

Why Can't Experts and Fans Agree on Who Is #1 in College Football?



Answering the most talked about question in sports, “Who is #1 in college football?” requires digging far deeper than individual passions and personal preferences. College Football rankings expert John Schroeder provides an entertaining and enlightening look at the quantitative factors that underlie the art and science of determining America’s Top 25 college football teams.

John Schroeder is founder of FanFormula.com, the first website empowering every college football fan to dial in their own personalized Top 25 computer ranking. In addition, he is the architect of a six pack of next-generation atomic sports rankings that include the Vegas Spread Index, the Top 25 Heat Index, and the True Style Points Metric.

TOPICS FOR DEBATE: John has new insights each week as the games are played, winners and losers emerge, and the season rolls toward the national championship. Key questions include:

1. What fundamental flaws virtually guarantee dissatisfaction with the polls, the computers rankings, and the BCS this year and every year?
2. What six schools of thought drive college football fans in ranking the Top 25?
3. At this point in the season, which teams can, and can't, make a legitimate claim to one of the top two spots?
4. How does the Big XII stack up against the SEC and other conferences?
5. What do the numbers tell us about this week's key matchups?
6. What are the odds fans will be satisfied with the BCS and what land mines pose the greatest threat to an undisputed national championship game this year?
7. Based on the models, who will win it all – and why won't it be the Florida Gators?

CREDENTIALS: John Schroeder is a nationally recognized author and speaker in the field of business analysis. His book, *Beating the Odds*, was named a 2006 award-winner in business management by USA Book News and his high energy talks have been featured at Business Analyst World, the Atlanta Sports Council, and Fortune 500 clients including HCA, Georgia Power and Northrop Grumman. In 2008 John appeared on sports programs nationwide to analyze football topics including: Fan Formula, the BCS, the Vegas Spread Index and how to structure a national championship playoff system.

AVAILABILITY: Atlanta, nationwide by arrangement and via telephone.

CONTACT: Marnie Zambri of Parachute Producers & Public Relations at (404) 313-0285 or parachuteproducers@gmail.com.