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 on July 4. 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 the game evolved ideally suited to his special qualities, 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

distributed the ball to his more vulnerable designed so skillfully that he emerged as a significant goal scorer as

principal of the defense. Thus in his final self, Beckenbauer may incensed any offense and

in the second to appeal to create, an ability.

Almost all great soccer players achieve eminence because of their skill in moving with the football and their ability to score goals. Beckenbauer did possess the latter skill, his most unusual. But no other soccer icon possessed individual skills

and a coach mere of skills or matched the Beckenbauer's unexcelled elegance of

ability was distributing the football in a way that frustrated the opposing offense and paralyzed the adversary's defense. Time and

player
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 solidify Beckenbauer’s mythic status in the soccer world and continue his role as one of the dominant figures of his country, Nicknamed in Germany, the Kaiser, which means Emperor in English.
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attention, which will further solidify his nickname as “The Kaiser” – the Emperor.

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

Willy Brandt, who has been frequently referred to as the best

Berlin player ever produced by Germany, will now
crackle over a tournament of 32 teams cut

take place over a tournament of 32 teams cut

by an elimination process that has gone on for two years.

The impact on the World Cup is fairly

American to grasp since scores have not yet reached

the previous but it does almost everywhere else. Around

the world it is as if the superbowls and the seventh game

of the World Series were played every day from June 9,

up until the final in July. Believers will wish

the sixty three games on television in its most directly affects

all activities will stop;

cannot stop when the national team plays

- which is the reason why all games will be in 1st

advice of

(European time) leaving aside Latin American cities

with lowered economic activity when the national

teams play. Presidential elections have been affected by
to p. 12

The clear, the logical,
the moral, the vision of defeat, injustice.
The position of the Chancellor of the German
committee is particularly delicate. He must satisfy
the myriad national passions in both, 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 various public in Germany is passionate and full.
Bismarck

has never reached the iconic status of Bismarck
the role in his lifetime has become & emerging figure

of German power & who has approached the appearance
would cop with a combination of meticulous
perfectionism & personal attention which will
further solidify his nickname as the Kaiser -

the Emperor
I saw Franz Beckenbauer play his first time. He was to play for Germany. Beckenbauer captained the German national team in the World Cup Final of 1974. A German team with strong fighting qualities defeated an elegant team from the Netherlands. The match was largely played in Munich. Beckenbauer stood out when it came to goals in the first minute thereby being tempted to abandon its intricate attacking style in favor of blocking its lead. This enabled the German team to build a famous ascent in front of an enthusiastic audience. Advancing the game even further, the half-time arrived.

Afterwards, the Dutch team attacked throughout the second half with mounting desperation, but were unable to score again. Franz Beckenbauer was the dominant player. Even though the Dutch team was led by Johan Cruyff, few considered by many experts the German team of all time.
But dominance in not only the question of skill, it reflects intangible qualities of leadership and a sense of when they are not formally asserted, lineal justice.

The mere baseball players with better statistics than Joe DiMaggio, none could fill his shoes.

“Frankie Frisch” played this position of wunderkind or liberator, the extra man in a defense, assigned to filling whatever lacks the attacking team has managed to plop open. Beckett had

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.

My moving forward on moving its attack which is designed to skillfully

signification as necessary that be emerged as a butchery goal nearly

before it appeared on the scene as world class.

innumerable scholarship and before it reigned on the theme. Beckett

may have been underestimating the contradiction of his unexpected

I have considered a contradiction of his position.

Almost all good source players achieve

eminence because of their skill in moving with
[Handwritten text]

[Signature]
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Bekkenhov did not with equal
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of his foot into an empty space close to his team,
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and only two substitutions such dominance reflected
a rare combination of athleticism and ent
been qualities entitled Bekkenhov
these qualities produced four
Bekkenhov's qualities as a player
German champions for his teams, he captained
two World Cup victories, three European Championships
and a renowned participation in 103 national games. Above all
these playing qualities foretold Bekkenhov
late career, few star professional athletes to pay comparable in later life. post- late life. some concentration & single-mindedness required for eminence have found the best difficult to apply to other fields. With all the outdoor proficiency

Brehmance has some more services. He became head of the national team & shortly reached World Cup final with Germany. He managed the German national football coach.

remained the second in 1990. He became chairman of Bayern Munich, the most successful club in Germany.

Brehmance's culminated this career, the only becoming chairman of the organizing this year. He was instrumental in securing it and Brehmance took the match very seriously in execution. The fact that this world cup will only solidify Brehmance's

eminence in Germany the role of the Germans may. The 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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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

-----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

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Normally, his syndicate doesn't allow it.
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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

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