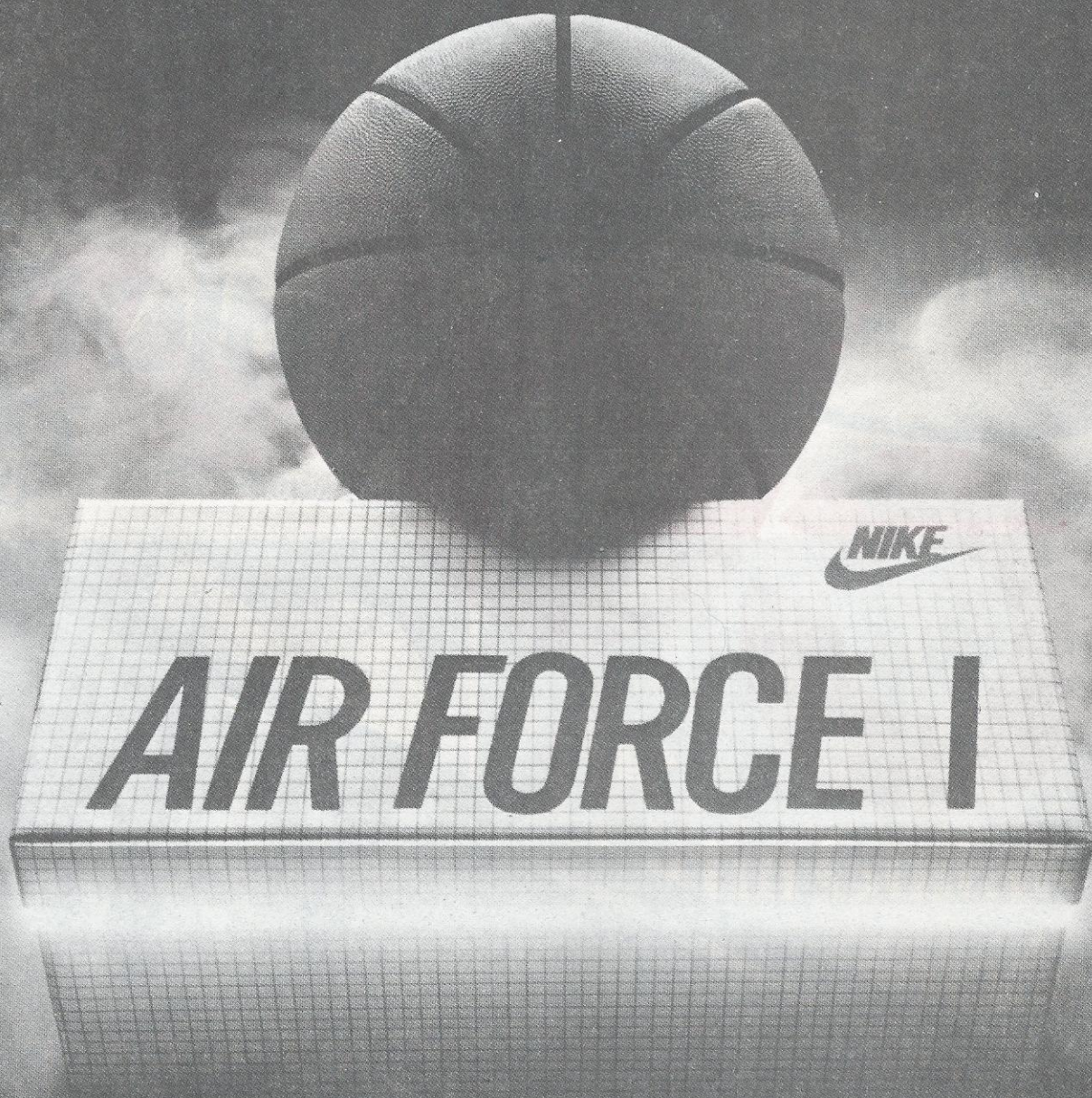




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## CBA - The Leader In Basketball Innovation

For the CBA, innovative rules have become a way of life. First, in 1979, the league adopted the no foul out rule. This season, the league will try a new "sudden death" approach to overtime games. But the CBA may be remembered best for implementing the 7 Point System last year.

Although the controversy continues over who first thought of this innovative method of determining league standings, the system creates more fan interest. Too often in pro basketball the players don't play until the final minutes or there is too much garbage time. The 7 Point System, a concept CBS television's Brent Musburger said may "eventually change the face of the game," eliminated those problems.

The 7 Point System awards teams one point for each quarter won and three points for winning a game. There are a total of seven points in each game. It breaks each game into four mini contests. League standings, like hockey, are based on total points, not win-loss percentages.

The response in the basketball world was tentative at first, but when last season began the reviews were strongly positive. Utah Jazz General Manager Frank Layden said after seeing a CBA game, "I was really impressed by the reaction of the fans. They really seemed to be interested whether Montana would win the first quarter. When Montana made a basket at the end of the first quarter, the place jumped like the end of the game. I like it."

Most important, though, the fans liked it and stayed in the stands longer and in bigger numbers last season.

Bill Maxwell, owner of the Billings Volcanos, who originally voted against the rule, was an early convert. "The players played each period in a more intense manner and the fans remained

seated and fired up, even when we had a 17 point lead in the game but needed just one point with 20 seconds left to win the last quarter."

"The 7 Point System," says Maine Lumberjacks General Manager Frank Grant, "definitely had an impact." Even though we had a below .500 team, the fans were involved and even after a loss they knew Maine had at least gained some points in the standings." During the season Maine scored the first 7-0 sweep and according to Grant, "it was amazing. When they announced the milestone the crowd went crazy."

As exciting as a 7-0 sweep is, those games were the exception rather than the rule. Only 5.4% of last seasons games were seven point sweeps for one club; 36.9% ended 6-1 and 34.7% ended 5-2.

This year a new rule will be tested in CBA exhibition games. "Sudden death overtime" replaces the standard five minute overtime. When two clubs are tied at the end of regulation, instead of playing another period, the first club to score three points wins the game.

With the new rule, defense, the center circle jump ball and the three point field goal take on greater importance. With just three points separating winning from losing, a foul, control of the tap or a long jumper could decide the contest - suddenly and immediately. If "sudden death overtime" is successful, it, like the 7 Point System, will become a permanent CBA rule.

While all the CBA's experiments and changes may not be successful, the CBA has sought to make the pro basketball product more interesting, entertaining and exciting for the fans. Some rule changes may fail but the CBA has committed itself to working to improve the pro basketball product.

## CBA Affiliation System

In place of a player draft, the CBA uses a creative system to assign players to its teams. Any player drafted or waived by an NBA club becomes an automatic draft pick of the CBA club "affiliated" with that NBA team.

There is one exception to this rule. Whenever a CBA player goes to the

NBA, he always returns to his original CBA team, without regard to the affiliation system.

Each CBA team has two NBA affiliated teams, except Reno, which has one.

Here is a list of NBA affiliates for this season.

**Albany Patroons:** New York Knicks, Dallas Mavericks

**Billings Volcanos:** Phoenix Suns, Utah Jazz

**Detroit Spirits:** Detroit Pistons, Chicago Bulls

**Lancaster Lightning:** Philadelphia 76ers, New Jersey Nets

**Las Vegas Silvers:** Seattle SuperSonics, Los Angeles Lakers

**Maine Lumberjacks:** Boston Celtics, Washington Bullets

**Montana Golden Nuggets:** Portland Trail Blazers, Kansas City Kings

**Ohio Mixers:** Atlanta Hawks, San Antonio Spurs

**Reno Bighorns:** Golden State Warriors

**Rochester Zeniths:** Cleveland Cavaliers, Houston Rockets

**Wisconsin Flyers:** Indiana Pacers, Milwaukee Bucks

**Wyoming Wildcatters:** Denver Nuggets, San Diego Clippers

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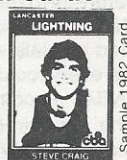
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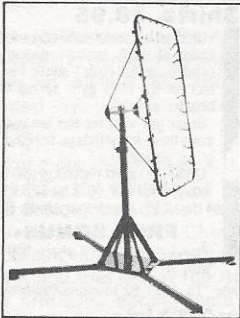
Founded April 23, 1946 as the Eastern Basketball League

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Commissioner ..... James D. Drucker  
 Director of Public Relations ..... Fran Pfau Greenberg  
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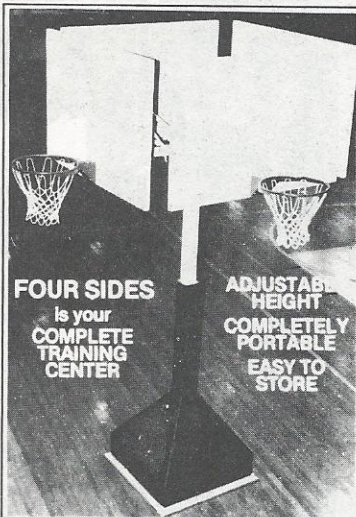
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## JAMES D. DRUCKER Commissioner



In the fast paced world of professional basketball, few people remain in the same position for five years. Jim Drucker has. Under his leadership the CBA has become America's premier minor league, the only one with teams spanning the continent, with national corporate sponsorships.

After one year as deputy commissioner, Drucker was elected commissioner in 1978. He envisioned a league serving as a research and development laboratory — testing players, referees, coaches, new equipment and rules for the NBA. Five years later the NBA uses the CBA to train referees, 29 CBA veterans play in the NBA, and new NBA equipment and playing rules get their first test in the CBA.

Drucker's year round work schedule has led to a 12 team CBA, the largest line-up in the loop's 37 year history, a

national T.V. contract and the biggest year in the history of CBA Properties, the league's souvenir marketing company he founded.

Drucker brought a diversified academic and sports background to the CBA. A Phi Beta Kappa graduate of the State University of New York at Buffalo, he graduated from the Duke University Law School, with honors, in 1976. As a teacher at the Temple University School of Law in 1977, he became the league's legal counsel. Temporarily shelving his law school teaching career, Drucker joined the league full time in 1978 after receiving his masters of law degree.

Before law school, he officiated college basketball in the Dixie Conference and worked for ABC television sports.

Involved in every aspect of the league's operation, from corporate negotiations to the scheduling of games, a typical day finds the CBA commissioner settling intra-league disputes, drafting a needed contract, discussing the CBA with a reporter, developing the league's national television and marketing programs or catching a plane for a press conference.

Out of the office, the tireless 30 year old jogs, plays in pickup basketball games, roller skates, and is an avid movie goer and voracious reader.

## NBA/CBA Referee Development Program Trains CBA Refs For NBA Service

When Darell Garretson and Cecil Watkins talk, CBA referees listen. That's because Garretson and Watkins direct the NBA/CBA Referee Development Program, which is the gateway for officials moving into the NBA.

In five years the program has sent 11 referees to the NBA so that 40% of the NBA staff is now comprised of CBA trained officials. And for the past four years, every rookie official selected by the NBA has come from the CBA.

The one-on-one attention that Garretson and Watkins give CBA officials makes the CBA training program invaluable. During the season, Watkins serves as the CBA's supervisor of officials as well as the NBA's director of referee recruitment. He schedules, observes, evaluates and trains CBA referees in the NBA method and philosophy of officiating. During the off-season, Garretson, the NBA's chief of staff for officials, with 18 years of NBA officiating experience, works with the CBA crew at the California Summer Pro League, working on their fundamentals and correcting their weaknesses.

## CBA Referees for 1982-83

For the third year, several CBA referees will split their schedule, working games in both the CBA and NBA. This enables the less experienced CBA officials to develop their officiating skills as they learn from the more experienced NBA/CBA referees. An asterisk after an official's name indicates he will work in both leagues this season.

The number preceding an official's name is his CBA jersey number. The numbers in parentheses after his name indicate his years of CBA and NBA experience, respectively.

- 3 Tommy Wood (0-1)
- 4 Jesse Hall (2-0)
- 5 Ronnie Nunn (0-0)
- 6 Gary Johnson (0-0)
- 7 Vince Proctor (0-0)
- 8 Clarence Palmer (2-0)
- 9 Steve Javie (1-0)
- 10 Carey Toone (1-0)
- 11 George Rausch (1-0)
- 12 Jim Huetter (5-0)
- 14 John Ingemi (6-0)
- 15 Bernie Fryer (2-3)
- 16 Tom Ward (4-0)

- 17 Neal Kay (4-0)
- 18 Danny Crawford (0-0)
- 19 Ken Mauer (1-0)
- 20 Mike Laverman\* (2-0)
- 21 Bob Dillard (0-0)
- 22 Jesse Thompson (3-2)
- 23 Ed Pimpton (2-0)
- 24 Greg Tetlak (0-0)
- 25 Bob Simmons (4-1)
- 26 Tracy Davis (0-0)
- 27 Joe Borgia (2-0)
- 28 Bennett Salvatore\* (2-0)
- 29 Lonnie Dixon (0-0)

"Like players," says Garretson, "referees need to be taught. The more individual attention we can give them, the quicker they develop. We videotape each official and review his progress. Rookie referees entering the NBA are much better trained, and ready for the NBA, than when I came into the league."

When a CBA referee is promoted to the NBA he receives a split schedule, working half of his game in each league. While working CBA games, he is the lead official, teamed with a less experienced referee. In the NBA, a more experienced referee teams with the NBA/CBA official, teaching the dual league official while on-the-job.

The NBA directs the hiring of the CBA officiating staff, and only NBA prospects are given a chance in the CBA. Watkins, who oversees referee recruitment notes that the CBA's recent expansion has made recruitment easier. "With CBA teams in more areas, it has become easier to attract the best qualified officials. We have referees in the CBA from 20 different states, so our program is now a truly national recruitment program."

## CBA Players Moving To The NBA Once A Rare Event, Now Commonplace

When Charlie Criss moved from the Eastern League into the NBA after the 1976-77 season, the minor league trumpeted the event with all the fanfare of a coronation. Today, with traffic from the CBA to the NBA maintaining a constant and increased pace, the once unique event has been relegated to the commonplace.

In 1977 Criss became the second league player in the NBA. Today, twenty-nine CBA veterans play for NBA teams. And where movement to the majors was once a major happening, a CBA player signed by an NBA team now meets with as much excitement as a successful space mission by NASA.

The greater involvement by the NBA in the CBA prompted the increased use of the CBA as a developmental league for players. When the Eastern League started its Western expansion in 1977, the slow process of transforming a part-time weekend league into a full-time operation began. And as the league upgraded its operations, it spent more on player salaries, attracting better players. Better players attracted the NBA's attention and by February of 1980, the NBA and CBA had signed their first agreement for player development.

That first contract paid the CBA only \$12,000. But the league used the funds to increase its salary structure to attract even better quality players. The pump had been primed, and by the start of the 1980-81 season, 13 CBA players were in the NBA and the NBA was investing \$115,000 per year for player development. These numbers increased to 19 players and

\$150,000 last season, and both numbers will probably increase again this year.

The CBA provides the NBA with a training ground for pro basketball talent playing in a competitive, professional environment. Under the terms of the NBA-CBA Player Development Program, NBA teams can sign CBA players at any time. Mid-season NBA roster vacancies are filled by CBA players.

The 29 CBA players in the NBA by the end of last season represented the highest total in history. And as a result, the CBA has sent more players to the NBA than any four colleges combined.

For two years straight, a CBA player has had a better shot of sticking with an NBA club than a player drafted in the second round of the NBA college draft. Last year 12 players who started the season in the CBA finished the year on NBA teams. In comparison, only 10 players who were drafted in the second round of the draft finished the year on NBA clubs. Today, if a player is not a blue chip first round pick, his best route to the NBA is the CBA.

The CBA's successful track record of recent seasons was a long process. From 1964 to 1980 the NBA and CBA worked without a contract. NBA teams would sign the minor leaguers without permission or compensation.

Finally, in 1980, two CBA clubs sued four NBA teams - Boston, New York, Houston and San Antonio, claiming that they had signed players under contract to CBA teams.

In February of 1980 the cases were settled when the two leagues agreed to their first interim contract for player development. The interim contract was to be replaced by a more comprehensive program after the season ended.

Almost simultaneously, the CBA hit upon a blessing when Portland signed Billy Ray Bates.

Bates typified the CBA hopeful and began a string of CBA success stories. After a college career at Kentucky State, Houston drafted Bates on the third round in 1978. At training camp he held out for a better contract, something about third round picks just don't do.

By October, Bates had been waived by Houston and had lost his first chance in the NBA. Playing in the CBA for the Maine Lumberjacks for a year and a half, and with the Rookie of the Year award under his belt, the Portland Trail Blazers signed Bates in February of 1980.

Bates rose to the occasion, sparking Jack Ramsey's club to the playoffs, single-handedly winning several nationally televised games, as CBS Television's Brent Musburger made Bates a folk hero in a few short weeks.

Because of Bates, recognition of the CBA increased. And during that off-season the NBA investment in the player program increased from \$12,000 to \$115,000. Finally, the CBA was on the map.

No longer would the league send just bench warmers to the NBA. By 1981-82 CBA players were making significant contributions to their NBA teams. Five scored in double figures.

Rory Sparrow led the Atlanta Hawks in minutes played. Other CBA vets, like Dallas' Brad Davis and the Utah's Rickey Green finished second in minutes played on their teams.

All told, 17 of the 23 NBA teams had CBA players on their rosters and four clubs (Dallas, Houston, San Diego and Utah) each fielded three CBA veterans.

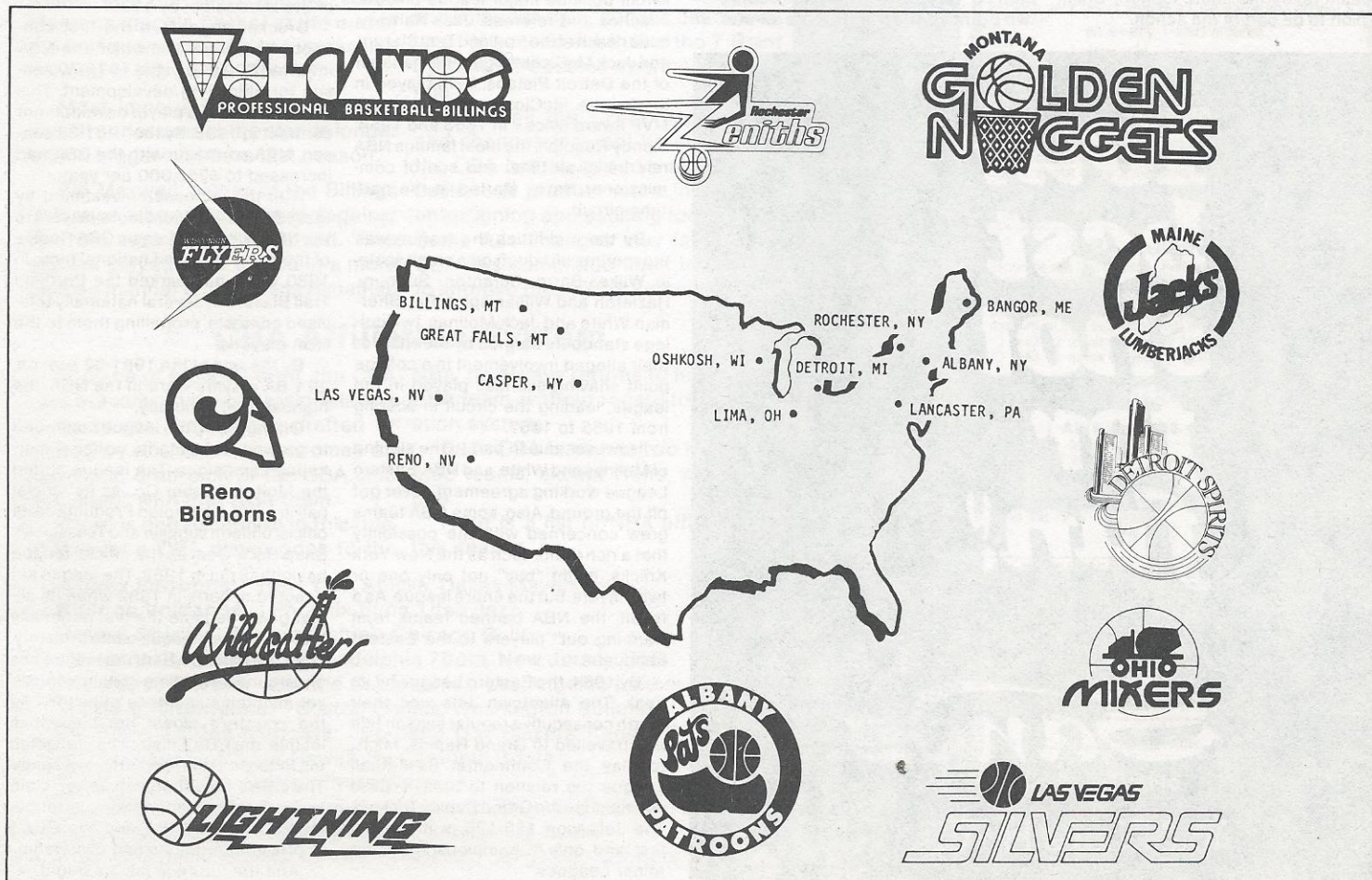
With the NBA-CBA Player Development Program now a comprehensive plan, the CBA was obligated to improve its operations.

Today, all CBA teams must have a certified trainer or orthopedic doctor at every game. The league has reduced roster sizes to eight players to increase playing time for each. "The ninth man on a CBA team isn't the player we're scouting," noted Dallas Maverick's director of player personnel, Rick Sund.

Each CBA team also fields at least two rookies to knock over-the-hill veterans out of the league, making room for the more aggressive rookie player.

CBA salaries are now on the same level as minor league hockey, over \$350 per week. The league's per diem rate is the highest in minor league sports.

With NBA support, the CBA has come a long way in the development of players over the past five years. The NBA has signed more than 50 different players the past three years and the signings, which were once rare, have now become commonplace.



## CBA Teams Wear The Mark Of A Champion

CBA teams will be wearing the mark of a Champion this season. The CBA has selected Champion Products as the official supplier for its team uniforms. This year, every CBA team's new uniforms, warm-up jersey and other uniform supplies will be Champion Products.

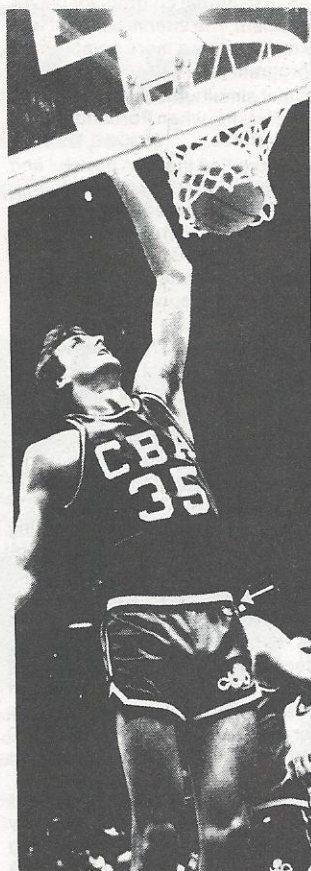
The CBA selected Champion since it meets the demanding criteria – professional styling and durability – needed by professional basketball teams.

For more than 60 years, the Champion "C", the company's distinctive logo design, has adorned its uniforms. Athletes have relied on Champion Products since the company's founding in 1919, and that is why the Rochester, N. Y. firm is the leading name in quality sporting apparel.

In addition to the CBA, Champion also supplies top college teams like the Fighting Irish of Notre Dame and the University of Maryland Terrapins and the pro football Giants, Jets and Steelers.

Today, Champion is a multi-million dollar manufacturer. With a history of anticipating and responding to customer needs, Champion pioneered original production techniques which attach numbers, letters and multi-colored graphics to a variety of uniform shapes and fabric textures.

So, the next time your CBA team or your favorite high school or college team takes the court, look for Champion to be part of the action.



The CBA all-stars wear the Champion "C". Here, Brad Branson scores two points during last year's all-star contest.

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## History of the CBA Shadows The Growth of Basketball's Major Leagues

Like family resemblances which change from generation to generation, the CBA today barely resembles its forerunner, the Eastern Pennsylvania Basketball League.

The EPBL, known as the Eastern League, was formed in April of 1946, one and a half months before the National Basketball Association. Today, 37 seasons later, the CBA spans the continent with 12 teams from Bangor, Maine to Reno, Nev., and bares little likeness to the EPBL – that small regional semi-pro weekend basketball league.

The highs and lows of the CBA mirror the successes and setbacks of professional basketball's major leagues.

In the fifties, the NBA fielded between eight and ten teams, the Eastern League between six and eight. With only 90 NBA players, the Eastern League's talent pool was vast and the quality of play high. But the image of the league – that of players who couldn't make the NBA – thrived.

The Eastern League operated on a shoestring budget, playing games on weekends, in high school gyms, with no fixed expenses. Harry Rudolph, a Wilkes-Barre, Pa., native, ran the league with an iron hand for over a decade, content with his strong, part-time operation. And like the NBA, the Eastern League did relatively well, changing cities occasionally, and receiving little attention outside its own league cities.

The Eastern League created its own legion of bright stars, some of whom became major league players, coaches and referees. Jack Ramsey, head coach of the Portland Trail Blazers, and Jack McCloskey, general manager of the Detroit Pistons, both played in the league. McCloskey even won the MVP award twice – in 1953 and 1954. Mendy Rudolph, the most famous NBA referee of all time, and son of commissioner Harry, started in the part-time circuit.

By the mid-fifties the league was prospering, although on a small scale, in Wilkes-Barre, Scranton, Sunbury, Hazleton and Williamsport, Pa., Sherman White and Jack Molinas, two college standouts banned by the NBA for their alleged involvement in a college point shaving scandal, played in the league, leading the circuit in scoring from 1955 to 1957.

However, due in part to the signing of Molinas and White, and NBA-Eastern League working agreement never got off the ground. Also, some NBA teams grew concerned with the possibility that a rich team, such as the New York Knicks, might "buy" not only one or two players, but the entire league. As a result, the NBA banned teams from "farming out" players to the Eastern League.

By 1964, the Eastern League hit its peak. The Allentown Jets won their fourth consecutive regular season title and travelled to Grand Rapids, Mich., to play the Continental Basketball League (no relation to today's CBA) champions – the Grand Rapids Tackers. The Jets won 128-126, winning the first and only "Championship of the Minor Leagues."

But, in 1967, the Eastern League received a near-fatal setback when the American Basketball Association was founded. Suddenly, 90 more major league jobs were created and Eastern League stars like Art Heyman, Willie Somerset and Lavern Tart left the league.

When a lawsuit by the Eastern League against the ABA and Art Heyman failed, Eastern League players deserted for the higher paying major league jobs. Other minor leagues, like the Continental League in the Midwest, folded. The Eastern League dropped to just four teams by the end of the 1974-75 season.

A semblance of economic sensibility finally returned when the ABA and NBA merged in 1976. The influx of 60 former major leaguers to the Eastern League, due to the folding of six ABA teams, revitalized the league. ABA veterans like Fly Williams, Warren Davis, Gene Moore and Bob Verga came to the Eastern League. However, the league's reliance on ABA castoffs created an unexpected hindrance – the NBA perceived the league as a haven for over-the-hill players.

By 1978, the Eastern League was working overtime to shed its image as a run and gun league of has-beens. The league changed its name to the Continental Basketball Association, reflecting its new goal of becoming a coast to coast minor league network, named Jim Drucker commissioner, and embarked on an expansion campaign, whose goal was divisions on both sides of the Mississippi by 1980.

Drucker negotiated the first contract with the NBA, in which the NBA invested \$20,000 in the 1978-79 season for officiating development. This was followed by a player development contract in 1980. By the 1981-82 season, NBA contracts with the CBA had increased to \$250,000 per year.

With the increased investment by the NBA, the CBA sent more players to the NBA. Billy Ray Bates, a CBA Rookie of the Year, achieved national fame in 1980 when he sparked the Portland Trail Blazers in several nationally televised contests, propelling them to the NBA playoffs.

By the end of the 1981-82 season, 29 CBA players were in the NBA, the highest total in history.

Off the court, the league continued to grow, developing its national marketing campaigns. The league added the Molten Rubber Co., as its official ball in 1978, Champion Products as its official uniform supplier and Toss Back's Snap Back Goal as the official league basketball rim in 1982. The league set a record of sorts in 1982 when its all-star game became the first nationally televised minor league game in history.

In the past 37 years the league has undergone a complete metamorphosis, yet maintains its sense of history. As the country's oldest pro basketball league, the CBA's history has reflected the fortunes of the sport's major leagues. The CBA's recent growth, reflects the league's improved working arrangements with the NBA and the CBA's improved operations and ownership.

And the future is just as bright. •

## Annual Award Winners

### Most Valuable Player

1950	Bill Zubic, Lancaster
1951	Jerry Rullo, Sunbury
1951	Chink Crossin, Pottsville
1953	Jack McCloskey, Sunbury
1954	Jack McCloskey, Sunbury
1955	Sherman White, Hazleton
1956	Jack Molinas, Williamsport
1957	Hal Lear, Easton
1958	Larry Hennessey, Wilkes-Barre
1959	Bill Spivey, Wilkes-Barre
1960	Stacey Arceneaux, Scranton
1961	Boo Ellis, Wilkes-Barre
1962	Roman Turmon, Allentown
1963	Paul Arizin, Camden
1964	Andy Johnson, Allentown
1965	Walt Somon, Allentown
1966	Julius McCoy, Scranton
1967	Willie Murrell, Scranton
1968	Ken Wilburn, Trenton
1969	Stan Pawlak, Wilkes-Barre
1970	Waite Bellamy, Wilmington
1971	Willie Somerset, Scranton
1972	Harthorne Wingo, Allentown
1973	Ed Johnson, Hartford
1974	Ken Wilborn, Allentown
1975	Jerry Baskerville, Hazleton
1976	Charlie Criss, Scranton
1977	Charlie Criss, Scranton
1979	Paul McCracken, Wilkes-Barre
1979	Andre McCarter, Rochester
1980	Ron Davis, Anchorage
1981	Willie Smith, Montana
1982	Ron Valentine, Montana

### Playoff MVP

1976	Willie Sojourner, Lancaster
	Greg Jackson, Allentown
1977	Ron Haigler, Scranton
1978	Phil Brown, Wilkes-Barre
1979	Larry Fogle, Rochester (tie)
	Larry McNeill, Rochester
1980	Steve Hayes, Anchorage
1981	Lee Johnson, Rochester
1982	Edmund Sherod, Lancaster

### All Star Game MVP

1979	Andre McCarter, Rochester
1982	Brad Branson, Anchorage

### Rookie of the Year

1959	Dick Gaines, Easton
1959	Julius McCoy, Williamsport
1960	Alonzo Lewis, Sunbury
1961	Dave Gunther, Williamsport
1962	Jim Huggard, Sunbury
1963	Emerson Baynard, Sunbury
1964	Ken Rohloff, Sunbury
1965	Swish McKinney, Wilmington
1966	Bob Love, Trenton
1967	Ken Wilburn, Trenton
1968	Don Carlos, Hartford
1969	Rich Cornwall, Binghamton
1970	Ed Mast, Allentown
1971	Charlie Wallace, Trenton
1972	Craig Mayberry, Hartford
1973	Vincent White, Garden State
1974	Dennis Bell, Allentown
1975	Aulcie Perry, Allentown
1976	Mo Rivers, Lancaster (tie)
	Walter Luckett, Long Island
1977	Major Jones, Allentown
1978	Bill Terry, Jersey Shore
1979	Billy Ray Bates, Maine
1980	Edgar Jones, Lehigh Valley
1981	Lee Johnson, Rochester
1982	Larry Spriggs, Rochester

### Coach of the Year

1976	Larry Cannon, Lancaster
1977	Stan Novak, Scranton
1978	Pete Monska, Wilkes-Barre
1979	Mauro Panaggio, Rochester
1980	Bill Klucas, Anchorage
1981	George Karl, Montana
1982	Cazzie Russell, Lancaster

### Newcomer of the Year

(Player with Pro Experience, although first year in CBA)

1978	Ron Davis, Anchorage
1979	Andre McCarter, Rochester
1980	Brad Davis, Anchorage (tie)
	Bobby Wilson, Hawaii
1981	Cazzie Russell, Philadelphia
1982	Brad Branson, Anchorage

## CBA Memorabilia Maniacs Worldwide Still Going Crazy After All These Years

After four years of selling souvenirs worldwide, the CBA has attracted a loyal band of CBA memorabilia customers.

In Trieste, Italy, Roberto Buchacher wears a Maine Lumberjacks t-shirt to play soccer. In Prague, Czechoslovakia, Jan Boris, wears a Montana Golden Nuggets hat coaching his high school basketball team. In Gavle, Sweden, Greger Lindberg, trades CBA basketball cards with his friends.

And although many have never seen a CBA game, the customers remain crazy over CBA products and they made 1982 the CBA's best year for souvenir sales.

Since 1978 the CBA has sold souvenir t-shirts, hats, trading cards, yearbooks and gym bags to thousands of basketball fans and sports collectors in all 50 states, 12 Canadian provinces and 31 foreign countries.

The company's best selling products are CBA team t-shirts. Sporting the official logos and colors of each team, over 14,000 t-shirts are sold annually. Each team's logo is silk-screened on a durable colored t-shirt.

The newest product, CBA basketball trading cards, took off among collectors last season. The set of 90 cards, similar to baseball cards, is already a top collector's item among trading card buffs. A new 90 card, 1983 edition is set for a January, 1983 distribution date.

The CBA also offers subscriptions to the CBA Newsweekly, the official



CBA T-shirts make great gifts. They're available for every team with the team's official full color silk-screened logo on a quality t-shirt. Pictured above is the CBA league shirt.

league newsletter. Published weekly during the season, the newsweekly provides fans with comprehensive coverage of the CBA with player transactions, inside stories about CBA players going to the NBA, as well as complete computerized player and team statistics. Read by over 1,000 sportswriters coast to coast, the Newsweekly is the fastest growing CBA souvenir.

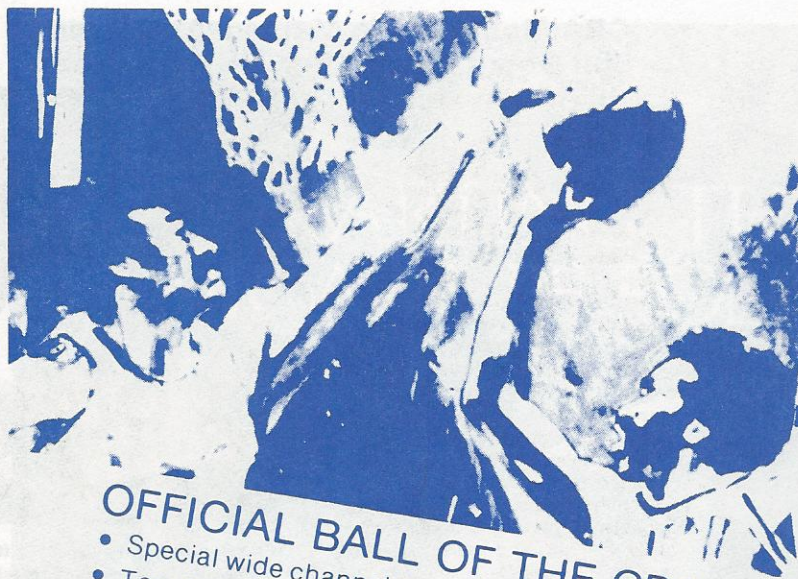
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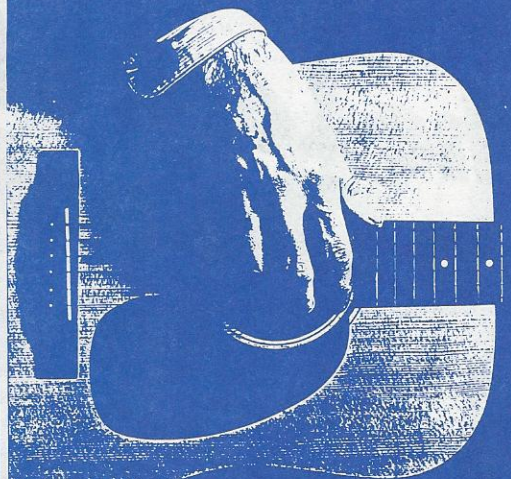
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