

SUPER BOWL



DENVER BRONCOS



CAROLINA PANTHERS



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TROPHY

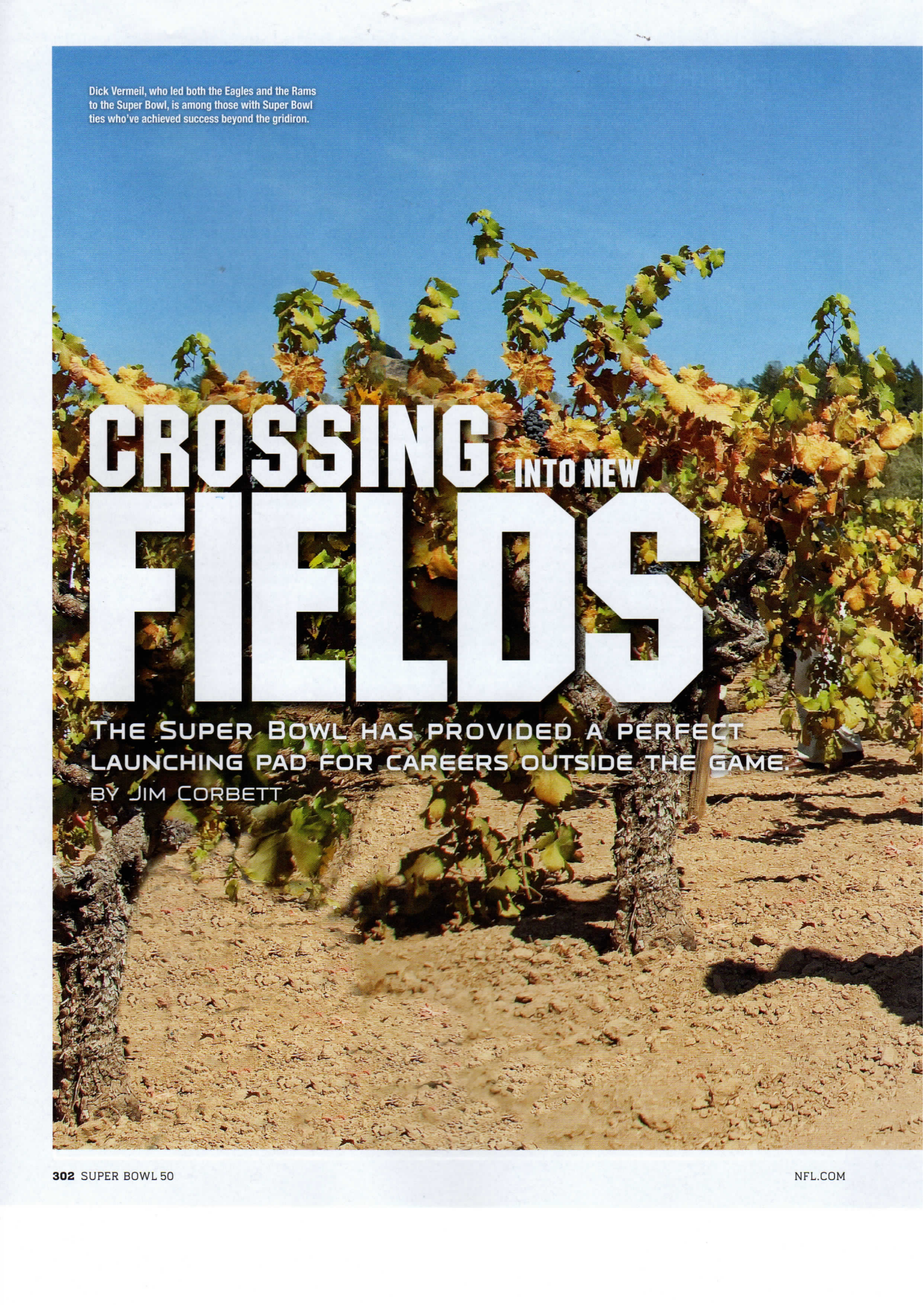


SAN FRANCISCO BAY AREA

FEBRUARY 7, 2016

SUPER BOWL GAME PROGRAM



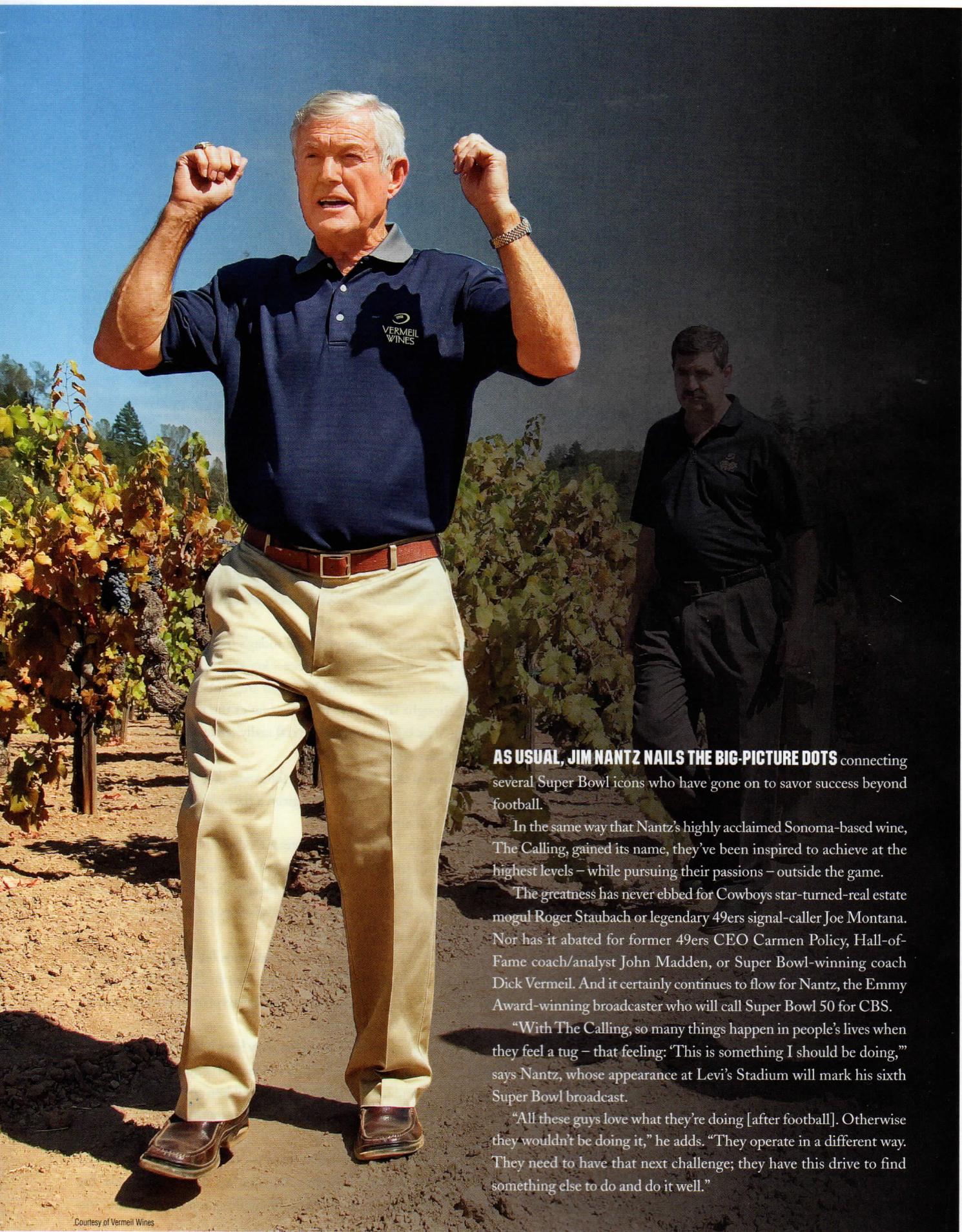


Dick Vermeil, who led both the Eagles and the Rams to the Super Bowl, is among those with Super Bowl ties who've achieved success beyond the gridiron.

CROSSING INTO NEW FIELDS

THE SUPER BOWL HAS PROVIDED A PERFECT LAUNCHING PAD FOR CAREERS OUTSIDE THE GAME.

BY JIM CORBETT



AS USUAL, JIM NANTZ NAILS THE BIG-PICTURE DOTS connecting several Super Bowl icons who have gone on to savor success beyond football.

In the same way that Nantz's highly acclaimed Sonoma-based wine, *The Calling*, gained its name, they've been inspired to achieve at the highest levels – while pursuing their passions – outside the game.

The greatness has never ebbed for Cowboys star-turned-real estate mogul Roger Staubach or legendary 49ers signal-caller Joe Montana. Nor has it abated for former 49ers CEO Carmen Policy, Hall-of-Fame coach/analyst John Madden, or Super Bowl-winning coach Dick Vermeil. And it certainly continues to flow for Nantz, the Emmy Award-winning broadcaster who will call Super Bowl 50 for CBS.

"With *The Calling*, so many things happen in people's lives when they feel a tug – that feeling: 'This is something I should be doing,'" says Nantz, whose appearance at Levi's Stadium will mark his sixth Super Bowl broadcast.

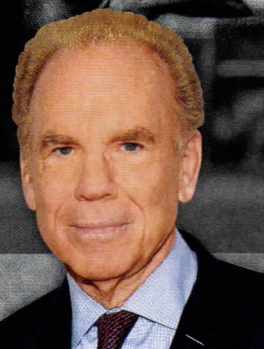
"All these guys love what they're doing [after football]. Otherwise they wouldn't be doing it," he adds. "They operate in a different way. They need to have that next challenge; they have this drive to find something else to do and do it well."

Courtesy of Vermeil Wines

After two-time Super Bowl champion Roger Staubach retired, he built his real estate firm into a giant in the industry.

"YOU LEARN FROM FOOTBALL – YOU NEED THE RIGHT PEOPLE IN THE RIGHT PLACES WORKING TOGETHER."

—ROGER STAUBACH



AP Images; Gary Gerstloff/Getty Images (Inset)

Staubach and Montana are golden boys even in their golden years.

The 74-year-old Staubach remains "America's Quarterback," everybody's All-American all grown up. Only now, the two-time Super Bowl champ calls the shots as executive chairman of Jones Lang LaSalle's Americas division.

The Staubach Company, which he founded in 1977, changed the way the commercial leasing game was played. After buying out former partner Robert Holloway Jr., Staubach called an audible, shifting the company's focus from commercial development to representing blue-chip clients seeking to lease or buy office space. It proved his eureka moment.

"A whole lot of people worked hard to build one heck of a company," says Staubach, who sold the firm to Jones Lang LaSalle in 2008 for \$613 million.

Not bad for someone who entered the NFL in 1969 as a 27-year-old rookie making the league-minimum \$25,000 after fulfilling his four-year military service commitment, which included one year as a Navy supply officer during the Vietnam War. Staubach first immersed himself in real estate in 1970 when players needed offseason jobs to support their families. It provided the jump start to his real-life's work.

"You still have that adrenaline of wanting to be busy, wanting to be competitive," says Staubach. "It takes a lot of unspectacular preparation to get spectacular results. I paid a lot of that price working five months in the offseason.

"You can't just jump in and say, 'I'll succeed because I was a great football player,'" he explains. "I really put myself into building the business. One of the things I learned from football is that you need the right people in the right places working together."

Staubach's playing days preceded today's mega-millions earned on the field. Little did he – or anyone else – know what was on the horizon.

"Because of the Super Bowl VI payoff and that extra bonus my third season, I thought I'd gone to heaven as far as the money I made," says Staubach. "The big money (for players) really started coming in the '80s, but I don't have any regrets."

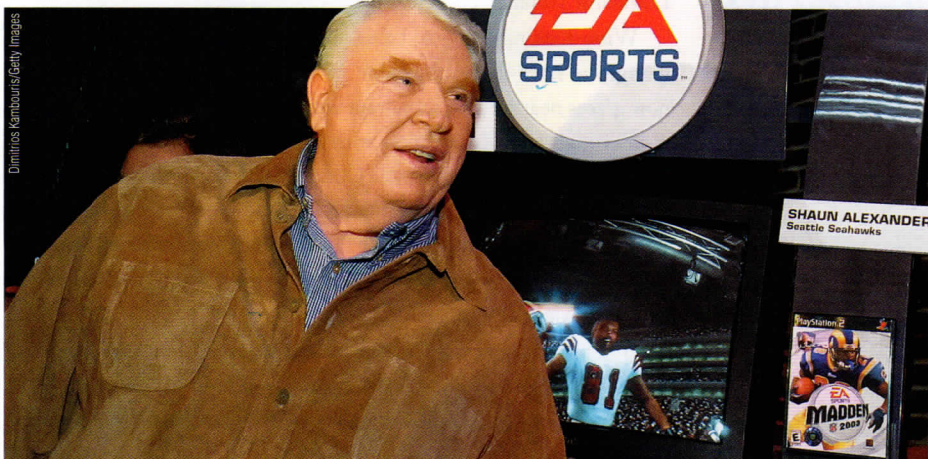
His practical side shined through following that Super Bowl VI win, when, as the game's MVP, he was given a flashy sports car. He wanted something a bit different.

"They told me, 'You're going to get a Dodge Charger.' I said, 'Jeez, is there any way to get a station wagon? I've got three kids,'" says Staubach. "Don Rickles was on *The Tonight Show* back then. Rickles said something about, 'This Roger Staubach got a station wagon. I'm sure he'd be a lot of fun at a party.'"

That's OK. The man who some teammates felt could have run for president has learned many lessons on his own and by watching others. One thing he has seen is too many retired players burn through money faster than a Ronda Rousey fight.

"The athletes today need to realize they have a long life ahead," says Staubach, who raised a family with his wife, Marianne, that would grow to five children and now includes 15 grandchildren and two great grandchildren. "They need to have a passion for something in life the way they once did for football."

Sometimes there isn't a sole answer to "the calling." Arguably the greatest quarterback ever, Montana concedes "it's almost impossible" for a hard-wired competitor to find one all-fulfilling replacement after the games end.



Clockwise from left: John Madden was a Super Bowl-winning coach and a favorite in the broadcast booth, yet he may be most famous for his Madden video game. Carmen Policy (right), shown here with then-49ers owner Eddie DeBartolo Jr., helped construct a dynasty in San Francisco before leaving the game to become a renowned wine maker. Three-time Super Bowl MVP Joe Montana (right), who does extensive charity work in addition to his business pursuits, poses with his wife, Jennifer, and Seahawks running back Marshawn Lynch at a fundraiser in Seattle.

"One of the things you try to do is fill the void, because there's nothing like the excitement of Sundays," says Montana. "But no matter what you try, you just can't seem to replace that feeling, so you try to find things that will keep you from thinking about it all the time."

For Montana, family is first. He prizes time spent with his wife, Jennifer, their two grown sons, and two daughters. The iconic quarterback also stays busy with his San Francisco-based Liquid Two technology fund, his Four Rings Montana Family Foundation charity, and a litany of commercial endorsements.

Montana also owns 7.5 acres adjacent to Levi's Stadium that he plans to develop as part of the Santa Clara Centennial Gateway project. Last February, a partnership was announced with Related Companies, founded by Dolphins owner Stephen Ross, to use the space to create specialty retail, restaurants, boutique hotels, and residential and office-space opportunities.

"I did some real estate investing on the personal side before we started thinking about doing it on a larger scale," says Montana. "I look forward to building something that would interest the boys (Nate, Nick) or even the girls (Elizabeth, Alexandra).

"I really like the space, really like technology, things that are coming down the line," he adds. "We grew up here in the Silicon Valley as I was playing. It just made sense to go in that direction.

"We also do a lot of charity events with our foundation involving the likes of Tim McGraw, Clay Walker, and others using the country charity theme," says Montana.

However, the 59-year-old icon with four Super Bowl rings concedes one limitation.

"Sometimes my agents will call or somebody will ask, 'Why don't you get yourself a TV show, do one of those sitcoms? Why don't you do *Dancing with the Stars*?'"

Montana chuckles, admitting he's rhythmically challenged. He's more comfortable laughing with the stars, such as Peyton Manning in that funny Papa John's commercial where Montana scarfs free pizza.

"We're going to do some more Papa John's stuff for sure," he says. "I like playing around. It makes for a better commercial."

Montana similarly looks to shoot a sequel to his 2014 AT&T commercial, when he had the ultimate comeback to Doug Flutie, Bo Jackson, and Herschel Walker, who taunted the former Notre Dame star about never winning a Heisman Trophy. Montana merely flashes his diamond-encrusted left hand, shimmering with four Super Bowl rings and his 1977 national championship ring.

Meanwhile, his wife runs Jennifer Montana Designs, employing individuals from Harbor House, an Oakland, Calif., non-profit that helps women affected by unemployment, refugee status, illiteracy, or inadequate education. Many of her jewelry designs are handcrafted by Harbor House women.

Joe Cool is cool as ever – that kid at heart whose almost mystical calm under pressure became legendary in the fourth quarter of Super Bowl XXIII, with the 49ers trailing the Bengals and the ball at their own 8-yard line. By pointing out late comedic actor John Candy in the stands during a TV timeout, Montana broke the tension in the huddle before leading an epic drive capped by his winning touchdown to John Taylor with 34 seconds to play.

"Joe is Peter Pan – the perennial boy," says Policy. "That was the

Jim Nantz has been devoted to his passions – in broadcasting, business, and in efforts to find a cure for Alzheimer's.



secret for his success. When he went out there, he was always playing a game he loved. He's the same way still."

How fitting Super Bowl 50 is being played at Levi's Stadium – an hour-and-a-half south of Napa, where Policy has transitioned from co-architect of the 49ers 1980s/90s dynasty (along with former owner Eddie DeBartolo and late coach Bill Walsh) to another passion. He owns 14.5 acres, more than nine of them planted with Cabernet grapes.

Policy was raised on wine-making – homemade style – back in Youngstown, Ohio. He's gone from sipping wine at Sunday family dinners to pouring himself into his Yountville vineyard, which he's owned since 2004. The 73-year-old Policy earned one Super Bowl ring as personal attorney to DeBartolo and four while the 49ers' chief executive.

"The Napa Valley became 'Tuscany Lite' for all of us," says Policy.

What does his label Casa Piena mean?

"It's Italian for 'full house.' We have five children: three boys, two girls – three of a kind and a pair. Plus the house is so full of family and guests, we're always enjoying people," he adds.

Madden, 79, is the ultimate football brand. He won a Super Bowl as coach of the 1977 Raiders and was beloved as a game analyst for more than 25 years. But this true American treasure is best known to today's generation as Madden, the EA video game franchise founder.

Madden and wife, Virginia, began buying East Bay-area real estate when he was the Raiders' linebackers coach in 1967. He now owns three hotels, including the boutique Rose Hotel, a 38-room Pleasanton gem he co-owns with sons Mike and Joe.

Real estate has provided the life that Madden sought after retiring from broadcasting in 2009.

"The reward is that you get to work with your family," says Madden, who keeps his head in the game as chairman of the NFL's Coaches Subcommittee and as a member of the Competition Committee and the Player Safety Advisory Panel. "The legacy will be that the grandkids will have something to take over, if they choose."

The Maddens also grow almonds and grapes at his Madden Ranch vineyard. They have so revitalized Pleasanton that one friend suggests they call it "Madden-ton."

Vermeil, 79, grew up in Calistoga, where he turned a hobby – producing 150 cases of his Cabernet, labeled Jean Louis Vermeil, in honor of both his great grandfathers – into a business. In 2009, the Vermeil Wine Group opened a Calistoga tasting room, where Vermeil, who is adept driving a tractor around the vineyard, keeps a replica of the Super Bowl XXXIV Lombardi Trophy.

Wine-making seems to be an area that has drawn the attention of many who have ties to the game...with success. Nantz's *The Calling* now graces nearly 5,000 restaurant wine lists.

Through their connection with the famed Dutton Ranch in the Russian River Valley of Sonoma County, Nantz and wine partner Peter Deutsch have produced a highly acclaimed line of wines, particularly Chardonnay and Pinot Noir, since their brand came on line in June 2012. *The Calling* also boasts high-scoring Cabernet Sauvignons grown in Sonoma's Alexander Valley.

"If it had a chance to be, in time, one of the iconic names of American wine, then I was interested," says Nantz, who resides in Carmel, Calif. "We've had a greater reaction in three-and-a-half years than we could have ever expected."

Nantz uses a football analogy to explain the synergy he's developed with renowned winemakers Marco DiGiulio and Dan Goldfield.

"I feel like a co-owner of an NFL team that we had to build from the ground up," he says. "We had to put the right people in the right positions to build a great franchise. That's what we've done from crushing grapes to barreling and bottling."

Nantz's highest calling, however, is one more mission: He and his wife, Courtney, are driven to find a cure for Alzheimer's, a disease that claimed his father, Jim Jr., after a 13-year battle. A portion of *The Calling's* profits benefit the Nantz National Alzheimer Center.

"I felt there's got to be more I could do to help the cause than just write a book about Alzheimer's," says Nantz, referencing his best-seller "Always By My Side." "I felt a calling to get into research and raise money."

"My voice is identical to what my father's voice sounded like," he explains. "So his voice, through me, should be heard to try to find a cure."

"Some might wonder, 'How can you be passionate about creating an iconic wine brand at the same time you're over here in the medical world trying to help find a treatment and ultimately a cure for Alzheimer's?'"

But then he answers his own question. "I've been around a lot of people who are doers – from presidents on down."

Their lesson? Greatness never rests.

"As a young kid, I felt this passion to one day work specifically for CBS. I did everything in my power to have an interview to work there," says Nantz.

"That calling came through." 🍷

Jim Corbett covered the NFL for 28 years, the last 14 for USA TODAY Sports. He has covered 22 Super Bowls and was a Class of 2015 Hall of Fame voter.