

# BOOKABLE OFFENSE

The Official Fanzine for Sam's Army. Volume I Issue #5. March / April 1996

..... Let's hope they don't screw this one up. The last one I gave them got really wacked out on drugs.....



## Editor's Corner

Can you believe it! We have actually kept to our publication schedule of every other month! Well, not for long. Our new schedule for "B.O.", is as follows: 5 times a year during the months of March (This issue), June, August, October, and December. We feel this new schedule will better suit us and keep us on track.

"B.O." is a free publication for those in Sam's Army. We do ask that you send in a SASE for .64 cents return postage (.55 cents will squeak you by, but our plans are to add a few more pages to the zine, so .64 cents will play it safe). To receive a subscription for the remainder of the year, send us 4 SASE's and we will keep them on file. You are reading this because we, somehow, have you on our mailing list. If at anytime you want to be removed from the list, write to us and let us know.

This is a great issue and a huge amount of credit for this issue goes to John. He presented a ton of material and confronted some very important issues facing American soccer. His cartoons are great and exemplify just what a bored Airman does on his spare time.

This is OUR MLS preview. No, there are not team rosters, logo's, and statistics. Just our opinions on the league and the game itself. We have quite a few interviews, including one with Kyle Rote Jr., written by Kevin Smith. We also spoke with MLS commissioner Doug Logan, and another write in interview with American 'keeper Ian Feuer. We also have ticket information on where Sam's Army will be this Spring.

The stork has dropped the present and although it got side tracked, it's finally here. It looks as though Baby MLS is going to grow up a healthy child (unlike his older brother, the demented and now deceased NASL).

Back issues of #4 are available! Send a SASE 55 cents postage. Indicate the ish #.

**Editors: Mark Spacone (U.S.) & John Wright (Great Britain)**

**Contributors: Kevin Smith**

**Special Thanks: Mark Wheeler & those on the "net," All the MLS Supporters Groups & all members of Sam's Army for making this a reality & traveling to matches, "The Turk," &**

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## *Sam's Army Fan Club*

For those who are reading "Bookable Offense" for the first time, welcome! This is the official fanzine of Sam's Army.

Membership in Sam's Army is FREE! You DO NOT have to be on the internet to be a member! All you need is a passion for soccer and the desire to support the U.S. National Teams when they play. Sam's Army utilizes the internet for expediency only.

The goal of Sam's Army is to: 1) To create a TRUE home field advantage for U.S. National Teams. Too many times has an American soccer player taken to the pitch in this country and felt as if they were playing miles from home because opposing teams have more fan support than us. 2) To create a FESTIVE atmosphere at U.S. home games that rival the atmosphere at the Azteca or San Siro by standing, singing, chanting, waving flags, hanging banners, and wearing RED to show OUR unity. The days of popcorn and nacho eating during soccer games are OVER! We MUST be active! 3) By achieving the above, we hope to bring more attention to the game of soccer.

In our quest to achieve the above goals, Sam's Army will not tolerate racism or violent behavior in any form!!!

Now is your chance to hop in a car with some friends and join us at the following matches ( It is VITAL to the existence of Sam's Army to ATTEND matches, and sit TOGETHER and CHEER for the U.S.):

### U.S. v Scotland:

On May 26th, the U.S. Mens National Team will face Scotland in a friendly at Willow Brook Park in New Britain, CT. We expect a large contingent of Sammers to attend, but you must act fast if you plan to attend. The stadium is very small and a sellout is expected. Tickets are \$18.00 for adults and \$10.00 for youth under age 19. There is a \$3.00 service charge per order NOT per ticket. You can order by telephone with a visa/Mastercard by calling 1-203-826-4406 or 1-860-826-4406. Make sure you specify the tickets are for SAM'S ARMY!!! Sammers will congregate in the lots at least 2 hours before kickoff, so look for all the red shirts.

### OLYMPICS:

So far, we have only been able to confirm arrangements for the 2 Mens U23 matches in Alabama July 20 and July 22. There have been 100 tickets set aside, at each match, for Sam's Army in one of the endzones. Orders can be made via Masterrcard, Visa, Discover or American Express. Ticket prices are: July 20th - \$30.00 plus \$6.50 service charge (This date includes Birmingham's opening ceremonies). July 22 \$20.00 plus \$6.50 service charge. To order call 1-800-240-5700 AND ASK FOR PAM HARPER. Make sure you specify the order is for tickets in the Sam's Army section. (Continued page 26.)

# MLS - Insight and Opinion

By Kevin Smith

This April will be the start of something big in the world of soccer in America. How big it gets is endless. How quick it could fail is debatable as well.

When Major League Soccer kicks off its inaugural season on April 6th, Americans will be watching a division I pro-rated league for the first time in almost 15 years, since the demise of the North American Soccer League. For many fans, such as myself, it will be the first time in a lifetime that world class players will be playing in a league here in the States. Many questions surround the new league, from possible rule changes to ownership plans and marketing, all of which are going to be key in the success or failure of the new league.

Kyle Rote Jr., the only American born player to lead a professional soccer league in scoring, offered some of his views on the new league. "I am not directly involved in the operations of the league," Rote said. "But I think that they are making some good decisions, and doing things the right way."

One of the biggest things that the new league has going for it, is a major television contract with ABC, which is the parent owner of ESPN. Under the contract, ESPN will televise 68 games, and ABC will televise 8 including the championship game in August. Rote feels the television contract is a huge plus. "In today's sports market, you have to have exposure," he said. "There are so many options out there for people. But if you can get on ESPN and ABC, that is only going to help."

The league has also managed to lure some of the most respected players from around the world. The list of allocated players reads like a "who's who" of the '94 World Cup. From the US; Lallas, Balboa, Sorber, Jones. A recent announcement merging the efforts of other leagues (A-league, USISL, NPSL) and MLS will for the first time in America have a minor league system set up for the development of players for the MLS.

Rote feels that there are some major questions that will need to be resolved before the league can even start to think about success. One of these issues is rule changes.

"Soccer doesn't need America to survive," he said. "The American sports world doesn't need soccer to survive. That's why I feel they shouldn't make any rule changes." Some of the proposed rule changes that he refers to are the point system that FIFA uses. There is some talk that the MLS would use a different point system that would give teams points for goals scored and increase the number of points for a victory. This goes back to the old adage that Americans can't enjoy a 0-0 or 1-0 soccer game. Rules such as these, and others, like eliminating offsides, may increase scoring, but



← Kyle Rote Jr.

change the game in a way that only hurts a true fan's interest.

Another issue that Rote referred to was the capacity of the stadiums that the teams will be playing in. "One thing that fans will never have to worry about is the worry of someone getting their ticket," he said. Many of the teams will be playing in stadiums that hold anywhere from 40 to 90 thousand people, but if teams get crowds in the 20,000 range that would be an accomplishment, yet the stadiums will look half empty. Rote doesn't see that as a major problem. "Yeah they will have a tough time filling the stadiums up, but I think that people will still come and see the games," he said. "With the success of the World Cup, there is definitely interest in the game."

Rote is also quick to point out that the new league is the last stipulation that was made with FIFA in order for the US to host the cup. "There is an obligation to get this league going," he said. Regardless of how successful MLS is in the United States, the game of soccer has already been a success in the country. Rote feels that a Division 1 league is good for the sport, although it is not the only marker by which a country should judge how popular the sport is.

"Soccer is already a success," he said. "There are over a million players in the nation. The game is a success when a kid is coming off the field with blood on his leg, a little limp in his step, sweat dripping from his body, and a smile on his face."

The prospects for Major League Soccer succeeding in the US are better than they have ever been for a soccer league. The league has many things going for it. If it is a failure, Americans will probably never see Division 1 international soccer in their country again. But if the league is a success, it could easily become one of the most desirable places for footballers to play.

# Major League Soccer

## Things to Consider - Let's Do It Right This Time!!!

By John Wright

The following are tips for MLS teams, owners, GM's, and most importantly, fans:

1. No Music during the games. This includes when a ball is whacked out of play. Let the crowd get energized themselves. A disturbing trend among big 4 sports is fans only cheer when told to by the scoreboard, a P.A. announcer, or blaring rock music. Let's set our own trends and be unique among American sport. To the "Marketers" who think they know what soccer fans want...listen...DON'T try and "jazz" or "pizzazz" it up. We are already numbed into unconsciousness from the other sports. We are more sophisticated than that. No "Jock Rock" either!

2. Lift the flag pole bans. Why are WE the ONLY sport where security suddenly has a panic attack and gets heavy handed? More fights and ejections occur in your ordinary NFL week than the entire World Cup and all U.S. friendlies combined. We've proven soccer fans behave better than all other sports fans in this country, yet we can't wave flags and they can without question. Why?

3. "It's the American's...stupid." This is the prime opportunity to prove the world wrong and show them that rule changes are not our desire but FIFA's! C'mon owners, GM's, and Commissioners, vote NO on making MLS a renegade league.

4. Promotion/Relegation. Love to see it, but this is America, and sports owners aren't going to take kindly to seeing their team "go down". Of course it will also depend if MLS goes with "farm teams" or "reserve" sides. Promotion/Relegation would provide excitement never seen before in American sports.

5. Ethnic outreach. No excuses if the clubs and league are not mentioned in U.S. based Spanish language TV and print media. I've read that New England will have radio broadcasts in English, Spanish, and Portuguese. THIS is how it should be done. Yes, we want this game to become mainstream, but both groups can co-exist and I'll bet we'll get higher gates than expected. Ethnic outreach also means players on the field too. The minute I see 11 ex-collegiate, suburban players on one team, I scream.

6. Going against other sports. In November '95, the USA planned a match against Yugoslavia in San Jose the same day the SF 49ers were playing the Dallas Cowboys. Sensibilities would tell you that is stupid. It was. Thankfully the match was canceled due to UN sanctions on the Yugos. In October '95, one month before that, the USA played the Saudis in Washington, DC the same day the Redskins played away in a televised game. A pitiful 10,000 people showed up. Not even the NBA or NHL go against the NFL, why should we? Now it appears the championship game will go on along side a slate of NFL games. What a media disaster this will be if the stadium is not full for a FINAL. It's probably MLS' way of trying to prove that they can draw well no matter what else is going on in the sports world. I hope they are right.

7. MLS fans need to be vocal in their support. If your newspaper isn't covering the league like we know they should, CALL THEM UP AND LET THEM KNOW! The same with sports radio (no matter how much they try to degrade you). If ESPN is giving crappy coverage and their anchors are mimicking the sport on

**\*\*MLS Marketers Update\*\***

I await the onslaught of marketing gimmicks the non-soccer MLS cronies have in mind. So, let me suggest one. I'll take the Brazilian Lambada chicks on display at half time of the USA v Brazil Gold Cup Semi Final. Sure beat scraggly ol Diana Ross at the Superbowl...

SportsCenter, CALL them, WRITE them, FAX them. If we sit idle then they will think their audience doesn't care. You must be active.

8. Football field markings. Again, if we remain quiet, no action will be taken. Let your club know you find the football markings distracting and devalues the sport.

9. Play more games at night. I would like to see more games played at night, especially in the middle of Summer. The quality of play will diminish if players are forced to play in the mid-day heat in locales such as Tampa and Dallas. I've always preferred night games. I just like the way the game looks under bright lights. It seems like the crowds are always much more involved at night (more time to sample their favorite pints?) and the players under the "spotlight" of a lit stadium.

10. Have the teams come out of the tunnel side by side. No razzmatazz, fireworks exploding, music blaring, dry ice, laser show player introductions. Can we keep a bit of tradition here guys? Again, let's be unique among other sports.

11. Symposiums on soccer. I know they might not come, figuring their ego will take a beating, but it is time for these "Cro-Magnon" sports personalities to be educated on the basic rules of soccer. It's worth a shot. Even the NFL has done this in my city for people who don't quite understand football. It's good PR too.

12. Announcers take note! Please, please, please! NO references to other sports. Ex., "He's the quarterback of their midfield" or "He's like a point guard in basketball." Those hurt the sport more than anything. If you need to compare anything, compare MLS players to OTHER soccer players, past and present. At the same time, we don't need babble-mouthed analysts filling every moment with incessant chatter and opinions just so he can make USA Today's "Sports Quotes" section. Just speak when needed, OK guys? We promise not to shut off the TV if it gets too quiet.

13. No Canadian expansion. This is not a knock on "The Great White North," but let Canada develop its own league. Yeah, Vancouver, Edmonton, Montreal, and Toronto are tempting cities to tap into, but the USA is large enough without having to travel another 200 miles north to get in a game.

14. Tailgate Parties. I prefer these over the pubs in Europe, especially, since we are a summer league. But please! (Parking lot attendants listen) Nothing spoils a great day more than having a security guard ripping a ball from a kid (NE Revolution are you reading?!?). Does there have to be rules that say we can't kick a ball around in the lot? Tailgates should be a time of fun to moan about last week's loss and enjoy some "refreshments." It should not be a jailhouse.

15. Dear MLS. We love the game known as soccer. We watch MLS to be entertained by great pieces of individual skill and great goals. NOTHING you THINK will improve scoring or bring in more people will work. Leave the game alone and concentrate on the only two major stumbling blocks left: Exposure of the game and the sports media. If people end up liking soccer, it is because of the game itself and not some silly gimmick used to hide the real thing.

# A CHAT with the Commish:

## *Doug Logan*

By Mark Spacone

One and a half weeks before the kick-off of Major League Soccer, I had the opportunity to speak with Commissioner Doug Logan about different aspects of the league. In a telephone interview, Commissioner Logan did not appear to be the neophyte to the game of soccer that others would make him out to be. He was clear and concise in his responses (okay...okay...I was a marsh mallow...Hey! I am not Jerry Hawkins or Ridge Mahoney ya know!) and the result of our 30 minute conversation is below. One thing I can say is kudo's to Mr. Logan. Truly, when was the last time a COMMISSIONER of any other major sport (Yes, soccer is a MAJOR sport!) called an average Joe to chat about the sport they share an interest in?

**"B.O."** - How Excited is everyone around there with less than 2 weeks to go before the beginning of the season?

**Commissioner Logan:** We are very, very excited. You know, it's almost like we are so busy, we don't even recognize it. We had one of the best weeks we ever had in selling season tickets last week. It looks like we are going to exceed our goal of 40,000 season tickets league wide, maybe even a week early.

**B.O.:** A sellout is going to give quite an impression to those watching on T.V.

**Com. Logan:** It really will, and we are at an optimum time on T.V. being on ESPN at 8pm eastern on a Saturday night, the week between the Final Four and the week before The Masters Tournament, and we think it's a great weekend to get our opener in there. An awful lot of people are going to tune in to see what we have.

**B.O.:** Now, you are coming to the MLS from the C.B.A., correct?

**Com. Logan:** No, I incidentally owned a piece of a CBA team. Really, I came from consulting. For the last three years, I owned a business in Mexico City and it was primarily a concert promotion business, even though I was the NBA's promoter in Central and South America



and we did a variety of other sports, including a few made for television friendly matches between some all star teams of Mexicans and Brazilians and a variety of other sports. But music was mainly our business. When the MLS found me I was consulting. I had about 11 clients that included major professional sports teams and some people that have financial interests in the music business.

**B.O.:** Being in Mexico, did you ever have the opportunity to see the Mexicans play in the Azteca?

**Com. Logan:** Absolutely. I probably saw four matches in Azteca and I also saw some of the other teams; Guadalajara, Monterey, Leon. I saw most of the teams in the Mexican League. A young man who worked for me was an America fan. Needless to say, he forced me to root for them. I liked the team Cruz Azul had, Leon...I liked a lot of the teams there.

**B.O.:** What did you think of the atmosphere?

**Com. Logan:** I've seen matches in 3 or 4 continents and the Mexican atmosphere is very unique even though, honestly, the Mexican league has gone down hill a little bit in the last 2-3 years. But they certainly have a passionate love for football and it was really a lot of fun to watch matches there.

**B.O.:** What are your duties as President of MLS?

**Com. Logan:** I have 3 titles; President, CEO, and also Commissioner. First and foremost is to operate this business -- and it is a business -- of bringing Division I soccer here to the U.S. again, hopefully as successful as last time. So, it encompasses all of the usual kinds of things that a chief executive of a large business, albeit sports business, has to do from the stand point of making it turn profitable as quickly as possible, yet making sure that our product gets the widest possible dissemination. From the stand point of my commissioner's hat, I have a real obligation that is predicated upon the good of the game; to make sure that the matches are the best possible matches that are put on; that they are played by the rules, and that the integrity of the game, so to speak, is maintained.

**B.O.:** I read an article where you stated the same thing -- that you wanted to preserve the integrity of the game. When the issue of larger goals came up, whose

initiative was it, MLS or FIFA? Where did it come from?

**Com. Logan:** Well, it came from FIFA. Not directly, let's say, as a resolution out of them, but, from the stand point of major policy makers of FIFA, we received a rather serious request to investigate doing it in our first season. I think where the problem lay is, for us, we only have one first season and if indeed the entire world, ultimately, within a two to three year period of time was going to go to larger goals, then we may as well start with larger goals. We are committed to play THE international game as played in 190 other countries. Once we received clarification from FIFA, from the rules body, that not only were we not to play with larger goals, but it looked like for the foreseeable future no one else was going to play with larger goals, then it became a very easy decision to make. We were not volunteering to do it. It was not our idea. It originated in Switzerland and we were just responding to it.

**B.O.:** That is really a big concern of many that Sam's Army has come in contact with, and that is playing the world's game that you find everywhere else.

**Com. Logan:** Well, that is just it. If everyone else was going to do it a season at a time and you wound up with the Bundesliga, Serie A, or the Premier League, on successive years going to it, then we thought that it may be appropriate for us to start on that basis. Once we were told, pretty definitively, that was not going to be the case, then we had no interest at all in doing it.

**B.O.:** What about another issue as far as rule changes and that's the stopped clock and the referee not keeping time on the field.

**Com Logan:** The referee is keeping time on the field. I think there is a misconception with the wording to that. All there will be, is a visible representation of that. But the referee still keeps the time and the referee will indicate when to start and stop it as he would on his own person. We're are not talking in terms of offering the rules, all we are doing is informing our fans of the exact status of the clock.

**B.O.:** So then play will end at 45 minutes and extratime will not be utilized for the MLS? Am I understanding that correctly?

**Com. Logan:** Well, no. The referee will, in lieu of adding extra time, stop the clock. It's fundamentally the same thing. The referee is keeping 45 minutes plus, added 20 seconds or added a minute in a half, whatever it may be. That's done by him starting and stopping the clock, which is within the rules. It's just a practice done in isolation and all we're asking is for it to be done visibly.

**B.O.:** So if the referee stops the clock at the 23rd minute for an injury for, let's say a minute and a half, so too will the scoreboard clock stop (*Ed's: Light bulb flashes, Mark finally understands and receives a firsthand education on the clock situation from the Commish*). I get it now.

**Com. Logan:** All we are doing is visibly representing what he is doing within the rules.

**B.O.:** Many people say the NASL's problem was expanding too fast.

**Com. Logan:** I happen to agree. You will not find us doing that. A lot of growth in a lot of leagues is a consequence of people building in revenue from expansion fees. I have made sure, and we have a long term budget that is predicated upon, not receiving any kind of expansion fees. My position is clear. I want to have 10 very, very healthy cities before I even contemplate any degree of expansion. Then it will only be done in a careful and calculating way in small increments. So let's say we are wildly successful and at the end of the third year we have 10 very, very healthy cities, then I would imagine we would contemplate maybe expanding, to another team or two, to twelve teams. But that would be the earliest we would possibly go. No sooner than 3 years and more likely like 5.

**B.O.:** But there is not a set agenda on expansion.

**Com Logan:** There isn't. I have appointed an expansion committee and they haven't even met yet.

**B.O.:** Baseball and other sports have gone through labor problems, how have you all learned from that?

**Com. Logan:** I'll give you a couple observations about that. Number one, as a start up sports business, we absolutely have to control our labor costs and prevent internal competitive processes from driving up the cost of our athletic labor. We think that element

of our business plan is extraordinarily important. Number two, we've done it in such a way it will withstand any kind of legal test. Now, that being said and as I've told the players, because the players all work for the league, I sign every player's check; as we get successful, they will become successful. The salary cap that we have in place right now at \$175,000 will certainly increase as we become successful, but only when we do. It's ludicrous to think that we would pay high salaries, when everyone is aware -- well I don't publicly announce the numbers -- that it will take tens of millions of dollars to start this league up and it will be many years before we turn the corner and become profitable. It's a situation where we are all in this thing together and we think the salary cap in place is a fair one for a start up operation. But when and if we become successful, the players will share in that.

**B.O.:** How would you rate your own performance to date?

**Com. Logan:** I described to somebody that on the first of December, I grabbed for a hand hold on a moving train. I think I've done O.K. I'm very results oriented so I don't think you have anything to judge my performance by until we see if we hit our first year goals. Our first year goals are to have 10,000 paid fans per game for over 160 games, so I've got my own criteria with regard to if I've done a good job.

**B.O.:** Where do you see the league 5 years from now and where do you see it ten years from now?

**Com. Logan:** I am not looking at 10 years yet, but 5 years from now at least double (the 10,000 fans per game league wide) that.

**B.O.:** What are some of the problems you think the league must overcome in order to be successful?

**Com. Logan:** I think we are going to do fine in the first year. That will come as a consequence of drawing the soccer fanatic, the people who soccer is their first or maybe only sport, and the ethnic audience. For us to grow, we have to have a more universal base. We've got a lot of skeptics out there and we have to win them over by putting an exciting product on the field. Marketing it well and making sure that we have a good dissemination of product with T.V. and other places.

**B.O.:** On the marketing issue, a lot of talk in the past  
11.

is soccer was not marketed properly.

**Com. Logan:** I think that is correct. Particularly at the beginning of the NASL a lot of people thought they could throw the ball onto the pitch, have 11 people on a side and people would come. That is just not a reality of this business of sports these days.

**B.O.:** In your opinion, is it possible to win over fans of soccer by changing the game or changing the way it's marketed?

**Com. Logan:** I think you win over the true fans of soccer by putting a good game on. That's not a function of changing the game, it's a function of making sure what you put in place is a sound, exciting product. I think for people who have not been fans in the past those are the people that have to be marketed to. I don't think you have to change the game to have a winning product.

**B.O.:** In the marketing aspect, many feel MLS is behind. This being 2 weeks away from the start of the season, you don't see many T.V. commercials on ESPN and MLS merchandise is not in many stores. Do you think MLS is behind the game in this?

**Com. Logan:** I think a lot of people say that, and I could see why they're saying it. However, they don't know the untold millions of dollars it takes to advertise a product like this nationally. Just look at what Steve Forbes spent just to get his name out there. He spent 30 million dollars and we could blow our brains out very quickly that way. In each one of our ten markets right now, we have a multi media campaign going on that is not national but more locally geared. The issue of merchandise, we want to make sure that our licensees are profitable, so we are approaching that in a rather cautious manner. We want to maintain control of our quality. So I think you are going to see more and more as time goes on. No, I am pleased for where we are. I think the game is being marketed correctly for where we are at right now.

Well, that's all of the "good" stuff. Again, a thank you to Commissioner Logan for taking the time to speak with us. Although we may not agree with everything MLS is doing, they are providing us with professional soccer. The level of play will rise as time goes on, but if the league is to remain, we must attend matches.

## Sam's Army Scarves

In this section, you will see and have the opportunity to order Sam's Army scarves. Wade Jackson from the St. Louis Brigade and Mark Wheeler from the Pittsburgh Brigade gave a tremendous amount of their time to help design and finalize arrangements for the scarves.

The scarves are double sided, as illustrated below, and are 3 colors (Red, White, and Dark Blue), with white tassels on the ends. Design 1 is a generic layout and Design 2 is a personalized layout. The "personalized" design is limited to 22 letters and spaces. The following are the letters and symbols you may select from, if customizing your own scarf:

A to Z (UPPERCASE ONLY)

0 to 9

ac (for McXX/MacXX)

and the following punctuation marks and symbols:

.,?!'";:~#\$\$%^\*&()-=+ \|[ ] { }

Lowercase letters (except 'a' and 'c') and @ are not available because of the font and knitting limitations...sorry!

The knitting workmanship is guaranteed by the manufacturer who says, "If the scarf is properly cared for, my experience is the yarn will retain it's new look for a long time."

This is acrylic yarn so the care is as follows: Wash in cold water on knit or delicate; Dry in dryer on delicate cycle or low heat. DO NOT DRY CLEAN!

In the area below, please place an 'X' next to the design you are ordering. Payment **MUST** accompany this order. If you want more than one scarf, please use a separate order form for **EACH** scarf. Photocopy this if need be and staple your multiple forms together before mailing. all scarves will be shipped via priority mail directly to you from the manufacturer (not by Sam's Army) at a cost of \$3.00 (up to 3 scarves per package). There will be no shipping charge for any order of six scarves or more.

**Design #1 (USA USA USA)**



Design 2 is the personalized  
USA are replaced here by **ST. LOUIS BRIGADE** for example:

side  
one



**SAM'S ARMY**  
**USA**

**THE YANKS ARE COMING!**



**COME ON U.S.!**

**SAM'S ARMY**

**<<< ST. LOUIS BRIGADE >>>**

side  
two

CHECK ONE

Design #1  \$20.00 (USA USA USA)

Design #2  \$20.00 (Personalized)

Shipping \$3.00 (Per every 3 scarves)

**TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_**

For those customizing their scarves, please use the below spaces to enter your message, slogan, etc... Please include blank spaces.

< ----- >

Send Checks or Money orders made payable to Sam's Army - to:

Sam's Army  
P.O. Box 1606  
Amherst, N.Y. 14226-1606

Please fill out the below shipping label and address it to where the scarves should be sent to. The scarves will be sent directly to you from the manufacturer. Please allow 6-8 weeks for delivery.

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_

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# Media Watch

By John Wright

Imbeciles, cro-magnons, neanderthals in disguise, whatever you want to call them, sports writers across the country have censored soccer from the American public for years and plan on doing the same with MLS.

While claiming to be sports "experts" and spending all of their time on such worldly sports as baseball and gridiron football, they neglected to do their homework on even the basics of soccer – the only sport played the world over, including the U.S. of A. Because of this, soccer is a direct slap to their egos. They just can't come up with educated opinions on the game, nor can they tell a good player from bad. They only write about how they hate the game, which reads loud and clear: "We (sports writers) don't want the sport to gain a foothold here."

This is the very reason for our so-called ignorance of the game. We won't know anything about what we haven't seen! While insisting that Yanks don't like soccer, they have continued to omit stories from newspapers and highlight shows even though there is a demand for it. At the same time, they have tried to propagandize Americans into thinking "our" sports (baseball, football, basketball) are superior while indoctrinating us to believe that if they (the rest of the world) would try "our" sports, such silly and unexciting sports like soccer, rugby, and cricket would be given up.

"Sports Illustrated" featured a story on the WLAFL, and it is too funny how the tables are turned for American grid iron football players in Europe.

*"In hopes of pleasing fans accustomed to the more continuous action of soccer, the league uses a 35 second clock."(S.I.)*

Oh? Now soccer has more continuous action? I thought it was like watching grass grow?

*"Media coverage has been sparse, and attendance through the first six weeks of the season has been disappointing - the London Monarchs, Scottish Claymores, and the Amsterdam Admirals are each averaging fewer than 10,000 fans a game. 'These are some of the best players not in the NFL' says former Florida State quarterback Brad Johnson. 'We deserve more coverage'"(S.I.)*

Awww!!! Not enough coverage? I know whatcha mean dude. The "GREATEST SPORT IN THE UNIVERSE," gridiron football, SHOULD be rammed down the throats of people who have the nerve to follow



soccer. Uh, Mr. Johnson, what does Ajax mean?

*"I'm stuck over here. We're not on TV, nobody's writing about us, nobody's talking about us. Sometimes it feels like you just fell off the face of the earth."(S.I.)*

No. You just left America, big boy, and the kiss ass media who make you guys out to be so important. Do you think you are an international superstar?

*" ' We're over here in the middle of nowhere,' says Amsterdam quarterback Jamie Martin. 'We might as well win some games.' The Dutch might argue that Martin's alma mater, Weber State in Ogden, Utah, is closer to the middle of nowhere than this 700 -year-old city of 700,000 that has given the world Heineken and Rembrandt. They would have a point . (S.I.)"*

It's like confinement, I know, being sent to that third world country. And that beer! Gag, spew! I still haven't found a bar that serves Bud or Miller Genuine Draft, can you believe it?

Despite the table-turning we have just seen from "SI," other "sports" writers fail to see how hypocritical they really are. Mike Lupica from the "New York Post" on the snow throwing at the Giants-Chargers gridiron game:

*" Still the ice and snow kept coming. Of course, you do not blame a whole stadium full of people for the actions of a minority."*

Now there's a statement we've heard before. Convenient use for the Godly NFL, but let's continue to paint soccer fans, even American ones, with the same hoolie label. I'll keep this one, Mike. Thanks for the ammo!

Here is a funny quote from David Justice of the Atlanta Braves on the U.S. Baseball Series:

*" You have to do something great to get them out of their seats...if we don't win, they'll probably burn our houses down..."*

Oh yes, David, they're gonna go from stuffing themselves with food and not giving a toss as to what's happening on the field to burning your house down for humiliating their city nationwide?!?! Besides, getting out of their seats more than the usual 20 times to get food during the game may even be deemed excessive fan participation by MLB. Keep talkin' like that and they may institute a rule that makes them actually sit for a whole baseball game. THAT would be enough to set anyone off like a lunatic!!!

# *Interview: Ian Feuer*

By John Wright

One of the forgotten American 'keepers plugging away everyday in one of the toughest leagues in the world, English Division I football, Ian Feuer has managed to keep his sense of humor even while living in one of the most unglamorous cities in all of England. Ian spoke to "BO" from Luton, England.

**Bookable Offense:** What do you like about England the most?

**Ian Feuer:** The soccer, uh?

**B.O.:** What British foods do you like/dislike?

**I.F.:** I like steak and chips. I guess there is really not much to choose from. Dislike, it's not enough food for what you pay.

**B.O.:** Now that you are playing in the first team, what do you see your chances of cracking the USA line up? Will Sampson give you a look at the U.S. Cup?

**I.F.:** I hope so. I've been waiting for a long time to play for my country and it would be great.

**B.O.:** What bands are you into?

**I.F.:** Everything. Grunge - Stone Temple Pilots, Lemonheads. Classic Rock - Boston, Bob Seger. Reggae - Bob Marley "Legend" is one of my favs. Rap - KRS1, Ice Cub, Masta Ace, 2 Pac, Mobb Deep, Channel Live. Blues - Johnny Lee Hooker. Don't like Top 40 (Ed's: Aw shucks, I was hoping for an opinion on the Blur v Oasis war).

**B.O.:** Who was the most intimidating crowd in all of English football?

**I.F.:** Probably West Ham or Liverpool, and Millwall.

**B.O.:** How much info did Juergen Sommer give to you about living in Luton?

**I.F.:** Host his number and he never called me.

**B.O.:** Did you drink your champagne from the Ipswich - Luton "Man of the Match" award?

**I.F.:** No. I save all my bottles as souvenirs. I only have one, no not really, I think I have about four now.

**B.O.:** Do you miss Belgium?

**I.F.:** I miss the food. Excellent home style food.

**B.O.:** Where you relieved to see Steve Sampson brought on as

ME Want  
Cookie...



← Ian Fever

coach in place of Bora?

I.F.: Yes. Because he brought a more attractive style of play. I just hope he gives me a chance to prove myself. Bora didn't.

B.O.: What soccer mags do you read?

I.F.: 4-4-2.

B.O.: Would you like to one day play in the MLS?

I.F.: It would be nice, especially if it was in California or somewhere warm.

B.O.: How much money would it take?

I.F.: \$\_\_ , 000,000,000,000,00. Choose a number between 0 and 5 (Ed's: I think I got all the zero's down).

B.O.: Do you think we'll qualify for France '98 without too much difficulty?

I.F.: Yes. I think we will do well.

B.O.: What do you miss most about home?

I.F.: Weather, girls, pizza, Taco Bell, Oreos, Captain Crunch, surfing, beach, and earthquakes.

B.O.: Did you watch the Copa America?

I.F.: Yes.

B.O.: Who are your best mates on the Luton squad?

I.F.: Kari Hughes, Peaky, Marvin, Dwight, all of them really.

B.O.: What big clubs in Europe would you like to play for?

I.F.: A.C. Milan, Manchester United, Barcelona.

B.O.: Finally, do you have anything to say to Sam's Army?

I.F.: Peace. Finally someone is doing it right

Ed's: I promise to deliver Ian some Oreos when I get down to the training ground. The girls may have to wait though).

## Sam's Army T-Shirts



PHOTO: Foxboro, MA was the first gathering of Sammers ever during U.S. Cup '95.

Our trademark, red Sam's Army T-Shirt, is now available! They run in adult sizes S to XL. The Sam's Army logo is screened on the front, the back reads, "USA Soccer". Cost is \$10.00 each plus \$3.00 shipping for up to 2 shirts at a time. For example, 1-2 shirts = \$3.00 shipping; 3-4 shirts = \$6.00 shipping; 5-6 shirts = \$9.00 shipping; etc...

We want to create a "Sea of Red" at U.S. home matches to show support for the team and to show our unity! To order, simply complete the form below and mail a check or money order (made payable to SAM'S ARMY) to: Sam's Army, c/o Bookable Offense, PO Box 1606, Amherst, N.Y. 14226-1606. \*\*\*Please allow 14-21 days for delivery\*\*\*

-----  
Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_

Total # of shirts for this order: \_\_\_\_\_ Sizes: \_\_\_\_\_

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_  
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# "B.O." Needs Writers, Artists, and Contributors

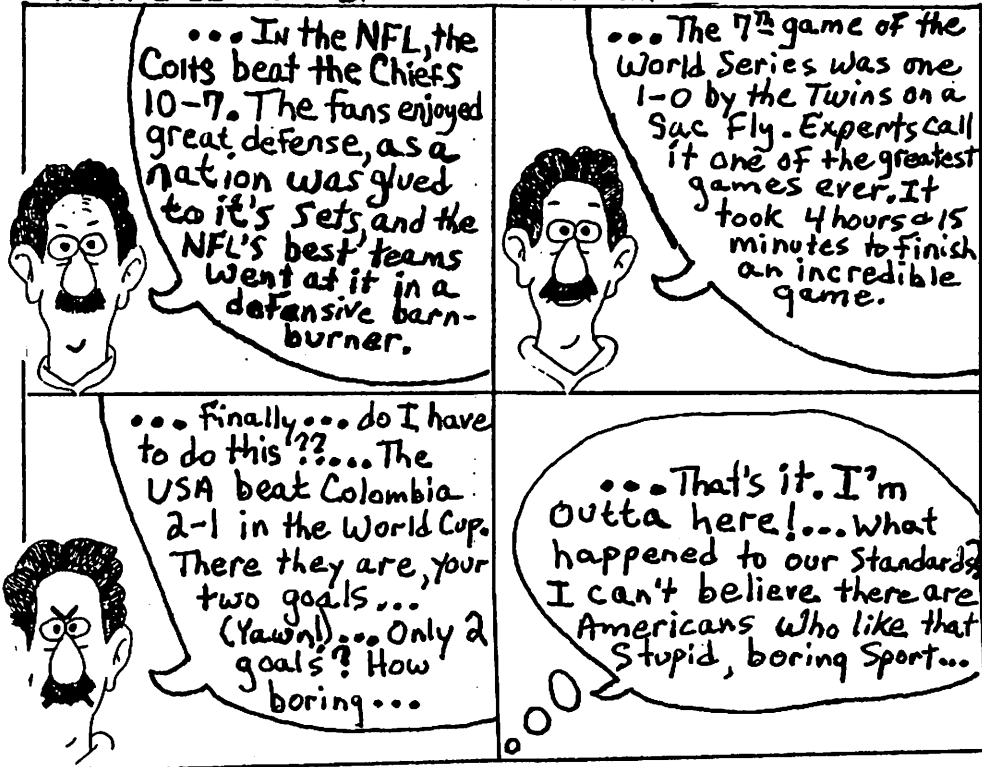
This is your chance to voice your thoughts and say what other soccer rags aren't saying.

Write the soccer stories and issues that you need to get off your chest and be a part of our fanzine which is also YOUR fanzine. The more writers and contributors we get, the more powerful and influential this fanzine will become.

This is our fifth issue and we have touched a nerve in the American soccer community. SAM'S ARMY is here, MLS is here and "BO" is the perfect tool to create a "voice" for American soccer fans. Rather than write to us about what WE need to print in "BO," we want to see YOU write those stories. This 'zine is only as good as those who contribute to it!!! You, the reader, are the eyes and ears of "BO." Buffalo is not exactly booming with soccer news, so it is up to you to contribute articles.

LET YOUR VOICE BE HEARD! THIS IS YOUR FORUM!

Keith Olbermans SPORTSCENTER ESPN



# What Ever Happened to..... The N.A.S.L. ?



## Who Gives a Toss?

*Ed's: MLS is here so no need to look back anymore. Let's get it right this time boys! Second time is the charmer, right? We selected the NASL because former American players were so worried about being picked on in "Who gives..." they couldn't concentrate on their try outs with MLS clubs. Rest easy boys...the next issue isn't out for another 2 months!*

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### ESPN in Complete Story Shock Horror

This is for all of the Europeans who think Americans don't like soccer. This is a prime example of Americans not even KNOWING about the game. Basically, it's like living in Communist Soviet Union, soccer is practically censored by the sports media here.



*Even I saw this one coming!!!*

This is from Howard Hamilton:

"Well, well, well ...the Gold Cup finally made it on ESPN SportsCenter. It wasn't until the very end of the program, and the complete story was one of the anchors saying, "By the way, the U.S. beat El Salvador in the Gold Cup 2-0, and will face Brazil on Thursday."

(Thank heaven for small favors. If this is the network covering MLS, we're doomed)<Compiled by J.W.>

### FIFA RANKINGS

MEXICO 11, USA 14

Let me get this straight. Mexico beat minnows Guatemala twice (1-0) & St. Vincent in a rigged tournament. What about their HOME loses to the U23's of Yugoslavia & Slovenia? Our thrashings of Mexico are not enough? (J.W)

# Supporters' Group Update

## Columbus:

Columbus has a supporters group up and running: "The Support Crew". Seats are available in "The Clinic", section 23. You can reach "The Support Crew" by writing to: Brian Guilfoos; 1107 Taylor Tower; 50 Curl Drive; Columbus; OH 43210. E-mail to: guilfoos.1@postbox.acs.ohio-state.edu

## D.C.:

We're the Screaming Eagles, the D.C. United Supporters Club. We'll be in Section 113 (right at the players tunnel). Tickets in that section go for \$15 each, and are disappearing fast. The team has reserved seating in adjacent sections for us if we overflow. Our address is: Screaming Eagles; 499 National Press Building; Washington, DC 20045-1401. E-mail to: mmathai@clark.net

## K.C.:

After a long and exhausting process, we have chosen the name "The Mystics". It has been a tumultuous period indeed, as we ready ourselves for Opening Night, April 13th vs the Rapids. The club has given the name "WizZone" to a section behind the goal for us and any other fans who want to get rowdy. They didn't ask us about it, but they've been reasonably supportive otherwise. As things come to a head (please, no potty humor...okay, go ahead), the excitement builds here in the heartland.

We are also in the process of publishing a fanzine, which hopes to someday achieve the dizzying heights reached by "BO". To everybody but the Flamers (the Burn), I wish you a good season on behalf of the Mystics. To the Flamers, I say, "Rot in Hell." GO WIZ! You can reach "The Mystics" by writing to Sam Pierron; 16012 Chalet; Olathe, KS 66062. E-mail to: pnkfreud@falcon.cc.ukans.edu

## L.A.:

The Galaxians will be wreaking havoc on opposing goalkeepers behind the Rose Bowl's south goal. We will be in General Admission, the tickets are \$9 & \$10 at the gate. The Galaxians will be dressed in Galaxy Gold. "The Galaxians" can be reached by writing to: Kyle Dane; 10405 Irene St. #210; Los Angeles, CA 90034. E-mail to: ckdane@ix.netcom.com

## New England:

We have an official name - Revolution Fan Club but we are also known as "The Midnite Riders". Our supporters group has a

reserved seating area at Foxboro Stadium (in the end zone -now known as "The Fort"). You can reach "The Midnite Riders" by writing to Dan Mallon-Kraft; 1500 Durham Rd; Madison, CT 06443  
E-mail to: mallon@hsi.com

### New York:

The Empire Supporters Club sits (actually, we stand) in Section 135 at Giants Stadium for all home matches. Like supporters clubs elsewhere in the world, we will develop our own repertoire of songs and cheers. Our members are encouraged to bring flags and banners to decorate our section and our mission is to sing and cheer for MetroStars.

The supporters club will also sponsor some special events during the 1996 MLS season. Before every MetroStars' home match, we will be sponsoring a tailgate party in stadium Lot 10. Be sure to drop in to kick the ball around and learn the latest songs and cheers. We will also be sponsoring same-day bus trips to away matches in Washington and New England. All supporters are welcome to join us as we hit the road for our first two journeys on May 12th at Washington and May 19th at New England. We will also be meeting in Manhattan (and possibly in New Jersey) for televised coverage of away matches.

For more information about the supporters club or the activities we have planned for 1996, please visit us before home matches in Lot 10 or look for us inside of the stadium in Section 135. The E.S.C. can be reached at: P.O. Box 022902, Brooklyn, NY 11202. E-mail at vxz72a@prodigy.com Our Web site: <http://pages.prodigy.com/empiresc/home.html>.

### San Jose:

The Casbah: A sell out for the opener! All 80 seats in the section are gone but we have openings for all the other games. Looks like we have 25+ season ticket holders for the section as well as many single game purchasers. We're in section #125 right above the player tunnel. A season ticket is \$152 (\$76 savings over normal season ticket in the section) and single game tickets are \$12. We'll have a newsletter at the first game and will be distributing it monthly. We're working on a sponsorship with a couple companies and having regular meetings. You can reach "The Casbah" by writing to: Darrin Howells; 1630 Merrill St. #505; Santa Cruz, CA 95062. E-mail to: socerguy@cats.ucsc.edu

(Cont. on page 26.)



## Your Letters:

Attention Sam's Army:

The 1996 Olympic games are around the corner and as soccer fans, we can not afford to miss the soccer games played in this tournament. I encourage soccer fans to join the petition and convince NBC to televise the Olympic soccer games. Other soccer associations are doing their part.

Luis Anton  
N.J.

*Ed's: As it appeared in a March 1996 issue of "Soccer America", the address to write to and petition NBC is: Richard Ebersol, NBC Sports, 30 Rockefeller Plaza, Suite 1550, New York, NY 10112.*

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Dear Sam's Army,

We just received our first issue of "BO", ordered our T-shirts, and we're ready to go!

We live in an almost entirely Italian section of the city so my son and I have been steeped in weekly Italian soccer and we follow Serie A and the Azzurri religiously!

At the Parmalat Cup, we were wondering who all of those crazy people dressed in red and making all that noise were? Well, now we know. And you have at least two more proud yanks who are ready, willing, and able to serve!

Oliver & Peter Civetta  
N.Y.

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Dear Sam's Army:

How big of a soccer-head am I? Been playing and/or ref'ing for 24 years. Passed up my college graduation ceremony to play in (and win) the Navy/Marine Corps Northern Pacific Conference tournament.

Recently, when I re-enlisted in the Navy, I did it on the field-in full goalkeeper gear. with a teammate (in uniform-team uniform, not Navy) and ref'ing partner as my re-enlistment officer, and another ref'ing partner (in ref gear) gave me the red card ("You're outta here!"). When Warrant Officer Awe re-enlisted me, Guerrant gave me the yellow ("Caution-

## Your Letters: (Cont.)

this is another four years man!"). I've been known to wear my red and white striped USA jersey to church! I would like all the info on Sam's Army and when & where I can see/attend Team USA games.

Chris Crawley  
P.A.

## MLS T.V. Schedule April - June

(Source: Soccer America & Oliver Tse's web page)

April 6	Wash. @ S.J.	8:00pm	ESPN
April 14	S.J. @ Dallas	3:pm	Univision
April 18	K.C. @ Dallas	8:30pm	ESPN 2
April 21	K.C. @ S.J.	4:pm	Univision
April 28	Dallas @ T.B.	3:pm	Univision
May 2	Columbus @ K.C.	8:30pm	ESPN 2
May 5	Wash. @ L.A.	4pm	Univision
May 11	T.B. @ Colorado	4:30pm	ESPN 2
May 12	N.Y. @ Wash.	3pm	Univision
May 16	Colorado @ N.Y.	7:30pm	ESPN 2
May 19	N.Y. @ N.Eng.	3pm	Univision
May 23	T.B. @ Dallas	7:30pm	ESPN 2
May 26	Columbus @ L.A.	4pm	Univision
May 30	Wash. @ N.Y.	7:30pm	ESPN 2
June 2	N.Y. @ Dallas	3:00pm	Univision
June 6	L.A. @ N.Eng	7:30pm	ESPN 2
June 8	K.C. @ Columbus	1:30pm	ESPN
June 9	L.A. @ N.Y.	3pm	Univision
June 16	S.J. @ N.Y.	3pm	Univision
June 20	Wash. @ K.C.	9pm	ESPN 2
June 23	S.8J @ N.Y.	3pm	Univision
June 27	Columbus @ N.Eng	7pm	ESPN 2
June 30	N.Y. @ Columbus	3pm	Univision

**"Bookable Offense" #6  
will be released in June  
after the U.S. Cup. All  
SASE's MUST be in by  
June 5.**

**Write to us at:**

Bookable Offense  
P.O. Box 1606  
Amherst, N.Y. 14226-1606  
E-mail: Samzarmy@aol.com

Mark Wheeler's Web page address:

<http://www.cs.cmu.edu/~mdwheel/us-soccer/>

(Supporters groups Cont.)

There have not been groups formed in Denver or Tampa. Sam's Army has made connections at both venues to begin a section. We have put the word out via the internet but are not sure if people are going to get motivated in these two cities. Tampa has reserved Section I on the West side of the stadium for those interested in creating some atmosphere at Mutiny games. They have put aside the first couple rows behind the visiting team's bench so you can pleasantly let the opposing players know you are there. If you want more info on ticket prices etc... contact: Matt Geer at 813-961-4625 Ext. 116 or Scott Salvati at 813-961-4625 Ext. 124.

The Rapids contact: Charles Bloomfield at 303-299-1588.

For information on the Dallas supporter's group, you can e-mail Dustin at: [dustin@metronet.com](mailto:dustin@metronet.com)

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Classified

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Collector Looking for Ticket Stubs. U.S. Cup '95 and Other Matches. Multiples Welcome. Have all sorts of Soccer Stuff To Trade, Write To: Martin B. Tatuch, 5025 South 9th Street Arlington, Va 22204.

International soccer cards from the '70's, 80's, and '90's and other soccer collectibles now available. Send a SASE for more to: Ernie Orlando, 226 Kennedy Cr., Rochester, N.Y. 14609.

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(Sam's Army tickets cont.)

Womens U.S. Cup:

With the exception of D.C., Sammers who are going to attend the matches should meet up in the general admission sections of the stadiums. Keep your eye out for the red shirts! Ticket prices for all of the matches below are \$10.00 Adult, \$6.00 for youth under 19. A service charge of \$3.00 per order, not per ticket, will be added. Have fun, wear red, hang banners, wave flags and SING!!!

May 12 - USA v Canada Worcester, MA (Foley Stadium) 7:30pm. Telephone orders via Amex, Visa, Mastercard, Discover, call 1-800-852-8111.

May 16 - USA v Japan , Horsham, PA. Telephone orders via Visa, Mastercard call 1-215-657-4170.

MAY 18 - USA China, RFK Stadium, Wash., D.C.. This is a double header (Japan v Canada play at 9:30am), the U.S. kicks off at noon. Telephone orders via Visa, Mastercard call 1-410-987-6017. Tell them the order is for Sam's Army they are going to group all of you together in an endzone.

\*\*\*Information on the Men's U.S. Cup, Mens Olympic match in D.C., and Womens Olympic matches not yet available\*\*\*