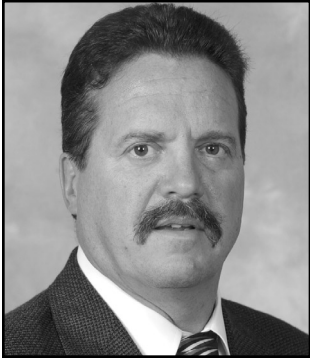


HEAD COACH JEFF PIERCE



JEFF PIERCE
HEAD COACH
(Ferris State, 1979)

Jeff Pierce continues to be a figure of stability while making a significant impact on Ferris State football fortunes in his nine years as head coach, evidenced by currently boasting the second-best winning percentage (.606) in Bulldog football program history. Pierce enters the 2004 season just one victory away from becoming the school's all-time winningest coach.

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 life-long dream turn into reality in May 1995 when the FSU alum-nus was named the 12th head coach in the program's history.

Pierce had been an assistant coach for 12 years at Ferris State before being appointed to his current post. He also assists with coaching on the offensive side of the football and specializes in instructing the running backs.

Pierce, who built

a national reputation as Keith 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.

"I believe Ferris State is second to none when it comes time to sell our academic programs," Pierce said. "Our football student-athletes should never lose sight of the fact that a degree at Ferris State University can significantly aid in getting a job when you graduate."

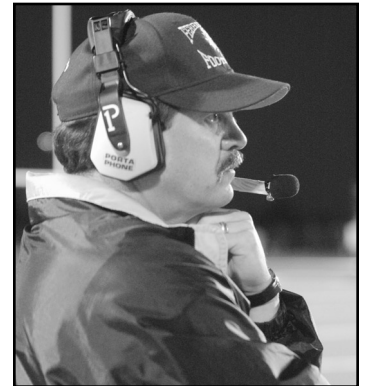
Pierce initially arrived at Ferris State after an all-conference football career at Sault Ste. Marie in Michigan's Upper Peninsula. He also wrestled in high school and was "All-Upper Peninsula" in track.

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, which is located in the Upper Peninsula.

Pierce, 48, resides in Big Rapids with his wife, Suzie, and their two sons, Jason (15) and Justin (11).

Pierce is a member of the American Football Coaches Association (AFCA).

"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 2004 OPPONENTS

OPPONENT	RECORD
Ashland	4-3-0
Findlay	4-2-0
Grand Valley State	2-6-0
Hillsdale	7-2-0
Indianapolis	4-3-0
Mercyhurst	2-2-0
Michigan Tech	6-3-0
North Dakota	0-0-0
Northern Michigan	6-3-0
Northwood	7-2-0
Saginaw Valley State	5-4-0
TOTALS	47-30-0

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
2002	Ferris State	5	5	0	.500
2003	Ferris State	6	5	0	.545
TOTALS		60	39	0	.606

PIERCE'S RECORD BREAKDOWN

vs. GLIAC	56-33-0
vs. Non-Conference	5-6-0
Home Games	32-16-0
Road Games	28-23-0
Neutral Sites	0-0-0
NCAA Playoff Games	3-2-0
August	1-1-0
September	20-16-0
October	23-13-0
November	16-7-0
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
2002	4-1	1-4	0-0	4-5	1-0	0-0
2003	3-2	3-3	0-0	5-5	1-0	0-0
TOTALS	32-16	28-23	0-0	55-33	5-6	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-)	9	60	39	0	.606

