

Coors alters face of sports? Dream on!

September 1990: The Nebraska athletic department allows Coors to put Herbie Husker on cans of Coors Light. The licensing move raises about \$5,000, though Coach Tom Osborne expresses dismay with the school's decision.

September 1990: Because of a gift from the Adolph Coors Foundation (no direct link to the beer company, but let's be honest -- where did

(dream sequence)
September 1991: Coors increases its funding to Colorado and demands that the team change its nickname from the Buffaloes to the Bar-Hoppers. The school complies.

March 1992: Congress bans alcohol advertising from television, just like tobacco ads are banned. More and more alcohol companies buy into college sports, and universities across the country undergo name changes demanded by sponsors. Attendance increases.

Duke changes its nickname from the Blue Devils to the Pink Elephants. The Marshall Thundering Herd becomes the Marshall Stumbling Winos. Alabama remains the Crimson Tide since no one knows what the heck that is anyway.

May 1992: Nebraska, resisting the advertising binge sweeping the nation, declines to change the team's name to the Hops-huskers.

Osborne says, "I can't believe we even considered it."

June 1992: The University of North Carolina announces that each of the school's campuses must adopt the name of a cigarette company.

But a regent threatens, "If we catch any athletes sucking gas because they've been sucking cigarettes . . ."

June 1993: Drunken driving is made a 15-yard penalty.

July 1993: Two chiseled inscriptions on Nebraska's Memorial Stadium are changed. The northeast corner now says "LESS FILLING" and the southwest corner says "TASTES

GREAT."
Osborne again is dismayed.
"Nobody ever asks me anything anymore," Osborne says.

October 1993: Two drunken drivers smash into each other in Boulder, Colo. Both are let off by Judge Multy "Head" Schotz, who cites offsetting penalties.

February 1994: Jim Beam demands that Julius Dannon Jackson, point guard for the Jim Beam Indiana Hoosiers, change his nickname. "We're not giving any money to any team with a any player known as J.D.," a spokesperson says.

March 1994: Nebraska changes Herbie Husker's hair color from blonde to brown to make him look like Norm from "Cheers."

May 1996: Traditional Empire University announces that 18 starters from the previous year's national-champion football team are dependent on drugs, alcohol, steroids, Twinkies and MTV.

"We don't know how this happened, but we know we expressly forbid such action," Souses coach Hedin DeSand said from the Everything That is Bad For You Press Lounge and Restaurant. "I don't know how they could have been influenced to try that stuff."

December 1996: Noted columnist Paul Domeier reports that AA teams are now Alcoholics Anonymous instead of All-American. Thousands of readers write in their appreciation. (I said this was a dream sequence.)

October 1997: Nebraska's athletic department, though warning athletes that excessive

sexual activity will fatigue them, sells Homecoming to the Trojan condom company.

The traditional red balloons at games are replaced by helium-filled . . . well, you get the picture. Environmentalists report that birds not only survive the new "balloons," but seem to be a lot happier.

Does Osborne agree with this decision, which nets about \$5,250?

"What do you think?" Osborne says.

February 1998: Hallucinogenic drugs like marijuana and LSD are legalized in the United States.

August 1998: The House of Acid becomes the major advertiser at California and insists that the Bears' football field be painted a different color every five yards. LSD is sold at games, though only in the lower deck for safety reasons. Attendance doubles, but the university has a problem with spectators staying until Wednesday.

January 1999: Texas A&T&M&W&X Tee-Totalers, with 22 starters who average 148-pounds, win their third straight national football championship when everyone else fails the drug test.

January 2000: College athletics go completely to pot.

(end of dream sequence)

"Wow, how awful. To think that slide may have started already."

"Good thing I don't drink Coors Light."

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Paul Domeier

the money come from?), Colorado changes the name of the CU Events Center to the Coors Events Center. Honest.

September 26, 1990, I'm lying in bed, thinking about recent sports developments that have nothing to do with sports:

"What exactly is a Coors event? Can fraternities and sororities now rent the gym for parties?"

"I know that college athletics is big business and all, but this direct marketing is a little much. This is alcohol money, and about half of us supposedly cannot have anything to do with alcohol. Beer is something that generally hurts athletes and is taboo for most competitors."

"I wonder what might happen if this trend continues . . ."

NU track runner turns to cross country team and scores victories

By Benji Greenberg
Staff Reporter

Coming to Nebraska as a track runner without any experience in cross country, Fran tenBensel was asked to try something different.

The new experience has been the No. 2 runner behind team captain Katie Fletcher on the Cornhusker women's cross country team.

With Fletcher out because of illness, tenBensel won both meets the team has competed in this season -- the Woody Greeno-Nebraska Invitational and the Doane Invitational.

TenBensel was able to get those wins because Husker coach Jay Dirksen, who also coaches the distance runners on the track team, was able to talk her into joining when she arrived at Nebraska. Dirksen's reasoning for getting tenBensel on the team was to get her to put more mileage in that would work towards her distance running and so she would be better prepared when track started.

With cross country season in the fall, the track and field indoor season following in January and then the outdoor season starting in March and lasting until late spring, the redshirt sophomore from Ara-

pahoe said she was apprehensive about running competitively practically year round.

"Coming from a small school in Nebraska, I didn't know what to expect because I had never run cross country until I got to the university and I was scared because I thought I couldn't do it," tenBensel said. "I thought I wasn't going to make it because of all the training involved."

She survived because of a strong support group.

"I consider Jay's coaching and the huge support I receive from my family as the keys to my successful running on the collegiate level," tenBensel said.

The competition in the Huskers' first two meets was comprised mostly of runners from small colleges, and tenBensel said she knows that from here on out the competition only gets tougher. Still, she said, her first and second ever collegiate wins in cross country were sweet.

"I didn't expect to accomplish what I did in the first two meets of the season," she said.

Dirksen said that tenBensel's cross country training is ahead of schedule.

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Softball team's split with UNO leaves NU coach soul-searching

By Paul Domeier
Senior Reporter

Nebraska coach Ron Wolforth was doing some soul-searching Wednesday night, and he said he had another couple of hours of soul-searching to go.

The Cornhuskers had just split a doubleheader with the University of Nebraska at Omaha at the NU Softball Complex, losing the first game 5-4 in nine innings and winning the second game 5-1.

Wolforth called the second game average, the first game poor. In the

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Wolforth
NU softball coach

opener, Nebraska twice had the bases loaded with one out and failed to score.

"Today it seemed like every time we had a chance to shut the door, we didn't get it done," Wolforth said. "Every time we had a chance to turn the knife, we didn't get it done."

"To me that's not luck, that's mental focus."

The Huskers lose concentration easily. The blame must start with the head coach, Wolforth said.

Two specific lapses led to runs when Nebraska needed to shut the door. With one out in the third inning, Nebraska third baseman Amy Erlenbusch fielded a ball in the infield and had UNO's Michelle Strain trapped off third base.

Erlenbusch froze Strain, but turned and threw to first. Strain scored the first UNO run.

In the ninth, UNO batter Carol Bahun caught Nebraska moving into a catcher-to-shortstop pickoff at third base. Bahun lined the pitch just behind Husker shortstop Shae Sloan, driving in the winning run.

Only a gift run from UNO in the bottom of the seventh had sent the game into extra innings at 3-3. Joy Rishel scored on an error, stolen base, fielder's choice and passed ball on a strikeout.



Staci McKee/Daily Nebraskan

Nebraska's Jennifer Stevens (4) beats the throw to University of Nebraska at Omaha's Linda Bartsch to safely reach first base. The Cornhuskers split with UNO, losing the first game and winning the second.

But after that run, UNO took an eighth-inning lead. Nebraska tied the game in the bottom of the inning, then lost in the ninth.

"Once we score, then we instantly relax," Wolforth said.

He credited the scrappy UNO team but said Nebraska has better athletes.

"It's very concerning to me because at the beginning of the year I tried to create a more relaxed atmosphere," Wolforth said.

The Huskers bounced back strong in the second game. Nebraska turned

the knife this time, scoring three runs in the first on two singles, a walk and two sacrifices. The Huskers added two unearned runs in the sixth.

Pitcher Stephanie Skegas held UNO to six hits and one walk. UNO's only run was unearned.

Nebraska will play again Tuesday night at home against Nebraska Wesleyan. Wolforth said the fall tribulations might still help the Huskers.

"If we say to ourselves, we really have to go to work, this is all worth it," he said.

Coach excited to play Huskers

By Sara Bauder Schott
Staff Reporter

The Cornhuskers will be favored, but Brigham Young volleyball coach Elaine Michaelis said her team could score an upset when the two teams meet Friday.

"We're just starting to come on, and this game will be a real good barometer for our team to measure progress," Michaelis said.

Brigham Young, ranked 12th, plays No. 1-ranked Nebraska on Friday at 7 p.m. in the second match of this weekend's First Tier Invitational at the NU Coliseum.

Brigham Young has already lost to a pair of ranked teams in No. 3 Pacific

-- which gave Nebraska its only loss -- and No. 4 Texas.

"We went five games with Texas, and we had a chance to win that match," she said. "We feel like we are making progress and improving."

Nebraska leads the series 2-1, including a 3-0 sweep in 1986 in Provo, Utah, at a time when Brigham Young was ranked No. 1 in the nation.

Michaelis said playing Nebraska will be good for her team.

"They are such a fine team," she said. "We are always excited to play the best because it helps us get better."

So fine that Michaelis thinks the

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