## 'l am not an evil man'

New York-based agent Norby Walters started his career in the restaurant business and made his mark in the music industry. Now he has made his fame — or his infamy — for his controversial dealings with college athletes.

By Chris Mortensen Staff Writer

NEW YORK - Norby Walters strolls through the halls of his office, located across the street from the Ed Sullivan Theater. The walls are lined with 100 gold and platinum records. "What do you think?" he asks. "Is this a smalltime operation? Or is it big time?"

There is no doubt about the correct answer in Norby Walters' mind. His business address says it all for Walters: Broadway.

The office is on the 10th floor of one of Manhattan's endless high-rise buildings. There are 35 employees,

many constantly on the phone, others moving busily around the office. Some of them sit at modest metal-top desks. Nobody is allowed to take a lunch break. Sandwich delivery boys are in and out of the office.

Welcome to World Sports and Entertainment Inc., a division of Norby Walters Associates, the undisputed kings when it comes to booking talent in the black music business. Patti LaBelle is a client. So are Miles Davis, Luther Vandross, Ben Vereen, Peabo Bryson, Stephanie Mills, the Commodores, Kool and the Gang, Midnight Special, System. One young man walks into the office, and a

young woman in the lobby says, "Ooooh, that's Oran 'Juice' Jones."

Oran 'Juice' Jones?

"Yeah, he's got a video." It is in the music industry that Walters has spent most of his career and made much of his money. But it is in the sports world that he has gained, fame - or infamy - recently.

Walters told The Atlanta Journal-Constitution in March that he has routinely given large amounts of cash to college football and basketball players, who in turn have signed postdated contracts to be represented by him. Both the contracts and the cash constitute violations of NCAA rules. Since the first report of Walters' dealings with college athletes, there have been numerous escalations in the case.

See WALTERS

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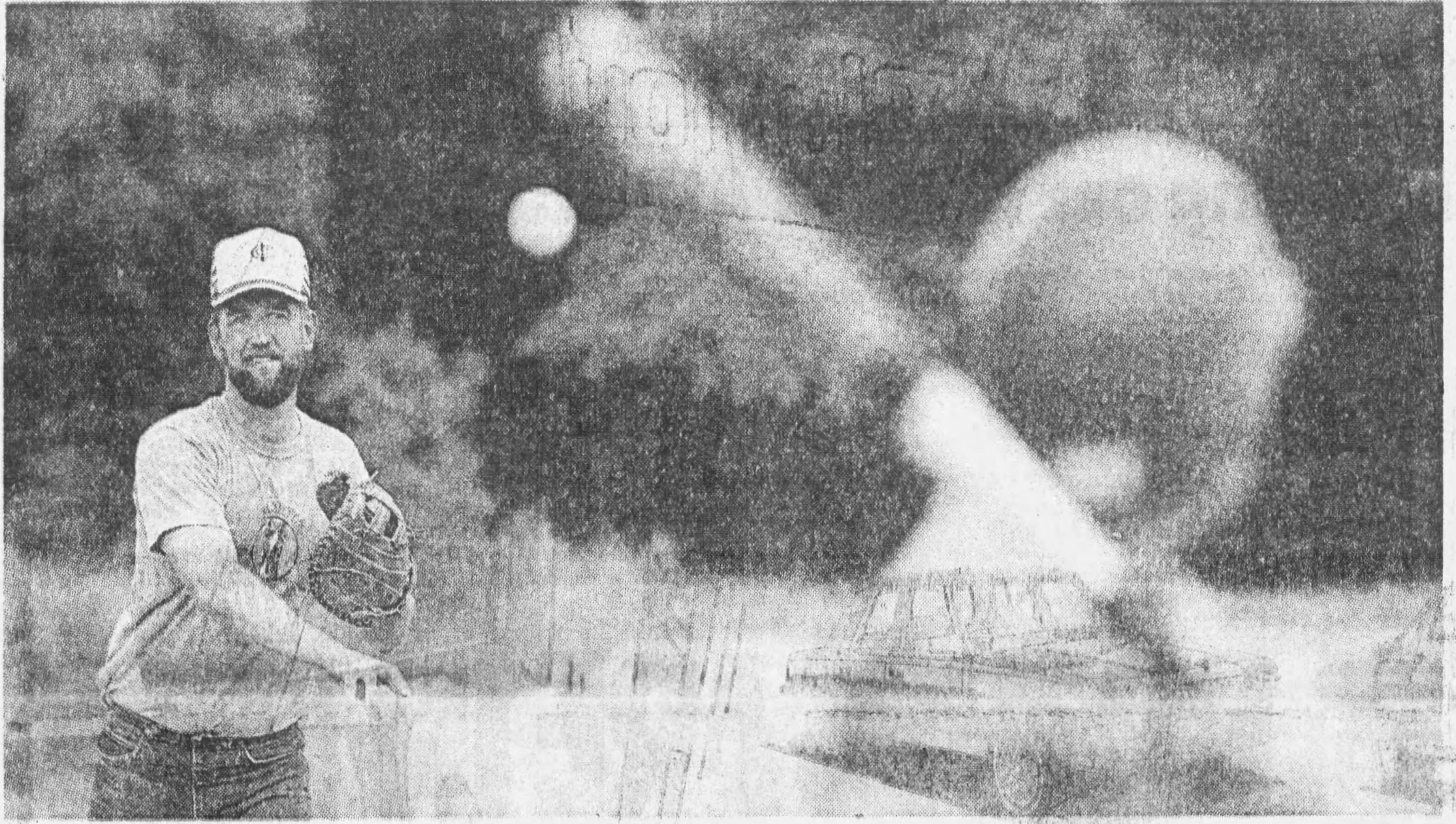
TOUGH BUSINESS: Walters contends he has broken NCAA rules, but not the law.

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SECTION .

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\*\* SUNDAY, JUNE 28, 1987



ANDY SHARP/Staff

CHANGE OF PACE: After undergoing his third shoulder surgery, Bruce Sutter is pitching again, but just to his son Chad (right) and other little leaguers.

## Sutter trying for his biggest save

Will he ever prove he's not just \$10 million worth of bad investment, a financial black hole? 'All I can say is I'm not rolling over and taking the money. That's why I've gone through the operations.'

By Bud Shaw Staff Writer

Three times a week, Bruce Sutter drives from Kennesaw to Buckhead for physical therapy on his right shoulder, his \$10 million right shoulder, as it's more commonly regarded. Unable to travel anywhere without the price tag in tow, Sutter some days could use a U-Haul to lug the burden.

Will he pitch again and show Atlanta

why people in St. Louis thought losing him to free agency in 1984 was reason for Busch Stadium to be declared a disaster area? Translated into big-business jargon, will he ever prove he's not just \$10 million worth of bad investment, a

financial black hole? Sutter thinks more about his salary, now that he's incapable of earning it, than when the Braves could reach out and touch him on the bullpen phone. But he does his wondering quietly and mostly

privately, the way he lives his life.

"I don't want to make a big deal out of my situation," he says. "I'm healthy. I'm not crippled. There are people out there who are really suffering. And here am making all this money. All I can say is I'm not rolling over and taking the money. That's why I've gone through the operations."

In February, Sutter had his third surgery in 14 months. He was told to sit out the 1987 season, try again in '88. And he knows that all the trying in the world might not make a significant difference in a shoulder so weak in 1985 that he couldn't pass a carton of milk across the breakfast table.

Progress reports on Sutter's therapy get shipped near and far, from the team doctor in Atlanta to a neurologist in Colorado, from the Braves' front office to Sutter's agent in Chicago. They're all hoping for a twist to an old fairy tale. They're hoping Sutter, perhaps the best relief pitcher in baseball history before his fall from greatness, can be put back together again.

Mark Albert, the former Atlanta Chiefs trainer who directs Sports Therapy and Exercise Prescription (STEP) of Atlanta, says Sutter is meeting his goals

See SUTTER

## Braves lose 6th in row 8-4

MEANWHILE, DOWN ON THE FARM

By Gerry Fraley Staff Writer

SAN DIEGO - The fall to the bottom began on the Fourth of July last year. The Atlanta Braves may be dead by the Fourth of July this year.

Their California death march continued Saturday night with a sloppy 8-4 loss to San Diego Saturday night at Jack Murphy Stadium. The Braves have lost five straight games in California and six straight overall.

"We've got to stop this now," Ted Simmons said. "This is the type of thing you have to get out of as quickly as possible."

The Braves briefly put their heads above water with a two-run seventh inning that tied the game at 4. Reliever Jeff Dedmon could not keep the tie. Dedmon (2-2), who forced in a run with four walks

in the sixth, walked the leadoff hitter, Tim Flannery, and gave up a single to the league's hottest hitter, Tony Gwynn. Flannery scored on a double-play grounder. The Padres put it away in the bottom of the eighth, scoring three runs off Paul Assenmacher and Jim Acker. The main damage was done by a bases-loaded, two-run single hit off Acker by Randy Ready.

Gwynn, batting .383, has become a challenger to hit .400. In his last 25 games, Gwynn is batting .474 (45for-95). Manager Chuck Tanner had one bit of advice for the Braves' pitchers when they face him.

"Pray," Tanner said.

Trailing, the Braves gave Dedmon a 3-2 game in the sixth. San Diego padded its lead to 4-2 when Dedmon, who had not given up a run since June 7, walked pitcher Lance McCullers on four pitches with the bases loaded. McCullers is a career 2-for-31 hitter.

The week-long problems on offense stopped in the seventh. The Braves tied the game with only their second multi-run inning of this trip.

The Braves created the first run of the inning out of odd pieces. Rafael Ramirez led off with a single, stole second and reached third because shortstop Garry Tem-

See BRAVES

11C D

## The legend of Smead Jolley: A long trail of smoking bats

ALAMEDA, Calif. - On a pleasant, tree-lined avenue, 2020 Santa Clara sits across from Haight School. In a fourth-floor apartment, small but comfortable and neatly kept, lives this man once called the "Arkansas Assassin" when he first reached the major leagues.

Why a man named Smead Jolley would need any other handle to attract attention escapes me. I don't expect your eyes to light up at the mention of him, unless you're 60 or over, or have a history of prying into ancient baseball.

"Smead Jolley" has the ring of something out of a cartoonist's head, but indeed he is real. He came out of an Arkansas sawmill town, and he came out swinging, and if there has ever been a better minor league hitter, please submit his credentials.

Jolley's name has prevailed across the years in the minds of baseball for a reason that doesn't appeal to him. He was the paradigm of the good-hit, no-field slugger, and Smead Jolley is often inserted into analogies of the large, the hard-hitting and the slow, and while in the area for the U.S. Open, his See BISHER whereabouts came to light. He was large for his



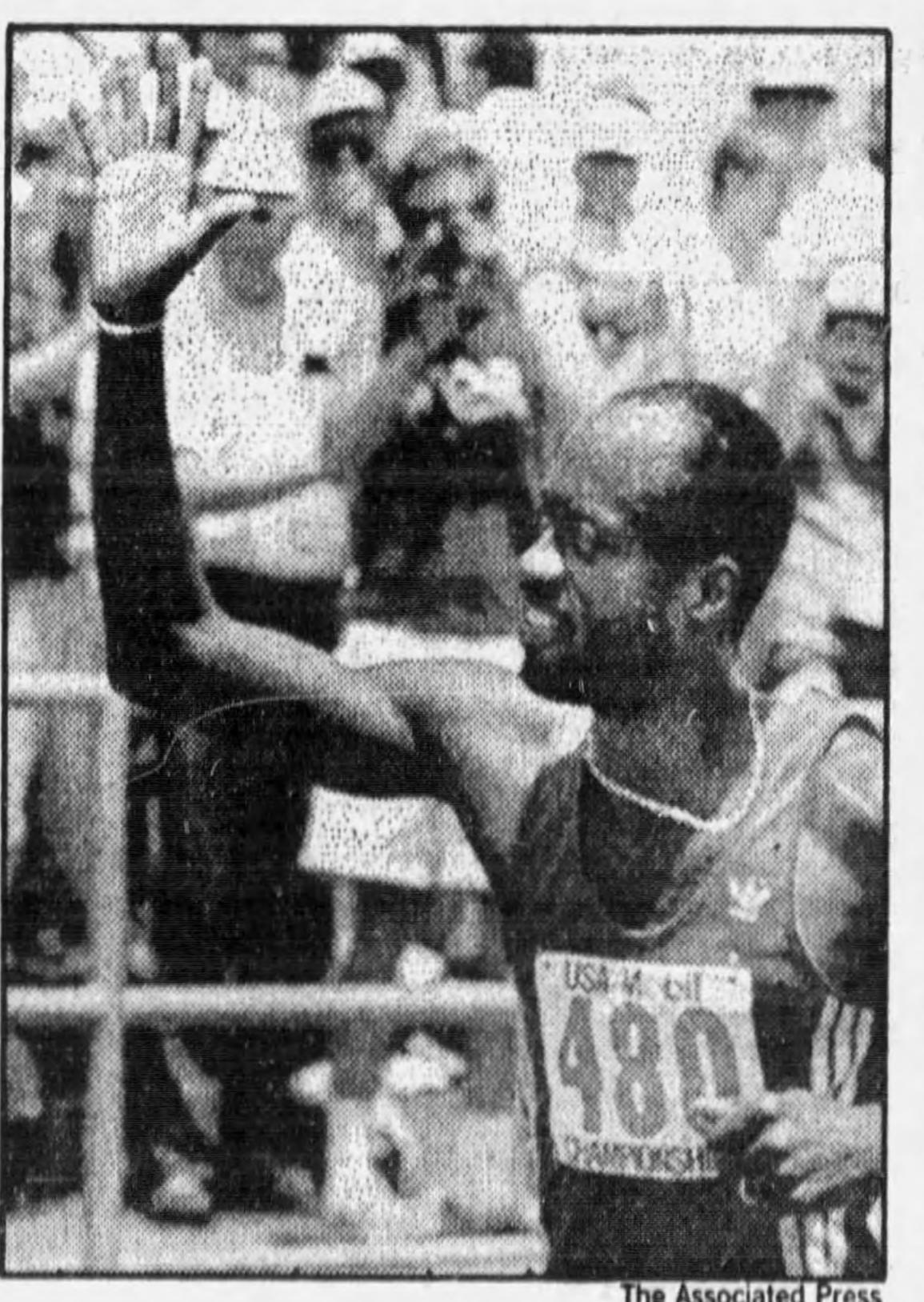
Furman Bisher Journal Sports Editor

time, six-feet-four, about 215 pounds, and his feet were given to tardiness.

"I wasn't the fastest guy in the world, but I wasn't the slowest," he said. "You don't have to run fast if you hit 'em out of the park."

There's still some fire in the furnace, and he doesn't mind speaking up in behalf of his defense. Once there was a terrace leading up to the left-field fence in Fenway Park, and they tell a story of Jol-

19C .



HEARS THE CHEERS: Edwin Moses waves to crowd after 400-meter hurdles victory.

### Like old times: Moses on top

O NO TRIPLE FOR LEWIS D RESULTS

13C 20C

By Karen Rosen

Staff Writer

SAN JOSE, Calif. - Edwin Moses believes suspense is good for the 400-meter intermediate hur-By the end of Saturday's TAC Championships fi-

nal, the suspense was the same as it had been for the 10 years prior to Moses' loss June 4 to Danny Harris: Who would take second? The old Edwin Moses, all 31 years at full thrust,

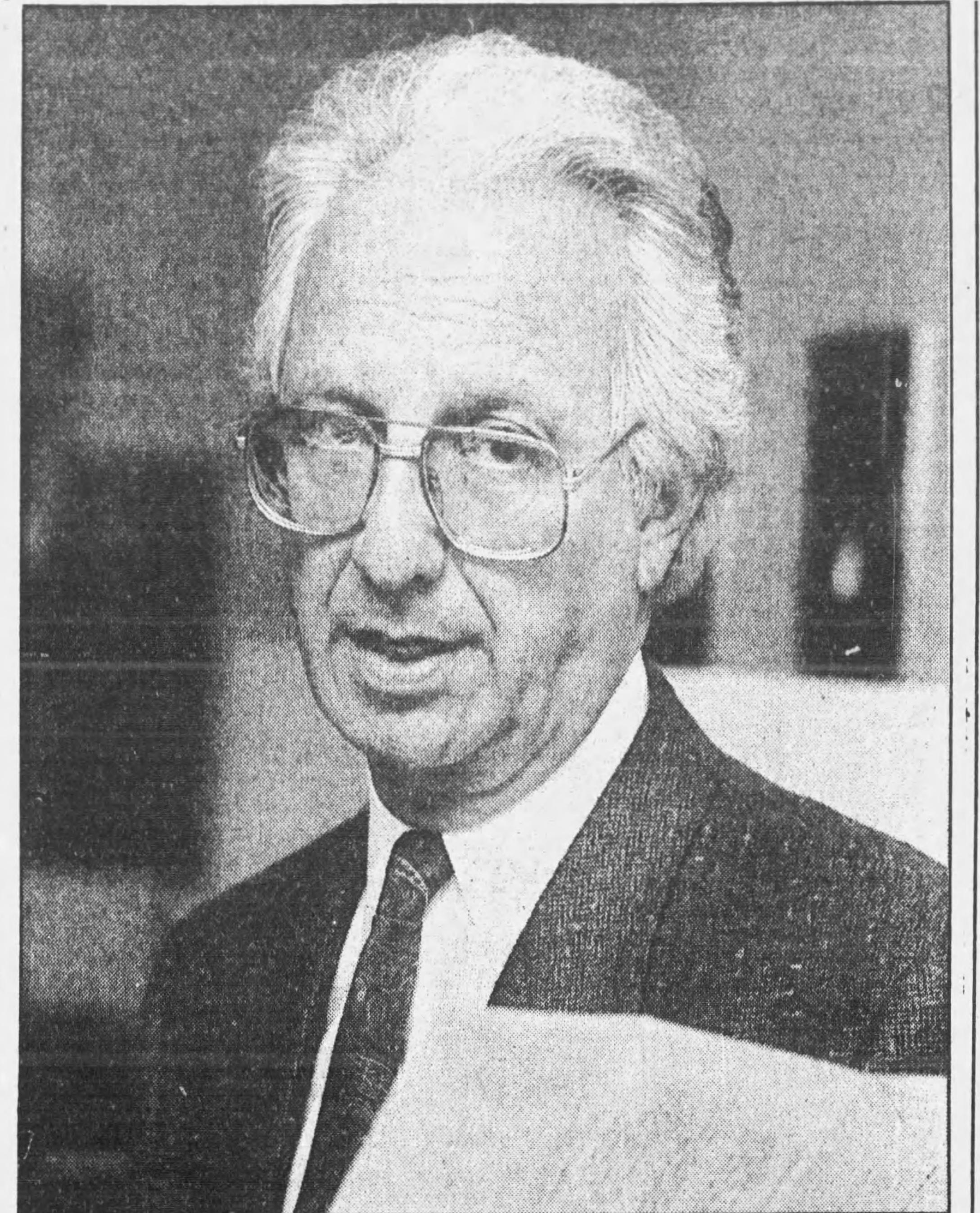
was dominant in winning the national title with a time of 47.99 seconds. Harris, the 21-year-old hurdler who ended Moses' 122-race win streak in Madrid, struggled to hold off David Patrick, 48.70 to 48.76.

"I've been hearing the rumors: He's old, he's washed up, he's finished," said Moses. "They said the same thing about Kareem (Abdul-Jabbar) years ago.

See MOSES

13C .

RUSTY WALLACE CLAIMS POLE POSITION FOR SUNDAY'S NASCAR RACE IN MICHIGAN 12C



NANCY KAYE/Special

'JUST A ROCK 'N ROLLER:' Reputation as a 'leg-breaker' disturbs Norby Walters.

FROM 1C

The U.S. attorney's office in Chicago and a federal grand jury there are investigating Walters' dealings with college athletes, considering such charges as fraud, extortion and racketeering against him. . . . Three college standouts, Alabama basketball player Derrick McKey and Pittsburgh football players Teryl Austin and Charles Gladman, have lost their senior seasons of NCAA eligibility because of dealings with Walters. ... At least 60 other college athletes have been subpoenaed by the Chicago grand jury. ... Some of these athletes, who accepted money from Walters in violation of the terms of their signed scholarships, have been told by authorities that they face possible fraud and taxevasion charges. . . . At least four states have introduced or passed legislation regulating agents.

And Walters, who admits that he has flagrantly disregarded NCAA rules but contends that he has broken no laws, has become a symbol of evil to many in college athletics. Vince Dooley, the University of Georgia athletic director and head football coach, has called Walters "the most recent example of the ugly face of unscrupulous agents sticking their heads above the water." And Wimp Sanderson, the Alabama basketball coach, has said he'd like to go into a room alone with Walters "and see which one walks out."

Walters says, "We've been blamed for everything but the Iran-Iraqi war, and I think that's

Walters, on a recent afternoon, is at his desk, returning a pile of telephone messages and occasionally stopping to read bits of a news report on the controversial concert tour of the nation's top two rap groups: Run D.M.C. and The Beastie Boys. Walters' agency booked the tour.

"I'm just a rock 'n roller," says Walters, snapping his fingers to the beat of the music he hears on the telephone while holding for his party.

Walters, 55, looks a little slicker than a rock 'n roller. His silver-gray hair is brushed back neatly into place, and he is wearing a gray and black tweed coat and black pants, bell-bottoms with cuffs. His nails are manicured. He looks like show biz.

It is the same look, the same act, that numerous college athletes get when they are flown to New York to visit Walters and his 28-year-old associate, Lloyd Bloom. Showtime.

"What's wrong with a little razzle-dazzle?" asks Walters. "Last year, I brought up (University of Pittsburgh linebacker) Tony Woods with his parents and took them to a big party for Eddie Murphy (who is not a client). You should have seen the look on the kid's face. It was worth a million bucks. How much would you give to be at that party? Or your wife? What's wrong with having fun? Live life. Don't be afraid of it."

There are more serious accusations against Walters than flying a player to New York and taking him to a party, although that alone is against NCAA rules and could have cost Woods his senior season at Pitt and his scholarship.

The portrait painted of Walters by some current and former college athletes, coaches and sources close to the U.S. attorney's office in Chicago is of an agent who misleads players into signing contracts and accepting money, telling them their actions are not against NCAA rules and not telling them that they will lose their eligibility and their scholarships if caught. One player, former Clemson star Terrence Flagler, has said Walters believes he can buy black athletes by waving cash in their faces. Two unnamed players allegedly have told the National Football League players' union that Walters threatened to have their legs broken if they switched agents. The Chicago grand jury is looking into such alleged threats, as well as the beating of a rival agent in Chicago. And a New York judge has described Walters' practices as pernicious and deceptive in influencing athletes to act unethically.

Walters strenuously denies all of this. But he says, "Right now, it seems to be an accepted fact that I'm a leg-breaker. It bums me out."

In a different mood, Walters jokes: "Geez, in show business, before an act goes on stage, you tell them to break a leg and it means good luck.

You tell an athlete that, and they take it as a threat."

He laughs. He wishes he hadn't made the comment "because people won't take it the right

Walters is concerned about Bloom's "loose lips." There are several alleged conversations in which Bloom, who also is under investigation by the U.S. attorney and the federal grand jury in Chicago, has left at least the suggestion of a

"Back at the Hula Bowl, I asked him about all his troubles with the players, and he just sort of shrugged it off and said, 'That's OK. A lot of these guys won't be playing the piano in the near future," says Dan Rambo, personnel director for the Saskatchewan team in the Canadian Football League.

Walters says Bloom, who was not available to be interviewed for this story, is "all talk." He shuddered recently when Bloom bragged to a reporter that the recent publicity has been good for business.

"The guy cannot keep his mouth shut about certain things, and besides, how can this be good for business?" Walters says. "Lloyd is a fool. But he is young, and he is allowed to be foolish. I am not allowed to be foolish. His mouth has gotten us into a lot of trouble."

Why, then, is Walters still in business with Bloom? "Because Lloyd has talent; he's aggressive, and he's a terrific salesman," Walters says. "When it comes to signing athletes, nobody is better, unless it's myself."

Walters says his agency expanded from the music field into sports three years ago at the "whim" of Bloom. "I said to myself, 'Why not?" says Walters.

Asked "why yes," he says, "Simply for the reason of expansion of business. It's no different than any other business. I have a lucrative, respectable business in the music field, even though I must admit the music business itself can be shady. But the NFL is looking to expand; the NBA has expanded. Why can't I expand?"

His first year as a sports agent, Walter says, he learned that you don't win by paying attention to NCAA rules. The NCAA, he emphasizes, has no jurisdiction over him.

"That first year, we found that all the bluechip players were already signed by other agents," he says. "So we knew right then what the name of the game was. Our attorney informed me that I would be doing nothing illegal, so we went out and dazzled everybody. We signed everyone. Almost everyone."

Walters says that he, Bloom and Terry Bolar, a former football player at Long Beach State who grew up near Mobile, Ala., have been solely responsible for recruiting and signing athletes. He openly admits that most of these athletes have been signed while still playing college ball and have been advanced money, and he says he plans to continue the practice. He contends the practice is no different than colleges paying players, which he says is common.

Walters won't say how many athletes he has paid or signed during the past three years, but estimates from informed sources put the number between 60 and 100. At one time Walters' agency had under contract at least seven players who were selected in the first round of this year's NFL draft.

Walters cites his experience, Bloom's aggressiveness and Bolar's personality as primary factors in their recruitment of athletes. He has signed only black athletes.

"I sign only black athletes because I relate to black people," Walters says. "There's nothing mystical or exploitative about it. And, tell me, what is wrong with helping a young man's family if there is a need? Is that such a crime?"

Atlanta attorney David Franklin, a veteran entertainment agent, does not object to Walters' almost exclusively black clientele. (The Beastie Boys are a white group)

"Norby is probably the least racist white man I know," says Franklin, who is black. "He's extremely hard-working; I mean extremely driven. He'll do whatever it takes. He's a Damon Runyon character." Joel Katz, another entertainment attorney,

speaks highly of Walters: "He has a top reputation as a booking agent. He pays all his bills." Walters refused to talk in detail about his start in the music industry. He began his career

in the restaurant and nightclub business and at one time owned 21 restaurants and clubs in New York. But he turned to the music industry, he says, "because I didn't like that other business."

Franklin offers a telling story of how Walters made his name in the entertainment field.

"I first met Norby in Los Angeles back in the '60s, and he had a group called Chuck Brown and the Soul Searchers," recalls Franklin. "They had a hit record, and after the record broke, these guys decided to leave Norby for a larger booking agency. Norby told them that they had a contract, but some big West Coast firm stepped in anyway. Norby sued, and he won in court. Norby knows what court's all about.'

Walters has filed suit against six athletes who he says have broken contracts with him. He is negotiating out-of-court settlements with others.

Walters contends that most of his current problems started with rival agents spreading lies about him. He said in March that other agents were spreading rumors that he was tied to the Mafia, which he denies. The RICO Act that the U.S. attorney is trying to apply to Walters has conjured up talk of organized crime.

New York's Organized Crime Task Force says it knows of no link between Walters and ney Diane Giancalone, who along with U.S. Attorney Rudolph Giuliani has been heavily involved in investigating the Mafia.

"I could have told you that she never heard of Norby Walters," says Walters. "Just think, the U.S. attorney in New York is waging the most successful battle ever against organized crime. He's put away four of the five (Mafi families. They have zillions of hours of wiretapped telephone conversations. Don't you think if my name came up somebody would have known about it?"

Walters, though, says his name could have surfaced 20 years ago, when he owned the 21 restaurants and clubs ("It's unbelievable I had that many") in New York. Walters says one Mafia name might be linked to his past: John "Sonny" Franzese, a reputed captain in the Colombo crime family. Franzese has been in prison since 1967 for conspiracy to commit bank robbery and parole violation.

Walters would not provide details of their relationship. He says it was not a business connection, and he did not consider Franzese a

"When you own restaurants and nightclubs in New York, you get to know a lot of people," Walters says. "You get to know politicians, stars | and these so-called mobsters. I got to know Franzese. But I never really knew him. It is inevitable that if you live in New York all your life, and you own restaurants, then you are going to come in contact with these people. It does not make me a criminal."

Walters says the restaurant business produced "too many headaches. You have to deal with the public too much. There are always problems." He tails off. Asked to be specific about the problems, he softly says, "Well, we had a shooting once. It was a drag. A real bummer." He would not go on.

Those familiar with his past say Walters got involved in the restaurant and nightclub business because his father once owned a club that featured many top jazz musicians. The club was called "Soldier Meyer's," named after Walters' father. How Soldier Meyer became Soldier Meyer and how Norby Walters became Norby Walters have become intriguing stories.

According to Walters, his father was a Polish immigrant who came to America in 1905 with the name of Yosele Chezchonovitch. Yosele joined the Army and, to make things simpler. listed his name as Meyer. He became Yosele

"Man, he was down by the Mexican border fighting Pancho Villa, and he ended up in Cheyenne fighting the Indians," says Walters, telling the story he heard from his father. "Can you imagine this Polish immigrant coming to America and ending up fighting Pancho Villa and the

Walters' father did some other fighting. When he punched out a man who made derogatory comments about his Jewish heritage, it was suggested that Yosele Meyer become a boxer. He did, contending for the Army lightweight title, according to Walters. His fighting name became Soldier Meyer.

Soldier Meyer eventually got into the saloon business in Brooklyn. His club became a popular hangout, and his two sons, Norby and Walter Meyer, grew up in the saloon business. Franklin, the Atlanta attorney, remembers Soldier Meyer's nightclub.

"It was definitely the place to go, especially if you were into jazz and seeing a lot of the top black acts," says Franklin. "What was it like? Did you see the movie "The Cotton Club?" That's what it was kind of like. Norby used to clean tables, wash dishes, all those odd jobs. He grew up in that environment. It was like the movies. They drew the criminal element, call girls, the whole nine yards."

Soldier Meyer eventually turned the business over to his sons. They expanded. Norby and Walter Meyer had huge visions, and they opened a first-class nightclub called The Bel Air. Opening night was unforgettable, for it is when Norby Meyer became Norby Walters.

"We bought a 50-foot neon sign that didn't get in until opening day," says Walters. "That night, Walter and I were in tuxedos at the door, getting ready to greet people. They'd walk in, and I'd say, 'Hello, I'm Norby,' and they'd say, 'Oh, are you Norby Walters?' I'd say, 'No, I'm Norby, and this is my brother Walter.' That went on for awhile; it was hilarious, like that Abbott and Costello 'who's on first?' routine."

Norby and Walter Meyer got suspicious. They stepped outside and looked at the sign that was supposed to say "Norby & Walter's Bel Air Club." Instead, it said "Norby Walters' Bel Air

"They left out the &,' and I've been Norby Walters ever since," says Walters. "My brother

There is no reason for anyone in college athletics or elsewhere to hate Norby Walters today. according to Norby Walters.

"I am not an evil man," says the agent. "What I am doing is not evil, nor is it against the law. I am a businessman. No more, no less."

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