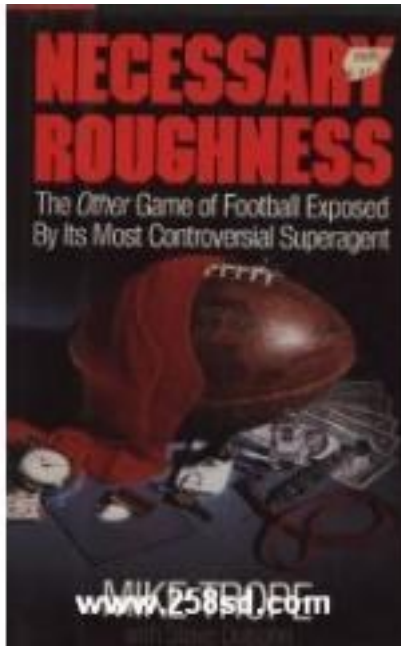


Necessary Roughness



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INTRODUCTION
Football is a violent game. But the wars that erupt behind the scenes—beyond the public eye—are every bit as treacherous. Football—both professional and in college—has evolved into a multimillion-dollar industry. It's like any other Big Business: it gets dirty. I became a sports agent in 1973. I was 21 years old—still a senior at the University of Southern California—still somewhat naive. In my first eight years as an agent, I was the representative for six Heisman trophy winners. Over that same period—all before I turned 30 years old—I represented more Heisman winners, Heisman runners-up, number one picks, and first-round picks in the draft than any agent in the industry. I won't say I've seen it all, but I've seen a hell of a lot. Last year I removed myself from the daily grind.

Though
I m chairman of the board of a sports agencySports
Corporation of AmericaI have no involvement in the day-
to-day running of the business. In the wake of that decisioni¼E

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