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 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
attention, which will further solidify his nickname as “The Kaiser” — the Emperor.

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 an 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 he was considered the best all-time player, partly because his team evolved ideally to his special qualities. But 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 distributed to his most vulnerable designed so skillfully that he emerged as a significant goal scorer as a playmaker of the defender. This in the first half as well. Beckenbauer was a mind of an offense-end, in the second he was a pronounced offensively-styled playmaker.

Almost all great soccer players achieve eminence because of their skill in moving with the football or their ability to score goals. Their most unusual skills in directing an attack. Beckenbauer's was more dramatic and influential more. Though Beckenbauer did possess the latter skill, his most unusual was in mismatch. The Beckenbauer's was unmatched elegance in 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 it and meticulous in
execution. The World Cup will only solidify Beckenbauer’s mythic
status in the soccer world and continue his role as one of the dominant figures of his country.  Not for nothing is Beckenbauer’s
nickname in Germany  The Kaiser, which means Emperor in English.
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Franz Beckenbauer was the dominant player on the field – even though the Dutch team was led by Johan Cruyff, considered by many experts the best all-time player. But dominance is not only a question
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For the month of June no German figure will be able to rival the attention focused on Walter Frei, Bank of Germany, Germany's best soccer player ever produced by Germany, he will now provide over a tournament of 32 years of soccer history.

The impact on the World Cup is evident for Americans to grasp since soccer has not yet reached theRESHOCKR20. However, Americans have 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 June 9's opening game to the final on July 6. Believers will rend the sixty-three games on television in its most direct effect on the activities will stop in many places will stop when the national teams play which is the reason why all games will be in the evening (European time) bearing against Latin American custom.

With concerced ecmotic activity when the national teams play. Presidential Elections have been affected by
The clear task now is to maintain a victory or defeat gesture. The position of the leadership of the governing committee is particularly delicate. He must satisfy all the national passions and 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 — including the desire for peace in Germany — in his passionate dislike of France. Bismarck himself has never read the iconoclastic treatment of Bismarck's role in his lifetime he becoming a towering figure.

If Germany were to achieve the appearance and semblance of metrical perfectionism and personal attention which will further solidify his nickname as the Kaiser — the Emperor.
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A German team with strong fighting qualities defeated an elegant team from the Netherlands, which paradoxically disappeared 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 secure a famous win in front of an enthusiastic audience, achieving the final score of 2-0 before the half-time.

Afterwards, the Dutch team attacked throughout the second half with mounting desperation, methodically being unable to score again.

Franz Beckenbauer was the dominant player on the field, even though the Dutch team was led by Johan Cruyff at the time. He is considered by many experts to be the best defender of all time.
But dominance is not only the question of skill.
It reflects intangible qualities of leadership which
when they are not formally asserted, lend
players. Few were baseball players with better statistics
than Joe DiMaggio, none with better temperament.
Harry Breckenbach played the position
of sweeper—on fields—the extra man in a defensive
formation assigned to filling whatever holes the
attacking team has managed to pry open. Breckenbach
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
by moving forward on
to direct the attack which is designed to skillfully
manipulate and adjust
tactically to the game's needs—
before it appeared on the scene. And this
tactic proved to be effective, as the
success was attributed to invention of the sweeper position,
has consisted a contradiction of its position.

Almost all good soccer players achieve
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This in the semifinal of the World Cup, Bedene bounces back despite a Chibukated shoulder and
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late career, few stars professional athletes to pay comparable in later life to past late life; some concentration & singleness of focus required for eminence have proved the best difficult to apply to other fields.

Bekhembance has some more success. He became head of the national team, & finally, he reached World Cup final with his nation. He managed the German national football team to two national teams, he successfully coaching.

Afterwards, he became chairman of Bayern Munich, the most successful club in Germany.

Bekhembance succeeded this career this career by becoming chairman of the organizing committee for the World Cup to be held in Germany that year. He was instrumental in regaining it and Bekhembance nailed it for something meticulous in execution. The World Cup will only solidify Bekhembance's name in Germany to realize the Germans.

may his status in the soccer world.
FYI...

-----Original Message-----
From: bill_saporito@timemagazine.com
[mailto:bill_saporito@timemagazine.com]
Sent: Wednesday, April 05, 2006 3:42 PM
To: jleporin@kmaglobal.com
Subject: RE: Dr. Kissinger on der Kaiser

He could also reference Beckenbauer’s influence on the game as a player, coach and soccer executive.

> From: Jessee LePorin
> Sent: Wednesday, April 5, 2006 3:37 PM
> To: Saporito, Bill - Time U.S. <bill_saporito@timemagazine.com>
> Subject: RE: Dr. Kissinger on der Kaiser
> 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
[mailto: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.

Jessee
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 edition. 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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TF (212) 759-7919
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