A LIVING LEGEND

Jesse Haddock, who has won three national championships and 15 ACC titles and who has coached 23 All-Americans at Wake Forest, will retire at the end of this season.
Haddock Made Coaching Golf a High-Profile Career

Jesse Haddock saw his first golf match from the back of a pickup truck hauling fertilizer to his family's tobacco farm in Pitt County.

Two months from now, Haddock will load up his luxury sedan and roll down the highway toward Florida, toward retirement from a menial job that he transformed into a consuming, high-profile career.

Golf coach was once considered a contradiction in terms. You could play golf, but you didn't coach golf, at least not in any conventional way. The golf coach secured a large vehicle, or two, took out a travel advance, bought hamburgers and dawdled while his young swingers pursued their diversion.

Haddock never knocked the system, but he changed it soon after taking over in 1960 when Bones McKinney discovered that modern basketball required spring recruiting. Haddock had served as his substitute. He was the natural, obvious and only choice.

That was 23 All-Americans, 15 ACC titles and three national championships ago. That was after Arnold Palmer but before Wake Forest became synonymous with dimpled white balls, before Jay Siegel and Lanny Wadkins and Curtis Strange.

Haddock has coached the team every year since then except for 1977, when a dispute with Athletics Director Gene Hooks over money and power prompted Haddock to sign on at Oral Roberts University. He was rehired after former players lobbied the administration.

"Your wound heals and you just hope there's very little scar," Haddock said. "It was a painful time for me, very painful."

Wake Forest's 1992 publicity brochure anointed Haddock a living legend. Some folks believe that Haddock — even more than Houston's Dave Williams — invented the golf coaching profession.

"It's his whole life," Strange said recently. "He cares so much about it. That's neat. It wasn't a passing fancy for him, a job. It was his family."

David Thore said that Haddock led with a firm hand. "He was very much a father image for a lot of us," Thore said. "He was pretty strict. We feared
RAWLINGS

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him, but the fear was in a good way. He demanded respect, and he got it. His biggest asset was knowing how to handle people and motivate them.

Haddock has his name plastered on the school's unusual golf center, where players can hit 4-irons under cover of garage bays during rainstorms. He belongs to four halls of fame, and he belongs to the past, to the school's roots in Wake County. He had even given handpick his successor, Jack Lewis Jr., an early star in chilly College Park, Md.

He was amenable to recruit his students. He could pick up a pocket-sized copy of *Golf Digest*. The cover featured a teen-ager who had shot phenomenal scores at a tournament in Colorado, Jay Sigel.

Haddock mentioned to a Wake Forest staff member that Sigel was the kind of player he hoped to recruit, but the man dismissed this notion as an absurd fantasy. Haddock stewed.

Sigel played in the Bing Crosby Pro-Am at Pebble Beach, Calif., that winter. Haddock phoned him in Monterrey. "The call cost $3 and some cents," Haddock said. "Months later at a social, I was made fun of. One of our financial officers got on me for being callous with the telephone, calling Monterrey. As far as I know, that was our first expense in recruiting."

Sigel committed to Houston but eventually turned to Wake Forest and became the cornerstone for the first outstanding teams.

Haddock turned Palmer's friendship, fame and loyalty into an asset. Palmer passed through Winston-Salem after the second of his Masters championships in 1960, and Haddock convinced him that a prominent golf program would help the school. Palmer called his agent and promptly donated the first $500 to a scholarship fund named for his roommate, Buddy Worsham, who had died in a car wreck during their college days.

The scholarship — often mistakenly called the Palmer scholarship — became a centerpiece in Haddock's recruiting pitches. "Arnold Palmer came to school here," Haddock told prospects who developed into PGA millionaires. "If it was good for Arnold, couldn't it be good for you?"

Palmer, Wadkins and other golfers of various achievements returned almost every year for a pro-am. Golfing alumni have pledged $3 million toward endowing the program, and the goal has been raised to $7 million.

Haddock stands in the middle of this financial and familial network, a remarkable fact. He is a left-handed golfer who never mastered the sport and virtually quit playing 17 years ago. As a child, he thought that 400 yards was the distance from the tobacco barn to the field.

Haddock grew up in the Winter­ville township just outside Greenville, the oldest of four sons. His parents, Robert and Maybe, worked hard to maintain a decent standard of living. "I was the little boy that came out of the Depression, but they were the people that lived in the Depression," Haddock said.

Times got even tougher when he was 15 and his father lost everything except the farm by speculating in cotton futures.

Haddock played baseball and basketball at Winterville High School, where kids went barefooted in the late spring. He wore shoes only when going to Rose Hill Baptist Church.

His mother had attended college for one year. He still doesn't know why he picked Wake Forest about the time the 30 kids in the Class of '44 graduated.

"It was a new life for me," Haddock said. A few months later, Haddock was drafted and assigned to duty in Germany, where the fighting had ended.

After returning to Wake Forest's old campus, Haddock took a job in the athletic department to help pay for his education. He ran errands for Athletic Director Jim Weaver and Murray Greason, the basketball coach. He drove Peahed Walker, the renowned football coach, to catch the Silver Meteor train out of Raleigh.

Haddock organized team managers, ran the equipment room and helped the trainer. And he moved up as he methodically advanced toward graduation in 1952, taking courses in the spring and summer.

"I finally worked my way from the bottom of the gym to the offices at the front of the gym," he said. Haddock swung his first golf club at the Paschal Golf Course near campus. He also monitored a boarding house where Palmer and Worsham lived on the second floor, just above him. Contrary to popular legend, Haddock never roomed with Palmer.

Haddock set the tone for his coaching career during his first trip to Maryland, but that was hardly the last time he stomped his foot in protest.

Few players can remember any specific rules. "Basically," Thore said, "it was Haddock's way or the highway. Back then we were more scared, but now we know how big-hearted a guy he is, that he's more talk than action. He threatened us a lot, but he never went through with much of it."

Strange, one of the most ram­bunctious players, insists that he was never assessed the ultimate
Haddock penalty. "You wouldn't dare be caught doing anything," Strange said.

Haddock had dress codes. He preached how manners reflect maturity. He made the players stay near their rooms instead of venturing out to bars on road trips.

The players tested the hot water from time to time. Strange and Jay Haas would find some grass near their rooms and hit wedge shots over nearby verandahs, astounding players from other teams with their gall.

"Lex Alexander and I broke a window out in San Diego at our hotel," Strange said. "The only thing that saved us was that we won the national championship. I'm sure that window cost $500."

Haddock also detected academic problems. When Gary Hallberg flirted with flunking out, Haddock told him to stay in his room. When Haddock called to check up on him, Hallberg was gone. Haddock tracked him down at a bar near the coliseum and had him pager.

Hallberg slipped out the back door, but Haddock trailed him back to his dorm. "I had just had a cap put on a tooth that day," Haddock recalled. "I was asking Gary how he could do this and slammed my fist into the side of his bunk bed. The cap fell off, but I caught it in midair and kept on yelling. Gary told people later that he was so scared that he almost jumped out of his window, which was on the second floor."

With his halting molasses voice, investigative eyes and penchant for decorum, Haddock has been the butt of a few pranks and embellished tales.

Trying to fire up his players at Pinehurst one day, he punched a wall in the Carolina Hotel, knocking in the sheet rock around the light switch. As part of his penance, golfer Gary Pinns tried to repair the damage, using toothpaste as spackle.

There was the time at a stoplight when Haddock saw two Hell's Angels wearing football jerseys. Haddock made a smart remark. One angry biker pulled Haddock through the car window before speeding off. Finally safe, Haddock turned to his companion and said, "Touchy, wasn't he?"

Haddock was a member of the NCAA selecting committee one year when N.C. State players saw North Carolina's coach lobbing them in a resturant in Orangeburg, S.C. The players, competing against Carolina for the bid, let the air out of Haddock's tires. He drove all the way back to his motel without noticing.

The next day, he told a friend: "Everything was fine when I came back last night, but I went out to get in my car this morning and all the air was out of my tirs. Somebody must have sneaked into the parking lot."

Strange credits Haddock with giving him a golfing routine and a strong mental approach. "In his own way, he was a good psychologist and didn't know it," Strange said. "He would talk things out, and he got his point across. He saw the talent in me and knew me on the right course. You knew wherever you turned, he was going to be there."

This ubiquitousness took a funny twist at a Wake Forest football game. "David Thore and I had a little too much to drink, and we were, as they say, holding up Groves Stadium by leaning up against one of these pillars," Strange said. "We turned around and Jesse was on the other side of the same pillar, holding up the other side. He was drunk as a hoot owl, and he didn't know we were drunk."

It's hard to imagine the day when Haddock will no longer hold up the Wake Forest golf program, but that will come soon. He wants to stay out of Lewis' way and avoid the appearance of looking over his shoulder.

He wants to visit his two daughters and travel with his wife to their vacation spot, Grandfather Mountain. He knows he will spend lots of time with his daughter Sherry, who married golfer Jim Simons and lives less than two miles away in Jupiter, Fla. She is fighting cancer, and Jesse and Kay Haddock help take care of her children.

Haddock will have plenty of time for memories, perhaps none sweeter than that afternoon in 1986 when the Deacons surged from 16 strokes behind and won the NCAA title at Bermudas Run.

Billy Andrade remembers the glorious moment. "It had been a long time since his last championship in 1975, and a lot of people were down on him," Andrade said. "People wondered if he was recruiting the right kids or if he was too old to be relating to these young kids. It was nothing like that. It was just bad timing and competition. All of a sudden, he wasn't winning like he had. I've always felt him winning was as the ice on the cake. And that was the day he gave me the best advice I've ever gotten in my life."

Was it a positive mental cue? A swing suggestion? A putting tip?

Andrade laughed. "He knew we were going to do some serious celebrating," Andrade said. "He told me to take a cab."
Some 18 months ago, with Wake Forest at the pinnacle of college golf, bickering between two associates led to the departure of coach Jesse Haddock, the person most responsible for the Deacons' success.

Yesterday, both men — Haddock and athletic director Gene Hooks — said they had made mistakes and that they want to start over.

All were silent about Ron Roberts, who had little time and many problems as the Deacons' golf coach. In a prepared statement, Hooks said that, as of two days ago, Roberts' employment at Wake Forest has been terminated.

There was no further explanation and no comment to questions about the reasons for Roberts' dismissal. Roberts, who refused an offer to become athletic business manager, also declined to elaborate.

Haddock will return Monday to his office in Reynolds gym.

"I'm willing to say, yes, I made a mistake," Haddock said. "There were mistakes made, and I made a big one."

"I think we all kind of backed ourselves into a corner," Hooks said.

"I'm most fortunate to be given an opportunity to come back to Wake Forest," Haddock said. "I know of no other coach who has left an institution and been able to return. I am most grateful."

Salary was the major issue, at least publicly, when Haddock left Wake Forest to coach at Oral Roberts University last February. It had been his dream to become athletic business manager, Hooks said, and that's why he's here.

"There were times when people felt things weren't being handled quite as they should." Haddock said.

In most cases, the press ignored the golf controversy, said one athletic official, who suggested that it may have been because of the program's success.

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Ready to Start Over

Oral Roberts University, the first of three jobs he’s held since.

It became apparent later, if not then to some people, that a personality conflict may have been as big a source of discontent as money. Haddock may have indirectly referred to that when he remarked, “I am happy I am wanted. I do feel I am wanted.”

In welcoming Haddock, one of the school’s most recognizable public figures, Hooks expressed a new awareness of the importance of golf at Wake Forest, as a source of both pride and revenue.

“I have asked him to help not only in the golf program, but in fund-raising and public relations,” Hooks said.

“It’s public relations means talking, I can do that,” Haddock said, reverting to his renowned “Jesse-isms,” that humorous kind of double-talk baseball people once called “Stengelese.”

For the most part, conversation was in a more serious vein.

“When Jesse left, there was a lot of emotion regarding his departure,” Hooks said. “Jesse found he had left something very special at Wake Forest and wanted to return. We found we had something very special in Jesse, and wanted him to return.”

“In my leaving Wake Forest, there was a lot of emotion, a lot on my part,” Haddock responded. “You can’t be with an institution since you were 17 years old without having a great feeling like you’re part of a family.

“As for myself and Dr. Hooks, I think I can best express it this a way. We’re like brothers. While sometimes brothers don’t see eye-to-eye, See Haddock, Page 46
Haddock Set to Start Over
As Wake Forest Golf Coach

Continued From Page 41
and they have disagreements, they will eventually get back together."

Haddock came to Wake Forest as a farm boy from Greenville, N. C., and except for one brief period, had been with the school since enrolling in the late 1940's. Hooks was a contemporary, an All-America third baseman from Rocky Mount on the Deacons baseball team.

Hooks joined the physical education faculty, and then became athletic director in 1964. Haddock had various jobs in the athletic department before replacing Horace "Bones" McKinney, who was better-known as a basketball coach, as golf coach in 1960.

When Haddock took over, golf at Wake Forest had been in a decline for a decade, ever since that brief fling at national prominence when athletic director Jim Weaver recruited amateur star Buddy Worsham, who brought along a friend, Arnold Palmer.

Haddock took advantage of Palmer's emerging fame and Palmer's cooperation. But most of all, Haddock's diligent work produced the most successful athletic teams Wake Forest had ever known.

By the summer of 1976, the Deacons had claim to 26 All-America golfers, 11 ACC titles and two national championships. Haddock also was twice the NCAA golf coach of the year, and was known by people wherever golf was played, around the world. The Times of London had news of his departure.

Haddock coached at Oral Roberts for four months, spent seven months with a golf management company in Cleveland, and has operated a wholesale pharmaceutical firm in Winston-Salem since the summer. He plans to continue in that business.

Mutual friends apparently worked to soothe the ill feelings between Hooks and Haddock. Both denied there was out-and-out pressure to have Haddock restored to his job.

"I don't think pressure is the proper word," Hooks said. "Most of the alumni we know are mutual friends. There were not a lot of letters or calls, and I haven't noticed any particular bitterness. They're all big people, and wanted what was best for Wake Forest, not Jesse Haddock or Gene Hooks.

"The main thing was Jesse moved back to the community. He joined the Stadium Club and began taking part in community affairs."

Hooks said he did not expect Haddock's job would be easy, particularly since the NCAA's scholarship limits are proving more and more to be an equalizer.

"All I can say is that I'll do my best," said Haddock, taking over a squad that was 10th in the NCAA last year, when it also lost the ACC title for the first time in 10 years. It was a controversial season in which All-America Bob Byman quit school in a disagreement with Roberts.

This past fall, the Deacons' best finish was second behind Ohio State in the River City Intercollegiate, a tournament that also included defending NCAA champion Houston. All-America Gary Hallberg, Scott Hoch, Gary Pinns and Jess Bailles are on the team, as well as four freshmen whom Roberts recruited.

"I may have a change in my coaching philosophy. We all do from time to time," Haddock said, revealing he would put an added emphasis on academics.

It was just another way Haddock and Hooks demonstrated they had learned from experience.
DREAMER:
Haddock's Vision Has Triumphed

By John DeLong
JOURNAL REPORTER

Jesse Haddock had been on the job as golf coach at Wake Forest University only briefly in 1960 when an issue of Golf Digest arrived in the mail and caught his eye.

Pictured on the cover was Jay Sigel, an outstanding junior golfer who would soon become the recruiting target of college golf coaches throughout the country.

Haddock already knew of Sigel's talents and promise, of course, but the cover afforded Haddock the opportunity to dream dreams and begin chasing them.

He showed the pocket-size magazine to a member of the university administration.

"I mentioned that I'd like to see Jay come to Wake Forest," Haddock said recently. "I thought we'd be deserving of each other. I told him I'd like to see this program go, and we needed to go for the best, because golf was just perfect for a small private school in every way.

"He sorts laughed and said, 'Well, you're a young coach. Don't get your hopes up too high.'"

THIRTY YEARS LATER, Jesse Had-
THIRTY YEARS LATER, Jesse Haddock is about to be inducted into his fourth Hall of Fame, and the reason for it all is told in that one story.

Haddock never backed down in his quest for excellence. He realized that he was sitting on a golfing gold mine at Wake Forest, he went out and did the digging, and he wound up striking it rich. The nuggets are highly visible both on the PGA Tour and in the Wake Forest trophy case.

Sigel did wind up enrolling at Wake Forest as Haddock's first official recruit. He would become Haddock's first golf All-American, and would lead the Deacons to Haddock's first ACC championship in his first season on varsity.

FROM THOSE BEGINNINGS, Wake Forest reached legitimate dynasty status later under Haddock. Wake has won three NCAA championships, in 1974, '75 and '86, and its 15 Atlantic Coast Conference championships included a record 10 straight from 1967-76. Wake golfers have attained All-American status 63 times in Haddock's 30 years, 17 on the first team.

His list of lettermen reads like a Who's Who of golf: Curtis Strange, Lanny Wadkins, Jay Haas, Scott Hoch, Jack Lewis, Jim Simons, Joe Inman, Gary Hallberg, Bob Byman, Chris Kite, Leonard Thompson, Eddie Pearce, Robert Wrenn, Billy Andrade... "I grew up with quite a bit of intensity," said Haddock, a native of Greenville. "That was just part of my upbringing. Whatever I get involved with, I like to see it developed to the very best. And this has been my opportunity, through golf and working with these young golfers."

This week, Haddock and Eunies Futch, Evelyn "Eckie" Jordan, Jack Murdock and Ned Jarrett will be inducted into the North Carolina Sports Hall of Fame. Induction ceremonies are scheduled for Thursday evening in Raleigh.
HE HAS ONLY one regret as he
nears the end of his coaching career.
He never played golf while in
college, picking up the game later in life,
and he feels that his teaching ability
has somehow been obscured because
of that.
Haddock will indeed be remem-
bered more as a recruiter, motivator,
disciplinarian and coordinator than
as a teacher.
"I get articles like the Pittsburgh
Press a few days ago and they make
me the big father who's done this
and that, the great man, and then the
boys were kidding about it (his golf
game)," he said. "You know, it's a
great article, but it's insulting in a
way, that you don't play, you don't
know anything about it. People
think of me as the coordinator and
the father, that sort of thing, and
there's much more to it than that.
"When I started coaching golf, it's
true, I did not know much about it.
But that was 30 years ago. A lot of the
older fellows remember the time
when I was naive to the physical
game. Yet as they have, as years have
passed, I think I have gained a
knowledge of the physical as well as
the mental part of the game. I think
you have to. To be exposed for 30
years you must have been very dumb
not to have learned something. I
guess if I could say one thing that
would get out of line as a humble
statement, I think I know more
about the physical than most people
have given me credit for. I've got to.
And the proof of that is the success
we've had."
That success will be recognized
again this week.

Wednesday: Ned Jarrett.
Wake Forest
Jesse Haddock, Golf Coach
1974 Coach Of The Year (Golf Coaches Assn. of America)
As J. Edgar Hoover probably once said, you can tell much about a person by reading his mail. Yesterday, Jesse Haddock got three letters of particular interest:

From South Carolina, a golfer who played against Wake Forest several seasons ago sent along a $500 contribution to the Deacon program.

From Tennessee, a mother related her son's reaction to their visit to Winston-Salem; "Mom, you've just met the premier golf coach in the country."

From Oklahoma, a rival coach said the same, if not as well as that youngster.

"A month into his job, Haddock hardly has had time even to read his mail. In essence, he's been trying to start two jobs at once. He began a wholesale pharmaceutical company four months ago, before Wake Forest officials asked him to return to coaching golf, the job he held for 17 years. "Like most new businesses," Haddock says, "it isn't self-sustaining yet. If I had let it go, I would have lost everything I had invested."

It was agreed that Haddock could continue selling drugs while coaching, but so far there haven't been enough hours for both. "I've been going most days till all hours of the night," he says, "and most of my hours have been spent coaching golf. I've had to let my little pharmacy business fall behind. I realize now I'm going to have to spend some days on the road seeing the family physicians who prescribe my drugs."

Haddock's days have been hectic, yet productive. He's already managed to add one golfer to the Deacon stable, and figures to get two or three more, some without scholarships. "It's really been necessary to be going more than 100 per cent," says Haddock, who took over only a few days before the NCAA's open-season on signings began.

"I've found a number of coaches were pressing the young players to sign on that date. I've been on the telephone, calling these young players and urging them, if they would, if they could, not to yield to the pressure and that I would be back in touch with them as soon as I could."

Haddock says there has been a "revitalization of interest" and that seems obvious on all levels. "More than I anticipated," Haddock says. "From townspeople on the street and in restaurants, I hear it everywhere I go. It's to the point I feel pressure because I don't want to let those people down. We can still have the success we once had, but it's going to take hard work. The tremendous reaction is just one more reason I'm going to give it all I've got to see that the program is successful."

As yet, Haddock has not even ventured to guess how the Deacons will do this spring. He probably never will, although with Gary Hallberg, Scott Hoch and Gary Pinns — not to mention the four freshmen — Wake Forest has more cause for optimism than all but a few schools.

"I could not be more pleased with their attitude, in every way from every member of the team," Haddock says, and for now he considers that most important. "I've told them, 'Let's don't worry about an invitation to the NCAA. We'll just take each tournament and each round and prepare for it as best we can.'"

He knows some, such as Hallberg and Hoch, as well as if he'd been the coach all along. He has general impressions of the others. He will need more time, however, to have a really authoritative view of the Deacons and their competition.

As much as their golf games, Haddock will be assessing their maturity and temperament, and learning to motivate the various players in various situations. As an example from his former players, Jack Lewis might have needed quiet encouragement, while Leonard Thompson responded better to stern criticism. And depending on the tournament and opponent, Haddock might encourage the Deacons one time and kick their rear-ends the next.

For now, though, Jesse Haddock can only say he's glad to be back. "The decision wasn't made for what was best for Jesse, but for what was best for Wake Forest," he says. "I'm glad and I hope I'm right, that I can prove it was the right decision. That is my feeling and I don't mean it to be cocky. I mean to be very humble but honest."
Haddock to Head
Dystrophy Marches

Jesse Haddock, associate athletic director of Wake Forest University, has been named chairman of the local marches against dystrophy sponsored by the Northern Piedmont Chapter of Muscular Dystrophy Associations of America.

R.L. Swing, the chapter president, said the campaign will be Nov. 3-11 with volunteer marchers identified by a red and white muscular dystrophy badge.

The door-to-door marches are the major fund-raising events for MDAA. Funds contributed allow the associations to support free patient services for victims of dystrophy and related neuromuscular disease and to finance research projects.
Wake’s Haddock Named Spring Coach of Year

Jesse Haddock, golf coach at Wake Forest University, has been named spring sports coach of the year in the Atlantic Coast Conference area.

The award covers all spring sports, not just golf and includes all the states and conferences in the Atlantic Coast area, not just the ACC.

The plaque is presented by Coach and Athlete Magazine.

Haddock has been golf coach at Wake Forest since 1960 and though most coaches mark the years they win conference titles, it would be simpler for Haddock to list the seasons he has not won.

The Deacons have been ACC champions 8 of the 14 years that Haddock has coached. In 1973, the Deacons won for the seventh straight year and took the title by a 44-stroke margin, a record margin.

In addition, Wake Forest golfers this season won the Palmetto Invitational, the Big Four, the Furman Intercollegiate and the B team won the Red Fox in Tryon.

The only tournament the Deacons did not win was the Chris Schenkel (in Statesboro, Ga.) and they finished second there.

Jay Haas was named to the All-America squad (third team), the only freshman so honored.

Haddock has never had a losing season and has never finished lower than fourth in the ACC. His teams have competed in the NCAA championships 10 times. Twice his team finished second (1969 and 1970). In 1973, the Deacon team finished 19th.