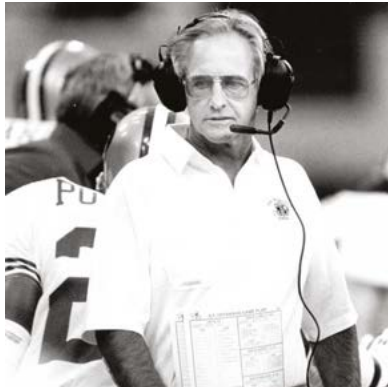


49ers Alumni Magazine

2014 Edition



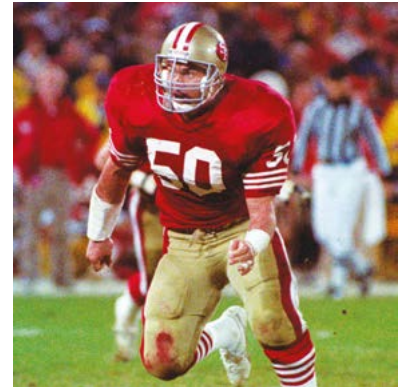
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DEAR 49ERS ALUMNI,

It is an exciting time to be a part of the San Francisco 49ers family. We are rapidly approaching The Inaugural Season at Levi's® Stadium, and beginning another chapter in the great history of our team. As we prepare to kickoff another season in our new home, I cannot help but reflect on the historic moments and great people that have helped shape our storied franchise. It goes without saying that you, our distinguished Alumni, helped build a foundation that our organization still stands on today.

Over the last 43 years, Candlestick Park played home to 18 division champions, six conference champions and five Super Bowl champions. The 'Stick hosted many of the greatest moments in 49ers and NFL history, and it seemed fitting to send our former home out in style by celebrating those moments throughout the 2013 Farewell Season. As an organization, we were extremely fortunate to share each of those special moments with a group of Alumni who remain passionately involved with the team.

While we anticipate Levi's® Stadium to become known as an innovative new venue with an unparalleled fan experience, we have ensured that our past will be properly celebrated. The 49ers Museum presented by Sony will display a number of unique artifacts and pieces of our history generously donated by many of you. It will also house the Edward J. DeBartolo, Sr. 49ers Hall of Fame and The Denise DeBartolo York Education Center. As the vision for Levi's® Stadium becomes a reality, I look forward to the many new milestones and memories that will continue to add to our legacy.

Inside this issue of the 2014 Alumni Magazine, we are excited to bring you up to speed on what your former teammates have been up to, while providing an inside look at the various features of Levi's® Stadium. You will also be introduced to our 2014 draft class, all 12 of them. Remember, the NFL has great Alumni resources to offer you, so be sure to check out the information on the 88 Plan, NFL Life Line, Player Care Foundation and The Trust.

I look forward to reconnecting with many of you at our upcoming events, including Alumni Weekend, October 31 - November 2. Thank you, and GO 49ERS!

Best Wishes,

A handwritten signature in black ink, reading 'Jed York'.

Jed York



2014 SAN FRANCISCO 49ERS SCHEDULE

SEP 07	1:25 P.M.	FOX	AT		COWBOYS
SEP 14	5:30 P.M.	NBC			BEARS
SEP 21	1:05 P.M.	FOX	AT		CARDINALS
SEP 28	1:25 P.M.	FOX			EAGLES
OCT 05	1:25 P.M.	CBS			CHIEFS
OCT 13	5:30 P.M.	ESPN	AT		RAMS
OCT 19	5:30 P.M.	NBC	AT		BRONCOS
OCT 26	BYE				
NOV 02	1:05 P.M.	FOX			RAMS
NOV 09	10:00 A.M.	FOX	AT		SAINTS
NOV 16	10:00 A.M.	FOX	AT		GIANTS
NOV 23	1:25 P.M.	CBS			REDSKINS
NOV 27	5:30 P.M.	NBC			SEAHAWKS
DEC 07	1:25 P.M.	FOX	AT		RAIDERS
DEC 14	1:25 P.M.	FOX	AT		SEAHAWKS
*DEC 20	1:30 P.M.	NFLN			CHARGERS
DEC 28	1:25 P.M.	FOX			CARDINALS

* OR 5:15 ON CBS

SAVE THE DATE ALUMNI WEEKEND

Campo di Bocce of Los Gatos, CA
Friday, Oct. 31

Hall of Fame Induction Ceremony
Saturday, Nov. 1

Rams vs. 49ers
Sunday, Nov. 2

For more information,
please call 408.986.4836

49ERS ALUMNI CONTACT INFO

If you have any questions,
comments, updates, address
changes or know of fellow
49ers Alumni that would
like to find out more about the
49ers Alumni program or
to receive the Alumni
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*A special thank you to current 49ers T Joe Staley for
his donation to this year's 49ers Alumni Magazine.*



By Taylor Price

GEORGE SEIFERT JOINS THE EDWARD J. DEBARTOLO, SR. SAN FRANCISCO 49ERS HALL OF FAME AS 2014 INDUCTEE

George Seifert's experiences with the 49ers are many. In fact, they're endless. Truth be told, he's a walking memory bank of team history. He also has a unique take on a signature moment in 49ers lore. While everyone remembers Dwight Clark's touchdown reception in the back right corner at "The Stick," Seifert has a different recollection of what made "The Catch" so significant. As the coach likes to tell it, the '81 NFC title game victory would not have been a highlight for the ages without a tackle made on the ensuing possession by one of his

defensive backs. With less than a minute left and the Dallas Cowboys looking to regain the lead, Seifert recalls one of his rookie cornerbacks making a touchdown-saving tackle on Cowboys wideout Drew Pearson. "Thank God for Eric Wright running out and grabbing Drew Pearson by the back of the neck and slamming him to the ground," Seifert says. "Had that play not happened, there would be publicity about 'The Catch,' but it certainly would not be what it is. And it might have been the end of my career as well."

The Edward J. DeBartolo Sr. San Francisco 49ers Hall of Fame is a fitting home for Seifert. In the 1950s, the San Francisco native was an usher at Kezar Stadium. In 1989 and '94, Seifert was the head coach of two Super Bowl-winning 49ers teams that called Candlestick Park home. In 2014, Seifert has been selected as the sole inductee into the proud franchise's Hall of Fame. Making the achievement even sweeter, Seifert will be the first inductee to be honored at the franchise's new home, Levi's® Stadium. "To be recognized for something that took place in my professional life is something that's special and I think particularly special from the standpoint of me growing up in San Francisco and being a 49ers fan," Seifert says. "It's a special thing; there's no question about that."

THE COACHING CIRCUIT

Seifert's incredible football journey was in full motion by the time the 49ers knocked off the Cowboys. This was the first of many epic accomplishments. But before Seifert was able to lead his hometown franchise to Super Bowl glory as the head man, the detail-oriented coach rose through the ranks to become a Hall of Famer. Seifert's fascination with football began at Kezar Stadium, the first home of San Francisco's team. Seifert and his teammates at Polytechnic High School often walked across the street to the football stadium in the southeastern corner of Golden Gate Park. They entered the stadium as ushers. Seifert, however, spent more time marveling over "The Million Dollar Backfield," instead of performing his work duties. In particular, Seifert took interest in Pro Football Hall of Fame running back Hugh McElhenny. Seifert paid close attention to the details at many home games, including the team's heartbreaking loss to the Detroit Lions in the 1957 Western Conference Championship Game. Decades later, he would play a prime role in guiding the franchise to its first Super Bowl appearance by teaching the techniques that allowed Wright to tackle Pearson.

Next on Seifert's football path was a stop at the University of Utah. Though he played sparingly on the football team while earning a zoology degree, Seifert was still fascinated with the technical aspects of the game. He focused his added studies on the defensive side of the ball. Once Seifert put his football

career to rest, he worked on his graduate degree. Football, however, returned to Seifert's life when a former college roommate and teammate approached him about becoming a graduate assistant at Utah. It didn't take much convincing. "Something clicked," Seifert says. "I loved teaching technique, and I always enjoyed the football environment."

In 1965, Seifert was approached again for his services in nearby Salt Lake City. This time it was by Westminster College athletic director Howard Richardson, who was looking to restart the school's football program. Seifert was offered the school's head coaching job at the age of 25. "Then I was totally hooked," he says. The Westminster job was followed by coaching stints at other major universities. Seifert was a graduate assistant at the University of Iowa in '66 while he earned his master's degree. Seifert went on to coach defensive backs at the University of Oregon from '67 to '71 and later joined Stanford University in the same role in '72 after being hired by former 49ers coach Jack Christiansen. The Bay Area return only lasted three seasons. "I was antsy and wanted to be a head coach again," says Seifert, who left Stanford to take over the head coaching duties at Cornell University in '75. Still, it was during these influential years that Seifert developed his style of coaching. The experiences also fueled his desire to grow within the profession.

A LUNCH TO REMEMBER

Seifert didn't excel at Cornell, but the experience didn't derail his focus on being a successful coach. In 1977, he returned to Stanford where he would coach defensive backs on Bill Walsh's staff. Before working for Walsh, who would go on to become a Pro Football Hall of Fame coach for the 49ers, Seifert felt like he was seasoned from all of his coaching experiences across the country. "I came across coaches who were outstanding technicians and body-mechanic coaches," Seifert says. "I was really hooked on technique, and I think from that aspect, it was one of my stronger suits when I first came to Stanford and worked with Bill."

Seifert still remembers how Walsh secured his coaching services in '77. The two met at the now defunct Hyatt Rickey's for lunch in Palo Alto. Walsh



didn't have an exact position in mind for Seifert initially, but he knew he wanted Seifert on his staff. "That was kind of different," Seifert says of the conversation that forged a bond between the two. Seifert agreed to return to Stanford where he went back to working with the defensive backs. It didn't take long for Seifert to be impressed with the program that Walsh had established. "The thing I remember is when we practiced, it was competitive," Seifert says. "There weren't a lot of scripts that we had to run certain defenses or what have you. We were competing against Bill's offense each day in practice and I think I developed an insight into the offense and it really helped me develop into a professional coach."

When Walsh became an NFL coach before the '79 season, Seifert stayed at Stanford for one year. He

eventually took the leap into the professional football ranks, agreeing to be the 49ers defensive backs coach in '80. Seifert was back in his hometown. "In those early days when things were getting going, (former owner) Eddie DeBartolo Jr. was out there doing anything he could to help," Seifert says. "Bill had a sense and a feel for what he wanted to do and (general manager) John McVay was his right-hand man. We were all heavily involved. Everybody had input and was expected to present what their feelings were about certain players."

The teamwork led to a fruitful draft in '81. San Francisco used the eighth overall selection to pick future Hall of Fame defensive back Ronnie Lott. In the second and third rounds, the team added future starters in NFC Championship-saving tackler Wright and

Carlton Williamson, respectively. The trio was paired with veteran journeyman Dwight Hicks to form Seifert's new-look secondary. The '81 season would become a special one for the organization. Not only did the franchise win its first Super Bowl, a 26-21 victory over the Cincinnati Bengals in Super Bowl XVI, Walsh was named AP Coach of the Year. As for Seifert, he had talented players soaking up his technical wisdom. "What an impact those four players had," Seifert says, before going out of his way to praise his assistant defensive backs coach, Ray Rhodes. "He played for me in my first year as a coach for the 49ers and he really bought into the technique-style that we were interested in and he had a great rapport with the players."

SHOES TO FILL

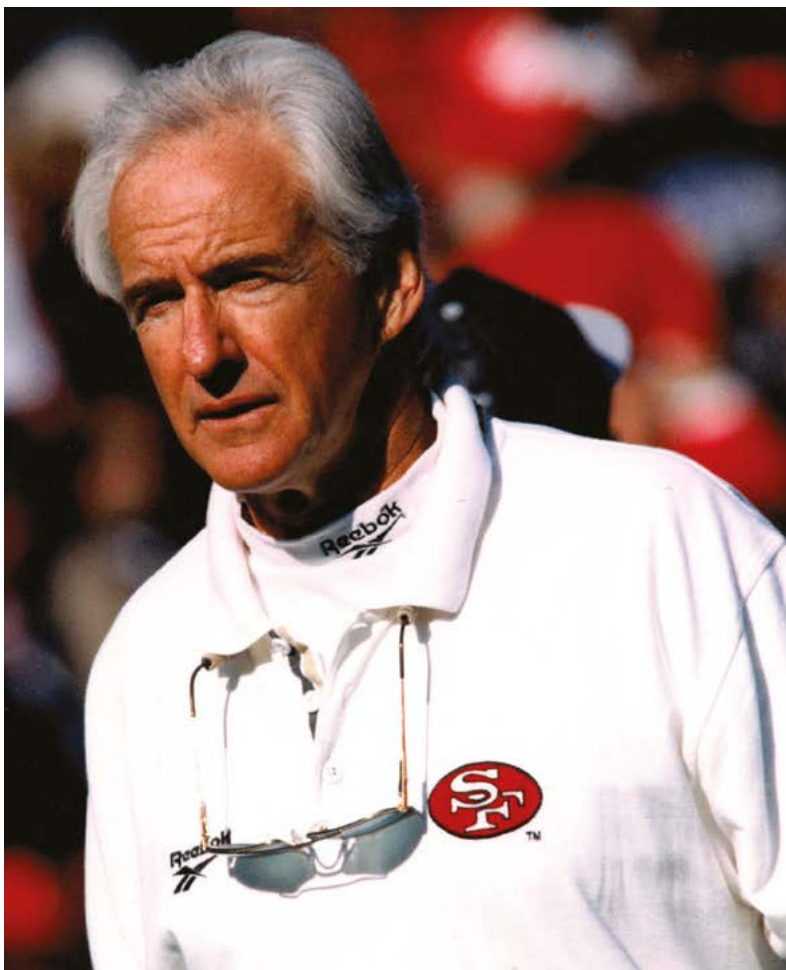
Seifert's defense was among the league's best in the '80s, while Walsh's offensive schemes meshed brilliantly with Hall of Fame quarterback Joe Montana and Hall of Fame wide receiver Jerry Rice. San Francisco would go on to win two more Super Bowls with Walsh. The 49ers beat the Miami Dolphins 38-16 in Super Bowl XIX and defeated the Bengals 20-16 in Super Bowl XXIII - Walsh's final year with the team. The following year was perhaps the most challenging moment of Seifert's career. Walsh stepped down as head coach and Seifert was selected as his successor. "That was a special time and it was a special time for my family," Seifert says. "My mother-in-law was really happy because that meant we could spend a few more years in the Bay Area and she lived in San Francisco."

Seifert had to look out for his other family, a locker room full of stars that were seeking another opportunity to hoist the Vince Lombardi trophy. Seifert relished the chance to lead the very franchise he grew attached to during his days as an usher. "Even to this day, it never leaves you," Seifert says of the challenge in replacing Walsh. "It was tough and I think I was prepared for it. I think I was the right man for the job at the time. As an assistant coach, Bill was very demanding, which he should have been, and there was an awful lot of pressure to maintain the standard that we had established fairly early."

Seifert held up. And so did his team. Seifert followed Walsh's lead in how he interacted with players and installed offensive and defensive systems. He didn't lobby to draft players who could only aid the defensive side of the ball. Instead, he kept the offense in mind at all times. "I had been a part of the development of it and had believed in it, so it was a natural and easy transition for me," Seifert says. "The beauty of our offense the artistic sense of the offense and the way it cut people up. There was no way we were going to chance that. We had great personnel for what we were doing offensively and defensively. It was a challenge, but something that was exciting."

The 49ers finished 14-2 in '89, Seifert's first year as head coach, and won three postseason games, including Super Bowl XXIV. Seifert didn't just win his first ring as a head coach - his team dismantled the AFC Champion Denver Broncos, 55-10 - and the 45-point margin of victory still stands as the largest





Super Bowl win in league history. “Having been a fan of the team and idolized the players during my high school years and then to have eventually become the head coach, it’s indescribable, the feeling,” Seifert says.

PASSING THE TORCH

The challenging parts of Seifert’s head coaching career, however, were just getting started. Four years into Seifert’s tenure, the 49ers traded Montana to the Kansas City Chiefs. The elite quarterback missed the ’91 season and most of the ’92 campaign with an elbow injury. By the time Montana was healthy enough to lead the offensive huddle, San Francisco was fortunate to have another Hall of Fame quarterback, Steve Young, playing at an All-Pro level. Despite Montana’s long list of accolades, the decision was made. Young replaced Montana in ’93, much like Seifert replaced Walsh. “In all honesty, the transition was brutal,” Seifert says. “It was one of the more difficult things that I had gone through during my

coaching career. Joe had meant so much, not only to the football part of the team, but also to the emotional foundation and the tradition of the 49ers. That’s something that you might say still haunts me to this day.”

But Seifert knew the team was fortunate to have Young on deck. Two seasons later, the left-handed passer led San Francisco to a 49-26 win over the San Diego Chargers in Super Bowl XXIX, giving Seifert his second Super Bowl win as a head coach and fifth as a member of the franchise. It was especially sweet because of the expectations on that team. The 49ers enlisted high-profile future Hall of Famers in free agency: cornerback Deion Sanders, plus defensive ends Rickey Jackson and Richard Dent. The players were brought in to help San Francisco get past Dallas in the conference championship. And they did. “Being a part of that team in particular, enabling that group to bring that group together and win that Super Bowl, that’s something that I’m particularly proud of,” Seifert says. And of course, Young’s precision played a part in getting it done. “We were fortunate to have Steve waiting in the wings,” Seifert says of the quarterback who

set a Super Bowl record with six touchdown passes against the Chargers.

Despite all of its signature moments, Seifert’s tenure with the 49ers came to an end in ’96. After eight seasons as San Francisco’s head coach, he had posted a 98-30 regular season record with a winning percentage of .766. He would later finish his coaching career leading the rival Carolina Panthers from ’99 to 2001. Seifert retired from coaching and went on to be a familiar face around the 49ers organization, routinely taking part in the franchise’s alumni events. He’s attended nearly every Hall of Fame enshrinement dinner and will now have a weekend to celebrate his vast accomplishments. “So many people were a part of my career and the success we had,” Seifert says. “I’m permanently indebted to all of them. It was extremely exciting and something I’m very proud of, to have been part of the organization and part of the glory years of the 49ers.”

WHERE *are they now?*

DWIGHT HICKS | Defensive back Dwight Hicks spent his first seven years in the NFL with the 49ers from 1979-85. A four-time Pro Bowl selection and two-time Super Bowl Champion, Hicks registered 30 interceptions with the team, the 5th most by any player in franchise history. After his playing career, Hicks had a brief stint in broadcasting. He would later use his experience and immerse himself in the study of film and theater. He participated in movies like “Armageddon”, “The Rock”, and “Jack”, as well as numerous appearances in television shows such as “Cold Case”, “The Practice”, “ER”, “How I Met Your Mother”, and more. Hicks has recently teamed up with 49ers Studios in the production of “The Faithful,” a documentary-style series that will share the stories of unique personalities from New York City to El Paso, TX. He will narrate the show and guide fans on special journeys into the lives of the greatest untold 49ers stories. The stories are great representations of what is happening off of the field for the 49ers.

BRUCE COLLIE | The 49ers fifth-round pick (140th overall) in the 1985 NFL Draft, Bruce Collie was a solid contributor on San Francisco’s offensive line

for five seasons while helping the team win back-to-back Super Bowls in 1988 and 1989. Following his playing days, Collie and his wife Holly entered the restaurant business. The couple, along with their 13 children, currently own and operate Brewster’s Pizza in Wimberley, Texas. Brewster’s offers New York style brick oven gourmet and specialty pizzas. Collie also started the Wimberley Brewing Company in 2008. The W.B.C. proudly serves all-natural beers that are site-brewed and hand-crafted.

DAVE FIORE | Dave Fiore appeared in 59 games (53 starts) along the 49ers offensive line from 1998-02. Fiore earned an MBA in Finance and Agricultural Business from Santa Clara University following his football career. He then created Triada Investments, a real estate investment and development company that acquires and develops real estate throughout the Bay Area. Currently, Fiore is a partner and does guest relations for The Palo Alto Grill in Palo Alto, CA. He and his wife, Ashley, grow much of the restaurant’s produce at their sustainable urban homestead, the Fiore Family Farm.



JIMMY WEBB CATTLE



THE COLLIE FAMILY

DAN BUNZ | A first-round (24th overall) selection by the 49ers in the 1978 NFL Draft, linebacker Dan Bunz played in 86 games with the team (62 starts) between 1978 and 1984. He recovered 14 fumbles and registered three interceptions in his time with San Francisco. Following a 2011 trip to France, Bunz and his wife, Elizabeth, were inspired by the lavender fields of Provence. The quickly turned entrepreneurs attended seminars and many successful lavender farms in the area of Sequim, Washington. The couple started and owns Bywater Hollow Farm in Lincoln, CA, which produces multiple lavender inspired sprays, candles, lotions and sachets.

LEN ROHDE | One of the longest-tenured players in franchise history, Len Rohde was a staple on the 49ers offensive line from 1960 to 1974. He finished his lengthy career with 208 games played (173 starts) and an appearance in the 1971 Pro Bowl. Since his playing days, Rohde has become involved in the restaurant business. At one point during his post-football career, he was the majority owner of



STEVE BONO

six Burger King and five Applebee's restaurants. Rohde is currently a part of three generations of farmers who produce Templeton Olive Oil. He and his family enjoy taking care of each tree together. They cold press the olives within hours of picking, which creates a very fresh extra virgin olive oil.

JIMMY WEBB | The 49ers first-round (10th overall) pick in the 1975 NFL Draft, Jimmy Webb remained in San Francisco for six seasons. He appeared in 90 games (73 starts) between 1975 and 1980, registering six fumble recoveries. Prior to the 1982 season, Webb completed his doctorate in

veterinary medicine. After the completion of his football career, he has spent the last 30 years working with cattlemen throughout the United States to improve the performance of their herds through genetics. He founded and runs JW Wagyu, in an effort to develop the finest Full Blood Wagyu cattle for Wagyu producers and breeders. Wagyu beef is considered some of the finest quality of beef available in the United States and contains a higher percentage of Omega-3 and Omega-6 fatty acids than typical beef.

LARRY SCHREIBER | Running back Larry Schreiber was a member of the 49ers backfield from 1971-75. In 60 games with the team, he totaled 502 rushing attempts for 1,734 yards and 10 touchdowns. He was also a talented receiver, catching 116 passes for 966 yards and four touchdowns. Schreiber currently serves as the president of the 49ers Redwood City Alumni Association. He also works for the NFL's officials during 49ers football games. He checks each player's uniform for infractions, such as the length of socks and pants not covering the knee.

STEVE BONO | Steve Bono was a member of the San Francisco 49ers from 1989 to 1993. After taking over as the starter midway through the 1991 season, Bono led the team to a 5-1 record in his six starts and finished with the 4th highest passer rating in the NFL. Bono graduated from UCLA with a Bachelor of Arts degree majoring in Sociology with a minor in Business. In 2009, he joined Constellation Wealth Advisors LLC with a focus on business development and possesses over 10 years of experience in financial services. He also serves as a 49ers Alumni Coordinator.



DAVE FIORE'S RESTAURANT
THE PALO ALTO GRILL



TEMPLETON OLIVE OIL



THE BUNZ FAMILY



DWIGHT HICKS



INSPIRATION THROUGH OPPORTUNITY

By Peter Volmut

Choosing a post-NFL career path is a decision that players face on a yearly basis. Former San Francisco 49ers linebacker, Riki Ellison, chose to get involved in the community through the Youth Impact Program (YIP), an innovative summer program that partners with universities across the United States and their local NFL team. During his summers, Ellison takes time away from his work as the Founder and Chairman of the Missile Defense Advocacy Alliance, a non-profit organization launched in 2002 that has a singular purpose and mission to drive for the deployment, development and evolution of missile defense.

Ellison is no stranger to success. The former member of the San Francisco 49ers (1983-89)

won three Super Bowl Championships with the team, to go along with a National Championship and two Rose Bowl victories during his time at the University of Southern California. While at USC, Ellison earned a degree in international relations with a graduate emphasis on defense and strategic studies in 1983. With the combination of his on-the-field success and his rich educational background, he founded the Youth Impact Program for disadvantaged and at-risk adolescent boys in 2005.

The YIP was created to target male middle school students who are uncomfortable or hesitant in typical learning environments. The program is designed to assist with issues that the students face in inner-city public schools by way of ac-

ademic support, guidance counseling, character development, and social interaction activities as well as nutritional education. One of the reasons that Ellison saw the potential benefits of the program was the fact that he himself went through similar circumstances that these young kids currently experience.

"I had a lot of similar players that were with me during my time with the 49ers that had come from a similar background in terms of that critical age in a young boy's life; sixth, seventh, eighth grade," said Ellison. "Someone gave us this vision to go to the next level, to have a change of direction, and to go and have the confidence by having access to see we could play ball and we could use a college education."

The curriculum for the YIP is S.T.E.M. based (Science, Technology, Engineering and Mathematics) and was designed by college professors at the University of Southern California to use football terminology to make school subjects such as math and reading, along with learning about life skills, more applicable to male middle school students. Ellison felt that the combination of football and education was the right way to connect with students who attend the program.

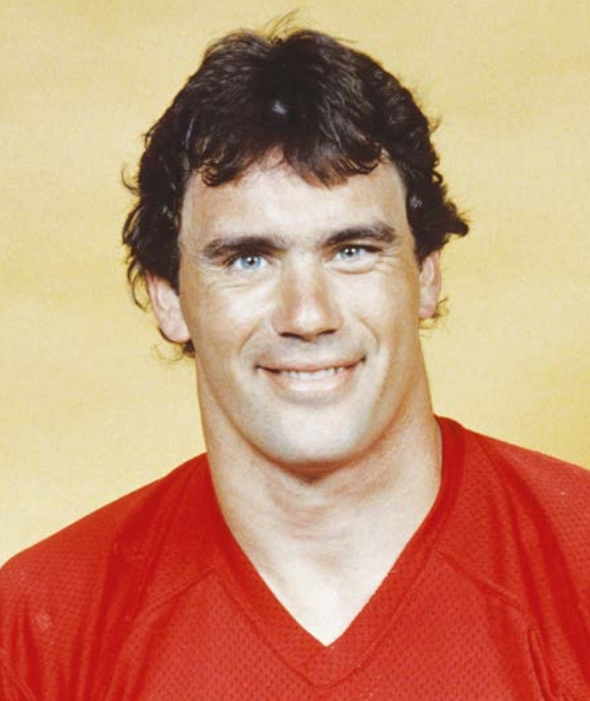
"There's nothing like the game of football. It brings all sorts of body types in there and it creates a team atmosphere. Life's about being on a team. It creates a situation where you get knocked down you have teammates to pick you up. It's not an individual sport, so the team concept is a real positive thing."

As the YIP program develops, Ellison is looking at the big picture when it comes to helping in



local communities. He said, "I fundamentally believe that to better our communities that we visit across our country, is to provide the opportunity and the access."

The program is free of charge to attendees and provides as much as 60 hours of classroom time and 20 hours of football and fitness training, mentoring and teaching. The YIP also provides the resources necessary to attend the camp. Clothing, two meals a day, transportation and field trips are all included, which are held on-site at the university. The football training that the students go through is taught by leading NCAA and NFL coaches and focus on football safety.



One of the main points of focus that Ellison wants students of the YIP to take away from the program is a trusting relationship. “The main thing to me is trust, trust and access. A lot of these kids don’t have functional family structures. A lot of them don’t have trust within the community. So, what we’re trying to do is create a positive relationship between them and a trusting relationship. The youth come away with a group now that has a positive relationship with the University that’s in their neighborhood, with big-time football players that are four years removed from the same environment as some of them. The big thing that we want them to get out of it is leadership development. We want these kids to have the courage and strength, and the discipline and skillset to be able to make the right decision and have confidence with it.”

There have been more than 3,000 young men that the YIP has influenced as a result of the partnerships with universities throughout the United States as well as the National Football League. Ellison looks at the sustained success as the key factor of changing the path of the lives of these young men. Ellison said, “Over a period of time, consistently, we’ve changed their lives, we’ve changed that direction. So, that’s the promise of the program.”



The National Football League recognizes the enormous contributions former players have had in the development and success of America's favorite sport -- NFL football. To acknowledge and express appreciation for their contributions, the NFL Owners, in partnership with the NFL Players Association, Pro Football Hall of Fame, and the NFL Alumni Association, created the NFL Player Care Foundation (PCF) in September 2007.

PCF is administered by a board of six directors. The National Football League, NFL Players As-



sociation, Pro Football Hall of Fame and the NFL Alumni Association each nominated a director and there also are two outside directors with expertise in foundation management and social welfare issues.

PCF is an independent organization dedicated to helping retired players improve their quality of life. PCF addresses all aspects of life - medical, emotional, financial, social and community, providing programs and assistance in each area.

For more information about PCF, 800-NFL-GOAL (800-635-4625) OR 954-639-4584.



THE TRUST

POWERED BY THE NFLPA

The Trust is a set of resources, services and programs that provide former NFL players with the support, skills and tools they need to help ensure success off the field and in life after football.

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A program designed to help you achieve your health, wellness and career goals through VIP access to premiere facilities and partners – with no cost to you.

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88 Plan

The 88 Plan is designed to assist players who are vested under the Bert Bell/Pete Rozelle NFL Player Retirement Plan ("Retirement Plan") and who are determined to have dementia, as this condition is defined in the 88 Plan.

The 88 Plan will pay the cost of medical and custodial care for eligible players, including institutional custodial care, institutional charges, home custodial care provided by an unrelated third party, physician services, durable medical equipment, and prescription medicine.

For eligible players who are institutionalized as an in-patient, the maximum annual benefit is \$88,000. For eligible players who are not institu-

tionalized as an in-patient, the maximum annual benefit is \$50,000. 88 Plan benefits may be paid on behalf of an eligible player even if that player is also receiving total and permanent ("T&P") disability benefits from the Retirement Plan, but only if he is in the "Inactive" category. Players receiving T&P disability benefits from the Retirement Plan in the "Active Football," "Active Nonfootball," and "Football Degenerative" categories cannot also receive the 88 Plan benefit. For players who convert, or have converted to retirement benefits from those three T&P categories, an offset applies that may or may not eliminate 88 Plan benefits.

For more information contact NFL Player Benefits Department at 1-800-NFL-GOAL (1-800-635-4625).

NFL LIFE LINE

In 2012, the National Football League provided a grant to establish the NFL Life Line for mem-

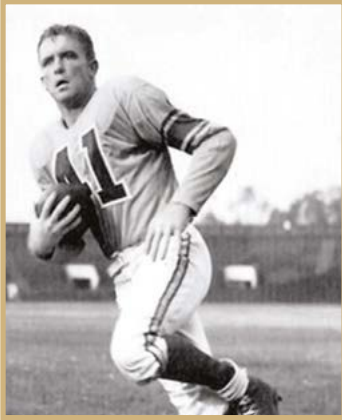
bers of the NFL family—current and former NFL players, coaches, team and league staff, and their family members who may be in crisis. The NFL Life Line is a free, confidential, and independently operated resource that connects callers with trained counselors who can help individuals work through any personal or emotional crisis. This service is available 24 hours a day, 7 days a week, 365 days a year.

Individuals can simply call (800) 506-0078 or chat online to be connected with a counselor. These caring professionals are trained to understand

the specific issues that may arise during or after a professional career in football, as

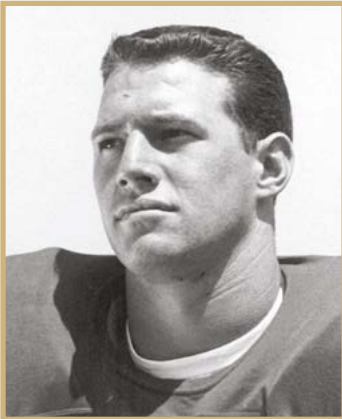
well as a variety of general problems that can affect anyone. No confidential information about individual calls or callers is shared with the NFL, teams, or any other organization. They're there to listen and assist callers in finding solutions in challenging times, provide support for individuals who are calling out of concern for somebody else, and can connect callers with programs and resources offered by the NFL and other organizations. Federal evaluations of hotlines similar to this service have shown that they can effectively reduce emotional distress and suicidal thinking in callers.

IN MEMORY OF



JIM CASON

A member of the San Francisco 49ers for six seasons, James 'Jim' Cason passed away on Sunday, November 24, 2013, in Harlingen, Texas, at the age of 86. A rare three-way player, Cason was a contributor on offense, defense and special teams during his stay with the team from 1948-54. In 1949, he led the AAFC in interceptions (9) and punt return yards (351). Following the team's move to the NFL, Cason was selected to the Pro Bowl in both 1951 and 1954.



DAN COLCHICO

Bay Area native and seven-year NFL veteran Dan Colchico passed away on Sunday, April 27, 2014, in Concord, California, at the age of 76. Colchico was a star defensive end for the 49ers from 1960-66, and remained with the organization in various capacities over the next two seasons, including being named the defensive line coach in 1968. He was the recipient of the 1962 Len Eshmont Award, the team's most prestigious honor, given annually to the player who best exemplifies the inspirational and courageous play of its namesake.



TED CONNOLLY

Longtime San Francisco 49ers guard Ted Connolly passed away on Monday, February 24, 2014, in Gardnerville, Nevada, at the age of 82. The Bay Area native played his first eight seasons in the NFL with the 49ers, appearing in 82 games from 1954-62. He earned All-Pro Honors and was named an NFL All-Star by Sporting News in 1962.

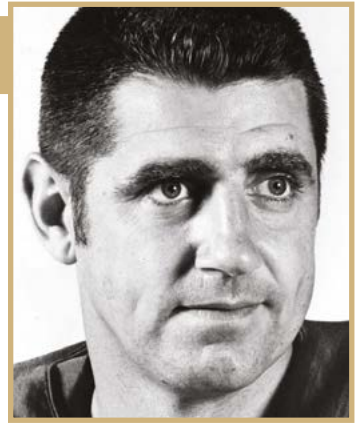


HARLEY DOW

A member of the original San Francisco 49ers following their move to the NFL, offensive lineman Harley Dow passed away on Tuesday, March 25, 2014, in Poway, California, at the age of 88. He was drafted in 1950 and played in 12 games for the team that season. Prior to his professional football career, Dow enlisted in the US Marines shortly after the attack on Pearl Harbor and served in the Pacific until August 1946. Following his playing days, Dow coached golf and retired as the winningest collegiate golf coach in the state of California.

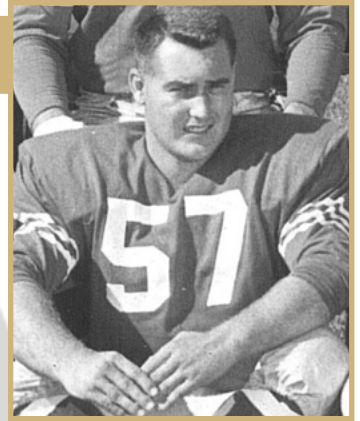
EARL MORRALL

Earl Morrall, the second-overall draft selection by the 49ers in the 1956 NFL Draft, passed away on Friday, April 25, 2014, in Naples, Florida, at the age of 79. Morrall was a member of the 49ers for just one season, but played in the NFL for a total of 21 years. His 255 games played are the 3rd most all-time among quarterbacks.



DENNIT MORRIS

Former 49ers linebacker Dennit Morris passed away on Monday, April 28, 2014, at the age of 78. Morris was originally drafted by the 49ers in the 18th round (215th overall) of the 1958 NFL Draft. He appeared in 12 games for San Francisco that season before spending a year away from football. He then returned to the gridiron for two seasons with the Titans from 1960-61. Following his playing career, he joined the Tulsa Police Department where he remained for 18 years.



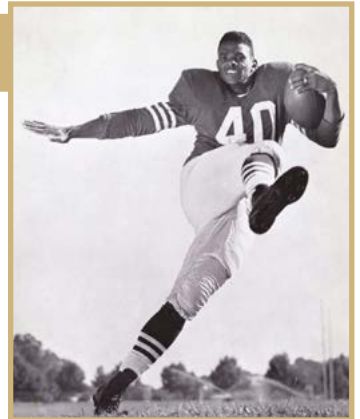
JIM POWERS

Four-year NFL veteran Jim Powers passed away on Saturday, July 27, 2013, at the age of 85. He played his entire career with the 49ers from 1950-53. A difference-making defensive back, Powers registered 11 interceptions and two forced fumbles in 46 career games.



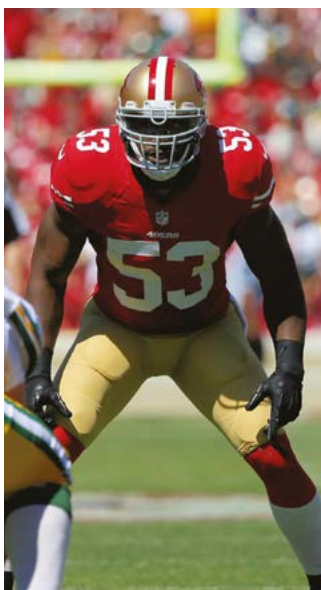
ABE WOODSON

Former San Francisco 49ers defensive back Abe Woodson passed away on Saturday, February 8, 2014, in Las Vegas, Nevada, at the age of 79. Woodson spent seven of his nine seasons in the NFL with the 49ers, playing in 89 games with the team from 1958-64. He recorded 15 interceptions and 15 fumble recoveries for San Francisco, and holds 49ers career records for kickoff return yards (4,873), kickoff return average (29.4), kickoff return touchdowns (5) and longest kickoff return for a touchdown (105 yards). Also, his career 28.7 kick return average ranks fourth highest in NFL history.



**LEN ESHMONT
AWARD**
LB NaVorro Bowman

The Len Eshmont Award is voted on by the players on the team and is given to the Forty Niner Player who best exemplifies the inspirational and courageous play of Len Eshmont, an original member of the 1946 49ers team. Eshmont, who coached at Navy and Virginia following his career in San Francisco, died in 1957. The award was established that year.



BILL WALSH AWARD
WR Anquan Boldin

The Bill Walsh Award was established in 2004 in honor of San Francisco's Hall-of-Fame Head Coach. Walsh served as the team's head coach for 10 seasons from 1979-88. In that time, he compiled a record of 102-63-1 and led the team to three Super Bowls. He was twice named Coach of the Year (1981, 1984) and was later named Coach of the Decade for the 1980s. The award, which is voted on by coaches, is given to the 49ers team MVP, honoring his outstanding individual performance.



**BOBB MCKITTRICK
AWARD**
G/T Alex Boone

The Bobb McKittrick Award is given annually to the 49ers offensive lineman who best represents the courage, intensity and sacrifice displayed by the longtime offensive line coach, during his 21 years of service to the 49ers. The award was established by the 49ers in 1999, and is voted on by the offensive line.



**THOMAS HERRION
MEMORIAL AWARD**
S Eric Reid

The Thomas Herrion Memorial Award was established in 2005 by 49ers owners Denise and John York and is presented to a rookie or first-year player who best represents the dream of Thomas Herrion. The recipient has taken advantage of every opportunity, turned it into a positive situation and made their dream turn into a reality. The award is voted on by the coaches.



TEAM

HAZELTINE IRON MAN AWARD

DT Justin Smith

The Hazeltine Iron Man Award is named for former linebacker/center Matt Hazeltine, a 13-year performer who played more seasons at linebacker than any other 49ers player. Known for his durability and dedication, Hazeltine passed away in 1987 from ALS, and Bill Walsh established the award in his honor that year. The award is given annually to the most courageous and inspirational defensive player.



THE PERRY/YONAMINE UNITY AWARD

FB Bruce Miller

The award is presented to the 49ers player who exhibits an exceptional commitment to promoting unity within the team and in their community. The Perry/Yonamine Unity Award is named for the former 49ers players and pioneers of unity and diversity, Joe "The Jet" Perry and Wally Yonamine, and is voted on by the players.



THE ED BLOCK COURAGE AWARD

C Jonathan Goodwin

The award is given annually to the 49ers player that exemplifies a commitment to sportsmanship and courage. The honor is voted on by the players. Each NFL team selects a recipient annually. The Ed Block Courage Award is named after Ed Block, the former head athletic trainer of the Baltimore Colts of 23 years. Block was a pioneer in his profession and a respected humanitarian whose most passionate cause was helping children of abuse.



BLUE COLLAR PLAYERS OF THE YEAR

Offense: Frank Gore

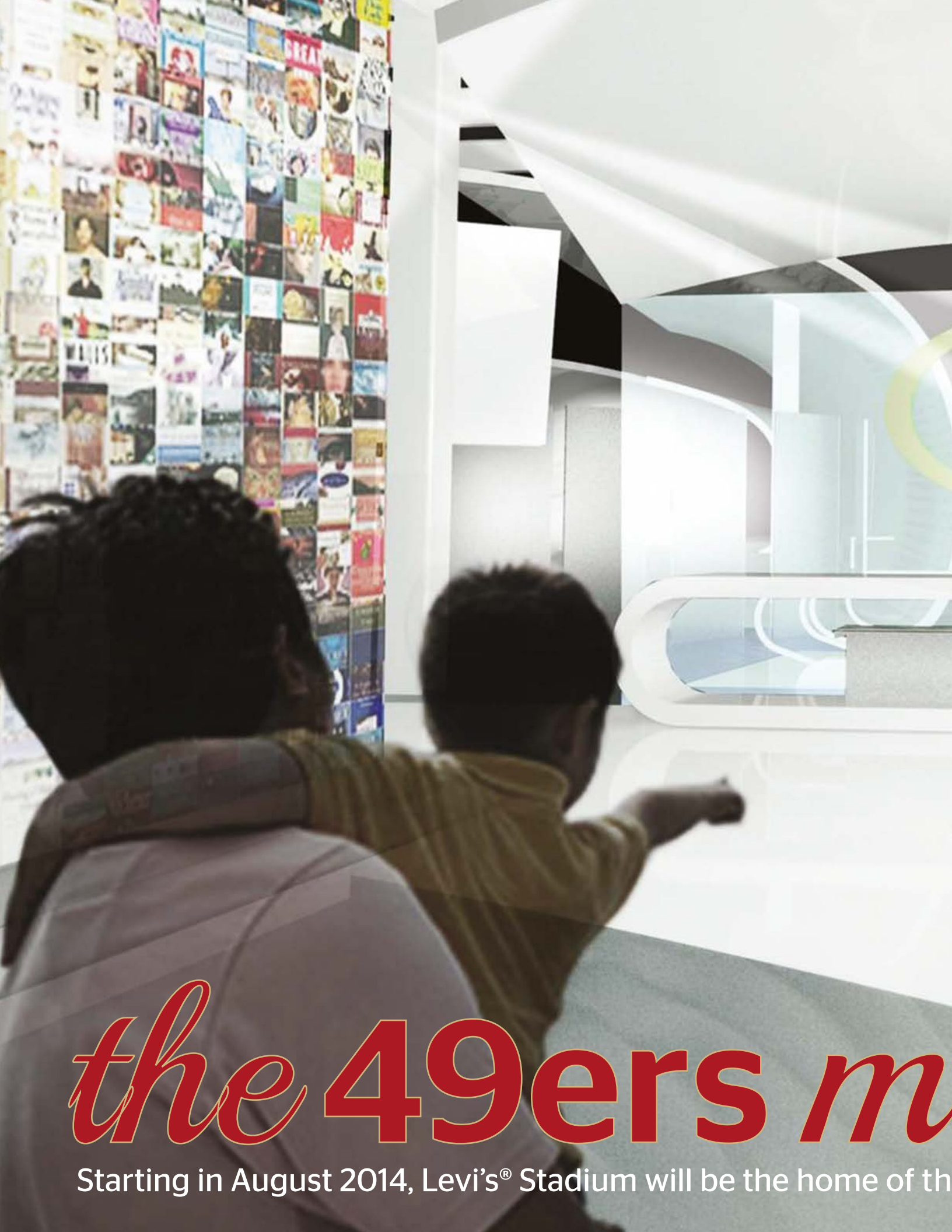
Defense: Glenn Dorsey

Special Teams:
Bubba Ventrone

Established by head coach Jim Harbaugh in 2012, the Blue Collar Players of the Year honors the players who best exemplify the blue collar mentality of the team. The award is voted on by the players and coaches.



AWARDS



the 49ers *m*

Starting in August 2014, Levi's® Stadium will be the home of the



Museum

The new, 20,000 square-foot 49ers Museum presented by Sony.



The 49ers Museum presented by Sony will be a first-class celebration of the 49ers past, present and future. The 49ers Museum is dedicated to its values of education, innovation and heritage and is committed to serving as an exciting, engaging home for fans of all ages.

The Museum features 11 unique gallery and exhibit spaces. Your journey will begin in the main lobby at the *Trending Gallery*, where you will learn what's new with the team and the space. From there you'll move to the Morabito Theater to watch the 49ers signature film and then into the Edward J. DeBartolo, Sr. 49ers Hall of Fame where you'll walk amongst the 49ers greats. Our *Heritage Gallery* innovatively illuminates the history of the team through artifacts and multimedia exhibits and leads perfectly into the active *In the Game Gallery* on the lower level. Your visit will end reliving the memories of our five Super Bowl Championships in front of the Lombardi trophies.

MUSEUM GALLERIES

1: TRENDING

Step into our You are a Niner augmented reality experience to take your place beside current and former players or take in our Trending display, which features information about the team's recent success, what's happening in the Museum and recently curated artifacts.

2: MORABITO THEATER

Inside the theater—which seats 100, and features a 50' x 18' screen and Sony 4K technology—you'll be inspired by the story of the 49ers told through film.

3: EDWARD J. DeBARTOLO, SR 49ERS HALL OF FAME

Stand next to and around life-sized statues of our 26 Hall of Famers in their signature poses. Snap a photo next to Coach Bill Walsh and Joe Montana or put yourself in the huddle with the Million Dollar Backfield.



2



3



4



5

4: TEAM

In the Team Gallery, you will hear first-person stories from 49ers alumni about everything from nicknames and practical jokes to what it was like to play for the team. You'll also find an interactive database that will allow visitors to find information on every person that ever wore a 49ers uniform.

5: BILL WALSH INNOVATION

A homage to one of the most influential people the NFL has ever known, this re-creation of Coach Walsh's Redwood City office serves as both a treasure trove of artifacts and the home of a signature film on Coach Walsh as told from the eyes of players, friends and others. Also located in this space, the Bill Walsh Coaching Universe is an interactive exhibit that illuminates the coach's vast impact on the coaching ranks of professional football.

6: HERITAGE

The Heritage Gallery will be an era-by-era experience made up of historical items, stories, interac-

tive exhibits and one-of-a-kind artifacts. Spanning the years from 1946 to the present day, guests will leave the Heritage Gallery with a deep appreciation for the history and tradition that are so important to the 49ers organization.

7: SPIRIT

The 49ers have long been known as innovators when it comes to the fan experience. Here, guests can take in the history behind the team's mascots, in-game entertainment and other joyful elements of football. A feature film is on display featuring fans, players and others talking about the 49ers significance to them.

8: DENISE DeBARTOLO YORK EDUCATION CENTER

The pillar around which the 49ers industry-leading education program is built, this state-of-the-art classroom serves more than 20,000 Bay Area children annually and also offers content on how the 49ers impact the community in many positive ways.

9: IN THE GAME

Get ready to engage with the game of football. *In the Game* offers multiple interactive challenges and exhibits, including a passing and kicking simulator, *Be the Broadcaster*—a real-life booth where fans can call the team's most iconic plays—and the *Gridiron Challenge*, a series of gesture-based challenges that bring out the athlete, cheerleader, uniform designer and touchdown scorer in everyone.

10: SUPER BOWLS

The home to the 49ers five Lombardi trophies and the rings associated with each championship is each guest's last stop in the Museum. Enjoy the photo opportunity while you take in yet another feature film on what it was like to be a part of 49ers history.

EDUCATION

THE DENISE DeBARTOLO YORK EDUCATION CENTER

The Denise DeBartolo York Education Center, located inside The 49ers Museum presented by Sony, is committed to education and innovation and extremely proud of the educational program that it has created to serve more than 20,000 Bay Area children in year one alone. The program is unique in many ways, but perhaps the most compelling is the fact that the program is completely free to the end user. The 49ers will pay for transportation, admission, supplies and everything else associated with visits to the Museum. This program is not only unrivaled in the NFL, but in all professional sports in the country.

INSPIRE THROUGH EDUCATION

Housed in the Denise DeBartolo York Education Cen-



ter, the 49ers Museum's education program will provide learning platforms that connect, inspire, and engage students in grades K-8. Our program will use football as a platform for:

- Teaching content-rich lessons in STEM (Science, Technology, Engineering and Mathematics)
- Ingraining invaluable life skills
- Encouraging physical activity

49ERS MUSEUM EDUCATION CURRICULUM

As the first professional sports organization to embrace the STEM learning concepts for youth, the 49ers Museum will constantly be evolving and enhancing students' experiences to reflect the most current concepts that support classroom learning. By working closely with a board of local advisory educational partners, all programs have been specially aligned to state Common Core and Next Generation Science standards which support leading instructional practices. Additionally, the Museum's education program curricula:

- Is aligned to National & California Common Core and Next Generation Science Standards
- Engages students in a variety of technologically-rich learning experiences that are student-centered and can be adapted to various development levels and learning audiences
- Integrates STEM learning through project-based activities that transfer student knowledge and skills to real-world problems
- Is aligned to 21st Century Learning Skills (Critical Thinking, Problem-Solving, Communication, Collaboration and Creativity)
- Increases student motivation for learning and enhances student understanding of STEM concepts



CUSTOMIZABLE FEATURES

A field trip to the 49ers Museum will complement and reinforce existing school curriculum in many ways. By offering hands-on, project-based learning in a dynamic and technological environment, the education program will allow students to use leading edge, technological tools and techniques, challenging them to reach new heights.

THE EXPERIENCE

Students that participate in the Museum's education program will receive an engaging, well-rounded experience. It will include:

LEVI'S® STADIUM TOUR

Students will tour and learn about how the stadium is a showcase for technology innovation and environmental sustainability.

GUIDED MUSEUM EXPLORATION

Students will experience the 49ers history—and the game of football—through an interactive experience built on innovative technology.

GRADE-SPECIFIC, PROJECT-BASED LESSONS

Students will be challenged to work both independently and in teams to understand concepts related to STEM and build, engage and understand.

The museum team would like to thank alumni and relatives of alumni for their numerous donations of artifacts to be displayed in the museum. It is with your support that the museum can share the story of you and your family members for years to come.

The 49ers Museum presented by Sony is still collecting items and would very much appreciate any donation for loan. Please contact 408-986-4827 or museum@49ers.com if you have an interest in providing anything for review or collection.



The Edward J. DeBartolo, Sr. **49ERS HALL OF FAME**

The Edward J. DeBartolo, Sr. 49ers Hall of Fame was created in 2009 in honor of the patriarch of one of the most storied franchises in all of professional sports. The Hall of Fame recognizes players, coaches and executives who have displayed one-or-more of the following qualifications: outstanding production and performance on the field, key contributions to the team's success, and/or the embodiment of the spirit and essence of the San Francisco 49ers.

In 2009, members of the 49ers family who had already been selected to the Pro Football Hall of Fame in Canton, Ohio, or who had already had their jersey numbers retired by the 49ers organization were automatically enshrined in the team's Hall of Fame. In

2010, Jerry Rice, as well as Tony and Vic Morabito were inducted; in 2011, Roger Craig and R.C. Owens joined this esteemed group; in 2012 Gordy Soltau was inducted, and in 2013 John McVay was added to the exclusive club.

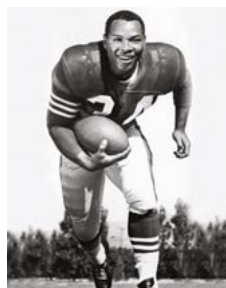
The current selection committee is comprised of two separate groups, 49ers Ownership and the following: former radio voice of the 49ers Joe Starkey, FOX-Sports.com editor and member of the Pro Football Hall of Fame Selection Committee Nancy Gay, San Jose Mercury News columnist Mark Purdy, KTVU-TV sports Anchor Joe Fonzi, 49ers Vice President of Football Affairs Keena Turner, 49ers Director of Alumni Guy McIntyre, 49ers Vice President of Marketing Ali Towle, and 49ers Director of Public Relations Bob Lange.

CLASS OF 2009



OWNER EDWARD DeBARTOLO JR. (1977-2000)

DeBartolo is widely regarded as one of the most successful owners in the history of professional sports after taking over the 49ers in 1977. In 23 years at the helm, he guided the 49ers to a 22-11 post-season record and 13 division titles as San Francisco became the first franchise in NFL history to win five Super Bowl Championships (1981, '84, '88, '89 and '94).



FB JOE PERRY (1948-60, 63)

Perry was the first player in NFL history to gain 1,000 yards in two consecutive seasons. His 9,723 rushing yards placed him second only to Jim Brown when he retired. Perry finished his career with 12,505 combined yards. Nicknamed "The Jet" because of his quick starts. Born January 22, 1927 in Stevens, AR.



DT LEO NOMELLINI (1950-63)

Nomellini was the first ever draft choice after the 49ers joined the NFL. He played in every 49ers game for 14 seasons and had 10 trips to the Pro Bowl. Nomellini played in 266 contests. "The Lion" became one of the few to be named to an All-NFL team on both offense and defense. Born June 19, 1924 in Lucca, Italy.



RB HUGH McELHENNY (1952-60)

McElhenny was one of only three players to gain more than 11,000 yards carrying the ball. He scored 60 career touchdowns, 38 rushing, including a 42-yard touchdown run on his first pro play in preseason. Born December 31, 1928 in Los Angeles, CA.

CLASS OF 2009 (cont.)



QB Y.A. TITTLE (1951-60)

Tittle finished his career with 33,070 passing yards and 281 touchdowns (39 rushing). He won the NFL MVP Award in 1961 and 1963. Tittle threw 33 touchdown passes and a career-high 3,224 yards in 1962. Born October 24, 1926 in Marshall, TX.



FB JOHN HENRY JOHNSON (1954-56)

Johnson was a member of "The Million Dollar Backfield" and "The Fabulous Foursome." He gained 6,803 yards rushing, including 48 touchdowns. Born November 24, 1929 in Waterproof, LA.



T BOB ST. CLAIR (1953-63)

St. Clair was known to be an exceptional offensive lineman. He also played goal line defense and blocked 10 field goals in 1956. St. Clair once lost five teeth when blocking a punt. He earned All-NFL honors three times and made five

Pro Bowl Appearances. Born February 18, 1931, in San Francisco, CA.



HEAD COACH BILL WALSH (1979-88)

Walsh led "The Team of the '80s" to three Super Bowl titles (XVI, XIX, XXIII) in 10 years. He compiled a .617 winning percentage with a 102-63-1 mark. Notorious for his reputation as an outstanding offensive coach, Walsh developed

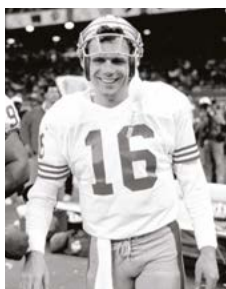
the "West Coast Offense." Born November 30, 1931, in Los Angeles, CA.



CB JIMMY JOHNSON (1961-76)

Johnson began his 49ers career as a defensive back, moved to offense, then stayed at defensive back in his third season. Johnson intercepted 47 passes for 615 yards. As a receiver in 1962, he caught 34 passes for 627 yards and four touchdowns.

Recognized as one of the best man-to-man defenders in NFL history, Johnson played in five Pro Bowls and twice won the prestigious Len Eshmont Award, selected by his teammates for inspirational play. He was born March 31, 1938, in Dallas, Texas.



QB JOE MONTANA (1979-92)

Montana, a third-round pick out of Notre Dame in 1979 was considered undersized with questionable arm strength, yet retired with the highest QB rating (92.3) in NFL history. He led 31 fourth-quarter comebacks, including 92-yard

game-winning drive in the closing moments of Super Bowl XXIII. Montana also led the 49ers to four Super Bowl Championships in the 1980s and was a three-time Super Bowl MVP. Montana played in eight Pro Bowls and ranks among the all-time leaders in passing yards (40,551) and touchdowns (273).



DB RONNIE LOTT (1981-90)

Lott, a former USC star was the eighth overall pick in the 1981 draft. He was an All-Pro cornerback before switching to safety in the mid-80s. Lott played corner in first two Super Bowl wins, safety in last two. Lott ranks fifth on the all-time inter-

ceptions list (63) and first with nine postseason interceptions. Lott played in 10 Pro Bowls and was the defensive leader of San Francisco's first four Super Bowl championship teams. He was named to Pro Football Hall of Fame's 1980s All-Decade Team.

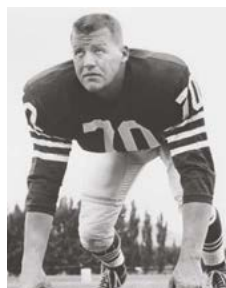
CLASS OF 2009 (cont.)



LB DAVE WILCOX (1964-74)

Wilcox, a third-round pick out of Oregon in 1964 was excellent in every phase of linebacking play. Wilcox's coaches nicknamed him "The Intimidator" for his aggressive style of play. Wilcox was a master at shedding blocks and shutting down the run. Rams QB Roman

Gabriel once said of Wilcox, "He plays outside linebacker the way Dick Butkus plays middle linebacker." Wilcox started in two NFC Championship Games and played in seven Pro Bowls.



DT CHARLIE KRUEGER (1959-1973)

Krueger was drafted in the first round (9th overall pick) in 1958 by the 49ers out of Texas A&M. He was a two-time Pro Bowl selection (1960, 1964) and three-time All-Pro (1960, 1965, 1966) who anchored

the defensive line for San Francisco during his 15 seasons. Born January 28, 1937, in Caldwell, TX.



QB STEVE YOUNG (1987-99)

Young stands as the most proficient passers in NFL history with a 96.8 quarterback rating. He threw 232 regular season touchdown tosses (17th all-time) and rushed 3,581 yards during his years at Tampa Bay (1985-86) and San

Francisco (1987-99). He ranks 19th all-time with 33,124 yards passing and second in league history for rushing yardage by a quarterback with 4,239 yards. Young was a two-time NFL Most Valuable Player (1992 & 1994), Super Bowl XXIX MVP in 1994 and was named to the Pro Bowl seven consecutive years (1992-98).



QB JOHN BRODIE (1957-1973)

Brodie holds the team record with 17 years of service, ranking second in team history with 31,548 passing yards and third with 214 touchdown passes after being drafted third overall by the 49ers in 1957.

Guided the 49ers to back-to-back NFC Championship games in 1970 and 1971 while being named NFL MVP in 1970. Born August 14, 1935 in Menlo Park, CA.



DE FRED DEAN (1981-1985)

Early in the 1981 season, Dean was traded to the San Francisco 49ers where he continued to demonstrate his extraordinary talent. He contributed 12 sacks in 11 games for the 49ers en route to the team's first Super Bowl victory. Dean

played in three NFC Championship Games and in two of San Francisco's Super Bowl victories (Super Bowls



WR DWIGHT CLARK (1979-1987)

Clark was a two-time Super Bowl Champion (XVI, XIX), Pro-Bowler (1981-1982) and first-team All-Pro (1982-1983), with 6,750 receiving yards and 48 touchdowns. Was the recipient of the winning touchdown pass from QB Joe

Montana against the Dallas Cowboys in the 1982 NFC Championship Game. Born January 8, 1957 in Kinston, NC.

CLASS OF 2010



WR JERRY RICE (1985-2000)

Rice was a 13-time Pro Bowler and played for 20 seasons in the NFL, the first fourteen of which were with the 49ers. At the time of his induction, he held 14 regular-season League records and 11 Super Bowl records. Rice had 14, 1,000-yard seasons in his career, along with the highest number of career receptions with 1,549 and 208 touchdowns. He broke the 49ers all-time receptions record against Seattle in 1991, and finished his career with just under three times the record. Born October 13, 1962, in Crawford, Mississippi.



FOUNDER TONY MORABITO (1946-1957)

AND CO-OWNER VIC MORABITO (1950-1964)

Tony Morabito established the Bay Area's first major league professional sports franchise when the 49ers played their first season in 1946. The brothers from San Francisco transitioned the team from an upstart in the All-America Football Conference to a major NFL franchise in 1950. Signed future Pro Football Hall of Famers Joe Perry, Hugh McElhenny, John Henry Johnson, Y.A. Tittle, Bob St. Clair,



Leo Nomellini and Jimmy Johnson and also attracted the likes of R.C. Owens, John Brodie, Charlie Krueger, Billy Wilson and many other top talents during their tenure. After Tony's passing in 1957, Vic retained control of the organization until his own death in 1964. Throughout both the AAFC and the NFL, the 49ers went 128-110-6 during Tony and Vic Morabito's era (including a trip to the AAFC Championship Game in 1949 and the NFC playoffs in 1957) and became one of the NFL's premier franchises.

CLASS OF 2011



RB ROGER CRAIG (1983-1990)

An 11-year NFL veteran, Roger Craig spent eight seasons as a member of the 49ers after being drafted in the second round of the 1983 NFL Draft out of Nebraska. Known as a relentless competitor, Craig is one of the most versatile running backs to ever play the game, and in 1985, he became the first player in NFL history with 1,000 rushing yards and 1,000 receiving yards in the same season. In eight seasons with the 49ers, Craig totaled 11,506 yards from scrimmage, which ranks second most in team history. He finished his NFL career with 8,189 rushing yards, 4,911 receiving yards and 73 total touchdowns, making the playoffs in each of his 11 seasons. The four-time Pro Bowler (1985, '87-89) and one-time All-Pro (1988) won three Super Bowl titles with the 49ers (Super Bowls XIX, XXIII and XXIV) and was named AP Offensive Player of the Year in 1988.



WR R.C. OWENS (1957-1961)

R.C. "Alley Oop" Owens, an eight-year NFL veteran, spent his first five seasons as a member of the 49ers, totaling 177 receptions for 2,939 yards and 20 touchdowns with San Francisco. His most productive year came in 1961 when he started all 14 games, caught 55 passes for 1,032 yards and scored five touchdowns. A former college basketball star, Owens transferred his skills over to the football field and was notorious for out-leaping defensive backs for high arching passes from QB Y.A. Tittle. Thus, the origin of the term "Alley Oop" was created, and later became more well-known from its use in basketball. A free agent in 1962, Owens went on to play with the Baltimore Colts and New York Giants, before retiring following the 1964 season. After his playing career ended, Owens spent more than two decades working for the 49ers. In that time, he held various positions for the team, including Director of Training Camp and Director of Alumni Relations.

CLASS OF 2012



WR/K GORDY SOLTAU (1950-1958)

Gordy Soltau spent his entire nine-year NFL career as a member of the 49ers (1950-1958), excelling as both a wide receiver and kicker. A three-time Pro Bowler (1951-53) and three-time All-Pro (1951-53), Soltau led the 49ers in scoring in eight of his nine seasons played, including an NFL-high in both 1952 and 1953. Upon his retirement in 1958, Soltau was the 49ers all-time leading scorer with 644 points. He recorded 249 catches for 3,487 yards and 25 touchdowns, while converting 70 of 139 field goals for 303 points, during a career in which he missed just two games. Prior to attending college, Soltau served in an elite branch of the Navy – the Office of Strategic Services (OSS) – where he became one of the original frogmen during World War II.

CLASS OF 2013



VP AND GM JOHN MCVAY (1979-2003)

McVay played an integral role in the great success the franchise has achieved, helping to construct teams responsible for five Super Bowl victories. He joined the 49ers in 1979 as the team's Director of Player Personnel and went on to spend 21 seasons with the franchise. Among the many roles he filled throughout his tenure, he served as Vice President and General Manager from 1983-94 before retiring in 1995. McVay rejoined the 49ers in 1999 and served as Vice President/Director of Football Operations through the 2003 season.

49ERS INDUCTED INTO OTHER HALLS OF FAME



FRANKIE ALBERT

San Jose Sports Hall of Fame
(November 20, 2013)



MANU TUIASOSOPO

Asian Hall of Fame
(May 31, 2014)



BRENT JONES

Gridiron Greats Hall of Fame
(June 6, 2014)



DAVE WILCOX

Gridiron Greats Hall of Fame
(June 6, 2014)



CHARLIE KRUEGER

Texas Sports Hall of Fame
(February 27, 2014)



FREDDIE SOLOMON

South Carolina Football Hall of Fame
(May 29, 2014)



HUGH MCELHENNY

Gridiron Greats Hall of Fame
(June 6, 2014)



WESLEY WALLS

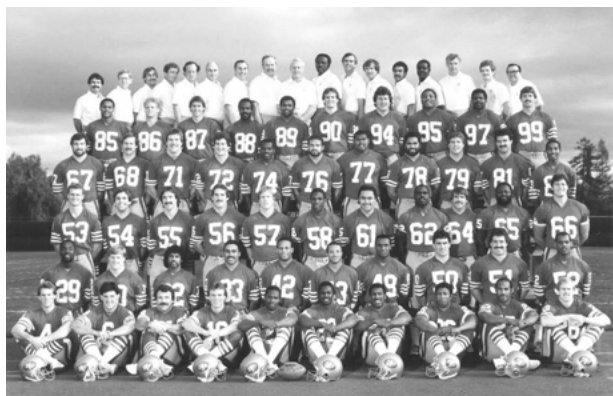
College Football Hall of Fame
(December 9, 2014)

49ERS TEAM ANNIVERSARIES

1964 SAN FRANCISCO 49ERS

Golden Anniversary (50 Years)

The 2014 season marks the 50th anniversary of the San Francisco 49ers team of 1964. In his final season with the 49ers, Abe Woodson added 880 kickoff return yards who would go on to finish with a franchise-record 4,873 in his 49ers career. The 49ers also saw outstanding rookie performances by E Dave Parks and QB George Mira.



1984 SUPER BOWL CHAMPION TEAM

30 Year Anniversary of SB Champions

The 49ers experienced one of the most successful regular seasons in NFL history, winning 15 games, including all eight road contests. The Niners broke 14 team records in '84, while becoming the first NFC team to sweep all of its conference games, and the first NFC West unit to win all contests within the division. San Francisco capped the year by defeating the New York Giants and Chicago Bears in the Divisional Playoff and NFC Championship Game, respectively. The 49ers

would go on to set 12 Super Bowl records and tie four others, while routing the Miami Dolphins in Super Bowl XIX, 38-16. San Francisco scored 30-or-more points in 10 games on its way to a team-record 475 points. The 49ers defense was the stingiest in the NFL in '84, allowing a league-low 227 points scored. The defensive unit kept opponents from scoring a touchdown in four regular-season games, and in both the divisional playoff clash against the New York Giants and the NFC Championship Game versus the Bears. That defensive unit held the Dolphins to just one touchdown and allowed a Super Bowl-low nine rushing attempts. The 49ers had 10 players selected to the Pro Bowl following the 1984 season.

1989 SUPER BOWL CHAMPION TEAM

Silver Anniversary (25 Years)

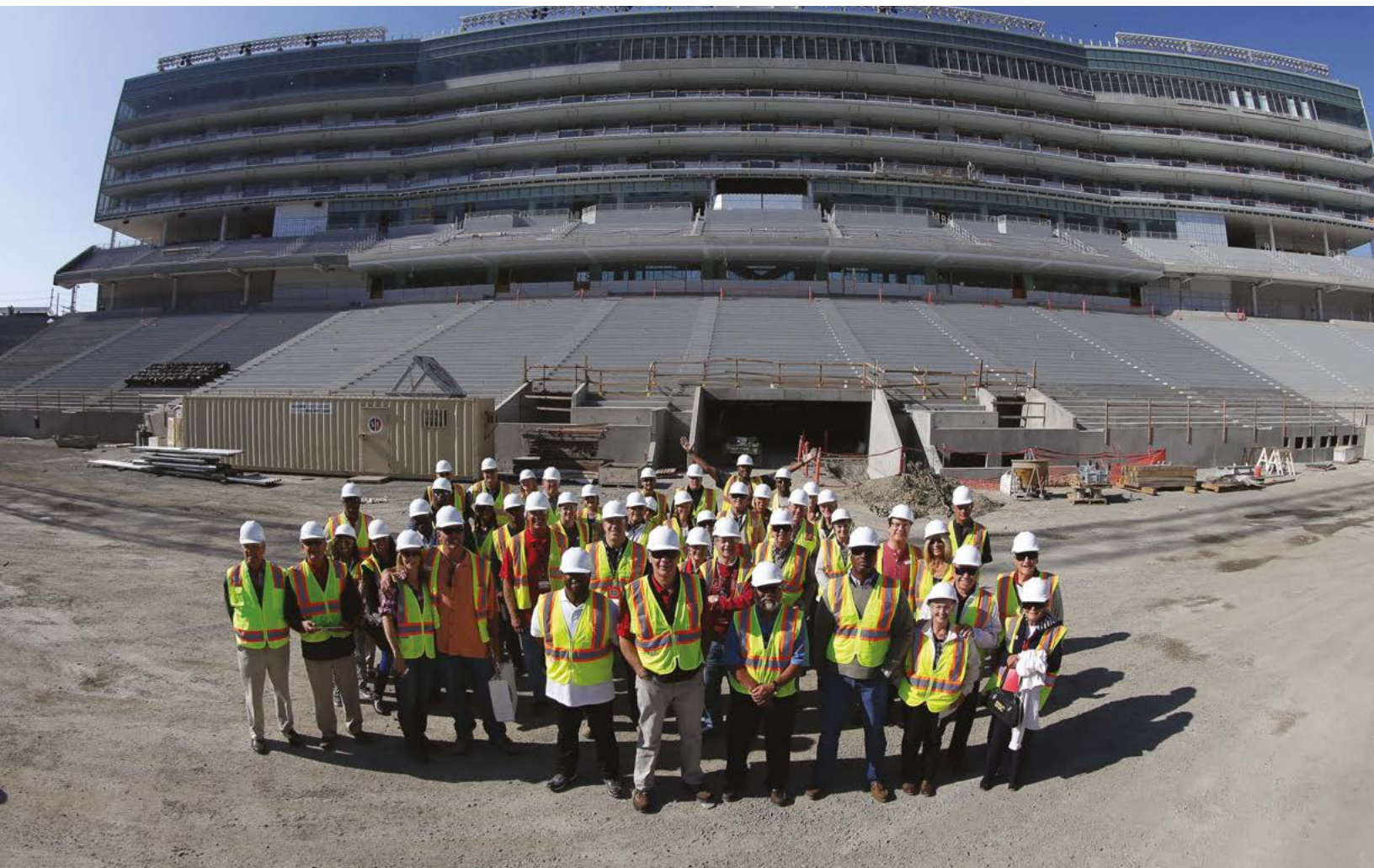
George Seifert was named head coach of the San Francisco 49ers in 1989, just four days after the team had won its third world championship under retiring head man Bill Walsh. The 49ers were led by five Pro-Bowlers, including the consensus Player of the Year, Joe Montana. Jerry Rice's 1,483 receiving yards led the league, while Roger Craig went over 1,000 yards rushing for the second consecutive season. San Francisco tied or set nearly 40 Super Bowl records during a convincing 55-10 victory over the Denver Broncos in Super Bowl XXIX for the team's second of back-to-back Super Bowl Championships.





ALUMNI *memories*









THE HEART OF A CHAMPION

By Jake Pisani

Jesse Sapolu is one of the most influential and vital members of the 49ers community. As one of only six players in franchise history to own four Super Bowl rings, Sapolu's value and leadership has never been questioned within the organization.

Born on March 10, 1961, in Laie, Western Samoa, and raised in Kalihi, Hawaii, Sapolu grew up with traditional Polynesian morals, including having a strong work ethic and a great sense of pride and dignity. He was raised to believe in the importance of humility and representing your family and culture with the utmost respect.

When Sapolu was a young child, he contracted rheumatic fever, which caused a small hole to form in his heart valve. The hole never healed properly, and his heart was forced to work much harder to pump the same amount of blood.

"I was hospitalized a lot," said Sapolu. "Growing up on the islands of Samoa, it wasn't diagnosed correctly because we didn't have the medical knowledge at the time. What rheumatic fever does to you is that all the joints of your body swell up. So, I couldn't walk and my mom and dad thought I fell wrong during a rugby game or something like that. But we had no idea that those were the symptoms of rheumatic fever, which infected the aortic valve in my heart. It wasn't until we moved to the states and I was in the fourth grade that the symptoms acted up and I was correctly diagnosed."

Despite his condition, Sapolu attempted to live a normal childhood.

“Being given the right medication when I was hospitalized made me feel pretty good again, running around like any other kid. At that age, you don’t really care about the consequences, you just want to play sports and have fun with the other kids. But I was not allowed to play P.E. when I got to grade school and junior high. I was prohibited from doing those things.”

As Sapolu got older, he learned how to deal with these problems, such as shortness of breath, and was able to sneak his way onto the football team at Farrington High School.

“In the late 70s, early 80s, I was able to go to the free clinics to get my physical to play football. Unless you’re a specialist, and you’re just a regular family doctor, you can skip over the heart murmur. I was able to get away with it and get on the football field.

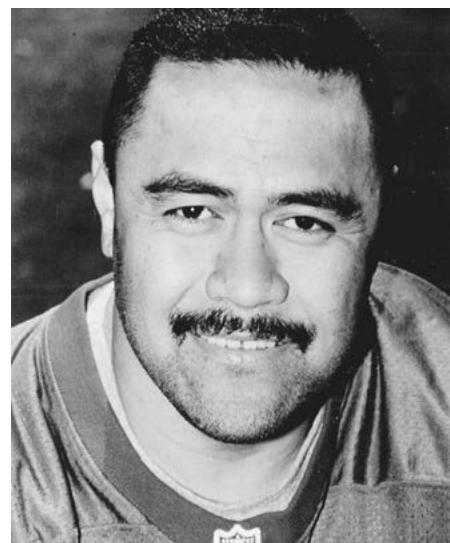
“There was no ESPN, there was no social media to hear about guys like Reggie Lewis or Hank Gathers, about how they dropped dead on the basketball court because of enlarged hearts. At the time I was growing up, you don’t hear that stuff. So, it was easy for me to be a little bit fearless as a young kid.”

A physically imposing offensive lineman, Sapolu dominated the competition and earned scholarship offers all over the country, including numerous Pac-10 and Big Ten schools. However, he believed his accomplishments meant very little if he could not share them with his family, so he chose to stay at home and play for the University of Hawaii.

A four-year letter winner for the Rainbow Warriors, Sapolu garnered several awards and honors, including being a three-time All-Western Athletic Conference selection and a 1980 Honorable Mention All-American.



The San Francisco 49ers selected Sapolu in the 11th round (289th overall) of the 1983 NFL Draft and asked him to contribute right away. He played in all 16 games during his rookie year and helped the team win its second Super Bowl Championship the following season.



“When I got to the Niners and went to Stanford Hospital to see the late Dr. Klint, he heard something and sent me to a specialist where they discovered what I had kept a secret all along.”

He was required to go into the hospital for a checkup

three times every year to make sure the condition didn't worsen. The mandatory screening paid off for Sapolu in 1997.

"After my 13th year, I went in and my heart was enlarged. Dr. Friedman said that the leak in my heart is worse than an 80-year-old man that would have to sit down to catch his breath after climbing one flight of stairs. The tear had gotten bigger, so they stopped me from playing. I thought I was done, but I asked him to let me play one more year. He was very hesitant and told me, 'If you feel like you're going to fall over, please let someone know. So I ended up playing my 14th year before going in for surgery.

"It's a new procedure called the Ross procedure that uses a cadaver valve instead of an artificial valve, which means I don't have to be on blood thinners." He continued, "I did it for all the kids that had rheumatic fever and I wanted to show that research has moved forward and it's possible that they won't have to suffer not playing the sport they love."

Sapolu played one more season following the surgery before stepping away from the game. He recently had a second procedure to give him a more long-term solution.

"I had surgery two years ago. That valve that they put on me 17 years ago before my last season wore out, so they went in and now I have a mechanical valve in my heart, which should last me 30 to 40 years before they have to change it. I'm wearing a valve now that requires a lot of people to be on blood thinners.

If I would have gotten this valve way back, I wouldn't have been able to play football.

"Now I'm a spokesman for the American Heart Association and I go around and share my story and try to raise funds to fund research and keep improving the battle against cardiovascular disease. I'm pretty sure that every one of us knows a loved one, a family member or friend that's been victimized by heart disease."

Sapolu was recently acknowledged for all his work in the community. On May 17, 2014, he was named the Face of Heart for the American Heart Association and American Stroke Association and attended the 2014 Los Angeles Heart & Stroke Ball as the guest of honor.

"It was a great experience. The American Heart Association has fund-raisers, has heart walks. I've hosted three of their heart walks at the Rose Bowl, at Anaheim Stadium, here, and I'm hosting another one in September.

"The 49ers purchased a table and Keena Turner,

Guy McIntyre, Dwight Hicks and Ron Ferrari came down. I was very honored to have my teammates there with me to support me in that. It ended up being a great event. A lot of money was raised. I'm very thankful to Jed York and our organization for supporting me."

Sapolu's efforts will surely help future generations reach their full potential, not only as athletes, but as human beings. His 15-year professional career continues to be a benchmark of what true desire and passion can achieve.



2014 DRAFT

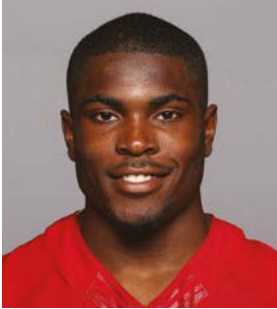
ALUMNI ANNOUNCES DRAFT PICK

At this year's NFL Draft, the San Francisco 49ers received help from two alums while ushering in the team's 2014 rookie class. Former defensive end Dennis Brown and defensive back Saladin Martin attended the event at Radio City Music Hall and announced two of the team's selections.

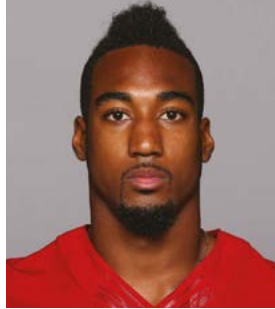
Brown was drafted by the San Francisco 49ers in the 2nd round (47th overall) of the 1990 NFL Draft out of the University of Washington. He spent his entire seven-year NFL career with the 49ers from 1990-96. In 110 games with the team, Brown registered 24.5 sacks, four forced fumbles, three fumble recoveries and two interceptions. He was a key contributor on the 1994 Super Bowl Championship team, making 14 starts that season. He appeared on stage to announce the team's 2nd-round selection of Carlos Hyde, a running back from Ohio State University.

Martin originally signed with the New York Jets as an undrafted free agent in 1980 after a successful collegiate campaign at San Diego State. After one season in New York, he joined the 49ers in 1981 and helped the team win its first Super Bowl Championship that season. He announced the team's second 4th-round selection of Dontae Johnson, a cornerback out of North Carolina State University.





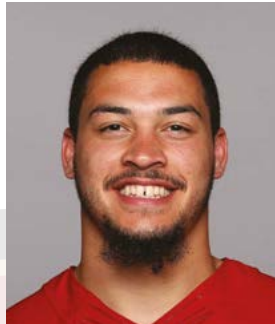
Round 1: 30th Pick
Jimmie Ward
 DB
 Northern Illinois
 5-11, 193



Round 4: 129th Pick
Dontae Johnson
 CB
 North Carolina State
 6-2, 200



Round 2: 57th Pick
Carlos Hyde
 RB
 Ohio State
 6-0, 235



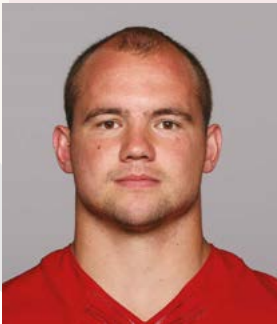
Round 5: 150th Pick
Aaron Lynch
 LB
 South Florida
 6-6, 244



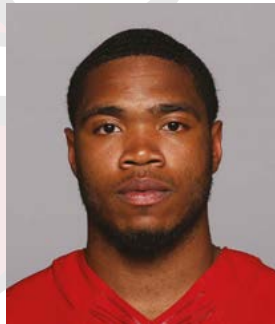
Round 3: 70th Pick
Marcus Martin
 C/G
 Southern California
 6-3, 321



Round 5: 170th Pick
Keith Reaser
 CB
 Florida Atlantic
 6-0, 190



Round 3: 77th Pick
Chris Borland
 LB
 Wisconsin
 5-11, 248



Round 6: 180th Pick
Kenneth Acker
 CB
 Southern Methodist
 6-0, 195



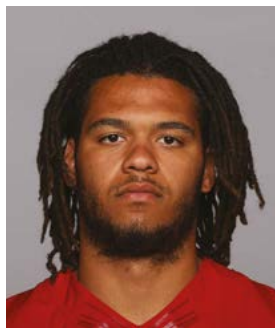
Round 3: 100th Pick
Brandon Thomas
 G
 Clemson
 6-3, 317



Round 7: 243rd Pick
Kaleb Ramsey
 DT
 Boston College
 6-3, 285



Round 4: 106th Pick
Bruce Ellington
 WR
 South Carolina
 5-9, 197



Round 7: 245th Pick
Trey Millard
 FB
 Oklahoma
 6-2, 247

2014 DRAFT PICKS







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