For the month of June, no German figure will be able to rival the attention focused on Franz Beckenbauer in Germany. Widely considered the best soccer player ever produced by Germany, he will now preside over a tournament of thirty-two teams, the survivors of an elimination process involving ___ teams, that has gone on for over two years.

The impact of the World Cup is difficult for Americans to grasp, since soccer has not yet evoked the passions here it does almost everywhere else. Around the world, it is as if the Super Bowl and the seventh game of the World Series were played every day from the June 9 opening game to the final in July. Billions will watch the sixty-three games on television and, in the most directly affected countries,
other activities will stop when the national team plays – which is one reason why all games will be in the evening (European time), leaving Asia sleepless and Latin America with lowered economic activity when the national teams play. Elections have been affected by the mood that victory or defeat generates.

The position of the chairman of the Organizing Committee is particularly delicate. He must satisfy thirty national passions, all but one of which will be disappointed to a greater or lesser degree.

Fortunately for Germany, Beckenbauer is of a stature beyond the reach of these passions. The soccer public – including Germany – is passionate and fickle. But a soccer figure has never reached the iconic status of Beckenbauer who, in his lifetime, has become the towering figure of German soccer and who has planned the approaching World Cup with a combination of meticulous professionalism and personal
I saw Franz Beckenbauer play for the first time when he captained the German national team in the 1974 World Cup final in Munich. A German team with strong fighting qualities defeated a technically elegant team from the Netherlands, which paradoxically handicapped itself when it scored a goal in the first minute, thereby being tempted to abandon its intricate attacking style in favor of holding its lead.

This enabled the German team to launch a furious assault in front of an enthusiastic audience, achieving the final score just before halftime.

Afterwards the Dutch team attacked throughout the second half with mounting desperation, without being able to score again.

Franz Beckenbauer was the dominant player on the field — partly because his game evolved ideally suited to his special qualities. 

Although the Dutch team was led by Johan Cruyff, considered by many experts the best all-time player, his dominance is not only a question
of skill; it reflects intangible qualities all the more inspiring when they are not formally asserted.

Franz Beckenbauer played the position of sweeper – or libero – the extra man in a defensive formation assigned to filling whatever holes the attacking team has managed to pry open. Beckenbauer gave this position a new dimension by transforming it into a dual-purpose role: of organizing the defense and acting as a quarterback does in American football, by moving forward on the attack which he distributing the ball to the most vulnerable designed so skillfully that he emerged as a significant goal scorer as a result of the defender. Thus in the final half well.

Almost all great soccer players achieve eminence because of

Though Beckenbauer did possess the latter skill, his most unusual but was still possessed and a broad mix of skills
or matched the Beckenbauer's unmatched elegance ability was distributing the football in a way that frustrated the opposing offense and paralyzed the adversary's defense. Time and
again, he would propel the ball with a barely noticeable flick of his foot into an empty space closer to his team’s player than to any adversary and to a spot from which his team could magnify its opportunities.

Skill was allied to inspirational determination. Thus in the semifinal of the World Cup, Beckenbauer played, despite a dislocated shoulder, with his arm in a sling. In a sport in which twenty players are moving all the time, with no time-outs and only two substitutions, such dominance reflected a rare combination of athleticism and intellect.

These qualities produced four German championships for the teams he captained, four Cup wins, two World Cup victories, three European championships in a row, participation in 103 national games.

Above all, these playing qualities foreshadowed Beckenbauer’s later career. Few professional athletes – even star athletes – enjoy comparable success in later life; the concentration and single-
mindedness required for eminence have proved difficult to apply to other fields.

Beckenbauer has gone from success to success. He became coach of the national team and instilled the relentless perfectionism that marked his playing career. He reached the World Cup finals with the two national teams he coached, winning in 1990. Afterwards he became chairman of Bayern Munich, the most successful club in Germany.

Beckenbauer has culminated this career by becoming chairman of the Organizing Committee for the World Cup to be held in Germany this year. He was instrumental in securing its and meticulous in execution. The World Cup will solidify Beckenbauer’s mythic status in the soccer world and continue his role as one of the dominant figures of his era, not for nothing is Beckenbauer nicknamed in Germany – The Kaiser, which means Emperor in English.
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16

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Almost all great soccer players achieve eminence because of their skill in moving with the football or their ability to score goals. Though Beckenbauer did possess the latter skill, his most unusual ability was distributing the football in a way that frustrated the opposing offense and paralyzed the adversary’s defense. Time and
again, he would propel the ball with a barely noticeable flick of his foot into an empty space closer to his team’s player than to any adversary and to a spot from which his team could magnify its opportunities.

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For the month of June no German figure will be able to avoid the attention focused on

Franz Beckenbauer in Germany. Considered the best soccer player ever produced by Germany, he will now preside over a tournament of 32 years of

The impact on the World Cup is evident for Americans to grasp since soccer has not yet ended the season but it does almost everywhere else. Around the world it is as if the superbowl and the seventh game of the World Series were played every day from June 9, opening game to the final in July. Believers will watch the sixty three games on television in its most directly affected

- which is one reason why all games will be in 38 minutes

(European time) 6pm or 7pm. Latin American soccer

with laced-up sneakers, economic activity when the national teams play. Presidential Elections have been affected by
The clear task is victory or defeat, and to
the neutral either victory or defeat.
The position of the Chancellor of the German
committee is particularly delicate. He must satisfy
national passions; all but one of which will
be disappointed to a greater or lesser degree.
Fortunately, for Germany, Bismarck,

is of a nature beyond the reach of these passions.

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Franz Beckenbauer (in Munich)

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advancing the joint score just before the half-hour.

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Hofstee. He was considered by many experts as the

greatest.
But dominance is not only a question of skill. It reflects intangible qualities of leadership all the more when they are not formally asserted. Indeed, Felix "Joe" DiMaggio, one could almost say, treated Bucky Harris with respect.

Franz Beckenbauer played this position of sweeper — or libero — the extra man in a defensive formation assigned to cutting attacks and the attacking team's passing. Beckenbauer gave this position a new dimension, by transforming it into a dual-purpose role: of organizing the defense, and acting as a quarterback in American football, the move forward, in obtaining the attack which is designed to skillfully.

That is embraced as a bedding goal score — before it appeared on the scene almost of course, in inescapable virtue, and before it departed, it came back transformed in contradiction of its once esoteric, has considered a contradiction of its position.

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Skill was all but determination.

This in the semifinal of the World Cup, Zdenek Baresovec played despite a dislocated shoulder and with his arm in a sling.
to football in their ability to run games. Try to

Then we found that our supplies of all equipment we.

would signify it. Just play, with an empty place. How it is there.

Another thing to remember is that our supplies at all times, and occasionally reflect.

This would result in a big advantage players have with their hands.

The position of the ball with a hands, naturally feel.

The position of the ball with a hands, naturally feel.
late career, few stars professional athletes to pay comparable 13. late career; life 14. late life; even concentration & single-mindedness required for eminent have found the best difficulties to apply to other fields.

With his relentless professionalism, Beckenbauer kept working, eventually reaching World Cup final with his team. He managed the German national football coached team to two national teams in 1990. After winning the second World Cup in 1990, he became chairman of Bayern Munich, the most successful club in Germany.

Beckenbauer is emblematic of this career by becoming chairman of the organizing committee for the World Cup to be held in Germany this year. He was instrumental in securing it and Beckenbauer calmly put forward meticulous in execution. The World Cup will only solidify Beckenbauer's presence in Germany to raise the German flag throughout the world.
He could also reference Beckenbauer's influence on the game as a player, coach and soccer executive.

> So, the piece would purely be Dr. Kissinger's impressions of Beckenbauer and how he was influential in bringing the World Cup to Germany this year?

> Jessica P. LePorin
> Office of Henry A. Kissinger
> Kissinger Associates, Inc.
> 350 Park Avenue, 26th Floor
> New York, NY 10022
> TF (212) 759-7919
> Fax (212) 759-0042

> Terrific. He does not have to refer to Beckenbauer as a nominee in the article. How about Thursday April 13th for a deadline?
Dr. Kissinger would be happy to write a piece about Franz Beckenbauer to run in the TIME 100 edition of the magazine. Could you kindly advise us of the exact date on which you will need his contribution?

Also, should he refer to Beckenbauer as a nominee for the TIME 100 in the piece?

Thank you,
Jessee

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-----Original Message-----
From: bill_saporito@timemagazine.com
Sent: Monday, April 03, 2006 4:17 PM
To: jleporin@kmaglobal.com
Subject: Dr. Kissinger on der Kaiser

Jesse:

I am writing to see if I can enlist Dr. Kissinger as an author of a short piece on Franz Beckenbauer, head of Germany's World Cup organizing committee, to run in the TIME 100 edition. Beckenbauer, AKA der Kaiser, was instrumental in bringing the World Cup to Germany (as was Dr. Kissinger in bringing the Cup to the U.S. in 1994.) Beckenbauer is the most influential person in the game this year, and thus a nominee for the TIME 100. I think Dr. Kissinger would have fun with this one, and it's only 350 words, due in two weeks or so.

Regards,
Sir:

We have heard back from Bob Koehler at TMS regarding the TIME 100 piece. They would like to distribute the piece as a bonus, he said.

Is there anything further you would like me to do at this point (i.e., notifying TIME)?

tc

Normally, his syndicate doesn't allow it.
Dear Bill:

As we discussed, this is to reiterate that Dr. Kissinger has been permitted by the syndicate which distributes his columns to write the piece on Franz Beckenbauer for the TIME 100 edition. In return, the syndicate would like to distribute Dr. Kissinger’s piece after TIME has published it. Normally, his syndicate does not allow him to write for outside publications.

Thank you,
Theresa L. Amantea
Executive Assistant
212/759-7919
Koehler’s response.
TA - can you handle giving this response to HK tomorrow and asking him
if you should speak to TIME about this? I have to leave in 5-minutes,
so I don’t expect to talk to him again tonight.

Thanks,
Jessee

-----Original Message-----
From: Koehler, Bob [mailto:BKoehler@Tribune.com]
Sent: Tuesday, April 11, 2006 4:55 PM
To: 'Jessee LePorin'
Subject: RE: Dr. Kissinger on der Kaiser

Jessee,
TMS is OK with Dr. Kissinger’s request and would, indeed, be interested
in distributing the piece as a bonus. Thanks.

Bob

-----Original Message-----
From: Jessee LePorin [mailto:jleporin@kmaglobal.com]
Sent: Tuesday, April 11, 2006 1:04 PM
To: Koehler, Bob
Subject: FW: Dr. Kissinger on der Kaiser

Hi Bob:

Dr. Kissinger received the following request from TIME. He asked me to
check with you if it is a problem for him to give them 400-500 words re
Franz Beckenbauer, a German soccer player, to run in the TIME 100
dition. Also, would the syndicate would like the right to distribute
such a piece? Could you let me know?

Thank you,
Jessee

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