

Art Holst

Biography

When No. 33 blew the whistle, 22 giant men on the field and thousands of fans paid attention to what the man behind the number had to say. And when No. 33 - the "Pro-on-the-GO" - speaks, audiences laugh, and listen in rapt attention. NFL's official No. 33 is Art Holst, a man with a rich background in business, sports and civic affairs.

Mr. Holst has been a soldier, a salesman, a businessman, and a civic leader as well as a football official. He's packed a "heap of living" in his life and he tells about it in his fascinating presentations.

Experiences as a line judge for the National Football League prove of special interest. His close-up view of pro football provides anecdotes, lore and lessons that never fail to captivate an audience. These, plus a sincere enthusiastic interest in people and a broad business background, provide the foundation for his messages of inspiration,

always spiced with clean, rib-tickling humor.

A Knox College graduate with graduate work at the University of Illinois, Mr. Holst was a successful salesman for ten years. He was a member of the Economic Security Committee of the United States Chamber of Commerce for two years and is active in his local chamber. He criss-crosses the United States countless times each year speaking for sales, marketing, and management groups as well as conventions of all kinds.

Mr. Holst was a member of the National Football League's officiating staff for 15 years. The NFL chose him to officiate in four Championship games and in Super Bowls 6 and 12 as a line judge. He currently serves on the supervisory staff as an observer, rating his fellow officials' field performance.