



#98 John D. Diesing Sr. and John D. Diesing Jr.
September 2004

The father and son are best known for their work in making the College World Series a premier event for Omaha. The senior Diesing was unable to attend. In the “Face” portrait, Jack Jr. is pictured wearing the garb of a Naval Academy graduate while holding a golf club (he’s an amateur champion) and an aluminum bat. Next to him, the CWS Road to Omaha passes by Diesing’s company’s building. The younger Diesing has been managing director of Aon Risk Services Inc. of Nebraska for 10 years and has been involved as a volunteer with many civic groups. He graduated in 1967 from the Naval Academy and was a lieutenant in the U.S. Navy until 1971. He was then president of College World Series of Omaha Inc. for 15 years, following in the footsteps of his father, who led the local efforts to host the NCAA Division I Men’s Baseball Championship event for the previous 27 years, starting in 1963. The elderly Diesing created College World Series of Omaha Inc in 1967 as a 502(c) nonprofit organization. He became chairman emeritus. In 1999, the Most Outstanding Player Award for the CWS was named for Diesing Sr., and he was the first recipient. A graduate of Creighton University Law School, his career goes back to 1941 when he joined the FBI. He was owner of Skipper Diesing Manufacturing Co. from 1945 to 1947 and joined J.L. Brandies and Sons in 1947, where he worked for 33 years. Next to Diesing Sr. in the drawing are the Crossroads and Southroads malls that he was instrumental in developing while a vice president of Brandies.