

★ ROBIN COLE ★

Robin Cole, the 47th inductee into the Albuquerque Sports Hall of Fame, is regarded as perhaps the most celebrated of New Mexico Lobo players to have played in the National Football League.

That's because the 1976 Lobo all-American wears two Super Bowl championship rings.

Cole, 37, starred as a linebacker with two of the Steelers' four Super Bowl championship teams (1978 and 1979). He was a member of the Steelers' vaunted "Steel Curtain" defense that included Mean Joe Green, Jack Lambert and Jack Ham. Cole's most noted teammates on offense included Terry Bradshaw, Lynn Swann, John Stallworth and Franco Harris.

He was the Steelers' leading tackler in Pittsburgh's Super Bowl XIV 31-19 victory over the Los Angeles Rams.

Many have recommended that the "No. 90" numeral that Cole wore on his jersey be retired at UNM. He wore No. 56 during the 11 years he played for the Steelers and finished his 12-year pro career in 1988 with the New York Jets.

Tonight's Hall of Fame distinction is Cole's second major award here in four months. He was inducted into the University of New Mexico Hall of Honor on Oct. 16.

A motivational speaker, Cole is a successful businessman in Pittsburgh. He conducts seminars and sales meetings as president of Cole And Associates Marketing.

He made history in the 1977 spring NFL draft. He was the only linebacker ever to have been selected in the first round by the Steelers.

"The secret to my success has been in stressing personal excellence through motivation," Cole said.

"You must overcome negatives. You can't ever lose confidence in yourself.

"The same concept in personal motivation applies to business. You must believe in yourself and keep away from negatives."

Cole received many honors as a Lobo.

He was a unanimous All-Western Athletic Conference selection

during both his junior and senior seasons.

During his senior 1976 year, Cole was selected to the third team Associated Press All-America football team.

He came to New Mexico as a freshman from Compton, Calif., where he had been captain of his high school football team.

Cole played his first year at UNM under Coach Rudy Feldman and under Bill Mondt his last three seasons.

A versatile and powerful athlete, Cole was a starter all four seasons as a Lobo. He was a linebacker and defensive end, but also contributed as a deep center snapper.

His junior season at UNM was sensational.

Cole had an astonishing 141 tackles (101 unassisted) and set a single season school record 17 quarterback sacks with a team that had a 6-5 record.

He also led the Lobos in tackles and sacks as a freshman and sophomore. His career totals included 336 tackles and 36 sacks.

As a senior, Cole was named the Lobos most valuable player.

Cole's success continued on and off the field with the Steelers.

In 1984 when he played in the Pro Bowl, Cole also was named "Most Valuable Person in Pittsburgh" and the "YMCA Man of The Year."

Cole's community involvement in Pittsburgh through the years:

- Chairperson, March of Dimes, Arthritis Foundation, American Heart Association.

- Board member, United Way, Brothers and Big Sisters, Guild for the Blind, American Cancer Society, Multiple Sclerosis Foundation, Association for Battered Women.

- Spokesperson, Special Olympics.

Cole and his wife, Linda, have two sons, Robin Jr. and Jeremy and two daughters, Lacie and Logan. The family lives in the Pittsburgh suburb of Eighty Four.

Cole, who is close to landing a Ford dealership in the Pittsburgh area, hopes to move to Albuquerque by 1995 if he can locate a dealership in the Metropolitan area.