

# METROPOLITAN



Jordan Enterprises, Ltd.: (left to right) Kelly Maxey; Charles Smith; Leon Jordan; Kim Jordan; Annette Petett.  
(Photo: Richard J. Brown)

## Young agent looks out for stars' interests

by Robert Lothian

When he negotiated the contract for Los Angeles Lakers rookie A.C. Green, Leon Jordan, Jr. found himself doing some hard bargaining with his boyhood idol, Jerry West.

Jordan, 29, founder of Jordan Enterprises, Ltd. in Portland, agents for professional sports players and entertainers, said he had a poster of West on his bedroom wall as a boy growing up in the Los Angeles area.

"He was the greatest guard to ever play the game," Jordan said about West. But his high opinion of the Lakers' general manager didn't stop Jordan from engaging in a little "yelling and screaming" as they sat across the conference table from each other during contract negotiations.

As in all such transactions, management wants to keep its costs as low as possible while maintaining a winning team, and the player must look out for himself.

Which is where the agent comes in. Jordan, an Oregon State University (OSU) business graduate and former guard on the OSU basketball team, with a law degree from the University of Oregon and a career background in accounting, brought his qualifications and his business sense to the table for Green. "It went from idol worship to just the basic realities of business," he said about negotiating with West.

"You have to tread water softly, and it's not always good to say what you know," he said about contract negotiating.

And sometimes there's no alternative but to get tough: Jordan said at one point he threatened to pull out of negotiations and "go eat Italian food"—play basketball in Europe, to win the contract for Green. "You don't let people walk over you," he said.

But the strategy paid off. Jordan won for Green a four-year contract far in excess of the \$750,000 reported in the *Oregonian*. A true bargainer, he wouldn't divulge the exact figure, but he did say the contract gives the young star, who's home is Portland, four years of security with a winning team. Green is the highest paid rookie ever in his position, he is tied for third place among rookies for scoring and rebounds, and he is averaging 22 minutes of playing time per game. "A rookie playing 22 minutes per game, that's unheard of," Jordan said.

He described Green as the foundation of his business. "He's going to be a superstar," Jordan said.

Another of Jordan's clients is Trailblazer star Mychal Thompson, for whom he negotiated a third contract. Jordan has also acted as Thompson's financial consultant and legal adviser, helping the star out of the bad rap given him by his former agent, Gregory Hughes. For swindling Thompson, Hughes received a 15-year sentence, but Thompson ended up in debt.

Jordan pulled together a team of lawyers and accountants and spent 18 months straightening out the situation. "I was more or less the person assigned to unspin the web of problems around Mychal," Jordan said. "It got me into the business."

With nine clients and a staff of six, Jordan said his two-year-old business will soon be agents for a Los Angeles gospel group. Having a spiritual foundation is the first thing he lists among suggestions for sports stars.

The company's Willamette Center offices look out over the Portland skyline. A photograph in Jordan's office honors his father, a former high school principal in Watts. "If I can do half as good as he did, I'll be doing well," Jordan said.

Helping Jordan in the company are in-house counsel Charles Smith, investment planner William McShane, public relations director Wanda Irving, executive assistant Kim Jordan, executive secretary Annette Petett, and receptionist Kelly Maxey.

## Black Educational Center fund raiser

For the fourth year, supporters of the Black Educational Center School will gather for an evening of fine wine, assorted cheeses and music to raise money for the 15-year-old institution. Co-hosting this year's event are Mr. Carl and the Honorable Mercedes Deiz and Mrs. Lillian Crumble and Mrs. Margie Keller. The benefit will be held on Friday, Dec. 13, from 7 to 10 p.m. at 5047 N.E. Cleveland Ave. Tickets are \$15.00 (\$10.00 is tax-deductible).

The school is located in northeast Portland and throughout its fifteen year history has provided educational and cultural leadership throughout the Pacific Northwest. The school offers a high quality academic program for students in kindergarten through fourth grade. The majority of its young students recently scored in the top percentile of a national achievement test, many of them accomplishing this one grade level higher than their current grade.

For further information, please call Joyce Harris at the Black Educational Center, 284-9552.

## The Royal Esquire Club's Community Service Statement by A.D.S.

A jewel on N.E. Alberta Street, would be an accurate statement to describe the Olympian Fitness Center at 1829 N.E. Alberta St. (on the northwest corner of 19th and Alberta).

What is true economic development for a community or neighborhood?

When citizens can pool their resources to provide services, products, jobs and serious commitment to compete with other similar businesses—that's true economic development.

Martin Mentzer purchased and renovated an old building known now at 1829 N.E. Alberta. He used his own hands, along with the hands of his brother. He also involved local citizens, hired people who might not otherwise be working. Junior Johnson has worked hard and used his talent in the services provided at the Olympian Fitness Center. Jeanette Carr, nurse, has recently joined the service providers at the Olympian Fitness Center. There has been over 400 children participating in youth activities in the gym at the center.

Lorenzo Ghilieri, world renowned artist, visited the center and was totally impressed with the quality of the renovation and services provided at the center.

Thomas Boothe, through A.D.S., will be adding some management services along with seminars on health—mind over matter concepts and principles.

The Olympian Fitness Center has grown to attract people who recognize the quality of the physical building, as well as the quality in the services being provided from within the building.

The Olympian Fitness Center represents true economic development for citizens living near 19th and Alberta Street in Portland, Oregon.

## A college that started in the kitchen can really teach you how to take the heat

**B**utter. Sugar. Sweet potatoes, flour and eggs. For most of us, they're only ingredients. But for Mary McLeod Bethune, who founded Bethune-Cookman college by selling sweet potato pies, these common staples were the makings of a great college—and a great future—for Black people.

**F**ollowing Mary Bethune's recipe for success, Black colleges and universities are making the most of the talent, intelligence and determination of thousands of students. In this unique environment, students are encouraged to fully express all of their abilities. As scholars. Athletes. Musicians. Leaders. At Black colleges, there is no ceiling on achievement; no goal is too far-fetched.

**A**nd from the graduate classroom to the corporate conference room, that spirit of resourcefulness and achievement is a lasting benefit to the graduates of Black colleges and those who live and work with them. Is it any wonder that, though they enroll only 16% of Black college students, Black colleges produce 37% of all Black college graduates?

**W**hen you're considering colleges, why not consider the ones that gave us Martin Luther King, Jr., Thurgood Marshall and Andrew Young? If you're out to make something special of your life, Black colleges can really get you cooking.



**AMERICA'S BLACK COLLEGES  
ARE YOU SMART ENOUGH TO GO?**



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