

THE OFFICIAL MAGAZINE of the NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

LEGENDS

MAGAZINE

2019

Volume 1, Issue 3

INSIDE:

HERE THEY COME

As the WNBA enters its 23rd season, the spotlight has never been brighter; the opportunity never greater



GAME CHANGER

Spencer Haywood's Court Victory Still Resonates, Nearly 50 Years Later

AGAINST THE ODDS

CARON BUTLER'S RISE TO THE TOP



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CONTENTS

HERE THEY COME

p. 7

As the WNBA enters its 23rd season, the spotlight has never been brighter; the opportunity never greater.



SHAPING THE NEXT GENERATION OF YOUTH

p. 36

Jerome Williams helps young people reach their highest potential through the JYD Project.

"By hearing directly from Legends, these young people learn that while they can be an athlete, it is being a student-athlete that is really most important for lifelong success." – Jerome Williams



SPENCER HAYWOOD

GAME CHANGER

p. 13

Spencer Haywood's Court Victory Still Resonates, Nearly 50 Years Later



AGAINST THE ODDS

p. 2

Caron Butler's Rise to the Top

TABLE OF CONTENTS

LEGENDS OF THE COURT

p. 2 AGAINST THE ODDS

p. 13 GAME CHANGER

WE MADE THIS GAME

p. 7 HERE THEY COME

p. 32 YOU CAN'T DREAM BIG ENOUGH

p. 38 CALLING THE SHOTS

COMMUNITY: GIVING BACK

p. 20 FULL COURT PRESS: PREP FOR SUCCESS

p. 28 EDDIE GILL

p. 36 SHAPING THE NEXT GENERATION OF YOUTH

PLUS IN THIS ISSUE

p. 17 NBA ALL-STAR WEEKEND

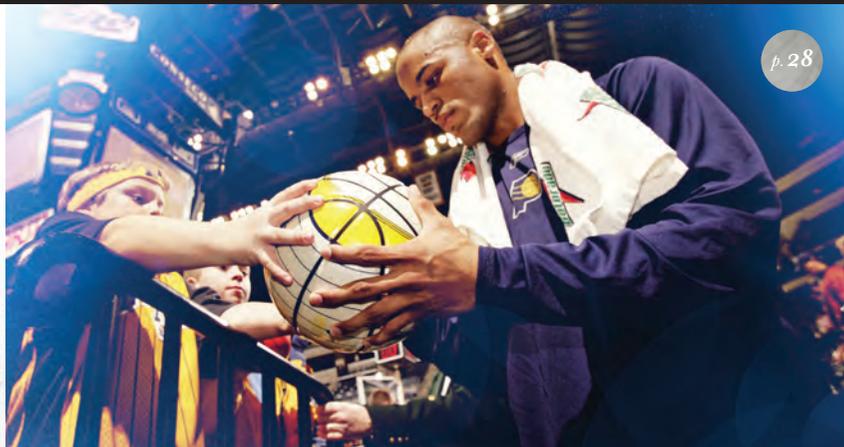
p. 24 LEGENDS SIGHTINGS

EDDIE GILL

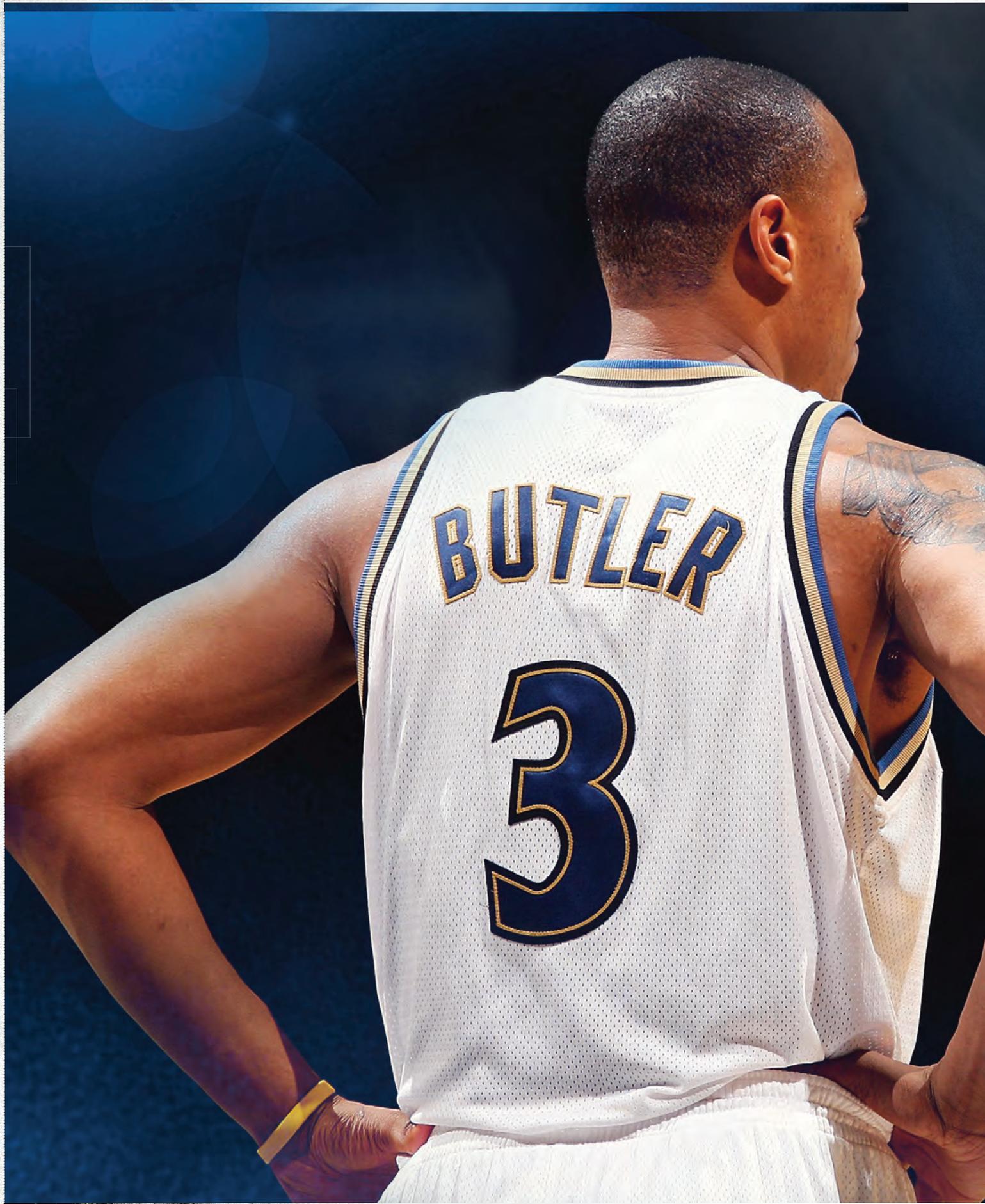
EXEMPLIFYING PERSEVERANCE, DETERMINATION AND THE ULTIMATE WILL TO SUCCEED

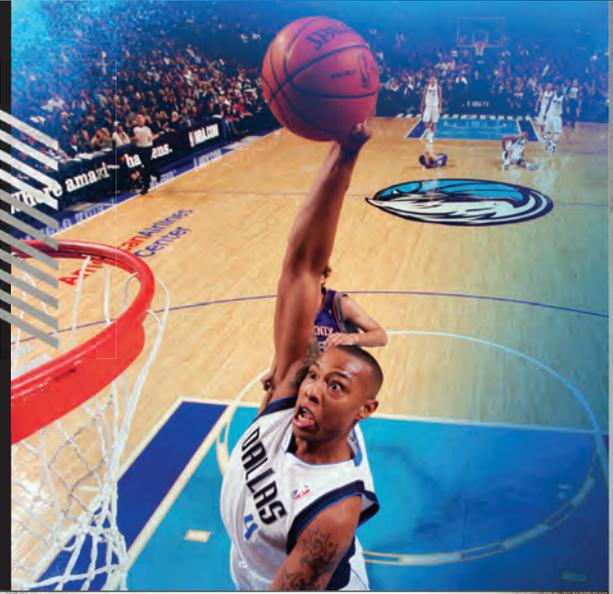
"WHEN WE'RE COMFORTABLE, WE'RE NOT MAKING PROGRESS. IN ORDER TO BE A BETTER BASKETBALL PLAYER, WE HAD TO BE UNCOMFORTABLE; THE SAME HOLDS TRUE BEYOND THE COURT."

EDDIE GILL



p. 28





AGAINST THE ODDS

*CARON BUTLER'S
RISE TO THE TOP*

by **BEN LADNER**

For many young National Basketball Association (NBA) players, a rookie contract represents an immediate flow of cash into bank accounts that might once have been empty. The allure of a second contract, and a third, opens up a theoretical wellspring of disposable income to be spent, lent and flaunted. But if not managed properly, that wellspring can dry up — often faster than players could have ever anticipated.

Some, however, like Caron Butler, saw those contracts as investments from day one. While many of his peers blew money on cars and clubs, he took a longer view of his career and the rest of his life. Having come into the league with two young children and a family to consider, Butler mostly eschewed night life and frivolous spending in order to take care of more important matters. “My perspective on life was just so much different,” Butler said. “Whereas guys went out and did certain things, I wasn’t trying to spend that type of capital on having fun because I was already thinking about, ‘I’ve got two mouths to feed forever, and I have to make sure they attend college.’”

During his youth in Racine, Wisconsin, Butler experienced firsthand the consequences of hanging with the wrong crowd. He began selling drugs as a teenager, had the first of five kids at the age of 14 and was arrested more than a dozen times before being incarcerated at 16. “I embraced the wrong things,” Butler said [on the Ballers With Babies podcast] in 2018. “But I was what I was exposed to.”



CARON BUTLER CONTRIBUTES TO TNT'S BROADCAST OF PLAYERS ONLY BEFORE THE PORTLAND TRAIL BLAZERS AND LOS ANGELES CLIPPERS SQUARE OFF AT STAPLES CENTER IN LOS ANGELES, CALIFORNIA. (PHOTO BY ANDREW D. BERNSTEIN/NBAE VIA GETTY IMAGES)

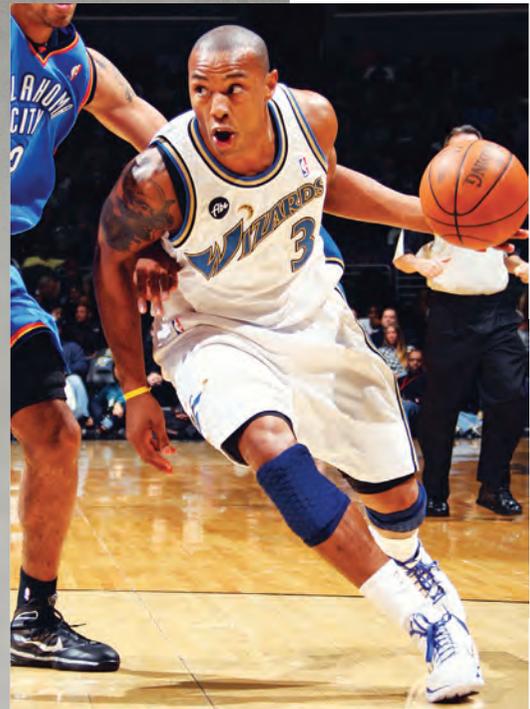


Kobe Bryant greets Caron Butler before his jersey retirement ceremony on December 18, 2017 in Los Angeles, California. (Photo by Andrew D. Bernstein/NBAE via Getty Images)

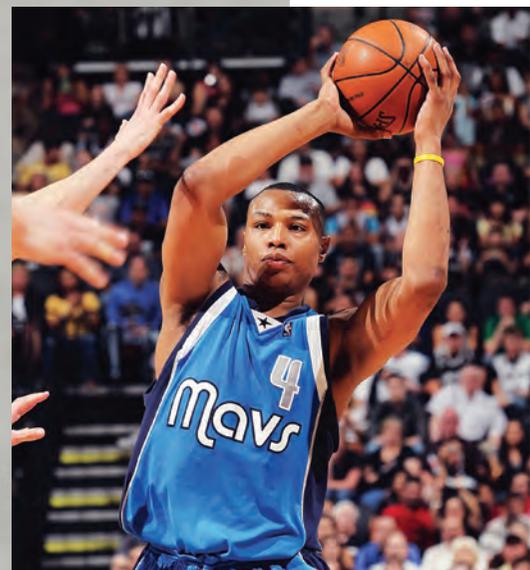
To position himself for a more stable future, Butler surrounded himself with people who could help him make responsible financial decisions and plan for the future when he came into the league. “I just had really smart people around me,” Butler said. “People that just exposed me to the right things and the right people.”

That group included Butler’s agent and lawyer, Raymond Brothers, his financial adviser and his business partner. They helped him maximize his earning power in the NBA and protect his money throughout his career. As a player, Butler attended financial literacy classes offered by the NBA Players Association and took advantage of relationships with active and retired players alike. Today, he’s reaping the rewards. Butler has curated a wide range of investments, including stakes in Graduate Hotels and Juice Budz, which have a combined 18 locations. Additionally, he and fellow NBA players Anthony Tolliver and Steve Blake were among the first high-profile people to invest in the social media app Arbit, and Butler invested in DeltaHawk Engines, an aircraft engine manufacturer based in Racine, last year.

Butler also remains active in both his home community in Racine and the NBA fraternity. He, Grant Hill and Jerome Williams were recently named to the NBA Retired Players Association’s Board of Directors, where Butler helps empower current players and assists them in planning for their post-playing careers. As a recently-retired, former NBA All-Star who transitioned smoothly from the court to the media, Butler is a recognizable model for players on how to remain active after retiring and a resource for players like Bradley Beal, Eric Bledsoe and Spencer Dinwiddie, who have reached out to him for advice on managing careers and their wealth after retirement. “The NBA is an amazing platform to be on,” Butler said. “But at some point, everyone will be a retired player, or an ex-player. And you have to have some type of strategic plan about how you want to exit and go on to the next phase of your life, because you will say goodbye to the game at some point.”



Above: Caron Butler No. 3 of the Washington Wizards drives against Thabo Sefolosha No. 2 of the Oklahoma City Thunder on December 29, 2009 in Washington, D.C. (Photo by Ned Dishman/NBAE via Getty Images)



Above: Caron Butler No. 4 of the Dallas Mavericks in Game Four of the Western Conference Quarterfinals during the 2010 NBA Playoffs on April 25, 2010 in San Antonio, Texas. (Photo by Ronald Martinez/Getty Images)

CARON BUTLER'S
RISE TO THE TOP

AGAINST THE ODDS

In today's age of heightened player agency and athlete-controlled media endeavors, many of the NBA's brightest stars aren't waiting to retire before entering the media field. Players have begun exerting more influence over their perception among fans, often via independent entities that give them complete autonomy over their message. LeBron James, Kobe Bryant, Kevin Durant and Steph Curry all have their own media companies, while an increasing number of players are speaking through The Players' Tribune or Uninterrupted. "Guys are starting to try to control their content as much as possible and tell their own stories," Butler said. "I think that's the new wave."

Butler has joined that wave, too, getting involved in a variety of platforms and mediums to share his perspective on topics inside and outside the realm of basketball. He has worked as a sideline reporter and studio host for Turner Sports for the last two years while regularly co-hosting a radio show and a podcast. Mark Wahlberg is soon to produce a movie based on Butler's memoir, while Butler himself is heading up a documentary titled "The Green Dream" on racial inequality in the cannabis industry and justice system. He has taken full advantage of his platform and his voice, and like so many NBA players in 2019, he's doing it from a perspective only he has.

"I think it's important that if you're going to tell a story," Butler said, "you should be able to tell your story the way you want to."



Caron Butler No. 4 of the Dallas Mavericks drives against the Toronto Raptors during a game on December 28, 2010 in Dallas, Texas. (Photo by Danny Bollinger/NBAE via Getty Images)



Above: David Stern congratulates Caron Butler after being selected 10th overall by the Miami Heat during the 2002 NBA Draft on June 26, 2002 in New York, New York. (Photo by Ray Amati/NBAE/Getty Images)



Above: Caron Butler interviews Kyrie Irving of the Boston Celtics after the game against the Golden State Warriors on March 5, 2019 in Oakland, California. (Photo by Garrett Ellwood/NBAE via Getty Images)



HERE THEY COME

AS THE WOMEN'S NATIONAL BASKETBALL ASSOCIATION ENTERS ITS 23RD SEASON, THE SPOTLIGHT HAS NEVER BEEN BRIGHTER; THE OPPORTUNITY NEVER GREATER.

by **SAM SMITH**

"I long to hear that you have declared an independency. And, by the way, in the new code of laws which I suppose it will be necessary for you to make, I desire you would remember the ladies and be more generous and favorable to them than your ancestors. Do not put such unlimited power into the hands of the husbands. Remember, all men would be tyrants if they could. If particular care and attention is not paid to the ladies, we are determined to foment a rebellion, and will not hold ourselves bound by any laws in which we have no voice or representation."

— Abigail Adams' letter and reminder to John Adams of the Continental Congress on eve of American Revolution, 1776.

It was certainly revolutionary in 1997 when the National Basketball Association committed to advancing the women's game. Sure, there had been basketball leagues for women, and the college space was vibrant with famous programs like Immaculata and Delta State. Women played in the Olympics

as an official sport in 1976 after the Title IX law in 1972, and many found participation outlets in Europe and Asia. But there seemed no sustainability in the United States, the birthplace of basketball, the land of the free and the home of the brave and where all men — and women — were supposedly created equal.

David Stern and the NBA were determined to finally remedy the great inequality with a commitment that today makes the Women's National Basketball Association the most stable and successful women's professional sports league in the United States. The fact that the change comes under the aegis of the National Basketball Association is both predictable and appropriate. As many will recall, it was the NBA that first introduced all-African-American starting lineups to professional sports along with African-American management and ownership, easily making it the most progressive sports league in the world.





HERE THEY COME

“The WNBA has been a change agent,” agrees Carol Blazejowski, basketball Hall of Famer and former NBA official. “It’s changed a lot of societal views. It has become a platform for women to feel a sense of pride and upward mobility, and to feel that they can achieve bigger and better things in the sports community, to be viewed as athletes and not separated as women or men. It has allowed us as individuals who are very capable of playing the game of basketball to serve as role models, and to offer all we can to the sports landscape.”

“There have been some bumps, some successes and failures,” continues Blazejowski. “It’s still going to take some time and patience. Society always accepted the male athlete, and it was a struggle [to be accepted] when I played. But that stigma has changed and it’s a rite of passage now, understanding that opportunities in sports are as important to your daughter as much as to your son for so many reasons — the chance to earn a scholarship, boosting self-esteem, and everything else that comes with playing sports.”

Tamika Catchings, a 15-year WNBA veteran who is now an Indiana Fever executive, figured she would follow her father and play in the NBA.

“Watching my father play (for four NBA teams) sparked interest in me being a professional basketball player and wanting to play in the NBA,” Catchings admitted. “We didn’t have the WNBA at that time. This is the generation that has grown up having an opportunity to be a part of something that is so much bigger than them, a league designed specifically for us. My goal was to be in the NBA, to follow in his footsteps. That really was the only thing I knew about. I didn’t even really understand the fact that women didn’t play. We had Annie Meyers and Lynette Woodard and the Harlem Globetrotters. I felt my dad did it, so I could do what my dad did.”

There are three- and four-sport athletes, and then there’s Ann Meyers, a seven-sport athlete in high school and the first female scholarship athlete at UCLA. Meyers actually did play in the NBA, albeit in preseason with the Indiana Pacers.

“I wouldn’t have done it if they were not serious,” Meyers says. “Yes, publicity was involved. But my whole intention in life was why was this any different? I like to think (I got close).”

Forget the glass ceiling; what needed to be shattered was the barrier to that glass backboard.

“We had actually commissioned a study some years earlier about what might be possible with respect to women’s basketball,” Stern said in an interview for the Retired Players’ Association. “I thought the time to do it would be in 1992 coming out of the Olympics, especially if the Americans won the gold. But they didn’t. They finished third and got bronze and it sort of went on the back burner.”

“Val Ackerman was working in our office and was a fiery advocate, as was Carol Blazejowski, and gradually (with Adam Silver) we began to develop a plan and we said, ‘OK, we could do this. We’ll do it coming out of the Olympics in ’96.’”

Left: As members of the all-decade Team, standing, Tamika Catchings No. 24 of the Indiana Fever, Yolanda Griffith No. 33 of the Sacramento Monarchs, Sue Bird No. 10 of the Seattle Storm, Cynthia Cooper No. 14 formerly of the Houston Comets, Lisa Leslie No. 9 of the Los Angeles Sparks and Tina Thompson No. 7 of the Houston Comets and, seated, Katie Smith No. 30 of the Detroit Shock, Sheryl Swoopes No. 22 of the Houston Comets, Lauren Jackson No. 15 of the Seattle Storm and Dawn Staley No. 5 of the Houston Comets pose for a portrait during the 2006 WNBA All-Star Week on July 11, 2006 in New York City, New York. (Photo by Nathaniel S. Butler/NBAE via Getty Images)

HERE THEY COME



The Minnesota Lynx raise the Championship trophy after defeating the Los Angeles Sparks in Game Five of the WNBA Finals on October 4, 2017 in Minneapolis, Minnesota. (Photo by Hannah Foslien/Getty Images)

Thanks to advocates like Ackerman and Blazejowski, the setback didn't stop the birth of the new league.

"Val was totally intent on making it a dignified and authentic basketball experience," Stern recalled. "The only thing I remember putting my foot down on was the ball. We agreed generally it would be smaller, but went back and forth on the color. I said if you never want to sell a WNBA ball, make it the same color as the NBA ball. We went with the oatmeal and orange, which has become a symbol of the league."

Though the league is still not where it needs to be economically, there is no denying the quality of play is far better than anywhere in the world. It's difficult to watch a WNBA game and then wonder why NBA players don't consistently compete as intensely.

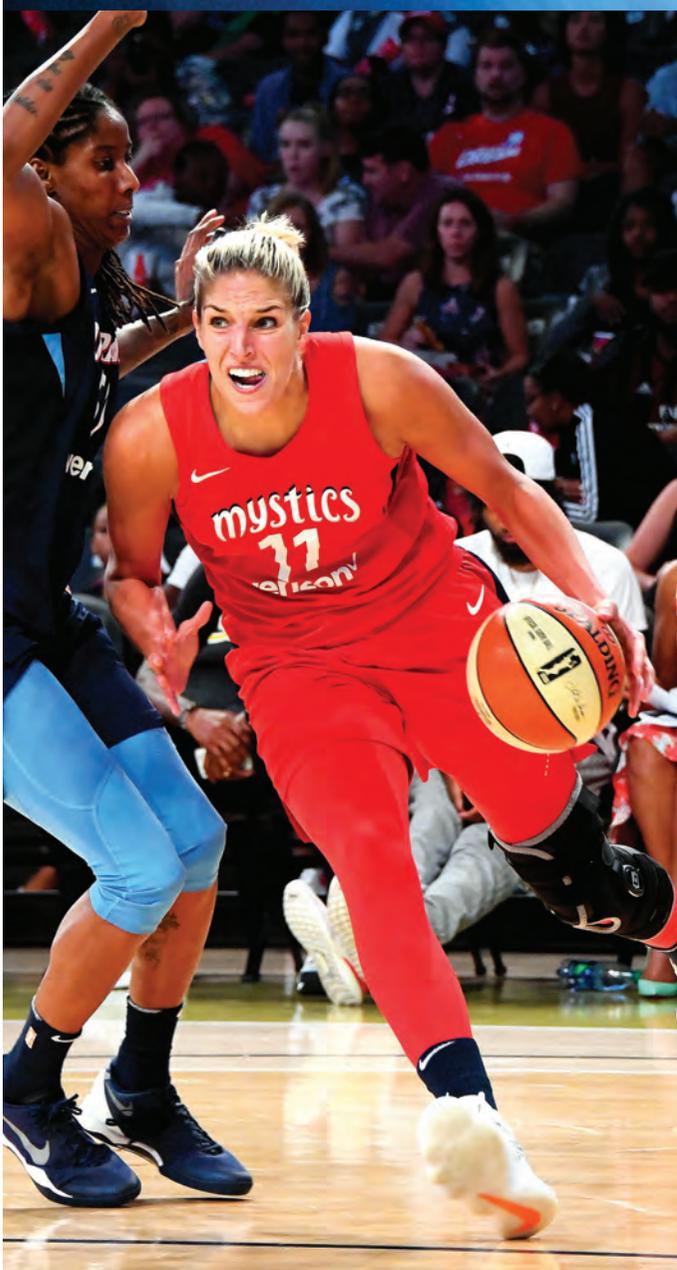
"Watching it is quite extraordinary," says Stern, who still is active on several major U.S. boards and business ventures. "I remember when we started off and said this is the best women's basketball in the world. But I would say the game is a factor of three times better."

"We didn't even know that some of these women existed because they were playing in countries you didn't even know had basketball," Stern added. "And so as it continues to grow, there will be increased revenues, salaries will be increased and

from outside I would love to see these salaries and the revenue supporting a salary structure that allows WNBA players to play only for their team and not have to go to a foreign country to earn a maximum amount of money. But they only go there to earn that because they are WNBA players. They get their fame, reputation and celebrity from playing in the WNBA."

WNBA players make about 20 percent of the NBA minimum salary in a league, of course, that generates substantially less revenue. Almost two thirds of WNBA players play during the winter outside the United States. It makes for a long year and creates heightened risk of injury. Seattle Storm star and league MVP Breanna Stewart suffered a torn achilles in Russia last April just before the start of the 2019 WNBA season. There are no one-and-dones as there is a four-year college rule for eligibility with a maximum salary slightly above \$100,000 with some bonuses. WNBA players opted out of their collective bargaining agreement to negotiate additional economic terms after the 2019 season.

"The reality is people misconstrue this message," she says. "It's not about making the exact same amount of money NBA players make, or men make in general. We simply need to open people's eyes to the fact we spend more than half of the year thousands of miles away and we don't want to do that. We want to be able to play in our home country, in front of our friends, in front of our family and fans and

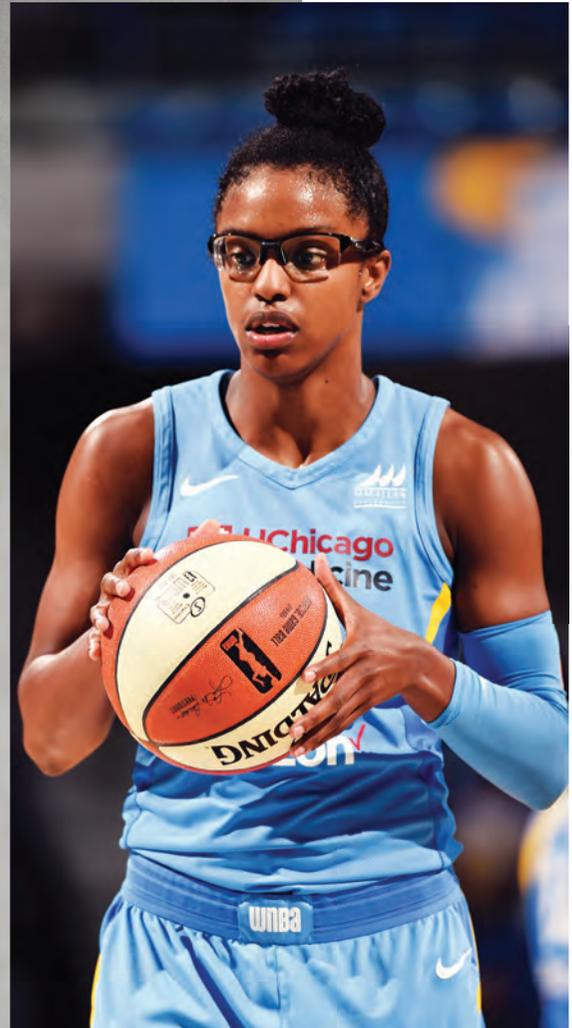


Elena Delle Donne No. 11 of the Washington Mystics handles the ball against the Atlanta Dream during Game Five of the 2018 WNBA Semifinals on September 4, 2018 in Atlanta, Georgia. (Photo by Scott Cunningham/NBAE via Getty Images)

be able to make a salary that will allow us to sustain an offseason. The reality for a lot of women is it would make sense to not play in the WNBA and just have the summer off and play overseas. But then we completely eliminate the idea of having a league here if all the best players aren't playing in it. So we have to fight and give our all and our best to try to grow this league and stay committed to what Nancy Lieberman and Carol Blazejowski and all the players who came before us did and not let that die. They worked so hard for this thing to get going. We all love this game of basketball and we would be doing them, and honestly us, a disservice."

Comparatively speaking, the WNBA is in its infancy. Twenty-two years into the NBA, boxing and track were still more popular and lucrative sports.

"It's not going anywhere. It's a smaller league and an unusual season. But as the game improved we learned a few things and that it isn't just about mom and



"WE HAVE TO FIGHT AND GIVE OUR ALL AND OUR BEST TO TRY TO GROW THIS LEAGUE AND STAY COMMITTED TO WHAT NANCY LIEBERMAN AND CAROL BLAZEJOWSKI AND ALL THE PLAYERS WHO CAME BEFORE US DID AND NOT LET THAT DIE. THEY WORKED SO HARD FOR THIS THING TO GET GOING. WE ALL LOVE THIS GAME OF BASKETBALL AND WE WOULD BE DOING THEM, AND HONESTLY US, A DISSERVICE."

DIAMOND DESHIELDS



WNBA ALL-STARS LISA LESLIE, SHERYL SWOOPES, AND REBECCA LOBO POSE FOR A PHOTO. (PHOTO BY NATHANIEL S. BUTLER/NBAE VIA GETTY IMAGES)

HERE THEY COME

daughter. It is about dad and daughter and dad and son and mom and son going to enjoy a good basketball game. I'm not going to say the WNBA would have had an easy time without the NBA support because that's not so. So it is something about which I am very proud. I think we did the right thing and we made the choices we had to make. In retrospect some might not have been the best choices, but they were the best choices made with a purpose and desire to provide a place for women to go after they finished college to move onto the next level of a great sport."

"Now kids are going to NBA games and seeing female referees, female executives, and they will grow up thinking it was always that way, but it wasn't," says Stern. "We came from a more humble place. If you want to engage the world in a single conversation, sports is the way to catalyze that conversation."

The WNBA has come a long way, and has a long way to go, but they've got game.



The 1997 WNBA Tour Team poses for a photo outside the Eiffel Tower in Paris, France. (Photo by Lou Capozzola/NBAE via Getty Images)

GAME CHANGER

SPENCER HAYWOOD'S COURT VICTORY STILL RESONATES, NEARLY 50 YEARS LATER

by **JOHN FAWAZ**

Haywood v. NBA. 1971. For a time it seemed more like Spencer Haywood against the world.

Booed in every arena but his own in Seattle. Protests filed by numerous NBA teams, including one by a franchise that had tried to sign Haywood. Sued by the ABA. Injunctions served during warmups. The Cincinnati Royals kicked him out of the arena, and into the snow. Opposing players delivering elbows to Haywood's jaw. And those were the polite objections.

"There were some serious threats," Haywood says. "Booing was 'nice.' People would try to entice me to fight because if I punched somebody, the whole case would blow over."

The controversy entered the realm of farce when Chicago, after losing to Seattle, demanded \$600,000 for the diminution of the Bulls' playoff chances and for the injury to



Spencer Haywood sits onstage during the 2017 Basketball Hall of Fame Enshrinement Ceremony at Symphony Hall on September 8, 2017 in Springfield, Massachusetts. (Photo by Maddie Meyer/Getty Images)



Spencer Haywood No. 24 of the Seattle SuperSonics goes up for a slam dunk during the 1970 NBA game against Bob Lanier of the Detroit Pistons in Seattle, Washington. (Photo by NBA Photos/NBAE/Getty Images)



Spencer Haywood No. 42 of the New York Knicks moves on the court against the Boston Celtics during a game played in 1977 in Boston, Massachusetts. (Photo by Dick Raphael/NBAE via Getty Images)



GAME CHANGER

Spencer Haywood answers questions prior to his jersey retirement ceremony on February 26, 2007 in Seattle, Washington. (Photo by Terrence Vaccaro/NBAE via Getty Images)



Spencer Haywood during the ABA's 50th Reunion on April 7, 2018 in Indianapolis, Indiana. (Photo by Ron Hoskins/NBAE via Getty Images)

All-Star Chet Walker. Imagine how much money the Bulls would have asked for if Haywood had actually checked into the game.

Haywood's offense? He wanted to play in the NBA, and he didn't want to wait until he was 22 years old, as the League required.

"The NBA was not accepting of the idea," Haywood says, putting it mildly. "They said you have to wait two years [or] you can go play in Belgium."

An unstoppable 6-foot-8 forward with a unique skill set, Haywood led the U.S. team to the gold medal at the 1968 Olympics at the age of 19, and then averaged 32 points and 22 rebounds per game in the 1968-69 season while playing for the University of Detroit. For Haywood, the youngest of 10 children of a single mother worn down from a lifetime working in the Mississippi cotton fields, college was a luxury he just couldn't afford.

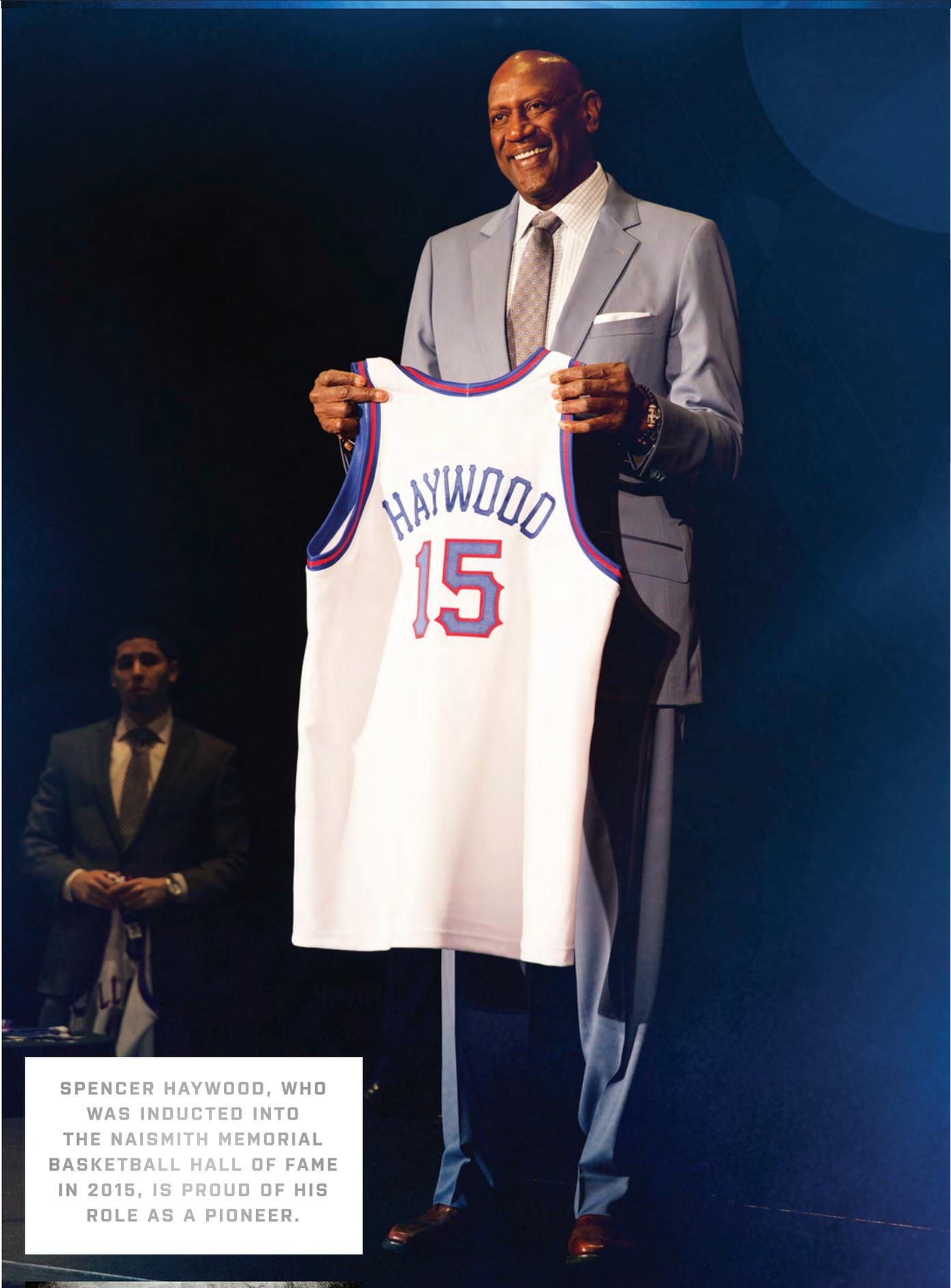
Haywood went to the ABA, which enacted a hardship exception in its bylaws that allowed its teams to sign players who hadn't completed their college eligibility. Hysteria ensued. The end of civilization was near, so it was said, or at the very least the end of college athletics. All censure, of course, was couched in terms of concern for Haywood and other student-athletes.

The ABA proved to be no friend, either. After Haywood won the 1969-70 ABA MVP Award as a rookie, the Denver Rockets gave him a new contract worth \$1.9 million. Or so they said.

"I signed it without legal counsel," Haywood says. "I got a raise from \$50,000 to \$75,000, and they would put \$10,000 a year into the stock market, and when I get to age 55, I start drawing from that money if it's there.

"And the agreement inside the agreement said that I would have to be employed by the truck line that owned the Rockets until I was 70 years old."

Haywood hired an agent (Al Ross), and when he and Ross tried to renegotiate



SPENCER HAYWOOD, WHO WAS INDUCTED INTO THE NAISMITH MEMORIAL BASKETBALL HALL OF FAME IN 2015, IS PROUD OF HIS ROLE AS A PIONEER.

GAME CHANGER



Spencer Haywood speaks during the 2015 Basketball Hall of Fame Enshrinement Ceremony on September 11, 2015 at the Naismith Basketball Hall of Fame in Springfield, Massachusetts. (Photo by David Dow/NBAE via Getty Images)

a clearly unfair contract, the Rockets' owner told them to get out (peppered with a racial slur). Play for Denver or don't play at all because the NBA won't touch you.

Enter Sam Schulman, a lawyer and the outspoken managing partner of the Seattle SuperSonics. NBA Commissioner J. Walter Kennedy warned Schulman to steer clear of Haywood. But he couldn't. Schulman wound up signing Haywood in December of 1970.

"Sam said, 'I will give you the same contract you signed in Denver, but all in cash [upfront]," Haywood says. "I got money, and I can play. I will do whatever Sam wants."

As Schulman said later, "It was a matter of principle. I couldn't see any logical reason for keeping a man from making a living."

The courts agreed. U.S. District Judge Warren Ferguson issued a preliminary injunction allowing Haywood to play for the Sonics. The NBA appealed to the U.S. Supreme Court, which upheld the injunction in a 7-2 decision on March 1, 1971. Fewer than two weeks later, Ferguson granted Haywood's motion for a summary judgment declaring the NBA rule invalid because it violated antitrust law.

And the sky did not fall. In the decades that followed, veteran players did not lose their jobs to younger, cheaper players. The opposite occurred, as the influx of talent allowed the NBA to expand. College basketball became bigger than ever. In the NBA, revenue soared. All those extra years created tremendous wealth for NBA players and, more importantly, gave them more control over their lives and careers. Haywood v. NBA ended a system that benefited everyone but the players.

Haywood, who was inducted into the Naismith Memorial Basketball Hall of Fame in 2015, is proud of his role as a Pioneer. But as he said in his induction speech, "Now remember guys, I had game. It's not like I just did this Supreme Court thing. I had some serious game."

Spencer Haywood No. 24 of the Washington Bullets defends an inbound pass during the game against the Boston Celtics played in 1982 in Boston, Massachusetts. (Photo by Dick Raphael/NBAE via Getty Images)





LEGENDS TAKE OVER CHARLOTTE

NBA ALL-STAR WEEKEND

There were both new and familiar faces around Charlotte during the 2019 NBA All-Star Weekend. More than 150 former NBA and WNBA Legends met for the National Basketball Retired Players Association's (NBRPA) yearly event, which celebrates the growth of the league and its players.

The NBRPA kicked off the weekend on Thursday, Feb. 14 with an evening champagne reception at the Renaissance Charlotte Suites Hotel. Members mixed and mingled and were later joined by the NBRPA Board of Directors, who had held a meeting earlier in the day with NBA Commissioner Adam Silver.

On Friday morning, the Legends Lounge opened to the masses, and the buzz and excitement around Charlotte was palpable. The NBRPA's key partners, including Spalding, Tissot, Budweiser, Pepsi, Cheurlin Champagne, Wintrust and NuEnerchi were on full display. The lounge also featured a live DJ and basketball court, which became the central hub for members and their families throughout the weekend.

That same day, the NBRPA team executed its first annual Legends Media Day. The team hosted 10 national media outlets and coordinated more than 50 interviews for 25 former players. Following media day, the NBRPA held a Welcome Party at The Ivey's, which included a toast from Isiah Thomas and Spencer Haywood.

On Saturday, Feb. 16, the Legends Breakfast with Athletes In Action called upon David Thompson and Paul Westphal for a distinguished award for their exceptional integrity, service, professionalism and character both on and off the court.

Following the Legends Breakfast, the NBRPA worked with the Jr. NBA to host Full Court Press: Prep for Success — a clinic for 30 youngsters. The NBRPA Chapters held several

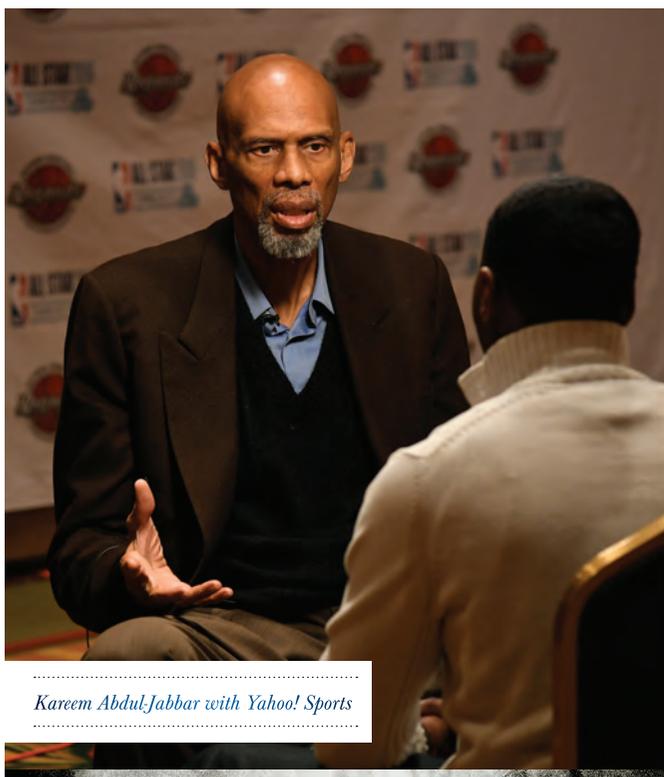
Above: Glen Rice addresses the crowd after being named Legend of the Year at the Legends Brunch during the 2019 NBA All-Star Weekend on February 17, 2019 in Charlotte, North Carolina.



NBRPA President and CEO Scott Rochelle addresses the crowd during the Legends Breakfast with Athletes In Action at the 2019 NBA All-Star Weekend on February 16, 2019 in Charlotte, North Carolina.



From left to right: George Gervin, Artis Gilmore, Magic Johnson, Rick Barry, Charlie Scott and Spencer Haywood



Kareem Abdul-Jabbar with Yahoo! Sports

(CONT. FROM PG. 17)

NBA ALL-STAR WEEKEND

other community events throughout the weekend, including the Shooting for Peace program that provides guidance for students from lower socioeconomic backgrounds. The chapter presidents also visited five local high schools in Charlotte, speaking to over 1,000 students about the importance of education and life experiences beyond the court.

The festivities continued on Saturday night as 200 Legends and guests came to “hit the links” at Topgolf Charlotte. The night was filled with great energy while attendees watched the Slam Dunk, Three-Point and Skills Competitions play out at the Spectrum Center. From basketballs to birdies, this event was a major highlight.

Rounding out the weekend was Sunday morning’s Legends Brunch at the Charlotte Convention Center. Muggsy Bogues, Glen Rice, Alonzo Mourning and Dell Curry were all honored at the Brunch, which aired later that afternoon on NBA-TV. Hornets Chairman and Charlotte native Michael Jordan made a special appearance at the event, offering recognition to the 150-plus Legends in the room for their legacy and the impact they continue to have on the game.



Left: Adrienne Goodson



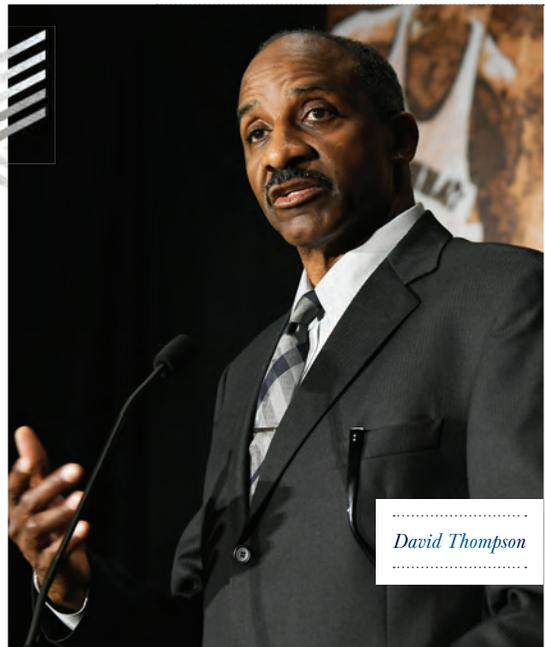
Left: Dale Ellis, Right: Vernon Maxwell



Left: Sam Perkins with Barstool Sports



Right: Nancy Lieberman with Sporting News



David Thompson

FULL COURT PRESS: PREP FOR SUCCESS



John Thomas participates in a Full Court Press: Prep For Success clinic for the National Basketball Retired Players Association at Urban Ventures in Minneapolis, Minnesota. (Photo by David Sherman/NBAE via Getty Images)

In 2013, the National Basketball Retired Players Association (NBRPA) launched Full Court Press: Prep for Success Program. Their goal was to introduce participating youth to positive role models in both basketball and in life. The program was designed to provide equal time on the basketball court, in the classroom and at a mentoring roundtable as part of a robust curriculum.

Over the course of the past six years, the program has gone on to impact the lives of more than 6,000 kids and underserved youth. Seventy-five cities and 225 hours of service time later, the program has developed into a cornerstone initiative for the association.

Legends Magazine sat down with NBRPA President and CEO Scott Rochelle to discuss the program and his expectations for the future.

Q: LOOKING AHEAD, WHAT IS THE OUTLOOK FOR THE FULL COURT PRESS PROGRAM?

A: I would love to be able to reach 10,000 kids a year through our programming. I want to grow the program to reach more cities, involve more players and provide assistance for more kids. At this point, our main focus is expanding the educational component of the program. We want to establish it as a year-long curriculum, rather than a one-day activation. We have experience working with these kids on a micro-level and understand what aspects of the program are working and which ones need more attention. It is vital for those we serve to gain a complete understanding of the life skills curriculum and learn how to apply those teachings on and off the court.





ABOUT

FULL COURT PRESS: PREP FOR SUCCESS

The National Basketball Retired Players Association (NBRPA), in partnership with the Jr. NBA, National Basketball Coaches Association, Police Athletic League and Leadership Foundations, welcomes boys and girls, ages eight to 18, to single-day youth basketball and mentoring clinics across the United States and abroad. The program is designed to support the development of young people both on and off the court through basketball instruction, mentorship and life skills curriculum.

The Full Court Press: Prep for Success Program is a single-day youth basketball and mentoring clinic for underserved boys and girls. The NBRPA established the program five years ago and has held more than 75 clinics since 2013.

Khalid El-Amin participates in a Full Court Press: Prep For Success clinic for the National Basketball Retired Players Association. (Photo by David Sherman/NBAE via Getty Images)

Q: HOW SATISFIED ARE YOU WITH THE GROWTH OF THE PROGRAM?

A: I am extremely satisfied with the growth of the program. Our elevated partnerships, the robust curriculum and the level of attention our kids are getting have all been improved over the past few years. We initially started out with the Police Athletic League doing our off-the-court education and now we've expanded the program's capabilities to include instruction courtesy of the NBA Coaches Association. Our goal for the program has always been to expose kids to life lessons and give them opportunities and experiences they wouldn't normally have access to. Over the last couple of years, the program has doubled-down on the educational impact we are having on the kids.

Q: WHAT IS IT LIKE WORKING WITH THE JR. NBA ON THIS PROGRAM?

A: As our longest standing partner, the NBA is always involved in our business operations. When we started building out our community operations, the NBA liked what we had put together and wanted to further support our efforts. With the existing partnership in place and the shared goals of growing the game of basketball and having an impact in communities, we thought it was a natural fit and something that was really important.



FULL COURT PRESS: PREP FOR SUCCESS

Q: WHY IS THIS PROGRAM IMPORTANT TO THE NBRPA'S MISSION?

A: This program touches on all aspects of our mission. By serving our local communities, we are also giving our players opportunities to gain additional revenue and give back. In 2018, the program visited 17 cities and our hope for 2019 is to grow that number by 25 percent. There is no reason why we couldn't hit a goal like that.

Q: HOW INTEGRAL ARE THE NBRPA'S PARTNERS WHEN PUTTING ON THIS PROGRAM?

A: We wouldn't be here today without the support of our partners. The program is a true collaborative effort between Jr. NBA, National Basketball Coaches Association, Police Athletic League and Leadership Foundations. In order for the program to grow and reach additional cities and more kids, the support we receive from our partners will be crucial. As I've said before, this program continuously gets great feedback from parents and in the end, yields great results from the kids who participate.





Nancy Lieberman participates in a passing drill during a Full Court Press: Prep For Success clinic for the National Basketball Retired Players Association. (Photo by David Sherman/NBAE via Getty Images)



Willie Burton participates in a Full Court Press: Prep For Success clinic for the National Basketball Retired Players Association at Urban Ventures in Minneapolis, Minnesota. (Photo by David Sherman/NBAE via Getty Images)



Dirk Nowitzki No. 41 of the Dallas Mavericks stands on the court during a time out. (Photo by Christian Petersen/Getty Images)



Dirk Nowitzki reacts to the crowd after his final home game on April 9, 2019 in Dallas, Texas. (Photo by Nathaniel S. Butler/NBAE via Getty Images)



LEGENDS SIGHTINGS

*HERE'S WHAT THE LEGENDS HAVE
BEEN UP TO LATELY*



Fans cheer on General Manager Vlade Divac of the Sacramento Kings for being elected into the Hall of Fame during a game against the New Orleans Pelicans on April 7, 2019 in Sacramento, California. (Photo by Rocky Widner/NBAE via Getty Images)



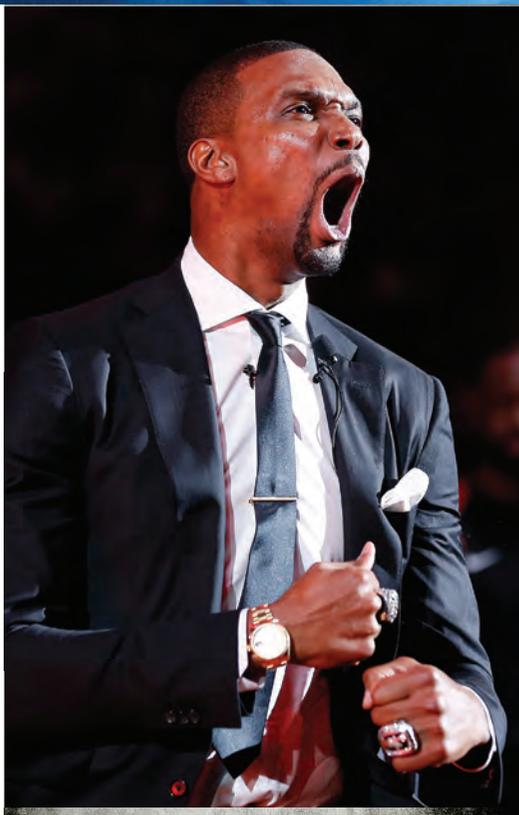
Isiah Thomas talks to the crowd during a celebration of the 1989 and 1990 World Championship Detroit Pistons at halftime during a game between the Portland Trail Blazers and Detroit Pistons on March 30, 2019 in Detroit, Michigan. From left to right: Vinnie Johnson, Rick Mahorn, John Salley and James "Buddha" Edwards. (Photo by Gregory Shamus/Getty Images)



Dwyane Wade No. 3 of the Miami Heat watches a tribute video during the ceremony to commemorate the final home game of his career prior to the game between the Philadelphia 76ers and the Miami Heat on April 9, 2019 in Miami, Florida. (Photo by Michael Reaves/Getty Images)



Chauncey Billups addresses the crowd during a halftime ceremony celebrating the 15th anniversary of the Detroit Pistons' 2004 NBA Championship.



Chris Bosh reacts to the crowd during his jersey retirement ceremony at halftime of the game between the Miami Heat and the Orlando Magic on March 26, 2019 in Miami, Florida. (Photo by Michael Reaves/Getty Images)



Chris Bosh answers questions from the media prior to his jersey retirement ceremony during the game between the Miami Heat and the Orlando Magic on March 26, 2019 in Miami, Florida. (Photo by Michael Reaves/Getty Images)



Manu Ginobili watches his No. 20 rise to the rafters during his jersey retirement ceremony after the game between the San Antonio Spurs and Cleveland Cavaliers on March 28, 2019 in San Antonio, Texas. (Photo by Andrew Bernstein/NBAE via Getty Images)



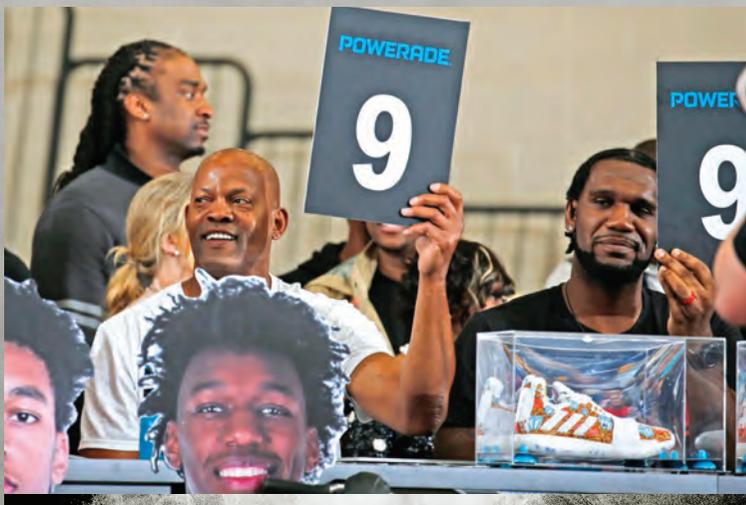
Chris Bosh displays his NBA Championship rings as he answers questions from the media prior his jersey retirement ceremony on March 26, 2019 in Miami, Florida. (Photo by Michael Reaves/Getty Images)



Manu Ginobili smiles during his jersey retirement ceremony on March 28, 2019 in San Antonio, Texas. (Photos by Andrew D. Bernstein/NBAE via Getty Images)



Greg Oden gives advice to McDonald's All-American participants during the 2019 Powerade Jam Fest in Atlanta, Georgia.



Greg Oden and Dale Ellis appeared as guest judges during the 2019 Powerade Jam Fest in Atlanta, Georgia.



EDDIE GILL

*EXEMPLIFYING PERSEVERANCE, DETERMINATION
AND THE ULTIMATE WILL TO SUCCEED*

Husband. Father. Mentor. Investor. These are just some of the many words that describe eight-year NBA veteran Eddie Gill. But before his basketball career took him all across the globe, he was just a kid from Aurora, Colorado who went on to overcome immense odds to realize his dream of playing in the NBA.

After high school, Gill enrolled at the College of Eastern Utah, where he played minimal minutes and was given few opportunities. The decision to transfer the following season to Salt Lake Community College proved to be a game-changer for Gill. He would go on to average more than 16 points and six assists per game.

After a standout season, Gill tested his skills at the D-1 level. He transferred to Weber State in 1998 and went on to play two full seasons for the Wildcats. MVP of the 1999 Big Sky Conference Tournament and named to the First-Team All-Big Sky Conference, Gill leveraged his college successes into a career in the NBA G League and eight seasons in the NBA, and spent significant time overseas for teams in the Greek Leagues and Continental Basketball Association. But, after a career spanning the globe, he still felt most at home in Indiana.

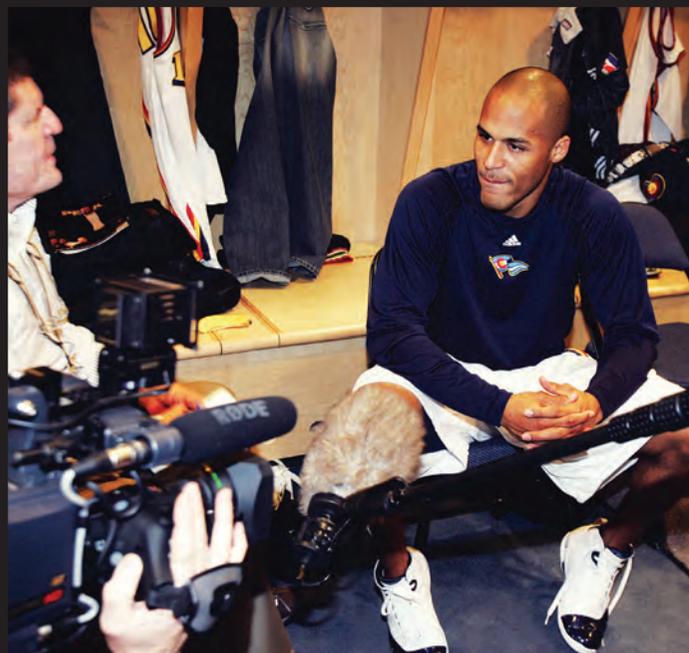
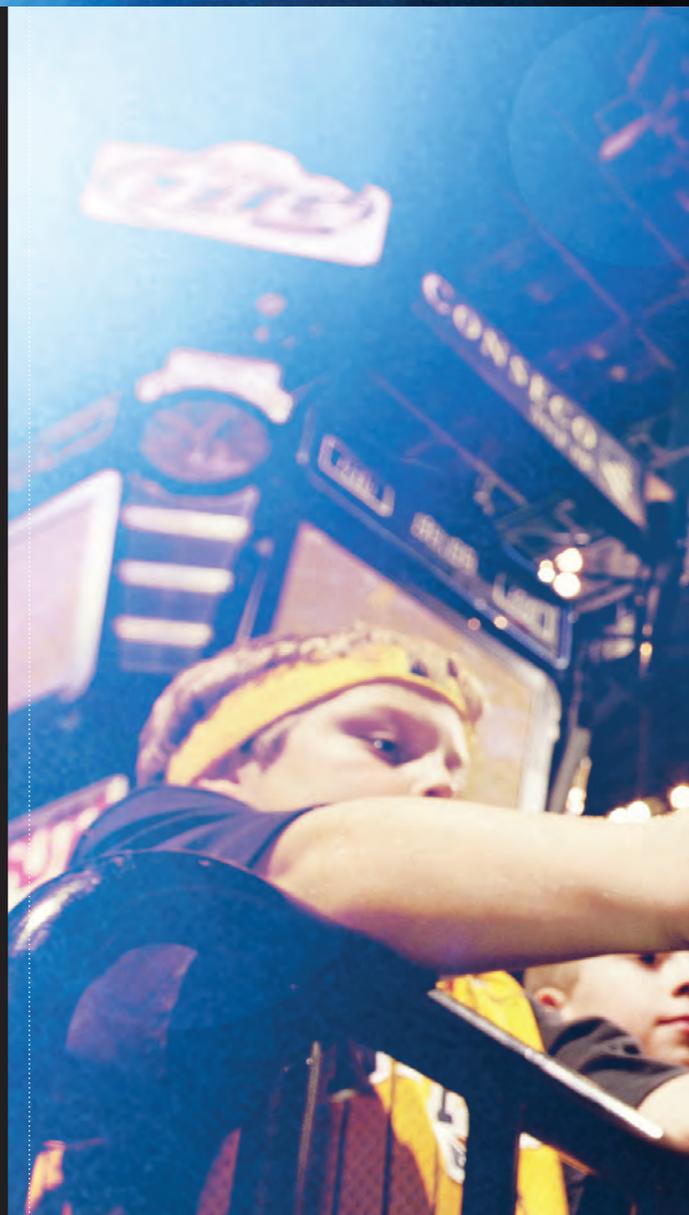
“When I knew retirement was a real possibility, I asked myself ‘what’s next?’” Gill said.

Gill turned in his jersey in 2011 but couldn’t stay away from the game for long. He started a youth skills development program in Indianapolis called, “All Out Training”. Through the program, he led after-school initiatives for kids that focused primarily on exercise and training.

“The NBA has a number of youth initiatives. Working in camps, clinics and schools,” Gill explains. “Through all these initiatives, I developed a passion for working with kids, especially on the court, regardless of their skillsets. Not everyone wants to go to the NBA — some kids just want to be able to play better on the playground! That’s why I started ‘All Out Training’.”

What Gill didn’t know at the time was that his youth training program would be an avenue for another career option. One afternoon, Gill began talking with a father of one of the boys in the program. The man had a successful career in wealth management and Gill was intrigued. Fast forward to today and Gill has been active in the financial management

Bottom Right: Eddie Gill speaks to the media postgame on December 18, 2007. (Photo by Bart Young/NBAE via Getty Images)

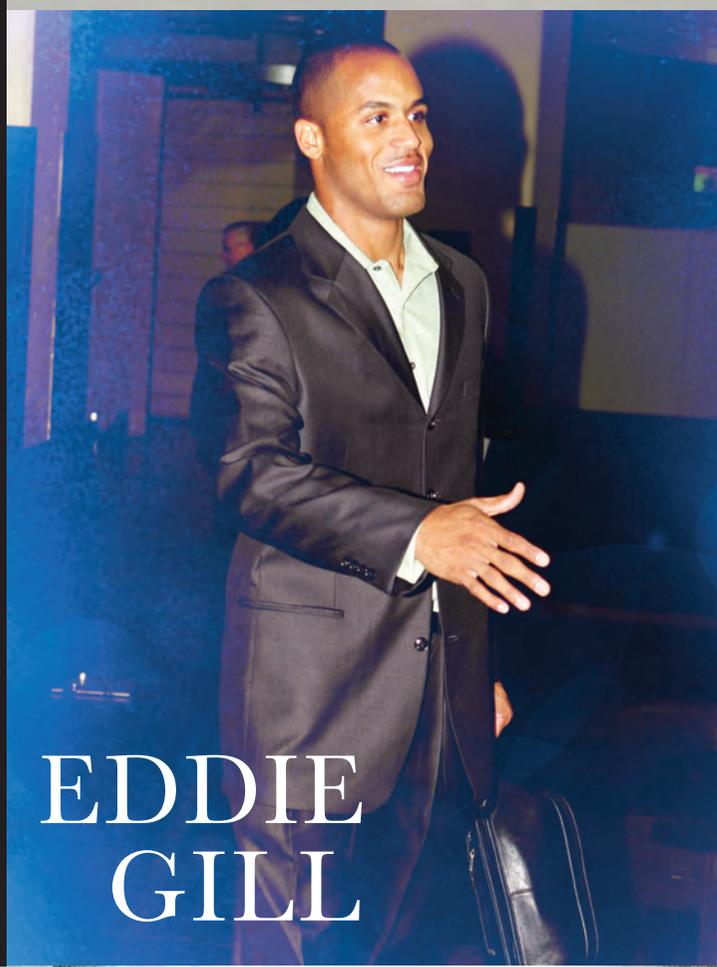




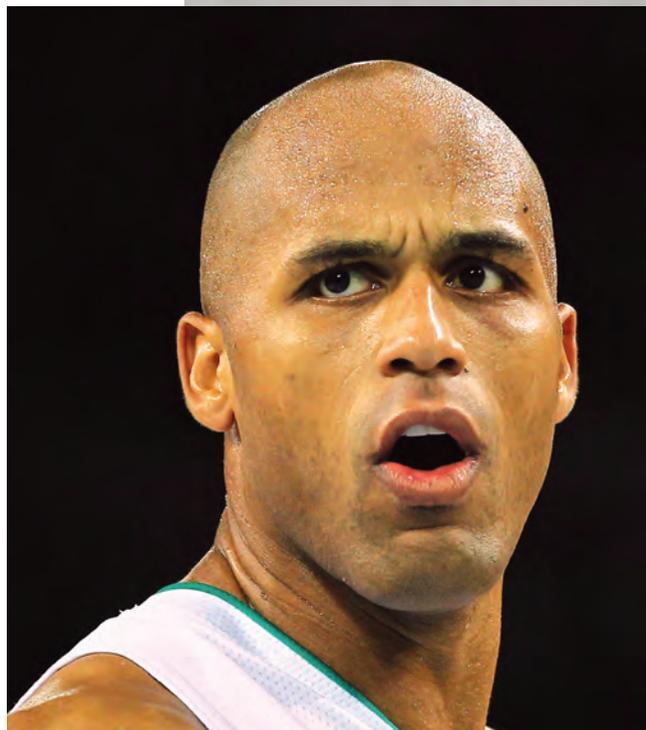
EDDIE GILL NO. 4 OF THE INDIANA PACERS SIGNS HIS AUTOGRAPH FOR A YOUNG PACER FAN BEFORE A GAME AGAINST THE MILWAUKEE BUCKS ON FEBRUARY 15, 2006 IN INDIANAPOLIS, INDIANA. (PHOTO BY RON HOSKINS/NBAE VIA GETTY IMAGES)



Top: Eddie Gill No. 10 of the New Jersey Nets drives against Nate Robinson No. 4 of the New York Knicks on October 18, 2007 in East Rutherford, New Jersey. (Photo by Nathaniel S. Butler/NBAE via Getty Images)



**EDDIE
GILL**





Eddie Gill No. 10 of the Denver Nuggets brings the ball up the court on January 2, 2009 in Denver, Colorado.

and investing industries for years.

“Networking is tremendous in any business,” Gill says while reflecting on his past. “It doesn’t mean you’re trying to get something out of someone, you’re just building a relationship. You never know what you could do for someone or what doors they can open for you. That’s what happened to me.”

Gill began hiring more coaches to run All Out Training while he pursued his new goal of becoming a financial advisor. He also knew that, through his time playing professional basketball, he could be a great resource for other athletes looking to do the same thing. But it wasn’t as easy as asking his new friend for a job.

“I had to do some serious studying to get certified and licensed,” he says. “To be 34 and studying ... that was a different experience than the first time around. It was hard!”

Gill worked for it and turned into an incredible success story in the process. He has moved up in the ranks as a financial advisor, while simultaneously juggling All Out Training and pregame/postgame analyst work for the Indiana Pacers.

One of the most rewarding aspects of Gill’s life is helping younger players through the process. The biggest piece of advice he offers to current players is that basketball won’t last forever. Even if you have a great playing career, 15 years or so is still a short amount of time to make a lot of money. And then what? If you stop playing at 35 years old, then you still have 65 years of life left.

“Plan for your future,” he says. “Don’t just save, but think about what you want the rest of your life to look like. Your community involvement. Your next career. Think about it now.”

Gill’s final piece of advice? Get out of your comfort zone, and never be the smartest person in the room.

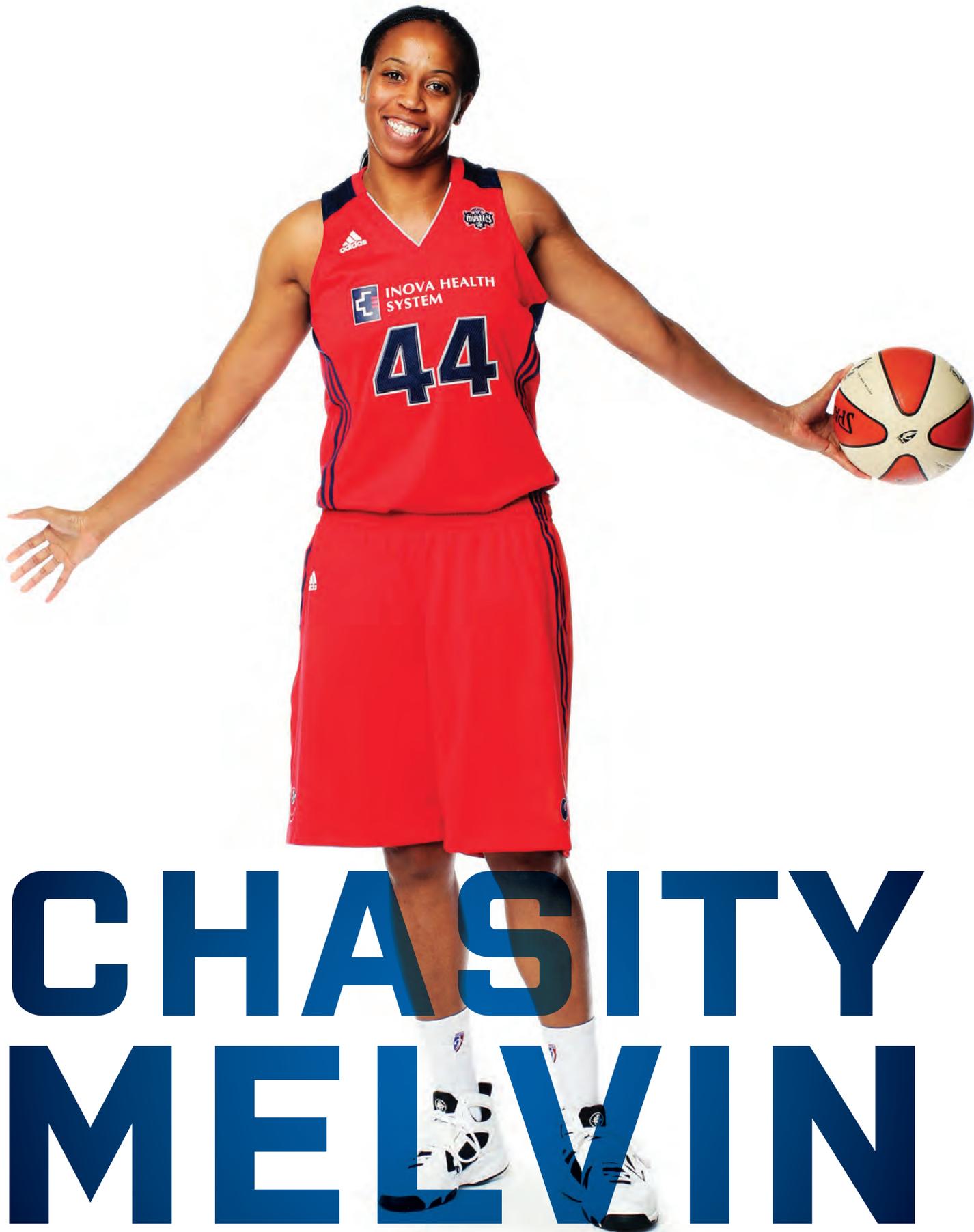
“When we’re comfortable, we’re not making progress. In order to be a better basketball player, we had to be uncomfortable; the same holds true beyond the court. Surround yourself with high achievers, and don’t be the smartest person in the room. Mediocre people don’t like high achievers and vice versa. Without any judgement, decide who you are and where you want to fit.”



Eddie Gill of the Seattle SuperSonics serves food to a student during a scholarship award lunch at Rainier Beach High School on March 25, 2008 in Seattle, Washington. (Photo by Terrence Vaccaro/NBAE via Getty Images)



Eddie Gill No. 4 of the Indiana Pacers brings the ball up court against the Detroit Pistons on January 27, 2005 in Indianapolis, Indiana. (Photo by Ron Hoskins/NBAE via Getty Images)



CHASITY MELVIN

YOU CAN'T DREAM BIG ENOUGH!

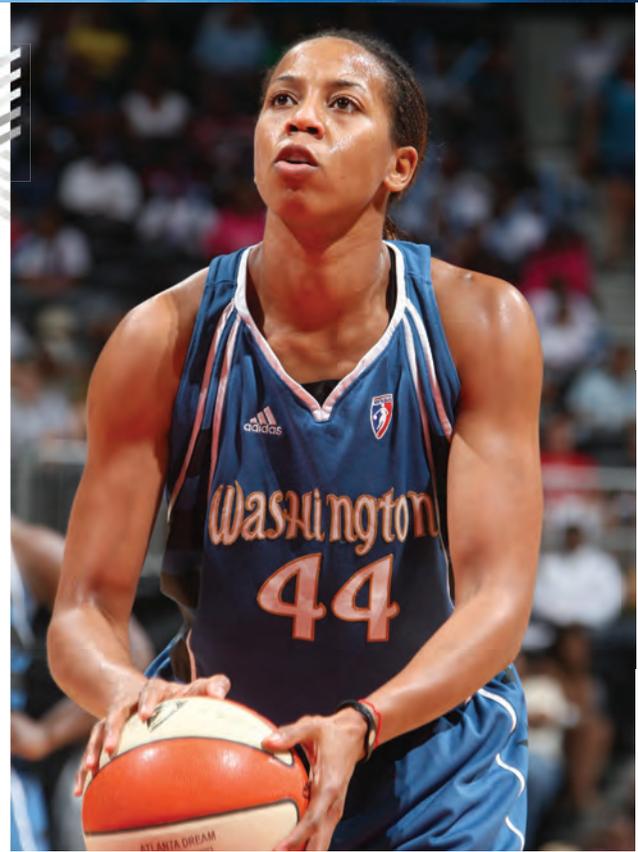
Have you heard of Chasity Melvin? If not, wake up!

Melvin is the epitome of what it means to dream big. Her saying, “you can’t dream big enough” has carried her through a career spanning more than 20 years, 12 as a professional in the WNBA. Originally from Roseboro, North Carolina, Melvin attended North Carolina State University, where she led the program to its first Final Four appearance during her senior season in 1998. Following graduation, she was selected 11th overall in the 1999 WNBA draft and spent time with the Cleveland Rockers, Washington Mystics and Chicago Sky.

“I was reminded of that growing up in a small town,” Melvin said of her ‘dream big’ saying. “I know what it’s like to set a goal, achieve it and realize my dream.”

Melvin retired from professional basketball in 2010 and was faced with a crossroad. Her desire to return to the game in a coaching role was initially faced with some resistance. Her lack of true coaching experience and available positions in the WNBA made it hard for Melvin to make a seamless transition to the coaching ranks upon graduation.

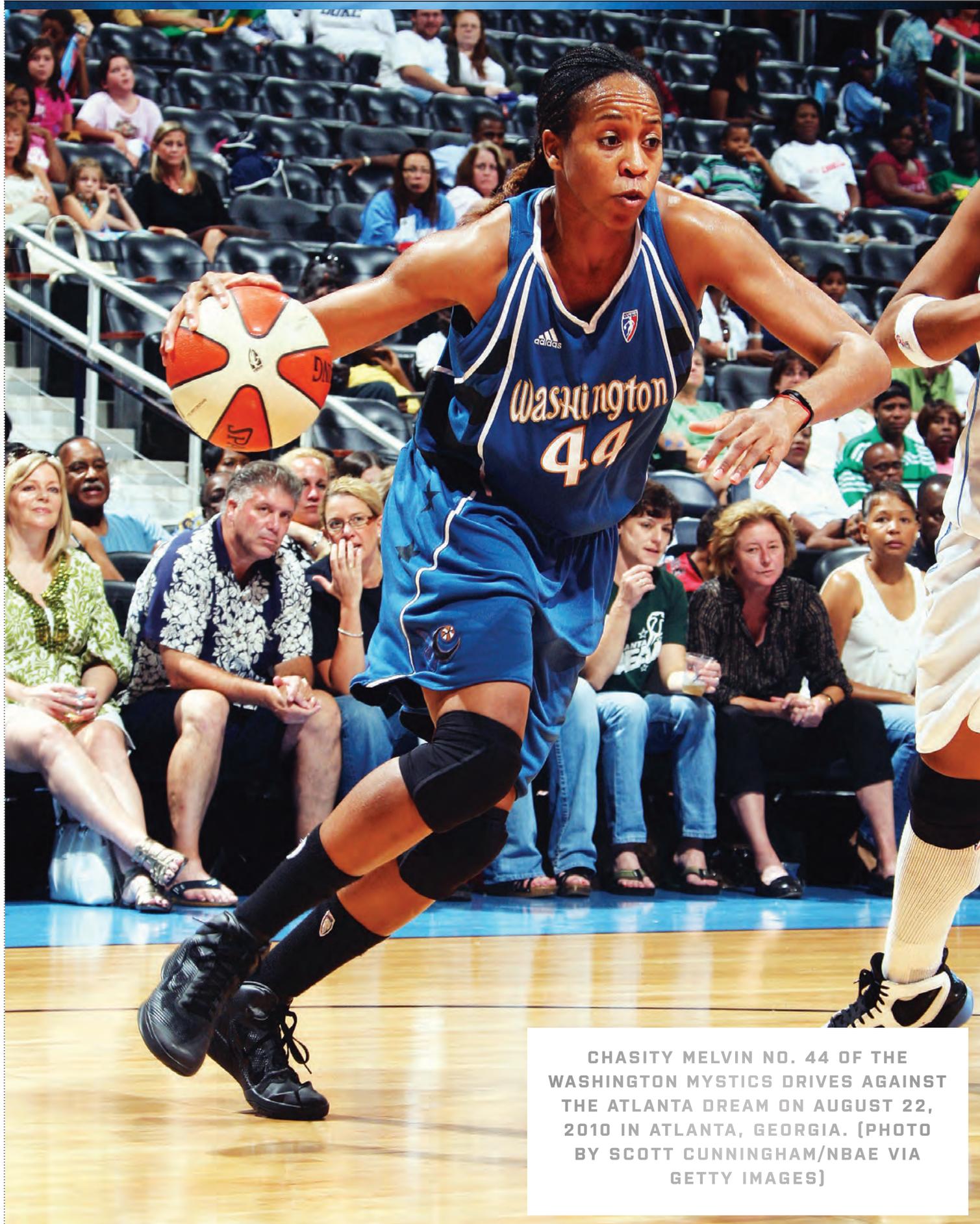
“When I initially retired, people didn’t want to hire me because I didn’t have enough coaching experience,” Melvin said. “For me, I played for eight different coaches in my 12-year WNBA career. I played for a lot of different systems and NBA coaches. I felt like I had enough experience that should’ve given me that first opportunity.”



Chasity Melvin No. 44 of the Washington Mystics aims for the basket during the game against the Atlanta Dream on August 22, 2010 in Atlanta, Georgia. (Photo by Scott Cunningham/NBAE via Getty Images)



Chasity Melvin No. 44 of the Chicago Sky signs autographs for fans following the WNBA game against the Minnesota Lynx on June 3, 2007 in Chicago, Illinois. (Photo by Gary Dineen/NBAE via Getty Images)



CHASITY MELVIN NO. 44 OF THE WASHINGTON MYSTICS DRIVES AGAINST THE ATLANTA DREAM ON AUGUST 22, 2010 IN ATLANTA, GEORGIA. (PHOTO BY SCOTT CUNNINGHAM/NBAE VIA GETTY IMAGES)



Chasity Melvin No. 44 of the Washington Mystics rebounds the ball during a WNBA game against the Connecticut Sun on August 10, 2010 in Washington, D.C. (Photo by Ned Dishman/NBAE via Getty Images)

Enter the NBA Assistant Coaches Program (ACP). Through the NBA ACP, former NBA and WNBA players interested in coaching at the collegiate and professional levels can gain real experience and mentorship from the game's best coaches.

"It was a great avenue for me to get in front of people who could get me to where I needed to be," Melvin said. "I needed that experience to get an opportunity and the NBA ACP gave that to me."

Through her participation in the NBA ACP, Melvin realized that there might be more opportunities outside of coaching women. "It gave me the idea that maybe I could coach on the men's side," Melvin said. "With the limited opportunities on the women's side, this just made sense."

Within two months of completing the program, Melvin landed her first full-time coaching role with the Greensboro Swarm in the NBA G League. As an assistant coach, Melvin was able to use her personal experiences during her professional career to relate to the players. "I've been part of the professional game. I was in their spot at one time," she said.

"It meant everything to get this opportunity," Melvin said. "For me, it was both challenging and rewarding at the same time. To be part of helping these guys realize their dreams was special. I know what it's like to set a goal, to play pro and achieve that dream."

Melvin found immediate success by leveraging her unique journey and playing experiences. Her insightful perspective and first-hand view of the game allowed her to gain the most out of her first season with the Swarm.

"At the end of the day, I learned that basketball is just basketball. Same plays, special situations, scouting. It's all the same," Melvin said. "I know the level of confidence you need to have to succeed at this level. I've done it. I've experienced it. And it gave me great pride that I could share those experiences and help these guys further their careers."

The opportunity also gave Melvin a new perspective on the G League and the opportunities it can create for players. While she continues to dream big herself, she is now able to share that message with others.

"It's not just about moving up to the NBA," Melvin said. "It's also just as much about securing a great opportunity overseas to support themselves and their families. There are so many opportunities these guys can get from playing in the G League and so many awesome memories to be made. Outside of the basketball court, I could relate to these guys more on a personal level. That is where I've succeeded the most."



Above: Assistant Coach Chasity Melvin of the Greensboro Swarm looks on during the game against the Lakeland Magic during the NBA G League on November 17, 2018 in Greensboro, North Carolina. (Photo by Brock Williams-Smith/NBAE via Getty Images)

SHAPING THE NEXT GENERATION OF YOUTH

Jerome Williams, known to many as the Junk Yard Dog, earned his nickname during his stint with the Detroit Pistons. His teammates coined him 'JYD' for his hard work ethic and willingness to do a lot of the "garbage" jobs, such as rebounding, playing defense, setting strong screens and the other basic fundamentals. Since the conclusion of his playing career, Jerome has used that same mentality to promote the importance of education to the country's youth via his Shooting for Peace program.

Williams, who initially began his own service project called Jerome's Youth Development (JYD) Project, has long been an advocate for helping young people reach their highest potential. After starting the National Basketball Retired Players Association (NBRPA) Las Vegas chapter and outreach to the local community, Williams immediately saw the parallels between the NBRPA's community initiatives and those of the JYD Project, and decided to pair the two together. Today, that marriage is known as Shooting for Peace.

"The efforts on both sides were focused on professional and retired athletes going out and serving the community," said Williams. "Because doing so really requires a brigade of players, I knew it was the perfect time to bridge the two initiatives. The result is a program that serves a multitude of young people in a significant way."



Jerome Williams pumps up the kids during the Young3 Basketball Clinic and Tournament in Houston, Texas. (Photo by Tim Warner/Big3/Getty Images)



Jerome Williams No. 13 of Power watches his team play against Killer 3s of the BIG3 basketball league on July 2, 2017 in Charlotte, North Carolina. (Photo by Grant Halverson/Getty Images)

Shooting for Peace has since grown into a nationwide tour and includes several different facets that aid students. Benefits include digital education services, scholarships from notable HBCUs, and school visits from the Legends themselves, which include a Q&A panel, poetry and essay contest, and a game pitting the Legends against the school team. Last year, NBA Legends made stops in various chapter cities, including Las Vegas, Boston, Harlem, Philadelphia, New Orleans, Toronto, Miami, Oakland, and more.

It is no secret that students who go on to earn a college degree are more likely to lead productive lives in society. Jerome Williams is no stranger to this fact. He has worked harder than most to achieve his dreams. In fact, Jerome paid his own tuition at a junior college to earn his Associate's degree. He went on to receive a full scholarship from Georgetown University, as well as several other certifications in his professional life. His passion for this work is clear and reflective of his own personal values.

"I believe that kids today need their education now more than ever," says Williams. "We take great pride in showing them how the Legends of the game and a good education work hand-in-hand."

Local chapters encourage all members — from the NBA to WNBA to the Harlem Globetrotters — to get involved with Shooting for Peace. No matter what their professional playing careers looked like, each and every one of them started at the same place: school. All of these stories, especially those that include hardship, are necessary for students to hear.

"By hearing directly from Legends, these young people learn that while they can be an athlete, it is being a student-athlete that is really most important for lifelong success."

A special thanks to all of the chapter presidents for their leadership with Shooting for Peace. This program would not be what it is today without them.



Jerome Williams leads warm up drills during a Young3 Basketball Clinic. (Photo by Tim Warner/Big3/Getty Images)

"BY HEARING DIRECTLY FROM LEGENDS, THESE YOUNG PEOPLE LEARN THAT WHILE THEY CAN BE AN ATHLETE, IT IS BEING A STUDENT-ATHLETE THAT IS REALLY MOST IMPORTANT FOR LIFELONG SUCCESS."

JEROME WILLIAMS



Big3 Founder Ice Cube and Jerome Williams pose for a photograph with the tournament champions during the Young3 Basketball Clinic and Tournament in Houston, Texas. (Photo by Tim Warner/Big3/Getty Images)

CALLING THE SHOTS

ONCE A RELUCTANT BROADCASTER, JIM JACKSON HAS BECOME A FOX SPORTS FIXTURE



Above: Jim Jackson hosts a broadcast during game two of the 2003 NBA Finals between the San Antonio Spurs and the New Jersey Nets on June 6, 2003 in San Antonio, Texas. (Photo by Jennifer Pottheiser/NBAE via Getty Images)



Above: Kurt Rambis and Jim Jackson host a broadcast covering game two of the 2003 NBA Finals between the New Jersey Nets and the San Antonio Spurs on June 6, 2003 in San Antonio, Texas. (Photo by Jennifer Pottheiser/NBAE via Getty Images)

by **MARTIN KAUFMANN**

Even before he played his first NBA game, Jim Jackson realized that he had to begin preparing for life after basketball.

Jackson was the fourth pick in the 1992 NBA draft after an All-American career at Ohio State. But he only played 28 games his first season with the Dallas Mavericks because of a contract dispute.

“I had already started a (long-term) game plan,” Jackson said. “It really started my first year when I had to sit out. That gave me insight into the way the business works. And then in my third year when I sprained my ankle really bad, (I realized) this thing can be over in a heartbeat, so you have to prepare yourself.”

Through his first four seasons, Jackson was a fixture in the Mavericks’ starting lineup and a reliable scorer, peaking at 25.7 points per game in that injury-plagued third season. During the 1996-97 season, however, he was traded to the New Jersey Nets, beginning an odyssey that came to define his career. Over 14 seasons, he played for an NBA-record 12 teams. Only three other players have played for as many teams.

That’s a mixed blessing for an athlete. Jackson lamented never being able “to establish a camaraderie, a legacy with one team. That’s what you search for when you’re a player.” He would have loved to have become a Dallas institution, such as Dirk Nowitzki, who just retired after 21 seasons. But there might have been some benefits to his itinerant career. He lived all around the country, developing friendships he never would have made had he stayed in one city. “That can benefit you later in life,” he said.

After 14 seasons, and his playing time dwindling with the Phoenix Suns and Los Angeles Lakers, Jackson knew it was time to move on.

“I just wasn’t the type who wanted to be the 12th man on the bench,” Jackson said. “After the 2006 season, I said, ‘I’m just tired of it. I just want to move on with my life.’”

He already had interests in real estate and restaurants through business partners in Dallas, but he balked when his agent, Mark Termini, suggested that he consider moving into broadcasting. Termini finally convinced Jackson to meet with broadcasting agent Maury Gostfrand, who in 2007 steered him toward the Big Ten Network. Jackson spent eight years there, overlapping with son Traevon’s playing career at Wisconsin.

Jackson attacked broadcasting much the way he used to game-plan for an opponent during his playing career. He leaned on his Ohio State network, seeking advice from CBS’ Clark Kellogg and ESPN’s Kirk Herbstreit. He also hired a coach and pored over video of his on-air appearances.

“You’ve got to work. It’s just like watching game tapes,” he said. “You break it down and point out things I’ve done wrong — maybe eye contact, verbiage, maybe slowing down my cadence. It’s a lot of stuff that you might not be aware of ... You have to be honest with yourself. You also have to watch the ones who do it the best. I think that’s the best teaching tool.”



Above: Jim Jackson and Greg Anthony pose for a photo during a game between the Denver Nuggets and the Golden State Warriors on April 2, 2019 in Oakland, California. (Photo by Noah Graham/NBAE via Getty Images)

His workload has mushroomed since 2015, when he jumped to Fox Sports 1, where he maintains a busy schedule calling college games. During March Madness, he called televised games for Turner Sports during the early rounds, then moved over to the radio side for Westwood One at the Final Four.

"I love the live games the best," he said. "There's nothing like being in the action."

When he's not on the road, you often can find him in Fox Sports' studios, swapping hot takes on LeBron James and NBA life on shows such as "Speak for Yourself" and "Undisputed." Occasionally some of those contacts he made during his playing career float back into his life.

In December, John Calipari, who coached Jackson when he played for the New Jersey Nets in the mid-1990s, asked his former player to speak to his Kentucky Wildcats when they visited New York. (Jackson joked that when college coaches ask him to talk to their players, "they have to prep the team, because they don't know who I am.")

Jackson urged the players to spend more time focusing on their defense and rebounding rather than obsessing over their offense; if they did that, he said, the points would flow naturally.



Above: Jim Jackson applauds during a NBA Cares Learn and Play Center Dedication as part of the 2018 China Games on October 7, 2018 in Shenzhen, China. (Photo by David Dow/NBAE via Getty Images)

CALLING THE SHOTS

“Ride the wave,” he told the Wildcats. “I was fortunate to play 14 years. You’re going to go through this (moving his hand through the air like waves on an ocean). It’s a microcosm of life. But how you handle it, what your outlook is, how you choose to deal with it, is going to determine how you get through it.”

Jackson has practiced what he preaches over the past 12 years. Broadcasting became his new passion, and he never took it for granted. To this day, he said, he still seeks advice from experts to help him improve.

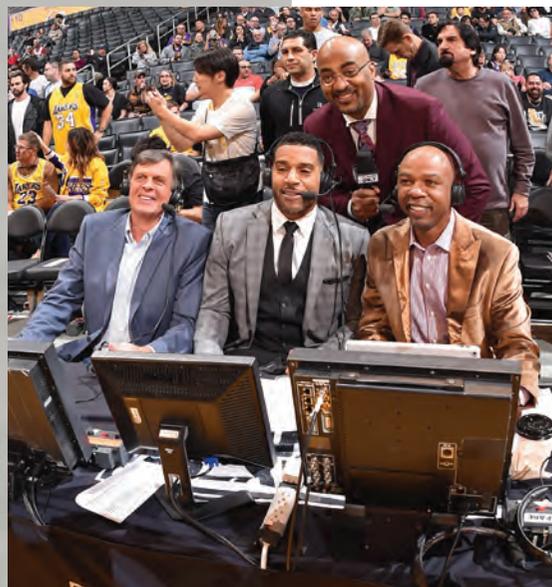
“The same tools you used to become a successful basketball player — the work ethic, the studying, the attention to detail, listening, taking advice — are the same tools you’ll need when you move to that third phase (post-NBA) of your life,” Jackson said.



Above: Jim Jackson shakes hands with David Stern after he was selected number four overall by the Dallas Mavericks during the 1992 NBA Draft on June 24, 1992 in Portland, Oregon. (Photo by Rocky Widner/NBAE via Getty Images)



Above: Jim Jackson commentates a game between the Denver Nuggets and the Golden State Warriors on April 2, 2019 in Oakland, California. (Photo by Noah Graham/NBAE via Getty Images)



Above: Kevin McHale, Jim Jackson, Dennis Scott and Greg Anthony look on during the game between the Los Angeles Lakers and Philadelphia 76ers on January 21, 2019 in Los Angeles, California. (Photo by Andrew D. Bernstein/NBAE via Getty Images)

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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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