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
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 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 he showed a level of technical skill which few players have ever matched, and partly because the Dutch team was led by Johan Cruyff, considered by many experts the best all-time player. But dominance is not only a question of strength.
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 the most vulnerable designed so skillfully that he emerged as a significant goal scorer as. Beckenbauer's unorthodox thinking and strategies were well. Beckenbauer was more than just a defender; he was a true goal scorer, who was able to score with great accuracy.

Almost all great soccer players achieve eminence because of their skill in moving with the football or their ability to score goals. Beckenbauer did possess both. His skill in directing an attack was second to none, but what made him unique was his ability to distribute 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 solidify Beckenbauer’s mythic
status in the soccer world and continue his role as one of the dominant figures of his era. He is
nicknamed in Germany "Der Kaiser"
which means "Emperor" in English.
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Wendy Franz Beekenbauer in Germany. Considered the best soccer player ever produced by Germany, he will

now provide over a tournament of 32 years. It will

by a combination process that has gone on for two years.

The impact on the World Cup is obvious for

Americans to grasp since soccer has not yet reached

the peninsula but it does almost everywhere else. Around

the world it is as if the superiors and the secretaries

of the World Series were played every day from June 9's

opening game to the final on July 17. Believers will tell

the forty three games on television in the most directly affairs

the activities will stop.

Europeans will stop when their national team plays

which is one reason why all games will be in English;

because soccer is best in Latin American centers.

with concerted economic activity when the national

the national teams play. Presidential Elections have been affected by
The Clear Test

The moral dilemma victory or defeat generates.

The position of the champion of the opposing

committee is particularly delicate. He must satisfy

three 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.

-Bismarck

The public in Germany is passionate about:

- History

-Cost figure never reached the iconic status of Bismarck

The role in his lifetime has become a towering figure

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I saw Franz Beckenbauer play for the first time when he captained the German national team in the World Cup Final of 1974.

A German team with strong fighting qualities and a powerful center-forward defeated an elegant team from the Netherlands, which paradoxically disappointed itself when it scored a goal in the first minute thereby being tempted to abandon its intricate attacking style in favor of creating its lead. This enabled the German team to search for a famous encore in front of an enthusiastic audience, achieving the joint score just before the half-time.

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

Franz Beckenbauer was the dominant player throughout the Dutch team. He led by example, being considered by many experts the dominant defender of all time.
But dominance is not only the question of skill
and speed, but also the question of ability to
reflect intangible qualities of leadership, all the
more when they are not formally asserted.

Players, like great baseball players, with better
statistical
total than Joe DiMaggio, more would fall to their
feet.
Frank Buckenham, played the position
of sweeper - or libero - the extra man in a defensive
formation assigned to filling Whatever there
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it into a dual-purpose role: of organizing the defense
and acting as a quarterback in American football.

My moving forward on
stopping the attack which is designed to skillfully
significantly as necessary
that be achieved as a boiling, goal never before
reached on the men's indoor game.

In all serious competition before to impossible achieve...
Skill was afraid to determine.

This on the semifinal of the World Cup, Bedouin player despite a dislocated shoulder, fought his arm in a sling, shot...
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缥に Picture best

Beckenbauer's qualities as a player German championship for his team he captained. 

Two World cup victories, three European championships, and participation in 103 national games. Above all these playing qualities foreboded Beckenbauer
late career, few stars professional athletes to pay
comparable
spare time against late, post-late life; long
concentration & singleness needed required for eminence
have found it best difficult to apply to other fields.

Beckenbauer did some small services.
He became coach of the national team & finally led to success. He managed the German national football team.

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He was instrumental in securing it and was responsible for putting meticulous in execution. The plan of the World Cup will only solidify Beckenbauer's
reputation in Germany & hence the country.
Theresa Cimino

From: Jessee LePorin [jleporin@kmaglobal.com]
Sent: Thursday, April 06, 2006 2:23 PM
To: 'Theresa Cimino'; tamantea@kmaglobal.com
Subject: FW: Dr. Kissinger on der Kaiser

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?
>
From: Jessee LePorin  
Sent: Wednesday, April 5, 2006 11:01 AM  
To: Saporito, Bill - Time U.S.  
<bill_saporito@timemagazine.com>  
Subject: RE: Dr. Kissinger on der Kaiser

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

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

-----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.
Bill Saporito
Editor at Large
TIME
212-522-2004
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

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

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