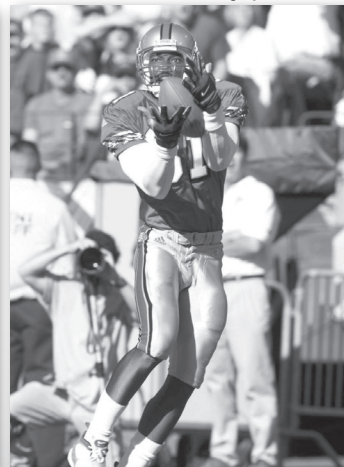
(\*Pro Bowl Season)

### OWENS' UTC CAREER STATISTICS

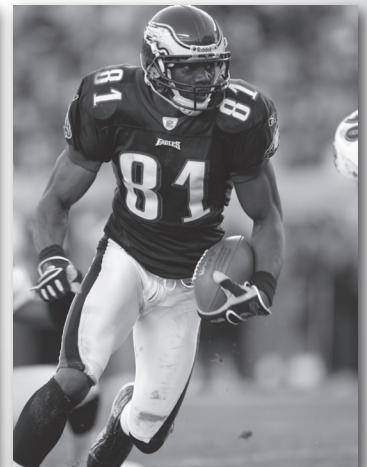
Year	Rec	Yds	Avg.	TD
1992	6	97	16.2	1
1993	38	724	19.1	8
1994	57	838	14.7	6
1995	43	661	15.4	4
<b>Totals</b>	<b>144</b>	<b>2320</b>	<b>16.1</b>	<b>19</b>

### OWENS IN THE UTC RECORD BOOKS

- 2nd in career receiving yards (2,320)
- 3rd in career TD receptions (19)
- T5th in career receptions (144)



Owens began his career in San Francisco after being selected in the 3rd Round in the 1996 NFL Draft.

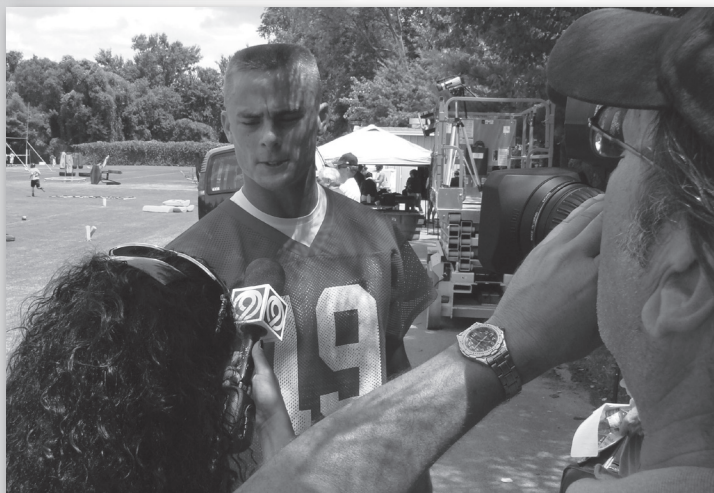


He went on to lead the Philadelphia Eagles to Super Bowl XXXIX in 2005.



# MEDIA SPOTLIGHT C

## MOCS IN THE NEWS



Junior Quarterback B.J. Coleman talks to the local media at a practice at Scrappy Moore field.

The Chattanooga Mocs athletics programs enjoy unparalleled media exposure. Located in a metropolitan area that includes over 500,000 people, the Mocs are covered by the Chattanooga Times-Free Press and the local contingent of television stations, including ABC, CBS and NBC.

Audio and video of Mocs football games are broadcast on the Internet on GoMocs.com.

The Southern Conference and SportSouth have again partnered to bring fans SoCon Saturdays that feature football match-ups each week. SportSouth is available on Dish Network and Direct TV, making these games available nationwide.



Senior defensive back Buster Skrine goes on ESPN Radio 105.1 FM, the home for Mocs Football, at the annual Meet the Mocs event.

## >>SPORTSOUTH



Freshman defensive back Kadeem Wise talks to one of the local TV stations prior to practice.



Freshman quarterback Graham Nichols is interviewed following the Spring Game at Finley Stadium.



THE OFFICIAL WEBSITE OF THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA ATHLETICS



THE ULTIMATE ONLINE DESTINATION FOR MOCS FANS!

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- Watch live & on-demand video on Chattanooga All Access
- Exclusive Athletic Photos • Bid on UTC Auction Items • Buy & Print Tickets





# FINLEY STADIUM

## DAVENPORT FIELD



In 1997, the Mocs football program said goodbye to historic Chamberlain Field and ushered in a new era for both the University and the City of Chattanooga. On Oct. 18, 1997, Chattanooga opened its new home, Finley Stadium Davenport Field, as an overflow crowd of 22,646 watched UTC defeat Tennessee State 28-7. The 20,668-seat facility is the best of its kind among Division I-FCS Subdivision stadiums and is the crown jewel for the city's Southside revitalization project.

The \$28.5 million project needed financial support to become a reality. Donations from the private sector ranged anywhere from a 10 dollar bill to \$1 million. In fact, nearly 40 percent of the project came from private donations. The City of Chattanooga and Hamilton County contributed \$13 million, the State of Tennessee gave \$3.5 million and the University donated \$2.9 million.

Ground breaking on the site that was once the Rock Tenn plant was held March 7, 1996. Seven months later, the Stadium Corporation named the facility Finley Stadium Davenport Field.

The late W. Max Finley, former Chairman of the Rock Tenn Corporation, dedicated his life to public service and was an active supporter of the University of Tennessee system. He received both the University of Chattanooga Distinguished Alumni Award and the Outstanding Service Award of the UTC Alumni Council. He was also inducted into the University's Hall of Fame.

The playing field is named in honor of the late Gordon Lee Davenport, the President and CEO of the Krystal Company from 1975-85. Davenport served as Chairman of the Stadium Corporation and Campaign and worked tirelessly in the planning and development of the facility. Davenport, a longtime friend of UTC athletics and Mocs football, received the UTC Alumni Council Outstanding Service Award and is a member of the University's Hall of Fame.

A new polyethylene artificial turf surface, a state-of-the-art plastic grass, was installed in the spring of 2005 by TC Thiolon USA and Precision Sports Fields, Inc.

The Stadium Corporation left nothing out of its masterpiece. The facility, designed by Derthick, Henley & Wilkerson and built by C&I Specialty, both of Chattanooga, contains 32 luxury sky boxes and 3,465 preferred seats with chairbacks. The \$350,000 scoreboard includes a video board, and the Stadium Club can hold 250 for pregame or postgame functions. The press box can hold 60 media workers, has three radio booths and a television broadcast booth. Identical home and visitors locker rooms contain a separate athletic training area and coaches' locker room, as well as an extensive player locker area.

Besides serving as the home of Mocs Football, Finley Stadium Davenport Field hosted the NCAA FCS National Championship from 1997 to 2009. It is also host to international and high school soccer, high school football, national lacrosse tournaments, concerts and other community festivals.

## FINLEY STADIUM FAST FACTS

Seating Capacity .....	20,668
Construction Cost .....	\$28.5 million
Construction Time .....	12 months
Date Completed .....	October, 1997
Playing Surface .....	polyethylene turf (May 2005)
Amount of Concrete Used .....	15 feet below grade
.....or a 20-mile, 6-foot wide strip	
Miles of Electrical Wiring .....	77
Miles of Conduit .....	22
Construction Firm .....	C&I Specialty, Chattanooga
Architects .....	Derthick, Henley & Wilkerson
Consulting Architects .....	Ellerbe Becket
Concession Stands .....	6 permanent
Total Number of Skyboxes .....	32
Pressbox Seating Capacity .....	60
Lighting .....	Six 115-foot poles
Direction Field Runs .....	East to West
Entrance Gates .....	8
Ticket Windows .....	9
Ticket Agent .....	The McKenzie Arena Box Office
Distance from UTC Campus .....	2.5 miles
Distance from Tennessee River .....	1 mile
Stadium Name Honors .....	W. Max Finley & Gordon Davenport
Stadium Address .....	1206 Carter Street
.....Chattanooga, TN	37402
Stadium Manager .....	Merrill Eckstein
Stadium Office Telephone .....	423-267-4041

## FINLEY STADIUM DIRECTIONS

**From Atlanta** – Take I-75 North to I-24 West to US 27 North (Downtown). Take Exit 1 (Main Street). Turn left onto Main Street. Take immediate right onto Carter Street. Finley Stadium is straight ahead.

**From Birmingham** – Take I-59 North to I-24 East to US 27 North (Downtown). Take Exit 1 (Main Street). Turn left onto Main Street. Take immediate right onto Carter Street. Finley Stadium is straight ahead.

**From Knoxville** – Take I-75 South to I-24 West to US 27 North (Downtown). Take Exit 1 (Main Street). Turn left onto Main Street. Take immediate right onto Carter Street. Finley Stadium is straight ahead.

**From Nashville** – Take I-24 East to US 27 North (Downtown). Take Exit 1 (Main Street). Turn left onto Main Street. Take immediate right onto Carter Street. Finley Stadium is straight ahead.



## FINLEY STADIUM RECORDS

First Game..... Oct. 18, 1997, UTC 28, Tennessee St. 7  
 UTC Record in Stadium..... 25-28  
 Largest Crowd ..... 23,010 Delaware vs. Appalachian St. (12/14/07)  
 Largest UTC Crowd..... 22,642 vs. Tennessee St. (10/18/97)  
 First TD....Stefon Hawkins 18 pass from Brian Hampton, UTC, 1Q (10/18/97)  
 First Field Goal ..... 27 yards, Matt Vick, UTC, 2Q (10/25/97)  
 Longest UTC Rush... 79, Bryan Fitzgerald vs. Western Carolina (10/13/07)  
 Longest Rush by Opponent... 71, Kevin Richardson, Appalachian St. (10/7/06)  
 Longest UTC Pass ..... 74, Cedric Stevens to Alonzo Nix  
 ..... vs. Appalachian St. (10/30/04)  
 Longest Pass by Opponent..... 89, Richie Williams to DaVon Fowlkes  
 ..... Appalachian St. (10/30/04)  
 Longest UTC Field Goal..... 53, Scot Kielblock vs. Samford (9/3/98)  
 Longest FG by Opponent... 47, Chris Kipperer, Miss. Valley St. (9/16/00)  
 Longest UTC Punt.... 62, Scot Kielblock vs. Western Carolina (10/25/97)  
 Longest Punt by Opponent... 72, David Helton, East Tenn. St. (11/14/98)  
 Longest UTC Kickoff Return..... 78, Michael Gilmore  
 ..... vs. Appalachian St. (10/30/04)  
 Longest KOR by Opponent ..... 90, Des Kitchings, Furman (11/22/97)  
 Longest UTC Punt Return ..... 88, Jordan Hazard vs. Furman (10/20/07)  
 Longest Punt Return by Opponent..... 57, Erick Harris, Liberty (11/13/04)

## 2007 FCS NATIONAL CHAMPIONSHIP GAME

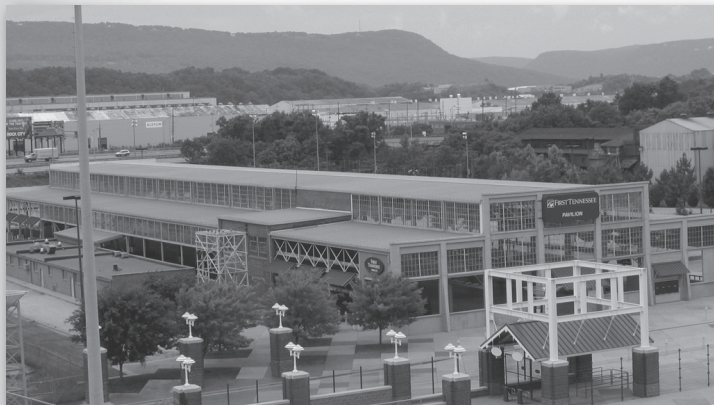




# TAILGATING



## AT THE FIRST TENNESSEE PAVILION



Adjacent to the stadium is the perfect location for all of the Mocs' pregame tailgating festivities inside the First Tennessee Pavilion.

The old Ross-Meehan Foundry has been renovated into an open-air pavilion which has become a favorite for tailgaters, complete with food and beverage concessions.

The pavilion offers tailgaters a perfect atmosphere around the stadium while providing protection from the weather without being indoors. For more information on tailgating in the First Tennessee Pavilion visit [www.GoMocs.com](http://www.GoMocs.com).



**TAILGATING INSIDE THE FIRST TENNESSEE PAVILION**





**TAILGATING INSIDE THE FIRST TENNESSEE PAVILION**



# SPORTS MEDICINE **C**

## FIRST-RATE CARE



Director of Sports Medicine Todd Bullard (left) has led the care of Mocs student-athletes for the past six years.



The training room in McKenzie Arena serves the Mocs student-athletes with state-of-the-art equipment.



The Mocs have an excellent relationship with nearby Erlanger Hospital, providing top-quality care to all UTC student-athletes.

The University of Tennessee at Chattanooga Sports Medicine Program provides prevention, care, and rehabilitation services for all student-athletes. UTC has two athletic training rooms that serve all athletic teams. Thanks to funding from Erlanger Hospital, the athletic training rooms are equipped with the most up-to-date rehabilitation equipment including a Biodex Isokinetic Unit, a Neurocom for balance testing and training, and a Trazer unit for functional rehabilitation. In addition, the Chattanooga Group, Inc., provides therapeutic modalities for use as both rehabilitation equipment and instructional devices for students enrolled in the Graduate Athletic Training Program.

The Graduate Athletic Training Program at UTC plays a major role in providing certified athletic trainers to insure that student-athletes are well taken care of. The entry-level masters program is one of few programs in the country that allows students to earn a master's degree while they gain eligibility to sit for the Board of Certification Exam. Members of the athletics department and the graduate program staff the athletic training rooms. They work together to insure quality health care for all Mocs student-athletes and quality academic instruction for athletic training students in the graduate program.



**Todd Bullard**  
Dir. of Sports Medicine



**Mike Booi**  
Asst. Athletic Trainer



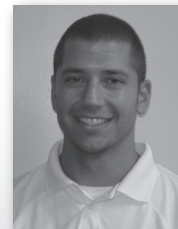
**Ryan Degon**  
Asst. Athletic Trainer



**McKenzie McDonald**  
Asst. Athletic Trainer



**Jessica Tanner**  
Asst. Athletic Trainer



**Grant Davis**  
Grad. Athletic Trainer



# LAWSON CENTER

## ATHLETIC PERFORMANCE



The \$3.2 million Brenda Lawson Student Success Center opened in January 2009 and houses the Wolford Family Strength & Conditioning Center.



**Scott Brincks**  
Director of Athletic Performance



**Jeff Andrews**  
Asst. Dir. of Athletic Performance

The newly completed \$3.2 million Brenda Lawson Student-Athlete Success Center is one of the finest facilities of its kind in college athletics. The Center, located on Vine Street in the heart of campus, houses the Chattem Basketball Practice Facility and the Wolford Family Strength and Conditioning Facility. Also located in the Center are meeting and film rooms that are available for all Mocs' athletic programs to use.

Director of Athletic Performance Scott Brincks and his staff use the facility to increase the Mocs football team's overall strength and conditioning level. Through rigorous offseason workouts, and programs to maintain peak performance during the season, the Lawson Center and Wolford Family Strength and Conditioning Facility will impact the Mocs' performance on the field for years to come.



Director of Athletic Performance Scott Brincks provides expertise in all areas of nutrition, health and physical fitness for UTC student-athletes.



The Wolford Family Strength and Conditioning Center has all of the state-of-the-art weight training equipment.



Director of Athletic Performance Scott Brincks works with OL Chris Harr in the new Wolford Family Strength & Conditioning Center.



# UTC FAMILY

## INVOLVED ALUMNI



The Mocs enjoyed a festive Alumni Weekend centered around the 2010 Spring Game at Finely Stadium. Head Coach Russ Huesman invited all former players in attendance on the field for this group picture.



Renee Haugerud (second from left) and her husband John Murphy (left) are seated with College of Business Dean Richard Casavant and Director of Athletics Rick Hart after the announcement of their \$2 million gift to UTC. \$500,000 of the gift went to the Mocs' football program. Murphy was a long-snapper at UTC from 1978-80.



Former Moc Bucky Wolford (1966-69), third from the left, takes part in the ground-breaking of the Brenda Lawson Student-Athlete Success Center. Wolford helped fund the new weight room in the Lawson Center that is now named the Wolford Family Strength & Conditioning Center.



Former Mocs Johnny Owens (1980-82) and Don Lepard (1979-81) with Head Coach Russ Huesman in the newly renovated Mocs' Football Offices. Owens and Lepard refurbished the offices in McKenzie Arena with new carpet, paint and furniture. Owens and Lepard were a teammates of Huesman and assistant coach Russ Ehrenfeld at UTC.



Head Coach Russ Huesman talks to the large contingent of former student-athletes who took part in the 2010 Mocs Football Alumni Golf Tournament. The golf outing has become an annual tradition during the weekend of the Spring Game. All football alumni should contact the Mocs football office for more information on participating.



# IN THE COMMUNITY

## GIVING BACK



Senior defensive end Jaron Norfleet reads to local elementary school students as a part of Read Across America Week. The Mocs have a strong reputation in the community of being excellent ambassadors for UTC.



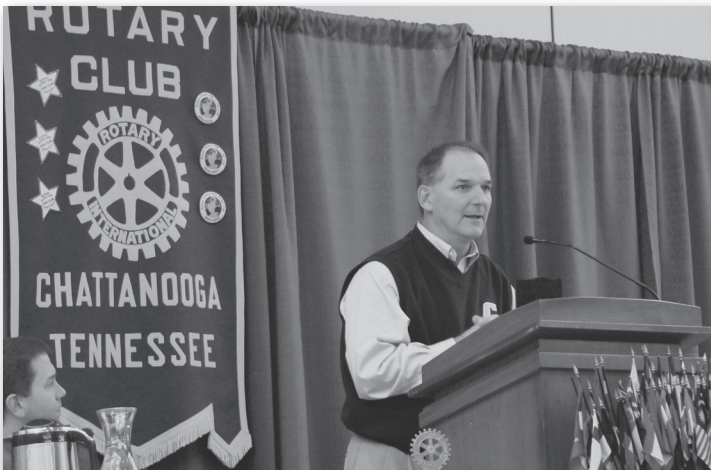
Mocs Football always has a strong presence at the Chattanooga Special Olympics. More often than not, the student-athletes get as much enjoyment out of their volunteer work as those they are helping.



Junior receiver Sloan Allison seen here at the annual free kids clinic prior to the Blue & Gold Spring game. Hundreds of local youth take part in the free clinic at Finley Stadium each spring.



Junior quarterback B.J. Coleman speaks to a local Fellowship of Christian Athletes group. Coleman is one of the many Mocs who are called upon to speak in the local community.



Head coach Russ Huesman speaks at the Chattanooga Rotary Club luncheon shortly after being named the Mocs' 22nd head coach. Since his hire, Coach Huesman has been a popular speaker at civic and community events throughout the Chattanooga area.



The Mocs are also heavily involved in the campus community. The football team was out in full force on Operation Move-In, helping UTC freshmen move into their dorms prior to the start of the fall semester.



# MOCS SUCCESS



— **ACADEMICALLY, ATHLETICALLY & SOCIALLY** —

## ATHLETICALLY

Over the last four years, UTC has won 14 regular season and 16 tournament championships in the Southern Conference, far more than any other school during that time. After finishing in the top-100 in the Learfield Sports Directors' Cup in 2009, the Mocs posted another strong season in 2010. Here is a brief list of some of UTC's major accomplishments in 2009-10.

- Four SoCon Team Championships
- Seven Teams Represented in the Postseason
- Two All-Americans
- Five Southern Conference Athletes of the Year
- Female Student-Athlete of the Year
- Three Southern Conference Freshmen of the Year
- Three Southern Conference Coaches of the Year



The Lady Mocs basketball team won their 11th straight SoCon title while advancing to the NCAA Tournament for the 10th time.



All-American senior Josh Beard led the nation with 12 sacks in 2009 and was named the So-Con Defensive Player of the Year.



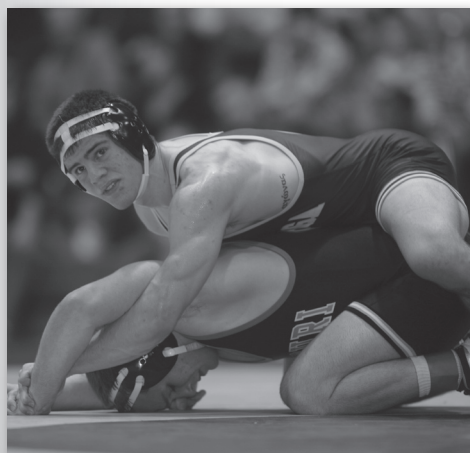
The women's golf team won the SoCon Tournament for the first time in school history, advancing to the NCAA Regionals as a team for the second straight year.



Senior Shanara Hollinquest repeated as So-Con Player of the Year and was named the So-Con Female Athlete of the Year



Junior Emmanuel Kirwa repeated as the So-Con Cross Country Runner of the Year, winning his second-straight title.



Freshman Dean Pavlou captured the SoCon title at 149 pounds, qualifying for the NCAA Championships.



Sophomore Stephen Jaeger was named the So-Con Player of the Year, reaching an individual ranking of No. 7 nationally during the season.



Junior Anneli Uys was named the SoCon Outdoor Track Athlete of the Year after winning the 800M and 1500M titles.



# ACADEMICALLY

The Mocs' student-athletes continue to have tremendous success in the classroom. Below are just a few of the Academic accolades UTC received last year:

- Over half of all UTC student-athletes earned at least a 3.0 grade-point-average in each of the last two semesters.
- Wrestling had four student-athletes make the NWCA All-Academic team, tying for the most in the nation.
- The overall g.p.a. of the Mocs' student-athletes has increased in each of the last five semesters.
- Men's cross country's 3.52 team g.p.a. tied for the ninth highest cumulative team g.p.a. in the nation.



**Jason McCroskey repeated on the NWCA All-Academic Team. Four wrestlers made the squad, tying for the most in the nation.**



**Katie Taylor's 4.0 earned her the Dayle May Award, going to the senior with the highest cumulative g.p.a.**



**A total of 44 student-athletes earned their degrees over the past year. The Mocs had 24 walk at the 2010 spring ceremonies.**



**Courtney Barnes' 3.93 g.p.a. in Health and Human Performance earned her a spot on the ESPN The Magazine Academic All-District team.**



**David Moore earned the men's Dayle May honor. He graduated with a 3.97 g.p.a. in Engineering Technologies.**

# SOCIALLY

The Chattanooga Mocs Athletics Department is heavily involved in community events throughout the year. UTC student-athletes are well represented in the annual Susan G. Komen Race for the Cure and the Mocs are always involved with local projects such as canned food drives, Bloodanooga and other activities throughout Chattanooga.

The Student-Athlete Advisory Committee (SAAC) plans many of the Athletic Department's community events. The Mocs also have a presence at Chattanooga's Special Olympics events each year. The Mocs also host many events that engage the local community, such as the 2010 NCAA Men's Golf Championships.



**The softball team prepares to run in the Susan G. Komen Race for the Cure. Nearly all of the Mocs teams organize or participate in this event.**



**Men's basketball student-athletes Ricky Taylor and Omar Wattad speak to a group of local elementary school students to encourage physical fitness.**



**The entire wrestling team spent two days in Nashville helping with the cleanup from the recent floods in the area.**



**The Lady Mocs take part in The Outreach Program Soccer (TopSoccer) each year, working with area youth with mental and/or physical challenges.**



**UTC hosted the NCAA Division I Men's Golf Championships at The Honors Course on June 1-6.**



# WHAT'S A MOC?

## THE EVOLUTION OF THE MASCOT

### THE ANSWER

For more than a decade, this question has puzzled many fans and observers of Chattanooga Athletics.

The UTC Athletics Department changed logos in 1997, moving away from Native American imagery to a package of logos using railroad images, the nickname "Mocs," and the Scrappy mascot. The new package emphasized UTC's connection to Chattanooga and the city's railroad heritage and incorporated the Tennessee state bird.

The term "Moc" is short for "Mockingbird." Mockingbirds are fiercely territorial creatures which protect their homes with courage, determination and skill. Those attributes reflect the intellect, spirit and character of UTC student-athletes and alumni. A Moc is a champion on the playing surface, in the classroom and, most importantly, in life.



*Introduced in 2008, the new-look Scrappy has a sharper and more modern feel, mirroring the growth and image of UTC Athletics.*



### SCRAPPY

Named after legendary football coach A.C. "Scrappy" Moore, Scrappy, the Chattanooga mascot, is a fixture for the Mocs. A re-design in 2008 puts Scrappy in the image of the State Bird of Tennessee, a mockingbird. The mockingbird is known as a fierce protector of its nest and environment. It is sometimes seen swooping down on a dog, cat or predator that may be venturing too close to the bird's protected territory. Once described by "Late Night" host Jimmy Fallon as "a sledgehammer wielding mockingbird with a heart of Blue & Gold," Scrappy symbolizes that competitive passion.



### WHY MOCs?

Faced with politically sensitive issues and in need of a stronger core identity to help establish a strong brand as Chattanooga's Team, the athletics department embarked on a comprehensive identity program in 1996. A new direction for the athletics identity was determined, moving away from the politically incorrect Native American Indian imagery.

Several identities have been used in the past. With the old nickname "Moccasins," a snake was used in the 1920s and an Indian was used until the year of major change in 1996. A moccasin shoe was even used in the 1980s.

In 1996, it was decided to adopt the State Bird of Tennessee, the Mockingbird, as the core of the new identity, while incorporating the strong regional imagery of Chattanooga's vast railroad history. The mascot "Scrappy" was born and a new emphasis was placed on the athletics department's role in the region.

The committee also recognized the need for the word "Chattanooga" to have a great emphasis in the logo. The nickname "Moccasins" was shortened to simply "Mocs." Thus established, Chattanooga could rebuild its athletics programs and initiatives around this new identity.

And rebuild it did. Quickly establishing the identity program in February 1997, combined with tremendous success in the NCAA Men's Basketball Tournament, UTC had positioned itself to reach for the next level.

From 1997 to 2007, the primary logo was the mascot, Scrappy, riding a train. The secondary logo features the front of a train with the word Mocs built into the logo. This logo is affectionately called the "Cowcatcher logo," referring to the front lower grill of the train that helped push objects from the train tracks.

In August 2007, officials at Chattanooga updated the school's marks. A new C logo, the "Power C" as it has become known to fans and alums, was created as the primary mark and is emblazoned on the side of the football team's helmets. The secondary marks were updated with a more modern look, and a new font, unique to the school, is now used on the text areas of the logos and marks.

In September 2008, Scrappy was re-branded to better match the image of a mockingbird and reflect the rich tradition of our state, our city and our University. New marks of the head as well as a full body were released. The program has also been taking special efforts to stay true to its color palette—which includes navy blue and old gold.



*The "Power C" logo is the primary mark of Chattanooga Mocs Athletics.*



*The Cowcatcher logo has been recently modified, but is still in use by UTC Athletics.*