



SEE A DIFFERENT GAME

SPORTS BIZ

Unfinished business

Not long ago, Joe Moglia was a high-powered, highly paid CEO, but he traded that life in for a volunteer position—because it might lead him back to his football coaching roots

All Joe Moglia needs is an unconventional thinker. Maybe an athletic director who thinks *What if?* instead of what is.

Right now, he's an unpaid consultant to the Nebraska football team. Given the right opportunity, he could be a college head coach.

One more thing: He's also chairman of TD Ameritrade, one of the world's largest online brokers, headquartered in Omaha, Neb.

And he's 60 years old.

"I'm not a business guy who (is giddy to be) associated with sports," Moglia says. "I coached football for 16 years. I'm a coach who became a business leader."

Who wants to become a coach again.

All he needs is an athletic director who might consider hiring ...

→ A guy who for two years would, as a divorced father of four, sleep in an unheated storage loft above the football offices at Dartmouth because he couldn't afford two mortgages and needed money to care for his children.

"I could see my breath every night in the wintertime," Moglia says.

→ A guy who gave up coaching football 26 years ago, when he was defensive coordinator at Dartmouth and had been offered a job at Miami, to join a training class at Merrill Lynch. Through that, he would eventually become CEO of TD Ameritrade, which he led to unthinkable success.

"There were 26 of us there in that class back then," Moglia says. "Twenty-five MBAs and a football coach."

→ A guy who, at the height of his profession, walked away from his CEO job at TD Ameritrade—but stayed as chairman—and its \$300 billion in client assets because of something he had left behind nearly three decades earlier.



"An inspiring story," Nebraska coach Bo Pelini says.

For four months, Moglia broke down his decision to leave the business world—meticulously filling more than 10 legal pads with what it would take, how he would do it and where it could take him. For the past year, Moglia has shadowed Pelini—and to a lesser extent, NU icon Tom Osborne—and observed the quick turnaround of the Nebraska program from when Pelini arrived two years ago.

The Huskers will begin next fall as the Big 12 favorites, and Moglia will spend another season with Nebraska while looking for the job that gets him back to the game he left. He said he interviewed for the jobs at Princeton and Cornell this

Pelini (left) and the Cornhuskers are giving Moglia a chance to reacquaint himself with coaching.

offseason, and his sales pitch makes more sense than you'd think: He knows the game, knows how to manage people and knows how to hire assistants to manage others. He also knows a little about life after football—you know, in case parents and recruits find that important.

"This isn't some shot in the dark; we talk football and strategy all the time," Osborne says. "I have no doubt Joe would be a very successful head coach."

All he needs is that unconventional thinker.

— Matt Hayes

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REPORT

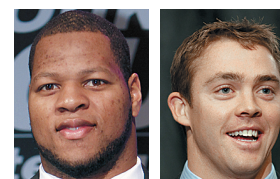
→ Super Bowl 44 marked the 10th time Miami has played host to the big game, and it's already bidding on No. 11—the 2014 Super Bowl. But the NFL said in December that 23-year-old Sun Life Stadium needs extensive renovations before Miami will be awarded another game. The South Florida host committee hopes a deal can be reached on improvements to the facility before team owners vote on the 2014 site in May. The other bidders are Arizona's 3½-year-old stadium and the Meadowlands facility that opens next season.



A Super Bowl in the Meadowlands? Does the new stadium come with a furnace?

→ The New York Jets and New York Giants will spend the coming months waiting for the NFL to decide which team will open next season in their new shared stadium. If the Jets had reached the Super Bowl and won, under league policy, they would have opened the season at home, but because they lost in the AFC championship game, it's up for grabs. The NFL releases its schedule in April.

→ Some of the top NFL draft prospects are hiring an agent for on-the-field representation and a marketing agent for off-the-field work. Nebraska



Ndamukong Suh

Colt McCoy

defensive tackle **Ndamukong Suh** signed with **Roosevelt Barnes** for contract work and The Agency Sports Management for marketing and other endeavors. Texas quarterback **Colt McCoy** split his representation with Athletes First (contract) and The Agency (off-field). Others to divide the responsibilities include Clemson running back **C.J. Spiller**, Oklahoma State receiver **Dez Bryant** and Illinois receiver **Arrelious Benn**.

→ In a one-year deal with a one-year option, the NFL Network will televise the inaugural season of the new Arena Football One league. Games begin April 2, and the season goes through the championship game in August. Games will air Friday nights.

→ Under Armour is returning for the second year as the presenting sponsor of the 2010 NFL Scouting Combine. Under Armour will provide apparel and footwear for all participants.

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