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 no soccer figure has ever 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 an elegantly executed 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 evolved ideally suited to his role, 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...
of skill; it reflects intangible qualities all the more inspiring when they are not formally assigned.

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 well.

Almost all 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.

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, not just for Germany, but for football in general. He is known as *Der Kaiser*, which means *Emperor* in English.
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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.

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

Franz Beckenbauer in Germany. Remembered the best

soccer player ever produced by Germany, he will

now provide over a tournament of 32 years, albeit

winning being eliminated in the process that has gone on for two years.

The impact on the World Cup is evident for

Americans to grasp since soccer has not yet entered

the conscious like it does almost everywhere else. Around

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The Clear Top Line

The moral balance for victory or defeat, the position of the Chancellor of the German
committee is particularly delicate. He must satisfy

three national passions all but one of which will

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Fortunately for Germany Beckenham,

is of a nature beyond the reach of these passions.

including

The social public in Germany is passionate of...
I saw Franz Beckenbauer play for the first time when I played for the German national team in the World Cup Final of 1974.

In Munich, a German team with strong fighting qualities defeated an elegant team from the Netherlands, which had disappeared itself when it needed a goal in the first minute thereby being tempted to abandon its intricate attacking style in favor of bolting its lead. This enabled the German team to receive a famous encore in front of an enthusiastic audience.

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

Franz Beckenbauer was the dominant player in the field, leading the Dutch team throughout the match with wonderful individualistic play. His high-contrast leadership was considered by many experts the key element of the German team's success.

For all time.
But dominance is not only the question of skill. It reflects intangible qualities of leadership as well.

players. Few were baseball players with better statistics than Joe DiMaggio. None could pull a thing through.

Foggy, Bickenbaker played the position of sweeper - or libero - the extra man in a defensive formation assigned to sticking relays. Like the attacking team has managed to keep open. Bickenbaker gave the 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 its attacking side, which is designed so skillfully significant as mentioned, that it emerged as a business goal score -

before it appeared on the scene, some had come to recognize the drawbacks and before it disappeared, the changes had been precipitated. The introduction of this sweeper position has considered a contradiction of old positions.

Almost all good soccer players achieve

eminence because of their skill in moving with
This is the semifinal of the World Cup, where the player despite a shredded shoulder just put his arm in a sling, dock
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a rare combination of athleticism and intellect.
Born with qualities that made Bekkenhauer
the best in the world, these qualities produced fame
to as a player, Bekkenhauer's quality as a player
in the German championships for his team; he captained
for a record 103 matches, three European championships,
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these playing qualities forecasted Bekkenhauer's
Later career, few star professional athletes to pay comparable in later life, post-late life, some concentration & singular instances required for eminence have found the best difficult to apply to other fields.

With his physical professionalism & natural gifts playing away, Beckenbauer led Germany's finest, reaching World Cup finals with West Germany. He managed the German national football team in three national teams, precisely:

- Becoming chairman of Bayern Munich, the most successful club in Germany.

Beckenbauer 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 Beckenbauer took part for setting meticulous in execution. He did. The World Cup will only solidify Beckenbauer's mantle in Germany to become the. Beckenbauer's reign in the soccer 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 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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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

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Regards.