## SPORTS EXTRM/OPINION AND FEATURES



COAL VALLEY, LLL. - He limps
when he walks and he walks no more

 out of a cart, meaning they were glad
o have the former Notre Dame foot-
ond ball coach on any terrs. But, my. the stoxkekg. guy can hit that
ball: It jets ahead, jus as ha one one did as a running back tor Miami of ohio act, the hip problems. Matter or fact, the hip problem plaguing him
now goes back to those days in the old nol goes back to those days in the old
Allamerica Football Conierence.
and "I was carrying the ball up the mid
die, started to cut away from a ine.


1. $\quad \begin{gathered}\text { kept on deteriorat } \\ \text { ing." } \\ \text { Three times since }\end{gathered}$ coach with a $95-$ retiring as the Irish had artificial hip joints installed in
his rightside. The third time seems to have been the charm. vanced at first, and there was added dnn't work," Parseghian said. "Now, even though I limp. I'm not in pain He can, that is, when he eives him-
If a chance. The owner of an insurnce agency in South Bend, Ind., emelecasts as a commentator for CBS last fall. This year, he's cutting back "I was often only three days in the I don't mind the games, but I'm tired of packing and living in hotels. It was And play more golf. now that he gain whacking the ball so heartily Coach Lou Holtz s
imes this summer.
MEANWHLLE, THE MAN discovered, in order, a newly found Greco-Roman wrestling lated in 1915 , when Turkey invaded father, Michael, escaped to Greece then came to this country. He had a brother, igran, who escaped
et Armenia. But the only relative I
knew about in this country was an aunt."
Last fall, the aunt called and said a Last fall, the aunt called and said a
young man in Los Angeles. Gagik
Barseghian, was claiming to be a second cousin of the famed football
coach. Even though there is a slight coach. Even though there is a sligh had dinner with Gagik when at last
fall's Notre Dame-Southern Cal game.
"He's a real nice young man, and
and an outstanding athlete," Ara said. "i
knew that my y fther had diven his father a watch. When Gagik showed
me that watch. I knew we were relat-
ed Actually I could see a family resemblance with my son.
Gagik, 28 , is a three-ti Gagik, 28 is a three-time Soviet ju-
nior wrestling champion who came to
the United States about a year ago after marrying an American woman. His ambition is to gain citizenship
and make the 1988 Olympic team. CHANCES ARE SMALL Barsegh-
ian will make the 1988 team Among other things, it would take a waiver
from the Sovies and a waiver of the from the Soviets and a waiver of the
International Olympic Committee's three-year residency rule. However, Ara is willing to help out. "Gagik has a university degree, but
his English is not good," he said "I told him if he improved that, I'd help him get a job on the college level. And
I did get him associated with Ididget him associated with the Sun
City wrestling group in Phoenix,
, which is helping
training expenses."
Any regrets for having quit coach-
ing 13 years ago at the relatively youg "it wass't a hasty decision," he
"id. "The fact that been a head coach for 25 years a
three institutions at Northwestern, where it was really
tough tough, ... had started to catch up with
me." he
usaid. "appen. I told my wife I was going to stay out at least one year. The first
year was tought, the second a little
easier wanted to go back, although there are
times when I find myself doodling years, for I really enjoyed them. It
was a lot fun. But I'm happy I left was a lot of fun. But I'm happy I let
when
Becaid." Because he dees do tre
Irish gamen, Ara frequenty pops in
an out of his old office. His relations with former Irish Coach Gerry Faust
were good, but the time came even a generally uncritical commentator had to get around to talking
about mistakes. "From a credibility standpoint, I
couldn't put my head in the sand when I saw repeated errors," Parseghian

## MAURY WHITE <br> Agent boom resounds through sports world

Thousands seeking fame, fortune in players market


## Jordan's a franchise, and not just for Bulls

## By John Powers

 ketall Association for merely trree
years, but he is already a franchise. He is Air Joran (Nike athletic gear).
He is Time Jordan (Guy Laroche watches). He is Jordan Universal
Markeing and Promotion
(UMMP), a corporation unto himself On the side, ball for the Chicago Bulls. But with the help of Proserv, the Wastington-based firm that also rep.
resents Dave Winfield. Pat Ewing
 Grand Prix draw, Jordan no longer
needs to play at all. A sophisticated needs to play at all. A soppisticated
marketing program, oversen by Da-
vid Falk and Bill Strickland, already has made him severeal million dollars,
and it was put in molion and it was put in motion as soon as
Jordan turned professional. Jordan turned professional.
"Nobod had ever done a
rookie," rookie," Falk says. ""Chicago General
Manager) Rod Thorn called me up trying to do, turn the guy into a tennis player?' I said, 'Precisely. That's ex-
actly what we're trying to do', actly what we're trying to do
Endorses Many Products
Besides the Nike contract, which
pays him an estimated $\$ 2.5$ million over five years, Jordan a 150 endorses
Wilson balls McDonald Wilson balls, McDonald's and Coca-
Cola - all solid red-white-and-blue products. "Michael has turned down many lucrative opportunities in the
$\$ 200,000$ range," Falk says, "because $\$ 200,000$ range,
it would ruin the plan."
The Plan was cratted three summers ago, when Jordan was emerging
from the Olympics with a gold medal and joining the Bulls "We felt that
coming off the Olympics in America
with his image - clean-cut, articu-
late, charming, devilish in his own
way - Michael represented Ameri a," Falk says. "So we wanted to
him with two or three companies hat represented America

Wherever possible, ProServ has arone endorsement complementing another. Jordan represents Coca-cola.
McDonald's is the largest consumer of Coca-Cola. Jordan also represents palms a Wilson ball. In his Wilson ads, palms wison bal. . Inise. Soon, Pro-
Jordan is wearing Nike. So
Serv hopes to do a Nike-McDonald's Serv hopes to do a Nike-McDonald's
cross-promotion. At the same time, cross-promotion. At the same time,
Proserv urges the firms so do om-
munity programs (anti-drug, staymunity programs (anti-drug, stayAll thin is part of Phase 11 Phase 2
a few years down the road. "By 31 , is a few years down the road. "By 31,
Michael could represent a brokerage
firm," Falk muses "" firm," Falk muses. "He couldn't at
21. Who's going to take investment 21. Who's going to take investment
advice from a 21 -year-old basketball player? But he's a different guy at

## Other Options

Meanwhile, there are other options,
other decisions. "When do you book?" Falk wonders. "A movie? A licensing program? All these things re on the burner. We're just trying to With his financial security already
assured, Jordan can pick and choose assured, Jordan can pick and choose at his leisure. ProServ is already
looking a decade down the road, thinking about post-NBA career op-
portunities with some of the compaportunities with some of the compa-
nies $\begin{aligned} & \text { ordan represents now. Not that }\end{aligned}$
he' "We don't think helll need to do "e dont think he"l need to
not going to stop living at 32."

By John POWERS
© 1 In7 Butson Cobese
General Manager Stu Inman of the Milwaukee Buck says that most of the names on the National Basketbal
Association's list of certified agents are foreign to him
"About three-quarters of them I've never dealt with" Associations iist of certuifed agents are
"Abut thre--uarters of them I've never
says. "And half I've never even heard of." says. "And half 've nevere even heard of.".
New York Giants General Manager George Young say ne gets carls fiants severearal peoplana eller claiming toorepresent
the same football player. "Will the real agent please stand up?" he wonders. "That's why I alwayss make sure I ask
the player who Im supposed to talk to" There are 1,260 players in the NFL but 1,500 registered
agents who want to speak for them. "It's like the oklahoagents who want to speak for them. "It's like the Oklaho-
ma land rush," says California attorney Leigh Steinberg ma land rush,", says California attorney Leigh steinberg
"Thousands of people are coming into the field, and there's virtually no regulation.
Agents negotiate complex contracts, yet no law says
they must be attorneys. Many handle millions of dollars they must be attorneys. Many handle millions of dollar
for their clients, but nothing requires them to be certifie public accountants. They proffer investment advice, but need to take no competency te
"Anybody Can Be Agent"
"Anybody Can Be Agent"
"Anybody can be an agent," says Peter Johnson, who runs "ernation Mave to a a client."
sion. "All you have to have is To negotiate a contract for that client, all the agen
needs to do is register with the appropriate players' as needs to do is register with the appropriate players as
sociation - and they are, in growing numbers every year
The Tocia NBA - and 276 active players but 400 registered dagents.
Thejor league baseball has 624 players and easily tha Major league baseball has 624 players and easily tha
many agents; the players association doesn't bother keep ing a running tally.
Twenty years a agentsty years ago, you could count America's sport
ath hands. A Bob Woolf here, a Larry Fleisher Agent Boom
Agent boom
Now there are thousands, and they represent not only Now there are thousands, and they represent not only
players and prospects in the four major team sports but also golfers, tennis players, runners, cyclists, sailors,
gymnasts, speed skaters and virtually any athlete gymnasts, speed skaters and virtually any athlete who
does or might make money. One of the reasons the Inter does or might make money. One of the reasons the Inter
national Olympic Committee has been reluctant to admi professionals to the Olympic Games is a fear of having to
deal with agents. deal I ith agents.
Some - such
Some - such as Woolf, Fleisher, McCormack and Don-
ald Dell - have been in the business since the '60s. Many more - suach as Steinberg, Jerry Kapstein and Howard
Slusher - have been representing players fo well Slusher - have been representing players for well over
decade. But hundreds are novices - small-town attorney decade. But hundreds are novices - smail-town attorney
with one rookie client, big-time dreamers fresh out of law
school or smooth school or smooth-talking
fast lane and a fast buck
fast lane and a fast buck
II was at an NFL Players Association meeting for
agents, where you have to go if you want to stay certiagents, where you have to go if you want to stay certi-
fied,"
Vays former New England Patriots receiver Randy Vataha, who now works with Woolf. "There were maybbe
600 of us there, so they said they wanted to divide the 600 of us there, so they said they wanted to divide the
room in half. People who wanted advanced information
would go to one side, people who wanted the ABCs to the would go to one side, people who wanted the ABCS to the
other. Maybe 15 of us went to the avanced side. The other other. Maybe 15 of us went to the advanced side. The other
585 were staying to find out: What do I do first? 'That Fierce Competition
With so many would-be representatives chasing so few
clients, the competition has become fiercer clients, the competition has become fiercer than ever
with athletes being pursued well before they're ready to with athletes being pursued well before they're ready to
turn pro. Many baliplayers in the low minors already yave agents, even though most will never play a game in th majors. "The'll sign up as many kids as they can an
hope some of them will make it someday," says Boston
hope some of them will make it someday, says bostion
agent Klieven.
And dozens of college football players - including at And dozens of college football players - including at
least eight of this year's first-round draft choices - are said to have broken NCAA rules by taking payofffs from
would-be agents while they were still playing for their would-be agents while they were still playing for their col
legiate teams. A federal grand jury in Chicago is hearing
testimony from more than 60 thletes whe testimony from more than 60 athletes who allegedly too cash from agents, many of them from New Yorkers Nor
by Walters and Lloyd Bloom, who are under investigation for reportedly threatening to harm those who broke con
tracts with them.
$\qquad$ ting sucked in by agents," says Richard Lapchick, directo of Northeastern's center for the Study of Sport in osciety.
"They jive the athetes money and drugs - anything to "They give the athletes m ."
get them beholden to them."

## Controls Sought

As the horror stories spread, there's a growing outcry to have agents controlled by the state. California already re quires them to be licensed and bonded, and Michigan and
Texas are considering doing the same. Yet the agensts themselves say there
ment or anyone else can do to ensure that agents are honest and competent. "You can't guarantee compe-
tence" says California tence,", says California attorney Dick Moss, who repre
sents more than 50 major-league ballplayers. "My person sents more than 50 major-league ballplayers. "My person-
al view is that 80 percent of all lawyers are incompetent and 90 percent of physicians are.'
The fact is that a player can choose whomever he wants
to represent him - and that means anybody from IMG to represent
a family
armily friend.
The agents' qualifications, experience and skills are as
different as the services they provide. The large firms different as the services they provide. The large firms -
such as IMG and the Washington-based Proserv and Ad vantage International, have sizabbe staffs and numerous overseas offices that negotiate the player's contract, get
him endorsements, do his taxes, make his investments, pay his bills, give him a a spending allowance and draw up
his will. "We do soup-to-nuts," says IMG's Johnson. "And his will. "We do soup-to-nuts," says IMG's Johnson. "And
we do oll of it in-house."
Most of the established agents offer some or all of those
 If their advice is sound, the athlete can live comfortabl Ior infe off what he makes in a 10 -year career. When it
inne the athete can end up bewildered and bankrupt. Lo Angeles Lakers center Kareem Abdul Jabbar is suing
agent Tom Collins, claiming that bat investments cosi agent Tom Collins, claiming that bad investments cos
him $\$ 5$ million. San Diego Padres right fielder Ton him \$5 million. San Diego Padres right fielder Ton
Gwynn has filed for bankruptcy after losing hundreds o ousands of dollars on investments made by his agent.
And at least 70 athletes, including golfer Kathy And at least 70 athletes, including golfer Kathy
Whitworth, Milwaukee reliever Mark Clear, Angels pitcher Mike Witt and a number of present and former Los An-
geles Raiders, lost fortunes with a firm called Technical ing and real estate.
More than ever, it seems, the athlete needs to know
more about who advises him. "With no standards and no more about who advises him. "With no standards and no credentials, a most anybody can hang out a shingle anc
say they re an agent," says Barry Rona, execcutive direc tor of major league baseball's Player Relations Commit eee "There are some people who have so little knowledge about the Basic Agreesment that it's virtually a crime to
and let them represent an athlete. Tougher Guidelines
The Major League Baseball Players Association has
drawn up tougher guidelines, drawn up tougher guidelines, making agents disclose fees
and qualifictions and submit to annual audits. "By the and quairications and submit to annual audits. "By the
fall, you"ll be able to look at a chart and see tha so-and-so's fee is this and this is what he does for it, and this is his education and "experience," says Donald Fehr
the association's counsel. "You can see who's been fired by a player, who's had a dispute with a player. All that
stuff will be available." The foothall basebal
The football, baseball and basketball players' associa-
iins all eertify agents, but few agents or club officials
hink it ment Lions all certify agents, but few agents or club officials
think int means much. Until they decertify or refuse to
certify people, it's bull," says New York agent Arthur Kacertity people, it's bull," says New York agent Arthur Ka-
minsky. "ft's an exercise in hoop-rolling. It's not even as rigorous as a d diver's license."
Beyond asking
Beyond asking for information about education, experi-
ence, client lists, fees and past disputes, players' associence, client lists, fees and past disputes, players' associa-
tions can do little. Their staffs simply don't have the time tions can do iitte. Their staffs simply don't tave the time
or resources to do FBI-style background checks on hundreds of would-be representatives.
When Fleisher began representing basketball players in
1964, he was one of a handful in the business. "There real 1964, he was one of a handful in the business. "There real-
ly was no money in those days," he says, "so people saw no need to get into the field."
Wages Soar
Rival leagues - the AFL and WFL in football, the ABA
in basketball, the WHA in hockey - and fre in basketball, the WHA in hockey - and free agency in
baseball had changed all of that by the mid-7gs. As demand for players' services soared, so did their wages -
and agents cuts. Now even journeymen make sis-figure salaries - the
average is $\$ 450,000$ in the $N B A, 5412,520$ in major league average is $\$ 50,000$ in the NBA, $\$ 412,520$ in major league
baseball and $\$ 203,565$ in the NFL - and they're hardly "All the salary information is available to everyon now," says the Giants' Young. "Allt they have to do is get a
list and they can play supermarke $Y$. list and they can play supermarket. You don't even need a
pencil to be an agent anymore. pencil to be an agent anymore.
Steinberg who got into the
Sein wherg, who got into the business as a law student in asked him to represent him, says he getse 1,500 resume
annually from hopefull santing annually from hopefuls wanting to work with him.
"Sports law is the hot field of the '80s," he says. "I Sports law is the hot field of the ' 80 s.", he says. "I went
down to speak at UCLA Law Shool and the first question
I got was, I saw you on "Lifestyles of the Piact I got was, I saw you on "Lifestyles of the Ricic and Fa.
mous," I saw you interviewed in Playboy, I saw you mod mous, I saw you interviewed in Playboy, I saw you mod
eling in GQ. How can Ido that?' There's been this glamor ization of the field. The agents have become stars
ind Beating the Bushes
Yet most of the top athietes are represented by a small handful of agents on firms. With virtually every profes-
sional already signed up, prospective agents have had to beat the bushes at the minor peague and collegaiate levels.
"The idea is to tie' em up in the minors and ride up with "The idea is to tie' 'em up in the minors and ride up with
em," says Houston agent Randy Hendricks, who with his brother Alan represents Roger Clemens and roughly 10 percent of all major leaguers. "That's not a bad strategy,
but after five or six years, everyon's signed up." but after five or six years, everyone's signed up.'
In baseball, the inducement is usually free In baseball, the inducement is usually free services
until the player makes it to the majors. In football and
basketball, it's cash "loans." drugs, expensive cars and basketball, it's cash "loans." drugs, expensive cars and
prostitutes "Sometimes prostitutes. "Sometimes it involves recruiting the moth-
er," "apys Inman. "A guy leaves $\$ 10,000$ with her to help her with
says."
But the risks for the athlete are steep. University of
Pittsburgh football players Charles Gladmand Austin were dismissed from the team last month for tarel ing cash. Ohio State's Cris Carter was dismissed last
week. In llinois, t.S. Attorney Anto week. In Illinois, U.S. Attorney Anton Valukas was consid-
ering prosecuting athetes for fraud if the ering prosecuting athletes for fraud if they kept playing
a a mateurs after taking money. And the IRS may go after any athlete who didn't report payoffs as income.
Some Some colleges, worried about having to forfeit games
and bowl revenue if players are found to have signed with and bowl revenue if players are found to have signed with
agents prematurely, have formed screening committees agents prematurely, have formed screening committes
with the player, his parents and coach and the deans of the
law and business schools grillin prespectin law and business schools grilling prospective agents.
For the pro-to-be selecting an and For the proto-be, selecting an anent is the most impor-
tant decision he makes. An earn and cannot afford to be handled by amateurs whose "An agent has many clients," says Young "An agent has many clients," says Young. "But an ath

## LETTERS

Iowa girls lead nation Wowans can take great pride in the
results of a study of high school girls resuits of a study of high school girls'
sports participation by Carl Ojala, professor, Eastern Michigan Univer-
sity. Whereas the national average i one girl in every 4.52 was in orga-
nized athletics, Iowa led the nation with 3.28 of every 4.52 South Dakota
was second with 2.09 . -Jim Duncan, wassecond with 2.09. - Jim Des
5129 Grand Ave., Des Moines.

## Smiley saga

 As Marc Hansen and others havenoted, the University of lowa appears to be in a no-win situation when it
comes to the Keaton smile chese comes to the Keaton Smiley case.
If Keaton Smiley agreed to being If Keaton Smiley agreed to being parties could be winners. The univer-
sity would not be placed in the position of determining his innocence
guilt before the judicial system r


While attending the Iowa Cubs
game last evening I noticed the secret on the coasts, but they are here
also. The local TV affiliate in Des
Moines had a chance recently to show

$\square$


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