



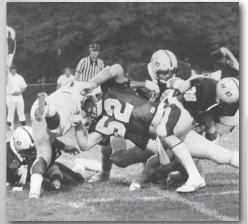
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CREDITS

The 2012 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 Dr. Jay Blackman, Assistant Athletics Director for Communications and Media Relations. Editorial, design and layout assistance provided by Assistant Directors Anne Wehunt and Jim Horten, Assistant Tyler Brown and Director of Creative Services Owen Seaton. Detailed editorial assistance provided by Pam Henry. Cover design by Michael Vinson and Jim Horten. Photography by Robert Baudier, Jay Blackman, Tom Cordy, Bret Douglas, David Humber, Jeff Hurndon, Marvin Gentry, Willis Glasgow, Kathleen Greeson, Michael Hampton, Steve Hankins, Tracey Long, LifeTouch Photography, Frank Mattia, 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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Sept. 26.... at Presbyterian Nov. 21 at Florida State

Sept. 10.... Presbyterian Nov. 5...... at Austin Peay

Sept. 9..... UT Martin Sept. 8..... at UT Martin

2016

2017

2018

UNIVERSITY INFORMATION		2012 TEAM INFORMATION
InstitutionUniversity of Tennes	see at Chattanooga	2011 Record
Preferred Name	2011 Southern Conference Record/Finish 3-5/T6th	
Short Form	2011 Home/Road Record2-3/3-3	
Please do not use UT-Chattanooga, Tennessee-Chattanoo	Base Offensive Alignment multiple	
Location	•	Base Defensive Alignment multiple
NicknameMocs (not Moccasi	ns or Mockingbirds)	Lettermen Returning/Lost46/20
Colors Navy (PMS 295), Old Gold (PMS 124		Starters Returning/Lost
Mascot		Offensive Returning/Lost (Starters)
Founded		Offensive Linemen Returning/Lost (Starters) 11/2 (4/1) Defensive Returning/Lost (Starters) 19/8 (8/3)
Enrollment		Defensive Linemen Returning/Lost (Starters) 19/8 (6/3)
Stadium (Capacity)Finley Stadium (Daver		Specialists Returning/Lost (Starters)2/2 (1/2)
Stadium SurfacePoly	. , , , ,	opodanoto retarring/2001 (otartoro)
NCAA Affiliation NCAA Division I (Football Champi	onshin Subdivision)	2012 SCHEDULE
Conference		Date Opponent Time Watch
Chancellor		Sept. 1 at South Florida
Faculty Athletics Representative		Sept. 8at Jacksonville State7:00 p.m OVCSports.tv Sept. 13 GLENVILLE STATE7:00 p.m GoMocs.com
r actity Atmetics representative	Dr. Debble Ingram	Sept. 22APPALACHIAN STATE 6:00 p.m GoMocs.com
ATHLETICS ADMINISTRATION		Sept. 29at The Citadel6:00 p.m
Laura Herron, Interim Director of Athletics	(422) 425 2270	Oct. 6OPEN
Matt Pope, Senior Associate Athletics Director/Finance		Oct. 13at Furman
·	• ,	Oct. 20 SAMFORD
Andrew Horton, Associate Athletics Director/External	` '	Nov. 3at Western Carolina3:30 p.m
Dr. Emily Blackman, Assistant Athletics Director/Academics .		Nov. 10at Wofford1:30 p.m
Mike Royster, Assistant Athletics Director/Equipment		Nov. 17 ELON2:00 p.m GoMocs.com
Marquita Armstead, Director of Compliance		
Scott Brincks, Director of Athletic Performance	` ,	2011 RESULTS (5-6, 3-5 SOCON/T6TH) Date Opponent W-L Score
Todd Bullard, Director of Sports Medicine	` ,	Sept. 3at No. 10 Nebraska L
Erika Lerum, Director of Marketing		Sept. 10No. 10 JACKSONVILLE ST W 38-17
Owen Seaton, Director of Creative Services	` ,	Sept. 17at Eastern Kentucky
Caleb Whitted, Director of the UTC Mocs Club		Sept. 24at No. 3 Appalachian St
Geoff Wilcox, Director of Ticketing	(423) 423-3273	Oct. 8at No. 1 Ga. Southern
CHATTANOOGA FOOTBALL STAFF		Oct. 15 WESTERN CAROLINA W 51-7
Russ Huesman, Head Coach	(422) 425 4404	Oct. 22at Elon
Marcus Satterfield, Offensive Coordinator		Oct. 29FURMANLL
Adam Fuller, Defensive Coordinator	` '	Nov. 12 OPEN
Alex Atkins, Offensive Line		Nov. 19 No. 12/13 WOFFORDL
Adam Braithwaite, Safeties		
Thomas Brown, Running Backs	` '	FOOTBALL HISTORY
Will Healy, Receivers		Seasons
B.J. Hogan, Cornerbacks	. ,	All-Time Record
Austin Plemons, Defensive Assistant		Record at Finley Stadium
	. ,	Southern Conference Titles 4 (1977t, 1978t, 1979, 1984)
Wesley Satterfield, Tight Ends Marcus West, Defensive Line		NCAA Playoff Appearances (Last)1 (1984)
Marcus West, Defensive Line	(423) 423-2223	FUTURE SCHEDULES
CHATTANOOGA ATHLETICS COMMUNICATIONS AND MEI	NIA RFI ATIONS	2013 Aug. 29 UT Martin
Dr. Jay Blackman, Assistant Athletics Director		Sept. 7 at Georgia State
(Football, Wrestling, M/W Tennis)	` '	Sept. 14 Austin Peay
Jim Horten, Assistant Director	_	Nov. 23 at Alabama SoCon Home: Citadel, Furman, WCU, Wofford
(Men's Basketball, M/W Golf)Jam	. ,	SoCon Away: ASU, Elon, GSU, Samford
Anne Wehunt, Assistant Director		2014 Aug. 30 at Tennessee
(Soccer, Women's Basketball, Cross Country, Track & Field)Ann		Sept. 13. at Austin Peav
		Sept. 13 at Austin Peay Nov. 8 at UT Martin
Tyler Brown, Assistant		SoCon Home: ASU, Elon, GSU, Samford
(Volleyball, Softball)Tyler-Br Finley Stadium Press Box		SoCon Away: Citadel, Furman, WCU, Wofford
Timey Glaulum Fress DOX	(423) 131-8332	2015 Sept. 12 Austin Peay Sept. 26 at Presbyterian





THE UNIVERSITY







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"

This represents 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 our effort.

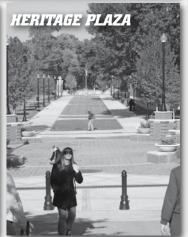


UNIVERSITY FAST FACTS

Founded	1886
Enrollment	11,438
Undergraduate	9,891
Graduate	1,547
Chancellor Dr. Rog	er Brown
Degree Programs	91
Certificate	19
Baccalaureate	50
Master's	18
Specialist's	
Doctorate	3
Avg. Undergrad Age	
Website www	
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 models for other universities.













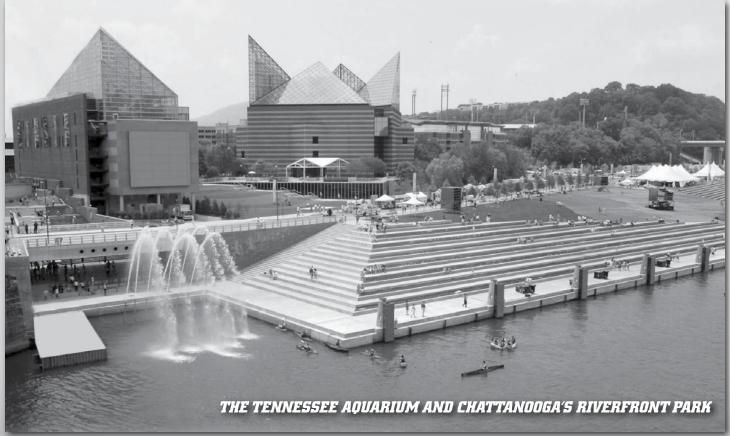
THE SCENIC CITY







- 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.



CHATTANOOGA FAST FACTS

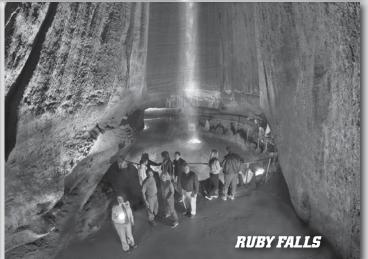
Founded	1838
City Population	170,136
Metro Area Population	533,372
Altitude (Downtown)	676 ft.
Avg. Summer Temp	77 (F)
Avg. Winter Temp	42 (F)
Time Zone	Eastern
Size	143 sqm.

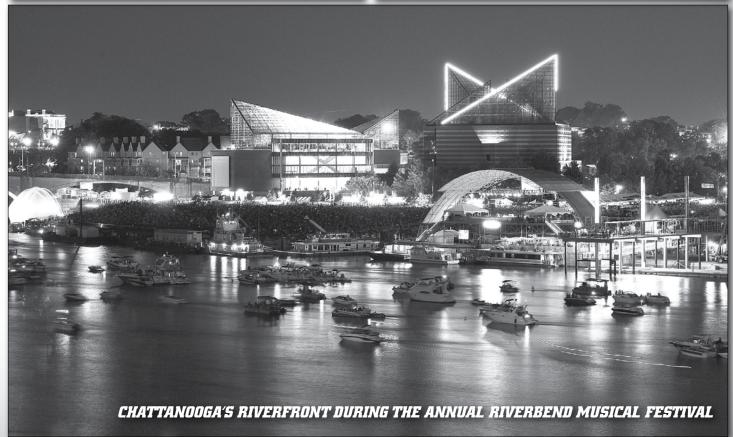
- Chattanooga is the 4th Largest City in Tennessee.
- The Chattanooga Bakery is the home of the Moon Pie.
- Actor Samuel L. Jackson grew up in Chattanooga where he attended Riverside High School.



- 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.







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



Lisa Tarr Coordinator of Student Support Services



Lindsey Wendorf Academic Advisor



Rhonda Reynolds Academic Advisor

RECENT FOOTBALL GRADUATES

Summer 2011

Erroll Wynn - Psychology

Fall 2011

Sloan Allison - Criminal Justice Joel Bradford - Finance B.J. Coleman - Communications Anthony Conney - Psychology Omre Harris - Psychology Chris Lewis-Harris - Entrepreneurship

Spring 2012

Rvan Consiglio - Health & Human Perf. Nick Craig - Business Administration Thomas Green - Chemistry Chris Harr - Health & Human Perf. Robert Harrison - Business Admin. Will Hewitt - Business Administration T.J. Hurless - Civil Engineering De'Markus Lee - Business Administration Jesse LoScudo - Engineering Technology Jordan Tippit - Health & Human Perf. Jeff Veres - Business Administration Austin Wilson - Business Administration

DEAN'S LIST

Fall 2011 Marlon Anthony **Bryant Belew** Joel Bradford Jarrod Coleman Marquis Green Robert Harrison Shane Heatherly Irvin Hernandez Will Hewitt Jacob Huesman Jake Huitt Adam Miller C.J. Murrell Steven Nease Ethan Poe Nick Pollard Sean Stackhouse **Darian Stewart** Davis Tull Taharin Tyson Jeff Veres Austin Wilson

Spring 2012

Don Cope Mike Hammons Robert Harrison Shane Heatherly **Brandon Henry** Irvin Hernandez Will Hewitt Shaun Hill Jacob Huesman T.J. Hurless J.J. Jackson Zach McCarter Adam Miller C.J. Murrell Steven Nease Bryn Oliver Ethan Poe Nick Pollard Keyon Reed Travron Taylor Davis Tull Robert Wagner

Austin Wilson

UTC students with a 3.2 grade-point-average

or greater earn Dean's List recognition for the

Fall 2011

Toyvian Brand B.J. Coleman Josh Freeman Synjen Herren Tommy Hudson T.J. Hurless D.J. Key Keith Maves Zach McCarter Faysal Shafaat

Spring 2012

Nick Craig Synjen Herren Nick Davison Tommy Hudson Marcus Englehardt Deshion Kendall D.J. Key Michael Slowey Darian Stewart Jeff Veres Muhasibi Wakeel

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

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 three of the last four semesters and a team record 23 Mocs were on the Dean's List during the 2012 spring 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 now have four full-time staff members dedicated to assisting UTC student-athletes.

Through the use of advisors, tutors, study halls and many other programs, Student Support Services is on hand to help each studentathlete 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.



Coach Huesman with 2011 summer graduate Erroll Wynn. Wynn earned his degree in Psychology.

semester

NINE STUDENT-ATHLETES EARN ACADEMIC ALL-SOCON *HONORS**



Joel Bradford 2011 FCS ADA Academic All-Star Team Finance



Adam Miller 2011 FCS ADA Academic All-Star Team 2011 CoSIDA Capital One Academic All-District Team Construction Management



Coach Huesman with the 2012 spring graduates, including T.J. Hurless, Austin Wilson, De'Markus Lee, Jordan Tippit, Thomas Green, Will Hewitt and Jeff Veres.



Mike Hammons Education



Taylor Dodds Sociology







C.J. Murrell Civil Engineering



Nick Pollard Criminal Justice



* Prior to 2009 and the arrival of head coach Russ Huesman, 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 and have had 26 over the last three years. Academic All-SoCon honors are given to student-athletes in their second year at the institution who have at least a 3.2 cumulative g.p.a. and competed in at least 50% of their team's contests. Three Mocs have made the ADA FCS Academic All-Star team since 2009 and Adam Miller is just the second Moc in school history to be honored on the CoSIDA Capital One Academic All-District team.



Coach Huesman with the 2011 fall graduates, including Joel Bradford, B.J. Coleman, Sloan Allison and Chris Lewis-Harris.

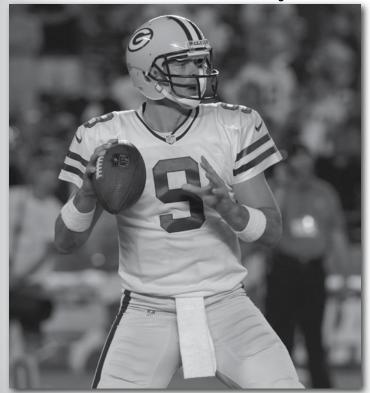
MOCS IN THE PROS



The Mocs have had no fewer than 50 former players on an NFL roster over the years. Former Mocs B.J. Coleman (Green Bay), Chris Lewis-Harris (Cincinnati), Terrell Owens (Seattle) and Buster Skrine (Cleveland) were on NFL rosters at the start of the 2012 training camp.



Terrell Owens (1992-95) has spent 15 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. After sitting out the 2011 season with an injury, he is back in the league with the Seattle Seahawks.



B.J. Coleman (2009-11) was a seventh-round draft pick by the Green Bay Packers. UTC has had a player drafted in each of the last two seasons. (Photo courtesy of the Green Bay Packers)



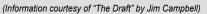
Buster Skrine (2007-10) was a fifth-round draft pick of the Cleveland Browns. He played in all 16 games as a rookie in 2011, making 18 tackles and one interception. (Photo courtesy of John Reid III)

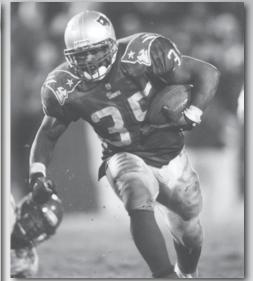
MOCS IN THE DRAFT

			. <i>D 11</i>	1
Year	Rnd/Pk	Name, Position	Team	
1940	13/115	Jack Gregory, T	Cleveland	
1942	17/177	Wilson Elliott, T	Brooklyn	
1946	8/65		New York Giants	'
1946	10/81	•	nicago Cardinals	'
1947	8/84		New York Giants	
1947	Α	Gene Roberts, B	Brooklyn (AAFC)	
1948	8/56	Ralph Hutchinson,	Γ New York Giants	
1949	7/46	Ralph Hutchinson,	Γ Chicago (AAFC)	
1949	15/111	Howard Derrick, B I	3rooklyn (AAFC)	
1951	25/302	Chet Lagod, T	New York Giants	
1953	9/104	Hal Ledyard, B	San Francisco	
1954	15/175	Tom Drake, G	Pittsburgh	
1954	18/206	Dick Young, B CI	nicago Cardinals	
1954	27/318	Dick Oniskey, C	Chicago Bears	
1955	26/307	Abe Cohen, G	New York Giants	
1955	28/328	Jack Spears, T	Green Bay	
1958	27/314	Will Lewis, B Cl	nicago Cardinals	
1959	7/75	Jim Tucker, E	Chicago Bears	
1959	19/217	Bill Butler, B	Green Bay	
1959	21/247	Johnny Green, QB	Pittsburgh	
1960	18/215	Dan Sheehan, T	Baltimore	:
1960	В	Bill Butler, S	Dallas Rangers	1
1960	С	Dan Sheehan, T M	inneapolis (AFL)	:
1961	9/113	Dan Sheehan, T	Minnesota	:
1961	8/58	Charley Long, G	Boston (AFL)	١.
1962	21/164	Carey Henley, HB	Buffalo (AFL)	1
1963	18/248	Jim Bradshaw, B	Pittsburgh	ı
1963	17/F-231	Ron Whaley, DHB	Washington	i
1963	20/158	Jim Bradshaw, HB	Boston (AFL)	ı
1963	28/F-222	Ron Whaley, HB	Boston (AFL)	١,
1964	20/156	Lonnie Farmer, LB	Boston (AFL)	ı
1966	9/139	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)	1

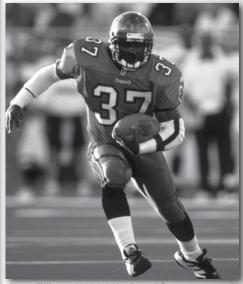
-							
1	Year	Rnd/Pk	Name, Position	Team			
t	1967	5/129	Gary Tucker, HB	Miami			
ı	1968	G	Henry Sorrell, LB	Cincinnati			
3	1969	15/377	John Tysziewicz, G	Houston			
3	1972	10/244	Rocky Turner, DB	New York Jets			
3	1975	8/185	Brent Adams, T	Atlanta			
)	1976	6/175	Darnell Powell, RB	Buffalo			
3	1976	9/247	Mike Hogan, RB	Philadelphia			
)	1978	4/103	Pete Pullara, G	Cleveland			
)	1980	10/259	Greg Cater, P	Buffalo			
3	1982	11/286	Curtis Rouse, G	Minnesota			
ס	1984	12/311	Lawrence Green, LB	New York Giants			
ı	1989	4/101	Travis McNeal, TE	Seattle			
3	1989	12/313	Tony Bowick, NT	Atlanta			
3	1991	4/108	Tony Hill, DE	Dallas			
3	1991	12/331	Joe Brunson, DT	Miami			
/	1992	6/141	Shoun Habersham, V	VRIndianapolis			
3	1992	8/207	Muhammad Shamsid-De	en, RB Seattle			
3	1992	11/299	Pumpy Tudors, P	Philadelphia			
/	1996	3/89	Terrell Owens, WR	San Francisco			
ı	1996	6/195	Marrio Grier, RB	New England			
9	2001	7/235	Richmond Flowers	Jacksonville			
3	2001	7/243	Terdell Sands	Kansas City			
)	2011	5/137	Buster Skrine	Cleveland			
3	2012	7/243	B.J. Coleman	Green Bay			
)	•The initial NFL Draft was in 1936; A-chosen as a special selec						

tion in the first All-American Football Conference Draft; B-se lected 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.

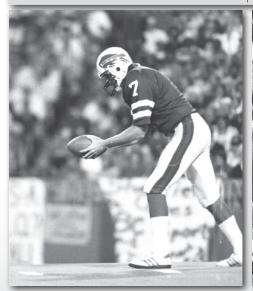




Marrio Grier (1994-95) was a member of the Patriots' Super Bowl XXXI team that faced Green Bay in 1997.



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



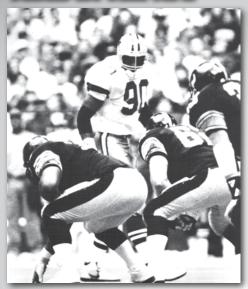
Greg Cater (1976-79) played for Buffalo (1980- Mike Hogan (1972-75) was drafted by Philadel-83) and the St. Louis Cardinals (1986-87) during his NFL career.



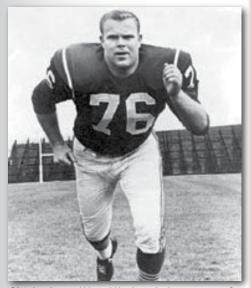
phia in 1976 and went on to play for three different NFL teams over the next five years.



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 :

		IULS UN N.				
	ears at U					
Brent Adams	1971-74	Atlanta Falcons (1975-78)				
		Los Angeles Rams (1979)				
Nate Bandy	1997-01	Tennessee Titans (2001)				
Tony Bowick	1985-88	Atlanta Falcons (1989)				
Jim Bradshaw	1960-62	Pittsburgh Steelers (1963-67)				
Chuck Braidwood	1926-29	Portsmouth Spartans (1930)				
Cleveland	Indians (19	931), Chicago Cardinals (1932)				
		Cincinnati Reds (1933)				
Justin Buckhalter	2008-09	Chicago Bears (2010)				
Eldra Buckley	2005-06	San Diego Chargers (2007-08)				
· ·	_	(2009-11), Detroit Lions (2011)				
Bill Butler	1955-58	Green Bay Packers (1959)				
Dallas Co	wboys (19	60), Pittsburgh Steelers (1961)				
		Minnesota Vikings (1962-64)				
Josh Cain	1999-02	Chicago Bears (2003)				
Malcolm Carson	1979-81	Minnesota Vikings (1984)				
Greg Cater	1976-79	Buffalo Bills (1980-83)				
		St. Louis Cardinals (1986-87)				
Howard Clark	1954-57	Los Angeles Chargers (1960)				
		San Diego Chargers (1961)				
Abe Cohen	1952-55	Boston Patriots (1960)				
B.J. Coleman	2009-11	Green Bay Packers (2012)				
Tim Collins	1973-76	Philadelphia Eagles (1977)				
Blue Cooper	2006-09	Philadelphia Eagles (2010)				
Jerry Ellison	1991-93	1991-93 Tampa Bay Buccaneers (1995-98)				
=	1000.00	New England Patriots (1999)				
Wayne Farmer	1960-63	Boston Patriots (1964-66)				
Richmond Flowers	2000	Jacksonville Jaguars (2001)				
Frederick Gets	1926-29	Brooklyn Dodgers (1930)				
Willie Gillespie	1981-82	Tampa Bay Buccaneers (1986)				
Labora Constr	4055.50	Minnesota Vikings (1987)				
Johnny Green	1955-58	Buffalo Bills (1960-61)				
last Ossass Is		New York Titans/Jets (1962-63)				
Jack Gregory, Jr.	1963-65	Cleveland Browns (1967-71, 79)				
look Croson, Cr	1020	New York Giants (1972-78)				
Jack Gregory, Sr.	1939	Cleveland Rams (1941)				
Marrio Grier	1994-95 1940-41	New England Patriots (1996-97)				
Frank Grigonis Chris Harr	2007-10	Detroit Lions (1942)				
Shoun Habersham	1989-91	Kansas City Chiefs (2011)				
		Seattle Seahawks (1992)				
Carey Henley Tony Hill	1959-61 1987-90	Buffalo Bills (1962) Dallas Cowboys (1991-92)				
Mike Hogan		Philadelphia Eagles (1976-78)				
wike nogali	1972-75	San Francisco 49ers (1979)				
		New York Giants (1980)				
Ralph Hutchison	1947-48	New York Giants (1949)				
Brent Johnson	1947-46	Chicago Bears (1987)				
Robert Johnson	1902-05	• , ,				
Robert Johnson	1920-29	Portsmouth Spartans (1930)				

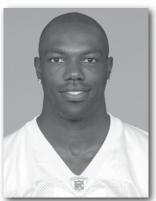
LILUS		
Name Y	ears at L	ITC NFL Team (Years)
Jeff Kestner	1977-80	Dallas Cowboys (1981)
		New York Jets (1982)
Joe Kopcha	1927-28	Chicago Bears (1929-35)
		Detroit Lions (1936)
Art Keoniger		Frankford Yellow Jackets (1931)
· ·	•	2), Philadelphia Eagles (1933)
Chester Lagod	1950-52	New York Giants (1953)
Hal Ledyard	1951-52	San Francisco 49ers (1953)
Chris Lewis-Harris	2008-11	Cincinnati Bengals (2012)
Charles Long	1957-60	Boston Patriots (1961-69)
Mike Makins	1985-86	Dallas Cowboys (1987)
		New York Jets (1988)
Harry McCall	1975-77	Miami Dolphins (1978)
Ryan McCann	2002	Cincinnati Bengals (2003)
Travis McNeal	1986-87	Seattle Seahawks (1989-91)
B I. II M. I II	4000.05	Los Angeles Rams (1992-93)
Randall Mitchell	1982-85	Philadelphia Eagles (1987)
Greg Moore	1984-86	New England Patriots (1987)
Mike Nease	1980-83	Philadelphia Eagles (1987)
Alonzo Nix Terrell Owens	2003-04 1992-95	Tennessee Titans (2005)
		San Francisco 49ers (1996-03)
		95), Dallas Cowboys (2006-08) 09), Cincinnati Bengals (2010)
Dullai	U DIIIS (20	Seattle Seahawks (2012)
Darnell Powell	1972-75	Buffalo Bills (1976)
Dameiroweii	1312-13	New York Jets (1978)
Pete Pullara	1974-77	Cleveland Browns (1978)
Fred Rayhle	1973-74	Seattle Seahawks (1977)
Harold Ricks	1981-83	Tampa Bay Buccaneers (1983-87)
Gene Roberts	1946	New York Giants (1947-50)
Kareem Robinson	1994-97	Baltimore Ravens (1998-00)
Curtis Rouse	1979-81	Minnesota Vikings (1982-86)
		San Diego Chargers (1987)
Chris Sanders	1999-00	Atlanta Falcons (2001)
		Tennessee Titans (2001-02)
Kenny Sanders	1995-98	New York Giants (1999)
Terdell Sands	1999	Green Bay Packers (2003)
Oakland Raiders	(2004-09)	, New England Patriots (2009)
Muhammed Shamsid-Deen	1989-91	Seattle Seahawks (1992)
Buster Skrine	2007-10	Cleveland Browns (2011-12)
Henry Sorrell	1963-66	Denver Broncos (1967)
Bob Standifer	1982-84	San Francisco 49ers (1987)
Gary Tucker	1964-66	Miami Dolphins (1968)
Pumpy Tudors	1989-91	Philadelphia Eagles (1992)
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)



Terdell Sands (1999) played seven seasons Eldra Buckley (2005-06) played two seasons for three teams, including Green Bay, Oakland with the Philadelphia Eagles. and New England.



NFL ALL-PRO RECEIVER



- SIX-TIME PRO BOWL
- FIVE-TIME ALL-PRO
- 1.078 CATCHES 5TH IN NFL HISTORY
- 153 RECEIVING TDs T2ND IN NFL HISTORY
- *UTC 1992-95*



the top in every receiving category

Terrell Owens was a dominant recei							
days	from 19	92-95	. H	e ran	ks n	ear	t
	days from 1992-95. He ranks near t in the Mocs' record book.						
	,	NA/ENIO					
	OWENS' NFL CAREER STATISTICS						
Vaar					A	TD	l
	Team	G/GS					l
1996	49ers	16/10	35	520	14.9	4	l
1997	49ers	16/15	60	936		-	l
1998	49ers	16/8	67	1097	16.4	14	l
1999	49ers	14/14	55	723	13.1	3	l
2000*	49ers	14/13	97	1451	15.0	13	l
2001*	49ers	16/16	93	1412	15.2	16	l
2002*	49ers	14/14	100	1300	13.0	13	l
2003*	49ers	15/15	80	1102	13.8	9	l
2004*	Eagles	14/14	77	1200	15.6	14	l
2005	Eagles	7/7	47	763	16.5	6	l
2006	Cowboys	16/15	85	1180	13.9	13	l
2007*	Cowboys	15/15	81	1355	16.7	15	l
2008	Cowboys	16/16	69	1052	15.2	10	l
2009	Bills	16/16	55	829	15.1	5	l
2010	Bengals	14/11	72	983	13.7	9	I
Total	-	219/197	1078	15,934	14.8	153	I
(*Pro	Bowl Seas	on)					I

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

OWENS IN THE UTC RECORD BOOKS

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



iver for the Mocs during his playing 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 began his career in San Francisco after being selected in the 3rd phia Eagles to Super Bowl XXXIX Round in the 1996 NFL Draft.



He went on to lead the Philadel-

MEDIA SPORTIGING



Quarterback B.J. Coleman talks to the local media at the Mocs' Pro Day at Finley Stadium.

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, Fox and NBC.

Audio and video of Mocs football games are broadcast on the Internet on GoMocs.com and all games are carried on ESPN Radio 105.1 FM, the flagship station for the Mocs Sports Network.

The Southern Conference has partnered with ESPN to bring fans SoCon Saturdays that feature football match-ups each week on ESPN3.



Junior LB Gunner Miller visits with the media at the Mocs' weekly media luncheon in McKenzie Arena.



Junior LB Wes Dothard during interviews following the Mocs' 2012 Spring Game at Finley Stadium.



Junior DB Kadeem Wise on the set of the Mocs' football TV show, Inside Chattanooga Football.



Quarterbacks Jacob Huesman and Terrell Robinson in-studio with Quake (Scott McMahen) and Dr. B (Gary Haskew) on SportTalk 102.3 FM.

INTRODUCING THE NEW



Live and On Demand video
News and stories
Schedules, scores, Team bios and rosters
Photos
Merchandise
And Tickets



HINLEY SHADIUM

DAVENPORT FIELD

FINLEY STADIUM FAST FACTS

Seating Capacity	20,668
Construction Cost	
Construction Time	12 months
Date Completed	October, 1997
Playing Surface polyethe	
	15 feet below grade
Amount of Concrete Used	8,000 cubic yards
or a 20-	mile, 6-foot wide strip
Miles of Electrical Wiring	77
Miles of Conduit	22
Construction Firm C&I S	pecialty, Chattanooga
Architects Derthick	k, 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 AgentThe McKer	nzie Arena Box Office
Distance from UTC Campus	2.5 miles
Distance from Tennessee River.	
Stadium Name Honors	W. Max Finley &
	Gordon Davenport
Stadium Address	1206 Carter Street
Cha	attanooga, TN 37402
Stadium Manager	
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.



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 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 polyetheylene 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 RECORDS

	Oct. 18, 1997, UTC 28, Tennessee St. 7
UTC Record in Stadium	
	23,010 Delaware vs. Appalachian St. (12/14/07)
Largest UTC Crowd	
	awkins 18 pass from Brian Hampton, UTC, 1Q (10/18/97)
First Field Goal	27 yards, Matt Vick, UTC, 2Q (10/25/97)
	79, Bryan Fitzgerald vs. Western Carolina (10/13/07)
	71, Kevin Richardson, Appalachian St. (10/7/06)
	80, B.J. Coleman to Joel Bradford
	vs. Eastern Kentucky (9/18/10)
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	
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)
	78, Michael Gilmore
	vs. Appalachian St. (10/30/04)
Longest KOR by Opponent	
Longest UTC Punt Return	88, Jordan Hazard vs. Furman (10/20/07)
	onent57, Erick Harris, Liberty (11/13/04)



FINLEY STADIUM ATTENDANCE

Chattanooga had four crowds over 10,000 in one season for the first time in 2010. The second largest crowd for a Mocs game - 17,414 - attended Chattanooga's 35-27 win over No. 18 Georgia Southern on Oct. 9. UTC's record crowd is 22,642 set against Tennessee State in the first game at Finley Stadium on Oct. 18, 1997. Seven of the top-10 crowds in Finley Stadium history have been in the last three seasons under current head coach Russ Huesman. UTC has reached the 10,000 mark 14 times at Finley Stadium and nine of those crowds have also come in the last three years.

Below are the top-10 attended Moc games at Finley Stadium: Rk Att. Opponent W/L Score 1. 22,642 Tennessee State W 28-7 Oct. 18, 1997 2. 17,414 Georgia Southern W 35-27 Oct. 16, 2010 3. 15,235 Appalachian State L 41-42 Sept. 4, 2010 4. 15,072 Georgia Southern L 10-31 Sept. 23, 2000 5. 14,002 Glenville State W 30-13 Sept. 3, 2009 6. 13,186 Samford W 23-6 Aug. 31, 2000 7. 12,185 Jacksonville St. W 38-17 Sept. 10, 2011 8. 11,866 Western Carolina W 51-7 Oct. 15, 2011 9. 11,201 Furman L 20-38 Sept. 12, 2009 10. 11,095 Elon L 35-49 Oct. 30, 2010

Below is the average attendance each year at Finley Stadium:

below is the average attendance each year at I micy olddiam.							
Year	Total Att.	Games	Record	Avg Att.			
1997	46,309	4	2-2	11,577			
1998	43,850	6	3-3	7,308			
1999	35,372	5	3-2	7,074			
2000	55,860	6	4-2	9,310			
2001	33,331	5	2-3	6,666			
2002	36,252	6	1-5	6,042			
2003	42,030	6	2-4	7,005			
2004	28,240	5	1-4	5,648			
2005	30,614	5	3-2	6,123			
2006	29,928	4	1-3	7,482			
2007	37,584	6	1-5	6,264			
2008	34,489	6	1-5	5,748			
2009	52,515	5	4-1	10,503			
2010	63,494	5	3-2	12,699			
2011	52,182	5	2-3	10,436			
15 Years	622,050	79	33-46 (.417)	7,874			

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.

















SPORIS MILIORIA L

FIRST-RATE CARE :



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



David Snyder Football Trainer



Dr. Michael Johnson Sport Psychologist



Joe Baugham Asst. Trainer



Bryan Gray Asst Trainer



Jessica Pierce Asst Trainer



Matt Tipton Asst. Trainer



Ian Carruthers
Graduate Asst.



Lewis Flanary Graduate Asst.



Jaqui Neal Graduate Asst.



Sharon West Graduate Asst

ATHLETIC PERFORMANCE



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



Scott Brincks Director of Athletic Performance



Jeff Andrews Assoc. Dir. of Athletic Performance



Cara Van Dorn 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-ath-



The Wolford Family Strength and Conditioning Center has all of the Brincks works with former DB Chris Lewis-Harris in the Wolford Family state-of-the-art weight training equipment.



Strength & Conditioning Center at the Mocs annual Pro Day.

INVOLVED ALUMNI





The Mocs enjoyed a festive Alumni Weekend centered around the 2011 Spring Game at Finely Stadium. Above is a group photo of all the former Mocs who played in the annual Mocs Football Alumni Golf Tournament at Valleybrook Golf Course.



As a part of a \$2 million gift to the UTC College of Business and Mocs Football, Renee Haugerud and her husband John Murphy funded recent renovations to the Murphy Haugerud Football Practice Complex at Scrappy Moore Field. Murphy was a long-snapper at UTC from 1978-80 and played with head coach Russ Huesman.



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 Former Moc Terrell Owens (1992-95) visits with former UTC Athletics Academic Huesman in the renovated Mocs' Football Offices. Owens and Lepard refurbished the offices in McKenzie Arena with new carpet, paint and furniture. Owens and Lepard were teammates of Huesman at UTC.



Advisor Mary Tinkler prior to Chattanooga's game against Wofford on Nov. 19,



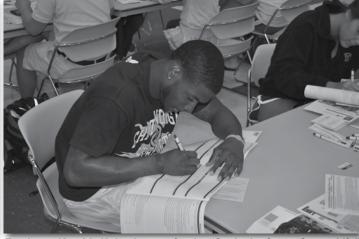
Junior Irvin Hernandez donned a Dr. Seuss hat to read to local elementary school students as a part of Read Across America Week.



Sophomore Brandon Morgan, Blake Coddington and junior Kevin Revis helped numerous other volunteers at the 2012 Special Olympics Spring Games in Chattanooga.



Dodds and freshman Jarrod Coleman were among the many Mocs to volunteer at the annual Bloodanooga Drive on campus.



Senior Shane Heatherly, sophomores Muhasibi Wakeel and Taylor Freshman Kendrix Huitt signs up for the "Get in the Game, Save a Life" bone marrow registry. Not only did the Mocs sign up, but they also recruited scores of classmates to join the national registry.



Head coach Russ Huesman speaks to a capacity crowd at Miller Plaza at a downtown pep rally in Chattanooga. Since his hire, Coach Huesman has been all over the local community promoting Mocs Football.



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.

ACADEMICALLY, ATHLETICALLY & SOCIALLY

ATHLETICALLY

Over the last six years, UTC has won 17 regular season and 22 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 had their third-best showing at No. 136 in 2011. Here is a brief list of some of UTC's major accomplishments in 2011-12.

- Three SoCon Team Championships
- Seven Teams Represented in the Postseason
- Three All-Americans
- One Academic All-American
- Two Southern Conference Athletes of the Year
- Three Southern Conference Freshmen of the Year
- One Southern Conference Coach of the Year
- · Seven SoCon Individual Champions
- 36 All-SoCon Performers



All-American Michelle Fuzzard was the SoCon All-American Stephan Jeager won the SoCon Player of the Year and the SoCon Female Athlete of the Year in 2011-12.



Title, was the SoCon Golfer of the Year and won the NCAA Regional in 2012.



SoCon trophy and was individual medalist at 133 and the SoCon Freshman of the Year. the SoCon Tournament.





Jordan Britt led the Mocs to their third straight Nick Soto was the 2012 SoCon Champion at Kaylene Chadwell went 23-9 in 2012 and was named the SoCon Freshman of the Year.



Terrell Robinson was the 2011 SoCon Fresh- Lucas Cotter posted a school-record time of Becca Smith lead the SoCon in scoring with 37 man of the Year after an outstanding rookie campaign under center.



8:10.28 on his way to winning the 2012 SoCon Indoor 3000M title.



points on 16 goals and five assists. She was also a Capital One Academic All-District pick.

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:

- · The overall g.p.a. of the Mocs' student-athletes has increased in seven of the last eight terms, culminating with a school-record-tying 2.97 in the spring.
- Over half of all UTC student-athletes earned at least a 3.0 grade-point-average in each of the last six semesters.
- · Each member of the SoCon Champion women's golf team made the Dean's List in the spring.
- · Men's cross country led the nation with a 3.81 g.p.a. and the women were fifth with a 3.73.



Sara Poteat was a member of the Capital One Academic All-District team and was on the NFCA All-Region team.

Chris Berry became the 13th Moc in school

history to be named Capital One Academic All-American by CoSIDA.



Maria Juliana Loza won the Dayle May Award for the highest g.p.a. among the female senior athletes at UTC.



Christina Teter made the Capital One Academic All-District team and was on the SoCon All-Academic squad.



Brandon Wright won the SoCon Title at 165 and was one the Academic All-SoCon and Academic All-NWCA teams.

SOCIALLY

The Chattanooga Mocs Athletics Department is heavily involved in community events throughout the year. UTC student-athletes, coaches and staff logged over 1,800 hours volunteering in the community over the last year at events such as canned food drives, the Freshman Move-In, Bloodanooga, Clean and Green and Read Across America.

The Student-Athlete Advisory Committee (SAAC) plans many of the Athletic Department's community events. The Mocs have a presence at Chattanooga's Special Olympics events each year. UTC student-athletes also host many events that engage the local community, such as the 2012 Southern Scuffle.



Members of the Mocs wrestling team helped out at the Ronald McDonald House Move-In Day.



The Lady Mocs hosted their second-annual Girls Scouts Sports-A-Thon in Maclellan Gym in February.



Jackson Tresnan and members of the men's tennis team visited with veterans at the VA Outpatient Clinic.



Volleyball student-athlete Meagan Ernd reads Members of the women's basketball team joined to elementary school kids on "Read Across America" day.



a number of Mocs in the "Clean and Green" program to help keep up the area around campus.

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 Introduced in 2008, the new-look homes with courage, deter- Scrappy has a sharper and more modmination and skill. Those attri- age of UTC Athletics. butes reflect the intellect, spirit and character of UTC studentathletes and alumni. A Moc is a champion on the playing surface, in the classroom and, most importantly, in life.



ern feel, mirroring the growth and im-



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. 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 moc-

casin 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 The "Power C" logo is the primary mark region.



of Chattanooga Mocs Athletics.

The committee also recognized the need for the word "Chattanooga" to have a great em-

phasis 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 Cowcatcher logo has been recently modified, but is still in use by UTC