THE OFFICIAL MAGAZINE of the NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

AGAZINE

76

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THE LIFE AND LEGACY OF FORMER NBA COMMISSIONER DAVID STERN

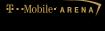
ELTON BRAND

INSIDE THE METEORIC RISE FROM PLAYER TO EXECUTIV



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ELTON BRAND

INSIDE THE METEORIC RISE FROM Player to executive



"THE G LEAGUE SHOWED ME I'D LOVE TO BE A GENERAL MANAGER IF I GOT THE OPPORTUNITY," BRAND SAID. "TAKING BUSES, IT'S NOT GLAMOROUS, IT'S NOT THE NBA, BUT IT'S STILL BASKETBALL. IT WAS PURE. IT WAS STILL BASKETBALL."

ELTON BRAND

BECAUSE OF DAVID

"THERE ARE NO WORDS THAT CAN REALLY DESCRIBE THE FAR-REACHING IMPACT OF COMMISSIONER STERN'S BRILLIANCE, VISION, FAIRNESS AND HARD WORK OVER SO MANY YEARS."

LARRY BIRD







HONORING BASKETBALL

LEGEND KOBE BRYANT DREW GOODEN FINDS SUCCESS WITH RESTAURANT, REAL ESTATE INVESTMENTS

"IT WAS A LEARNING TOOL, HOW TO OWN, HOW TO OPERATE, CREATE LEVERAGE AND NEGOTIATE."

DREW GOODEN

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ELTON BRAND

INSIDE THE METEORIC RISE FROM PLAYER TO EXECUTIVE

by CALEB FRIEDMAN



General Manager Elton Brand of the Philadelphia 76ers talks on the phone prior to the game against the Chicago Bulls on October 18, 2018 in Philadelphia, Pennsylvania. (Photo by Mitchell Leff/Getty Images)

What do you do if the game no longer wants you back?

A severely underrated and underreported aspect of athletic retirement is how often it is a "by default" decision. The legends who choose to leave the game get plenty of attention (think Dwyane Wade, Dirk Nowitzki, Kobe Bryant, etc.), but there are significantly more players for whom the phone simply stops ringing. These players pass on silently into the next phase of life, left to figure out a new direction in which to pivot.

And the second se

Elton Brand dreaded the idea of falling into the latter group. Once on track for one of those "storybook retirement" situations – Brand was positively dominant for the first eight years of his career – injuries had robbed the former Duke star of his explosiveness before his mind was ready to move in a new direction. Basketball was still his passion, and more specifically, playing basketball was still what he wanted to do.

That distinction is crucial, because it wasn't as if Brand had no options. The Atlanta Hawks, for whom he had just finished playing during the 2014-15 season, were keen on bringing Brand into the front office fold, offering him an assistant GM job under Hawks President and head coach Mike Budenholzer. Brand is no fool; he knew it was a tremendous opportunity, and he went through the process

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"IT WAS BIGGER THAN JUST ME, THE OPPORTUNITY TO BE AN EX-PLAYER AND SHOW WE CAN FULFILL AND EXCEL IN THESE ROLES. BEING A LIFELONG LEARNER AND HAVING A GROWTH MINDSET, IT WAS AN OPPORTUNITY TO LEARN AND GROW AND EMBRACE A NEW CHALLENGE."

ELTON BRAND

Shane Battier and Elton Brand look on prior to the game between the Philadelphia 76ers and against the Miami Heat on April 9, 2019 in Miami, Florida. (Photo by Jesse D. Garrabrant/NBAE via Getty Images)



Elton Brand, General Manager of the Philadelphia 76ers, introduces Matisse Thybulle as the 2019 NBA Draftee during a press conference on June 21, 2019 at the Philadelphia 76ers Training Complex in New Jersey. (Photo by Jesse D. Garrabrant/NBAE via Getty Images)

of exploring it, shadowing upper management and walking through the beats of a typical day in the life of a member of the front office. The work intrigued him, but his heart was not yet ready to close the book on his playing days.

I love playing ball. I want to hoop, Brand thought.

And so he respectfully declined the Hawks' offer, opting to return home to Pennsylvania, yearning to hear the phone ring one more time with the promise of a role he wanted to fill. It was an uneasy period, but Brand was happy to throw himself into his training and his family life. He relished the time he was able to spend with his family after so many years on the road, reveling in seemingly simple tasks like taking his kids to school. Family, as Brand says, is – and will always be – the most importing thing to him. Other opportunities came knocking, like being on television or an assortment of business ventures, but Brand wanted to lace up the sneakers, and he had the luxury and stability to decline anything that wasn't exactly what he was looking to do.

Eventually, in January 2016, the right call came. The Philadelphia 76ers, deep in the throes of "trusting the process," wanted a strong veteran presence to join the bench and help mentor the alarmingly young nucleus. It was a strong fit on both sides: the team liked the positive impact he had made on Atlanta's roster, and Brand appreciated the thought of staying somewhat local and potentially easing into the front office work he had previously explored with the Hawks. The 76ers agreed to an arrangement that would give Brand a path to management, and he returned to the team he had spent four years with from 2008-2012.

It turned out to be a perfect match. The months spent with the fledgling 76ers gave Brand the transitionary phase he needed to adjust to the idea of moving into the front office, and the influence he had on players like T.J. McConnell (still with the 76ers to this day), Robert Covington, and Nerlens Noel helped those guys through one of the bleaker campaigns in NBA history.

And then the real work started.

After the season, Brand at last found himself ready to make the switch to an offthe-court role. The passion for the sport remained, but that last run with the 76ers served as almost a therapeutic period, freeing his mind to take a role as a player consultant for the organization.





Joel Embiid of the Philadelphia 76ers shakes hands with Elton Brand, General Manager, after a press conference in Philadelphia, Pennsylvania on September 20, 2018. (Photo by Jesse D. Garrabrant/NBAE via Getty Images)

He threw himself into the new gig, treating it like a corporate job and demonstrating to the rest of the front office that he wanted to be in management. He traded in his sneakers for dress shoes, his sweatsuit for a suit, and left the court behind. During his performance review after the season, head coach Brett Brown and general manager Bryan Colangelo told Brand they envisioned his role as more on-court, though they still offered high praise for his determination to learn the ins and outs of the off-court operation.

Brand knew where he wanted to be, though, intentionally positioning himself as an off-court presence. "That was by choice," Brand told the NBRPA. "I didn't go on the court at all, I didn't get one rebound. I'd suggest that for any player post-career: pick a lane, pick what you love and attack it."

With that clarity of focus on his side, Brand pursued a job opening with Philadelphia's G-League team, the Delaware 87ers (now the Delaware Blue Coats). His experience – and strong performance – in his prior consultant role made him a superb candidate.

"I loved the idea," Brand said. "If I want to go be a GM one day, it was a no-brainer for me. I jumped at the opportunity."

He earned the role, and suddenly he found himself running the day-to-day operation for a team barely a year after he was done playing. Gone was the luxury of the NBA, but Brand was ready for this new challenge, no longer yearning for the one more shot to be on the court. He embraced his new lifestyle in the grittier G-League, fondly recalling renting cars to scout players in places like Canton, Ohio, and Oshkosh, Wisconsin, or flying to Sioux Falls, South Dakota, in a snow storm. Brand really valued the chance to gain valuable reps without the ever-present microscope of the NBA bearing down on him.

"The G League showed me I'd love to be a general manager if I got the opportunity," Brand said. "Taking buses, it's not glamourous, it's not the NBA, but it's still basketball. It was pure. It was still basketball." The experience he gained in areas like running his own draft and executing his first trades would quickly prove invaluable. Colangelo resigned his general manager position in June of 2018, and Brand, who had already been promoted to Vice President of Basketball Operations, leapt at the chance to fulfill his dream of being a GM.

Everything Brand had learned through his time as a mentor in Atlanta and Philadelphia, plus his tenure in charge of the Blue Coats and his laser-focused mentality, shined through in the interview process. He sold the ownership group on his vision for the team and its cornerstone pieces in Joel Embiid and Ben Simmons, and his ability to communicate and connect with both the management team and the players made him a tremendous candidate.

"It was bigger than just me, the opportunity to be an ex-player and show we can fulfill and excel in these roles," Brand said. "Being a lifelong learner and having a growth mindset, it was an opportunity to learn and grow and embrace a new challenge."

Since taking over as GM, Brand has made several bold moves, including trading for Jimmy Butler and Tobias Harris and signing Al Horford as a free agent this offseason. But for the burgeoning new front office superstar, it's about far more than just roster transactions. It's about finding a new place for himself in the world of basketball, and perhaps just as importantly, finding an area of the sport that wants him, too. He has a tremendous platform to impact people in a positive way, and he does not take that lightly.

"My goal is obviously to win a championship for the city of Philadelphia," Brand said. "(But) the broader goal is bigger than basketball, having these relationships with the players that they can come into our organization and make their dreams come true, and then when they leave the game have opportunities and have a great feeling about our organization. 'The Sixers are a great organization; Elton Brand supports me as a mentor and a friend even if I can make a shot or not.' It's bigger than basketball."



Elton Brand, general manager of the Philadelphia 76ers, speaks to the media at a press conference during the Charles Barkley statue unveiling on September 13, 2019 at the 76ers Training Facility in Camden, NJ. (Photo by David Dow/NBAE via Getty Images)



LEAVING THE GAME

"YOU CAN SACRIFICE SO MUCH OF YOURSELF AND BE LEFT WITH NOTHING AT THE END OF THE DAY," SANDERS SAID, ENCOURAGING FELLOW PLAYERS TO PUT THEMSELVES FIRST, AS WELL. "THE DAY AFTER YOU WIN A CHAMPIONSHIP, YOU'RE GONNA FEEL LIKE THE SAME DAY BEFORE... IT'S GONNA FADE."

LARRY SANDERS

by JIM ROOT

"Ball is life." A mantra for many hoop heads, that phrase has come to represent the total devotion to basketball, whether it be watching, playing, analyzing, or taking part in any other aspect of the game.

No one better represents the way the sport can consume a person than professional basketball players. For many, the sport becomes interwoven with their identity, and really, how could it not? It takes a staggering amount of work to get to that level, even for the most physically gifted, and the pressure to maintain – and even increase – that level of commitment multiplies as the stage gets grander.

The risk, though, comes in having so much of oneself tied to such a singular focus. What if your body falters? Or, perhaps even worse, what if your mind does?

Larry Sanders knows the burden of being a professional all too well. After vastly outperforming his rookie contract with the Milwaukee Bucks, he signed a four-year, \$44 million extension in 2013, and the ferocious rim protector seemed primed to be a principal reason to "Fear the Deer" for the rest of the decade.

After leading the NBA in block percentage in 2012-13, Sanders became something of a cult favorite among fans, spearheaded by his highlight reel blocked shots and sometimes-acrimonious run-ins with officials. ESPN NBA writer Zach Lowe referred to him only as "LARRY SANDERS!" in articles, and Sanders was once ejected from a game for awarding each official with an exaggerated thumbs-up gesture following a call with which he disagreed. But the 6'11 defensive star wasn't thriving in the same way privately.

As fans, we want to believe we "know" a player based on what we see on the court. Sanders was a confident defender, constantly smiling but also quick to frustration when calls went against him. So, this must be his off-the-court personality as well, right? Happy, but a loose cannon?

"What do you really value in a person? Their honesty, their trust, their loyalty, their commitment...you can't tell that by looking at someone jump around on TV,"

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LEAVING THE GAME

Sanders says. And he's right – we have no way of knowing what's actually happening inside the heads of professional athletes, which is why it's so important that those athletes put themselves first, even if it may not be glamorous to do so.

Sanders ultimately had to make that decision for himself, checking himself into Rogers Memorial Hospital for anxiety, depression, and mood disorders in February 2015, leaving the game he loved because he knew he needed to prioritize his own well-being above the fleeting accomplishments of the sport.

"You can sacrifice so much of yourself and be left with nothing at the end of the day," Sanders said, encouraging fellow players to put themselves first, as well. "The day after you win a championship, you're gonna feel like the same day before...it's gonna fade."

Iciss Tillis was always a lover of basketball, too, and her preternatural abilities only made it easier to get lost in the game. She was a high school All-American in Oklahoma, earning a scholarship at Duke University and eventually blossoming into a collegiate All-American there, as well.

She always had other interests, though. From an early age watching the O.J. Simpson court proceedings, Tillis knew she had a passion for justice. For a long stretch of her life, she put that interest on the backburner, throwing herself into her basketball career (and doing so rather successfully). But she always felt the pull off the courtroom, wisely acknowledging to herself that hoops would not last forever.

Eventually, at age 30, Tillis hit the breaking point. She retired from basketball and immediately began to figure out how to kickstart her legal career, quickly enrolling at Texas Southern and distancing herself from the game, even as that distance pained her – and others around her. For instance, her mother had spent Tillis' entire life closely following her daughter's basketball career, and suddenly that connection was gone. But Tillis had to follow her heart.

"Walk in your path – or you'll live someone else's dream," she says. Practicing law had been Tillis' dream from a young age, and there's a freedom in pursuing that, even if others may have wondered why she was walking away from the game.

Another of Tillis' favorite axioms laments this transition period: "Athletes die twice." She was – and still is – determined to make her "second life," so to speak, just as fulfilling. Tillis is now a successful attorney for Jackson Lewis, and her unique perspective in the legal field has come in handy throughout her career.

Basketball is a beautiful game. It can give opportunities to people who may not otherwise have them, and the correlation between hard work and results is tremendously satisfying, even at levels far below the professional ranks.

Like any relationship, though, the one between a player and the game should always be mutually beneficial. The connection will be better and more rewarding if the player retains an identity and a healthy state of mind outside of the sport. For Sanders and Tillis, basketball – for as much as they truly did love it – became an obstacle to something else, and each one knew that the best approach for individual happiness was to walk away.

Ball can certainly be life, but it should never be at the expense of self, and players (and coaches, scouts, etc.) must never be afraid to realize the freedom and joy that can come from the rest of life, as well.



Iciss Tillis of the New York Liberty grabs the offensive rebound for a lay-in against the Sacramento Monarchs July 20, 2006 in Sacramento, CA. (Photo by Rocky Widner/NBAE via Getty Images)

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> - JAY HAAS Primland Resort Ambassador and PGA TOUR Champions player









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DREW GOODEN FINDS SUCCESS WITH RESTAURANT, REAL ESTATE INVESTMENTS

PAT EVANS

s Drew Gooden reached his 10th year in the NBA, he realized he was invested in nothing outside the sport.

During the four years following that thought, Gooden continued to play in the league, rebuilding his off-the-court career to support his post-career life. Gooden went with an industry he knew well: restaurants. Specifically, chicken wings and the quickservice restaurant, Wingstop.

"From a customer perspective, I fell in love with the restaurant, it was something that pulled me in," Gooden said, explaining how he decided to go with a chain for his first entrepreneurial endeavor. "You always hear the horror stories of opening a restaurant, the statistics of them being successful. So with the situation I was in, I thought I could beat the odds."

As Gooden, who played for ten teams during his career, began looking into opening his first shop, he began the due diligence process, including chatting with Junior Bridgeman and Jamaal Mashburn, both of whom have become quick-service restaurant businessmen. They answered many of the questions Gooden had before opening his first Wingstop in Altamonte Springs, Florida, in 2012.

"Those two guys stick out amongst a lot of others because they own hundreds of concepts," Gooden said. "I knew I loved wings, but I didn't know the business concept. It was a first-time learning experience."

After seven years in control of the store, Gooden said it's one of the most successful Wing Stop locations. He's now in negotiations to acquire another four Wingstop locations.

Along with his growing Wingstop empire, Gooden



Drew Gooden of 3s Company takes the floor prior to the BIG 3 games on July 20, 2019 in Kansas City, Missouri. (Photo by Jamie Squire/BIG3/Getty Images)

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DREW GOODEN FINDS SUCCESS



"WE HAD ENOUGH DATA OF ATHLETES MAKING BAD INVESTMENTS, SO I WAS WEARY ABOUT JUMPING IN TOO SOON. AT THE SAME TIME, I WISH I WOULD HAVE, AS THE PLACES I WAS LOOKING TO INVEST IN HAVE APPRECIATED THREE-FOLD SINCE MY ROOKIE YEAR."

Drew Gooden of 3's Company drives to the basket against the Trilogy during week nine of the BIG3 three on three basketball league on August 17, 2019 in Dallas, Texas. (Photo by Ronald Martinez/BIG3 via Getty Images)

DREW GOODEN

said his bread and butter is triple-net commercial real estate properties, including national tenants. He said once he began running a business, the idea of owning an asset and collecting rent on a physical property intrigued him. Now he owns commercial real estate across the southeast, in Napa Valley and the Bahamas and is always actively looking to add to his portfolio, particularly in regions that are growing and appreciating at a fast pace.

For him, Wingstop wasn't the end all, be all, but a means to learn the ropes. As he learned the fundamentals, he began to wonder why he was paying rent.

"It was a learning tool, how to own, how to operate, create leverage and negotiate," he said.

With his early business endeavors, Gooden also said it's important to embrace mentors the same way early career athletes look at veterans in the game.

"You want to get all the guidance in the world," he said. "I correlate as being a rookie, coming in you look at the veterans, the coaches, medical staff, to get you into a routine in the NBA to succeed. I surrounded myself with the same type of components in my business life."

Gooden said it's important to harness opportunities available during a professional athlete's career.

"There's a mass network of people that want to know you while you're playing," he said. "When you're retired, a handful are still interested, but most, you don't build the relationships over time." The stories of professional athletes making bad investments or going broke after their playing days echo through Gooden's ears prior to starting his post-career endeavors. Some of that knowledge is why it took him until his 10th year to begin building his portfolio.

"It's the coulda, woulda, shoulda," he said on if he should have started sooner. "We had enough data of athletes making bad investments, so I was weary about jumping in too soon. At the same time, I wish I would had, as the places I was looking to invest in have appreciated three-fold since my rookie year."

"It's all a learning experience. And the blessing of playing in the NBA at a young age is you retire still young and there's still lots of opportunities out there."

He said there was a disconnect in financial literacy teachings in generations of the past, but it's improving rapidly as more athletes talk about their successes and failures.

On the horizon for Gooden? Prior to the season, he signed new broadcast contract with NBCSports. He also recently finished his communications degree at the University of Kansas and is enrolled in an executive education program at Columbia.

And plant-based restaurants.

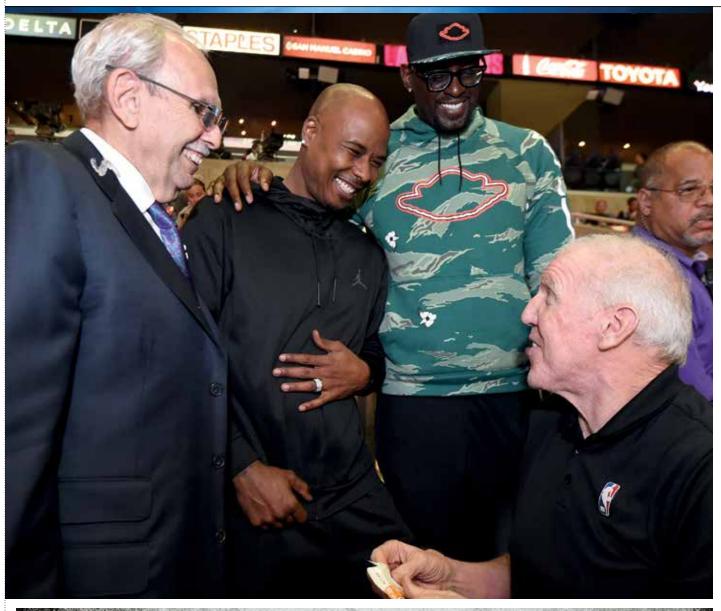
"Plant-based is here to stay," he said. "There's a huge percentage that wants to eat it, not many QSR serve it. That's something I'm going to look at."

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PICK UP THE MIC

NBA PLAYERS ARE INCREASINGLY STARTING THEIR MEDIA CAREERS WHILE THEY'RE STILL PLAYING IN THE LEAGUE

by CALEB FRIEDMAN

he summer of 2019 provided an NBA free-agent frenzy unlike any we've seen in a long time. Shortly after winning an NBA Championship and Finals MVP award with the Toronto Raptors, Kawhi Leonard signed with the Los Angeles Clippers. The team also signed Paul George, and Twitter began exploding.

Bill Simmons, founder of The Ringer and formerly of ESPN and Grantland, considered the news as potential for furthering his family of podcasts.

In discussing the Clippers' prospects with Leonard and George, Simmons suggested adding Andre Iguodala to the roster. The move, he claimed, would make basketball sense for Los Angeles, but also includes a self-serving reason for Simmons: he believes Iguadola would make a great podcast host for The Ringer, which is based on Los Angeles.

"I have selfish reasons for this one," Simmons says on his podcast while speaking to Marc Stein of the New York Times. "I'm announcing it, it's 11:25 here on the West Coast. If Andre Iguodola comes to the Clippers, I'm giving him a Ringer podcast."

The Ringer, which is known for its podcasts, has experienced great success with player-driven podcasts, where players—as opposed to journalists or pundits with years of media experience—drive the conversation to give insight into the life of an NBA player. For publications and players alike, the relationship afforded by a



Stephen Curry #30 of the Golden State Warriors speaks to Bill Simmons after Game Four of the 2018 NBA Finals against the Cleveland Cavaliers on June 8, 2018 at Quicken Loans Arena in Cleveland, Ohio.



Shawn Marion looks on during Game Two of the NBA Finals between the Golden State Warriors and Toronto Raptors.

podcast is mutually-beneficial; the publications get exclusive and informative details that all reporters covet, and current players get valuable media experience that gives them the reputation to jumpstart careers in media in their post-playing days.

"That's the way of the future," former NBA player Shawn Marion said of player-driven content. "A lot of times when you're a fan, you'd rather hear it from a player perspective...Living and going through something is different than going through and watching it on TV."

For instance, Quentin Richardson, a former NBA three-point champion who played 13 seasons in the league, hosts the Knuckleheads podcast with his former teammate Darius Miles for The Players' Tribune. Richardson said being a current or former player helps build trust with other players early in interviews, which helps create an authentic and interesting conversation.

"It's a small fraternity of us, we're some of the only people who are privileged to the things we go through," Richardson said. "So when I ask a Kevin Durant or a Dwyane Wade questions, we're relating on a different level than our listeners can, and we're letting them inside the locker room and inside what we think and how we see things."

While established media publications often provide a ready-made framework and infrastructure for players to work in, some players are opting to take a more entrepreneurial approach and start their own media entities.

LeBron James, for example, owns Uninterrupted, a digital video company that brings athlete-driven content to fans directly. Kevin Durant, meanwhile, owns Thirty Five Ventures, which has a media wing that produces original content across several online and social platforms.

Regardless of the exact form, NBA players are increasingly taking control of their own content while still playing, which allows them to harness their current connections in the league and use them to build their media profile and personal brand. More than ever before, players are starting their post-playing careers while still playing, making the transition from playing to retirement smoother than ever.

In response to the changing media landscape, the National Basketball Retired Players Association (NBRPA) has committed itself to providing programs and services to help Legends navigate the complex digital world. The NBRPA launched Legends Live to provide an outlet for retired players to have an online voice and contribute to the conversation on social media. Great importance is placed on assisting Legends in the digital space and the NBRPA is committed to expanding these opportunities in the future.

> "A LOT OF TIMES WHEN YOU'RE A FAN, YOU'D RATHER HEAR IT FROM A PLAYER PERSPECTIVE... LIVING AND GOING THROUGH SOMETHING IS DIFFERENT THAN GOING THROUGH AND WATCHING IT ON TV."

> > SHAWN MARION

LEGEND SIGHTINGS



Dallas Mavericks Legends Dirk Nowitzki and Shawn Marion attend the game against the Atlanta Hawks on February 1, 2020.



Tony Parker during his jersey retirement ceremony at the Memphis Grizzlies game against the San Antonio Spurs on Nov. 11, 2019 in San Antonio, TX.



NBA Legend Buck Williams and WNBA Legend Taj McWilliams-Franklin during an NBA Cares wheelchair basketball game at Walter Reed Medical Center on November 15, 2019 in Bethesda, MD.



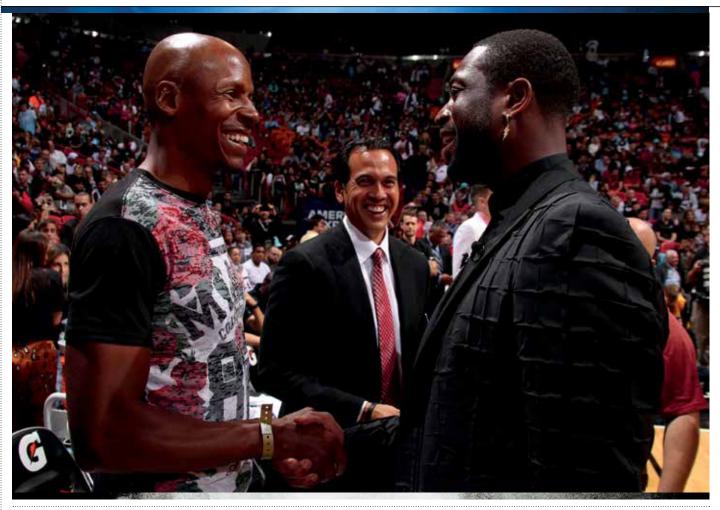
NBA Legend Dominique Wilkins, actor Idris Elba and Vince Carter of the Atlanta Hawks pose for a picture before the game against the Toronto Raptors on November 23, 2019 at State Farm Arena in Atlanta.



Chauncey Billups on the mic prior to the game between the Boston Celtics and Los Angeles Clippers on November 20, 2019 at STAPLES Center in Los Angeles, California.



Shawn Marion and Richard Hamilton pose for a photo during halftime of the game between the Dallas Mavericks and the Detroit Pistons on December 12, 2019 at Arena Ciudad de Mexico in Mexico City, Mexico.



Ray Allen and Dwayne Wade share a laugh after his jersey retirement ceremony on February 22, 2020 at American Airlines Arena in Miami, Florida.



Sam Cassell and Jalen Rose talk prior to the game between the Los Angeles Clippers and Los Angeles Lakers at STAPLES Center in Los Angeles, California.



Paul Pierce and Kendrick Perkins attend a game between the Houston Rockets and the Boston Celtics on February 29, 2020 at the TD Garden in Boston, Massachusetts.



Dwyane Wade greets Udonis Haslem during the Miami Heat Dwyane Wade L3GACY Celebration at American Airlines Arena on February 21, 2020 in Miami, Florida.



Retired NBA Players Jason Williams, Larry Bird, and Detlef Schrempf attend the game between the Sacramento Kings and the Indiana Pacers on October 4, 2019 at NSCI Dome in Mumbai, India.

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Roger Mason and Caron Butler pose for a photo prior to a game between the Washington Wizards and the New York Knicks on December 23, 2019 at Madison Square Garden in New York City.

Vince Carter of the Atlanta Hawks and NBA legend Grant Hill talk with each other on February 22, 2020 at State Farm Arena in Atlanta, Georgia.



NBA Legends, Muggsy Bogues, Bruce Bowen, Ronny Turiaf, Dell Curry, Sam Perkins, Dikembe Mutombo, Kareem Abdul-Jabbar and Tony Parker pose for a photo during the Milwaukee Bucks game against the Charlotte Hornets as part of NBA Paris Games 2020 on January 24, 2020 in Paris, France at the AccorHotels Arena.



NBA Legends, Manu Ginobili, Tony Parker and Tim Duncan pose for a photo during his jersey retirement ceremony at the game between the Memphis Grizzlies and the San Antonio Spurs on Nov. 11, 2019 at the AT&T Center in San Antonio, TX. (Photos by Andrew D. Bernstein/NBAE via Getty Images)



Bill Walton speaks with Chris Bosh, Candace Parker and Wayne Embry during the Earl Lloyd Sports Legacy Symposium on January 21, 2019 in Memphis, Tennessee.



WNBA Legends Nancy Lieberman, Swin Cash and Teresa Weatherspoon pose for a photo before the game between the Portland Trail Blazers and New Orleans Pelicans on February 11, 2020 at the Smoothie King Center in New Orleans, Louisiana.



Doug Williams, Caron Butler, Sheryl Swoopes and Robert Parish are recognized during the Grizzlies' annual MLK Day celebration on January 20, 2020 in Memphis, Tennessee.



NBA Legend Julius Erving attends a game between the LA Clippers and the Philadelphia 76ers on February 11, 2020 at the Wells Fargo Center in Philadelphia, Pennsylvania.



Retired NBA Players, Shawn Marion, Chris Bosh, Dikembe Mutombo attend the 2019 NBA Japan Games on October 8, 2019 at Saitama Super Arena in Saitama, Japan.

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THE RISING FIVE

SCOUTING THE NEXT WAVE OF COACHING TALENT

SEAN DEVENEY

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and the second second second

C runching numbers into the morning's wee hours. Scouring game film until the sun begins to rise. Spending sweaty hours working with the team's 12th man, trying to smooth out his footwork or his jumper or a new post move.

The bulk of coaching basketball is not about glory. It's about the sweat and dil-

JARRON COLLINS

BEING PROFESSIONAL

Jarron Collins considers himself lucky. He was among the final players chosen in the 2001 draft, 53rd overall, a draft position that seldom yields a fruitful career. Collins never posted impressive numbers (he averaged 3.9 points and 2.9 rebounds), but he stuck around the league for 10 seasons.

That was, in part, because Collins started his career with the Jazz, a franchise that taught him how best to approach his time in the league.

"I was fortunate in that I started by career with John Stockton and Karl Malone, playing for Jerry Sloan," said Collins, now an assistant with Golden State. "I learned the importance of being professional and doing things in that manner. Because your reputation will go places you will never go. You handle yourself appropriately, take care of your business, it may pay dividends down the road."

That's how it went for Collins, who spent the 2009-10 season with the Suns after eight years in Utah. He didn't play much for Phoenix, logging 7.7 minutes in 34 games, but he left an impression on the team's general manager at the time—Steve Kerr.

Five years later, when Kerr was named head coach of the Warriors, Kerr brought him on as the team's player development coach. In his first season on the bench, Golden State won the NBA championship.

Collins was moved from player development to an assistant, but he says titles like that don't matter much. All coaches on Kerr's bench share duties.

"On our staff, everybody is responsible for doing scouting and having a voice," Collins said. "That's one of the things I appreciate about Steve. He allows all his coaches to have a voice and do presentations and do walk-throughs when it's your time. It's like players do reps and get better that way, but coaches get reps, too, and you get better the more repetitions you do."

That's important for Collins, who has designs on running his own staff eventually. He interviewed for the Memphis head-coaching job last year and the Atlanta job before that. He did not get either, but he recognizes the value in the experience.

"Interviewing for head-coaching opportunities is always tremendous," Collins said. "I am definitely very fortunate and appreciative of the opportunities to be in those rooms—it's only going to benefit me down the road." igence that comes before those few occasional glorious moments, whether it's on a pro bench or as head coach in a collegiate program. For five rising young coaches, all with the opportunity to move up in the NBA and NCAA, that work has been getting noticed.



Jarron Collins, assistant coach of the Golden State Warriors, during the game against the Portland Trail Blazers on November 1, 2016 at Moda Center in Portland, Oregon.



Jarron Collins, Chris DeMarco and Andre Iguodala #9 of the Golden State Warriors talk with Andrew Bogut #66 of the Los Angeles Lakers before the game on November 29, 2017 at STAPLES Center in Los Angeles, CA.

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REX KALAMIAN

"THERE'S SO MANY INFLUENCES I'VE BEEN LUCKY TO HAVE"



Assistant Coach Rex Kalamian and Montrezl Harrell #5 of the LA Clippers talk during a game against the Golden State Warriors on January 18, 2019 at STAPLES Center in Los Angeles, California.

Rex Kalamian was coaching at tiny East Los Angeles College, where he had recently played as a guard, in 1992 when he got a break, a chance to work in the NBA. There was a downside, though: the job was with the lowly Clippers, notorious penny-pinchers at the time. Kalamian's assignment was on a game-night basis only, helping out coach Larry Brown and his staff.

Two years later, he was hired to be the team's video coordinator under coach Bill Fitch, who liked his work ethic so much that he soon made Kalamian an assistant coach.

"I didn't really know it at the time, how big that opportunity was," Kalamian said. "It changed my life. Then Bill just became such a big influence in me staying in the league and learning how to coach."

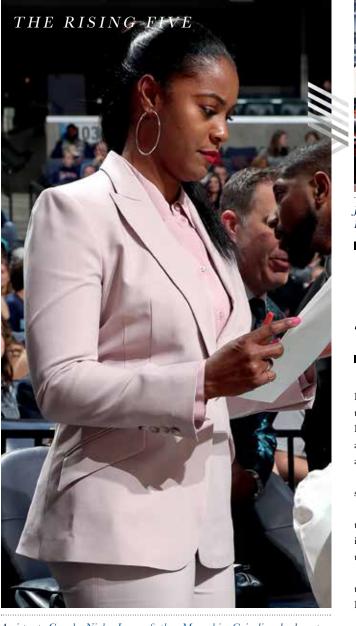
Things were tumultuous for the Clippers of that era, yet Kalamian remained with the team in some capacity through 2003, working for seven head coaches in that span. He finally left L.A., coaching Denver, Minnesota, Sacramento, Oklahoma City and Toronto over the next decade-and-a-half and working under the likes of George Karl, Scott Brooks and Dwane Casey, forging a reputation for player development work.

"There's so many influences I've been lucky to have," Kalamian said. "The guys I've worked for, they've all been Coach of the Year, they all are very accomplished coaches. I would say I've probably taken a little bit from each guy."

Now, Kalamian has come full circle. He's back with the Clippers, joining Doc Rivers' staff last year as defensive coordinator. Under owner Steve Ballmer, the franchise has changed drastically in terms of culture and approach. But the biggest change is expectations: The Clippers are among the favorites to go to the NBA Finals. That could eventually lead to a head-coaching job, but that's not where Kalamian is focused.

"The future is about the Clippers and what happens right now," he said. "Trying to win a championship. To me that is the focus because teams that win, coaches that win, good things happen to them."





Assistant Coach Niele Ivey of the Memphis Grizzlies looks at paperwork during the game against the Miami Heat on December 16, 2019 at FedExForum in Memphis, Tennessee.



Assistant coach Niele Ivey of the Memphis Grizzlies looks on before the game on January 7, 2020 at FedExForum in Memphis, Tennessee.



Jae Crowder #99 of the Memphis Grizzlies looks with assistant coach Niele Ivey before the game on January 7, 2020 at FedExForum in Memphis, TN.

NIELE IVEY

A TRACE OF A CONTRACT

"SHE JUST HAS IT"

Jaden Ivey is one of the top prospects in the Class of 2020, a guard for Indiana's LaLumiere School. He has committed to Purdue but conceded that when it comes to the family hoops tree, he's not the top branch. That still belongs to his mom, Niele Ivey—a star and national championship winner as a player, rated as one of the best assistant coaches in the NCAA while spending 12 years on Muffett McGraw's staff at Notre Dame.

"Yeah, my mom is the one who motivates me," Jaden said recently. "All the success she has had and where she is now, it's what I want to do."

Niele Ivey made the leap last summer from the Fighting Irish bench to Memphis, to join coach Taylor Jenkins' staff. The Grizzlies have been the biggest surprise team in the league, entering this season expected to finish in the cellar as the franchise undergoes a rebuilding program.

Ivey earned a reputation as a teacher at Notre Dame, both as a coach and in her time as a point guard who averaged 10.8 points and 5.5 assists from 1996 to 2001. Ivey played in the WNBA for five seasons after that.

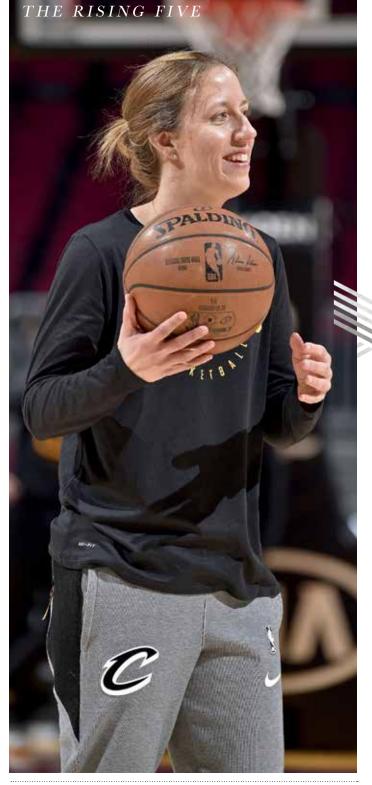
When Ivey was inducted into Notre Dame's Ring of Honor in 2016, former player Skylar Diggins said of her, "She led by example. If you didn't know how to do this and that, 'OK, let me see the ball. Boom-boom-boom-boom-boom-that's how you do it. She'd get out there and play with us, it was something you can't really teach. She just has it."

That hands-on teaching approach made her an ideal fit for the young Grizzlies, who had rookie point guard Ja Morant and star big man Jaren Jackson Jr., both just 20 years old—not much older than her son. This would be a group in need of teaching. That was one reason Ivey had interest in the job.

"Taylor, sitting down and talking with him about his vision, he's really big on fostering a competitive, unselfish, positive environment for his players," Ivey told the Memphis Commercial-Appeal. "He's very development-oriented."

Turns out the development has happened quicker than expected. Far from the cellar, the Grizzlies are in the mix for a playoff spot in the West and Morant is the favorite for Rookie of the Year. As a fellow point guard, Ivey is playing whatever role she can in that.

"She's given me some corrections with my game," Morant said. "Getting to certain spots on the floor. And she'll tell me I corrected it and she's proud."



Assistant coach Lindsay Gottlieb of the Cleveland Cavaliers looks on before the game on January 2, 2020 at Rocket Mortgage FieldHouse in Cleveland, Ohio.



Assistant coach Lindsay Gottlieb of the Cleveland Cavaliers during Cleveland Cavaliers Media Day at Cleveland Clinic Courts on September 30, 2019 in Independence, Ohio.

LINDSAY GOTTLIEB

"I AM REPRESENTING MORE THAN JUST MYSELF"

Of all the glittering elements on her resume, the biggest for coach Lindsay Gottlieb may be this: She's been to the Final Four. Not as a player or as an assistant. No, Gottlieb got there as a head coach, when she led California to the Final Four for the first time in school history in 2013.

Not many NBA assistants have head-coaching experience in the NCAA and none, other than Gottlieb, have been to a Final Four. That was one reason that John Beilein, himself the former coach at Michigan, wanted Gottlieb on his staff when he took the job as coach of the Cleveland Cavaliers.

"She's been a winner, her whole career," Beilein said. "When you go to a place that hasn't been winning and you change that, that says a lot about a coach."

Gottlieb became the league's eighth female assistant coach last spring, leaving her mark as one of the most successful active coaches in the women's game. She began her head-coaching career at 30 years old, guiding UC-Santa Barbara to a 22-10 record. Three years later, she got the job at California, where the Bears went 32-4 in her second season.

Her Cal teams won 20-plus games and reached the NCAA tournament in seven of eight seasons, and her overall head-coaching record at the end of last year was 179-89.

Gottlieb did not get into basketball to coach. She was recruited by Brown as a guard, but a knee injury limited her ability to contribute on the court. So she began helping her teammates from the bench. Her teammates at Brown nicknamed Gottlieb, 'Coach,' and by her senior year, she was a de facto part of Brown's staff, serving as a player-coach.

Now, Gottlieb is helping to bring along the young Cavaliers. She concedes that there's pressure attached to her position, but that pressure does not come from Beilein or any of the team's players. It mostly comes from herself.

"I have seen it as, I am representing more than just myself," Gottlieb said. "I want there to be more women coaches after me. So the decisions I make and the things I do, I have to look at it that way. It does add pressure. I want to be successful so that more women will get chances to coach at this level."



Head coach Bobby Hurley of the Buffalo Bulls speaks to his players in the second half against the West Virginia Mountaineers during the second round of the 2015 NCAA Men's Basketball Tournament at Nationwide Arena on March 20, 2015 in Columbus, Ohio.



Head coach Bobby Hurley of the Arizona State Sun Devils reacts during the first half of the college basketball game against the Arizona Wildcats at McKale Center on January 12, 2017 in Tucson, Arizona.

BOBBY HURLEY

"THE FIRE WAS THERE TO COACH"

It was the fall of 2000 and Bobby Hurley thought he might have one more comeback. The No. 7 pick in the 1993 draft and one of the most accomplished players in NCAA history, Hurley's career had been limited after he nearly died in a car crash a few months after his league debut.

He'd had surgery to fix his ACL and was expected to try out for Boston. But the knee was still not right and Hurley, reluctantly, retired at age 29.

It was difficult on him. Hurley tried to shift is focus. He got into thoroughbred racing, owning two horses he raced in New Jersey and Florida.

"I wasn't able to retire on my own terms, to leave on my own terms," Hurley said. "That was frustrating. So I needed to get away. It was not like I never watched—I was watching close, college basketball, the NBA. But I needed to have some other life experiences. Doing that gave me the time I needed to work through getting over the finish of my playing career."

A decade later, Hurley returned to competitive basketball as a coach. He was from a family of coaches, starting with his father, Bob Hurley Sr., who won 26 state championships in 39 years coaching at St. Anthony's High School in New Jersey. When his brother, Dan Hurley, got the head coaching job at Wagner in 2010, Bobby joined the staff.

"I just had an open mind," Hurley said. "I was ready for a fresh challenge. I kind of knew deep down that I wanted to coach, that I always wanted to coach, it was such a big part of my life, watching my dad do it and seeing my brother do it. The fire was there to coach."

From that modest beginning, Hurley has built a budding career. His first head-coaching gig came at the University of Buffalo, where he guided the Bulls to their first-ever NCAA tournament. He left Buffalo after that showing, taking the reins at Arizona State in 2015.

Hurley's Sun Devils won 20-plus games the past two seasons, getting the school back to the NCAA tournament for the first time since 2014. That's been especially rewarding considering the way his playing career ended, considering the time off he needed to heal emotionally.

"I just have so much more appreciation for what the game of basketball has done for my life," Hurley said. "Not having it for those years when I was not coaching or playing, there was a void there. Getting the chance to work with the kids I work with now, it has really replaced that void."





MISSION TRIP TO PANAMA

by BRAD SHULKIN

he National Basketball Retired Players Association strives to benefit and support each member's unique, individual needs, fostering a range of opportunities that help former players prosper. In considering members to be global citizens, it is important to offer support not only for the individual, but for communities around the world. As a result, the NBRPA has solidified its dedication to giving back on a global level year over year.

As part of achieving this goal of global care, a group of Legends and NBRPA staff completed an international mission trip to Panama City, Panama. The initiative was completed side-by-side with members of the Major League Baseball Players Alumni Association (MLBPAA), creating a crossover of service for local youth.

Players from both leagues were represented in Panama, with NBRPA Legends including 17-year NBA veteran and NCAA Champion (1982) Sam Perkins, and WNBA Champion (2003) and current member of the New York Liberty coaching staff Barbara Farris.

In addition to representation from both major leagues, the initiative partnered with MVP Sports City, the largest private sports complex in Panama and Central America, to activate the program. The flagship facility in Panama City hosted more than 1,000 young boys and girls from Dec. 13-16, 2019.

"We are humbled to represent former players overseas and around the world as part of our Legends Care initiative," said NBRPA President and CEO Scott Rochelle. "We're thrilled to be working on another global outreach event that will directly benefit the local Panamanian community."

MVP Sports City is the largest private sports complex in Panama and Central America with the focus on developing life skills in education, sports and family. The organization's mission promotes the core values and excellence through sports and education by utilizing the latest training and performance techniques. The location prides itself on the highest standards for both environment and training, and has been heralded as one of the best infrastructures of its kind in Central America.

Panamanian youth had the opportunity to participate in basketball and baseball drills throughout the three days – right alongside their big league heroes. The attendees received technical instruction, but also life lessons from some of the best mentors imaginable.

"The impact was truly undeniable, and it was humbling to witness once again this year," said Erin Miller, senior vice president of operations and events for the NBRPA. "The mentorship provided in Panama was fulfilling for both the children and the former players involved, and we will continue to provide these valuable opportunities for our membership."

"Impacting young boys and girls with the greatness of basketball is really special," said Sam Perkins. "Doing so on an international scale is an unbeatable experience."

The NBRPA has funded trips for players to visit international destinations, including South Africa, Haiti and Panama, and will continue to grow its reach in 2020.

"A big thank you to Bruce Chen and MVP Sports City for allowing me to return to Panama to be part of this event," said Barbara Farris. "I hope the youth involved learned as much from me as I did from them."







SROADS

THE OFFICIAL MAGAZINE of the NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

THE NEXT GENERATION OF LEGENDS

BEN LADNER

A CONTRACTOR OF A CONTRACTOR OF

by

BA legacy families have existed almost as long as the league itself has. Scores of former pro players have gone on to see their sons trace their paths to the league, and many NBA family trees stretch unimaginably wide. Rick Barry raised three sharp-shooting sons, Jon, Brent, and Drew) who played in the league, while Bill and Luke Walton each won two NBA titles in their respective eras. Matt Guokas Jr. won a championship with the Philadelphia 76ers in 1967 – 20 years after his father won with the Philadelphia Warriors in the league's inaugural season – making the pair the first father-son championship duo in NBA history. Steph Curry and Klay Thompson followed their fathers' footsteps to team up and anchor a dynasty. The list goes on.

Perhaps the biggest difference between today's NBA offspring and yesteryear's is the scope and intensity of the spotlight. Today's high school and college players get more national exposure than ever before; grow up with an NBA legend for a father, and the limelight shines doubly bright. Those than manage to survive it, though, often go on to highly successful college and NBA careers given their uncommon luxury of learning the game firsthand from basketball royalty. As a new generation of young players attempt to follow in their fathers' footsteps, these five names could loom large over the next era of NBA basketball.

> Shareef O'Neal stands on the court during the 2018 Brand Jordan NBA All-Star Uniforms & All-Star Rosters Unveiling show on January 25, 2018 at CBS Studios in Studio City, California.



THE NEXT GENERATION OF LEGENDS

COLE ANTHONY

UNIVERSITY OF NORTH CAROLINA

Anthony isn't the son of a Hall of Famer – his father, Greg, was an 11-year role player in the league – but he might make the best pro of any rising second-generation NBA player. At North Carolina, he filled the lottery pick Coby White's shoes, Anthony is perhaps the most vaunted player joining the Atlantic Coast Conference next season. He possesses a rare combination of speed and power, using a quick first step, physical drives, and electric vertical explosion to constantly put pressure on the rim. He has outstanding vision in the pick-and-roll, already showing the ability to read and pick apart defenses on the move.

Anthony's physical tools also make him a stout defender at the point of attack. He's quick enough to slide with ball-handlers and his strong frame yields no ground to what would normally be punishing drives. The college (and eventually pro) game will pose a different physical challenge, one Anthony must meet in the weight room, but he has the build to remain one of the more physically imposing point guards at whatever level he plays.



(Above): Cole Anthony of North Carolina reacts during the second half against Notre Dame on November 06, 2019 in Chapel Hill, NC. North Carolina won 76-65. (Left) Cole Anthony competes in the dunk contest during the 2019 Powerade Jam Fest on March 25, 2019 in Marietta, GA.

THE NEXT GENERATION OF LEGENDS

BRONNY JAMES

SIERRA CANYON HIGH SCHOOL

LeBron James Jr. is already an internet sensation. His highlights have been viewed hundreds of millions of times on YouTube and Instagram, and his basketball exploits have been publicly documented since his early middle school days.

Bronny isn't and likely won't be the basketball player his father was as a teenager – placing such expectations upon him would be wildly unfair – but may prove every bit the phenomenon LeBron was in high school. The younger James made news this summer for both his play on the court and his high school enrollment. With LeBron's move to Los Angeles in the 2018 offseason came Bronny's accompanying transfer to Sierra Canyon, a high school in Chatsworth (an L.A. neighborhood) that just so happens to be one of the country's preeminent basketball programs.

There is (perhaps valid) speculation that the elder James might be prolonging his career in part as a means of becoming teammates with his son in four years, when Bronny would be eligible for the 2023 NBA Draft. Regardless of his dad's influence, Bronny has a chance to pave his own path to the league. With an impressive combination of shooting, passing and athleticism, his game projects as one that will fit the changing NBA well. He is a better shooter than LeBron was as a teenager, though far from the physical force and playmaking savant. With so many tools in his arsenal, the biggest determinant of Bronny's success may simply be his physical growth. He already stands 6-foot-2 in his early adolescence; if he sprouts to the standard size of an NBA wing, he becomes a whole new force with which his opponents will have to reckon.



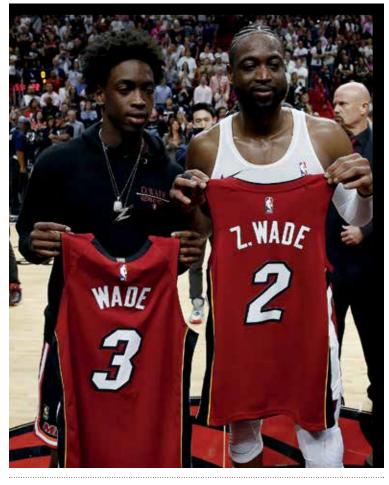
LeBron 'Bronny' James Jr. with his father LeBron James following the Ohio Scholastic Play-By-Play Classic on December 14, 2019 in Columbus, Ohio.



LeBron 'Bronny' James Jr. #0 of Sierra Canyon High School dribbles the ball up court during the Ohio Scholastic Play-By-Play Classic against St. Vincent-St. Mary High School at Nationwide Arena on December 14, 2019 in Columbus, Ohio.

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Zaire Wade #2 of Sierra Canyon defends against Prince Aligbe #10 of Minnehaha Academy during the game at Target Center on Jan. 04, 2020 in Minneapolis.



BLAZERS

Dwyane Wade #3 of the Miami Heat exchanges jerseys with his son, Zaire, after the final regular season home game of his career at American Airlines Arena on April 09, 2019 in Miami, Florida.

THE NEXT GENERATION OF LEGENDS

ZAIRE WADE

SIERRA CANYON HIGH SCHOOL

Wade, a lanky lefty, plays with much of the same smoothness, creativity, and skill his father did. Zaire is clearly a great way from meeting the Hall-of-Fame bar Dwyane set, but he does possess the craft and feel for the game to get his NBA career off the ground a few years from now. His three-point shot might be more developed than his dad's was at the same age – if for no other reason than the increased importance of the shot in the modern game – and possesses every bit of scoring acumen and creativity you might expect from Flash's son.

What pops about Wade's game, however, is his passing. Not only is he able to thread dimes through tight crevices and pinpoint windows the defense can't see, he's a willing facilitator for his teammates. He seems to understand when and where teammates will be open, and how to deliver the ball in the most efficient manner possible. At the high school level, that allows Wade to play and feel the game at a different speed than his peers can.

A full three years older than James, Wade might currently be the better player (though likely not the better prospect) and could play a larger role on this season's stacked Sierra Canyon squad. Still, Wade has yet to generate much buzz from college programs, as he doesn't possess the same physicality or creativity as a scorer his father did at the same size. Wade's upcoming senior season will serve as an important proving ground for his college outlook. LEGENDS ______

THE NEXT GENERATION OF LEGENDS

SCOTTY PIPPEN JR.

VANDERBILT UNIVERSITY

Pippen doesn't garner nearly the fanfare that James or Wade do, nor is he as dominant on the court as Anthony and O'Neal are. But much like his father, Scottie, he is steady, solid and versatile, and has a viable path to the NBA nonetheless. Pippen, also a Sierra Canyon product, committed to Vanderbilt after a breakout performance at the Les Schwab invitational that earned him tournament MVP honors and figures to play meaningful minutes for the Commodores this season.

Standing at 6-foot-1, 170 pounds, Pippen plays quick and low to the ground, running his team's offense with poise and opportunism. He sees the court extremely well, constantly scouting for passing windows, and has outstanding forward burst and vertical explosion. Like most every player on this list, he has excellent feel and a mind for the finer points of the game. While he prefers to distribute and facilitate, Pippen can capably shoot both off the catch and off the dribble – a weapon that has become more prevalent and necessary for lead guards in the Steph Curry era – though he could stand to become a more consistent shooter. Pippen lacks the ball-hawking defensive playmaking skills father had (the vast majority of defenders do) and lacks Scottie's versatility due simply to his smaller frame. Still, Scotty shares both literal and basketball DNA with one of the greatest defenders of all time, and possesses some of the same instincts and athletic traits.

While Pippen doesn't currently project as the same sort of prospect Anthony, O'Neal, or James does, it's easy to see his upside and a viable path to the NBA, provided he plays up to expectations at Vanderbilt.





Photo Credits: Sam Carbine

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THE NEXT GENERATION OF LEGENDS

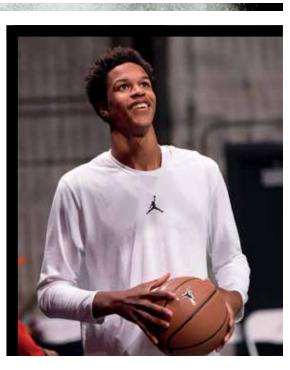
SHAREEF O'NEAL

Shaquille O'Neal's oldest son redshirted his first year at UCLA due to a heart surgery that cost him the entire season, but entered the 2019-20 season healthy and prepared to play. While not as powerful or post-oriented as his legendary father, Shareef O'Neal is among the most skilled and athletically gifted big men in college or high school basketball and a potentially ideal combo big in the modern NBA. (O'Neal's other son, Shaqir, is a lanky 6-foot-5 guard who shares many physical and athletic traits with Shareef.)

At 6-foot-9, 215 pounds, O'Neal is an electric finisher at the rim and an outstanding shooter for his size. As more and more big men are able to these days, he can capably handle

the ball and create his own shot from anywhere on the floor, and he has the mobility and explosiveness to guard most positions on defense. Though he projects to play mostly as a power forward or center, O'Neal's versatility could theoretically allow him to occasionally slot in on the wing – especially early in his NBA career, when he'll likely spend most possessions without the ball in his hands. Still, there is far more to O'Neal's game than the mere fact of his last name, and the rest of the basketball world could soon find out why.

O'Neal will take his talents to Louisiana State University, his father's alma mater, next season.



(Top): Shareef O'Neal, Shaquille O'Neal, and Shaqir O'Neal pose for a photo on the red carpet before the 2019 NBA Awards Show on June 24, 2019 in Santa Monica, CA. (Right): Shareef O'Neal smiles during the 2018 Brand Jordan NBA All-Star Uniforms & All-Star Rosters Unveiling show on January 25, 2018 at CBS Studios in Studio City, CA. 3kg



THE OFFICIAL MAGAZINE of the NATIONAL NASKETBALL RETIRED PLAYERS ASSOCIATION



BECAUSE OF DAVID

THE LIFE AND LEGACY OF FORMER NBA COMMISSIONER DAVID STERN



(Left): Inductee David Stern speaks during the 2014 Basketball Hall of Fame Enshrinement Ceremony on August 8, 2014 at the Mass Mutual Center in Springfield, Massachusetts. (Above): NBA Commissioner David Stern and Taipei's Mayor hold a press conference in which David Stern receives the key to the city from Mayor Lung Bin Hao at the Westin Hotel October 12, 2013 in Taipei, Taiwan.

avid Joel Stern was born on Sept. 22, 1942. His father, William, ran Stern's Deli in Manhattan, where David often worked as he grew up. He spent most of his childhood in Teaneck, New Jersey, which was the first Northern suburb to vote in favor of busing in order to support integrated schools. Such a background molded a foundation that fostered both an open mind and an open heart in David Stern.

After graduating from Rutgers University, Stern went on to earn his J.D. from Columbia Law School. His very first involvement with the NBA came during his time at Proskauer, Rose, Goetz & Mendelsohn, the firm that represented the league. After years of working alongside the NBA, Stern joined the in-house team in 1978 as general counsel under Commissioner Larry O'Brien. It was a time that saw the league severely lacking.

Just two years later, Stern was promoted to executive vice president and immediately started making waves. One of his first major decisions in the role was to implement a drug-testing policy, a first for any major sports league in North America. Additionally, salary caps were adopted in order to assist smaller market teams. This decision ultimately stabilized the league, priming it for future growth.

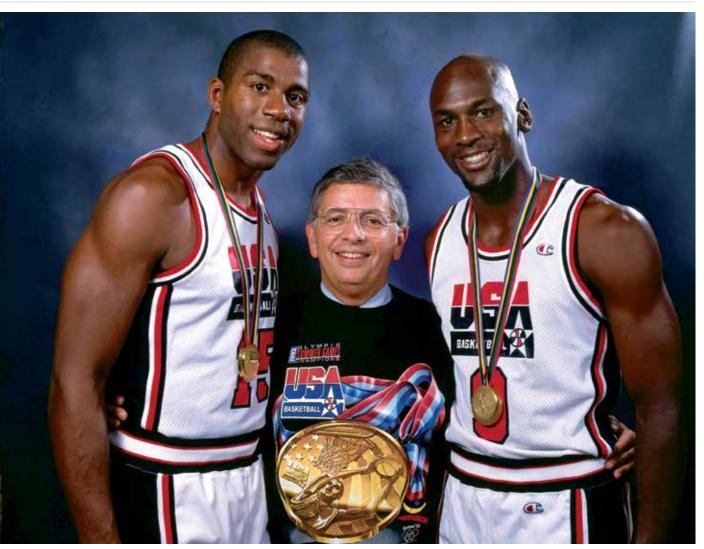
When Stern rose to the role of Commissioner in 1984, the NBA was falling behind the NFL and MLB in both broadcast numbers and revenue. The two other leagues were also in the midst of strategies that ultimately muted their players as individuals, rather than empowered them.

Stern did not believe in these same strategies.

Instead, Stern recognized the intrinsic value each player brought to the league,

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BECAUSE OF DAVID



Magic Johnson, NBA Commissioner David Stern and Michael Jordan pose with the Gold Medal following the game between the USA and Croatia at the 1992 Olympics on August 8 1992 at the Palau Municipal d'Esports de badalona in Barcelona, Spain. The USA defeated Croatia 117-85 to win the gold medal.

and embraced the opportunity to highlight the talent and popularity of the NBA greats that had come to grace the hardwood. He introduced the league's licensing and sponsorship division, which led efforts to align NBA players and personalities with some of the top companies in the world.

His dedication to empowering NBA stars created a space where American basketball superstars were akin to their international football counterparts – both Jordan and Pelé were household names around the world. In turn, the NBA and the sport of basketball continued to rise to elite global recognition.

The efforts Stern took to globalize the league are countless. In 1990, he spearheaded the first regular-season game of any major North American sport to be played outside of the continent. When it was announced that professional athletes would be permitted to participate in the Olympics, Stern jumped at the opportunity to put his stars on the world's biggest stage, creating what we now know as the Dream Team. Under his supervision, seven new franchises – including two in Canada – were welcomed in to the league. Agreements were made to televise games in more than 200 countries, and NBA offices were opened in 15 new cities outside of the United States.

In 1997 Stern created the WNBA, which is now considered the pioneering league for female athletes in the world to this day as it is the longest-standing women's professional sports league. In 2001, he created the developmental league, now known as the G League, as the NBA's official minor league basketball organization. The new venture began with just eight franchises; in 2020, it will have 29. "HE MADE A TREMENDOUS IMPACT IN THE WORLD OF SPORTS, BEGINNING IN THE 1980S WHEN HE LED US OUT OF THE WILDERNESS AND INTO A GLOBAL BRAND. HIS VISION HAS GIVEN PLAYERS AROUND THE WORLD THE OPPORTUNITY TO SHOWCASE THEIR TALENTS IN THE NBA, WNBA AND G LEAGUE."

> SPENCER HAYWOOD, NBRPA CHAIRMAN

LEGENDS _____

THE OFFICIAL MAGAZINE of the NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION



NBA Commissioner Adam Silver, Kareem Abdul Jabbar and David Stern attend the "Kareem: Minority Of One" New York Premiere at Time Warner Center on October 26, 2015 in New York City.

Stern's success in growing the NBA was built on a foundation of marketing genius. When he took over as Commissioner in 1984, the league's television rights were sold for an average of \$28 million annually. Over the course of his tenure, that number increased nearly 40 times over, to \$930 million annually.

David Stern was, simply put, well ahead of his time. He consumed the world around him – not just sports business. He understood the role sport plays in society, and recognized the broad reach it has in influencing every aspect of life. Perhaps no better example of this came in 1991, when Magic Johnson announced that he had been diagnosed with HIV.

Prior to the 1991-92 season, a routine physical delivered HIV positive results for Los Angeles Lakers superstar Magic Johnson. Stern, who was well-informed in nearly all facets, understood the disease much better than most of the general public at this time. Stern stood by Johnson, and supported the star throughout his announcement to retire and pursue his new mission of informing the world about the disease. Stern's position helped advance the acceptance of people with HIV, therefore touching lives far beyond the basketball court.

Stern was not without his challenges, of course. During his time as Commissioner, he faced two lockouts (1998-99, 2011-12), both of which saw significant cancellations for each season. The infamous Malice at the Palace brawl saw Stern hand down the heaviest suspensions the league had ever seen. In 2007, the Tim Donaghy gambling scandal broke, sending the sports world reeling. Other obstacles, such as the poor reception of a player dress code, tested Stern's leadership. Each time, Stern came back a stronger and more knowledgeable Commissioner.

David Stern was a fierce leader with relentless vision and unrefuted genius. He truly solidified the NBA as a global superpower, leaving behind a storied legacy for generations to come.

Because of David, amateurs can continue to hone their skills in the G League.

Because of David, women can pursue their passion for the game professionally.

Because of David, we have a league that represents far more than sport.

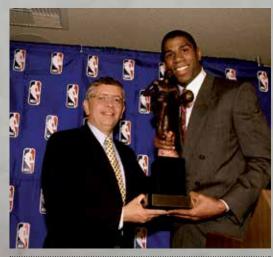
Because of David, we can all proudly stand together to celebrate the game we love.

"LIKE EVERY NBA LEGEND, DAVID HAD EXTRAORDINARY TALENTS, BUT WITH HIM IT WAS ALWAYS ABOUT THE FUNDAMENTALS -PREPARATION, ATTENTION TO DETAIL, AND HARD WORK."

ADAM SILVER, NBA COMMISSIONER



Toni Young #15 of the New York Liberty, actress Téa Leoni, NBA Commissioner David Stern, Kara Braxton #45 of the New York Liberty and the President of the WNBA, Laurel Richie pose for a picture at the 2013 WNBA Inspiring Women's Luncheon in New York City.



NBA Commissioner David Stern presents Magic Johnson #32 of the Los Angeles Lakers the MVP award circa 1989 in Los Angeles, California.

KOBE BRYANT

1978-2020

On January 26, 2020, the untimely passing of NBA superstar Kobe Bryant rocked the entire world.

Over the course of his 20-year playing career, Bryant earned five NBA championship rings, two Finals MVP awards, two Olympic gold medals, and countless other accolades. In retirement, Bryant devoted his time and talent to teaching the game to the next generation – specifically his daughter Gigi and her Mamba Sports Academy team.

The basketball family has mourned the loss of one of the greatest players in history, and the National Basketball Retired Players Association is committed to celebrating and remembering all that he gave to the game.

The next issue of Legends Magazine will explore the transcendent life and legacy of Kobe Bean Bryant.

WE'RE PROUD TO SUPPORT THE NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

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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