

Kirt Jacobs: Welcome to MoxieTalk with Kirt Jacobs. This is an archived edition when our program was called Leadership Landscape TV.

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Kirt Jacobs: Welcome to Leadership Landscape where we go inside the minds of local community leaders and legends in this case and allow them a chance to offer some keen insight into how they see themselves and most importantly just what makes them tick. I'm Kirt Jacobs host of Leadership Landscape where previous interviews have included former mayor,s state politicians, nationally renowned sports writers, heads of major business concerns, community activists, and developers. Today our guest needs little to no introduction if you're a Louisville native It's Paul Horrigan, excuse me, Paul Hornung. 1956 Heisman Trophy winner and former Green Bay Packer.

He is a Louisville native and he attended Flaget High School and graduated in 1953. He was recruited by Bear Bryant to go.. to go to the University of Kentucky but chose Notre Dame instead. While at Notre Dame he won the Heisman Trophy in 1956. Upon graduation in 1957 he joined the Green Bay Packers as the NFL's is number one draft choice under legendary coach Vince Lombardi, with whom he would go on to win four league championships including the first ever Super Bowl in 1967. Unfortunately a pinched nerve sidelined him and he chose not to enter the game in the fourth quarter. He was the only Packer who didn't play in the game.

Considered by some to be the best short yardage runner to ever play the game he was twice voted the league's most valuable player during his career was chosen as an all pro twice and named to the Pro Bowl twice. He is one of only five players to have won both the Heisman Trophy and the NFL's Most Valuable Player Award. Coach Lombardi once said Hornung was the best clutch player I've ever seen. In 1963 a major scandal erupted and Paul Hornung and another

of the league's top stars Alex Karras of the Detroit Lions were suspended from football indefinitely for betting on games and associated with under desirable persons, as they called it back then. Fortright in admitting to his mistake and in exchange for Lombardi's efforts Hornung agreed to not have anything to do with gambling, to stay out of Las Vegas, and this is something hard to do for a native Louisvillians even forego attending the Kentucky Derby, which he did annually.

Hornung's image went relatively untarnished and in 1964 his suspension and that of Karras's as well was re-evaluated by the league and Hornung returned to play for the Packers for another three seasons before injury problems forced him to retire at the end of the '66-'67 season. On the wall around Lambeau Field where the names of Packer stars are commemorated the '63 season is admitted from Hornung's career during the years of '57-'67. Following his football retirement in '67 he entered the business world primarily as a real estate investor but remained involved with professional football as a producer and host of a nationally televised sports program. In 1985 Paul Hornung was elected to the College Football Hall of Fame and in 1986 to the Pro Football Hall of Fame. Today the Paul Hornung Award is given out annually to the state of Kentucky is top high school player.

In 2004 he wrote an autobiography called Golden Boy covering much of his early life and personal experiences that had not previously been publicized during his active career. 2006 at the front of the Louisville Slugger Field a 7-foot bronze statue of the golden boy was erected depicting Hornung early in his career with the Packers. Created by Louisville sculptor Raymond Graf it joins a similar stature of Pee Wee Reese, another Louisville native, which marks the entrance to slugger field. In September 2006, I believe we have a copy here, his book entitled Lombardi and Me Players Coaches and Colleagues Talk about the Man and the Myth was published.

He once wrote a letter to Pete Rozelle upon the latter's retirement. praising him with promoting the NFL's growth and for having been the best commissioner of any sports league. On more than one

occasion he was fined by his team's coach, listen to this for staying out past curfew. He is famously quoted as having once said never get married in the morning because you never know who you might meet that night. On that note Paul is a true honor. True honor to have you here. Sorry I messed your name up there in the beginning.

Paul Hornung: The line is...

Kirt Jacobs: You go for it. Did I get it wrong?

Paul Hornung: Why did you get married in the morning? I said I got married morning because I don't want you know something happened I don't want to ruin the whole day. So but anyway it's a very nice. You did your homework.

Kirt Jacobs: It's a rich bio, you've got a great history.

Paul Hornung: Another thing that's always

Kirt Jacobs: Sure. Go for it.

Paul Hornung: Is when you say I was suspended by being with undesirables. That wasn't true at all. There was nothing ever mentioned about being with undesirable. The guy that I happened to bet with and gamble with he was my friend to the day he died. I loved him. He was a great great friend of mine and he happened live in Las Vegas and he was in the gambling business so to speak.

Kirt Jacobs: Right

Paul Hornung: He invented the blackjack machine. He had patents on five or six slot machines which he made about two hundred million dollars on.

Kirt Jacobs: Right.

Paul Hornung: He was a very very good businessman and a classy man. So he was not an undesirable.

Kirt Jacobs: OK. Well let me ask your first question what drives you to do all of what you've done. Post your career? Obviously your football careers historic for lack of a better word.

Paul Hornung: Well I've been very lucky. I've I've had some great people in my life. Not many but. You know I didn't have a father growing up. My mom raised me and she was just a hardworking lady from the west end of Portland. You know and when I was growing up when you're a youngster growing up you don't really realise the position that your family's in. You have a great time. All I cared about was if I had a Marty Marion glove and you know if I had Ted Williams bat. And I had a basketball and I had a football. That's all I cared about. And a bicycle of course you had...

Kirt Jacobs: OK OK OK

Paul Hornung: ...to have a bicycle. And we lived in Portland I thought it was fantastic. I wouldn't trade my bringing up for anything in the world because I think it really helped me growing up. This is a great city and I decided to stay here. My uncle was in a real estate business. Henry Hoffman and he was well liked there was any citizen in this city. And then he took a guy off the milk truck down the west end and taught him the real estate business. And he taught him well. It was Frank Metz and Frank made a fortune in the city.

Kirt Jacobs: He did.

Paul Hornung: He got me involved in a lot of projects and he was a great great friend of mine. And well I hated to lose Frank.

Kirt Jacobs: He died young.

Paul Hornung: You know he started Golden Foods Golden Brands and we've moved that company into three hundred million dollar a year company. We bought the old Seagram's Distillery out there. And Lady Liles and I And Frank we opened up a little shopping center 28th and Broadway it's still there. So I've been involved.

Kirt Jacobs: Liles Shopping Mall I believe. Shopping center.

Paul Hornung: Yes. We've got 600 apartments Americana Apartments that are all third Street. So I've been involved in Louisville all my life. And always lived here. Always came back in the off-season. I had a house in Florida for about 13 or 14 years but my wife got tired of Florida and said the hell with this us let's go home. Let's stay there for the full year.

Kirt Jacobs: Yeah. Not these snowbirds or what have you.

Paul Hornung: I wanted to stay down here and go to the Gulf Stream.

Kirt Jacobs: There you go. There you go. Whom do you credit most influential in your life? Can be professional or personal.

Paul Hornung: Well those people that she has just met.. That you just heard me talk about Uncle Henry and now Frank Metz then of course Lombardi.

Kirt Jacobs: Right

Paul Hornung: After 20, after I was 21-years-old my professional career was completely if there was any success. It was because of him. And he was he was a driving force of Paul Harding. If there's ever a decision Kirk that I had to make whether it was be business... He once told me I went to him I said coach I got a little I got a problem. I want to talk to you about it. He said what's wrong. Well they've offered me a position in politics here in Wisconsin they want me to run and they want me to be some hold some kind of office. And they said all I would have to do is be there once a month.

Kirt Jacobs: OK

Paul Hornung: And I was going to be paid something like fifty thousand dollars a year. When fifty thousand was a lot of money. And I said you think I should consider it? Vince said what. He said

consider it, you throw it away. He said you go back and tell those people if they want you to run for governor you'll think about it. Outside of that you don't want any job in politics or you don't want to ever get involved. And it's just it's so so I've always been blessed with his intelligence any any time that I... You know I once told him to buy Kentucky Fried Chicken stock.

Kirt Jacobs: Did you?

Paul Hornung: I told the coach. I told four players. I told the whole team. But four players bought some, Well one player held the stock, Marv Fleming, Marv Fleming tight end. And Marv made about three hundred thousand...

Kirt Jacobs: Well

Paul Hornung ...on that stock, Kentucky Fried Chicken. And every day when the stock would go up. Vince would come in Coach Lombardi would come in practice and say what's that stock today? I say it went up one point half yesterday. He'd get mad you know, go back in the next day. The stock go up today? you know he.. I said buy back in and you've still got a shot here.

Kirt Jacobs: Yeah

Paul Hornung: Never would.

Kirt Jacobs: Never would.

Paul Hornung: No. He always held it against me you know. And I gave him a stock and he didn't buy it. He held it against me that he didn't make any money off of it. That's the Italian in him.

Kirt Jacobs: Yeah yeah What was the most defining moment of your life Paul? If you could name one. It could be personal or professor. Can be more and one

Paul Hornung: When I look back now, it was my choosing my second wife Angela. The best move I've ever made on the field or off

the field. She's great gal. She won the city golf championship two years ago.

Kirt Jacobs: Really

Paul Hornung: I am very proud of her. She great she kicks my butt I am going to be on the mend though I'm going to go in for operation Dr Eggers is going to do it and Don McAllister and maybe I don't know McAllister won't let me get operated on till I lose 50 pounds

Kirt Jacobs: Oh oh.

Paul Hornung: I was a lot heavier than you are looking at right now. I went down to Duke. They sent me to Duke.

Kirt Jacobs: OK

Paul Hornung: I stay down there a month. It's the greatest place I've ever seen in my life. It saves lives. The Duke fitness program, I lost 35 pounds in a month.

Kirt Jacobs: In a month.

Paul Hornung: I've learned how to eat.

Kirt Jacobs: Better.

Paul Hornung: I haven't I haven't and I will honestly since you don't get to eat ice cream you know when you when you're a drinker all your life, when you love martinis, you love a good bottle of wine. And when you stop all that. I never ate ice cream and you know I really didn't eat ice cream till I was like 35-40 years old. When you stop drinking a lot you crave that. I guess you crave you know sweets. You know so I put a lot of weight and they won't operate on you anymore you know if you're really overweight.

Kirt Jacobs: Or high risk or what have you.

Paul Hornung: It's a dangerous operation. I don't care what anybody said. I am going to have my hip removed in November. And I'm looking forward to

Kirt Jacobs: I appreciate you coming on here. I didn't know any of this.

Paul Hornung: I'm fine. I can walk with the aid of a few pills. Not as many as Terrell Owens takes with all that baloney.

Kirt Jacobs: Right.

Paul Hornung: But. I feel I feel good. I've lost 35. I want to lose 20, 20 more and I want to be able to play golf again. I can't play. Haven't played a year and a half. So I want to get back on a golf course.

Kirt Jacobs: You know but you're addressing in it though

Paul Hornung: I have to.

Kirt Jacobs: If there is one, what is your biggest professional regret? Do you have one?

Paul Hornung: Well you know the regrets I had..

Kirt Jacobs: If you could armchair quarterback your life. You know hindsight 20/20.

Paul Hornung: I don't care about that anymore. I don't bet on football anymore.

Kirt Jacobs: Right.

Paul Hornung: Like I've got. I've gotten into the horse game. I own to few horses.

Kirt Jacobs: OK

Paul Hornung: And I really enjoy that. And that's that's up and coming and you know so I'm getting anxious.

Kirt Jacobs: Nice

Paul Hornung: In fact I got a horse running Sunday. So you know so I'm getting anxious.

Kirt Jacobs: Nice.

Paul Hornung: Yeah

Kirt Jacobs: Nice. On the flipside of that, what's your biggest professional triumph? Do you have one? It can be personal as well.

Paul Hornung: Well I think looking back on my football career, I think I'm more proud of kind of a unique happenings which is I'm the only football player in the history that won the Heisman Trophy and was voted the best college football player at one position. And won the most valuable player in the NFL twice at another position. So well nobody's ever changed positions from college and won the most valuable player.

Kirt Jacobs: You still the highest scorer in history.

Paul Hornung: My record, my record still out there. Very proud of that. 176 points.

Kirt Jacobs: Amazing.

Paul Hornung: In 12 games not 16 like they play today.

Kirt Jacobs: OK

Paul Hornung: The record has lasting longer than Babe Ruth's.

Kirt Jacobs: Wow

Paul Hornung: You know it's lasted 1959 or '60. So it's lasted 47-48

years.

Kirt Jacobs: What do you find exciting about what you've done post football career?

Paul Hornung: Well I don't know. I've lived that very charmed life. I've always said my epitaph is going to be..

Kirt Jacobs: We'll get to that.

Paul Hornung: ...went through life with a scholarship. A lot of that's true because I've had some great friends. I've received some great advice but you know there's one great thing that a lot of the athletes a lot of people in business receive great advice in. They have the opportunity to be at the right spot the right time. But you yourself must make that decision. You must make the decision whether yes or no and I could've said no along the way a lot of times. And it wouldn't have turned out as well as it had. I'm very happy about the book.

Kirt Jacobs: You had several books. This statue.

Paul Hornung: Yeah the statue is the greatest thing that's happened to me in Louisville there's no question. You know I was completely honored that they decided to present me with the bronze statue. We put it on the back side of that beautiful baseball park down there. Pee Wee Reese is on one side and I'm on the other side. Pee Wee and I were great friends. Belonged to Audubon Country Club. My 50th year out there. Pee Wee belonged to the thirty years himself. So it's kind of unique that we're together out there. And I love it and it was one of the greatest days of my life. The mayor was there and everybody. The accolades were many. I had a lot of friends coming in from out of town the people who donated some of the money for that statue. I had Jerry Kramer, Fuzzy Thurston, my guards came in. I had Max McGee. And who else...Ron Kramer of course was here. Mike Lucci from the Detroit Lions. And a lot of the guys that I still pal with. So they came in we had a hell of a night. I'll tell you that.

Kirt Jacobs: Nice This show is about leadership. Can you define leadership in one word?

Paul Hornung: Yes winning.

Kirt Jacobs: Winning

Paul Hornung: Leadership is winning.

Kirt Jacobs: You want to elaborate on that Paul?

Paul Hornung: You'll never see a great leader unless they're talking about how he did something on the on the win column. And Lombardi defined winning. I think that we've learned more than anything. I really believe that you can take a random sample of successful football teams let's say, even in college. You're going to find that there's a lot more successful people.

Kirt Jacobs: OK.

Paul Hornung: I used to tell Pete Rozelle you should take a random sample of all the teams and you go over to your winning teams and you find out where those kids are five or ten years after they retire. You'll find that the team, the guys that played on winning teams will be a lot more successful in business.

Kirt Jacobs: So post career.

Paul Hornung: Than players that played on losing teams.

Kirt Jacobs: OK

Paul Hornung: And I think that that will bear out.

Kirt Jacobs: Very interesting observation

Paul Hornung: Yes it really is. That's where you'll find the leaders. You don't find leaders on the losing team. You find leaders that win in sports. And that's the same way that we look at...

Look at Warren Buffett.

Kirt Jacobs: Right.

Paul Hornung: You know, he would. He's a winner. You know he's won. He's an established king of what he does. And why because he wins. And he's won all his life. You can take lacocca back at Ford when when the Mustang came on. You know he took that company and just twisted it right to the top. You can find politicians. You can find business people we've got we've got so many good leaders in this city. David Jones.

Kirt Jacobs: senior

Paul Hornung: I don't know what we would do without David Jones. Wendell Cherry was a great great friend of mine and when they started Humana I remember to this day. But David Jones has gone on to be really one of our true true great people in this city and a lot of it is quiet.

Kirt Jacobs: Yes it is.

Paul Hornung: And we've got other people. You know Papa John does a great does a great job here in Louisville for a lot of... A lot of people don't know what these people do. Jim Patterson

Kirt Jacobs: Right.

Paul Hornung: You know I mean you can go over and over and over all these guys W Thurman and business. J.T.. Have a there's a lot of people here that are very charitable. They're very generous but they back what this city stands for you know. This is a great place to live now.

Kirt Jacobs: Without question I came back from California. It's a great place..

Paul Hornung: I've lived in L.A.

Kirt Jacobs: Yeah

Paul Hornung: I've lived in Malibu. You know I had an apartment there. I should've bought I should have bought some of the apartment some of these multimillion dollar apartments. I could have bought one for like two hundred thirty thousand and then. They sell now for like 4 million. Back in the late '50s that's what they were selling for.

Kirt Jacobs: Yeah

Paul Hornung: you know but ... I didn't want to live out there. you know.

Kirt Jacobs: I got you. Got a two-fold question here because you are a sports legend with all due respect. Is there a difference today in our leaders/athletes than there were in past generations?

Paul Hornung: Well certainly...

Kirt Jacobs: You can answer on leaders and athletes.

Paul Hornung: Money has made the difference

Kirt Jacobs: Has it?

Paul Hornung: There is so much money involved today. For instance. I was a first round draft choice.

Kirt Jacobs: right

Paul Hornung: First pick of the draft in 1956, 50 years ago. I received fifteen thousand dollars and a thirty five hundred dollars signing bonus that was the highest contract any rookie ever got.

Kirt Jacobs: in any sport or in pro football.

Paul Hornung: Pro football.

Kirt Jacobs: OK

Paul Hornung: You know I was pretty good.

Kirt Jacobs: That's not bad.

Paul Hornung: That's not bad. You know the first pick last year got 68 million dollars. So everything is not relative.

Kirt Jacobs: No it's not relative it it.

Paul Hornung: But that is just the way things are. I'm happy that...

Kirt Jacobs: Sure

Paul Hornung ...that we had a little something to do. I'm very embarrassed when I hear that some of our teammates and players, our system of retirement is so bad you know...

Kirt Jacobs: in the NFL?

Paul Hornung: Yes in the NFL. My retirement is I get I get \$680 a month. You play, you play..

Kirt Jacobs: And your record it's like

Paul Hornung: Play five years in the league today you get 60 thousand. You know a baseball player and a football player play 10 years today get over 100.. Hank Aaron was down at Duke with me. He was down there

Kirt Jacobs: Was he?

Paul Hornung: He goes every year. He's been gone for three years. He loves it. He said I come back to week two weeks every year to get re-pumped up. I asked him I said Hank how's your retirement program with the veterans. And he said Paul it's been fantastic. What do you get? He said get 165 thousand a year. I said they just absolutely dump on us. I mean you know and we got we don't have

the right people handling the go between between the players association and and the owners Because there's got to be a better way. We need we need a lot more money. I don't need any money. I would like to give mine.

Kirt Jacobs: You made success in other areas.

Paul Hornung: You know there are players that really need it you know. And they need a retirement. They can't they can't live off of it.

Kirt Jacobs: If could you describe a particular incident in detail or a scenario where your style of leadership or your philosophy on leadership where you utilize that.

Paul Hornung: Well I don't know maybe maybe you could relate to the story that's right now today.

Kirt Jacobs: OK

Paul Hornung: And you know you got to do something. I'm giving some money to Notre Dame. I gave I sold the Heisman Trophy, my original.

Kirt Jacobs: Really.

Paul Hornung: Yeah for 265 thousand dollars and I gave the money to Notre Dame to start...

Kirt Jacobs: I did not know that

Paul Hornung: ...a scholarship.

Kirt Jacobs: OK

Paul Hornung: Here in Louisville.

Kirt Jacobs: OK.

Paul Hornung: And I've got six kids that have gone to Notre Dame because of that scholarship. And I'm more proud of that than anything I've ever done. So I got involved with the Sister Visitors down the in the West end.

Kirt Jacobs: OK

Paul Hornung: 23rd and Market because that's my neighborhood almost. It's out of the over a little bit too far for Portland but. But anyway I love these nuns. These nuns take care of all the indigent people down in the West end regardless of religion. They do such a wonderful job and I really believe that you know my life and my learnings you know in game of sports and the game... I've put on now a golf tournament here two years. Doesn't get much publicity so that I don't want to call up and blow the horn.

Kirt Jacobs: Right

Paul Hornung: I think they're at fault because they don't. I had 26 Hall of Famers here. Nobody knew about it.

Kirt Jacobs: Really?

Paul Hornung: Nobody would even ask me for an interview. I had Mike Ditka and ..

Kirt Jacobs: Really

Paul Hornung: you know and guys like that come in to play golf. Not once...

Kirt Jacobs: No one knows they are in town.

Paul Hornung: you know I was just unbelievable.

Kirt Jacobs: It's strange

Paul Hornung: But you know. Somehow the people don't find out that Last year I had 17 Heisman Trophy winners here for the golf

tournament. There wasn't one story. Nobody called and said You know I want to I want to talk to Bo Jackson and I want to talk to some of these guys and it was just amazes me. But anyway over and above that we're going to succeed. We're going to build build the nuns a new building now. Down on Market Street and that and I think you must know something about lead..I leadership and you must have it. Just like I was telling you earlier. You must have something in your mind that makes you make the right decision whether it's business.

Kirt Jacobs: OK

Paul Hornung: or whether sports or whether it's selecting a college.

Kirt Jacobs: OK.

Paul Hornung: I think the players have got to be a lot smarter today than we were because we were helped by our parents. We went to where our parents wanted us to go. My mom wanted me to go Notre Dame

Kirt Jacobs: Right.

Paul Hornung: I wanted to go to Kentucky with Bear Bryant.

Kirt Jacobs: What a different history.

Paul Hornung: Exactly and my... Today players are so smart. High school players are thinking well what school I'm going to go to? What college where I got to go somewhere where it's going to help me get to the pros. They're already thinking professional.

Kirt Jacobs: Right

Paul Hornung: Before they get to college. And that's just the way it is. You know back back in our day we. I wasn't thinking about professional football at all till I was a senior at Notre Dame. I didn't know anything about the draft then or anything. And today's kids know exactly what they want. They are going to go to a school to-

day was going to get them quicker to the pros.

Kirt Jacobs: OK

Paul Hornung: I think that's very important. It's a very porting recruiting tool that a coach has today

Kirt Jacobs: I'm going to hold this book up here because I know this is your recent endeavor. I'm going to hold it up for the camera. Well what is your thoughts on making this..

Paul Hornung: What I want to do it before, I said retired four hit the side, so to speak. I want to do something about the coach.

Kirt Jacobs: OK

Paul Hornung: I talked to young Vince about it. In fact I went out and interviewed Vince Lombardi Jr out in Tucson for three days out there. I talked to him about it.

Kirt Jacobs: OK.

Paul Hornung: He knew how close I was and how much I loved Lombardi and. And I think vice versa. Coach liked me because you know I gave him 110 percent. You couldn't you couldn't be a player for him unless you could contribute and you could win. You know and that's what he was all about and but I wanted everybody to really... I wanted to talk on a lower level. You know I told Billy Reid you know Billy wrote both my books

Kirt Jacobs: He did. He's been on the show as well.

Paul Hornung: Actually I wrote three of them. I wrote a book a long time ago in the '60s called Football and the Single Man. And it was a little bit more about stories in fact...

Kirt Jacobs: The stuff at night off the field stories.

Paul Hornung: Well they're still trying... I to talk to a guy in Hol-

lywood today. Still he said Paul were trying to grab some money and to do this book. He wanted.. They want to do a movie with the golden boy. Of course, he said the problem we got he said is when we go into these production companies and studios today that most of your young men are 28, 27, 25-years-old that work for the studios. Hell they don't even know who Paul Hornung is.

Kirt Jacobs: They wouldn't.

Paul Hornung: They really wouldn't I mean you know. So you know. That's hard but I told him I said I don't care.

Kirt Jacobs: Our final question Paul, and I think we kind of touched upon it earlier, when the great day comes I think you know what that means how do you want to be remembered?

Paul Hornung: Oh I don't know. I don't really,. I really don't care. I really don't. Louisville's been awful good to me. And I think the people that know me know that I have always enjoyed my life here. I think I think I'd like to be... you know looked at as a generous person.

Kirt Jacobs: OK

Paul Hornung: I think I've been generous with my with my friends and with the people who I have come in contact with. I've had a hell of a lot of fun.

Kirt Jacobs: You've had a.. a pretty good run.

Paul Hornung: You know I'm glad I didn't get married when I played professional football I was single all those years.

Kirt Jacobs: OK.

Paul Hornung: I've always said that's an excuse. You know I have an excuse. Single I was single. you know blame it on me before being single. Football and the single man I think

Kirt Jacobs: There you go. You wrote that one

Paul Hornung: Yeah

Kirt Jacobs: well Paul it's truly been an honor to have you here on our show today Leadership Landscape. I personally want to thank you quite a pleasure. I'm going to read this book.

Paul Hornung: Yeah I'll sign it for. You know it costs \$30.

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Kirt Jacobs: Thank you for listening to MoxieTalk with Kirt Jacobs. This episode was archival audio from when we were known as Leadership Landscape TV. If you have any feedback, general comments, or a recommendation for a suitable guest feel free to email me at kirt@moxietalk.com or catch us on Facebook under MoxieTalk with Kirt Jacobs, or on Twitter under [@kirtjacobs](https://twitter.com/kirtjacobs) or our extensive website at www.moxietalk.com