

sports

Baseball Executive Gets Position At Mills College

OAKLAND, Calif.—Sharon Richardson Jones, the first and for many years the highest-ranked black woman in major league baseball administration, has been named executive director of College Relations at Mills College in Oakland.

Jones will be responsible for all public, government and community relations for Mills.

Mills President Janet Holmgren McKay said, "We are very fortunate to have recruited Sharon Jones to this new administration. Sharon has exceptionally strong ties to the local community, and together we'd like to expand Mills' commitment to and involvement in the East Bay."

Jones has been director of outreach activities for the Oakland A's, the 1989 World Series champions, for the past 12 seasons. She was recently honored by the baseball company for 10 years of exemplary service. Last summer, she received the Sojourner Truth Award from the National Association of Negro Business and Professional Women.

She served as a liaison between the team's owners and the community, ensuring that the organization was a "good neighbor" to the city that gave the team its name. She represented the owners on national and local boards and commissions and helped raise millions of dollars

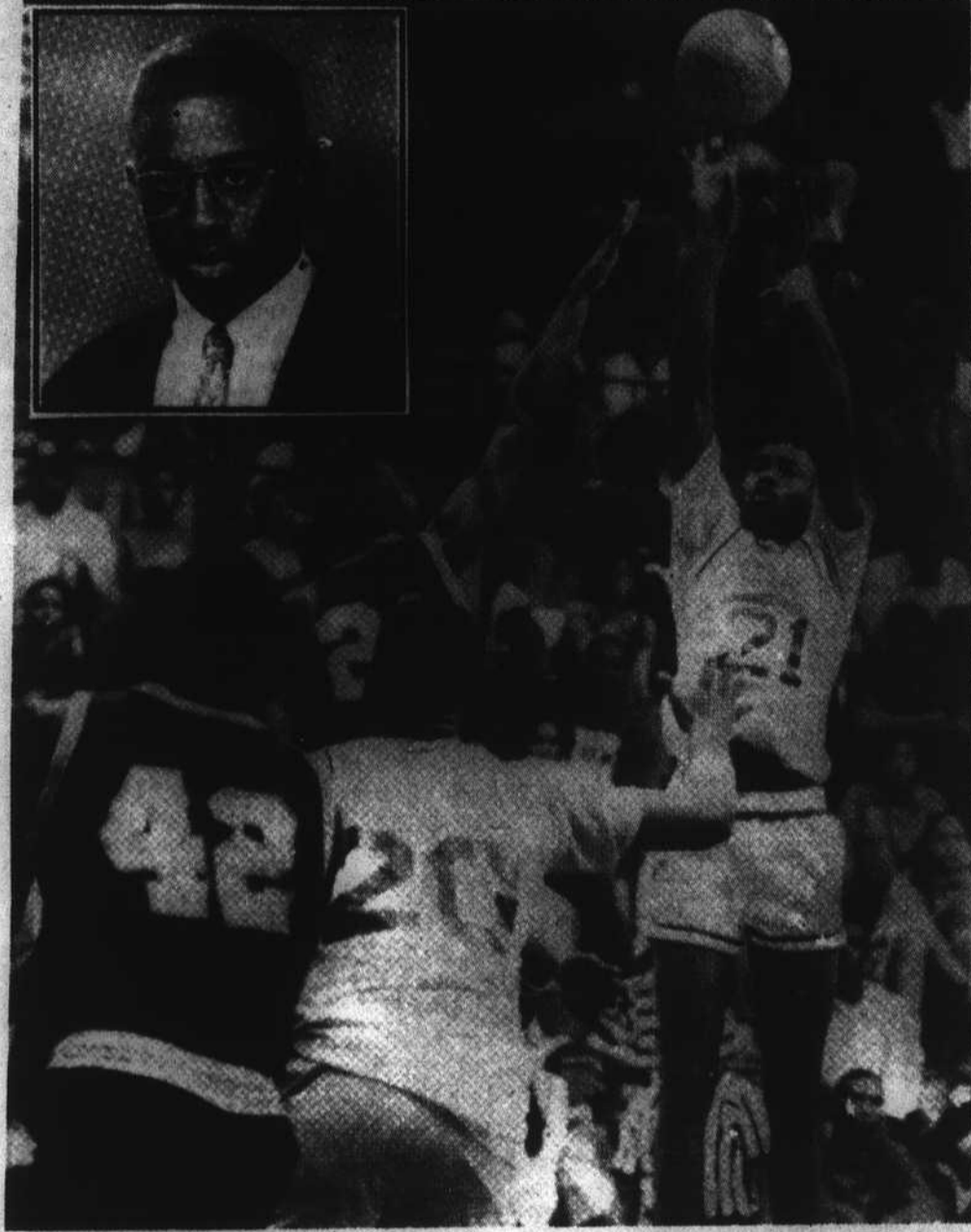
for local charitable organizations.

A 1976 graduate of Mills, Jones said taking the new position is "like a homecoming." Like 20 percent of Mills' undergraduate women, Jones was a resumer—a non-traditional-age student. Her Mills education "was an affirmation," Jones said. "Mills was a very important part of my life and that's why I want to be there now."

"This is a critical time in our history," she said, referring to Mills' recent commitment to women's education. "I wanted to be part of the team that moves Mills forward, that contributes to the shaping of Mills as it educates new generations of women for effective participation in an increasingly diverse, multicultural society."

Jones speaks regularly to women's groups, sports conferences, corporations and schools about the contributions made by the Negro Leagues to major league baseball, the role of women and people of color in major league baseball, and motivational and self-improvement issues. She is an avid collector of antiques, including black memorabilia.

Mills, founded in 1852, is the only women's college in the entire Pacific Northwest and the oldest west of the Rockies.



RECEIVES MEAC HONORS—Sophomore forward Jamaine Williams (Philadelphia, Pa.) and freshman guard Phillip Allen (Georgetown, SC), both members of the North Carolina A&T basketball team were honored for their performances during the week ending January 26, 1992. Williams was named Mid-Eastern Athletic Conference

(MEAC) Player of the Week and Allen was selected MEAC Co-Rookie of the Week. Williams compiled 65 points, 29 rebounds and four blocks shots in a 3-0 week for the Aggies. Allen collected 22 points, 13 rebounds and six assists during the same period.

Fans Hope For 'Magic' Card In McDonalds Series

Magic Johnson made his Olympic team debut seven months prior to the games in Barcelona when McDonald's unveiled its new "NBA Superstars" trading card collection Friday.

As part of a four-week promotion, more than 240 McDonald's restaurants in North and South Carolina will be offering a free four-pack of limited edition "NBA Superstars" trading cards with the purchase of any Extra Value Meal.

Each McDonald's four-pack will include an exclusive card featuring one of the U.S. Olympic basketball team players. And, according to Beckett's Basketball Magazine, a Dallas-based national basketball publication that prices trading cards, more card collectors and NBA fans will be hoping that his or her set contains the "Magic" card.

"Magic Johnson's card sales really hit the roof recently," said Theo Chen, price guide analyst for Beckett's Basketball Magazine. "The fans are really looking forward to seeing Magic Johnson play in the Olympics this year and I think that will be a definite plus for the collectibility of this card set."

The "NBA Superstars" series is a limited-edition set of 62 trading cards. Fifty of the cards feature the National Basketball Association's most talented players; the 12 remaining cards introduce the 10-man 1992 U.S. Olympic basketball team, including Johnson. McDonald's Olympic cards, featuring the players in their official U.S. Olympic team uniforms, are only the second set of Olympic basketball

team trading cards available to date.

NBA HOOPS Basketball Cards—producers of the "NBA Superstars" cards—is releasing its own Olympic card series the same week.

As part of the trading card promotion, 20,000 "Instant Winner Cards" will be randomly seeded into the national supply of "NBA Superstars" 4-packs. An individual receiving a 4-pack that contains an instant winner card will receive the entire 62-card set of trading cards.

Nationally, trading card experts agree that card collection has become a national craze, with more than 11,000 trading card shows held annually and more than \$500 million of trading cards resold by collectors each year. In particular, NBA trading cards have quickly become the leader in the card collection industry with a 9,000 percent jump in sales since 1988.

"The basketball trading card market has grown considerably since the late '80s," Chen said. "With only four major brands of basketball trading cards, the market has a great deal of potential."

McDonald's 12 Olympic cards feature the 10-man U.S. Olympic basketball team including Charles Barkley, Larry Bird, Patrick Ewing, Magic Johnson, Michael Jordan, Karl Malone, Chris Mullin, Scottie Pippen, David Robinson and John Stockton. The remaining 50 cards feature such NBA greats as Clyde Drexler, Reggie Miller, and Buck Williams and talented NBA rookies, such as Larry Johnson of Charlotte and Dikembe Mutombo of Denver.

Wolfpack Wrestlers On A Tear

N.C. State's nationally 13th-ranked wrestling squad has been on a tear of late. Winners of 11 straight dual matches, the wrestling Wolfpack now boasts an overall record of 11-3-1. Included in those 11 wins are three straight victories against ACC opponents. The Pack began its league victory streak with a 22-13 win over North Carolina in Chapel Hill on Jan. 22, followed by two blowouts at home, a 40-3 win over Virginia and a 33-6 rout of Maryland.

The Pack's next match is a return engagement against the Tar Heels (ranked 15th) in Reynolds Coliseum on Thursday at 7:30 p.m. State will wrestle No. 14 Navy in State's Carmichael Gymnasium at 7:30 p.m. Feb. 15.

Four Pack wrestlers are currently ranked in the national standings by Amateur Wrestling News. Junior heavyweight Sylvester Terkay (24-1) is ranked No. 2. Chris Kwotnik (6-1) stands fifth in the 167-pound weight class followed by No. 9 Steve Williams (20-4) at 177 and No. 11 Clayton Grice (11-2) at 134 pounds.

SWAC Names Top Players Of Week

Following are players of the week for recent games in the Southwestern Athletic Conference.

Men: Levi Wyatt, Alcorn State (6'6", junior forward, Vicksburg, Miss.). In one game during the week, a 101-91 conference victory over Southern, Wyatt scored 14 points and grabbed 14 rebounds while totaling five assists, three steals and four blocked shots.

Women: Donna White, Mississippi Valley State (5'10" sophomore forward, Lena, Miss.). In two games during the past week, White averaged 29 points, 14 rebounds, three steals and one blocked shot as MVSU defeated Grambling (83-66) and Miles (94-61). Her most impressive outing was against GSU as she scored 38 points and grabbed 13 rebounds while adding three steals and one blocked shot.



MICHAEL JORDAN

Also, Jordan's mug was the only one missing from the special souvenir shirt that featured caricatures of the All-Stars.

Jordan, in a move that upset the NBA, has exercised a loophole in the standard player's contract that allows him complete control over all apparel bearing his image. He has awarded exclusive rights to Nike, and now only Nike can sell Air Jordan tee-shirts.

But Nike isn't affiliated with NBA Properties, and the NBA, clearly miffed by Jordan's decision, wouldn't allow Nike to sell Jordan apparel at Orlando Arena during the recent All-Star Weekend. Under Jordan's new agreement, the NBA no longer may sell apparel bearing Jordan's likeness.

"I can only say that the league is very disappointed," NBA spokesman Terry Lyons said.

An old provision in the standard player's contract allows a player to

control his apparel licensing rights if he has another established company prepared to set up a clothing line.

Representatives for Jordan were not available for comment. Nike said recently that it sells about \$200 million worth of Jordan apparel each year. The company, which pays Jordan some \$10 million a year, apparently no longer wanted any other company marketing sports-wear for the superstar.

Officials with NBA Properties declined to say how much money Jordan's apparel was raking in for

the NBA, or how much money Jordan may have been realizing from the sales.

But former Los Angeles Lakers' star Magic Johnson said that Jordan brought in about \$30 million a year for the NBA. Johnson, speaking on NBC Television, said Jordan sold more tee-shirts and apparel for the NBA than any other player. Johnson said he was second at about \$15 million a year.

Johnson is in a position to know. His company, Magic Johnson's T's, is one of the world's leading distributors of NBA-licensed products.

World League Hiring First Black Coach

BY BARRY COOPER

As it turned out, being fired by Bethune-Cookman College was probably the best thing that could have happened to football coach Larry Little. Just weeks later, Little was hired by the Ohio Glory and became the first black coach in the history of the World League.

"When the general manager called my house, he asked my daughter if he could speak to the new coach of the Ohio Glory," said Little, the former Miami Dolphins All-Pro, and until recently, the coach at historically black Bethune.

"She [his daughter] screamed. It probably wasn't real professional, but she was so happy. I guess Daddy had gotten to be a little bit grouchy."

Little had reason to feel grouchy after being unceremoniously dumped by B-CC. School officials first suggested that Little had resigned on his own, and Little even went along with the company line at his initial news conference. But reporters later determined that Little had been fired on Dec. 18, 1991 after nine years at his alma mater.

"Things worked out for the best," Little said. "I'm really honored by all of this. It's a whole new ball game for me. There's a lot of responsibility."

The job switch should help Little's bank account. He was earning \$52,000 a year at B-CC, but will earn \$100,000 a year with the Ohio Glory.

Presumably, he'll be able to keep his pay, too. It's widely known that at historically black colleges, and at other small schools, the head coaches often dig into their own pockets to help keep the program going.

With the Glory, Little won't have to worry about that. "At least I don't have to do things for myself like I had been used to. I even have a traveling secretary," Little said. "I didn't like the way things ended at Bethune, but I'm grateful for the time I had there."

The vacancy at B-CC no longer exists. The Wildcats, after apparently being turned down by Doug Williams, hired former Jackson State assistant Sylvester Collins.

"I have a lot of respect for Larry Little," Collins said. "I'm not trying to fill his shoes. I'm just trying to do my job."

Collins' appointment was a bit of a surprise. B-CC boosters had all but assumed that former All-Pro receiver Wes Chandler would get the job.

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