

Eating Disorder Awareness Week seeks to improve body image

Young feminist perceives influences of gender in societal interactions



An independant Valley is a happy Valley

Column: Jerry Buss is the greatest sports owner of all time



DAILY SUNDIAL CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
SUNDIAL
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New athletic director named

Former director Rick Mazzuto's successor joins CSUN after leaving University of Oklahoma

CASEY DELICH
SPORTS EDITOR

Dr. Brandon Martin, a former athlete with ties to the San Fernando Valley, was named as the new athletics director at CSUN on Monday.

Martin assumes his position April 1 and will be among a small number of African-Americans, 7.4 percent, who head athletics programs at a Division I school, according to a press release. Martin held the position of senior associate athletics director for administration at University of Oklahoma prior to his hiring at CSUN.

"This was an opportunity to make history, to leave an indelible print on the Northridge community, on the San Fernando community and the people in this room," Martin said. "It was an

opportunity that I worked hard for for the past 13 years, and quite frankly I'm ready to get to work right now. I was ecstatic to get the news from President Harrison."

A search committee welcomed five candidates to campus in open forums with faculty to understand and gauge each of the candidates' goals for the campus community. President Dianne F. Harrison, who announced Martin's new position, said he stood out among the other candidates.

"We had a very strong pool," Harrison said. "To Brandon's credit he rose to the top of that pool. For his passion, for his enthusiasm, for his ability to bridge athletics and academics. For his energy and his focus, his integrity and his values, his desire to win on the field, on the court and in the classroom, those are the qualities. His hunger, his hunger to put CSUN on the national map."

See **DIRECTOR**, page 7



IOREN TOWNSEY / PHOTO EDITOR

Newly hired Athletics Director Dr. Brandon Martin says hello to CSUN student-athlete Celena Photopulos, a junior attacker on the water polo team.

Clubs get new anti-discrimination rules

After UC students brought litigation against clubs, CSU takes preventative measures to stave off possible court cases



ILLUSTRATION BY SUNDIAL PRODUCTION

MICHELLE REUTER
DAILY SUNDIAL

Last fall, a small but significant change went into effect concerning how student clubs in the CSU function.

Executive order 1068, known as the "all-comers" policy, is an addition to a provision from Jan. 30, 2006 that made the university's inclusion policies official for all clubs.

The original rule (executive order 969) stated that "...no campus shall

recognize any fraternity, sorority, living group, honor society, or other student organization that discriminates on the basis of race, religion, national origin, ethnicity, color, age, gender, marital status, citizenship, sexual orientation, or disability."

An accommodation was made for fraternities and sororities to accept members based on gender in Title 5 of the California Code of Regulations.

The new anti-discrimination policy addresses who can run for office in CSU student clubs and organizations. It also expands the non-discriminatory policy into an open membership requirement.

"There was still the potential of

student organizations to limit membership and who could run for officer positions," said Ray Murillo, associate director of student programs. "For example, it was open for a student organization to say, 'We only want students who wear red shirts in our club.' The "all-comers" policy protects everyone, not only protected groups, but everyone."

The new policy ensures that anyone can become a member or an officer of any club. No one can be excluded, even if they are not a member of a protected class.

See **clubs**, page 4

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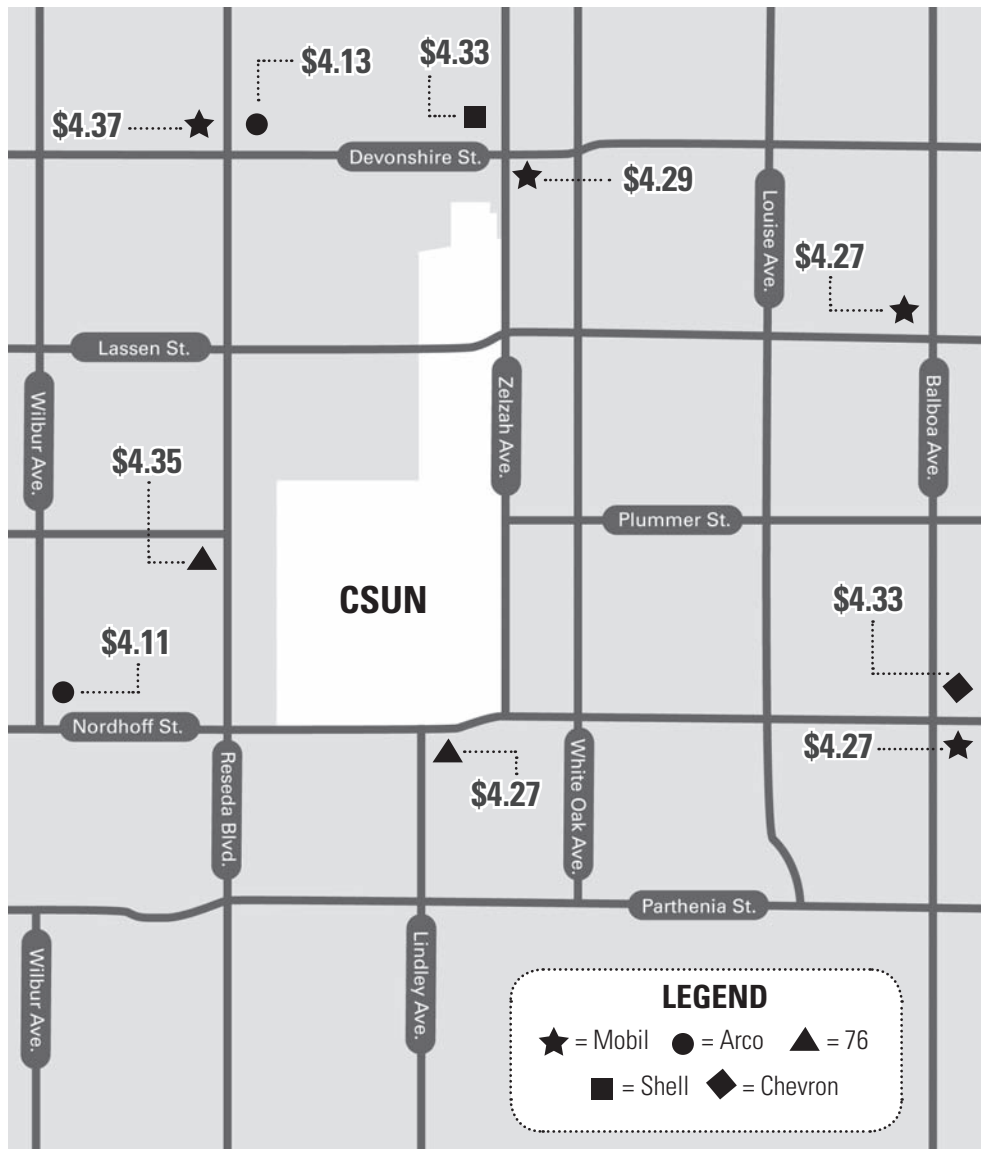
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Gas, oil prices continue to skyrocket

After oil refineries shut down to make the switch to summer gas, prices make record jumps for the last month



MAP BY JASMINE MOCHIZUKI/ ASSISTANT VISUAL EDITOR

MEGAN DISKIN
DAILY SUNDIAL

Gas prices have been rising in the last few weeks due to factors including the cost of crude oil and refinery shutdowns.

According to a news release from the Automobile Club of Southern California, gas prices have jumped by 57 cents in the last month, one of the biggest jumps in a month. The average price of regular gasoline in the Los Angeles-Long Beach area is \$4.316 per gallon, jumping 11.3 cents in a week.

Several oil refineries are shutting down temporarily to prepare for the switch to summer gasoline, and cost of oil is going up. According to the U.S. Energy Information Administration, the cost of a barrel of crude oil was \$93.09 on Jan. 4. That

price has gone up to \$97.51 as of Feb. 12.

“Oil prices move gas prices, and whenever there’s uncertainty in the Middle East prices go up,” said Shirley Svorny, economics professor at CSUN. Svorny went on to say that the United States actually has more oil in shale, rocks containing natural oil, than in Saudi Arabia.

“It’s oil we didn’t know we have. Now it’s a matter of how to extract and refine it,” Svorny said.

Hydraulic fracturing, or fracking, is a technique used to extract petroleum and natural gas from shale rocks. Fracking is widely protested by some in the U.S. because the process can contaminate ground water supplies and adds to the atmosphere’s carbon dioxide levels.

Mayra Salazar, 22, junior business management major, has a one-hour commute to school.

“I commute with my dad so that helps me save money,” Sala-

zar said. “I’m also taking online classes, so that helps a lot.”

Laura Dunlap, 26, a second year English graduate student, lives in Ventura County and drives 50 minutes each way in a car she’s had since for 10 years.

“It’s a six-cylinder gas guzzler,” Dunlap said. She tries to fill her tank near campus because it’s 10 cents less a gallon than in Ventura County.

Janet Tsay, 23, senior liberal studies major, commutes to campus from Rosemead, where her boyfriend lives, or her home in Arcadia.

“I drive an SUV and I just filled it up the other day,” Tsay said. “It was 21 point something gallons, but it was \$95.”

Two years ago Tsay got into a car accident and switched to a Mercedes SUV because she thought it would protect her, but the price of gas has made her change her mind.

“It’s pretty much give or take \$100 a week,” she said. “I don’t want to drive anymore.”

GAS PRICE FUN FACTS

1. The U.S. consumed 18.8 million barrels of petroleum per day in 2011, making us the largest petroleum consumer.
2. U.S. dependence on oil has decreased since its peak in 2005.
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PERSPECTIVES

Feminist breaks down social norms

Women's studies major is attuned to the influence gender has on social interactions and communication

MICHELLE REUTER
DAILY SUNDIAL

When people find out Skylar Grogan, 21, is a feminist, they often make assumptions about her and how she sees the world.

"Feminist" is a label that comes with all sorts of baggage and preconceived notions. But how does this CSUN women's studies major really see herself and the world around her?

"Women's studies has really opened my eyes to see how people interact with each other on the basis of our gender and how we communicate with each other," she said.

Grogan sees portrayals of women in the media differently now than she did in the past. She is not always pleased with the way mainstream news portrays women in politics. More attention is paid to their choice of clothing and makeup than to the make up of their arguments, she said.

Though Grogan leans toward liberal political views,

she is also quick to defend women like Sarah Palin and Michele Bachmann.

"Even though I don't agree with them about anything really, I still don't like how they're portrayed in the media," she said.

She may not have voted for the McCain/Palin ticket, but that doesn't mean she thinks it's fair to call Palin "Caribou Barbie." Belittling comments and speculation about whether a woman is fit for office based simply on biology hurts all women, she said.

"We should be criticizing politicians on their policies and what they've said in interviews," she said. "Not what they look like or who they're married to. I wouldn't want someone to do that to me."

Lessons from her women's studies classes color her choices of books, movies and even music. She likes to see strong, smart female characters on TV who can also be silly and even make mistakes. One of her favorites is Amy Poehler's character Leslie Knope on "Parks And Rec."

Grogan is a Harry Potter fan, but didn't enjoy "Twilight."

Her take on "The Hunger Games?"

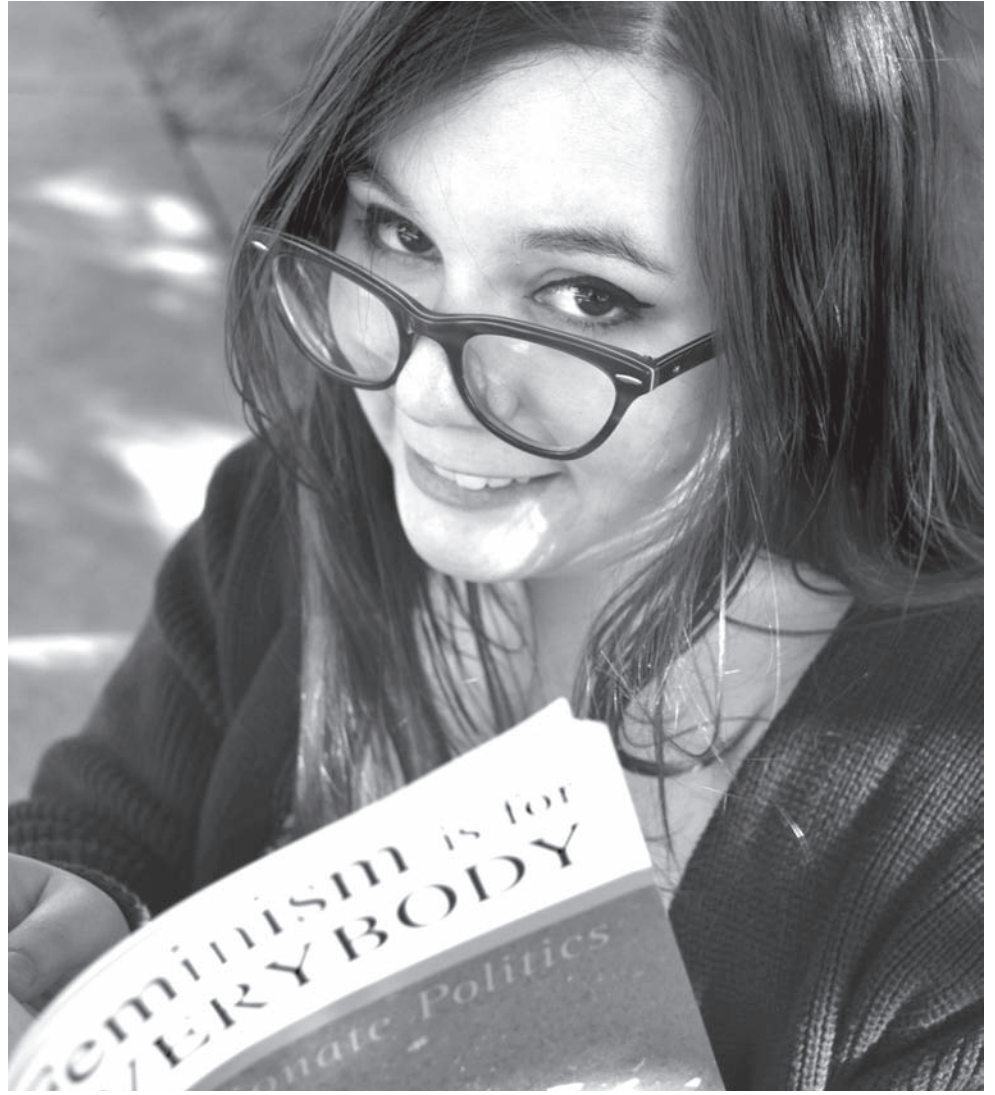
"Team Katniss, all the way!" she said.

Like many teenage girls, she read Sylvia Plath's "The Bell Jar" in high school and identified with the main character. She finds herself picking up autobiographies and memoirs by female activists like Elaine Brown's "A Taste of Power: A Black Woman's Story."

Grogan said she's also open to enjoying a good, old-fashioned trashy romance novel or an episode of "Keeping Up With Kardashians."

"You can't be a perfect feminist all the time," she said. "Sometimes it's nice to not criticize stuff all the time. It's nice to watch something and just enjoy it for its face value."

Once she finishes her bachelor's degree, Grogan plans to spend some time working at a women's shelter and giving back to the community. Her ultimate goal is to get both her master's and then a doctorate in sociology. She hopes to teach sociology at a community college.



John Saringo- rodriguez / DAILY SUNDIAL

Feminist Skylar Grogan, 21, a women's studies major, enjoys books by empowering female authors, like Bell Hooks and Sylvia Plath.

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Media's role in body image explored

CYNTHIA GOMEZ
DAILY SUNDIAL

CSUN students are participating in inspirational, interactive and educational events as part of Eating Disorder Awareness Week.

The national event is a collective effort made up primarily of volunteers who want to raise awareness on the dangers of eating disorders and the need for early intervention and treatment.

This year the national theme is "Everybody Knows Somebody" because eating disorders are spreading nationally, according to their website.

Andrea Elzy, coordinator

for Peer to Peer education program at CSUN, said that this year they are aiming to shed light on vanity, health and the overall media message that plays a part in eating disorders.

Joint Advocates on Disordered Eating (JADE) put together several events, such as Mirrorless Monday, where mirrors are covered up and replaced with inspirational quotes. Other events include a speech by sociology professor Melanie Klein, who talked about health and vanity.

"People focus too much on the numbers on the scale rather than the health of the person," Klein said. Klein also mentioned that it's important to be aware that the media's only purpose for what someone's body should look like is strictly for profit while health

purposes are never really considered.

Junior sociology major Charmane Bethune came to the event to learn more about how to avoid media portrayals of body image and construct her own standards of beauty.



sc AN THIs QR cODE
to watch a video
from a body image
awareness event



BRITA POTENZA / DAILY SUNDIAL

Melanie Klein, CSUN professor, speaks in the USU Grand Salon on Monday about media images and how they effect students self-esteem for national Eating Disorder Awareness Week.

clubs

Continued from page 1

Other potential applications would be for political clubs that might require members to register with a party or religious clubs that could have required members attend a particular church.

Murillo said there was no particular incident on a CSU campus that prompted the policy clarification.

The "all-comers" policy was

adopted to bring CSU schools more in line with similar policies within the UC system, Murillo said.

He said this addition will protect the university and students from possible litigation. Since both UC and CSU schools receive money from the state of California, it is important that their anti-discrimination rules protect all students.

Murillo said there had been litigation brought against the UC system by students who felt

they were excluded from certain clubs in the past, but had no protected status.

Brandee Hoofkin, 22, president of the Black Student Union and kinesiology major, was unaware of the updated code from the chancellor.

"I don't believe these new rules will change our organization in any way. The Black Student Union has always been open to members of all genders, races and sexualities," Hoofkin said. We have had people of dif-

ferent races become members, attend our meetings regularly and even serve on our executive board, so this has never been an issue for us."

The new provision also includes an update to academic requirements for all members wishing to run for office. Clubs may require that officers maintain a minimum grade point average of 2.0 and be currently enrolled in at least six units per semester.

Alina Sarkissian, 26, presi-

dent of the Armenian Student Association and business management major, said she heard about the new provision and that she was looking forward to meeting with the Matador Involvement Center about what it will mean for her club.

"I'm on board with it as long as they're doing it for the right reasons," she said. "(They) would be to make sure there's no fraud going on or that there are no students who aren't in a good place academically to run

a club."

Murillo said the new addition to the policy would not open clubs up to harassment from those with different political or social views. Every club should have provisions in their constitution regarding behavior, he said. If they do not, student organizations should bring any issues to the office of student affairs.

*Contributing reporting by
Ellen Krausse, Staff Reporter*

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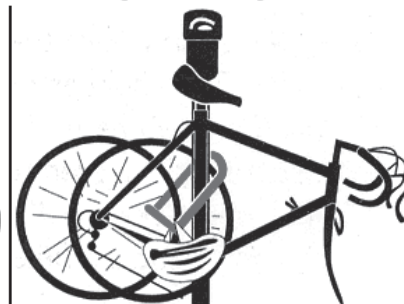
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Locking with removing front wheel



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Opinion

Valley should be its own master

MICHAELANGELO LANDGRAVE
CONTRIBUTOR

It is time that the San Fernando Valley secedes from the city of Los Angeles. This isn't about making a statement against the Obama administration. This is about improving the San Fernando Valley. By decreasing the size of our city government to cover only the San Fernando Valley, we will be investing in the benefits of having a more efficient government.

Good government is an economic public good. Everyone benefits from government institutions that encourage trade and discourage violence even if they themselves do not participate in the running of government. Someone who spends their time going to city hall meetings and participating in grass roots democracy receives the same benefits from good government as someone who spent that time watching baseball games. Like any other public good, good government is under produced.

Why should someone spend all their time working to make a good government? The price of monitoring politicians and following local issues is costly. You may very well spend all your free time attempting to produce good government, but still fail. Given this incentive structure, it's rational for most people to not participate in trying to make good government.

The influence of an individual or small group is increased as the size of government is decreased. This results in the average voter having a greater chance of influencing the outcome of an election. More importantly, a small government effectively decreases the cost of running a good government.

Secession would allow us to break apart the Los Angeles Unified School District (LAUSD)

in the hope that it would free up resources to decrease classroom size. We could even institute a voucher system and do away with centralized schooling altogether.

The chief benefit of secession for CSUN would be an improvement in primary schooling. LAUSD recently lowered graduation requirements in a bid to increase graduation rates. A significant portion of CSUN's freshmen have to take remedial classes because they are simply behind in basic math and writing skills. A more independent community would allow LAUSD to be split up, ushering in reform to the education system. If for no other reason, secession should be supported to encourage better grammar by college students.

Secession would allow us to break up the Los Angeles Police Department (LAPD) so that we can keep them more accountable and decrease response times.

Secession would improve public transportation by giving the San Fernando Valley a better bargaining position when it comes to planning the expansion of the subway system and bus routes. Consequently, regardless of their political ideology, everyone has something to benefit from

by seceding from the city of L.A.

The San Fernando Valley has attempted secession several times before in its history. The last serious attempt was a decade ago in 2002 when Valley VOTE, a pro-secession group, pushed for it through referendum. The valley itself voted in favor, but the city as a whole voted against the proposal.

Why did the city vote against the proposal?

It's because the San Fernando Valley exists as a net tax payer, which means it pays more in taxes than it receives in city services. The average resident of the San Fernando Valley is wealthier than our counterparts elsewhere in the city and thus, should have some vague moral obligation to pay more in taxes. However, no one has a legitimate claim on our income.

We didn't steal our income. We earned them by working. We provided goods and services that others were willing to trade their money for. Therefore, we should be able to decide how our money is used. The moral claim is actually to our rightfully earned income.

If private individuals wish to donate money to the city, they are free to do so. No

POLL OF THE DAY: YES OR NO

QUESTION: Should San Fernando Valley secede from Los Angeles County?

YES

NO

Join the discussion in the Opinions section at DAILY.SUNDIAL.COM



one however should be coerced or forced into giving false charity.

L.A. is the second largest city in the USA

and undoubtedly has a certain prestige to it. Therefore, it could be worth the extra tax burden. The San Fernando Valley is hardly a provincial area though.

As an independent city, we are the 5th largest city in the U.S., after Houston. But, we have established ourselves well in the popular mind and don't need to piggybank on greater L.A.'s reputation. Anyone who wishes to share in the prestige of L.A. is more than welcome to migrate to the city center.

Burbank, San Fernando, Hidden Hills and Calabasas are already independent cities from L.A.

But chaos has not erupted there. For the most part, these are affluent areas. CSUN has a larger population than all of these cities with the exception of Burbank. If these smaller areas are capable of being independent then certainly the San Fernando Valley is as well.

Ideally, a future San Fernando Valley would consist of several small cities of around 20,000 or less people each. It will take a while before we manage to reach such a state of local governance. In the meantime, splitting the San Fernando Valley from L.A. city is a start.



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8	2	6	1	9	3	7	4	5
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6	1	4	8	9	7	2	5	3

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DIRECTOR

Continued from page 1

Originally from the San Fernando Valley, Martin was a student-athlete on the Cleveland High School basketball team in the early 1990s. Current Matadors men's basketball coach Bobby Braswell was Martin's coach at the time.

Continuing his education, Martin earned his bachelors of science in primary education and general studies in 1996 at USC, while playing on the USC basketball team.

Martin went on to get a masters of education in post-secondary administration and student affairs in 2002, and earned his doctor-

ate of education in higher education administration in 2005 from USC.

"Three priorities that will drive the mission and goals of our athletics department," Martin said. "Priority number one is that we will embrace comprehensive excellence. We will strive for this in all that we do, in academics, welfare of our student-athletes, the way we sell our program, compliance and academics. Secondly, we will remain focused on academic achievement and growth of student athletes."

"Priority three is vitally important, engaging the San Fernando community in our plan for excellence," he said. "Get the people in the valley to be part of our team, part of our

family, to take ownership of the athletics department."

One of Martin's biggest goals for CSUN athletics is to increase community, alumni, student and faculty involvement in sports. Setting himself a goal of 100 donors in 100 days, Martin plans on meeting with 100 donors in order to garner support for Northridge athletics.

"They need to know who I am, our vision, our plan, they need to know what I'm excited about," Martin said. "As President Harrison eluded to, they need to see my passion for where we are going."

Previous Athletics Director Rick Mazzuto stepped down from his position in November 2012, for reasons unknown.



Sundial twitter directory

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EOE/AA Background Check / Drug Screen conducted.

	1	4		9				6
6								4
	2			5			7	3
				6	1			
	8		9		5		3	
			7	4				
4	6			7			8	
2								9
7				1		3	6	

sudoku

How to play:

Fill in the grid so that every row, every column, and every 3x3 box contains the digits 1 through 9.

Solution above.

Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Lewis

ACROSS

- 1 Leftover bit
- 6 Kitchen meas.
- 10 Highland tongue
- 14 Thrill to pieces
- 15 Commuter's option
- 16 Cuts short
- 17 "Understood!"
- 18 Egg on
- 19 Debt-heavy corp. takeovers
- 20 Pittsburgh fan base, collectively
- 23 A pop
- 24 Confirmation or bar mitzvah
- 25 Tons of, casually
- 27 Philatelist's pride
- 31 Pet welfare org.
- 32 Tie up loose ends?
- 33 Shed a few tears
- 34 "Bus Stop" playwright
- 37 Radar's favorite drink
- 40 Butter on the farm?
- 43 Windy City trains
- 45 Solemn promises
- 49 Annual political speech
- 54 Appeared on TV
- 55 Penlight batteries
- 56 AFL affiliate
- 57 Commercial interruptions literally found in this puzzle's three other longest answers
- 61 Just as you see it
- 62 City near Sacramento
- 63 Young neigh sayers
- 65 Adjust, as strings
- 66 Close
- 67 Slippery as ___
- 68 Israel's only female prime minister
- 69 Nile threats
- 70 Toy bear named for a president

1	2	3	4	5	6	7	8	9	10	11	12	13
14					15				16			
17					18				19			
20					21				22			
23				24					25			26
27			28					29	30			
31							32				33	
34					35	36		37	38	39		
40	41	42			43		44		45	46	47	48
49			50	51				52	53			
54							55				56	
57					58	59				60		
61					62				63			64
65					66				67			
68					69				70			

By Marti DuGuay-Carpenter

2/26/13

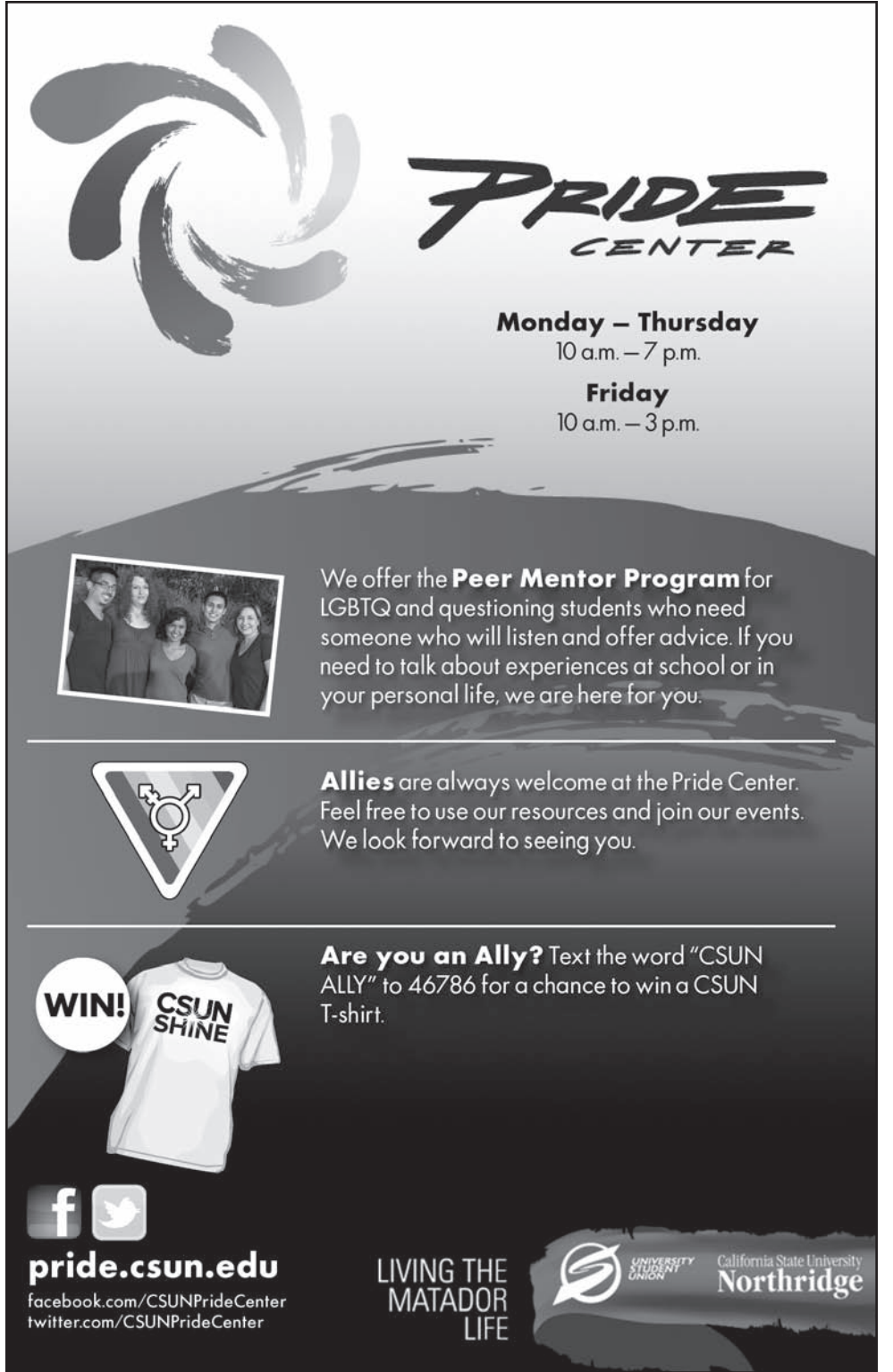
Monday's Puzzle Solved

B	R	S		P	U	N	D	I	T		N	C	R			
I	O	N	S		B	R	U	I	S	E	O	L	A			
B	L	O	O	P	S	I	N	G	L	E	B	O	G			
L	E	O	N	E		S	S	A		T	R	U	E			
E	X	T	I	N	C	T		I	N	R	O	A	D			
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S	U	E		A	S	T	R	O	S		D	A	T	A		
O	T	S		M	E	S	S	E	S		N	O	S			

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DOWN

- 1 Line piece: Abbr.
- 2 Places to hide skeletons?
- 3 Dilapidated dwelling
- 4 End in ___: come out even
- 5 He refused to grow up
- 6 Faithfully following
- 7 Oil units
- 8 Talk with one's hands
- 9 Earnest request
- 10 Nixon attorney general Richardson
- 11 Like some of Michael Jackson's moves
- 12 Advertiser
- 13 Twisty curve
- 21 DMV certificate
- 22 Dr. Mom's specialty
- 23 "This is your brain on drugs," e.g.
- 26 Unspecified quantity
- 28 12th century opener
- 29 Deighton who wrote the "Hook, Line and Sinker" trilogy
- 30 40-Across mate
- 35 Prefix with thermal
- 36 Santa's helper
- 38 Pet on your lap, maybe
- 39 Author Fleming
- 40 Cape Town's country: Abbr.
- 41 Being debated
- 42 Bond's is shaken, not stirred
- 44 Comedy genre
- 46 Got a giggle out of
- 47 Raised, as a flag
- 48 Nestlé's ___Caps
- 50 Movie trailer, e.g.
- 51 Boston summer hrs.
- 52 Nuns' clothing
- 53 Kernel holder
- 58 Rick's love in "Casablanca"
- 59 Fireworks responses
- 60 Top-shelf
- 61 Way to check your balance, briefly
- 64 Sneaky



PRIDE CENTER

Monday – Thursday
10 a.m. – 7 p.m.

Friday
10 a.m. – 3 p.m.

We offer the **Peer Mentor Program** for LGBTQ and questioning students who need someone who will listen and offer advice. If you need to talk about experiences at school or in your personal life, we are here for you.

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COLUMN

Thomas Robinson unwisely traded



COURTESY OF mCt

Thomas Robinson, the Kings 5th overall pick in the 2012 draft, heads to Houston after being traded.

KEVIN'S COURT



kevin kiani
dail y sundial

Although there were no superstar players dealt or any blockbuster deals that blew up before the trade deadline, 12 transactions involving 27 players went through which leaves plenty of room for winners and losers.

Winner:
Oklah Oma City t hunder

The Thunder proved that the subtlest of moves could make the biggest of differences. OKC dealt point guard Eric Maynor to the Portland Trailblazers for a \$2.2 million trade exception. This move not only frees up financial flexibility for a veteran free agent signing next season, but also

makes emerging guard, Reggie Jackson, a clear-cut backup point guard behind Russell Westbrook. They also traded a second round pick to the New York Knicks for defensive specialist, Ronnie Brewer. I like this move for many reasons. Brewer was coached by defensive guru, Tom Thibodeau, and he adds another wing defender alongside Thunder defensive stopper, Thabo Sefolosha. This takes pressure off of Kevin Durant when it comes to guarding perimeter players. In a conference littered with perimeter playmakers such as Manu Ginobili, Kobe Bryant, James Harden, and Andre Igoudala, Brewer is much needed. With the second leading shot blocker in the NBA in Serge Ibaka down low, the Thunder have added more electricity to their defense and look to send teams fishing come playoff time.

IO ser:
sa Crament O kings

Ah, the Sacramento Kings pulled off another head scratching move to cement their reputation as one of the dumbest organizations in the NBA, possibly in all of sports. The Kings send fifth overall pick of last year's draft, Thomas Robinson, to the Houston Rockets in a multi-player trade. But wait, there's more stupidity spewing out of Sacramento as the Kings did this trade to save just over \$3 million. Robinson had

an incredibly high ceiling and wasn't even close to reaching it. He is a strong power forward with a great motor, and the Rockets will most definitely find a place for such a budding star in their rotation. The Kings need to move to Seattle already because there seems to be something in the water up there in Sac town.

Winner/ IO ser:
atlant a haWks

It's tough to categorize the Hawks in a winner or loser category. They win because they get to keep an ultra-athletic and skilled power forward in Josh Smith for the rest of the season as they make a playoff push. They are losers because they will most likely give him for absolutely nothing in return come summer time when Smith is a free agent. Hopefully Smith has enough motivation to give Atlanta one last memorable playoff push before he takes his talents elsewhere.

dOuble Winners:
mOrris tW ins

Markief Morris was traded from the Houston Rockets to the Phoenix Suns, reuniting him with his twin brother, and college teammate at Kansas, Marcus Morris. Basketball wise, this does nothing for the Suns as they are having a dismal season, but it's nice to see brothers reunited.

Jerry Buss: best owner of all time

BALLIN' WITH BOB



bOb gar Cia
dail y sundial

When I think about who is the best owner in professional sports, only one person comes to mind, and his name is Jerry Buss.

The late owner of the Los Angeles Lakers, who died last week, was an innovative one that not only changed the sport but also the standard by which sports owners go by now. Since his purchase of the Lakers in

1979, he has taken the franchise to a level of success that is matched by no other team in sports history.

In Buss's first year of, he drafted Earvin "Magic" Johnson, who is widely praised as the best point guard to ever play the game, which began a 12-year stretch known as the "Showtime Era" which saw the Lakers make the NBA finals nine times, winning five of them.

After Johnson was forced to retire in 1992 because his contraction of the HIV virus, the team suffered a couple of down seasons but Buss found a way to bring the team back to glory by luring away Shaquille O'Neal from the Orlando Magic to the bright lights of Los Angeles in 1996. Buss followed that move by taking a gamble by listening to his general manager Jerry West and trading for a young 17-year-old high school player by the name of Kobe Bryant.

Buss was not done there. In 1999, he signed former Bulls head coach Phil Jackson, and in his first season coaching, the team won its first of three con-

secutive NBA championships.

In 2004, after the losing the NBA finals to the Detroit Pistons, Buss made another gamble. He let go of Phil Jackson and made the decision to keep Kobe over Shaq by trading the Big Diesel to Miami. The Lakers struggled early on, but Buss' gamble eventually paid off. He brought by Jackson in 2005 and within three years, the team led by Bryant was back in the finals once again. One of the key reasons the Lakers reached the NBA finals was Buss pulling off a trade that brought All-Star big man Pau Gasol to the team from the Memphis Grizzlies for basically nothing.

Although the Lakers lost the 2008 NBA finals to Boston, it was just the beginning of Los Angeles' new era as the Lakers won the next two titles, defeating the Orlando Magic and the Celtics once again.

What can be learned from Buss is one thing: he was a high-risk gambler, but it always paid off for him. He bought the Lakers in an era in which they could not defeat the Celtics in the finals, and he got them to defeat the Boston three times

in the 1980s. The Lakers, under Buss' 34 years of ownership, made the NBA Finals 16 times, winning 10 of them, which is most by any sports team in that period.

Throughout his time, Buss brought some of the all-time greatest players to Los Angeles: Magic Johnson, James Worthy, Shaquille O'Neal, Kobe Bryant, Kareem Abdul Jabbar and Steve Nash.

What Buss also did as a sports owner that changed the landscape of the NBA was that he mixed the sports world with Hollywood. Buss brought the Lakers girls to the NBA, which are now a staple for every team in the NBA. His "Showtime" Lakers brought celebrities to the game and made the Lakers franchise LA's team.

As Jerry Buss stated: "The real purpose of what I do is try to have the city involved and identify with the team. I wanted when you think of LA that's where the Lakers play. Lakers. Lakers. That's what I wanted."

Buss was an innovative owner who set the standard for what great sports ownership is. He was the gold standard.

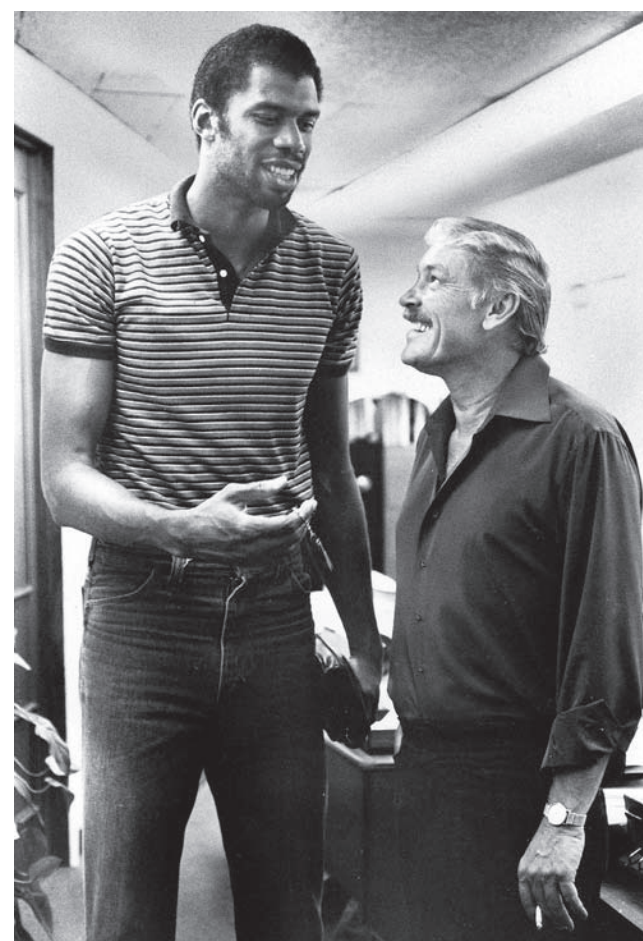


PHOTO COURTESY OF mCt

Jerry Buss meets with Kareem Abdul-Jabbar, the starting center of the Lakers during the "Showtime" era.