

American Cancer Society

New York City
Division, Inc.

Athlete of the Decade Award Dinner

“ . . . To honor an individual who has made an outstanding impact in a field of sport and who best exemplifies the ideals that Vincent T. Lombardi personified both on and off the field.

The winner will embody the following: (1) An athlete who within the last decade has demonstrated a consistently outstanding performance record, and (2) Exhibited high standards of excellence, total commitment, dedication and courage under adversity and a ‘will to win’ attitude . . . ”

From the RULES AND PROCEDURES OF THE AMERICAN CANCER SOCIETY ATHLETE-OF-THE-DECADE AWARD.



THE FIRST ANNUAL ATHLETE OF THE DECADE AWARD DINNER

Thursday, the eighth of June, nineteen hundred and seventy-eight
Grand Ballroom, The New York Hilton Hotel

THE NOMINEES



The Athlete of the Decade Award ... how it all began



The Press Conference



Muhammad Ali



Andrall Pearson, president of PepsiCo Inc., and dinner chairman seen chatting with Ali

THE DATE: May 22, 1978. The occasion and place: luncheon at the New York Athletic Club. There, amid mounting suspense, an envelope containing the balloting tabulation from over 100 national sports writers was opened and the results announced.

It was the American Cancer Society's first Athlete of the Decade Award, and Muhammad Ali was the winner. Ali formally accepted the award June 8th at a gala dinner attended by more than 1,000 at the New York Hilton.

From the first year the dinner received national attention and attracted numerous outstanding athletes as well as the support of the corporate community. Andrall E. Pearson, president of PepsiCo, served as the event's first Dinner Chairman.

The idea for the Athlete of the Decade Award was conceived by Joseph J. DioGuardi, who immediately enlisted the help of John J. Parker. Together, they refined the concept of the Award and organized and mobilized the kind of people who could help them make it happen—and make it happen in a big way!

MUHAMMAD ALI

Muhammad Ali was declared Athlete of the Decade 1968-1978 in recognition of his preeminence in the world of boxing. Born in Louisville, Kentucky, in 1942, he called himself Cassius Clay until 1964 when he announced his conversion to Islam and his new name.

Ali won the National AAU Light Heavyweight title at the age of eighteen, and in that same year the gold medal for Light Heavyweight boxers at the 1960 Olympics. By 1963 he was proclaiming "I am the greatest" and naming the round in which an opponent would fall. He won the World Championship Heavyweight title from Sonny Liston in February, 1964.

Ali's religious convictions led him to refuse a draft into military service, and for some years he was inactive in boxing. He returned to the ring in 1970 and lost his title in 1971 to Joe Frazier. He had to beat both Frazier and George Foreman to regain it.

Ali lost the title again in 1980 to Larry Holmes, but he remains the world's best-known boxer, and in the minds of his admirers, "The Greatest."



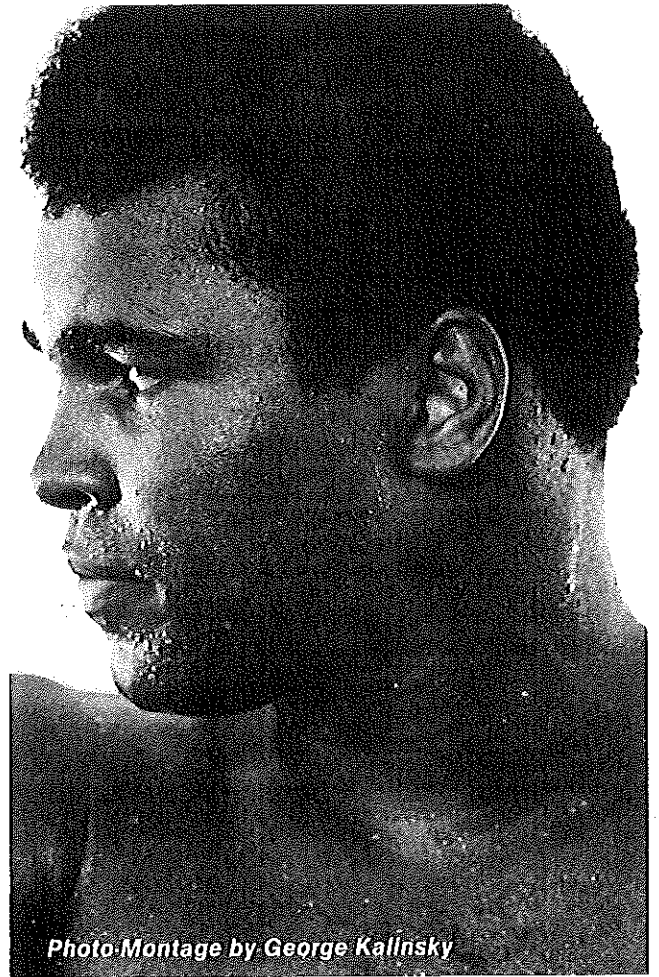
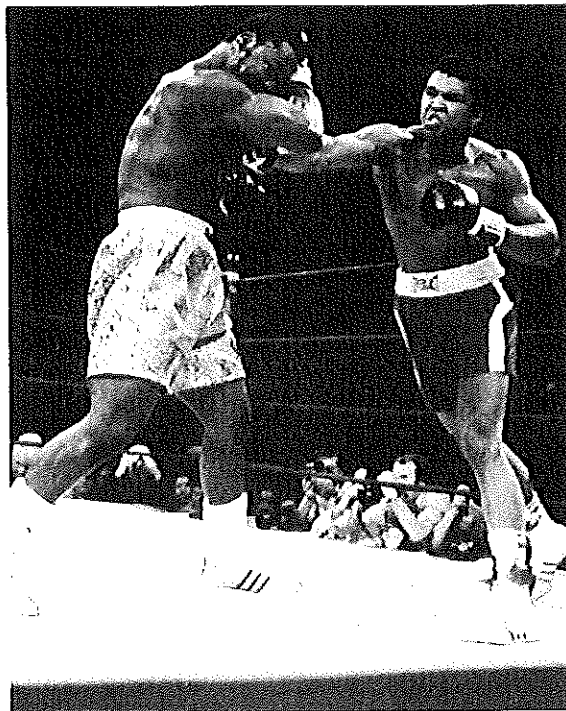
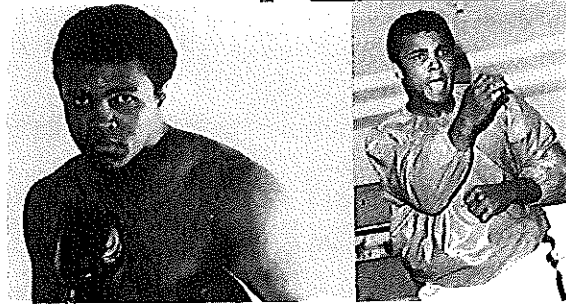
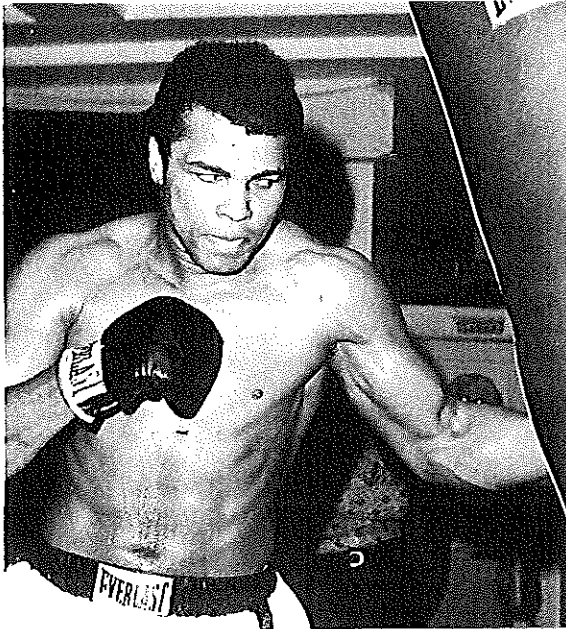
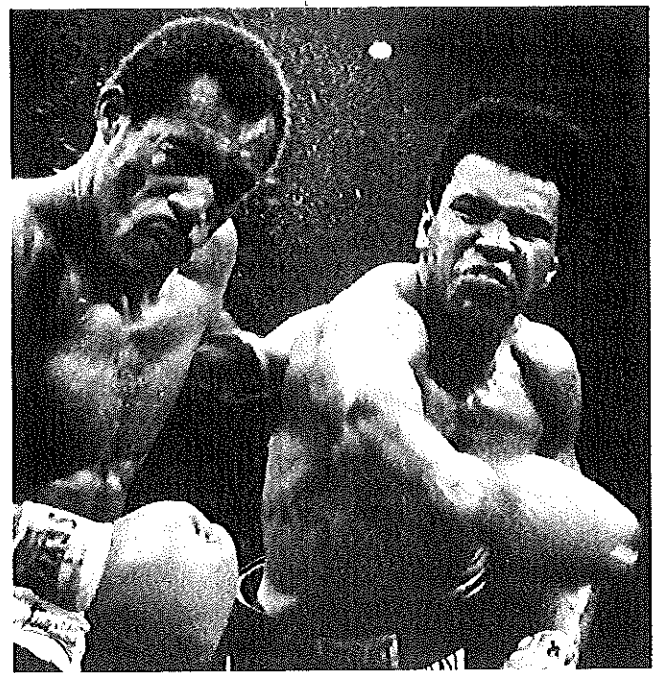
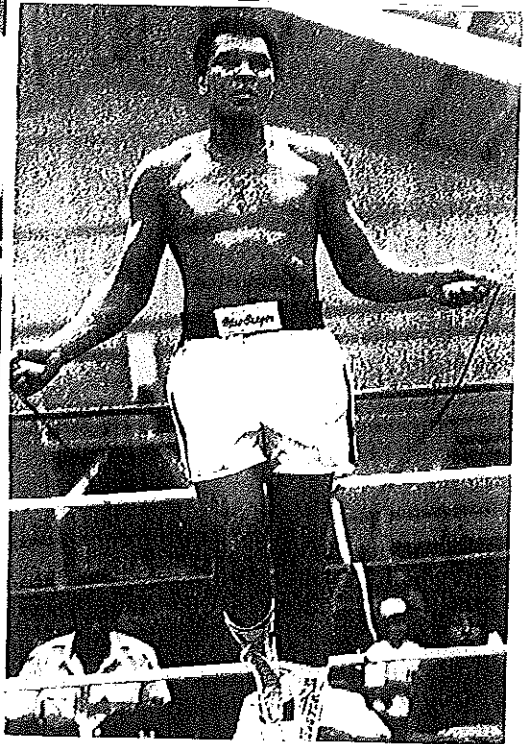
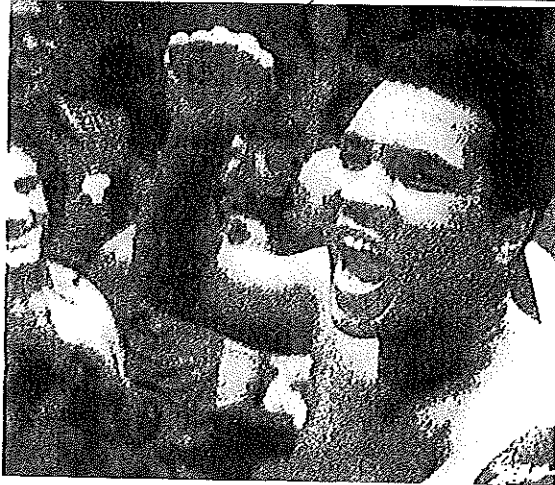
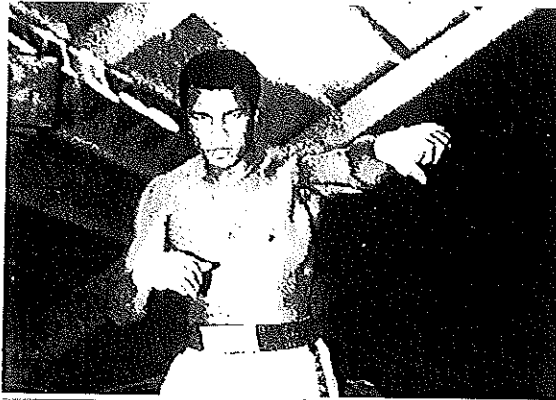
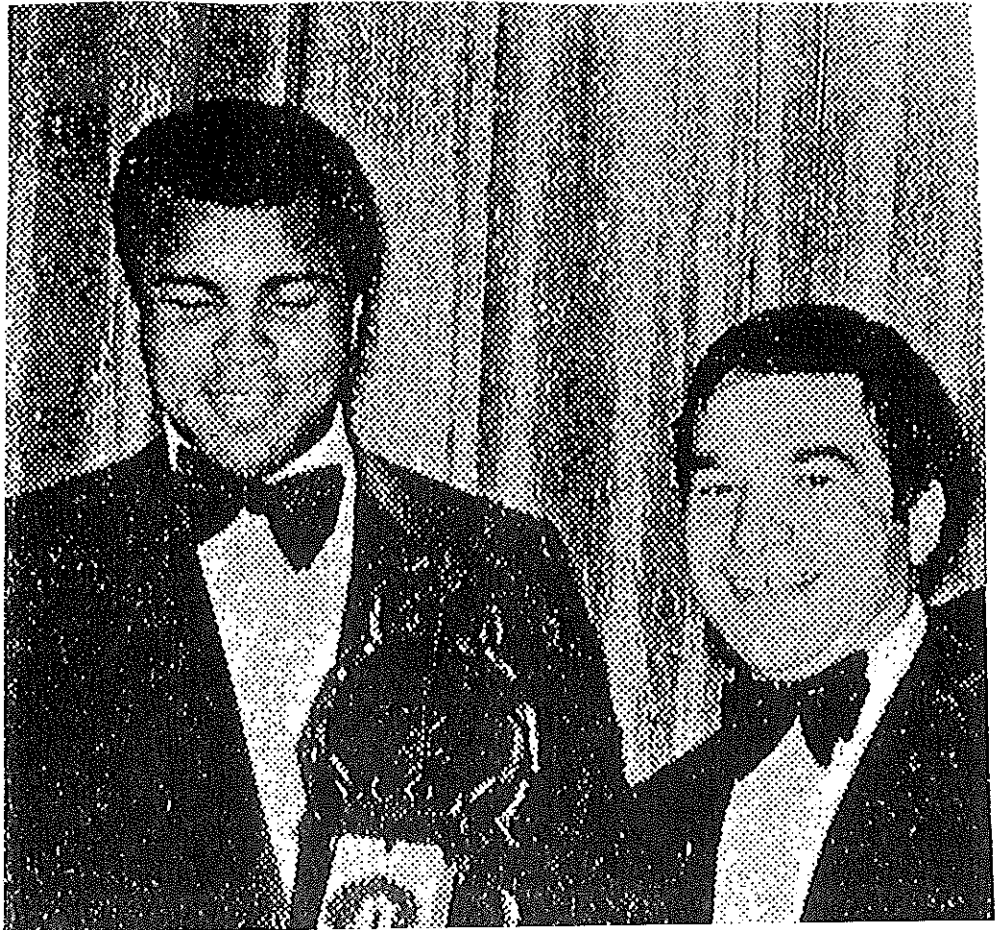


Photo-Montage by George Kalinsky





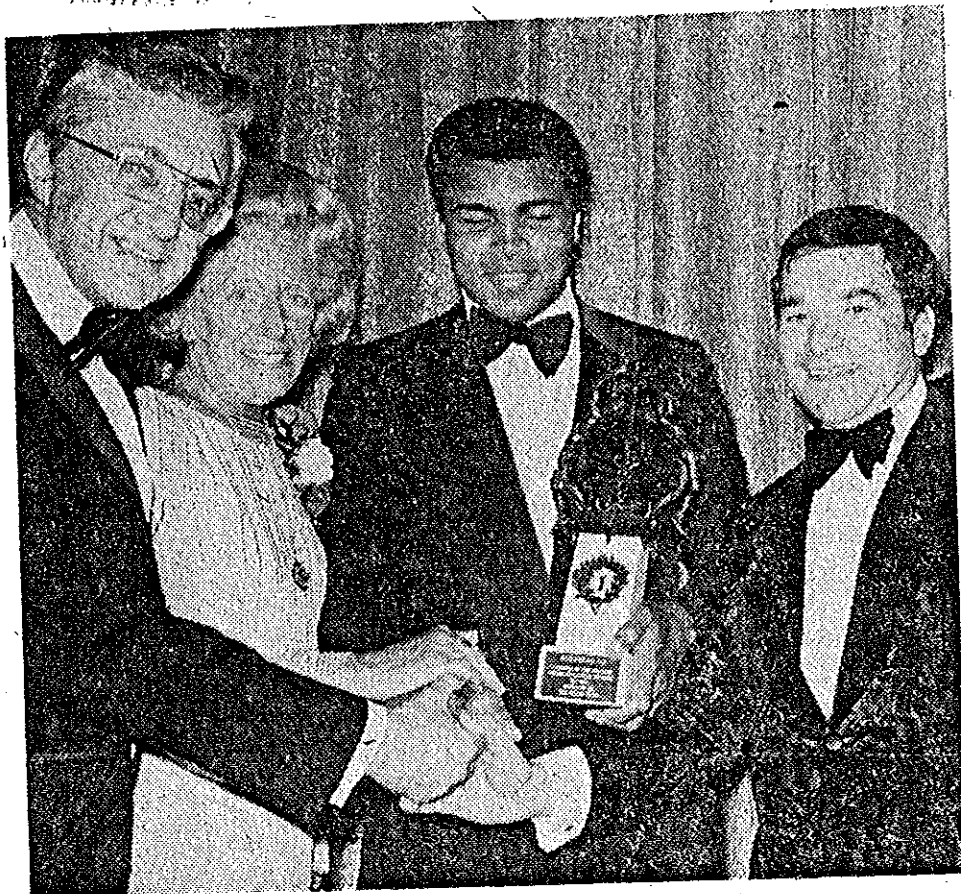


REVIEW PRESS-REPORTER

A Gannett Westchester Newspaper

BRONXVILLE, TOWN OF EASTCHESTER, THURSDAY, JULY 6, 1978

PRICE TWENTY-FIVE CENTS



Speechless?

Muhammed Ali is speechless, after receiving the first national "Athlete of the Decade Award". He is receiving congratulations from (left to right) John J. Parker of Bronxville, chairman of the Executive Committee New York City Div. of American Cancer Society, Marie Lombardi, and Joseph Dio Guardi of Scarsdale, partner, Arthur Andersen & Co. Messrs. Parker and Dio Guardi originated and organized the "Athlete of the Decade Award" program for the N.Y. city Division of the American Can-

cer Society. Andrall Pearson of Bronxville president of PepsiCo, Inc., served as chairman of the Dinner Committee. Mrs. Lombardi's husband, the late Vincent T. Lombardi, was used as the model of the ability and dedication the winner should exhibit in his or her particular sport. The award, which will be presented annually, is based on a nationwide polling of sportswriters and sports broadcasters with Arthur Anderson & Co. doing the tabulating of results. In the voting, Ali, with a total count of 1158 beat out Jack Nicklaus (1048) and Hank Aaron (1006).

Nominating Panel

Co-Chairmen

Dave Anderson, *New York Times*

Dick Schaap, *NBC TV*

Panel

Furman Bisher
Atlanta Journal

Helen Cohen
Sports Wise Magazine

Guido Cribari
Gannett Newspapers

Jack Gallagher
Houston Post

Bill Gallo
New York Daily News

Frank Gifford
ABC TV

Jerry Izenberg
Newark Star-Ledger

Dick Joyce
Associated Press

Sam Lacy
Baltimore Afro-American

Bud Lea
Milwaukee Sentinel

Augie Lio
Passaic Herald-News

Joe McGuff
Kansas City Star

Jack Murphy
San Diego Union

Jim Murray
Los Angeles Times

Paul Myer
The Dayton Journal Herald

Bill Nunn
Pittsburgh Courier

Ed Pope
Miami Herald

Cooper Rollow
Chicago Tribune

Art Rosenblum
San Francisco Chronicle

Fred Russell
Nashville Banner

Art Rust, Jr.
Amsterdam News

Morris Siegel
Washington Star

Red Smith
New York Times

Steve Snider
United Press International

Pat Summerall
CBS TV

Leslie Visser
Boston Globe

Doc Young
Johnson Publishing Co.

Paul Zimmerman
New York Post

Voting Panel

Maury Allen
New York Post

Dave Anderson
New York Times

Joseph Becchione
New York Times

Len Berman
WBZ-TV

Frank Bilovsky
Philadelphia Bulletin

Furman Bisher
Atlanta Journal

Andy Blair
WXEX-TV

Peter Bonyentre
Newsweek

Richard Brinster
Asbury Park Press

Lester Bromberg
New York Post

John F. Buckley
Worcester Gazette

Gene Buonaccorsi
Bulletin

Joseph Calabrese
Trenton Times

Jonny Cash
Las Vegas Review Journal

Nick Charles
WRC-TV

Helen Cohen
Sports Wise Magazine

Jennings Culley
News Leader

Hugh Delano
New York Post

Jeff Dennenberg
Miami News

Len Dillon
NBC Radio

Joe Distelhelm
Charlotte Observer

Maynard Eilers
Florida Times Union

Larry Eldridge
Christian Science Monitor

Gerald Eskenazi
New York Times

Ed Flink
The Putnam Ledger

Sam R. Fogg
United Press International

Larry Fox
New York Daily News

Jack Gallagher
Houston Post

Bill Gallo
New York Daily News

Joe Gergen
Newsday

Jesse Gorkin
Parade

Michael Gorman
WPRI-TV

Jim Granger
WWBT-TV

Jenny Greenberg
Madison Avenue Unique Communications

Roger Grimsby
ABC-TV

Will Grimsley
Associated Press

Bill Guthrie
New Haven Register

Rich Haney
WTVR-TV

Sid Hartman
WCCO Radio

Tim Horgan
Herald American

Merv Hyman
Sports Illustrated

Dick Joyce
Associated Press

George Kallinsky
Madison Square Garden

Leonard Koppett
New York Times

Tony Kornheiser
New York Times

Sam Lacey
AFRO American

Ralph Lawler
WCAV-TV

Hal Lebovitz
Cleveland Plain Dealer

Bud Lea
Milwaukee Sentinel

Augie Lio
Passaic Herald-News

Ed Little
Mutual Broadcasting Co.

Nate Loubet
The Ring

Peter Maas
New York Times

Robert Maisel
Baltimore Sun

Sal Marchiano
WABC-TV

Herman L. Masin
Scholastic Coach

Bob Mason
WAVY-TV

Bill Mazer
WNEW-TV

George McClelland
Virginian-Pilot

Joe McGuff
Kansas City Star

William H. Millsaps Jr.
Times-Dispatch

Jack Murphy
San Diego Union Trib.

Paul Myer
Dayton Journal

Herschel Nissesson
Associated Press

Edwin Pope
Miami Herald

John Powers
Jersey Journal

Mike Rathet
Philadelphia News

James Regan
Springfield News

Joe Reichler
Major League Baseball

Lowell Reidenbaugh
The Sporting News

Tony Richards
WTNH-TV

Robert Roeser
Times-Picayune

Cooper Rollow
Chicago Tribune

Gene Rosell
New York Post

Art Rosenblum
San Francisco Chronicle

John Rowe
Bergen Record

Fred Russell
Nashville Banner

Art Rust
Amsterdam News

Arnie Samuelson
Elizabeth Journal

Tom Seppy
Associated Press

Don Sherlock
Bergen Record

Morris Siegel
Washington Star

Dave Smith
WFSB-TV

Red Smith
New York Times

Steve Snider
UPI

George Solomon
Washington Post

Emmett Spillane
Bridgeport Telegram

Berry Stainback
Sport Magazine

John Steadman
News American

Charles Stogel
Westchester Rockland Newspapers

Pat Summerall
CBS-TV

Wick Temple
The Associated Press

Richard Terlep
Northern Virginia Sun

Tom Valledolmo
Staten Island Advance

Fred Vercini
Bridgeport Post

John Vergara
New York Daily News

Tom Whelan
Reporter-Dispatch

Harvey Yavener
Trenton Times

Charles J. Young
Buffalo News

Dick Young
New York Daily News



DICK SCHAAP

Dick Schaap has been Sports Correspondent for ABC News since April of this year. He joined ABC after more than two years as a Sports Correspondent for "The NBC Nightly News" and NBC's "Today" show. He had spent seven years at WNBC-TV as a sports anchorman before joining the NBC News broadcasts. While at WNBC-TV, he also served as Editor of *Sport* magazine. His first broadcasting position was as co-host of the "Joe Namath Show" in 1969.

The author of 22 books, Mr. Schaap wrote the best-seller, "Instant Replay," with Jerry Kramer, which highlighted the 1967 championship season of coach Vince Lombardi and the Green Bay Packers.

Earlier in his career Mr. Schaap was City Editor of the *New York Herald-Tribune*. He also wrote a nationally syndicated column for the Herald-Tribune News Service. Mr. Schaap also spent eight years with *Newsweek* magazine, including positions as Sports Editor and Senior Editor in the Early '60's.

Mr. Schaap shared the Eclipse Award in 1979 for his coverage of the Marlboro Cup horse race and has been nominated for both the Pulitzer Prize and an Emmy Award.



DAVE ANDERSON

Dave Anderson, a sports columnist for *The New York Times*, is one of the nation's most respected sports columnists.

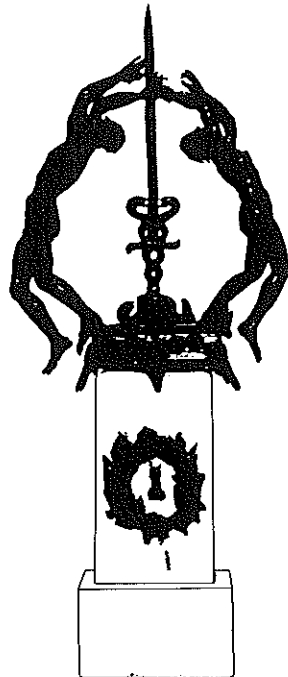
"Dave Anderson," author James A. Michener once said, "just might be the best sports columnist in the business."

Mr. Anderson's syndicated column appears in the *Times* four times a week. He has also written 10 books and more than 250 magazine articles. He twice won the E. P. Dutton award for "best sports stories" — the feature category in 1971 on heavyweight champion Joe Frazier's return to his hometown of Beaufort, South Carolina, following his unanimous 15-round decision over Muhammad Ali in their first fight, and the magazine category in 1964 on the last days of Sugar Ray Robinson's boxing career. He has also won awards for writing about pro football and golf.

He grew up in Brooklyn and, on graduating from Holy Cross College in 1951, went to work for the *Brooklyn Eagle* and then for the *New York Journal-American*. He joined the *Times* in 1966.

One of Mr. Anderson's books, "Sports of Our Times," is a collection of his columns that have appeared in that newspaper since he joined Red Smith and the Late Arthur Daley as a sports columnist there in 1971.





ALLAN HERMES, TROPHY CREATOR

Mr. Allan Hermes, noted sculptor and art director of the Tennis Hall of Fame in Rhode Island, is the creator of a trophy that will be awarded to the "Athlete of the Decade" at the American Cancer Society's New York City Division benefit on November 20th, 1980.

The Hermes trophy is cast in bronze and stands 15 inches tall on a marble base. It depicts a man and woman, in classical form, facing outward, with outstretched arms, fingers touching. Between the athletic couple is the Sword of Hope, logo of the American Cancer Society.

Mr. Hermes was born in England and came to the United States at age 16. For five years during the 1950's, he settled in the Bahamas to paint landscapes and people. He describes himself as a painter "... from the age of twelve and a sculptor since 1967."

"I enjoyed a life of painting," he says, "until I became involved in sculpting in the prime of my life."

Heretofore preferring anonymity, Mr. Hermes has "gone public" with the bronze cast "Athlete of the Decade" award, which may well become the Oscar of the sports world.

Mr. Hermes has had several exhibitions of his work in New York and the metropolitan area, and is the creator of the Tennis Hall of Fame's bust of Dwight Davis, after whom the greatest international tennis award, The Davis Cup, is named.

Mr. Hermes is married to the younger daughter of Dwight Davis. The couple lives in Connecticut with their son and two daughters.