

Kelly leaves D2 power for CMU

He won two national championships at Grand Valley State

MOUNT PLEASANT (AP) — Central Michigan has been one of the Mid-American Conference's worst teams for a decade. But new coach Brian Kelly doesn't want to settle for simply making the Chippewas respectable again.

"For us, we coach and I coach at a standard for us to win the MAC this year," Kelly said. "We're going into this season with the mindset that we need to win it this year."

Winning might be an unfamiliar aspect of a program that won its last MAC title in 1994 and has had one winning season in the past nine years (6-5 in 1998). Not so for Kelly, who coached Grand Valley State to the NCAA Division II championship each of the past two years.

Kelly, 42, never had a losing season in 13 years at Grand Valley. In the past three years, his Lakers went 41-2 while Central was going 10-25.

The Chelsea, Mass., native hopes to restore the Chippewas to the prominence they enjoyed under former coach Herb Deromedi, now the school's athletic director.

"You look at Central's past success, infrastructure, support and there's no question that in the MAC there can't be a better situation as a head football coach than to have as your boss a Hall of Fame football coach in Herb Deromedi," Kelly told The Detroit News for a Wednesday story.

"How good is that? You talk about support there. We've talked about the community and how they feel



The Associated Press
Central Michigan halfback Jerry Seymour, left, gains yardage against Eastern Michigan linebacker Keyvon Barbee in the Chippewas' only Mid-American Conference victory last season. CMU was 3-9, 1-7 in the MAC. New coach Brian Kelly is optimistic that the Chippewas can turn around their poor recent fortunes.



Kelly

2004 SCHEDULE

Sat., Sept. 4	at Indiana	6 p.m.
Sat., Sept. 11	at Michigan State	Noon
Sat., Sept. 18	SOUTHEAST MISSOURI STATE	1 p.m.
Sat., Oct. 2	KENT STATE	1 p.m.
Sat., Oct. 9	BOWLING GREEN (hc)	1 p.m.
Sat., Oct. 16	at Northern Illinois	3 p.m.
Sat., Oct. 23	at Toledo	7 p.m.
Sat., Oct. 30	WESTERN MICHIGAN	1 p.m.
Sat., Nov. 6	Eastern Michigan (Ford Field)	4:30 p.m.
Sat., Nov. 13	at Buffalo	1:30 p.m.
Sat., Nov. 20	BALL STATE	1 p.m.

hc denotes homecoming

about football here. When you (put) all those things together, they're the reasons why we can get it done here at Central Michigan."

The Chippewas open the season with road games against two Big Ten opponents, Indiana on Sept. 4 and Michigan State — beaten by Central in both 1991 and 1992 — on Sept. 11. Nineteen starters including running back Jerry Seymour, the MAC Freshman of the Year, return to a team that finished 3-9 overall and 1-7 in the MAC last season.

"You have to have a plan," Kelly said. "The plan I put in is one that I used at Grand Valley, and it's built

around player development. We need to develop the players. Not only physically, but mentally and spiritually. We want a football team that is committed. The players have made a commitment, and we forced them to raise their level of commitment.

"What they thought was hard work prior to me getting here was not clearly enough. They've invested now. So, I think what we're seeing is a football team that wants to get paid back. And they're going to get paid back because of the work they've put in."

Kelly also intends to restore excitement at Kelly/Shorts Stadium, where attendance averaged 13,919 for six games last season. He persuaded the athletic department to move the student section from the middle of the stadium to the south end zone.

"We'll connect with the students," Kelly said. "We'll get them out of the parking lot. And we want to high-

light our band. Our band is crucial to creating that environment. We have one of the finest bands in the state, bar none. Michigan, Michigan State, I don't care.

"The second element is to put a team on the field that competes for four quarters. ... you can put people in that stadium week in and week out if you put a product on the field that you're proud of, the community is proud of and one that competes their butt off for four quarters.

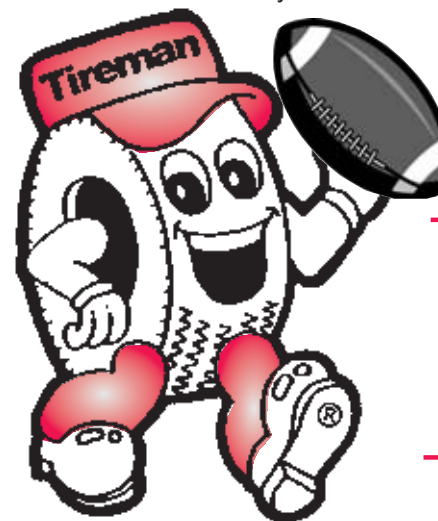
"We can create an environment in there (Kelly/Shorts Stadium) that elevates our whole program."

Brian Kelly file

NAME: Brian Kelly
AGE: 42.
HOMETOWN: Chelsea, Mass.
EDUCATION: Assumption College, Worcester, Mass.
COACHING EXPERIENCE: 1983-86, linebackers coach, defensive coordinator and softball coach, Assumption College. 1987-90, graduate assistant, defensive backs coach, defensive coordinator and recruiting coordinator, Grand Valley State University. 1991-2003, head coach, Grand Valley State. Led Lakers to 118-35-2 record and NCAA Division II national championships in 2002 and 2003.
FAMILY: Wife Paqui, children Patrick Liam, Grace Marie, Kenzel Michael.

BELLE TIRE

Locally Owned and Operated



GOOD
 LUCK
 TO ALL
 OUR
 AREA
 TEAMS!

Get to the games safely and on time — See the team at Belle Tire today!



CERTIFIED SERVICES

- COMPLETE BRAKE SERVICE
- FRONT END REPAIRS
- COMPUTER ALIGNMENTS
- SPRING • SHOCKS & STRUTS
- RACK & PINION
- CV AXLE • U-JOINTS

• NAME BRAND TIRES AT GENERIC BRAND PRICES

We'll give you the
 "Lowest Out The Door Price or it's FREE"

TRAVERSE CITY
 2825 US 31 SOUTH

947-3400