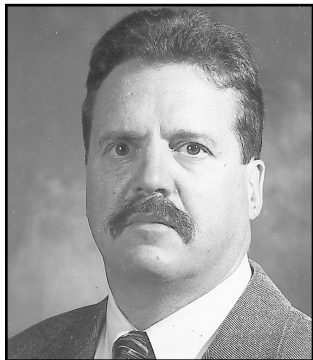


HEAD COACH JEFF PIERCE



JEFF PIERCE
HEAD COACH
(Ferris State, 1979)

Jeff Pierce has already made a significant impact on Ferris State football fortunes in his seven years as head coach, evidenced by currently boasting the best winning percentage (.628) in Bulldog football program history.

Under Pierce, Ferris State has won or shared three Great Lakes Intercollegiate Athletic Conference (GLIAC) titles while earning back-to-back (1995 and 1996) berths in the NCAA Division II National Championship playoffs, including a '95 semifinal-round appearance.

An individual with lofty dreams and aspirations, Pierce had a lifelong dream turn into reality in May 1995 when the FSU alumnus was named the 12th head coach in the program's history.

Pierce had been an assistant coach for 12 years at Ferris before being appointed

to his current post. He replaced nine-year head coach Keith Otterbein, who departed to pursue an assistant coaching position at Ball State University.

"There's no greater sense of pride than taking over the football program at Ferris State," said Pierce. "I've raised my family in this area, and we have a lot of ties to the University and community. My heart and soul are here at Ferris."

Pierce, who built a national reputation as Otterbein's defensive coordinator for seven seasons, quickly made the most of his golden opportunity during his initial coaching campaign in 1995, guiding the Bulldogs at that time to an unprecedented fourth consecutive GLIAC title with a second straight undefeated regular season and a school-record semifinal appearance in the NCAA-II playoffs. For his efforts, he was honored as the GLIAC's Coach-of-the-Year.

Pierce has established firm roots with the Bulldogs since graduating from Sault Ste. Marie (Mich.) High School in 1974. He was a defensive back at Ferris from 1974-77 and later started his coaching career in 1983 under Nick Coso as a graduate assistant and head coach for the junior varsity. When Dan Underwood assumed the head coaching reigns in 1984, Pierce remained on board to coach the inside linebackers. He joined Otterbein's staff in 1986 and was promoted to defensive coordinator in 1988.

In his seven years as defensive coordinator, Pierce built one of the top defenses in NCAA Division II. His 1992 Bulldog defense led the nation in fewest points allowed while the 1994 squad was tops among the GLIAC's total defense leaders.

Pierce graduated from Ferris with a degree in trade-technical teacher education in 1979, earning a pair of President's Academic Awards along the way. He completed graduate school in 1985 with a master's degree in athletic administration from Central Michigan University.

"Ferris State is second to none when it comes time to sell our academic programs," Pierce said. "Our football players should never lose sight of the fact that a degree at Ferris State University

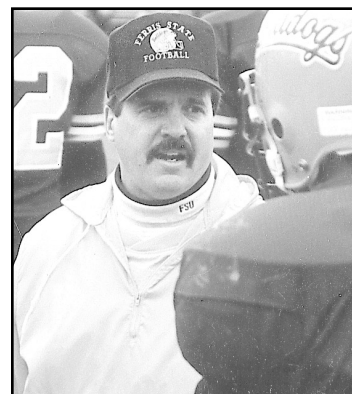
can significantly aid in getting a job when you graduate."

Pierce initially arrived at Ferris after an all-conference football career at Sault Ste. Marie in Michigan's Upper Peninsula. He also wrestled in high school and was "All-Upper Peninsula" in track.

In 1978, Pierce was an assistant varsity football coach at Sault Ste. Marie High. From 1979-83, he logged two years as head junior varsity football coach, two years as head varsity football coach, and four years as head varsity track coach at Big Bay De Noc High School, located in the Upper Peninsula.

Pierce, 46, resides in Big Rapids with his wife, Suzie, and their two sons, Jason (13) and Justin (9). The family also has a Bulldog named Blitz.

"My major goal is to motivate our players and get the most out of every individual in the program. I've been here for a number of years and have experienced the bad times with the good. The one thing you must instill in your program is to keep the players focused on what it takes to win a championship."



PIERCE'S CAREER RECORD AGAINST 2002 OPPONENTS

OPPONENT	RECORD
Ashland	2-3-0
Findlay	3-1-0
Grand Valley State	2-5-0
Hillsdale	5-2-0
Indianapolis	4-1-0
Mercyhurst	0-2-0
Michigan Tech	5-2-0
Northern Michigan	6-1-0
Northwood	6-1-0
Saginaw Valley State	4-3-0
Wayne State	6-1-0
TOTALS	43-22-0

PIERCE'S YEAR-BY-YEAR COACHING RECORDS

YEAR	SCHOOL	W	L	T	PCT.
1995	Ferris State	12	1	0	.923
1996	Ferris State	10	2	0	.833
1997	Ferris State	3	7	0	.300
1998	Ferris State	5	6	0	.454
1999	Ferris State	7	3	0	.700
2000	Ferris State	5	6	0	.454
2001	Ferris State	7	4	0	.636
TOTALS		49	29	0	.628

PIERCE'S RECORD BREAKDOWN

vs. GLIAC	46-23-0
vs. Non-Conference	3-6-0
Home Games	25-13-0
Road Games	24-16-0
Neutral Sites	0-0-0
NCAA Playoff Games	3-2-0
August	1-1-0
September	17-12-0
October	18-10-0
November	13-4-0
December	0-1-0

PIERCE'S RECORD BREAKDOWN

YEAR	HOME	AWAY	NEUTRAL	GLIAC	NON-CONF.	PLAYOFFS
1995	7-0	5-1	0-0	10-0	2-1	2-1
1996	5-1	5-1	0-0	9-1	1-1	1-1
1997	1-5	2-2	0-0	3-7	0-0	0-0
1998	3-2	2-4	0-0	5-5	0-1	0-0
1999	3-1	4-2	0-0	7-2	0-1	0-0
2000	2-3	3-3	0-0	5-5	0-1	0-0
2001	4-1	3-3	0-0	7-3	0-1	0-0
TOTALS	25-13	24-16	0-0	46-23	3-6	3-2

FERRIS STATE ALL-TIME COACHING RECORDS

NAME	YEARS	WON	LOST	TIED	PCT.
Top Taggart (1911)	1	2	3	0	.400
Wallie Hein (1924-26)	3	12	7	1	.625
Bill McElwain (1927-39)	12	31	44	7	.421
C.V. Money (1940-41)	2	2	11	1	.179
Bob Sherman (1946-52)	7	16	33	8	.351
Sam Ketchman (1953-66)	14	47	53	5	.471
Bob Leach (1967-70)	4	17	15	2	.529
Dave Smith (1971)	1	5	5	0	.500
Nick Coso (1972-83)	12	39	68	7	.373
Dan Underwood (1984-85)	2	8	12	0	.400
Keith Otterbein (1986-94)	9	60	39	3	.603
Jeff Pierce (1995-)	7	49	29	0	.628

