

# ART HOLST INTRODUCTION

Our speaker today has been applauded by thousands... and booed by millions. He has probably spoken in your city. If not, he has surely flown over it and has been in practically every home in the nation via television.

You see, he was a National Football League Official—one of the most cursed yet anonymous men in the world. Contrary to popular belief, he is quite normal in other respects. He is president of his own company and crisscrosses the United States countless times each year speaking for sales, marketing, management and convention groups off all kinds.

The twelve-month-a year businessman and platform personality has spent fifteen years as an Official for the National Football League. He was a line judge and wore #33 on the back of his striped shirt. He officiated Super Bowls 6 and 12 and four championship games. He is now in the press box as an observer, rating his fellow officials each weekend. Not bad for a guy over 80 years old—who wears glasses, as you might expect, and shows up with a limp.

Let's give a warm welcome to **Mr. Art Holst...**