

THE OFFICIAL MAGAZINE *of the* NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

LEGENDS

NBRPA 30TH
ANNIVERSARY

*CELEBRATING THE PAST AND
EMBRACING THE FUTURE*

MAGAZINE

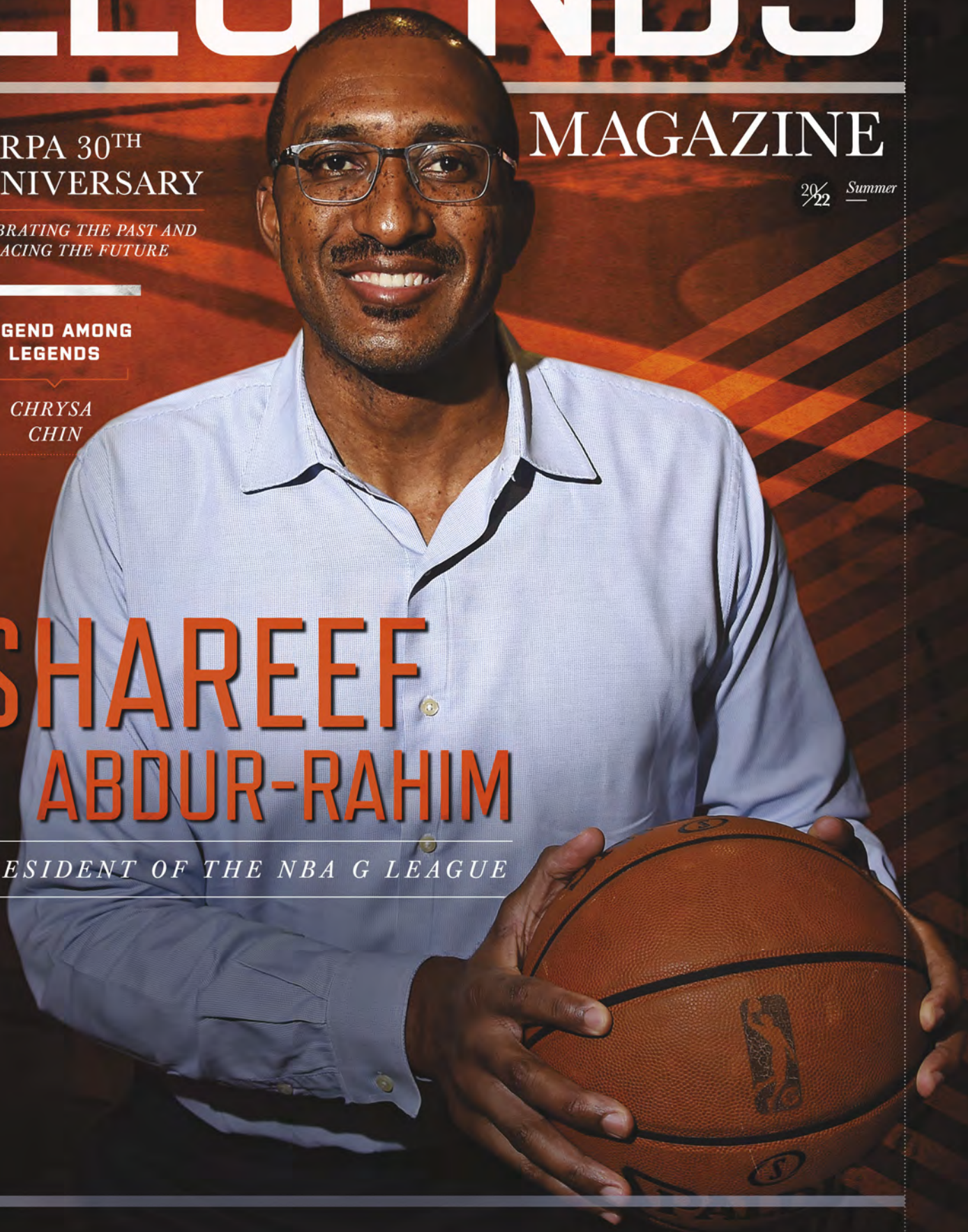
20/22 Summer

LEGEND AMONG
LEGENDS

CHRYSA
CHIN

SHAREEF
ABDUR-RAHIM

PRESIDENT OF THE NBA G LEAGUE





MGM RESORTS
INTERNATIONAL™

PROUD PARTNER OF THE NBA AND NBRPA.



MGMRESORTS.COM

T-Mobile ARENA

LIVE AT
MGM GRAND



MANDALAY BAY
RESORT AND CASINO, LAS VEGAS

PARK THEATER
AT PARK MGM
LAS VEGAS

Borgata
HOTEL, CASINO & SPA
ATLANTIC CITY

THE
THEATER
AT MGM NATIONAL HARBOR

MGM
SPRINGFIELD

MGM GRAND
DETROIT

GOLD STRIKE
AN MGM RESORT

Beau Rivage
RESORT & CASINO • BILOXI



CONTENTS

WNBA LEGEND DAWN STALEY

p. 22

WINNING CHAMPIONSHIPS
AND MENTORING THE
FUTURE OF WOMEN'S HOOPS



NBRPA 30TH ANNIVERSARY

CELEBRATING THE PAST AND
EMBRACING THE FUTURE

"WE'RE SO GRATEFUL TO
PLAY FOR A LEAGUE LIKE THE
NBA THAT UNDERSTANDS THE
IMPORTANCE OF TAKING CARE
OF US AND OUR FAMILIES."

CARON BUTLER



SHAREEF ABDUR-RAHIM

HELPED GROOM
INCOMING NBA
ROOKIE DYSON
DANIELS

p. 14

"WINNING TIME: THE RISE OF THE LAKERS DYNASTY"

Love it or Hate It, HBO's
"Winning Time: The Rise of
the Lakers Dynasty" Shines
Spotlight on Legends.

p. 11



TABLE OF CONTENTS

NBRPA 30TH ANNIVERSARY

p. 2 CELEBRATING THE PAST AND EMBRACING
THE FUTURE

CHRYSSA CHIN

p. 6 LEGEND AMONG LEGENDS

"WINNING TIME"

p. 11 LOVE IT OR HATE IT, HBO'S "WINNING
TIME: THE RISE OF THE LAKERS DYNASTY"
SHINES SPOTLIGHT ON LEGENDS

SHAREEF ABDUR-RAHIM

p. 14 HELPED GROOM INCOMING NBA
ROOKIE DYSON DANIELS

p. 18 NBRPA'S EMERGENCE IN THE WORLD
OF NFT'S AND DIGITAL COLLECTIBLES
OPENING DOORS FOR LEGENDS

DAWN STALEY

p. 22 WINNING CHAMPIONSHIPS AND
MENTORING THE FUTURE

p. 26 LEGENDS CARE PROGRAMS

p. 27 LEGENDS CARE - NBA FINALS

p. 28 LEGENDS MEDIA & ENTERTAINMENT

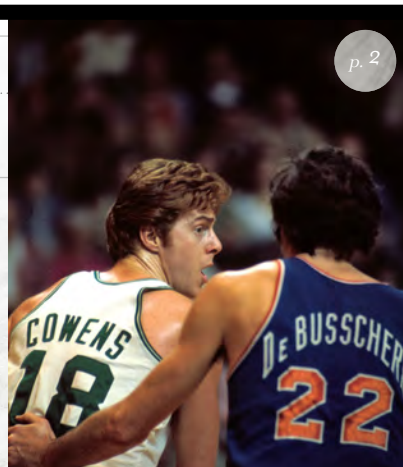
p. 30 TRILL'S TAKE: UNSUNG NBA HEROES

YOLANDA MOORE

p. 31 AMAZON'S ATHLETES PROGRAM LEADING
THE WAY WITH TEAMWORK, INNOVATION,
& MENTORSHIP

p. 36 LEGENDS CHAPTERS SPOTLIGHT

p. 38 LEGENDS SIGHTINGS



p. 2

NBRPA 30TH ANNIVERSARY

CELEBRATING THE PAST AND EMBRACING THE FUTURE

by ERIN LAW



Caron Butler, Robert Parish, Sheryl Swoopes and Doug Williams receive the 15th Annual National Civil Rights Museum Sports Legacy Award during a game between the New Orleans Pelicans and the Memphis Grizzlies at FedEx Forum in Memphis, Tennessee on January 20, 2020.



FIVE LEGENDS. ONE GOAL. 30 YEARS.

In 1992, the National Basketball Retired Players Association (NBRPA) was founded by NBA Legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson to serve and support former professional basketball players after their playing days. In the 30 years since its inception, the NBRPA has continually found new ways to enhance the lives of NBA, ABA, WNBA and Globetrotter Legends, their families, and their communities.

Reflecting on how the organization has grown over the last 30 years, NBRPA Founder Dave Bing spoke about the importance of the milestone at the Legends Awards Show during the 2022 NBA All-Star Weekend in Cleveland. "I can remember back when Oscar [Robertson], DeBusschere, Cowens, Archie [Clark] and myself came up with the idea to make this a reality, because so many of our players in that era weren't prepared for retirement," said Bing. "What they're doing for retired players today is unbelievable and no doubt they're very appreciative of the benefits they get through this organization."

Providing exceptional programs and benefits to its members has always been at the forefront of the NBRPA's mission, as evidenced by the last five years. 2017 marked the NBRPA's 25th anniversary, which was commemorated during the 18th annual NBA All-Star Weekend in New Orleans. This celebration included a special presentation at the annual Legends Brunch honoring its founders for their leadership in establishing the organization as well as their commitment to leveraging their influence and helping other players in the years to come.

2017 also marked an important year for the NBRPA as funding health insurance for retired NBA players was approved with unanimous support from the NBPA's player representatives, a change that former players had long fought to achieve and now acknowledge as a core benefit for Legends of the basketball. "It's great to see that today's players recognize how important it is to give back to these retired players in a major way," said Caron Butler, a member of the NBRPA Board of Directors. "I think it's special. The retired players are happy because you sacrifice your body and give everything to this game, so to be appreciated on the back end speaks volumes. We're so grateful to play for a league like the NBA



Left: Johnny Davis and Dwight Davis attend the Legends Brunch during NBA All-Star Weekend in Charlotte, North Carolina on February 16, 2019. Center: WNBA Legends gather for a brunch and panel discussion during WNBA All-Star Weekend in Las Vegas, Nevada on July 27, 2019. Right: Kareem Abdul-Jabbar and Oscar Robertson attend Game Four of the 2021 NBA Finals between the Phoenix Suns and Milwaukee Bucks in Milwaukee, Wisconsin on July 14, 2021.

that understands the importance of taking care of us and our families. Once you're part of this fraternity, it's a lifetime thing."

In the five years since the 25th anniversary, the lifelong fraternity of the NBRPA has only expanded and brought more members into the family, now with more than 1,200 members and counting across the globe. With this membership base growing quickly over the last five years, the NBRPA has likewise grown its offerings for members seeking financial assistance as well as those pursuing higher education and career advancement.

The Member Grant Program has time and again provided immediate relief to members seeking need-based financial aid, and the Dave DeBusschere Scholarship Fund and the Earl Lloyd Scholarship Fund, available to NBRPA members and their spouses and children, have distributed nearly \$3 million in scholarships to date.

For NBRPA members planning the next step of their career after retiring from basketball, the NBRPA continues to establish strong, long-term relationships with trusted partners who have a proven track record of setting former players up for success. For retired players looking to stay close to the game of basketball, the NBRPA works directly with the NBA G League and the NBA Assistant Coaches Program to give former players valuable experience in coaching or league operations to launch their post-playing career. For those exploring a career change away from basketball, AthLife offers countless resources for career advancement including resume development and interview preparation. Additionally, the Symplicity Career Services Manager gives NBRPA members access to over 1,200 organizations worldwide seeking to hire former athletes. For those aspiring for higher education, the NBRPA's education assistance



Adrienne Goodson and Vernon Maxwell demonstrate a drill during the NBRPA Full Court Press clinic at the Renaissance Charlotte Suites Hotel in Charlotte, North Carolina on February 16, 2019.

has set numerous members up for success attaining advanced degrees.

"Adonal Foyle earned a Master's in Business Administration through one of our programs with Purdue Sports Global," NBRPA President & CEO Scott Rochelle said. "Vladimir Stepania earned a Master's degree through Anaheim University through one of our programs. Adrienne Goodson, a former WNBA player, also earned a Master's degree through one of our programs. It's great because we know that we're making an impact. And it really does help when we talk about those success stories because it pushes other retired players to take advantage of our services as well."

No matter the situation a former player may be in after their playing days are over, the

NBRPA has a program to help them get to where they want to be. However, the NBRPA isn't just about what it can do for its members, but also what its members can do for their communities and the game of basketball. At the heart of the organization's work is the importance of social responsibility and community outreach programs known as Legends Care initiatives, with programming spanning from Full Court Press clinics to Legends Girl Chats and beyond. Through Legends Care programs and the NBRPA's network of 12 local US chapters, former players are more empowered than ever to use their influence and platform to give back to their communities in meaningful ways, advocate for powerful social change, and inspire the next generation of young hoopers.



Hall of Fame sports writer Peter Vecsey and Hall of Fame NBA player Jerry West reminisce while recording an episode of the NBRPA's Hoop du Jour podcast on May 4, 2021.



NBRPA President & CEO Scott Rochelle welcomes attendees to the Legends Conference at Caesars Palace in Las Vegas, Nevada on July 9, 2019.

LEGENDS LOGOS



As part of a brand enhancement campaign for the 30th Anniversary, the HEARTENT Group designed a new primary logo for the NBRPA. The Legends script text represents the traditional NBRPA logo while the three points of the crown represent the NBRPA's three decades of service.



The NBRPA 25th Anniversary logo.

The last two years caused much of the world to slow down, if not come to a complete halt, and the NBRPA was not immune to the effects of a global pandemic. But where others saw discouragement, the NBRPA saw an opportunity to adapt and prosper in the face of adversity. Legends Media & Entertainment was created and launched to provide a digital platform for former players to share their stories, including three new podcasts: Legends Live, Hoop du Jour with Peter Vecsey, and Legends Lounge with Trill Withers. The NBRPA also developed and launched a members-only mobile app, the Legends Locker Room, to keep former players intimately connected despite the hinderance of social distancing.

And when in-person events and activities did slowly begin to resume as "normal," the NBRPA developed safe and effective strategies to allow members to reunite as they had pre-pandemic. The 2021 WNBA All-Star Game, hosted in Las Vegas, provided a clear look at the NBRPA's commitment to supporting the WNBA and its former players since the WNBA's official inclusion in the organization in 2013. The 2021 WNBA All-Star Game also served as a glamorous celebration of the league's 25th anniversary and shined a spotlight on WNBA Legends, who enjoyed the game with first-class hospitality in two private NBRPA suites.



Roy Williams, Spencer Haywood and Dave Cowens sit on stage during the 2018 Basketball Hall of Fame Enshrinement Ceremony at Symphony Hall in Springfield, Massachusetts on September 7, 2018.

The 2021 Legends Summer Getaway (formerly known as the Legends Conference) created an opportunity for NBRPA members, guests, partners, and media to reconvene in Las Vegas and show their resilience despite a turbulent pandemic. NBRPA Alumni Nights returned with high-end hospitality at NBA games in NBRPA Chapter cities, and the 2022



Nancy Lieberman, head coach of Power, celebrates with the Julius Erving Championship Trophy after defeating 3's Company during the BIG3 Championship on August 24, 2018.

NBA All-Star Weekend produced a triumphant, star-studded celebration and reunion for the 75th anniversary of the NBA.

As the NBRPA looks towards the future, they're also staying at the forefront of emerging technology and player opportunities including the NBRPA Licensing Program and an exclusive NFT deal with ARIA 360. In addition to this innovative spirit within the organization, the NBRPA's relationship with the NBA, NBPA, WNBA, partners and media has never been stronger, and the NBRPA is grateful that its members are getting the flowers they deserve. "The NBA is what it is because of ya'll," said prominent sports TV personality Stephen A. Smith during the 2022 NBA Finals. "Ya'll are the reason people like me are here and relevant, because we damn sure know I'm not relevant because of how I played. I never made it there! Ya'll did. Way to go. Nothing but love."

NBRPA member and current ESPN Analyst Kendrick Perkins echoed those sentiments and commended the former players who have changed what the league and retirement look like for the better. "Happy 30th anniversary to all the Legends, to all the ones that paved the way for guys like myself, for guys that are still playing to get big money, to be able to go out there and perform in front of the fans. Shout out to the Legends!"

LEGEND AMONG LEGENDS

CHRYSA CHIN

THE GODMOTHER OF THE NBA

by **CHRIS SHERIDAN**





As if on cue, Louis King Jr. of the G-League Westchester Knicks popped through the office door at the NBA Players Association and greeted NBPA Executive Vice President of Engagement and Development, Chrysa Chin: “Hey, Moms.”

Whether it is “Moms,” “Aunt of the NBA” or “Mama Chin,” there are many endearing terms when it comes to the woman who everyone reading this article probably already knows. When it comes to the NBA, she is everywhere! Mama Chin is a fixture in locker rooms, travels internationally to meet with BAL players in Africa, and has worked in the NBA league office.

“I have heard it all, guys always say to other players: ‘Talk to her but don’t call her Chrysa. That’s Momma Chin of the NBA.’”

Chin’s background as a problem solver began at the New York City Human Resources Administration, where she was a caseworker in the 1980s. People who had fallen through society’s cracks and needed help were her specialty. Out of a cramped office in the Bronx, she worked with juvenile delinquents, the homeless and mental health patients whose needs she always tried to fulfill.

The Aunt of the League joined the NBA Players Association in 1991 under then union’s executive director Charles Grantham. He immediately recognized her as a problem solver extraordinaire and gave her the first big professional break of what has become a decorated career.

“That was when there weren’t many women working in professional sports,” Chin said in a sit-down interview on a drizzly spring day at the union’s Manhattan offices.

Chin spent three years at the union as Special Assistant to the Executive Director, then three years at Nike as a Relationship Management Consultant, before returning to the Association as Director of Player Development for 18 years.

When former Players Association director Michele Roberts saw how well Chin worked a locker room, Roberts asked which media outlet she worked for. When explained that Chin was the woman every NBA player could confide in, Roberts scooped her up and brought her back to the union.

If a player has a problem, needs a sounding board, or just needs someone to speak to, the Godmother is the point person. Everyone needs a problem solver, a guidance counselor, and a voice of reason. She is all those things for the more than 450 players currently on NBA rosters, along with G-League players and players who have moved overseas to play professionally in China and/or Europe.

Pretty much any situation that an NBA player needs guidance on, she knows how to handle it. If a player is unhappy with his representation and wants to switch agents, that is best not handled alone, and Chin is at the ready with solutions.





She stays awake until 2 a.m. ET every night so that players on the West Coast can reach her up until 11 p.m. their time. “And I never fail to answer the phone,” Chin explained.

Even with Roberts leaving, Chin will stay on board with the NBPA. New executive director Tamika Tremaglio has made her Executive Vice President of Strategic Engagement and Development. She is a part of five different union initiatives: Player Programs, Career Development, Off-Court Transition (for retiring players), Mental Health and Wellness and Sports Medicine.

And she does all this while “doting over my son Joel, 26.”

“My job is to be there for them, and if I do not know the exact answer myself, I know the options,” Chin stated. “A lot of it is crisis management and strategy, giving them resources and information, lending an ear when someone needs to figure out all of the options before making up their mind.

“We laugh together, cry together, argue, everything. I want what is best for them, and I don’t want anything [in return]. I don’t want game tickets, I don’t want plane tickets, I just need for them to do what is in their best interest, and however I can provide that path, I am going to do just that.”

It would be easy to call Chin the union’s secret weapon, except she is no secret, and she is not a weapon. She is a soft-spoken but strong and wise woman whose personality resonates with many players because she reminds many of them of the women that helped raise them.

It is not easy to navigate when a player wants to make a change in his support team. Often, a player has been with one agent since he was a rookie. Because of different circumstances in different cities and with different types of teammates, coaches, and team executives, things do not always work out as initially envisioned.

“Sometimes guys want to start over, so I talk with them about what types of questions need to be asked,” she explained. “That can be very difficult for someone in their mid-20s. They do not have the same growing-up experiences and frames of reference as their peers. If you have to disconnect relationships, you have to be careful how you do it, so it’s about guiding.

“It’s painful because sometimes there is betrayal, a need for a new personal assistant, sometimes a family member or a friend needs to be disempowered, so undoing that web can be complex.”

Chin recalled working with Bo Outlaw when he was an undrafted rookie in Los Angeles with the Clippers, as she helped him keep his

patience as he piled up DNP-CDs. He eventually moved on to the Orlando Magic and the Phoenix Suns.

Another example of the work she does can be seen with Rod Strickland, now the program manager for the G-League Ignite, following an 11-year playing career followed by stints as an assistant coach and administrator at Kentucky, Memphis and the University of South Florida.

Strickland was an extremely talented player who eventually needed to retire and pursue a new career path. The next step is always a struggle for all professional athletes because, since their teenage years, most of them have pursued playing sports as a profession without all that much focus on what they will do when their playing careers are over.

“As basketball players, we have to navigate through so many situations, relationships and even some disappointment along the way,” Strickland explained. “Chrysa is that constant guidance that we as players can count on.

“For me, Chrysa has been a strong influence on my life and my career after basketball — someone who not only believed in me but showed me how to be at my best.”

Sometimes a player nearing the end of his career needs someone to help him identify his outside interests and be steered toward the



league and the union's leadership or broadcasting seminars. Some players endeavor to work in front offices, but learning the ins and outs of the NBA business requires a trip to the general manager's school, which exists but needs to be navigated from an application, paperwork and logistics standpoint.

"Sometimes they forget that these programs are available, but we have a program if a guy is interested in real estate. If it is international branding, I tell them we have a program in Milan this summer, and folks from Lamborghini have spoken there. I help them navigate our matching grant program if it is community outreach. For others, there are other programs through the NBPA's foundation.

"I always ask: 'What is authentic to you? What do you have and who do you want to help?'"

Chin says she has met roughly 400 of the players currently in the NBA and has gotten to know the rest over the phone, the lack of face-to-face encounters is primarily due to COVID restrictions.

Asked for an example of what a typical crisis management day might include, she chuckled and said it could be just about anything. Chin offered up a story about where she had to prep for a call with NBA security as an example because players involved in altercations are often interviewed after the fact. This scenario is uncharted territory for many of them, but not for her.

A second example was a player who wanted a new personal chef but needed to figure out if that new chef would cook daily or weekly. He also needed to be vetted for security and experience purposes and provide references. "A background check will show whether there is anything there that will compromise your safety, and you will learn whether he has been a chef for a pro athlete before."

Sometimes a player simply needs an offseason "keep busy" plan.

Chin always attends the McDonald's All-American Game and the Jordan Brand Classic to begin building relationships with young athletes she will be working with in the future.

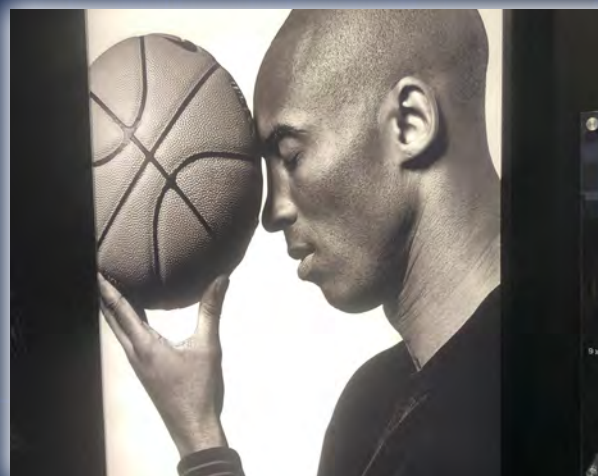
"I build relationships by going to games, meeting players and underscoring the confidential nature of my relationships, and then it goes from there. Some management folks and coaching staffs don't know what I do, but they know I get results."

For many folks reading this article, y'all already knew that. So take solace in the fact that Chrysta, or the "Godmother," has helped hundreds just like you and will continue to do so.



**NEW
EXPERIENCES**

**NEW
EXHIBITS**



**NEW
EXCITEMENT**

THE NEW BASKETBALL HALL OF FAME

HOOPHALL.COM/PLAN-YOUR-EXPERIENCE



1000 Hall of Fame Avenue
Springfield, Massachusetts 01105
1-877-4HOOPLA ★ hoophall.com



[/BBHOF](https://www.facebook.com/BBHOF)



[@HOOPHALL](https://www.instagram.com/HOOPHALL)



[@HOOPHALL](https://www.twitter.com/HOOPHALL)





WINNING TIME: THE RISE OF THE LAKERS DYNASTY

*LOVE IT OR HATE IT, THE SHOW SHINES
A SPOTLIGHT ON LEGENDS*

by **JULIO MANTEIGA**



While the HBO drama series, *Winning Time*, has had its share of critical acclaim and criticism, the fact that NBA Legends continue to generate immense interest cannot be understated. The series, which dramatizes the rise of the “Showtime” Los Angeles Lakers, spotlights one of the most exciting eras of professional basketball. For many, this period defined the genesis of what the NBA has now become – a razzle-dazzle showcase of athleticism and entertainment. The modern NBA, and worldwide fervor for hoops, was built on these Legends’ achievements and *Winning Time* tells the story of some of the biggest names to grace the hardwood.

Featuring an all-star ensemble cast including John C. Reilly, Jason Clarke, Adrien Brody, Quincy Isaiah, Sally Field and Jason Segel, the series takes dramatic liberties chronicling the beginning of the Showtime Lakers. This has caused quite a bit of conversation among the Legends portrayed in the show.





"NUMBER ONE, I'M FROM MACON, GEORGIA, MAN. I'M FROM THE COUNTRY. AND I WORE MY COUNTRY-NESS WITH PRIDE ... SO NUMBER ONE, THAT KIND OF STUFF WOULD NEVER HAPPEN."

NORM NIXON

Hall of Famers such as Jerry West, Kareem Abdul-Jabbar and Magic Johnson have taken issue with the over-the-top portrayals. Jerry West feels that the show's representation of him was a "baseless and malicious assault." Not to be outdone, Kareem Abdul-Jabbar wrote on his blog that *Winning Time* is "deliberately dishonest."

Additionally, Norm Nixon shed light on one of the prevalent storylines, his friction with rookie Magic Johnson. On fellow Legend Cedric Maxwell's podcast, he noted that the show overstated his competition with Johnson over playing time at the point guard slot. *Winning Time* consistently showed Nixon hazing Johnson about his "country" upbringing, although according to Nixon himself, that's not how events unfolded.

"Number one, I'm from Macon, Georgia, man. I'm from the country. And I wore my country-ness with pride ... So number one, that kind of stuff would never happen," Nixon declared.

However, not every Legend is upset. Spencer Haywood stated he felt the show was "very accurate" and has spurred fans and media to reach out and discuss his personal story.

"I was sick. I was crying. I couldn't control my emotions watching the show," Haywood noted in a recent interview.

He even joined the NBRPA's "Legends Lounge w/ Trill Withers" podcast and mentioned his approval of the interpretation of Kareem Abdul-Jabbar and the impact their friendship has had on his life.

During the 2022 NBA All-Star Weekend in February, NBA Legend and NBRPA Cleveland Chapter President Jim Chones told us that he very much enjoyed working on the production of *Winning Time* while praising actor Newton Mayenge's portrayal of him.

In the spring, HBO announced that the second season of *Winning Time* would be coming soon. The show's sophomore season could potentially lead viewers into the 1980-81 NBA season, where an injured Magic was limited to 37 games and the Lakers were ousted from the playoffs in the first round by Moses Malone and the Houston Rockets.

What remains to be seen is if the series will eventually dive into the 1983-84 season, when the Boston Celtics and Los Angeles met in the NBA Finals and rekindled a rivalry that embodied the NBA and captured the world's attention.

What we do know is that a follow-up season will continue to spark more conversation around one of the most magnificent times in basketball lore. More importantly, the series will continue to show the impact and power our Legends and their stories have on the collective imagination.

SHAREEF ABDUR-RAHIM

*HELPED GROOM
INCOMING NBA ROOKIE
DYSON DANIELS*

by **CHRIS SHERIDAN**

Shareef Abdur-Rahim had a hand in grooming incoming NBA rookie Dyson Daniels, and if the kid ends up becoming Rookie of the Year or Defensive Player of the Year, he will have the 45-year-old G League president to thank.

Of all the accomplishments in Abdur-Rahim's life, including an Olympic gold medal, a Master's degree and two Mr. Georgia basketball awards, we will have to wait and see whether his tutelage of the 19-year-old Australian results in the NBA having its next superstar from Down Under.

"He came over here and joined G League Ignite without his mom and dad around to help him acclimate, and what I have seen is a huge improvement in his defense. There are times you know you helped somebody reach their goals. He has toughness and resiliency, and his perimeter defense exceeds his offensive ability, which was already very good."

Abdur-Rahim entered the NBA as the No. 3 overall pick by the Vancouver Grizzlies in the 1996 NBA Draft. He had the misfortune of playing in Vancouver, where his talent and skill were often overlooked by a mainstream American audience that was not tuning in to late-night games played in British Columbia.

He played 718 regular-season games without ever appearing in the postseason. Abdur-Rahim finally broke through with the

Sacramento Kings in 2006 after five seasons with the Grizzlies, three with the Atlanta Hawks and two with the Portland Trail Blazers. At the time, it was the longest streak by an NBA player of not having appeared in a single playoff game.

But good things come to those who wait. The Sacramento front office, led by Geoff Petrie at the time, took an acute liking to their esteemed and well-educated



Dyson Daniels

*NBA G League President
Shareef Abdur-Rahim presents
the championship trophy to the
Lakeland Magic after winning the
2021 NBA G League Finals on
March 11, 2021 at AdventHealth
Arena in Orlando, Florida.*





Above: Capitanes co-owners Patricio Garza and Gilberto Hernández, NBA Commissioner Adam Silver, NBA G League President Shareef Abdur-Rahim, and NBA Mexico Vice President and Managing Director Raul Zarraga announces that Capitanes will join the NBA G League as its first team from outside the U.S. and Canada.



Shareef Abdur-Rahim holds a jersey after he was selected number three overall by the Vancouver Grizzlies during the 1996 NBA Draft on June 26, 1996.



Head coach Kenny Atkinson of the Brooklyn Nets speaks with Shareef Abdur-Rahim during Basketball Without Borders Africa 2019 Camp on July 29, 2019.



Shareef Abdur-Rahim attends Game 2 of the 2022 NBA Playoffs Western Conference Finals.

veteran who was on his second stint passing through Northern California. The first came after high school when he was recruited by Todd Bozeman and eventually left Marietta, Georgia, to attend Cal-Berkeley. At one of the top universities in America, Abdur-Rahim maintained a 3.5 grade-point average before leaving after one year to enter the NBA draft.

"Before Coach Bozeman even mentioned basketball, he had a bunch of cardboard grids detailing the academics and the student life benefits of enrolling at Berkeley, including information about Hamid Algar, the professor of Islamic American studies," Abdur-Rahim remembered. "Education was a big part of my upbringing. We always attended community events where my mom was a volunteer and an organizer, and education was at the forefront which allowed my brothers and sisters to become student-athletes."

So after being raised as the second-oldest of 12 children by parents William and Aminah in a family that emphasized academics, Abdur-Rahim (whose first name means "noble" and whose last name means "Servant of the Most Merciful One"), made the cross-country journey to Berkeley and began charting his career path. This would eventually lead to an assistant coaching position and then a front-office job with the Kings, an internship at NBA headquarters, a general manager job with the Reno Bighorns and eventually the lead role at the G League — where he is now in his fourth season leading a minor-league program that has grown into one of the leading feeder programs for the NBA.

"After my playing career, I had never thought about coaching, but my wife said I might as well because I was not ready to retire and needed something to do," Abdur-Rahim said, relating the experience every NBA player goes through when faced with the decision of what to do once his

playing career has ended. "So I did that for two years, and it gave me the opportunity to think about what to do next.

"I took a summer during the 2011 lockout to finish school, and from there, Geoff named me to the front office where I got to see another side of the business. I eventually applied to business school (Southern Cal's Marshall School of Business), and I got in. And after I finished and stopped working for the Kings, it broke that routine and really helped me understand the business better and to take a pause and look at what I wanted to do."

The internship at the NBA came next as Abdur-Rahim reconnected with many of the players and executives he had gotten to know over the years — Isiah Thomas and Steve Smith were among his mentors. He soaked up the knowledge from presentations at the league office and figured out how to harness the interests of newly retired players. He helped them latch onto opportunities and transition to life after basketball.

Abdur-Rahim's path has led him to his present passion, which helps teach life lessons to G League Ignite players who are mostly 18 years old and just beginning their professional journeys.

Daniels is one of them, and we will all have to wait until the start of the 2022-23 season to see whether Abdur-Rahim's scouting report on the kid's defensive prowess translates into tangible accomplishments in the NBA. If he is correct, it may be Daniels rather than Jalen Green, Jonathan Kuminga or Isaiah Todd who becomes the most successful prospect to come out of that feeder program.

Cal-Berkeley is not for everyone, but it was for Abdur-Rahim, and he is putting that knowledge to use with a whole new generation of future NBA players.



NBA Prospect, Dyson Daniels, attempts a vertical jump during the 2022 NBA Draft Combine on May 18, 2022 at Wintrust Arena in Chicago, IL.



Shareef Abdur-Rahim #3 of the Vancouver Grizzlies walks against the Golden State Warriors during a game played on January 8, 1997 at San Jose Arena.



G League President Shareef Abdur-Rahim, NBA Hall of Famer Spencer Haywood, Rod Strickland and Jerome Williams pose at halftime of the G League Ignite versus the Agua Caliente Clippers on November 10, 2021 at Mandalay Bay in Las Vegas, NV.






NBRPA'S EMERGENCE IN THE WORLD OF NFT'S AND DIGITAL COLLECTIBLES

OPENING DOORS FOR LEGENDS OF THE GAME

As the world of digital assets and collectibles grows and becomes more and more part of the everyday lexicon, it was a matter of when not if the NBRPA and our legendary members would dip their toes into the Non-Fungible Tokens (NFTs) world. Well, the NBRPA not only dipped their toes in the digital waters, but they also took a full on headfirst dive into this new world of collectible art. In June of 2022, the NBRPA announced a groundbreaking group licensing deal with ARIA Exchange. The multi-year agreement allows ARIA Exchange to create royalty generating products, by way of its innovative Aria 360 technology, where they will create and market virtual marketing ad-campaigns to brands featuring Legends and virtual images of Legends in the form of NFT's, through their breakthrough blockchain technology.








ARIAExchange   0 released

Bill Russell - "Reflections"


Dropping: Aug 10





ARIAExchange   0 released

Isiah Thomas - "Motor City"


Dropping: Sep 7





ARIAExchange   0 released

Grant Hill - "Always Dress Nice"

Dropping: Sep 7




ARIAExchange   0 released

Clyde Drexler - "The Postcard"


Dropping: Sep 7




ARIAExchange   0 released

Dominique Wilkins - "The Windmill"

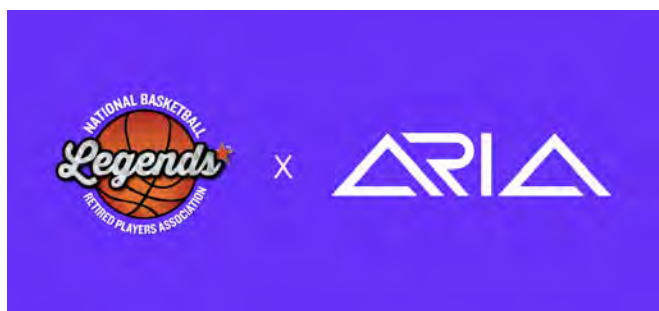
Dropping: Sep 7



ARIAExchange   0 released

Jerry West - "The Logo"

Dropping: Oct 25



This robust opportunity ushers the NBRPA into the new iteration of internet technology, while leveraging Legends' Name, Image, and Likeness (NIL) to best align with today's emerging digital trends. For Legends attending the annual NBRPA Tech Summit, during the Legends Summer Getaway, they will be treated to in-depth presentations from ARIA Exchange representatives who will be on hand to inform and discuss the infinite possibilities of this innovative digital medium.

The first batch of NFT's featuring NBRPA Legends will be available in Summer 2022 exclusively on ARIA Exchange and will include such notable names as Bill Russell, Jerry West, Karl Malone, Isiah Thomas, Chris Mullin, John Stockton, Clyde Drexler, Dominique Wilkins, Grant Hill, Hakeem Olajuwon, Earl Monroe, Elgin Baylor and many more. Not only has the



legacy of these Legends been cemented on the court, throughout their illustrious careers, but now will live on forever in the world of collectible digital artwork.

Bringing one-of-a-kind collectibles into the future, ARIA Exchange has partnered with cultural leaders that offer transcendent, timeless value from generation to generation. Across a range of partnerships, including the National Basketball Retired Players Association (NBRPA), NHL Alumni Association (NHLAA), and Major League Baseball Players Alumni Association (MLBPAA), Naismith Memorial Basketball Hall of Fame, and the NBA Coaches Association, ARIA Exchange has

the capacity to create collectibles and NFTs for over 3,000 sports legends.

For NBRPA President & CEO, Scott Rochelle, the opportunity to take our membership into the next frontier was too good to pass up. "As the demand for Legends and their one-of-a-kind collectibles skyrockets, this partnership with ARIA Exchange allows us to bring our Legends into a new and innovative marketplace, where they can serve as connoisseurs and creators of their narrative. ARIA Exchange is the ideal partner to celebrate our Legends' accomplishments and iconic moments and provide exclusive and artistic value to fans and collectors around the world."

For Legends, to be able to shape their narrative as creators and continue to grow their financial portfolio as their collectibles increase in value over time is at the heart of the NBRPA's mission to continue striving for avenues to help our membership. For art collectors and basketball lovers around the world, the opportunity to invest and own a piece of basketball history is invaluable. This exciting and promising mixture of iconic sports figures and art promises to change the landscape of sports collectibles. What highly coveted autographs scribbled on a game program were – these blockchain technology masterpieces promises to be.

ARIA SPORTS ACCESS KEYS

UNLOCKS EXCLUSIVITY.
BRAND EXPERIENCES.
COLLECTIBLE BENEFITS.
BEING THE FIRST.

ARIA is the new generative marketplace for the world's most rare crypto cultural artifacts.

Buy your ARIA Sports Access Key and be the first to take advantage of our exclusive benefits.





X

ATHLIFE



AthLife is a NBRPA membership benefit that can...

Provide 1:1 advising to help you meet and exceed your professional development goals

Help you refine your resume so you can explore career advancement opportunities in Symlicity, a platform providing access to over 1,200 institutions, commercial entities, and organizations across the world

Work with the pros who work with the pros!

**For more information, contact AthLife Advisor Tracy Bareither
at tracy@athlife.com or (773) 203-1480**



WNBA LEGEND DAWN STALEY

WINNING CHAMPIONSHIPS AND MENTORING THE FUTURE OF WOMEN'S HOOPS

by **HOWARD MEGDAL**



There's a very shortlist of people who have won two NCAA women's basketball championships as head coaches: UConn's Geno Auriemma, Tennessee's Pat Summitt, Notre Dame's Muffet McGraw, USC's Linda Sharp and South Carolina's Dawn Staley.

While Dawn Staley is part of that group, her legacy is already reaching well beyond a stat that she acknowledged wasn't on her radar.

Instead, thinking about what's next is what drives Staley. From her tenure as head coach for USA Basketball's 2020 gold-medal winning national team to her South Carolina Gamecocks, now defending champs and eyeing that rare thing, a back-to-back set of titles, she's

a leader of women's basketball in virtually every measurable way.

Staley makes it a point to enjoy it all a little more now with this level of success and the wisdom that comes with it.

"I'm just still very much in it," Staley said in that May interview. "As I get older, I'm starting to enjoy the journey a lot more than when I was younger. When you're young, you always think you've got time. You always think it could happen. And then when you get older, you realize how hard it is. And you realize that these things don't come by very often."

It's notable how different, from the outside, Staley's two South Carolina titles are. In 2017,

"WHEN YOU'RE YOUNG, YOU ALWAYS THINK YOU'VE GOT TIME. YOU ALWAYS THINK IT COULD HAPPEN. AND THEN WHEN YOU GET OLDER, YOU REALIZE HOW HARD IT IS. AND YOU REALIZE THAT THESE THINGS DON'T COME BY VERY OFTEN."

DAWN STALEY



Head coach Dawn Staley of the South Carolina Gamecocks reacts during the national championship trophy presentation after defeating the UConn Huskies 64-49.



Brittney Griner #15 and head coach Dawn Staley of Team United States celebrate a win against Team Australia during the second half of a Women's Basketball Quarterfinals game at the Tokyo 2020 Olympic Games.

the Connecticut Huskies were the overwhelming favorites to win it all. South Carolina was relegated to a sideline story, even with the best player in the country in then-junior A'ja Wilson, and especially after fellow future WNBA big Alaina Coates was lost for the season due to injury. But the Huskies fell to Mississippi State in the national semifinals, and two days later, Staley's Gamecocks beat Vic Schaefer's Bulldogs to win it all.

"That 2017 team, we had the talent, but it took us a while to get the chemistry and really understand how to play together," Staley explained. "And then you fast forward to 2022 when we had the talent, we had chemistry, we had the desire, we had the adversity, we had all of those things and those young ladies wouldn't be denied. So I mean, they give you some incredible experiences that are just that special."

The thing about Staley isn't so much that she succeeds herself; it's that she's always bringing everyone along for the ride. The night her Gamecocks won, and relatively easily, over Auriemma's Huskies — their first championship meeting and the first time in 12 tries anyone has beaten UConn in a title game — Staley's point guard, Destanni Henderson, rose to the occasion, scoring 27 points and dominating the game.

Several WNBA talent evaluators believe it helped her get drafted by the Indiana Fever, who utilized her often during her rookie season.

That night, sitting in a room surrounded by reporters, Henderson considered Staley's impact on her life.

"I feel like it was a journey that led me to this moment," Henderson said from the winners' podium in Minneapolis. "I feel like she just — again, it was easy to trust her. It was easy to trust

the process. I had to believe and had to buy into my role, and I feel like it was really worth it. She's a great coach. You just really have to buy in and trust the process and great things will happen for you."

Staley often describes herself as a "dream merchant," so I asked her what that meant to her during our conversation.

"It's my job to be their dream merchant to get them there," Staley said. "And then, not just getting there because they came here with the potential, the talent and potential, they came to South Carolina with it. I'm not pulling credit for any of that. But what I will take credit for, and that's our entire staff, is for staying power. Getting here and staying here because that's hard."

That's just what her South Carolina team did in 2022, a preseason number one that never relented, never lost that top spot and finished their season by hoisting trophies into the air in front of their delirious fans at the Target Center in early April.

She said her team doesn't really understand their place in history yet, and she's too busy to spend time thinking about it just yet, either. She does, however, love what success has allowed her to do — to speak on what matters to her, and have it amplified. She's noticed what winning does for how loud the volume gets when she weighs in on the matters of social conscience — but points out that it is her social conscience. It isn't about matching her words to a moment to be noticed.

"I'm only doing what feels natural for me to do," Staley said. "Like, it's not unnatural for me to speak on certain things. I think it's a natural progression in the game for coaches who are successful."

Head coach Dawn Staley of the South Carolina Gamecocks holds up the national championship trophy after defeating the UConn Huskies 64-49 during the 2022 NCAA Women's Basketball Tournament National Championship game at Target Center on April 03, 2022 in Minneapolis, Minnesota.





WNBA Commissioner Cathy Engelbert, USAB Director Carol Callan, WNBA Legend Dawn Staley, Sue Bird #10 of the Seattle Storm and Diana Taurasi #3 of the Phoenix Mercury during the USAB and WNBA Press Conference.



Head coach Dawn Staley of the South Carolina Gamecocks reacts after cutting down the net after defeating the UConn Huskies 64-49 during the 2022 NCAA Women's Basketball Tournament National Championship game.



Team United States head coach Dawn Staley and A'ja Wilson #9 pose for photographs with their gold medals.

But what Staley is changing is the paradigm of which coaches get to speak on what. Geno Auriemma, she pointed out, gets asked all the women's basketball questions. C. Vivian Stringer, the recently retired Black head coach of Rutgers? Staley noted Stringer's questions were more narrowly tailored to issues of race. Her profile is different; she points out.

"I'm in a space of ... taking the temperature of our game, and where we can go with it, and also the Black coaches, or the Black issue thing," Staley said. "So I'm in a space that not very many coaches have been ... but it's still very natural. I don't say things for the good clicks, or to get

likes. I'm only speaking from my experience."

An experience unlike any other seems to call for a full-circle moment. There's a ton of conversation about the WNBA, a league Staley dominated in her playing days, and no team in her hometown of Philadelphia, where she is revered. Would she consider an ownership stake in a Philly expansion team?

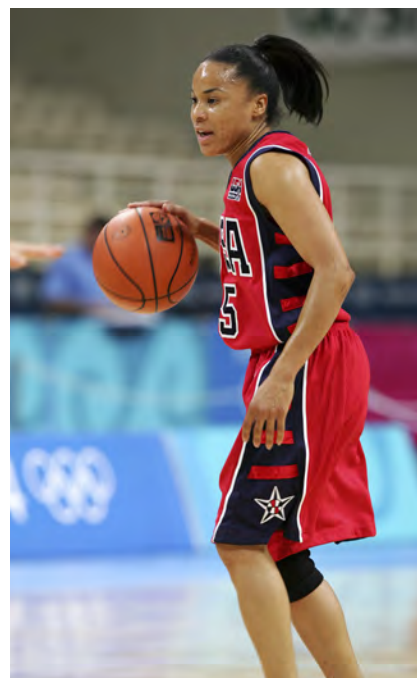
"That's a cool question," she said. "Yeah, actually, that I would because, you know, the game has given so much to me."

These days, it is less a question of what Dawn Staley can do and more about where and how she wants to succeed. Wherever it happens, she

brings everyone she can along with her. But it's no longer limited to where Staley can be found. Her impact travels wherever there are people she's guided to their dreams.

A few weeks after that title win, I stood with Destanni Henderson, now on the floor at Barclays Center, a young professional point guard with the Fever preparing for her game. Henderson said she hears Staley's voice whenever she takes the court.

"A lot of the things she taught me, I've been applying to these games," Henderson said. "I can't thank her enough for molding me into the player I am today."





LEGENDS CARE

Legends Care is the initiative of the NBRPA that positively impacts communities and youth through basketball. NBRPA Legends give back through clinics, mentoring, charitable outreach and other grassroots initiatives in the United States and abroad with the goal of educating, inspiring and keeping youth active, healthy and safe.

LEGENDS HBCU SCHOLARSHIP



The Legends HBCU Scholarship is a scholarship fund and scholars program for undergraduates attending HBCUs. Legends Scholars will receive a \$10,000 scholarship in recognition of their academic excellence and desire to positively impact the world.



FULL COURT PRESS

Legend Care's cornerstone program - Full Court Press: Prep For Success - went virtual, giving children around the world the opportunity to learn basketball skills through drills demonstrated by WNBA Legend Sheryl Swoopes and NBA Legends Grant Hill, Shawn Marion, Dale Ellis, Fat Lever, Greg Oden and Caron Butler.



LEGENDS GIRL CHAT

Legends Girl Chat is a virtual Legends Care program consisting of one-hour video conversations between middle school and high school girls and WNBA Legends. Partnering with the NBRPA on Legends Girl Chat is Girls Inc. Through this Legends Care partnership, all 78 affiliates of Girls Inc. are able to schedule a Legends Girl Chat to incorporate into their programming.



LEGENDS HOME COURTS

Through the Legends Home Courts program, monetary grants are given to community groups for the renovation of outdoor basketball courts.

BACK2BACK

BACK2BACK prepares elementary students for the upcoming school year by providing them with brand new backpacks filled with essential back to school supplies.

THANKSGIVING COMMUNITY ASSIST

The Thanksgiving Community Assist is an annual Legends Care program through which families in need receive a Thanksgiving turkey and holiday cheer from the Legends of Basketball.



Leon Powe pumps up some NBA2K players.



Snapping a selfie with Brian Scalabrine.



Cedric Maxwell autographs basketballs for local teens.



The Celtics NBA Finals Legacy Project transformed space at the Roxbury YMCA into a new Learn & Play Zone.



LEGENDS IN THE COMMUNITY



High fives all around from Zaza Pachulia.



A new Learn & Play Zone was opened at the Boys & Girls Clubs of San Francisco's Columbia Park Clubhouse for the Warriors NBA Finals Legacy Project.



Festus Ezeli chats with some local youth hoopers.



Young Warriors fans receive autographs from Adonal Foyle.

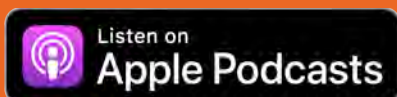


Legends Studios, presented by the NBRPA, is the #1 podcast destination for basketball fans who want to hear from NBA and WNBA Legends.

Episodes of the All-Access Legends Podcast, On Deck with Scott Rochelle, Legends Live, Hoop du Jour with Peter Vecsey, and Legends Lounge with Trill Withers can all be found in one place at Legends Studios.



SUBSCRIBE to Legends Studios on Apple Podcasts, Spotify, Stitcher or wherever you listen to podcasts to stay up-to-date with Legends content.





NEWLY DESIGNED BRAND ENHANCEMENT ELEMENTS INCLUDE REDESIGNED LOGO, ANIMATED CONTENT AND MERCHANDISE DESIGNS

The National Basketball Retired Players Association, in celebration of its 30th anniversary, is teaming up with sports marketing collective HEARTLENT Group to re-fresh the organization's visual identity. As part of the partnership, the creative team at HEARTLENT Group, led by managing partner and head of creative Elliot Gerard, is creating new enhancements for the organization, including a new primary logo.

HEARTLENT is also collaborating to design digital content promoting the NBRPA's Legends Media & Entertainment platforms, including a series of custom animations showcasing previously untold stories about basketball luminaries like Charles Barkley and Alonzo Mourning.

Legends Media & Entertainment (LME), is the multifaceted storytelling platform that is home to Legends Magazine, Legends Live digital series, and the Legends Lounge w/ Trill Withers and Hoop du Jour w/ Peter Vecsey podcasts, that bring the wide-reaching stories of many of the NBA and WNBA's biggest stars to life. Additionally, HEARTLENT will create unique designs for the NBRPA's Legends Care initiative, which is the charitable arm of the organization offering programs and services that positively impact youth and communities both locally and globally. This includes a limited-edition Legends Care t-shirt that is available now until November 1 to Legends Care Tip-Off Campaign donors at legendsofbasketball.com/TipOff.

"HEARTLENT Group is the perfect partner to evolve and elevate our brand positioning due to the team's extensive experience in the NBA as well as their genuine love for the game and top creative talent," said Scott Rochelle, NBRPA President & CEO. "With the growth of Legends Media & Entertainment, the timing is ideal to re-fresh our visual identity and we are pleased to be joining forces with HEARTLENT Group on this endeavor."

The new logo design incorporates both the history of the NBRPA as well as fresh design elements to display both the physical and cultural aspects of the sport. Utilizing graffiti artwork, the basketball inside the logo includes meaningful imagery like hand-

prints to signify the players who have left their mark on the game, retro sneakers to symbolize the history and culture of basketball, x's and o's to stand for what players have accomplished on the court, and much more. A nod to the organization's three decades of service, the logo also features a three-pointed crown.

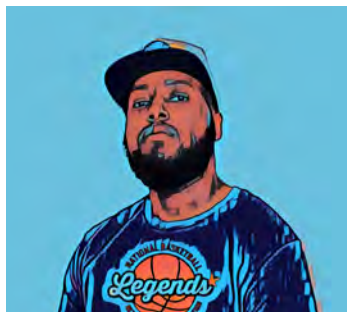
"This new re-design of our logo is a fantastic representation of the historical and cultural aspects of the sport of basketball," said Caron Butler, NBA Legend and NBRPA Board Director. "The design incorporates images that have been prevalent throughout the lives of the brotherhood and sisterhood that make up the NBRPA and highlights the growth and impact of our organization and the Legends brand over the last thirty years."

"Our entire team at HEARTLENT Group is thrilled to be working with the NBRPA to showcase the storied organization in a new way while maintaining the utmost respect for its history and the legends of the sport it represents," said Gerard. "Celebrating athletes is at the core of what HEARTLENT does and we feel honored to take on this important creative work with the NBRPA."

To follow along with LME content from the NBRPA, find us on social media.

TWITTER, INSTAGRAM,
YOUTUBE AND TWITCH:
@NBAALUMNI

FACEBOOK:
NBA ALUMNI



TRILL'S TAKE:

UNSUNG NBA PLAYOFFS HEROES

by **TRILL WITHERS**

It's summertime and that means our NBA postseason is (unfortunately) wrapping up. We all know stars win championships, but we also know that they cannot do it alone. Let's take a look back at our unsung NBA postseason heroes. Here are the unsung heroes of the NBA playoffs, in no order.

ROBERT HORRY (PICK A YEAR)

Game winning jumper in Game of the 1995 WCF? Or maybe the game winning 3 pointer he hit in Game 4 of the 2002 WCF to beat the Kings? Or the time he scored 21 points in the 4Q/OT to help win Game 5 of the Finals? Big Shot Bob has plenty of moments to choose from here.

VINNIE JOHNSON (1990)

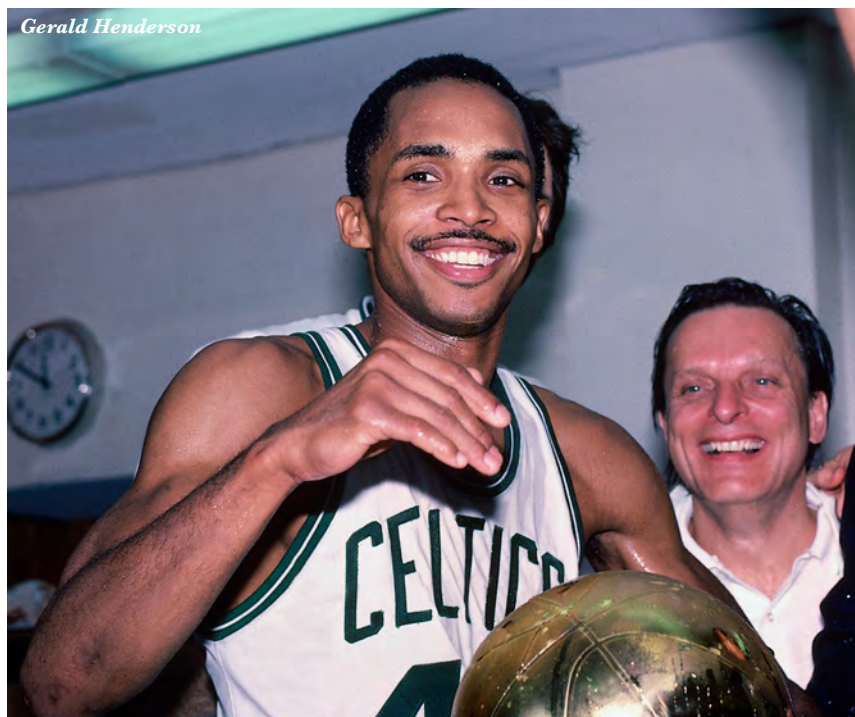
The Pistons were up in the series but down in Game 5 of the Finals until the Microwave got hot. Johnson scored 15 of his 16 points with under ten minutes left to play and if that wasn't enough, he also put in the series clinching shot with 0.7 seconds left.

GERALD HENDERSON (1984)

Henderson scored 16 points in Game 2 of the 1984 Finals, and none more crucial than the two he got after swiping a pass from the Lakers with the final seconds ticking down. Boston won the game in overtime and the series in seven games.



Robert Horry



Gerald Henderson



Vinnie Johnson

*Leon Powe***LEON POWE (2008)**

Powe played just 18 minutes total during the ECF but erupted in Game 2 of the Finals. He went 6/7 from the field and 9/13 from the FT line to finish with 21 points in only 15 minutes. Boston went up 2-0 and won the Finals in six games.

DEREK FISHER (2004)

0.4 seconds. That's all the time that the Lakers had left in the game, and it was all the time that Derek Fisher needed to make a jumper to put the Lakers up 3-2 in the WC Semifinals over the Spurs.

SEAN ELLIOT (1999)

Down two points with just nine seconds left in Game 2 of the WCF, Elliot caught a pass in the corner and tip-toed the out of bounds line just enough to hit a three-pointer giving us "The Memorial Day Miracle". The Spurs went up 2-0 on Portland and went on to win the championship.

SLEEPY FLOYD (1987)

A career 13 PPG scorer picked a fine time to set post-season scoring records that still stand to this day. Floyd got hot for 29 points in a quarter and 39 points in a half on his way to 51 and the victory over the Lakers in the WC Semifinals.

*Sleepy Floyd**Derek Fisher**Sean Elliott*

TRILL'S TAKE:

UNSUNG NBA PLAYOFFS HEROES,
CONTINUED

TAYSHAUN PRINCE (2004)

Pacers fans look away. NBA fans everywhere can still see Prince sprinting down the court just in time to block a Reggie Miller layup that would have tied the game with 19 seconds left. Detroit evened the series at 1-1, went on to defeat the Pacers and everyone else en route to a championship.

JOHN PAXSON (1993)

In a battle including the three most recent MVPs of the league, it was John Paxson who put the nail in the 1993 Finals. Down two points with under four seconds left, Paxson made a three pointer to give the Bulls the lead and their third straight NBA title.

MIKE MILLER (2012)

Miller had played 21 total minutes in the previous four games but was ready when the Heat called on him in Game 5 of the Finals. He hit 7/8 three pointers on his way to 23 points in a championship clinching performance against the Thunder.



John Paxson



Mike Miller



Tayshaun Prince



Yolanda Moore #33 of the Houston Comets rebounds during Game Two of the 1998 WNBA Finals on August 29, 1998 at the Compaq Center in Houston, TX.

YOLANDA MOORE AND AMAZON'S ATHLETES PROGRAM

*LEADING THE WAY WITH TEAMWORK,
INNOVATION, & MENTORSHIP*

by MYAH TAYLOR

Even with obstacles approaching her from each direction, Yolanda Moore knows how to complete the mission.

Today that looks like recruiting, training and attending meetings for her job at Amazon. Moore took advantage of this opportunity through the Amazon Athletes Program — an initiative that adapts skills former athletes learned in the sporting arena and transfers them to the corporate world.



During her playing days, completing the mission looked very different for Moore. At the end of her senior year at Ole Miss, the post player tore her meniscus for the second time. Soon after, she found out she was pregnant with her second child. Ironically, her first daughter was born during her freshman year when she tore her meniscus for the first time.

Despite her mounting injuries and responsibilities, Moore played her way to All-Southeastern Conference honors three times while in Oxford, Mississippi. The WNBA began league play in 1997, just after Moore graduated college. That May, four months after the birth of her second daughter, she tried out for the Houston Comets and became one of four women out of hundreds selected to the team.

"Quitting was never an option for me," Moore said. "I was going to figure it out. I knew basketball was a part of it, but I didn't know how long I would be able to play or anything like that. Of course, in 1992, my first year of college, I had no idea five years later there was going to be a WNBA."

After winning two WNBA championships with the Houston Comets and playing for the Orlando Miracle, Moore retired from the league in 1999.

Moore studied broadcast journalism in college and dreamed of being the next Robin Roberts. However, her future wasn't so clear after she bid farewell to basketball. No one taught her what would come next once her playing days ended, and she struggled in the transition to life after hoops.

After their careers concluded, some of her former teammates went the broadcast route, while many pursued coaching because it was what they knew. It was the "logical" option, as Moore put it.

Left: Yolanda Moore #33 of the Houston Comets defends during Game Two of the 1998 WNBA Finals on August 29, 1998 at the Compaq Center in Houston, TX.

"When you're an athlete, your life is structured, but you don't create that structure," she explained. "That structure is created for you by your coaches and your season, your schedule, things like that. But then it's like ... who am I without this ball in my hand?"

It's a predicament many former athletes find themselves in. A small percentage of collegiate athletes go on to play professionally, and if they do make it into the big leagues, longevity is difficult.

Moore said the structure that governs the lives of college athletes doesn't give them time to think about what's next — for example, getting internships or carving out other identities. At the same time, that feel for structure, among other skills, is what makes former athletes so appealing to Amazon.

"If you think about it, [if] you're in a basketball game, and you're on offense, you've spent all this time going over your offenses," Moore said. "You're in the flow of your offense, and suddenly, there's a turnover. You've got to be on defense in less than three seconds.

"Now your brain has to switch from offense to defense. You've got to know where your player is, and you've got to know which set the other team is in. You have to be so mentally agile on the fly. It's no different from when things happen in life or business."

Like many former athletes, Moore has advanced degrees and a valuable skill set. Still,

she said not everyone always knows how to articulate to hiring managers the experience they have or how the skills they learned in sports correlate with success in other ventures.

Thankfully, Amazon sees that correlation. Through its Athletes Program, they value athletes' inclination toward teamwork, innovation, finding solutions and getting things done — something Moore has practiced since she was a college athlete caring for an infant and going to class while nursing injuries.

That perspective is Moore's favorite aspect of the program, which she came across in Fall of 2020. After hearing about it, she attended a webinar featuring former athletes who talked about their experiences working for Amazon.

"The best thing about the program was feeling seen and valued as a person, not just for who I was," Moore stated. "But also the value that I can add to the company."

Moore said she wishes she had a mentor while in college to counsel her about how to approach life after basketball. Back then, she had little time to spend with herself, which is why the identity crisis Moore experienced after retirement was inevitable.

Thankfully, her job at Amazon has filled that void she missed in college. The program has allowed her to tap into who she is off the court and explore her interests while working in a team environment.

"I've learned a lot about business, I've learned



a lot about myself and I love that Amazon is so wide-open with opportunity," Moore happily explained. "If you find yourself in a role and you're there for a month or a year, and you decide, 'You know what, I have a finance background, but I want to try engineering,' There's a space for that."

Mission complete, at least for now.





CHAPTER SPOTLIGHT: DALLAS

On Monday, June 6 the Dallas Chapter of the NBRPA held its second annual golf outing at the Hackberry Creek Country Club. This year's golf outing benefitted the Tribute to Valor Foundation, a non-profit organization focused on influencing, impacting and inspiring students involved in STEM curriculum.

The Legends in attendance included Derek Harper, Tim Hardaway Sr., Billy Joe DuPree, Craig Ludwig, Stephen Howard, Spud Webb, Kenny Gant, Chris McAlister and Morlon Wylie.





CHAPTER SPOTLIGHT: NEW YORK

On Saturday, June 11, the New York Chapter of the NBRPA held a youth basketball clinic at the James Monroe Educational Campus in the Bronx, bringing out NBA and WNBA Legends to coach and mentor over 100 students.

The Legends in attendance included Nate "Tiny" Archibald, Adrienne Goodson, Kim Hampton, Tom Hoover, Charles Jones, Albert King and Sam Worthen.

"We hope that they understand that education is the key to everything and anything you do, it's going to be based on your education," NBRPA New York Chapter President Tom Hoover said. "You get hurt, but they can't take your diploma away."





NBA Legend Mark Jackson poses with fellow ESPN Analysts Jeff Van Gundy and Mike Breen prior to Game Four of the NBA Finals.

LEGEND SIGHTINGS

NBA FINALS

The 2022 NBA Finals featured an exciting matchup between the Boston Celtics and the Golden State Warriors, two remarkable teams that already touted a combined 24 NBA Championships between them heading into this year's showdown. Whether there as coaches, analysts, fathers, or enthusiastic fans, former NBA players showed up in numbers to take in all the NBA Finals action and represent the Legends of the game.



Celtics Legend Paul Pierce poses for a photo as he arrives at Game Three of the NBA Finals.



NBA Legend Antoine Walker arrives at Game Three of the NBA Finals.



Tito Horford, NBA Legend and father of Al Horford, takes a photo with a fan prior to Game Three of the NBA Finals.



NBA Legend Gary Payton and his son, Gary Payton II, pose with the Larry O'Brien Trophy after Game Six of the NBA Finals.



Celtics Legend Bill Walton greets fans prior to Game Three of the NBA Finals.



NBA Legend Del Curry embraces his son, Steph Curry, after the Golden State Warriors win the 2022 NBA Championship.



NBA Legends and head coaches Steve Kerr of the Golden State Warriors and Ime Udoka of the Boston Celtics look on during Game Two of the NBA Finals.



NBA Legend Mychal Thompson celebrates with his sons Klay Thompson and Mychel Thompson after Game Six of the NBA Finals.



NBA Legends and NBA TV Analysts Grant Hill, Steve Smith and Isiah Thomas interview Steph Curry after Game Six of the NBA Finals.



NBA Legend Chris Mullin interviews Andrew Wiggins after Game Six of the NBA Finals.



LEGEND SIGHTINGS

NBA DRAFT COMBINE



During the 2022 NBA Draft Combine in Chicago, the NBRPA hosted a Players Party at the VU Rooftop and welcomed representatives from the NBA and the NBPA, as well as former players who were able to mingle and reminisce about their NBA Draft memories.





TRIUMPH JETS

The TRIUMPH Difference

With years of experience in the aviation and hospitality industry, our team has the knowledge, ability and access to handle all of your service needs. No matter your destination, we focus on exceeding your expectations by providing elevated service and personal touches.

Experience@TriumphJets.com | 1-872-333-9444 | TriumphJets.com

PXG GEN₄ GOLF CLUBS



THE MOST AMAZING CLUBS TO EVER EARN THE PXG NAME

PXG GEN4 Golf Clubs are without a doubt the best clubs we've ever made.

Featuring incredible sound and feel, unbelievable forgiveness, explosive distance, and of course, drop dead sexy looks. Kaboom Baby!

Learn more at [PXG.com](https://www.pxg.com).



PXG.
THE SCIENCE
OF SEXY.

PXG clubs are only sold direct by PXG.
[PXG.COM](https://www.pxg.com) | 844.PLAY.PXG



**NOBODY MAKES GOLF CLUBS
THE WAY WE DO. PERIOD.®**



GEN4

ESF

EXPLOSIVE
SOUND & FEEL

GEN4

UF

UNBELIEVABLE
FORGIVENESS

GEN4

SHL

SMOKING-HOT
LOOKS

GEN4

CD

CRAZY
DISTANCE

GEN4

PP

PERSONALIZED
PERFORMANCE