# ENDS

# MAGAZINE

Volume 1, Issue 2

# MONSTER MASH

FOR JAMAL MASHBURN,

RETIREMENT FROM THE NBA

WAS JUST THE BEGINNING

#### WOMEN WINNING IN BUSINESS

WITH FORMER WNBA PLAYERS

JENNIFER AZZI, RUSHIA BROWN

AND LISA LESLIE



HUMILITY & HARD WORK

Bringing Vin Baker Back to the Bucks



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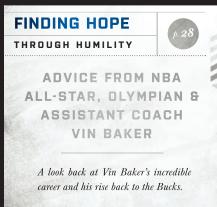
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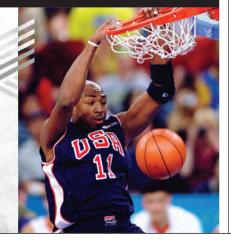
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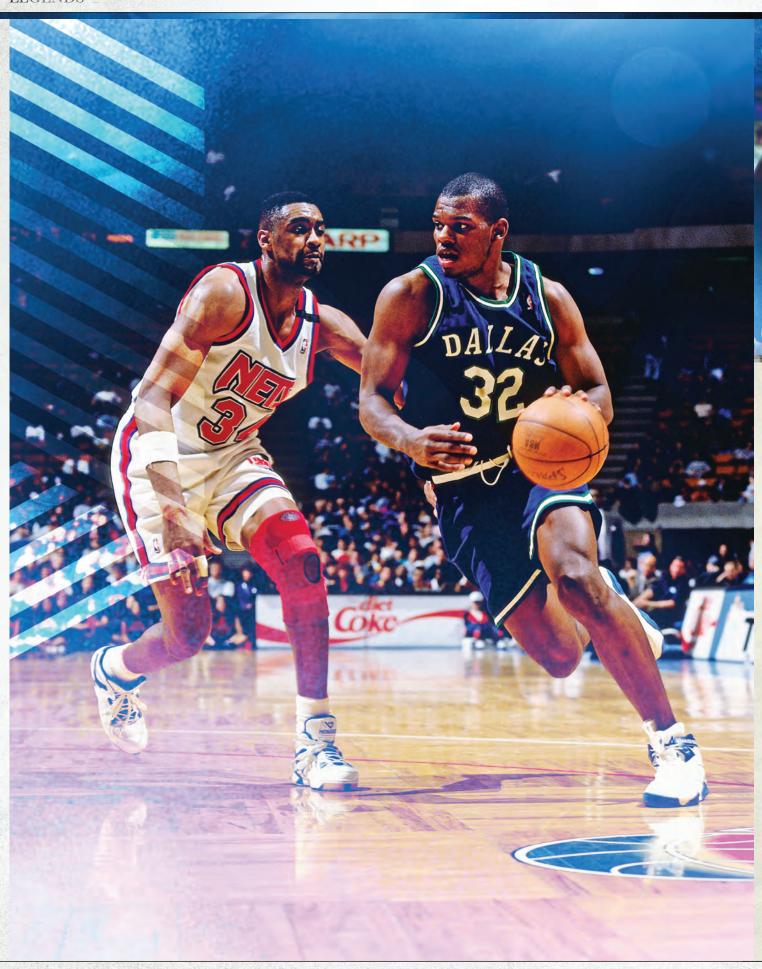
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# **ON TRACK**

FOR JAMAL MASHBURN,
RETIREMENT FROM THE NBA WAS
JUST THE BEGINNING

JOHN FAWAZ

Special Contributor to Legends Magazine

"What next?"

It's the question asked by every professional athlete. At some point, everybody hangs 'em up. Only then do they begin to consider the next chapter of their lives.

Jamal Mashburn had that all worked out well before he retired from the NBA in 2006. You can learn a lot riding the subway.

"I got a chance to see the train transition from blue collar, working class to white collar, business suits," Mashburn says, remembering his days riding from his Harlem home to a Catholic school in Manhattan. "I had aspirations to find out what was in the briefcases and do that.

"Riding that train, I had to figure out how to carry that briefcase."

Mission accomplished, although in this era the briefcase has been replaced by a smartphone. Mashburn, who turned 46 in November, has amassed a business empire that includes restaurants, auto dealerships, a marketing agency, real estate development, juice franchises and tech investments, just to name a few. He is living the life he envisioned as a youngster, well before his NBA dreams.

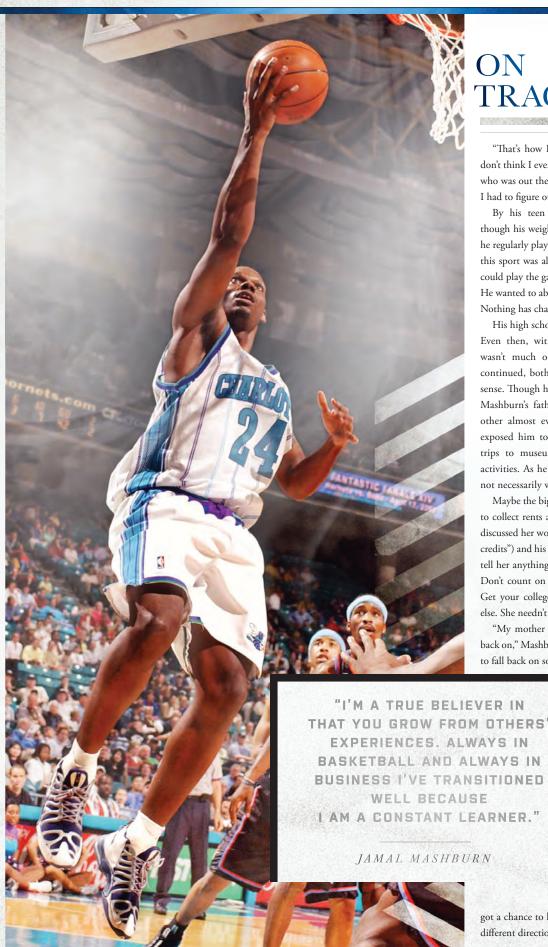
"I looked at basketball as a way to meet a lot of people and get an education so I can carry that briefcase," Mashburn says. "Those train rides gave me a lot of inspiration."

Basketball and business were "parallel dreams" and every step of his journey had to further both ambitions. Never stop learning on the court, in the classroom and, most of all, in everyday life. Never stop aspiring.

"If you're the best player on your team, you need to find a new team," Mashburn says. "I'm a true believer in that you grow from others' experiences as well. Always in basketball and always in business, I've transitioned well because I am a constant learner."

The subway introduced Mashburn to a different environment, but back home in Harlem he was like any other kid, playing sports with his friends. This being New York, playground basketball ruled. But Mashburn was a pudgy youngster and not the most skilled player. The only way to change that was to practice. For that he needed a ball, and the neighborhood had just one. Seriously.

"I never owned a basketball. When I was growing up in the projects in Harlem, it was more like a community basketball," Mashburn says. "He who left last had to secure the basketball. Lights out at ten, I would always be the kid out there playing by myself.



# TRACK

"That's how I honed my skills, how to bargain. I don't think I ever gave up the basketball. I was the guy who was out there first and the one who stayed latest. I had to figure out a mechanism to keep that tool."

By his teen years, Mashburn showed promise, though his weight remained an issue. Big for his age, he regularly played against older kids. He realized that this sport was also a business ("I had value because I could play the game") and he asked a lot of questions. He wanted to absorb as much information as possible. Nothing has changed.

His high school years were centered on basketball. Even then, with AAU and summer camps, there wasn't much of an offseason. But his education continued, both in a traditional and nontraditional sense. Though his parents separated when he was 11, Mashburn's father lived nearby and they saw each other almost every day, while his mother, Helen, exposed him to a different side of New York with trips to museums, restaurants and other cultural activities. As he said, she gave him what he needed, not necessarily what he wanted.

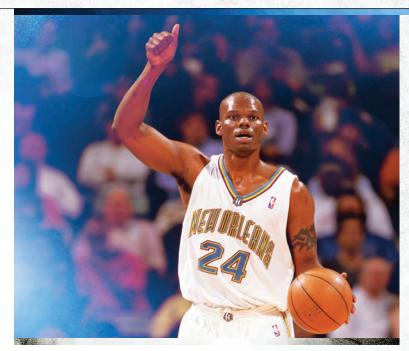
Maybe the biggest lessons came when she took him to collect rents as part of her bookkeeping job. They discussed her work ("my mother taught me debits and credits") and his future. She wanted Jamal to be able to tell her anything, even things she didn't want to hear. Don't count on a career in the NBA, she cautioned. Get your college degree. Be ready to do something else. She needn't have worried.

"My mother always said, 'Have something to fall back on," Mashburn says. "I pushed back. 'I don't want to fall back on something. I want to fall forward."

More importantly, he had no illusions about the dreams of sports glory. His father, Bobby, had been a boxer. His decade in the ring included a fight at Madison Square Garden and bouts against Larry Holmes and Ken Norton, two future heavyweight champions.

"I saw my father, and the other side of being a professional athlete and not having any fame or riches," Mashburn says. "He never

got a chance to live out his dream. I wanted to take a different direction."



By his senior season of high school, Mashburn had dropped the pounds and became one of the city's top players, a small forward who could knock down outside shots. College coaches, assuming that he would be leaving early for the NBA, mostly talked basketball during their recruiting pitches. Mashburn's priorities were different. He wanted a college that was the right fit. Yes, he might leave early if it made economic sense, but he wanted a school that would help him achieve his ultimate goals. As he says, it was all part of "investing internally by making the right decisions and developing a business plan" for life, a process he began at age 13.

"I had to figure out what college I wanted to go to," Mashburn says. "Did it match up with what I wanted to accomplish?

"A lot of coaches who were recruiting me didn't take me seriously."

One coach who did take Mashburn seriously was Rick Pitino, who coached at Providence before taking over the Knicks in 1987. The two had developed a rapport during summer hoops camps in New York. Before Mashburn's senior year of high school, Pitino left the Knicks to take over at Kentucky, which was quite a distance — literally and figuratively — from Harlem. The Wildcats were on probation, so if Mashburn followed Pitino, he wouldn't be able to play in the NCAA Tournament his first year. A program in the Atlantic Coast Conference or Big East seemed the most likely landing spot. But coach and player clicked, and Mashburn signed with Kentucky.

"He always allowed me to use my IQ, either on the court or off it," says Mashburn. "He had an open-door policy that I used, more than others, to go in and express concepts and ideas. And he promised he would tell me when it was time to leave [for the NBA]."

Mashburn compiled a solid freshman season (1990-91) at Kentucky and then emerged as one of the top players in the nation in his sophomore year. He led the Wildcats to the Final Four, and nearly to the 1992 NCAA Championship Game by scoring 28 points in an NCAA Semifinal Game. But, in one of the greatest college games ever, Duke dashed Kentucky's hopes when Christian Laettner hit a game winner at the buzzer in overtime.

After that loss, Mashburn was invited to California as part of a group of college all-stars assembled to play against the original Dream Team. When he returned from the scrimmages, Pitino called him into his office and told him it was time.

"He said, 'This is going to be your last year here,'" Mashburn recalls.

As a junior, Mashburn was the Southeastern Conference Player of the Year, and he led the Wildcats to the NCAA Final Four before another overtime loss ended their title hopes. Mashburn, who had already announced his intention to turn pro, returned to the coach's office at season's end.

"Remember how you want to carry the briefcase?" Pitino asked. "You're going to sit down and hire an agent and hire a business manager."

So began the interview process. First, Mashburn chose an agent after speaking with several

#### ATHLETES IN FRANCHISING:

# SHAQUILLE O'NEAL & DREW BREES

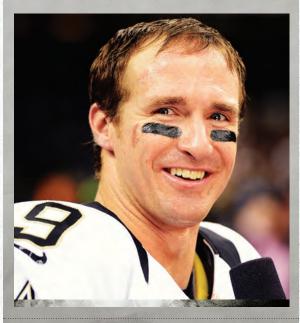
#### SHAQUILLE O'NEAL

The Big Aristotle, as he became known throughout his 19-year NBA career, built a sizable investment portfolio upon retiring from the league. What's even more astonishing is that Shaq only associates his likeness with brands and products he actually uses. In addition, Shaq continues to pull in over \$20 million a year in endorsement deals with companies like Icy Hot, Gold Bond, Buick and Zales to name a few. Shaq's portfolio includes Auntie Anne Pretzel Restaurants, car washes, Five Guys Burgers and Fries Franchises and 24 Hour Fitness.



#### **DREW BREES**

Future Hall of Fame quarterback Drew Brees has already accumulated quite the portfolio of assets, and he hasn't even finished playing. Brees, who enters his 18th season in the NFL in 2018, owns Jimmy John's Gourmet Sandwich franchises and Dunkin' Donuts locations in and around the New Orleans area. His list of locations and brands is extensive and ranks amoung the top in terms of current professional athletes.







Eastern Conference All-Stars and coaches (back row l to r) Dan Burke, Jim Stack, Ben Wallace #3, Jermaine O'Neal#7, Zydrunas Ilgauskas #11, Brad Miller #52, Antoine Walker #8, Mark Aguirre (middle row l to r) Brendan Malone, Jamal Mashburn #24, Michael Jordan #23, Tracy McGrady #1, Vince Carter #15 and head coach Isiah Thomas (front row l to r) Allen Iverson #3, Paul Pierce #34 and Jason Kidd #5 prior to the 52nd All-Star Game, part of the 2003 NBA All-Star Weekend at the Phillips Arena on February 9, 2003 in Atlanta, Georgia.

candidates. Then it was time to select a business manager, but that proved more difficult. They offered him investment ideas and portfolio management. In other words, a life of leisure after his playing days ended.

"What happens with athletes sometimes is that people don't think you have a vision beyond playing," Mashburn says, recalling the process. "Only one [Rick Avare] listened to my vision of carrying the briefcase.

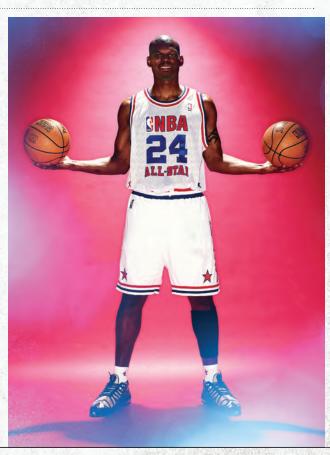
"I told him, 'I want to step into a live, active business after I play in the NBA. I need you to teach me everything in finance and accounting that you know.' Eventually he morphed into my business partner."

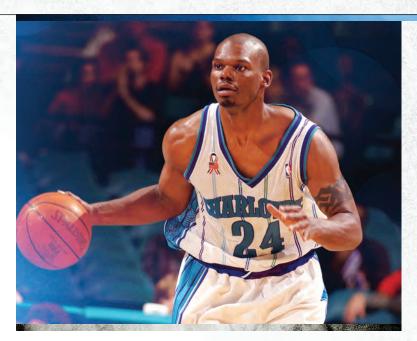
Mashburn entered the 1993 NBA Draft as one of the top prospects. In those days, players who stood 6-8 and could shoot threes were rare. Dallas selected him fourth overall, after Chris Webber, Shawn Bradley and Penny Hardaway.

Mashburn averaged 19.2 points per game in 1993-94 to lead all first-year players and he finished third (behind Webber and Hardaway) in the balloting for the NBA Rookie of the Year Award. The next season, Jason Kidd joined the Mavericks, combining with Mashburn and Jim Jackson to form the "Three Js." Dallas, which had won just 24 games combined in the previous two seasons, improved to 36-46 in 1994-95. Mashburn averaged 24.1 points per game to rank fifth in the NBA. The Mavericks future looked bright.

At the same time, Mashburn and Avare began planning for life "once the ball stopped bouncing," as Mashburn puts it. He connected with Chris Sullivan, one of the founders of Outback Steakhouse, and used some of his shoe contract money to purchase a franchise. He would go on to acquire 38 Outback Steakhouses before selling his interest in 2018.

Mashburn describes that initial investment as the catalyst for the ventures that followed. During the next 20 years, he bought and sold fast food franchises and a printing plant, started and sold a venture capital firm, and invested in real estate and tech companies. Mashburn





currently owns 90 Papa John's franchises, three locations of a fitness company and five auto dealerships (he says he has learned the most from those businesses). He joined Jonathan Sackett to open the Mashburn Sackett advertising agency, and he is beginning to develop hotels.

While his financial endeavors flourished, he experienced ups and downs on the court. A knee injury limited Mashburn to 18 games in 1995-96 while the Three Js clashed. By 1997, all three were out of Dallas, with Mashburn going to Miami in a midseason trade.

Mashburn would play three and a half seasons (1997-2000) with the Heat and four with the Hornets (2000-02 in Charlotte and 2002-04 in New Orleans). He averaged 21.6 points per game in 2002-03 to earn All-NBA Third Team honors. But his knee, worn down by repetitive injuries, limited him to 19 games in 2003-04 and finally forced his retirement in 2006.

"It eventually stops. What do you do now?" says Mashburn, who averaged 19.1 points per game in 11 NBA seasons. "What did you learn from the experience that you can use in the new life? What don't you need that you can get rid of?"

Mashburn applied his basketball lessons to his new life. Preparation, preparation, preparation. Don't let the ball dribble you, you dribble the ball. As you become better as a basketball player, you become better at moving the ball.

"I'm very selective on things that I do, and I am very methodical in my approach. Very parallel in how I played," Mashburn says. "To me, that was the secret sauce. Prepare and the game takes care of itself. Got to have good people and teammates around you. I prefer myself to be a teammate, to let other people flourish.

"I like to be around people who have lived their dream and can also express it and teach it." Though Mashburn made a bid for the New Orleans Hornets (now Pelicans) in 2012, owning an NBA franchise is likely not in his future. The value of franchises has soared to the point that it doesn't make business sense ("the return is all in appreciation"). But he remains

"I do get approached quite a bit for information," Mashburn says. "They ask how I did what I did and how do I continue to do it. It's a lot of fun to share my stories."

connected to the NBA and the game. Players seek him out, and he is happy to help.

"When I was coming into the NBA, the League and Players Association would bring in guys who made mistakes. They would preach about 'Don't do this.' I always wanted to hear the story about the guys who made the successful transition."

For the veteran players who are pondering retirement, Mashburn reminds them that they have the tools. They just need to be repurposed.

"There's a lot of work to be done, like the work they did to get to the NBA, but it's more of a lifestyle change," he says.

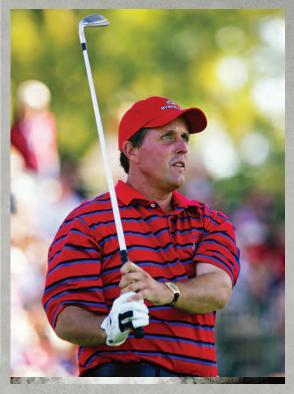
Meanwhile, his son, Jamal Jr., is a junior in high school and one of the top guards in the nation. Like his dad, he is eyeing a parallel track — he wants to play in the NBA and be an attorney. Soon he will have to pick a college. Those recruiters better do their homework. The Mashburns have a lot of questions.

#### ATHLETES IN FRANCHISING:

# PHIL MICKELSON & MAGIC JOHNSON

#### PHIL MICKELSON

One of the best golfers of this generation, Phil Mickelson has built quite the stable of franchises off the course, including purchasing the rights to Five Guys franchises across all of Orange County. Mickelson is also heavily involved with the frozen yogurt franchise, Reis & Irvy's, which he purchased this past June.



#### MAGIC JOHNSON

Since retiring from the league, no one has been more well known for their business acumen off the court than Magic Johnson. He has accrued an incredible portfolio, including Burger King, 24 Hour Fitness, T.G.I. Friday's and Sodexo.









# WOMEN

#### WINNING IN BUSINESS

successful WNBA career where she was drafted fifth overall by the Detroit Shock in the inaugural WNBA draft. After retiring as a player, Azzi's love for the game and mentoring kept her on the court, where she took on a coaching role for the University of San Francisco women's basketball team. Through six seasons as a head coach, Azzi led the Dons to its fourth ever NCAA tournament berth thanks in part to their success at the 2016 WCC Tournament. After leaving her coaching position in 2016, Azzi took on a new role as Ambassador and Global Director for the NBA and Jr. NBA, where she works today. Azzi will tell you now that her time competing professionally allowed her to gain the resiliency to succeed in her post-playing days.

"Just tapping into the resilience you build as an athlete, you can do a lot with," she explains. "That resiliency gives you a strength, and it's a strength like nothing else I have had in my life."

Azzi's work as an ambassador of the sport has taken her from Mexico City and India to Senegal, during which time she has been able to coach and teach the game of basketball to young women across the globe.

Rushia Brown's professional basketball career spanned across 17 seasons — 10 years internationally and seven years in the WNBA. Her work ethic and commitment to the game gained recognition at every level with her jersey being retired at both her high school and university, as well as being inducted into the Hall of Fame at Summerville High School, Furman University and the Southern Conference. Her time on the court helped her develop her passion off the court, and led Rushia to create the Women's Professional Basketball Alumnae Association and gain her Executive MBA from George Washington University. Her passion for helping women transition from the pros to mainstream life led Rushia to her current position as Manager of Player Programs and Franchise Development for the Las Vegas Aces. In addition, Rushia has committed herself to being an ambassador for women's basketball and assists in changing the perception of the female athlete. She also takes time to advocate for youth sports and the development of character through sports. Rushia attributes her success in life after basketball to valuing the relationships she has made during and after her time in the WNBA. Rushia explains, "I value relationships and I think a lot of times we overlook that, and it's really important to be able to market yourself in other ways with different people in different communities in different businesses. And those are the reasons why



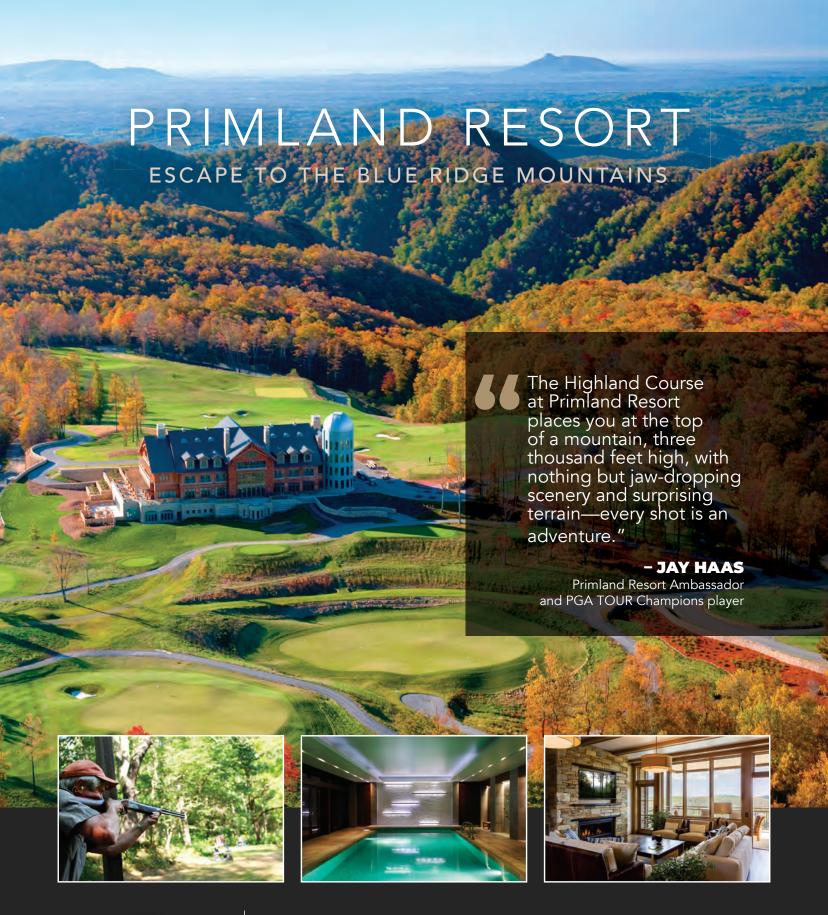




Top: NBPA Executive Director Michelle Roberts; Above: Rushia Brown; Left: Rushia Brown, Lisa Leslie, LaChina Robinson, Jennifer Azzi.

"WE KNOW WHAT IT'S LIKE FOR BLOOD, SWEAT AND TEARS TO RUN, TO WORK HARD. NOTHING IS HARDER THAN WHAT WE HAVE ALREADY ACCOMPLISHED IN BASKETBALL."

LISA LESLIE





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# WOMEN

#### WINNING IN BUSINESS

so many of us have gotten to certain places because we were able to develop those important relationships through basketball."

Lisa Leslie is one of the more recognized and dominant players in the history of women's basketball, and her influence on the sport has been paramount. Being inducted to the Naismith Hall of Fame in 2015, Leslie's basketball résumé includes four Olympic Gold medals, three WNBA MVPs, two-time WNBA Champion and two-time WNBA Finals MVP, with many other achievements throughout her storied career. But almost as impressive have been Lisa's accomplishments off the court. Her passion and work ethic led to her successful modeling career with the Wilhelmina agency, completion of her Master's in Business and her writing of two books, "Don't Let Lipstick Fool You" and "From the Court to the Boardroom." Leslie's love of competing also translated into a new career in real estate, which has been a passion of hers since her first paycheck from the WNBA. Her work as an agent for the Lockwood Real Estate Group, part of Keller Williams Reality in Boca Raton, Florida, has been a success in its own right, but still hasn't completely pulled her away from basketball. As a studio analyst for the Orlando Magic on Fox Sports, Leslie makes appearances across ABC, NBC and Turner while also cohosting the award-winning CBS Sports Network show, "We Need to Talk," the first-ever nationally televised, all-female, weekly television show. When looking at all she has learned and achieved throughout the years, she attributes a lot of her success to the lessons learned from triumphing over obstacles while competing in the sport she loves.



Jennifer Azzi, above, during the Women of Influence Summit at Legends Conference in Las Vegas.







Top: Rushia Brown; Middle: Lisa Leslie; Above: Michele Roberts, executive director of the NBPA, speaks next to Panel Moderator LaChina Robinson and former WNBA players Leslie, Jennifer Azzi and Brown.

# THE ART OF SELLING

How Athletes Can Master The Art of Sales Through Storytelling

By Craig Wortmann | Photos by John McCoy

n my MBA course at the Kellogg School of Management, I use the analogy that high-performing salespeople are the elite athletes of their trade. A salesperson can learn a lot by studying the discipline and constant fine-tuning of a professional athlete.

Just as we salespeople draw inspiration from the on-court performance of the best of the best, I would argue that athletes should look to high-performing salespeople as they write



the next chapter of their careers. If you stop to think about it, you'll see that sales and sports have a lot in common. More than most other professions, athletes and salespeople must apply an incredibly strong work ethic every single day in order to achieve their goals. The pursuit of excellence never wanes due to the tenacious desire to reach the next level, the next win, the next championship.

As salespeople, we must understand our products, services, the market, and our customers' needs. The challenge is that this often results solely in a collection of facts, and facts don't persuade or influence people like stories do. Decades of research prove that stories are far more powerful. Fortunately, an elite salesperson has the skill to go beyond simple facts and "tell the right story, at the right time, for the right reasons."

Think about the first time you picked up the playbook for your new team. It was just a set of facts, and then the hard work began to translate that playbook into the coordinated actions on the court. This is the exact process that salespeople, and entrepreneurs, go through when they approach a market.

When I started my sales career at IBM, I learned all of the "feeds and speeds" of the computers. It then took time to relate those facts to a customer's business in order to bring color and context to life through stories. In selling, our main job is to relate to our customers, recognize what causes their fears, and understand what they are hoping to do with their businesses and their lives. I was able to help my customers know the opportunities that would improve their businesses, as well as to feel what it might be like to reach their most ambitious goals. This ability came through collecting the right stories to tell.

There's a reason we say athletes have "storied" careers, since they have many great stories! The real "workout," however, begins after the stories are collected. A translation process is important to fit stories to a customer's needs. If a customer is worried that your product or service will require too big a change, then you need to be ready with a story about another customer who, after having similar concerns, ultimately was able to successfully make the adjustments. The ability to find and adapt the right story is an important skill of high-performing salespeople, akin to strength and conditioning. A salesperson, like an athlete, needs to think quickly on their feet and adjust to the changing situation in front of them.

As we write each new page and chapter of our careers, we must continue to collect and hone our best stories, because they are the key to what will make us more powerful and influential in the art of selling.

#### PROFESSOR OF ENTREPRENEURSHIP & FOUNDER OF KELLOGG SALES INSTITUTE

#### CRAIG WORTMANN **BIOGRAPHY**

Craig Wortmann is a Clinical Professor of Entrepreneurship at Northwestern University's Kellogg School of Management and the Founder of the new Kellogg Sales Institute. Craig designed, developed and teaches the award-winning course called "Entrepreneurial Selling," ranked by Inc. Magazine as one of the "Top Ten" courses in the country. Craig also won the Faculty Excellence Award, given to the professor who has had the most positive impact on the students.

Craig is also the author of "What's Your Story?", a book that looks at how leaders and sales professionals use stories to connect, engage and inspire. In addition, he serves as a Venture Partner at Pritzker Group Venture Capital where he helps grow the sales engines of its portfolio companies.

Over the last twenty-five years, Craig has developed a set of sales and leadership tools critical to delivering results. This became the cornerstone of his company Sales Engine Inc. By teaching and coaching leaders on how to build a "high-performance engine," Sales Engine has put companies, both large and small, global and local, on the path to tremendous and measurable growth.





Top: Craig Wortmann presents on the "art of the sale" to basketball legends at the NBRPA's annual conference during NBA Summer League.

Above: Cedric Ceballos and Cori Chambers engage in Kellogg workshop led by Wortmann during the NBRPA annual conference.



# WHO'S YOUR FINANCIAL GENERAL MANAGER?

The Importance of Customized Family Office Support

RASHAUN WILLIAMS

@rashaun\_williams

Venture Capitalist | Tech Coach | Financial Literacy Educator

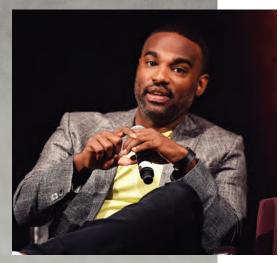
The 2018 Tech Summit during the Legends Conference at NBA Summer League was eye-opening. Many former players knew exactly what they wanted, but they didn't know what to call it. We discussed how a \$25k investment in Instagram would have returned \$6.8 million two years later. And how \$25k in Spotify would have returned \$75 million at the IPO! All the retired players agreed that they want access to these deals, as well as deals like Lebron's pizza chain, Kobe's bottled water company and Kevin Durant's tech investments, but most didn't have the full staff of people employed or partnerships in place to handle those deals. What everyone wanted was a trusted team to source, survey and structure private transactions for them. What everyone needs is a "Multi-Family Office."

Think of the family office as the front office of an NBA team. Owners (the retired player) invest millions into their investment portfolio, but most don't have professionals responsible for managing those private investments (like a General Manager). Sure, you have a financial advisor who manages the public stuff like stocks and bonds, but who handles the sexy stuff like real estate investments? Tech investments? Film and TV investments? Where can you see it all in one place? What is your overall strategy? How many wins are you aiming for this season, and have you assembled a team that can get you there? What plays are you running?

Just like a GM assembles, manages and is responsible for the day-to-day operations of a team, your Family Office is responsible for your overall investments (public + private companies) to help you win financially day-to-day after you retire. Ultra-wealthy people have been doing it for decades — in fact, the top three percent of the highest paid players all have some form of it. It's time the other 97 percent of retired players have the same access.

Seventy-five percent of ultra-wealthy individuals prefer to work with multi-family offices, according to *Forbes*. Another 15 percent like wealth management firms. Less than 10 percent choose investment advisors. The remaining few percent opt for planning firms. Clearly, individuals with money are strongly attracted to multi-family offices. Why is that? Can you go to your wealth management guy for help with your movie deal? Tech investments? Cannabis company investment? Crypto investment? It's unlikely. If you are investing over \$100k per year in private companies, you need to set up a private equity fund or venture capital fund for tax reasons, to create a winning strategy and play offense versus defense, to source the best deals and to have a team in place to do financial, legal and product diligence on each investment. Imagine being a GM and drafting a player without seeing any videos of him, without doing a physical, not knowing what position he plays or doing any diligence. That's what's happening daily in private company investments with retired athletes. Even worse, imagine only hiring people that come to you for a job versus the top players you have to go out and recruit. The family office plays offense and handles diligence, then manages the investments after they are made.

Now more than ever, retired players are making private investments. Most wealthy people I know own most of their wealth in private companies because the returns are better. But even if you only invest 10 to 25 percent of your wealth in private companies, who is helping you source, verify and structure it? One reason many players lose money in private company investments is because they don't have the right team helping them. Find partners, venture capitalists, private equity managers, accountants, lawyers and software engineers to help you play offense. If you want 72 wins, you need to assemble a winning team. It's your own money and future at stake. It's also the difference between making three to six percent returns in your stock/bond portfolio and 30 to 40 percent returns per year. Stay winning, Legends!



Rashaun Williams speaks on a panel during the Legends Conference at NBA Summer League in Las Vegas in July 2018.



Caron Butler talks about his investment experience during the Technology Summit at the 2018 Legends Conference.



Panelists and participants of the Technology Summit during the 2018 Legends Conference in Las Vegas.



From left to right: Excell Hardy (NBRPA), Rashaun Williams (Venture Capitalist), Stephen Bardo (College Basketball Analyst with FOX 1 Sports and Big Ten Network), Israel Idonije (Former NFL player), Caron Butler (Former NBA player), Eric McGill (NASA).



President and CEO Scott Rochelle addresses the crowd during the Technology Summit at the 2018 Legends Conference.



#### THE REMARKABLE LEGACY OF

# SHERYL SWOOPES

1989-91	SOUTH PLAINS TEXANS
1991-93	TEXAS TECH RED RAIDERS
1997-2011	WNBA PLAYING CAREER

By Brad Shulkin

true pioneer in women's basketball, no one has had more of an impact on the women's game than Sheryl Swoopes. Her accolades are undeniable. A dominating force throughout her entire career, Swoopes would go on to become the first woman signed to the WNBA, a three-time WNBA MVP, an Olympic gold medalist, and an NCAA and WNBA Champion.

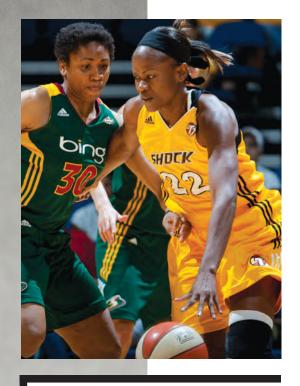
"When I look back on my playing career and I look at where I am today, I just remember saying, 'Is this really happening? Is this real? Is this true?' And as much as I was excited about it, there was a part of me that said, 'This is going to be a challenge because now there is a lot of pressure.'"

These accomplishments for Swoopes, which helped elevate her status among the league's best, didn't come without incredible pressure.

"I take a lot of pride in who I am and what the WNBA represents. To be a part of the league back in 1997 and to be the first player to sign was a lot of pressure for me. But it was pressure that I welcomed because I looked at it as an opportunity to go out and really market the league and try to show people that women can really play this game."

Since the age of seven, Swoopes' love of basketball was overly apparent. A rising recruit out of Brownfield High School, Swoopes initially decided to attend in-state behemoth, The University of Texas. But apprehension quickly set in and Swoopes made the decision to leave the school and enroll at South Plains Community College to be closer to home. She went on to become a two-time All-American and All-Region selection at South Plains. After two successful seasons, Swoopes transferred to Texas Tech, where she went on to win an NCAA Championship in 1993. She is one of only three Lady Raiders to have her jersey retired by the team. Still to this day, Swoopes holds many school and national records, including the single game and single season scoring records. A culmination of her tremendous season at Texas Tech, Swoopes went on to be named the 1993 Naismith College Player of the Year.

After college, Swoopes turned to USA Basketball in 1994 before joining the WNBA in 1997. During the WNBA's inaugural season, Swoopes was recruited to play for the



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SHERYL SWOOPES



# SHERYL SWOOPES

Four-time WNBA Champion Reflects on Past Accomplishments

Naismith Memorial Hall of Fame President and CEO John Doleva and Jerry Colangelo pose with 2016 Naismith Hall of Fame Inductees Allen Iverson, Tom Izzo, Jerry Reinsdorf, Sheryl Swoopes, and Shaquille O'Neal as the Naismith Memorial Basketball Hall Of Fame 2016 Class is announced during a break in the 2016 NCAA Men's Final Four National Championship game between the Villanova Wildcats and the North Carolina Tar Heels at NRG Stadium on April 4. 2016 in Houston, Texas.



Houston Comets. Swoopes was the first woman to be signed to a WNBA contract and right out of the gate, made her impact known. During her tenure with the team, Swoopes accumulated over 2,000 points, 500 rebounds, 300 assists and more than 200 steals. Her play made her the first three-time WNBA MVP and the first three-time WNBA Defensive Player of the Year.

"When I first started playing basketball at the age of seven, I set goals for myself and said, 'Yes, I want to play in the Olympics. Yes, I want to meet Michael Jordan.' And all of those things happened. And when I started playing in the WNBA, honestly I never went into the league saying I want to be MVP this many years. I want to win four championships. All I said was I wanted to be successful and, at the time, I didn't really know what that looked like or what that meant."

Since Swoopes joined the WNBA back in 1997, the league's growth has been undeniable. This past season, the WNBA saw a 36-percent increase in viewership in adults age 18-49, a 29-percent jump in men in that age group and a 50 percent increase in women. But more than the growth of the viewership has been the growth of the women who play the game. What has excited Swoopes the most is seeing the current generation of players use this growing platform to influence the greater good.

"It's so incredible to see how far the league has come. I know there is still a lot of work to do, but to see the talent level and how much these women are embracing the challenge of continuing to compete and putting the women's game on the map. It says a lot about who they are and what they represent. I love the fact that you have younger players today that are in the league that are stepping up, not just on the court, but they are using their voices for a lot of very positive things."

As she sits here today and reflects on what has been a truly historic career, Swoopes is left with no regrets. She put everything she had into the game she loved and is left with nothing but pride and a sense of relief when discussing her accomplishments.

"I can honestly sit here today and say I accomplished everything I ever thought I could accomplish and then some. I never in my wildest dreams imagined that I would have so much success on the court with basketball and that basketball would allow me to go to so many different places and meet so many incredible people and really change my life. That's exactly what the game did for me."

#### **NIKE AIR SWOOPES**

When Nike's Air Swoopes dropped in 1995, Sheryl Swoopes became the first woman offered a signature Nike basketball shoe and the second athlete behind Michael Jordan to have a model named after them.

In the 1970s, Nike first started taking an interest in women's collegiate basketball, 20 years before the WNBA even existed. In 1983, the brand sponsored some 30 collegiate women's teams. By the time the WNBA was born in 1996, eight teams played in the inaugural season, and Sheryl Swoopes was seen as the clear choice for Nike's signature shoe. In the late '90s, Swoopes used the Nike TV spots and print ads to encourage young girls to be proud of their strength and athleticism.

Now, Nike is paying homage to the 90s era and the WNBA through a new series of retro female footwear: the Swoopes II, released in September 2018.



Sheryl Swoopes gives a speech during the Class of 2016 Naismith Memorial Basketball Hall of Fame Enshrinement Ceremony. Swoopes was inducted alongside ABA superstar Zelmo Beaty, 27-year NBA referee Darell Garretson, 11-time NBA All-Star Allen Iverson, two-time NABC Coach of the Year Tom Izzo, the first African-American coach in a professional league John McLendon, three-time NBA Finals MVP Shaquille O'Neal, early African-American pioneer Cumberland Posey, iconic Chicago Bulls owner Jerry Reinsdorf and global ambassador of the game Yao Ming.



# CHARLES "CHOO" SMITH, JR.

Business Founder and Chairman

harles H. Smith, Jr. affectionately known as "Choo" was born to Brenda and Charles H. Smith Sr. on November 30, 1970 in West Baltimore. Choo is a graduate of the prestigious City College High School and earned his Bachelor of Science Degree in Computer Science from his beloved University of the District of Columbia (UDC).

But that was after Choo attended Bowie State University in Maryland where he progressed to be the starting point guard for the Bowie Bulldogs and was recruited after his first year by Mr. Will Jones, head coach of the UDC Firebirds. Choo quickly earned the starting point guard position after transferring, and the Firebirds went seven games over .500 for the first time in 10 years.

Choo caught the eye of the world-renowned Original Harlem Globetrotters where he became a high-profile member of the team. Choo has played in all 50 states, in 26 countries and was recognized as one of the greatest dribblers in the world.

Choo Smith Youth Empowerment, Inc., a non-profit organization was founded in 2007. It focuses on Choo's "4L" philosophy: "Love it, Learn it, Live it, Lead it." It is from this organization that the Choo Smith Summer Basketball Camp was born and became the platform for many other initiatives under Choo Smith Youth Empowerment, Inc.

Choo has the unique ability to reach young people on all levels — racial, socioeconomic background or gender — and is able to generate results without compromising any of his beliefs. Choo is a man of ethics and his faith in Christ is applied in every aspect of his life.

As a trainer and mentor, he pushes his student athletes to reach their full potential in academics and athletics. His assistance has helped many student athletes reach their goals of attending college and playing on the collegiate level. In 2015, Choo created AAU Basketball Program Team Choo, consisting of 14U, 16U and 17U boys, and 15U girls squads. From these teams, seven of the 17U players have received either athletic or academic scholarships. To date, there are five Team Choo showcase basketball teams.

In the summer of 2018, Choo became the second-in-command for the Young 3, a youth organization led by retired NBA legend and NBRPA Board Member Jerome Williams. The Young 3 is the youth and community arm of the BIG3 professional basketball league founded by legendary rapper Ice Cube.

As a humanitarian, Charles "Choo" Smith continues to touch the lives of youth throughout Maryland and across the world.





Charles "Choo" Smith, Jr for the Harlem Globetrotters





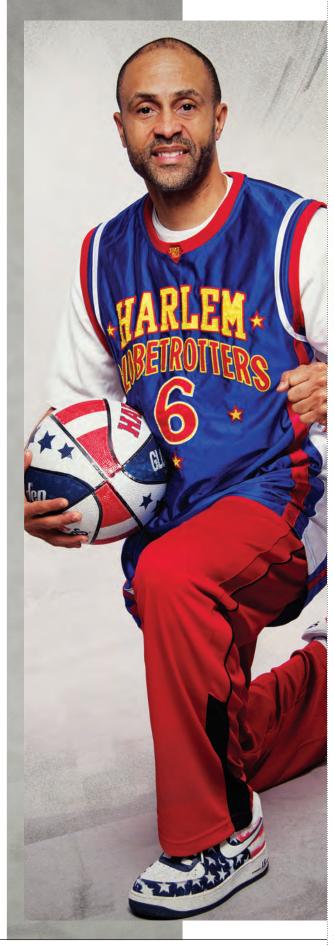
### CHARLES "CHOO" SMITH, JR.

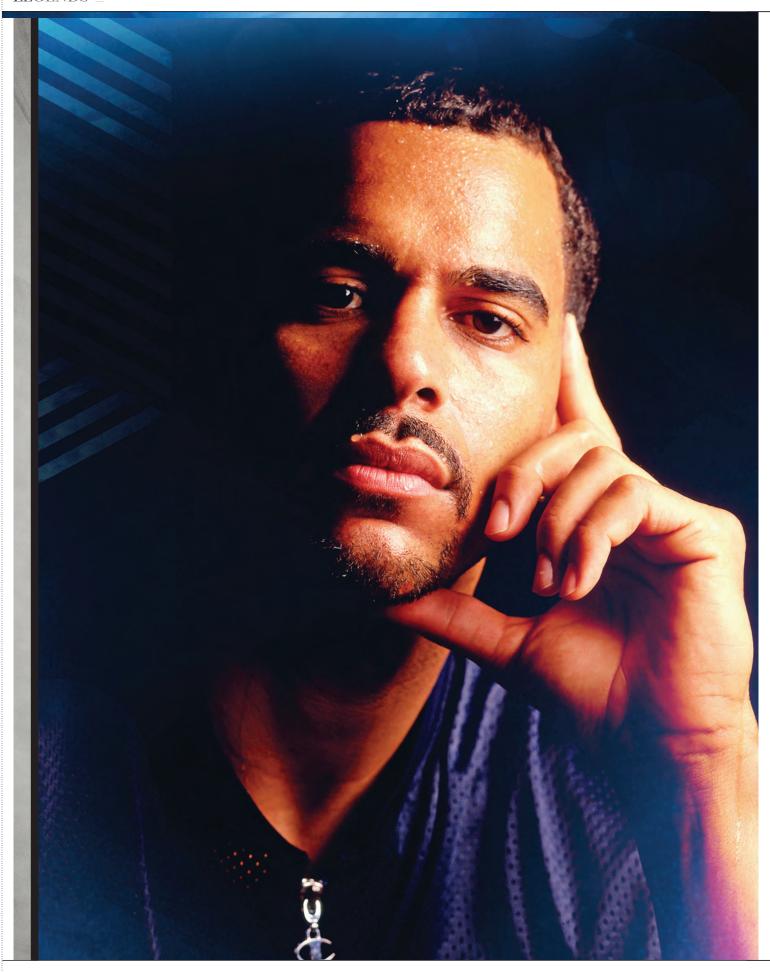
Retired Players

FILL IN THE BLANK

#6

MY NAME IS Charles Smith, Jr., AKA Choo Smith. I GOT MY NICKNAME BECAUSE as a young boy I was considered fast, so my family said I was like a Choo Choo Train. I FIRST STARTED PLAYING FOR THE HARLEM GLOBETROTTERS IN 1999 AND DECIDED TO RETIRE IN 2005 BECAUSE | wanted to get married, have children and give back to the community that gave to me. I started my nonprofit organization, Choo Smith Youth Empowerment, which has served more than 100,000 youth over the past 14 years. WHEN I WAS LITTLE, I WANTED TO BE everything from a basketball player, boxer, football player, lawyer, scientist and comedian WHEN I GREW UP. I realized that all I ever need to be is a good person who serves God and others. I FIRST FELL IN LOVE WITH BASKETBALL WHEN I watched the ACC and Big East basketball in the early 80s. NOW, I spend my time being a husband, dad to three kids, working with youth and serving the global community. I CURRENTLY LIVE IN Baltimore WITH my wife of 14 years, Damali, and my three children, Ayanna, Charles "CJ" and Layla. MY FAVORITE MEMORY FROM MY GLOBETROTTER DAYS 15 when I was selected to go to the magic circle and do my thing to Sweet Georgia Brown music. MY FAVORITE CHILDHOOD MEMORY IS playing clinic baseball and getting my first hit, BUT IF I HAD A TIME MACHINE, I WOULD GO TO THE  $1950\varsigma$  and  $60\varsigma$  SO I COULD SEE the forefathers that laid the foundation for me. IF I HAD TO PICK ONE SONG TO PLAY EVERY TIME I ENTER A ROOM, IT WOULD BE either "The Best in Me" or "Never Would've Made It," both by Marvin Sapp. IF I COULD TAKE ONLY ONE PHYSICAL ITEM WITH ME ON A DESERTED ISLAND, I WOULD TAKE my Bible. I COULD NEVER LIVE WITHOUT God's Grace, Mercy and covering. SOMETHING THAT MOST PEOPLE DON'T KNOW ABOUT ME IS even though I have always been at the forefront and a leader by nature, I get my best reward being behind the scenes and uplifting others. THE BEST ADVICE I'VE EVER RECEIVED IS TO be the best listener in the room. I HAVE NEVER BEEN PROUDER THAN WHEN I witnessed the birth of my three kids, AND SOMEDAY I HOPE TO put my kids in a position to continue the legacy that my father's father started. Smith family live on! MY ADVICE FOR ALL CURRENT AND FORMER ATHLETES IS THAT you are all vessels that God has given tremendous favor to. Take your talents and gifts to empower, uplift and create positive change to all mankind, using the game that you loved since you were a kid.





# FORMER NBA ALL-STAR FINDS FULFILLMENT THROUGH TREATMENT AND WELLNESS VENTURE

# JAYSON WILLIAMS GETS THE REBOUND

ayson Williams first found fame as a cheerful basketball player from St. John's University and then eventually in the NBA. He was selected in the first round of the 1990 NBA Draft to the Phoenix Suns, and soon after, signed with the New Jersey Nets in 1993. Williams played in an All-Star Game alongside Michael Jordan, Kobe Bryant and Shaquille O'Neal in 1998, his eighth season, when he led the NBA in offensive rebounding. For years, Williams' passion was focused on the basketball court.

In 2000, his career came to a sudden end when he broke his leg during a midseason game. The career-ending injury resulted in personal struggles for Williams, but after enduring and overcoming addiction, Williams was inspired to help others. He plans to spend the rest of his life maintaining sobriety and giving back.

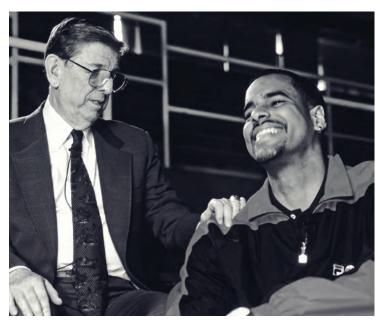
One of the ways he does this is through an "adventure therapy" venture, Rebound Institute. The Institute helps others heal through reaching new heights in adventures such as scuba diving, horseback riding, sky diving, paddle boarding, fishing and other activities.

"The number of victims touched by addiction tragically continues to grow daily," Williams explains. "We're losing lives at an unprecedented rate, and I want to help people win back their lives by sharing my experience and challenges."

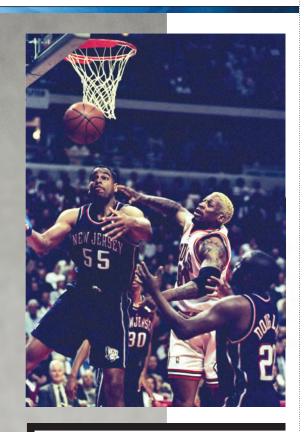
Williams' goal is to show people how much fun it is to be sober. He calls the people who go through his program "teammates," and he's right there alongside them each step of the way. He gets as much out of the program as he gives to his teammates.

"We jump out of airplanes. We wave run. We snowboard. We overcome anxiety, build self-esteem and give each other new activities to be 'addicted' to," he says. "Our mission is to positively change the lives of the individuals, their families and communities that have all been impacted by addiction. Rebound Institute was named to reflect on my skills as a player in the NBA as well as to describe the difficulties I had bouncing back in life."

In addition to outdoor adventure therapy, used to increase self-esteem and reintroduce an active, fun and healthy lifestyle, Rebound Institute incorporates hyperbaric and

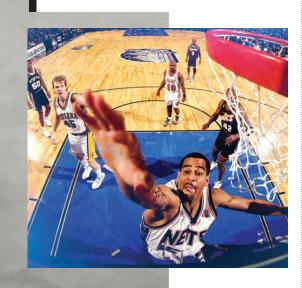


Former St. Johns head coach Lou Carnesecca and Jayson Williams of the New Jersey Nets pose for a portrait circa 1998 in New York City.

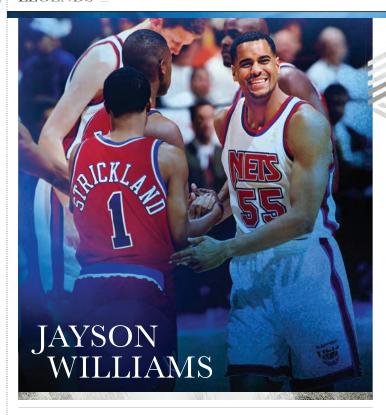


"WE OVERCOME ANXIETY,
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JAYSON WILLIAMS







chiropractic treatment, overall health and mindset attention, mentoring, job training and workplace readiness.

Before it even officially opened, Rebound Institute and Williams worked to establish relationships with local and national organizations, which helped get the venture's feet off the ground quickly. Rebound Institute partnered with the National Basketball Retired Players Association, for example, to offer former professional basketball players, their families and their dependents a safe foundation to restore balance in their lives.

Williams also hopes to change the stigma surrounding addiction among athletes. "Growing up as an athlete, you're taught to never show weakness," he says. "People need to know it's OK to have this disease, but it's not OK to not work on it."

One day, Williams harbors a dream of returning to the world of basketball, but for now, he finds satisfaction in working on himself and helping others, far from the spotlight.

For more information on Rebound Institute, visit reboundabettersolution.com or contact the NBRPA at memberalert@legendsofbasketball.com.











Clockwise from top left: Isiah Thomas and Jerry Stackhouse reconnecting during the Legends Conference in Las Vegas; Cedric Ceballos, Cliff Levingston, Isiah Thomas and a Legends guest at Top Golf in Las Vegas; Erin Thorn coaching a Full Court Press clinic in Las Vegas during NBA Summer League; Legends guest and Rushia Brown; Bill Russell and Lisa Leslie at Legends Conference.



# LEGENDS SIGHTINGS

Whether it's been one year or 30 years, these Legends will always remain a part of the basketball family. Here's what they've been up to lately.





Below: Legend Rick Darnell with his wife Vicki at Top Golf Las Vegas, Legends Gar Heard, Isaac "Bud" Stallworth and Spencer Haywood.





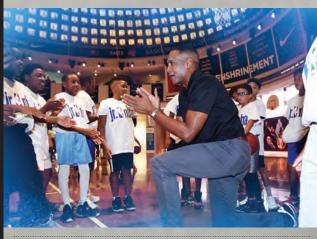
Above: Legends coaching kids during Full Court Press clinic in Springfield during the 2018 Naismith Hall of Fame induction; Bottom Right: Legends Bill Russell and Emmette Bryant.











Left: Full Court Press clinic led by NBA and WNBA Legends, Top: Legends and coaches Mike Longabardi, Desmon Farmer, James Jones, Erin Thorn and James "Hollywood" Robinson at Full Court Press clinic; Above Middle: Sheri Sam teeing off at Top Golf Las Vegas; Above Bottom: Grant Hill coaching kids during the Hall of Fame Full Court Press in Springfield.







Above: NBRPA President and CEO Scott Rochelle addresses guests at the annual Legends Conference in Las Vegas; Right: A group of Legends, family and friends during the Legends Conference; Below: LaChina Robinson, Michelle Roberts, Lisa Leslie, Jennifer Azzi and Rushia Brown during the Women of Influence Summit at the Legends Conference.



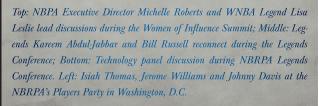




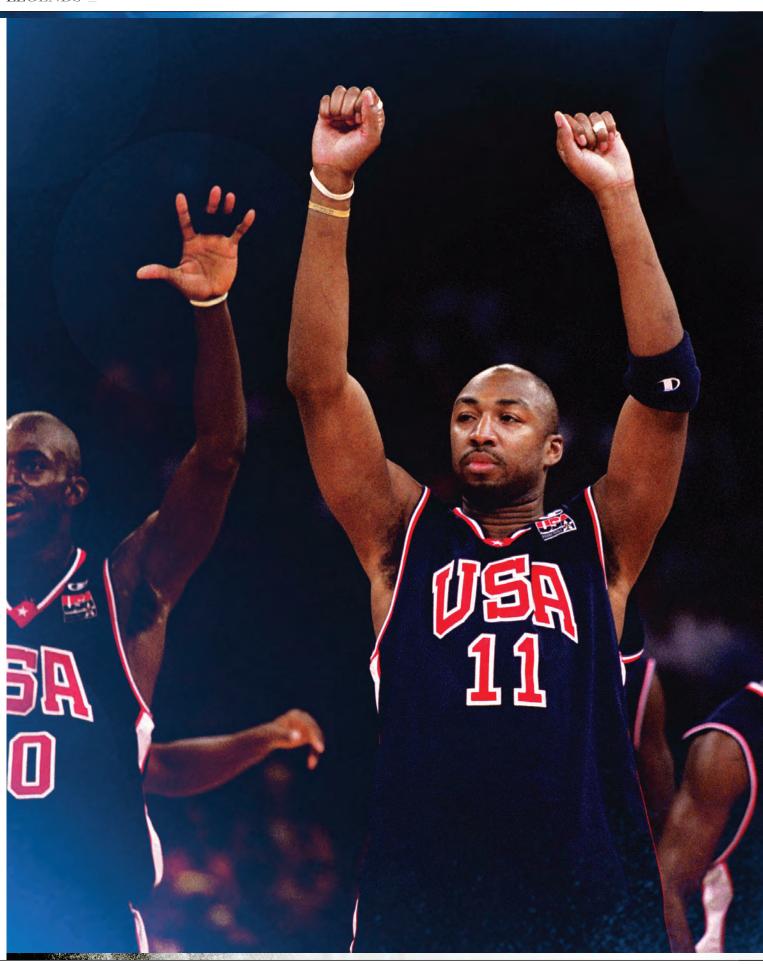


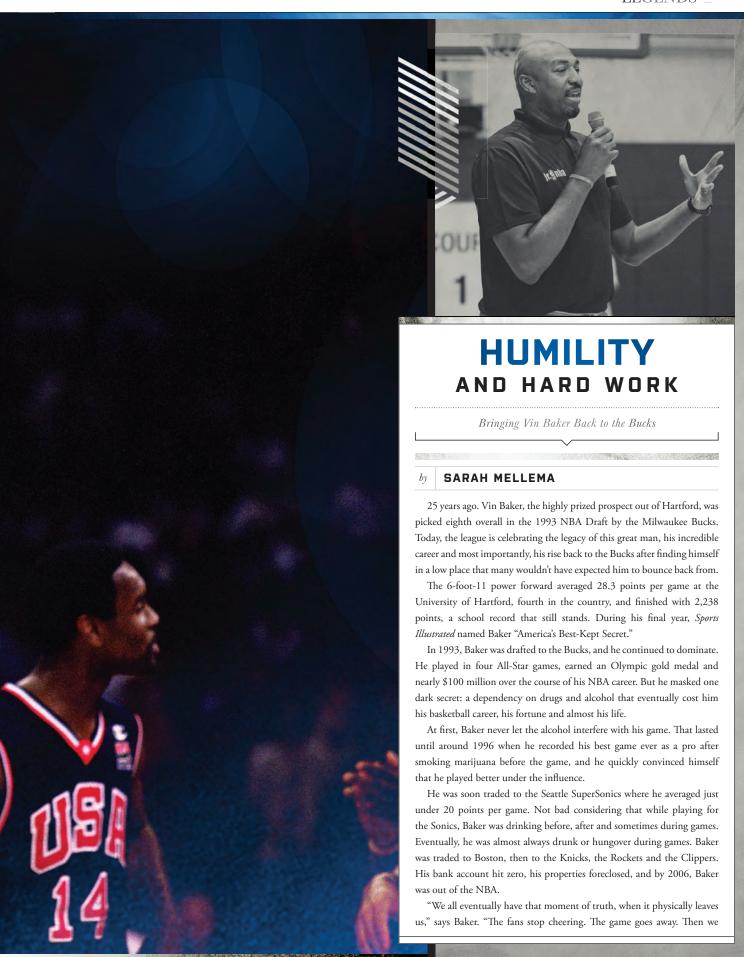




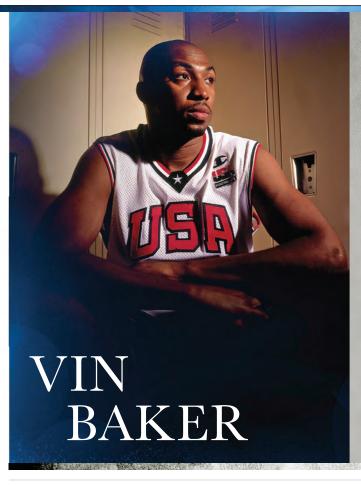


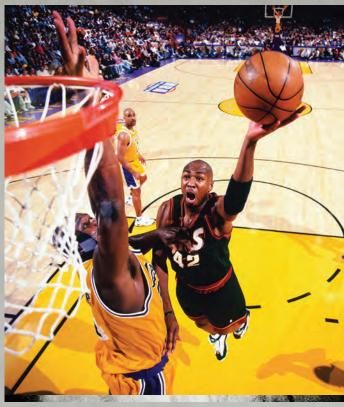












have a moment of reality about what comes next. It eventually goes away for every player. For me, that moment came abruptly. It was 'what's next' before I was ready to be finished."

His substance abuse continued after retirement as he tried to forget what might have been. Baker's first few attempts at sobriety centered on the hope of becoming an All-Star again. He'll tell you now that those attempts failed because he still needed to humble himself. He needed to start over from the beginning and rediscover himself, not just in his career, but in every facet of life.

"Life dealt me a hand, and I had to reinvent myself with it," Baker says. "I went to Seminary for a few years in New York, and I was able to find comfort in religion. It was interesting being back in school. I had to sit in class and really think about who I wanted to become."

With a newfound humility, Baker was able to put his pride aside and make a phone call that would change the direction of his life once again. His former boss, Howard Schultz, who had owned the Sonics when Baker played in Seattle, not only took his call, but he helped Baker come up with a plan. Part of that plan was for Baker to serve coffee at another business Schultz managed: Starbucks.

"From school, to seminary, to Starbucks, I was slowly reinventing who I was," Baker explains. "My identity from college and more than a decade after was all about the game of basketball. I was forced into a place where I had to think about my life as opposed to just basketball because it was taken away from me. At some point, we all will have that. Life will deal us something, big or small, where it's not just about basketball, and the priorities in our lives will test us. The priority for me became life, and focusing on things that I needed to improve on as a human being.

What really got him through that time was humility. Baker didn't have any real

agenda other than working on himself. He went into the management training program at Starbucks, which not only forced him to show up to work dependably, but it also meant — just like with his job in basketball — that he put on a uniform.

He was forced into a life outside of basketball, and he'll tell you now, it was the best thing that could have happened to him.

Humbling himself enough to serve coffee to his former teammates and fans was just the beginning for Baker. He also had to regain his financial freedom, and watch every dime he spent.

"MY BIG LIFE LESSON

HURT. IT WAS EXPENSIVE,

**BUT I LEARNED IT. NOW I** 

WANT TO SHARE IT WITH

**OTHER PLAYERS SO THEY** 

DON'T GO DOWN THE

SAME PATH."

VIN BAKER

"Working at Starbucks, my paychecks looked very different than with the NBA," Baker says. "The interesting part is, I didn't really watch my paychecks with the Sonics, but as soon as I got a \$900 check a week working full-time at Starbucks, I started paying attention. I was starting over in all aspects of life, and watching every dime I spent was part of that. A \$100 million lesson was a hard one to learn. But the awesome part about it? It was a lesson!"

Baker's path back to the Bucks didn't just end there. The NBA didn't just "let" him back in. Even as a former

All-Star and Olympian, he had to work for it, which humbled him even more. That path for him included working for FOX Sports Wisconsin, volunteer coaching, then assistant coaching with the Texas Legends of the NBA G League.

"I had to get to a humble place and find myself, and once I experienced that humility, getting back around other players was the easy part," reflects Baker.

While he was working for the G League, Baker started to notice a different style of basketball. The game had changed in just a handful of years, but his newfound humility helped him continue to move forward.

"I had to learn the game through a different lens," Baker explains. "Not only was



the game different from my playing days, but I also had to see basketball from the perspective of a coach. I had to work hard to get to where I knew I could be, and it wasn't easy."

This meant setting aside his pride day after day, in big ways and small. In coaches meetings, he pays close attention because a lot has changed, and he's ready and willing to learn from the other coaches. If a player Googles his story, he sees it as a beacon of light.

"They know the struggle I've overcome," Baker says. "They see that I was an All-Star, but they also find out what I've been through. It's important for me to lead by example and be the best person I can be. If I see a player struggling, it's my duty to help him through it and tell him exactly what he needs to do on or off the court. If I've overcome what I've overcome, someone else can certainly overcome his free-throw slump. We can consistently have hope in any aspect of life."

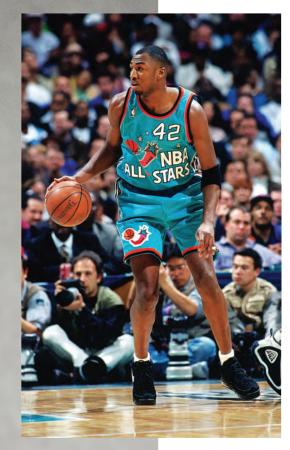
Baker considers it a miracle that he's back in the NBA. He'll tell you now that when he was serving Grandes, Talls and Ventis, he was not expecting to ever make it back. He was there to make a living. And it made him appreciate every step.

"I'm better as a person now than I was when I played in the NBA," Baker says. "Obviously I'm not the athlete, like the kids remind me every day, but I'm better as a person. I have tremendous opportunity here. It's incredible. Being a coach happened as soon as I realized and accepted that basketball was over for me."

Baker has shared his story across different platforms, including writing his own book titled, "God and Starbucks." He now lives to inspire people who may have lost a bit of life along the way.

"Life is all about lessons," Baker shares. "Some of them are about ethics, some are big, some are large. My big life lesson hurt. It was expensive, but I learned it. Now I want to share it with other players so they don't go down the same path. The problem isn't when people make mistakes — it's when we make mistakes and we don't share our lessons. Or when we see other people making mistakes, and we're too embarrassed to reach out and help them.

"At first, I said 'why me?' Now I say, 'why not me?' It's my story, and it's my duty to share it."









# MAKING HISTORY

NANCY LIEBERMAN BECOMES FIRST FEMALE COACH TO WIN PROFESSIONAL MEN'S BASKETBALL CHAMPIONSHIP

ancy Lieberman is a basketball trailblazer who has stamped her name throughout the history books. Her journey began on the asphalt courts of Harlem, not far from her native Queens, New York. Lieberman quickly developed a reputation as a tough and gritty basketball powerhouse while attending Far Rockaway High School. She went on to become the youngest basketball player (male or female) in Olympic history, at 18-years-old, to earn a silver medal, as well as the only woman to play in an all-male league – among many other achievements.

The Hall of Famer and NBRPA Board Secretary made history this year, once again, as the first woman to coach a professional men's basketball team to a championship victory. After leading Team Power to the BIG3's best record in her first season, Lieberman was also voted BIG3 Coach of the Year.

We sat down with Nancy to discuss her experience that led to this prestigious honor.

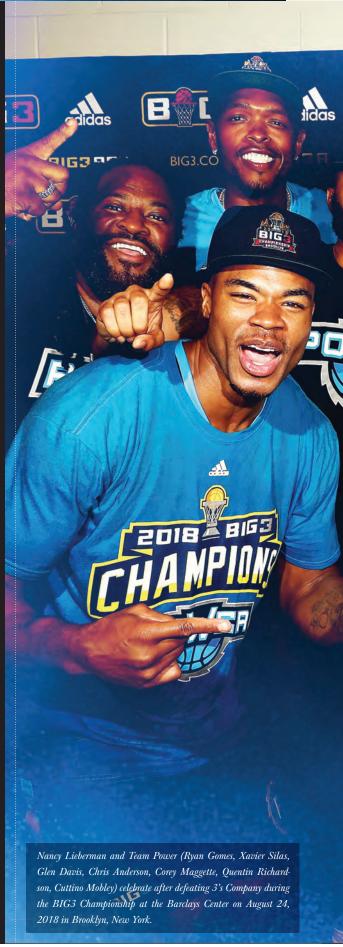
#### Q: HOW DID YOU END UP AT THE BIG3?

**A:** You never know who is going to be your next boss. It happened so beautifully and organically for me.

Last year, I had heard of the BIG3, but I didn't know too much about it. I knew Ice Cube owned it, and a ton of Hall of Famers were involved. I was sitting in my house one day, and Rick Barry called me and said, "Hey we're playing in Dallas, Nancy. I have a few tickets, so you should come and take [your son] TJ." I said I'd love that, so we confirmed we'd go. Rick calls me back five minutes later and says, "Actually, forget that. Just be my assistant coach for the game."

So I go, and there's about 15,000 people there. It's packed! And it's a melting pot of people. It's actually what our world should be, a melting pot of all different people who just love sports and basketball. I remember being in the locker room and meeting Ice Cube. I shook his hand and I met his beautiful wife. The locker room was filled with my good friends that I'd known for years. It all felt so organic.

Then, after the first of the year, I get a call from Clyde Drexler and he said he just became commissioner [of the BIG3] and was looking for a coach for Power. He said









I was brought up, and it was unanimous. Ice Cube had him call me. It was one of those "this is strange" kind of moments — I'm sitting there with my dogs in my sweats, and I'm at peace. I'm watching the NCAA tournament and Straight Outta Compton, then that call came. I knew I wanted to be a part of it, and I was so grateful for that call. Now Ice Cube and Clyde Drexler are my bosses! I feel tremendously honored.

### Q: WERE YOU CONSIDERING GOING BACK TO COACHING BEFORE THAT MOMENT?

**A:** The reason I left the Kings is because my mother wasn't doing well, and I needed to come back to Dallas to be with my family. I had to take two leaves of absence while I was in Sacramento. You know, you sometimes are faced with moments in life where you need to decide to do the right thing and put things like family first. We throw that out there as a "line," but I had an opportunity to actually do what I was supposed to do, which was be there for my mom. I knew I couldn't go back to Sacramento — I needed the flexibility. So I wasn't sure what I was going to do last year. The Pelicans asked me if I wanted to do some TV, so I did 25 games for them but didn't want to take on a bigger work load.

Then that call came from Clyde. I knew I had the itch to coach, and I already knew a lot of these guys. They're all retired players, just like I am! They've played the game on the highest level that you can play. Many of them are NBRPA guys, too, where I'm on the Board of Directors, so it was a comfortable place for me. Plus, it's just two days a week, so it was almost a no brainer to join the BIG3.

### Q: WHY IS IT IMPORTANT FOR YOU TO REMAIN A PART OF THE GAME?

**A:** When we talk about the "basketball family," it's no joke. The guys on my team send me pictures and videos of their families. I want to know their wives, their children's names, who they are outside of basketball. I've held their kids. I've gotten to know Cuttino [Mobley]'s children and his father. I got to meet Big Baby [Glen Davis]'s mother. I've gotten to know Chris Andersen outside of just basketball. The kids would all wear baby Power jerseys and bring me tubs of licorice. These are amazing people! We all really love each other and treat each other with kindness.

### Q: HOW DID IT FEEL TO WIN COACH OF THE YEAR WITH THE BIG 3?

**A:** I was set up by my team. When I got the job, my cupboards were full. I listened to my players. Part of communication is listening, not just barking orders. There was so much respect among our team. When there was a spot open on our team, we talked about who we were going to draft and made sure everything was strategic and in unison. I've always been successful because of the amazing players I've gotten to work with. We always play with kindness. When I was playing, I wanted my coaches to care about me because of who I was, and these athletes want to be cared for, too. I love to coach, and I don't want my players to just play for me — I want them to be successful as human beings, too.





## Q: WHAT ADVICE DO YOU HAVE FOR OTHER FEMALE ATHLETES LOOKING TO COACH?

**A:** You have to be qualified. The NBA game is a different animal than the women's game. Relationships and learning are very important. It's not our birthright to be given an opportunity to coach in the NBA or the G League or the BIG3. There are some amazing coaches out there that have been coaching for 15 years, grinding to get up there. Just because you're a woman doesn't mean you get to skip the line. You still have to pay your dues. Before I coached in the NBA, I spent seven years on the men's side. I started in 2010, and I had to make sure I was in the right places with the right people, learning the right info. You need to show the world that you're deserving of the opportunity.

At the same time, you have to know you can do it and find people who will support you. People I've worked with in the BIG3, such as Ice Cube and Clyde Drexler, believe in me and are really working to break down barriers between race, gender, ethnicity and any other individuality. In press conferences, people would always ask me, "What's it like coaching men? Do they respect you?" Corey Maggette would ask me if he could address the question, and he'd say, "She is our coach. And she prepares us. And we're ready." I about cried when he did that!

After the BIG3 victory, I got a text message from Stan Van Gundy, and it said, "Coach. I called to congratulate Quentin [Richardson] on being a champion, and he said, 'Coach Nancy is no joke. She is one of the best coaches I have ever played for. She prepared us for everything. She is as good as any coach I've ever played for." Then, Quentin said the same thing in a press conference! It was amazing. All I could do was hug him and thank him for believing in me.

### Q: WHAT WOULD YOU SAY TO ANY PLAYER CONSIDERING RETIREMENT FROM PROFESSIONAL BASKETBALL?

**A:** You're not alone. You have a brotherhood and a sisterhood of people all around you that would be there for you. Bernard King and I never played against or with each other, but we are teammates in life. Mike Glenn and I are doing life together. Dwight Davis and I are doing life together. Jerome "Junkyard Dog" and I are doing life together. We are so blessed to have each other. And women too! We are learning that our brothers care about us.

It's scary to retire. We've been coddled. We've been told how great we are. People have honored us for what we've done on the court. It is a scary thing to retire because you lose that insulation. You're never by yourself on a team. There is always somebody there that is willing to help and to be a part of who and what you are. When you retire and all of a sudden a lot of that is not around you, you can really get lost. The NBRPA is a great resource no matter what you're doing in your career. Whether you want to send your kids to college with the Dave DeBusschere Scholarship, whether you need help financially or whether you need to pick up another vocation. There is something for everyone, and it's important to me to stay part of the basketball community and attend events. It's pretty cool to be in a room together with legendary athletes and people that are a very important part of the game.





2018 NAISMITH BASKETBALL

# HALL OF FAME

The 2018 Naismith Memorial Basketball Hall of Fame inductees were announced in March at the NCAA Final Four, and in September they were officially enshrined during the induction ceremony. It's always an emotional scene during the event as former players and coaches take the stage to thank those who have helped them achieve the highest level of basketball.



Above: Tina Thompson, Steve Nash, and Ray Allen stand onstage during Hall of Fame inductions.



Above: Tina Thompson, the first-ever No. 1 pick in WNBA history, and the league's No. 2 all-time scorer gave thanks and shared a heartfelt moment with her family.

#### 2018 INDUCTEES

RAY ALLEN (PLAYER)

MAURICE CHEEKS (PLAYER)

LEFTY DRIESELL (COACH)

GRANT HILL (PLAYER)

JASON KIDD (PLAYER)

STEVE NASH (PLAYER)

DINO RADJA (PLAYER)

CHARLIE SCOTT (PLAYER)

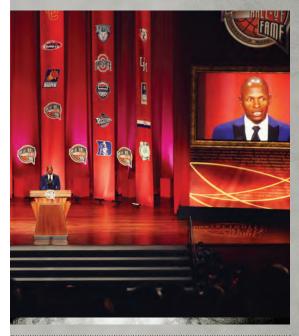
KATIE SMITH (PLAYER)

TINA THOMPSON (PLAYER)

ROD THORN (CONTRIBUTOR)

ORA MAE WASHINGTON (PLAYER)

RICK WELTS (CONTRIBUTOR)



#### **RAY ALLEN**

Ray Allen speaks during the 2018 Basketball Hall of Fame Enshrinement Ceremony.

Ray Allen will forever be remembered as one of the most lethal sharp-shooters in NBA history. The No. 5 overall pick in the 1996 NBA draft, Allen spent 18 years in the NBA with the Milwaukee Bucks, Seattle SuperSonics, Boston Celtics and Miami Heat.

A 10-time All-Star, Allen won two NBA titles (2008, 2013) and finished his legendary run in the pros with averages of 18.9 points, 4.1 rebounds, 3.4 assists and 1.1 steals per game while shooting 45.2 percent from the field and 40.0 percent from three. He retired as the NBA's all-time leader in three-point field goals with 2,973.

The University of Connecticut product also picked up a gold medal as a member of the 2000 Olympic team that defeated France in the tournament final.



Above: The 2018 Hall of Fame Class gathers on the stage during the Class of 2018 Press Event as part of the 2018 Basketball Hall of Fame Enshrinement Ceremony on September 8, 2018 at the Naismith Memorial Basketball Hall of Fame in Springfield, Massachusetts.



Above: Coach Lefty Driesell injected some humor into the proceedings, cracking jokes about his age and telling stories from back in the day. He had everyone in the room laughing, including fellow coaches Krzyzewski, John Thompson and George Raveling, who joined him on stage.

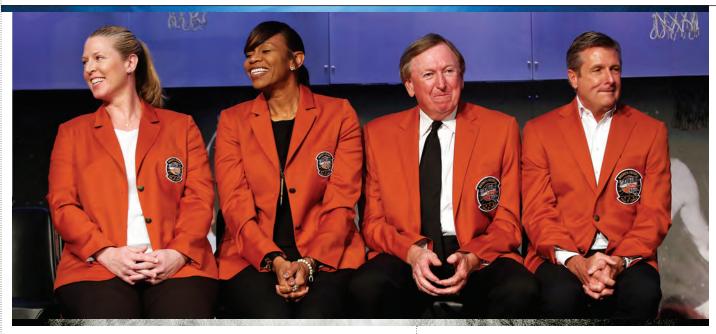


#### KATIE SMITH

Hall of Fame Inductee is presented with her jacket during the Class of 2018 press event as part of the 2018 Basketball Hall of Fame Enshrinement Ceremony. In her speech, Smith paid homage to her home state of Ohio and talked about how she left her career in dentistry to play professional basketball.

First female Ohio State Buckeye athlete to have her number retired, seven-time WNBA All-Star and all-time leading scorer in the WNBA with 7,000 points from her ABL and WNBA career.





Above: Hall of Fame Inductees Katie Smith, Tina Thompson, Rod Thorn and Rick Welts during the Class of 2018 Press Event as part of the 2018 Basketball Hall of Fame Enshrinement Ceremony.

2018 NAISMITH BASKETBALL

# HALL OF FAME





#### **GRANT HILL**

(Above): One of the most dominant and unique playmakers in the NBA, Hill put together six sensational seasons with the Detroit Pistons after they selected him third overall in the 1994 draft. During that stretch, Hill averaged 21.6 points, 7.9 rebounds, 6.3 assists and 1.6 steals per game.

(Left): Hall of Fame Inductees Grant Hill and Ray Allen joke around during the Class of 2018 Press Event as part of the 2018 Basketball Hall of Fame Enshrinement Ceremony.

The Pistons traded Hill to the Orlando Magic in 2000, but his career would never be the same. He battled persistent ankle injuries, and he appeared in just 47 games over his first three seasons with the Magic before sitting out the entire 2003-04 season. However, Hill returned to All-Star form for the 2004-05 season and churned out quality numbers before signing with the Phoenix Suns in 2007.

All told, Hill finished his career by averaging 16.7 points, 6.0 rebounds, 4.1 assists and 1.2 steals per game while shooting 48.3 percent from the field.



Above: Class of 2018 enshrinees, including Charlie Scott, Dino Radja, Jason Kidd, Tina Thompson, Steve Nash and Ray Allen, pose onstage during the 2018 Basketball Hall of Fame Enshrinement Ceremony.



#### **STEVE NASH**

(Above): Hall of Fame Inductee Steve Nash waves after receiving his jacket during the Class of 2018 press event as part of the 2018 Basketball Hall of Fame Enshrinement Ceremony.

A two-time MVP (2004-05 and 2005-06), Nash holds the NBA record for highest career free throw percentage, three-time All-NBA First Team member and an eight-time NBA All-Star. He also led the league in assists five times over an eight-year period.

Nash closed out his career as one of four players - along with Kidd, Stockton and Magic Johnson - to register at least 17,000 points and 10,000 assists over the course of his NBA tenure.

Nash is also regarded as one of the most efficient shooters ever with career shooting splits of .490/.428/.904. In fact, he's one of seven players who has ever qualified for the NBA's esteemed 50/40/90 club. The other six are Stephen Curry, Kevin Durant, Reggie Miller, Mark Price, Dirk Nowitzki and Larry Bird.



#### **MO CHEEKS**

(Above): Mo Cheeks, joined by Julius Erving and Billy Cunningham, gets choked up when talking about his mother, who was there to watch the induction.

Four-time NBA All-Star, four-time NBA All-Defensive team, and retired fifth on the NBA career list for steals and assists.



Being Chicago's Bank™ means doing our part to give back to the local charities and social organizations that unite and strengthen our communities. We're particularly proud to support the National Basketball Retired Players Association and its dedication to assisting former NBA, ABA, Harlem Globetrotters, and WNBA players in their transition from the playing court into life after the game, while also positively impacting communities and youth through basketball.

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