

MONSON

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the University of Oregon in regards to Mr. Monson," he said.

Monson also claimed the University owed him for income he lost as a result of his re-assignment. Monson had contracts with the Oregon Sports Network, Nike and Rawlings that he could not have renewed unless he remained basketball coach.

Attorneys for the University argued that Monson's outside income was not the responsibility of the University and that it could only be found liable for money guaranteed under his contract.

Judge Gordon Cottrell instructed jurors that the University's conduct concerning Monson's outside income could be considered as creating a contract between Monson and the University.

During the trial, Gillis elicited testimony from University officials that the University at times aided Monson in securing outside income. Former athletic director

Bill Byrne testified that, after Nike reduced its payments to Monson, he lobbied Nike Chairman Phil Knight to replace the lost revenue, which Knight did.

Jurors apparently believed the University owed Monson for the outside contracts. Monson sued for \$425,788.52, but Cottrell told jurors, if they found in favor for Monson, they must subtract whatever money he could reasonably be expected to earn from July 1, 1992 to June 30, 1994, the period of his University contract.

Eric Bloch, who gave the closing arguments for the University, told jurors that figure should be about \$135,000, the amount Monson is currently earning as coach of the Adelaide 36ers, an Australian professional basketball team, combined with what he might earn from the team through June 30, 1994.

Considering the award given Monson, it seems likely the jury believed Monson was owed the full amount he was asking, then subtracted his current and future

'Insincerity seems to be the standard at the University of Oregon in regards to Mr. Monson.'

—Harold Gillis,
lawyer for Don Monson

income as instructed.

University Vice President for Administration Dan Williams said he was "very surprised by the outcome," adding that "we're very interested in appealing it."

Williams said two issues were of most importance to the University.

"We do not believe we were legally responsible" for Monson's outside income, he said.

Williams said of even greater importance is the University's "need to be able to retain the right to re-assign people."

James Casby, co-counsel for the University, said the jury's quick verdict was

not too surprising.

"I figured (the jury) had time to go over exhibits, and they obviously came to a quick agreement. Unfortunately, it wasn't in our favor," he said.

Casby could not identify any specific reason for the verdict.

"I can't give one single reason. I just hope we (the state) never have another one like it. You don't see a jury give a \$300,000 verdict against your client every day. It's not much fun," he said.

Williams said he believes it was possible the jury had little sympathy for an institution the size of the University.

"It's quite human that a jury would find for the individual," he said, adding he doesn't believe "that makes it right."

Williams said the University is not currently working to rewrite its contracts, but he said as contracts come up for renewal, they may be reworked to clear up any potential ambiguities as to responsibility for outside income.

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BOWERMAN

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contributions to Nike over the years as, what he calls himself, a research psychologist.

But it is his bovines that are the main focus of interest now.

"You've got your full-size Angus bull weighing at 2,500 to 3,000 pounds," he said. "Well, my new bull weighs 800 pounds, and he's tough. Of those big bulls, my little bull would take their legs out and trample them. But anything with horns turned on me is gone. And anything with a bad attitude out there about me is gone."

Strangely enough, his fierce pride in his new bull and his determination to keep anything, or anybody, with a bad attitude out of his life fit with the stories of Bill Bowerman the coach and Bill Bowerman the father of Nike — although neither party would probably appreciate the comparison.

But Bowerman really was a man to "take the bull by the horns," so to speak, and Nike followed in his footsteps.

Nike, the business side of the company, was created by Phil Knight, a former runner of Bowerman's at Oregon.

Therefore, when Phil Knight started the company — based on a thesis he did for his master's degree from Stanford — much of the discipline and work ethic that is integral to Nike was inspired by his former coach.

Kidd is a firm believer that the company still maintains the ethics, the competitiveness and the drive that made Nike go in 1972. And the athletes whom Nike seeks to sponsor reflect that attitude.

Kidd said there are three things Nike seeks in their athletes.

"One is performance," he said. "An athlete should reflect what we are as a company because we put a lot of money and time into research. Sec-

ond, we want to know what kind of person is the athlete. And third, we want to know how willing they are to go into the community."

If the athlete doesn't represent the discipline, uniqueness and competitiveness of Nike, then the company doesn't want them.

There are a few athletes that have very close relationships with Nike and represent, what Kidd believes, what Nike is truly about.

The first was Steve Prefontaine, who was the first ever to actually wear a pair of produced Nikes, although he was wearing shoes made by Bowerman before the company began.

His relationship with Nike was so close that after his tragic death in 1975, the company shut down for three days. The loss was felt heavily by every Nike employee for Prefontaine's personality, his grit and determination on the track.

Olympic marathoner Joan Benoit-Samuelsson and basketball's Michael Jordan maybe have the same sort of relationship with Nike that Prefontaine, Kidd said.

Kidd defends the continually flashier versions of Nike, contending that the solid styles are still around, with the belief that "any company that stands pat on design won't survive," a point that was echoed by Bowerman.

"If we don't do these things now, then somebody else will," said Bowerman, who remains a consulting vice president of the firm. "I'm not going to break my head against the wall over these new designs."

Bowerman continues, pointing to the shoes he's wearing, an older version of Nike with the soles removed to allow the air to get into the air pockets to "make me walk faster."

"But now — do you have time for one more story?" he said. "I want to tell you about these cows ..."

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