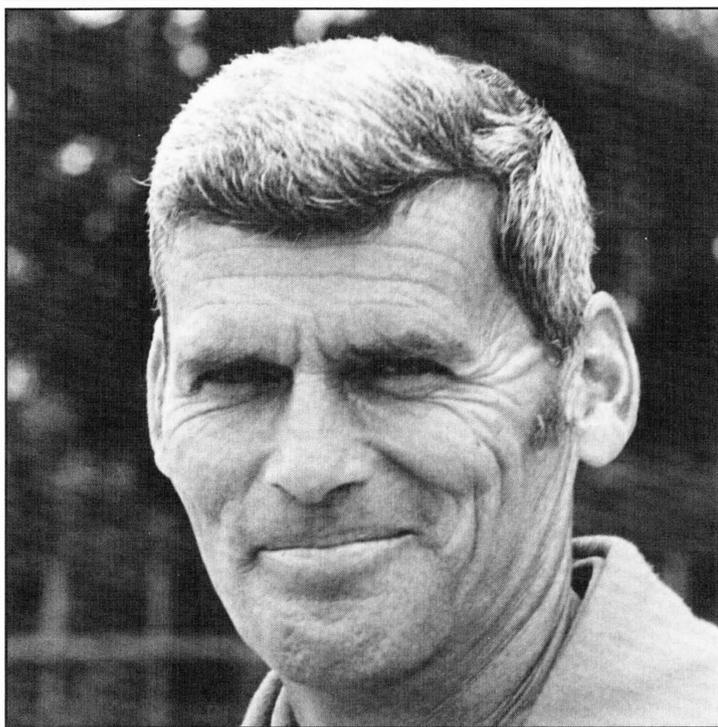


1996 HALL OF FAME



Sam Adams *Coach*

He was known simply as “The Rock” during his 34 years as Head Track & Field Coach at UCSB. A man of chiseled face and heart of gold, Sam was loved by the numerous athletes who got to train under him. When asked “What do we have to do today?” he always told his athletes, “You don’t have to do anything, but you *get* to do...” Gaucho coach Nick Carter took him on as an assistant in 1959, and he succeeded Carter as head coach in 1963. Before Sam retired in 1992 he had coached the Gauchos to a runner-up finish at both the 1967 and 1968 NCAA College Division National Championships.

Sam grew up in the Santa Ynez Valley, graduating from Santa Ynez High in 1949. He competed in track and field at Cal Berkeley and finished fifth in the decathlon at the 1956 U.S. Olympic Trials. His expertise in the decathlon launched Adams into international prominence. He made three trips to the former Soviet Union as coach of national multi-event teams during the cold war years.

As an athlete, Sam Adams competed in the 1952 and 1956 Olympic trials in javelin and decathlon. As a coach, Sam created a welcoming atmosphere at UCSB as Olympic hopefuls came from around the world to train here. In the 1980’s, the S.B. Outreach Club was formed from the numerous multi-event athletes trained under Sam. In the 1980 & 1984 Olympic Trials, the Outreach Club had 15 *multi-eventers* competing.

Highlights of Sam’s career include being selected as the USA National Team Head Coach in 1981 and for the Pan African Competition. He was the USA Head Coach for the 1st USA dual meet with E. Germany and twice led the USA team to Russia.

But Sam is best known for the countless hours he gave to athletes as they struggled to achieve their personal best on the track and he quietly taught them how to achieve their personal best in life.