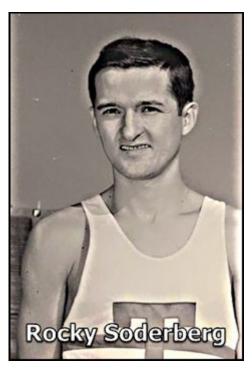
INTERVIEW WITH ROCKY SODERBERG CONDUCTED BY TOM SCOTT FRIDAY, OCTOBER 3, 2014, KNOXVILLE, TENNESSEE

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TS: Rocky, I know you didn't start your college career at the University of Tennessee. Why don't you talk about your background and, first of all, how you got to Furman [University], and then secondly how you got to the University of Tennessee?

RS: Well, I am one of a great many people from Minneapolis, Minnesota. At age two, I decided it was a bit too cold. I left. And, thank goodness, Mom and Dad, big brother, and three big sisters came along. We lived in the Southeast for a good while. This was right after World War II. My dad was trying to set up a business. We settled in Charlotte, North Carolina, where I actually attended the first grade. Along about junior high school, I went out for the football team and made it. In those days it was 8th and 9th grade. Then they said, "Hey, wow, you weren't a bad football player." So I went out for basketball. I don't think I'd ever even shot a basket, but at every bit of 5'8" somehow a ball got stuck up in the rim, and I jumped and knocked it out of the rim. Then I played baseball and was a terrible baseball player, but did play it. That was what I did the next year in junior high.

Then when I went to high school for grades 10, 11, and 12, I was lucky enough [as a sophomore] to make the high school varsity football team at

130 pounds but didn't letter. I did go back the next year—that would have been my junior year—and did letter and actually returned a punt for a touchdown and intercepted a pass about midfield and ran it to the 2 yard line. But what happened between the football season as a 10th grader and football season as an 11th grader was track and field. I had the year before run in a park and recreation thing in Charlotte, North Carolina, where everybody sent their champion over to run. I won a 100 yard dash, a 200, a quarter mile, and then something that was all the way around the field. So I knew I had a little speed. That's what made me fairly decent in football.

After football season, everybody said, "Rocky, you need to be a sprinter." But I knew there were going to be kids faster than me. So I went out and just started running 20 or 30 minutes a day. When the track season started at Central High School, all the kids that had run the half-mile and the quarter-mile—because I thought I would be a quarter-miler—were trying to do anything to get me from running those events. So they did a little time trial in the mile. Because I was in a little better shape, I ran four different guys. They would run a quarter, and then the next one would pick up and run like a relay.

TS: And you would run the whole way?

RS: Yes, I ran the whole way and somehow managed to run a 4:39 mile.

TS: Good night!

RS: First time I had ever run a mile. By the end of that year, I had only been beaten by one runner. That was Eddie West, who ended up at Furman University with Coach Rohe. Eddie beat me on three or four occasions. By that time, of course, I was hooked into track. I did play football the next year. I didn't run cross-country until my senior year. My junior year the times got a little better. I got down to 4:28 my first year, and got down to 4:20 my junior year. After my junior year, I was invited to the Golden West Invitational, which was quite an honor, but they only took seniors. So I went to Minnesota to visit family and got in an All-Comers meet there. I had been completely undefeated, but ran into a guy from Cato State University in a 1500 meter [race]. When that race ended, he beat me by about 2 yards. I had run 4:00.3, which would have been equivalent to about a 4:17 mile.

My senior year we only had six meets when I ran the mile, the half-mile, and the mile relay. Coach Rohe and several other people were recruiting me. I ended up with Coach Rohe at Furman and was fortunate enough to get his coaching advantage. By the end of that year—freshmen only—couldn't compete against varsity—Jim Webster and I and the rest of the team won the Southern Conference Freshmen Meet at The Citadel in Charleston. I ran, I think, a 4:16 mile, 1:54 half, and 49.8 mile relay leg. When Coach Rohe got the job [at the University of Tennessee] and was going to leave

us, Jimmy and I decided it was about time for us to leave Furman. I came up [to Knoxville] and met you, Tom Scott, very early on.

TS: I remember us training over at Fulton High School once.

RS: Yes.

TS: You weren't very impressed with my workouts at that time.

RS: No, we were always impressed (laughs).

TS: So you actually never ran on the varsity at Furman? You were just a freshman there?

RS: No, just a freshman, but at the North Carolina AAU during my freshman year, at the end of the season in my last Furman freshman race, I was able to compete against anybody that showed up. I won the mile in that meet in 4:10.2. I didn't realize until just recently that I had run the fastest winning mile of any freshman in the country. It was the third fastest mile, but fastest winning mile. I beat some Carolina boys.

TS: So we're the same age then because I started college in 1961, and you must have started in 1961.

RS: Right.

TS: Coach Rohe got hired here in May of 1962.

RS: That's right.

TS: Okay, so you transferred to the University of Tennessee and had to sit out a year.

Yes, we did sit out a year, but Coach Rohe was able to find some races for RS: me to run in, and I did fairly well in the indoor meets. I had a couple of races against the Canadian mile champion. In the Boston Garden Knights of Columbus race I think I finished 3rd. Then early on—I don't know if we called it the Dogwood Relays at that time—but that was my first running, even though I would have been considered unattached. I think I ran the mile in around 4:15 and the half-mile, running against the American who had just run in the Russian-American meet in the half-mile, my second race of the day, and he beat me at the finish by a few yards. Then when our freshmen and varsity went down to run in the Florida Relays, I went with you guys, and Coach got me a challenge run down there in a high school meet. I was supposed to have had the Big Ten mile champion, but for some reason he dropped out, and once again I was in a situation this time where one high schooler ran the first half-mile. I ran with him, and then he handed off to another high schooler that ran the second half-milememorable runs. That was probably a 4:14ish type run, somewhere in that neighborhood, but not a lot of races because I was ineligible.

TS: So 1963-1964 is your first year of eligibility for track anywhere, I guess?

RS: That's right, my first varsity experience. That started off with cross-country. Andy Heiskell, who transferred to UT from Clemson, did quite well in that [2nd in the 1963 SEC cross-country championships]. David Storey [finished 1st in 21:29.7 for approximately 4.2 miles]. That was Coach Rohe's first Southeastern Conference championship in cross-country or track and field. David won it, Andy was 2nd [in 22:01.8], and I'm not sure who else was in there, and I think I finished tied for 4th or 5th.

TS: You and Melvin Maxwell tied for 4th [in 22:30.4]. I forgot which they said was 4th and which 5th, but you came across together.

RS: Yes, it showed it as a tie I do believe.

TS: And I think yours truly was 3rd [in 22:09.1].

RS: That's right. This was a test to make sure that Tom was remembering.

TS: I have no idea how I could have possibly ended ahead of you in a race at any time.

RS: I will back up a little. That year is when we ran in the Callaway Gardens [October 26, 1963], and Dave Storey and I finished together [in 16:36.5 over 3.4 miles]. Dave did all the work, and at the end of the race I pulled up beside him, grabbed a hand, and said, "Hey, let's finish it together." I think Dave got in big trouble with Coach Rohe, so he improved that much between that race and the conference [championship meet on December 2] and whooped me. Sticking on cross-country, I was part of that team the next year that ran in the NCAA [rather than the SEC championship meet] because the SEC, in its wisdom, was going to have the conference meet the same day. The truth of it is, when we first heard about it, I heard Coach Rohe talking to somebody on the telephone, saying, "I trained my guys to run a double; so if you can get us that jet, we'll run in the conference meet in the morning if you'll just put the NCAA off by an hour or two."

TS: Oh, no!

RS: Our next conference cross-country was the senior year [1965], which would have been the second [SEC] cross-country title for the Tennessee Vols of the era. In that one I beat everybody in the conference except kids with the UT outfit, and still managed to finish 6th. [Editor's note: Bob Redington was 1st in 19:15.4, Don Pinkston 2nd in 19:46, Maxwell 3rd in 20:07, Storey 4th in 20:08, Bob Barber 5th in 20:10, and Soderberg 6th in 20:15]. So the best anybody else did against our first two conference championships was a 6th place [in 1963]. And I have a feeling that Mickey Shelton may have finished

behind me in the [1965] conference meet [in 8th place in 20:30]. So the best any non-Tennessee runner did was a 7th. So we were pretty dominant. That's cross-country.

TS: Well, what about track?

RS: Track has been fun. We've already said not a lot of activity the first year. In all honesty I can't remember a lot of the runs, except that we got into an awful lot of relays, which were really great fun. We ran some good times in a lot of relays. I tended to anchor in indoor. The indoor season my sophomore year [1964] I won the [SEC] mile championship [in 4:20.5]. I don't think there was a two-mile relay that year.

TS: Apparently not because I didn't run on it.

RS: But we had run a lot of other indoor meets, and most of the indoor meets that I recall were relays like two-mile relays. The outdoor season took over, and we did a lot more relays—sprint medley, two-mile relay, and distance medley. Oddly enough, with all the great milers that we had at that time-Redington, Storey, Vickers, Shelton, Pinkston, Soderberg—I don't think we did a four-mile relay until my senior year. It was one of the times that I did let the team down as an anchorman. I think I anchored a great many, and we tended to win most of those relays, but it was a four-mile relay at Lexington, Kentucky. Maybe they called it the Kentuckianna. I was a bit behind when I got the stick. I caught up nicely with the other fellow, but wasn't able to kick it in. I remember after the race everybody was very kind to me, but several hours later, maybe on the way back to Knoxville, David Storey says, "Rocky, I really thought I was going to have that watch on my wrist." He said it very nicely. He whispered it to me. He didn't holler out, "What are you doing? You're killing us here!"

At any rate, I don't even remember the conference championship. I know I tended to have a few little injuries late [in the season]. And I don't remember precisely what I did.

TS: Your sophomore year in 1964 the SEC was in Lexington, Kentucky.

RS: Oh, we went to Louisiana first and beat LSU [a week before the SEC meet]. They had been the real gung-ho guys, and we just whooped them and beat them in all things [by a final score of 87.5 to 57.5]. Our mile and two-mile teams tended to get the points. In the Southeastern Conference [meet], I finished fourth in the mile, but once again it was only Tennessee orange shirts in front. So we had a sweep plus on that day. [Editor's note: the order of finish was 1) Redington, 4:16.4, 2) Vickers, 4:19.8, 3) Pinkston, 4:20.6, and 4) Soderberg, 4:20.8].

TS: Did you run the two-mile?

- RS: Didn't run the two-mile, and I didn't run the half-mile. You ran the half-mile, and we did very well in the half.
- TS: Well, not so well. John Nichols was third [in 1:55.3]. I had a bad day.
- RS: I don't remember too much else about that season except that we had a really good relay and a lot of good indoor runs the sophomore year. The junior year [1964-1965] was a little different. That was a very good year for me, track and field-wise. We won the USTFF cross-country championship, and I finished 4th [among the UT runners, 12th overall] in that. [Vickers finished 3rd, Redington 9th, Storey 11th, Soderberg 12th, Barber 17th, and Pinkston 23rd.] The [1965] indoor season, we had this bevy of milers, so Coach asked me to run the half-mile. In those days there was a half-mile and a 1000-yard run indoor. I did anchor the two-mile relay team that we won [in the SEC meet in a time of 7:58.6]. Vick was in that [and Mike Tomasello and Melvin Maxwell].

I saw one thing recently that said that Bob and I both ran the 1000. [Editor's note: According to the newspaper accounts of the time, Redington won the 1000 at the 1965 SEC indoor meet in a time of 2:15.2, while Rocky was 3rd in 2:15.3. In the 1966 SEC indoor meet, Rocky won the mile in 4:27.9 and finished 2nd in the 1000, just ahead of Henry Rose in 3rd place. The story that follows appears to be from the 1966 SEC indoor championship meet]:

You had a trial in the morning. I remember they kept kidding me about it—some of the coaches on the other teams—"It wasn't a mile run; it was a half mile"—because I ran it so slow and was able to easily win my heat. In the final I just kind of ran with the group, and, coming off the last curve, thought that I had just won another indoor conference championship. In those days there was actually a string. When I crossed the finish line, having caught whomever the non-Tennessee runner was, I went around that next lap so proud to have the string on my chest. I remember thinking that I had won it, and a couple of other people thought that possibly I had. Then, of course, by the end of that lap we found out that I had finished 2nd.

- TS: How could you finish 2nd if you had the string?
- RS: Well, I should have taken off a little earlier. But the disgrace of it all was that I had let somebody other than an orange shirt finish in front of me. That was something we middle-distance and distance runners just didn't do.
- TS: We were pretty arrogant back then.
- RS: We are arrogant sons of guns, for sure. [In the SEC outdoor meet] we swept the mile [with the first three Redington, 4:11.9, Storey 4:13, and Roy Hall 4:15.4]. I ran [the 880] against Leland Albright, who had won the 600 [in the SEC indoor meet]. In [the] LSU [dual meet] Leland had beaten me by

a couple of yards. Coach said, "Rocky, would you like to have another shot at him?" I said, "I surely would." This is my junior year in the half-mile. The way that race went is I just said, "I'm going to outrun this guy." I raced him, and lo and behold, with about, I don't know, 300 yards to go, a youngster pulled away from the pack. Leland didn't go. About the middle of the [last] curve, I thought, "Wow, I'm going to lose this thing." So I closed him pretty good, but finished 2nd to match Tom Scott's finish that any of our era had in the half mile run. But I beat Leland Albright.

TS: That's good.

RS: So I had those two relatively bad experiences with the half-mile. Then after that, the one record that Coach Rohe's runners hadn't broken was the mile record. A young man from Sweden [Alf Holmberg] still held that at 4:09.1 [1951]. One week after the SEC meet, Tom, was the Georgia AAU. I went down there and ran 4:08.5 or 4:08.7. Then Bob [Redington] and David Storey and Pat Pomphrey and myself ran the NCAA that year [1965]. In my trial heat of the NCAA I ran 4:07.4, which got me in the finals. A couple of days later I ran 4:07.9 [to finish 7th.] The previous mile record holder had that record for fourteen years. I had it almost that many months. Precisely one year later, Bob Redington broke my record, 4:07.4, modestly by 2.4 seconds. Then he shook his head a little bit and said, "I can do faster than that." So the next week he ran that famous 4:01.9 against the ACC folks. I suspect our era through Bob probably held the mile record a little longer. [Redington also won the two-mile in the SEC-ACC meet in 9:03.3.]

TS: Since they don't run it much any more, it might still be the school record.

RS: I think it is listed as the 4th best time. [Editor's note: David Lapp broke his school record in the mile in 1977 (4:01.3). Andrew Dawson ran 4:00.51 in 2008. The present record holder is Ken Barbee, 4:00.19 in 1986].

In the 1966 SEC meet when Bob ran 4:05.0, David [Storey] finished 3rd [in 4:13.1], I finished 4th [in 4:14.6], and Roy Hall finished 5th [in 4:15.0]. In the two-mile we swept the top five spots. [Redington won in 9:11.3, followed by Pinkston, Barber, Storey, and Soderberg in 9:37.7.]

My senior year I was also on the 3rd place 1965 NCAA cross-country championship team. I was some place in our top five. [On a six-mile course in Lawrence, Kansas, Redington finished 4th in 30:02.2, Storey was 19th in 30:44.5, Pinkston was 50th in 31:33, Maxwell was 52nd in 31:33.4, and Soderberg was 70th in 32:04.3.]

TS: Well, there's one college story I really want to get on tape, and that's when you went down to the Tennessee Theatre [in downtown Knoxville on Gay Street] during your college career when there were a bunch of protestors that were trying to integrate the theatre in the waning days of segregation.

I think some other people from the Tennessee track team like Gerry Purdy were there as well as observers. Could you tell that story?

RS: Well, that story started way back during the time that I was in high school and probably when I went out to Minnesota and ran in the meet out there and in the AAU meets and the occasions when I was completely fortunate to run against all comers—even though the meets' call said they were all-comers, and they weren't. My dad had a business in Charlotte, and he hired the first African American workers in his factory.

TS: What kind of factory was it?

RS: It was a garment manufacturing plant in a rented building in downtown Charlotte. About four or five weeks after these four young black ladies were working for my dad, the city inspector came by and mentioned, "Oh, I see that you've got some African Americans working here." My dad said, "Yes, that's legal." The inspector said, "Well, Mr. Soderberg, it is legal, but if you insist on continuing with that, you're going to have to build separate bathrooms." Of course, somebody in a rented building, there's no way.

Of course, running track, I was so fortunate. I mentioned running second the first time I ran at the University of Tennessee in the half-mile to a man that had worn a U.S. uniform. He also happened to be an African American. So, I was kind of taken aback that people couldn't buy a ticket to go into a theatre. We were there very much in support of that. Actually, I wanted to buy two tickets, and they wanted to know who that second ticket was going to go to. I said, "The young man behind me" [with the intent to give it to an African American]. That didn't transpire [so I went to the back of the line and worked my way back up to the ticket window again]. Before long a policeman showed up from some place. I think Gerry [javelin thrower] and maybe Ernie Wale [high jumper, long jumper, triple jumper] weren't runners, so they didn't get away. They ended up in the jail that night. I remember . . .

TS: They were just observing, right?

RS: Yes, they had just been observing.

TS: But you had been going to the front of the line trying to buy tickets. So you go back to the back of the line and go through again and again.

RS: Exactly, just a little circle thing. It was designed [by the demonstration organizers], which was beautiful. I was just so pleased with the young people that were doing this. It was a long line, and in order to buy a ticket, you had to get in the back of the line. If you were refused a ticket, you went to the back of the line. So that meant that people that maybe really wanted to see that movie had to get in line and wait. If they happened to be Caucasian, they got a ticket for themselves and whoever else they wanted to have a ticket.

TS: As long as the other person was visible?

RS: As long as the person was visible. So that was that. I think Coach Rohe somehow intervened. I remember going down to the jail and talking about how [Gerry and Ernie were reputable people]. That was really the night before I think we ran the meet with Florida State. Some people were coming up to run us the next day. But we were athletes, and we all viewed people as people, not by their color. Having said that, Gerry Purdy was a Barry Goldwater supporter and had a book called *Conscience of a Conservative* [written by Goldwater]. Gerry was my roommate at the time, and I read the book. So Gerry was one of the first conservatives, I would imagine, in Knoxville, Tennessee, that was arrested for supporting an African American freedom march, if you would.

TS: Even though he didn't know he was supporting it?

RS: He didn't know, although I suspect Gerry was.

TS: You suspect Gerry did support the demonstrators?

RS: Well, I don't know. Gerry was not there throwing any comments—anything derogatory. We were all observing and amazed at the courage of these young people. But having said that I suspect at Gerry's next conservative support-Goldwater thing, he didn't advertise the fact that he had been picked up by the police at a civil rights demonstration.

TS: Probably not. Why did they not arrest you?

RS: I was a little faster. I was the runner (laughs).

TS: But you went down to the jail afterwards?

RS: I think that that's how they ended up getting out. I don't know whether they were actually put in [a cell] or not, but I remember going down there and talking to some people about how they were on the track team, and we needed them there for the next day. I think that's the way it happened. Now Gerry might remember it a little differently, but it was Gerry and, I think, possibly Ernie that spent a little time with the police that ended up in the jail, and I don't think I saw them again till I got down to the jail.

TS: You must have had interesting discussions [in your dorm room] because I can't think of two people who were much different than you and Gerry [in your political views].

RS: No, Gerry and I were very much together. In those days politics took a backseat. He just was a real advocate and fan of Barry Goldwater just plain and simple and was a little hurt that Kennedy won [the 1960 presidential]

election, but was very supportive of our new president. Gerry is a good guy.

TS: Yes. Okay, we'll have to get his side of the story.

RS: Yes, have to get his side.

TS: How did you know to be down there to engage in that protest? Had you been involved in [civil rights] meetings and stuff like that before then?

RS: Well, not really, except for the fact that I welcomed the various meets that I went to [where both blacks and whites competed]. Johnson C. Smith University in Charlotte, North Carolina, was actually my first college experience. And that experience was that track was close to my father's restaurant in downtown Charlotte. I went over to see the track, and there were some runners over there. I ended up meeting the coach and actually took a few workouts there.

TS: Okay, so you graduate in 1966?

RS: Yes.

TS: And so what happens after that? Did you keep running or go to work or what?

RS: No, I didn't run for about three or four or five years. I went to work in the manufacturing business. I went to work for my dad for about a year or a little less and then went to work for Blue Bell, Incorporated, as a management trainee. Within about three months they had me at a factory where I was going to be assistant factory manager. The guy that was supposed to get the job [as manager] never showed up, so I became the factory manager for them very early. That led to staying in the apparel industry and working overseas.

Running came when I started coaching my children in the various T-ball, and Little League, and church league [programs]. I would run maybe two or three meets a year. Then when I went overseas and worked there in the Caribbean—Haiti, St. Kitts, and in the Pacific, Micronesia—by that time I was a runner and would get prepared for two or three different races a year. I did run early on in the Southeastern Masters Regional in the half-mile and did a 2:01 half-mile. Then I didn't do much running really till about ten or twelve years ago. Now I run thirty-five, maybe forty, races a year, just to be there for people foolish enough to be with me the last quarter mile.

TS: Oh! So you can outkick them!

RS: I love to kick still. I love that part of it.

TS: Okay. Now how did you get to the Philippines?

RS: One of the factories that I set up managements for was SmithKline Beecham in Grenada right after the intervention [by the U.S. in 1983]. SmithKline was going to open up a pharmaceutical plant there. I had been working in Haiti when my businesses closed in Charlotte. I was in a manufacturing environment in Haiti. They contacted me, and I went down to Grenada. It was a British island, and their holidays were a fortnight, which is two weeks with three weekends. Once again British Airways came in there. Each Christmas season I used to hop on a plane and travel—Hong Kong the first year, and then Thailand and India and then the Philippines at different times. On the trip to the Philippines by this time I was running again. In the Philippines I was near the Capitol, and I saw this group of young ladies running. It was obviously a track team. I said, "Wow! Really nice!" So I was just complimenting the runners and the coaches.

I came back the next day and spoke to a young lady and came back a third day and spoke to her again. I then got the courage to ask her if she could share a meal with me. I said, "I'll meet you here after practice, and we'll go get something to eat." She accepted. Her name is Regina. I said, "Oh, this is great!" The next day, when I met them at the restaurant downtown, it was Regina and two of her teammates as the chaperones. I thought, "Well, this is really great!" I was in the Philippines another week and a half. We met almost everyday after that. It was always at least one chaperone. Then I met her family. I went back to Grenada, and we corresponded before Skype and before cellphones. The first visit was at Christmas, and I went back in the summer, six months after. By this time we had been corresponding with an occasional phone call and a lot of letters. I met her family, and we were married in the Philippines some twenty-eight years ago now.

- TS: That's great.
- RS: So that was that part.
- TS: Why don't we sum it up by you talking about the impact that Coach Rohe had on you, and what impact being part of the Tennessee track team might have had on you, and life lessons that you carried throughout the years?
- RS: Amazing! I tried to spell it out to Coach Rohe at the 2010 [reunion]. I said, "Coach, I've been fortunate enough to train an awful lot of people and set up a lot of factories in developing countries—some factories as small as seventy or eighty people and some around the three hundred and three hundred fifty level. The enthusiasm and intensity—enthusiasm coming from knowing that what you are doing is important; intensity coming from doing a great many small things well—but the 'what a day' aspect of it, the enthusiasm of it, the being there is just something that I've done with the people that I've worked with."

Now, for the last several years, I'm actually going in long-term healthcare facilities everyday—mostly nursing homes, and going in there with excitement and enthusiasm. It's amazing when you know people's names, and you stop and you talk to people. So much of this has come through Chuck Rohe. It's the "what a day!" It's the early morning workout. Bill Sellmer had some nice things to say about that recently. It's the way that he was with people that taught me. I never had the big brother experience or the example of the uncles. But Coach Rohe showed me a way of dealing with other people that has become fully ensconced in my psyche. It's probably one of the reasons I became Quaker thirty-five years ago. So that's it.

TS: All right!

RS: Thank you, Tom.

TS: Thank you.