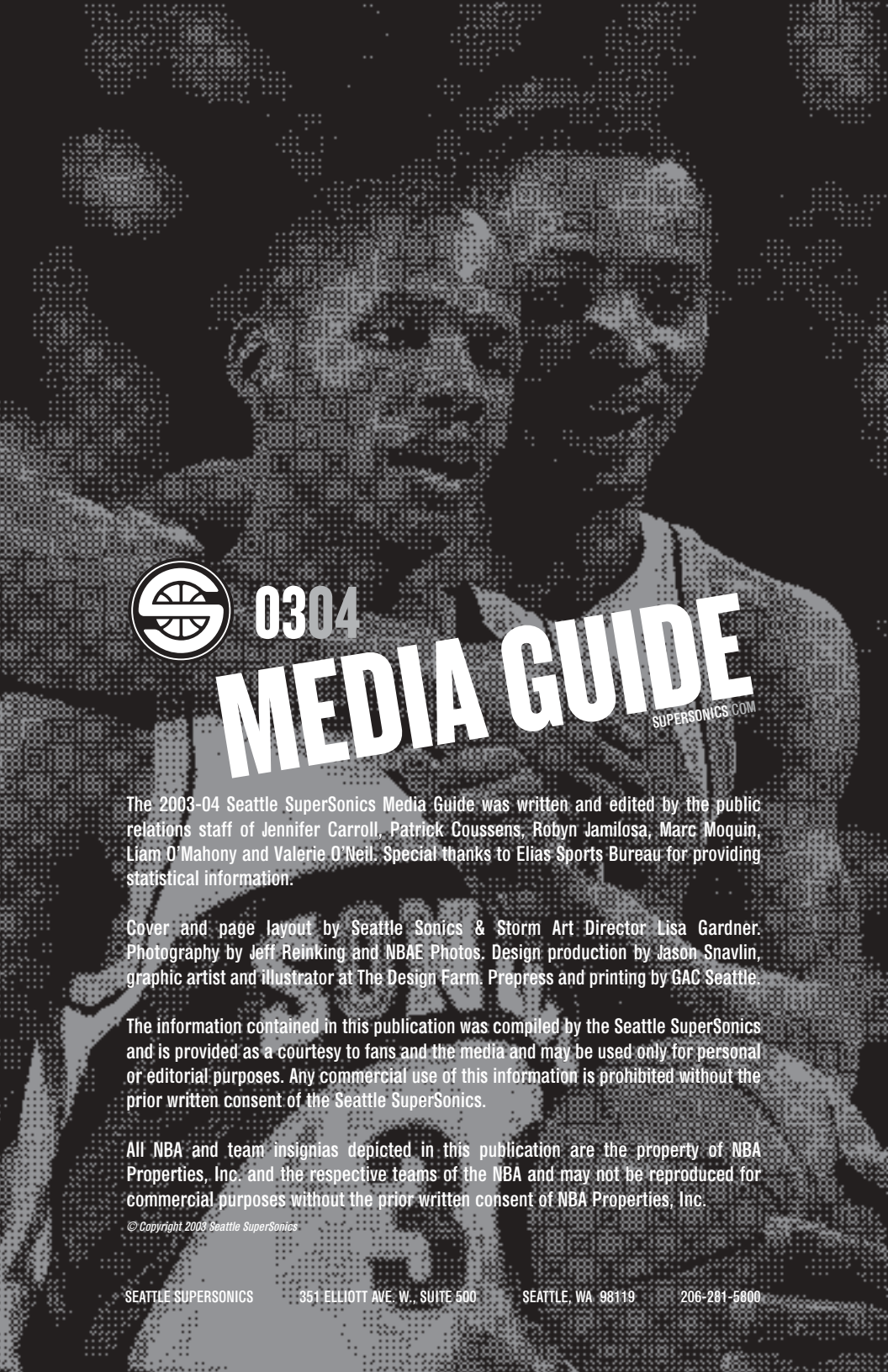


0304 MEDIA GUIDE

SUPERSONICS.COM

The 2003-04 Seattle SuperSonics Media Guide was written and edited by the public relations staff of Jennifer Carroll, Patrick Coussens, Robyn Jamilosa, Marc Moquin, Liam O'Mahony and Valerie O'Neil. Special thanks to Elias Sports Bureau for providing statistical information.

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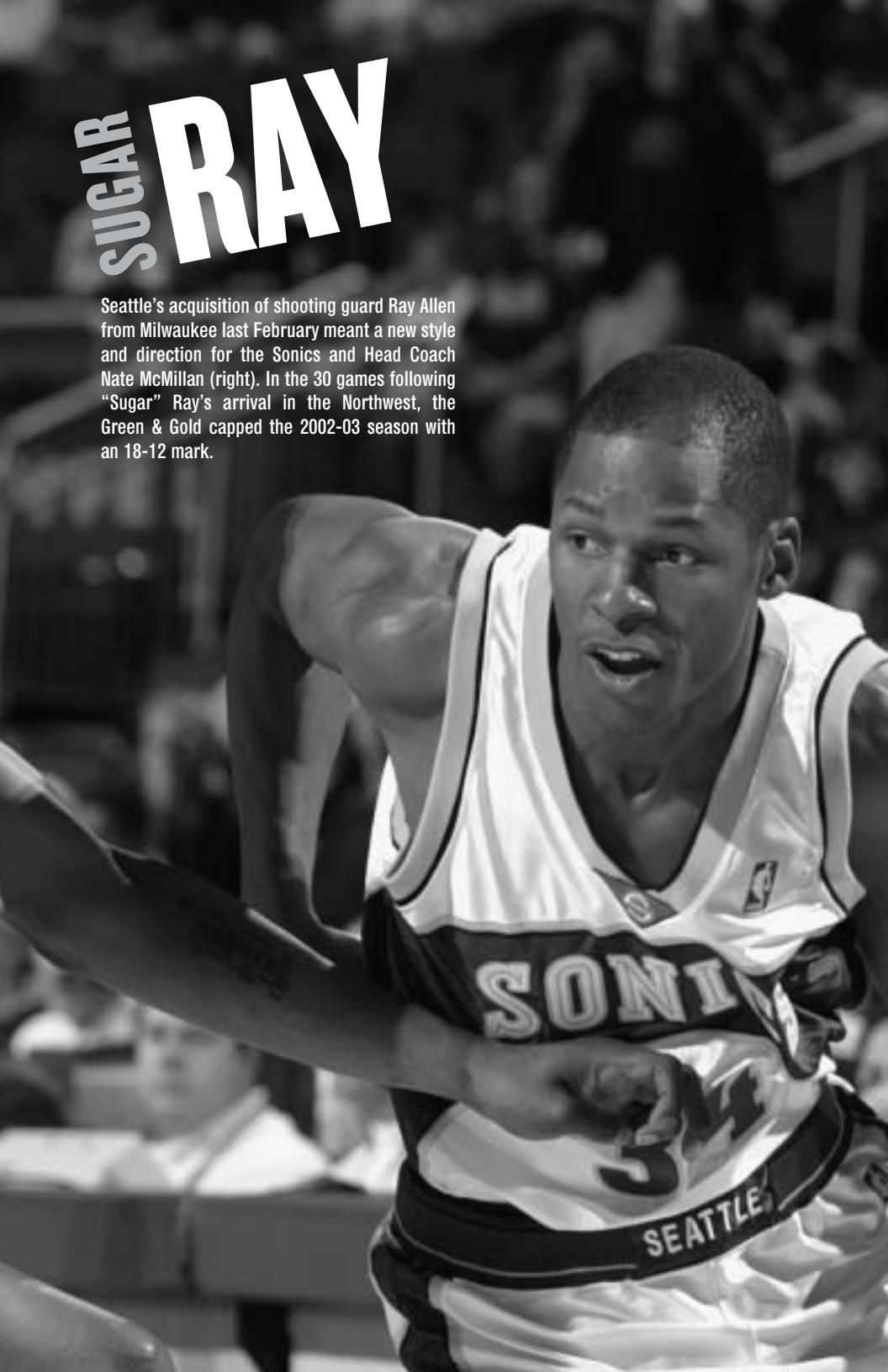
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SUGAR RAY

Seattle's acquisition of shooting guard Ray Allen from Milwaukee last February meant a new style and direction for the Sonics and Head Coach Nate McMillan (right). In the 30 games following "Sugar" Ray's arrival in the Northwest, the Green & Gold capped the 2002-03 season with an 18-12 mark.







ALL SEASON LONG

KONG T.V. 6/16

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SONICS PRESEASON INFORMATION

2003 PRESEASON SCHEDULE

Game	Date	Opponent	City	Arena	Time
1	10/8	Houston	Seattle	KeyArena	7 p.m.
2	10/10	at Houston	Little Rock, Ark.	ALLTEL Arena	5:30 p.m.
3	10/11	at Utah	Salt Lake City	Delta Center	6 p.m.
4	10/14	at Portland	Redmond, Ore.	Expo Center	7 p.m.
5	10/15	at Golden State	Reno, Nev.	Lawlor Events Center	7 p.m.
6	10/18	Portland	Spokane	Spokane Arena	7 p.m.
7	10/19	at Sacramento	Sacramento	ARCO Arena	6 p.m.
8	10/22	Golden State	Seattle	KeyArena	7 p.m.

2002 PRESEASON RESULTS (3-5)

Game	Date	Opponent	Site	Result/Score	Att.	Sonics High Scorer	Sonics High Reb.
1	10/6	Utah	Spokane Arena, Spokane	L, 82-89	9,264	Mason 16	James 7
2	10/8	Golden State	Adams Center, Missoula, Mont.	L, 75-84	4,176	Mason 14	Madison 6
3	10/11	L.A. Clippers	Staples Center, Los Angeles	L, 116-119	11,966	Payton 40	Radmanovic 9
4	10/14	Memphis	KeyArena, Seattle	W, 88-78	9,512	Lewis 20	Lewis 11
5	10/16	Portland	Gill Coliseum, Corvallis, Ore.	L, 98-110	3,498	Radmanovic 21	Lewis 5
6	10/19	Denver	SunDome, Yakima,	W, 79-73	5,002	Lewis 14	Evans 10
7	10/20	Sacramento	KeyArena, Seattle	L, 90-91	12,157	Radmanovic 20	Evans 7
8	10/22	Phoenix	Casper Events Center, Casper, Wyo.	W, 102-79	N/A	3 players 16	Evans 11

SONICS VS. OPPONENTS ALL-TIME PRESEASON RECORDS

Opponent	Won	Lost	Pct.	Opponent	Won	Lost	Pct.
Atlanta	1	0	1.000	Miami	2	1	.667
Boston	1	1	.500	New York Nets	1	0	1.000
Buffalo Braves	0	1	.000	Philadelphia	2	1	.667
Chicago	12	12	.500	Phoenix	9	10	.474
Cincinnati	2	1	.667	Portland	22	29	.431
Cleveland	1	1	.500	Sacramento	12	4	.750
Denver (ABA)	0	1	.000	San Francisco	1	1	.500
Denver (NBA)	6	6	.500	San Antonio (ABA)	0	1	.000
Detroit	1	2	.333	San Antonio (NBA)	1	0	1.000
Golden State	16	19	.457	San Diego Clippers	2	1	.667
Houston	2	1	.667	San Diego Rockets	8	8	.500
Indiana (ABA)	1	1	.500	St. Louis Hawks	0	4	.000
Indiana (NBA)	2	2	.500	Toronto	0	1	.000
L.A. Clippers	6	5	.545	Utah (ABA)	0	3	.000
L.A. Lakers	15	17	.469	Utah (NBA)	7	6	.538
Memphis	1	1	.500	Vancouver	4	1	.800
Milwaukee	4	1	.800	Washington	1	0	1.000

YEAR-BY-YEAR PRESEASON RECORDS

Year	W-L	Year	W-L	Year	W-L	Year	W-L
1967	3-9	1976	4-3	1985	1-6	1994	7-1
1968	3-9	1977	3-5	1986	5-3	1995	5-3
1969	8-1	1978	3-5	1987	7-1	1996	6-2
1970	4-5	1979	4-4	1988	4-3	1997	3-5
1971	7-3	1980	5-3	1989	2-5	1998	1-1
1972	3-5	1981	3-4	1990	5-3	1999	5-3
1973	2-6	1982	6-2	1991	5-3	2000	4-4
1974	2-6	1983	4-4	1992	4-4	2001	4-4
1975	1-7	1984	2-4	1993	4-4	2002	3-5

Totals: 142-145 (.495)

KONG TV 6/16

DATE	DAY	OPPONENT	TIME (PACIFIC)	NETWORK
Oct. 31	Friday	L.A. Clippers	7 p.m.	KONG 6/16
Nov. 7	Friday	Portland	7:30 p.m.	KONG 6/16, KSKN
Nov. 9	Sunday	Atlanta	6 p.m.	KONG 6/16
Nov. 11	Tuesday	at Minnesota	5 p.m.	KONG 6/16, KSKN
Nov. 15	Saturday	at Chicago	5:30 p.m.	KONG 6/16, KSKN
Nov. 18	Tuesday	Miami	7 p.m.	KONG 6/16
Nov. 21	Friday	Memphis	7:30 p.m.	KONG 6/16, KSKN
Nov. 25	Tuesday	New Jersey	7 p.m.	KONG 6/16
Nov. 28	Friday	at Utah	6 p.m.	KONG 6/16
Nov. 29	Saturday	Houston	7 p.m.	KONG 6/16, KSKN
Dec. 5	Friday	Indiana	7:30 p.m.	KONG 6/16, KSKN
Dec. 9	Tuesday	at New Jersey	4:30 p.m.	KONG 6/16, KSKN
Dec. 12	Friday	at Detroit	5 p.m.	KONG 6/16, KSKN
Dec. 16	Tuesday	at Phoenix	6 p.m.	KONG 6/16
Dec. 19	Friday	San Antonio	7:30 p.m.	KONG 6/16
Dec. 20	Saturday	at Denver	6 p.m.	KONG 6/16, KSKN
Dec. 23	Tuesday	Phoenix	7 p.m.	KONG 6/16
Dec. 27	Saturday	Minnesota	7 p.m.	KONG 6/16, KSKN
Dec. 29	Monday	at Houston	5:30 p.m.	KONG 6/16
Jan. 2	Friday	L.A. Lakers	7:30 p.m.	KONG 6/16, KSKN
Jan. 4	Sunday	at Sacramento	6 p.m.	KONG 6/16
Jan. 5	Monday	Portland	7 p.m.	KONG 6/16
Jan. 7	Wednesday	Sacramento	7 p.m.	KONG 6/16
Jan. 10	Saturday	at Golden State	7:30 p.m.	KONG 6/16, KSKN
Jan. 13	Tuesday	Cleveland	7 p.m.	KONG 6/16
Jan. 20	Tuesday	at Cleveland	4 p.m.	KONG 6/16, KSKN
Jan. 22	Thursday	Golden State	7 p.m.	KONG 6/16
Jan. 24	Saturday	L.A. Clippers	7 p.m.	KONG 6/16, KSKN
Jan. 27	Tuesday	Dallas	7 p.m.	KONG 6/16
Jan. 28	Wednesday	at L.A. Lakers	7:30 p.m.	KONG 6/16
Jan. 31	Saturday	Sacramento	7 p.m.	KONG 6/16, KSKN
Feb. 3	Tuesday	at Sacramento	7 p.m.	KONG 6/16
Feb. 6	Friday	at Phoenix	6 p.m.	KONG 6/16, KSKN
Feb. 8	Sunday	at Portland	12 p.m.	KONG 6/16
Feb. 12	Thursday	Toronto	7 p.m.	KONG 6/16, KSKN
Feb. 21	Saturday	at Golden State	7:30 p.m.	KONG 6/16, KSKN
Feb. 22	Sunday	Boston	6 p.m.	KONG 6/16
Feb. 24	Tuesday	at Utah	6 p.m.	KONG 6/16
Feb. 27	Friday	Phoenix	6:30 p.m.	KONG 6/16, KSKN
Feb. 29	Sunday	at Houston	1 p.m.	KONG 6/16, KSKN
March 2	Tuesday	at Dallas	5:30 p.m.	KONG 6/16, KSKN
March 3	Wednesday	at San Antonio	5:30 p.m.	KONG 6/16
March 5	Friday	at L.A. Lakers	7:30 p.m.	KONG 6/16, KSKN
March 7	Sunday	Detroit	6 p.m.	KONG 6/16
March 9	Tuesday	Minnesota	7 p.m.	KONG 6/16
March 13	Saturday	at Orlando	4 p.m.	KONG 6/16, KSKN
March 21	Sunday	Orlando	6 p.m.	KONG 6/16
March 26	Friday	Denver	7:30 p.m.	KONG 6/16
March 27	Saturday	at Portland	7 p.m.	KONG 6/16, KSKN
March 30	Tuesday	at Denver	6 p.m.	KONG 6/16
March 31	Wednesday	at Minnesota	5 p.m.	KONG 6/16, KSKN
April 2	Friday	L.A. Lakers	7:30 p.m.	KONG 6/16
April 6	Tuesday	at Dallas	5:30 p.m.	KONG 6/16
April 7	Wednesday	at San Antonio	5:30 p.m.	KONG 6/16
April 12	Monday	Houston	7 p.m.	KONG 6/16
April 14	Wednesday	at L.A. Clippers	7:30 p.m.	KONG 6/16

All Times Pacific.

SONICS 03-04 SONICS DIRECTORY

Chairman	Howard Schultz
President and CEO	Wally Walker

BASKETBALL OPERATIONS

General Manager	Rick Sund
Head Coach	Nate McMillan
Associate Head Coach	Dwane Casey
Assistant Coaches	Dean Demopoulos, Bob Weiss
Special Assignments Coach	Jack Sikma
Director of Player Personnel	David Pendergraft
Assistant General Manager/Associate Legal Counsel	Rich Cho
Assistant Coach of Player Development	Dwight Daub
Athletic Trainer	Mike Shimensky
Equipment Manager/Training Facility Manager	Marc St. Yves
Director of College Scouting	Steve Rosenberry
Advance Scout	Gene Littles
Video Coordinator	Walt Rock
Assistant to the General Manager	Denice Vezetinski
Basketball Operations Assistant	Linda Figurelli
Team Physicians	Dr. Jeffrey Cary (Internist), Dr. Richard Zorn (Orthopedist)
Furtado Center Security	Al Lima

BUSINESS AND MARKETING

Executive Vice President of Administration	Terry McLaughlin
Executive Vice President/Broadcast Game Analyst	Billy McKinney

ADMINISTRATION

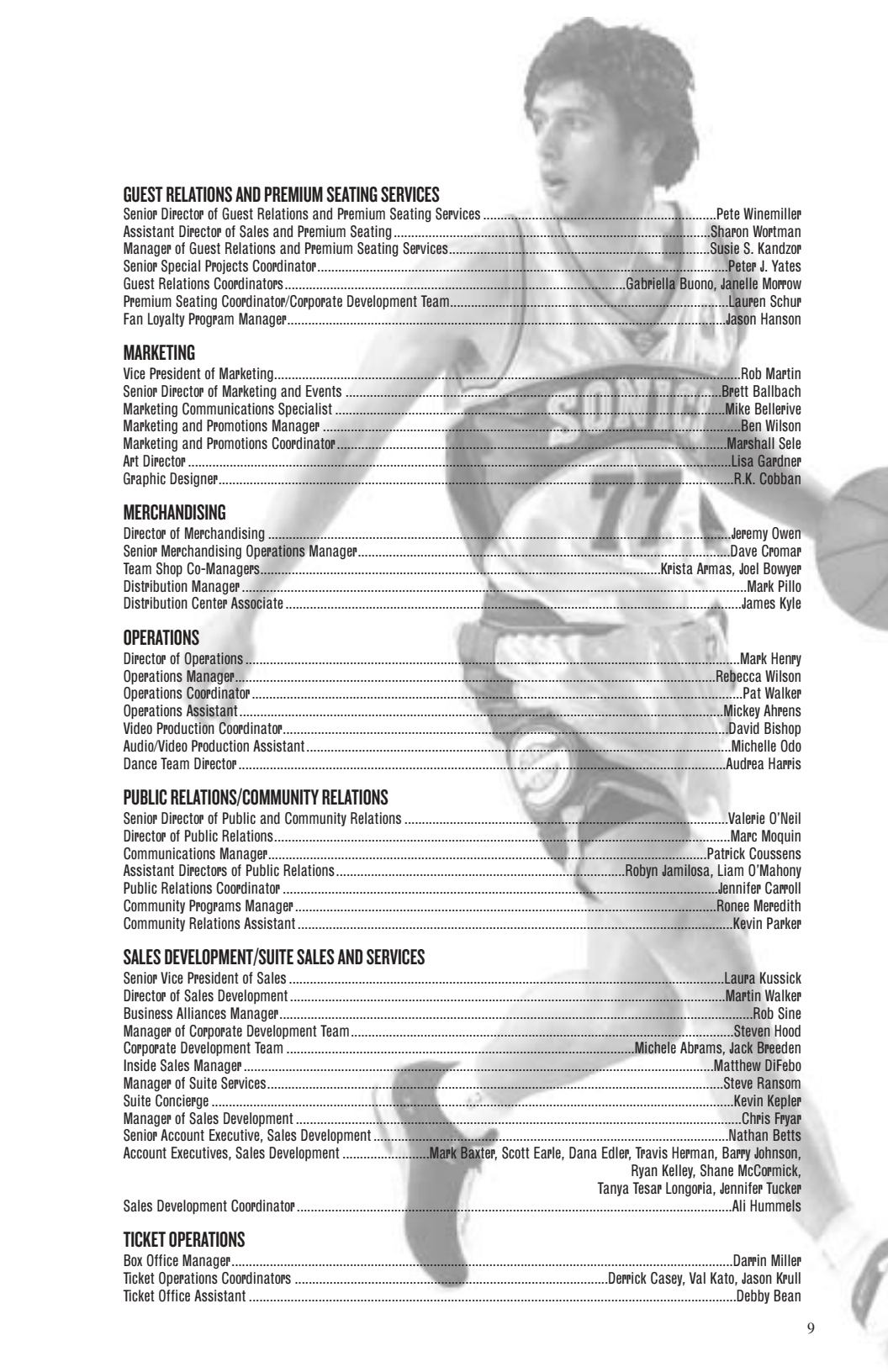
Assistant to the President	Lorna Kennedy
Director of Information Technology	Rick Shrum
Network Administrator	Allan Hoffman
Applications Administrator	George Waterstraat
Human Resources Generalist	Katy Semtner
Facilities Manager	Keith Boyd
Facilities Personnel	Philip Guerrier, Glinda Mathews, Myron Perry
Office Assistant	Alison Stahl

CORPORATE SPONSORSHIP AND BROADCAST

Vice President of Corporate Sponsorship and Broadcast	John Croley
Senior Manager of Corporate Sponsorship Sales	Chip Bowers
Account Executives, Corporate Sponsorship Sales	Garrick Dorn, Chris Dugger, Anthony O'Neil, Philip Peter
Account Managers, Corporate Sponsorship	Arlene Escobar, Cherie Finkelstein
Corporate Sponsorship Coordinator	Janna Ford
Director of Broadcasting	Bridget Billig Backschies
Broadcast Manager/Producer	Jon Bradford
Broadcast Traffic Coordinator	Noelle Anderson
Play-By-Play Announcer	Kevin Calabro
Radio Engineer	Garry Greth

FINANCE

Chief Financial Officer	Danny Barth
Controller	Jean Webber
Assistant Controller	Stephanie Grube
Payroll and Benefits Coordinator	Linda Krueger
Staff Accountant	Teresa Wong
Accounts Payable Lead	DeNae Johnson
Accounts Payable Assistant	Ellis Bannister
Accounts Receivable Coordinator	Aesha Evans



GUEST RELATIONS AND PREMIUM SEATING SERVICES

Senior Director of Guest Relations and Premium Seating Services ..... Pete Winemiller
Assistant Director of Sales and Premium Seating ..... Sharon Wortman
Manager of Guest Relations and Premium Seating Services ..... Susie S. Kandzor
Senior Special Projects Coordinator ..... Peter J. Yates
Guest Relations Coordinators ..... Gabriella Buono, Janelle Morrow
Premium Seating Coordinator/Corporate Development Team ..... Lauren Schur
Fan Loyalty Program Manager ..... Jason Hanson

MARKETING

Vice President of Marketing ..... Rob Martin
Senior Director of Marketing and Events ..... Brett Ballbach
Marketing Communications Specialist ..... Mike Bellerive
Marketing and Promotions Manager ..... Ben Wilson
Marketing and Promotions Coordinator ..... Marshall Sele
Art Director ..... Lisa Gardner
Graphic Designer ..... R.K. Cobban

MERCHANDISING

Director of Merchandising ..... Jeremy Owen
Senior Merchandising Operations Manager ..... Dave Cromar
Team Shop Co-Managers ..... Krista Armas, Joel Bowyer
Distribution Manager ..... Mark Pillo
Distribution Center Associate ..... James Kyle

OPERATIONS

Director of Operations ..... Mark Henry
Operations Manager ..... Rebecca Wilson
Operations Coordinator ..... Pat Walker
Operations Assistant ..... Mickey Ahrens
Video Production Coordinator ..... David Bishop
Audio/Video Production Assistant ..... Michelle Odo
Dance Team Director ..... Audrea Harris

PUBLIC RELATIONS/COMMUNITY RELATIONS

Senior Director of Public and Community Relations ..... Valerie O'Neil
Director of Public Relations ..... Marc Moquin
Communications Manager ..... Patrick Coussens
Assistant Directors of Public Relations ..... Robyn Jamilosa, Liam O'Mahony
Public Relations Coordinator ..... Jennifer Carroll
Community Programs Manager ..... Ronee Meredith
Community Relations Assistant ..... Kevin Parker

SALES DEVELOPMENT/SUITE SALES AND SERVICES

Senior Vice President of Sales ..... Laura Kussick
Director of Sales Development ..... Martin Walker
Business Alliances Manager ..... Rob Sine
Manager of Corporate Development Team ..... Steven Hood
Corporate Development Team ..... Michele Abrams, Jack Breeden
Inside Sales Manager ..... Matthew DiFebo
Manager of Suite Services ..... Steve Ransom
Suite Concierge ..... Kevin Kepler
Manager of Sales Development ..... Chris Fryar
Senior Account Executive, Sales Development ..... Nathan Betts
Account Executives, Sales Development ..... Mark Baxter, Scott Earle, Dana Edler, Travis Herman, Barry Johnson, Ryan Kelley, Shane McCormick, Tanya Tesar Longoria, Jennifer Tucker
Sales Development Coordinator ..... Ali Hummels

TICKET OPERATIONS

Box Office Manager ..... Darrin Miller
Ticket Operations Coordinators ..... Derrick Casey, Val Kato, Jason Krull
Ticket Office Assistant ..... Debby Bean

SONICS 03-04 SONICS DIRECTORY



MICKEY AHRENS
Operations Assistant



NOELLE ANDERSON
Broadcast Traffic Coordinator



KRISTA ARMAS
Team Shop Co-Manager



BRETT BALLBACH
Senior Director of Marketing and Events



ELLIS BANNISTER
Accounts Payable Assistant



DANNY BARTH
Chief Financial Officer



MARK BAXTER
Sales Development Account Executive



DEBBIE BEAN
Ticket Office Assistant



MIKE BELLERIVE
Marketing Communications Specialist



NATHAN BETTS
Senior Sales Development Account Executive



BRIDGET BILLIG BACKSCHIES
Director of Broadcasting



DAVID BISHOP
Video Production Coordinator



CHIP BOWERS
Senior Manager of Corporate Sponsorship Sales



JOEL BOWYER
Team Shop Co-Manager



KEITH BOYD
Facilities Manager



JOHN BRADFORD
Broadcast Manager/Producer



JACK BREEDEN
Corporate Development Manager



GABRIELLA BUONO
Guest Relations Coordinator



KEVIN CALABRO
Play-By-Play Announcer



JENNIFER CARROLL
Public Relations Coordinator



DERRICK CASEY
Ticket Operations Coordinator



R.K. COBBAN
Graphic Designer



PATRICK COUSSENS
Communications Manager



JOHN CROLEY
Vice President of Corporate Sponsorship and Broadcast



DAVE CROMAR
Senior Merchandising Operations Manager



MATTHEW DiFEBO
Inside Sales Manager



GARRICK DORN
Corporate Sponsorship Sales
Account Executive



CHRIS DUGGER
Corporate Sponsorship Sales
Account Executive



SCOTT EARLE
Sales Development
Account Executive



DANA EDLER
Sales Development
Account Executive



ARLENE ESCOBAR
Corporate Sponsorship
Account Manager



AESHA EVANS
Accounts Receivable
Coordinator



LINDA FIGURELLI
Basketball Operations
Assistant



CHERIE FINKELSTEIN
Corporate Sponsorship
Account Manager



JANNA FORD
Corporate Sponsorship
Coordinator



CHRIS FRYAR
Sales Development
Manager



LISA GARDNER
Art Director



GARRY GRETH
Radio Engineer



STEPHANIE GRUBE
Assistant Controller



JASON HANSON
Fan Loyalty Program Manager



AUDREA HARRIS
Sonics Dance Team Director



MARK HENRY
Director of Operations



TRAVIS HERMAN
Sales Development
Account Executive



ALLAN HOFFMAN
Network Administrator



STEVEN HOOD
Manager of Corporate
Development Team



ALI HUMMELS
Sales Development Coordinator



ROBYN JAMILOSA
Assistant Director
of Public Relations



BARRY JOHNSON
Sales Development
Account Executive



DeNAE JOHNSON
Accounts Payable Lead



SUSIE S. KANDZOR
Manager of Guest Relations
and Premium Seating Services

SONICS 03-04 SONICS DIRECTORY



VAL KATO
Ticket Operations Coordinator



RYAN KELLEY
Sales Development
Account Executive



LORNA KENNEDY
Assistant to the President



LINDA KRUEGER
Payroll and Benefits
Coordinator



JASON KRULL
Ticket Operations Coordinator



LAURA KUSSICK
Senior Vice President of Sales



JAMES KYLE
Distribution Center Associate



AL LIMA
Furtado Center Security



ROB MARTIN
Vice President of Marketing



SHANE McCORMICK
Sales Development
Account Executive



BILLY McKINNEY
Executive Vice President/
Broadcast Game Analyst



TERRY McLAUGHLIN
Executive Vice President
of Administration



RONEE MEREDITH
Community Programs Manager



DARRIN MILLER
Box Office Manager



MARC MOQUIN
Director of Public Relations



JANELLE MORROW
Guest Relations Coordinator



MICHELLE ODO
Audio/Video Production
Assistant



LIAM O'MAHONY
Assistant Director
of Public Relations



ANTHONY O'NEIL
Corporate Sponsorship Sales
Account Executive



VALERIE O'NEIL
Senior Director
of Public/Community Relations



JEREMY OWEN
Director of Merchandising



KEVIN PARKER
Community Relations
Assistant



PHILIP PETER
Corporate Sponsorship Sales
Account Executive



MARK PILLO
Distribution Manager



STEVE RANSOM
Manager of Suite Services



LAUREN SCHUR
Premium Seating Coordinator



MARSHALL SELE
Marketing and Promotions Coordinator



KATY SEMTNER
Human Resources Generalist



RICK SHRUM
Director of Information Technology



ROB SINE
Business Alliances Manager



ALISON STAHL
Office Assistant



TANYA TESAR LONGORIA
Sales Development Account Executive



JENNIFER TUCKER
Sales Development Account Executive



DENICE VEZETINSKI
Assistant to General Manager



MARTIN WALKER
Director of Sales Development



PAT WALKER
Operations Coordinator



JEAN WEBBER
Controller



BEN WILSON
Marketing and Promotions Manager



REBECCA WILSON
Operations Manager



PETE WINEMILLER
Senior Director of Guest Relations and Premium Seating Services



TERESA WONG
Staff Accountant



SHARON WORTMAN
Assistant Director of Sales and Premium Seating



PETER J. YATES
Senior Special Projects Coordinator

THE BASKETBALL CLUB OF SEATTLE



SONICS PRESIDENT AND CEO WALLY WALKER (LEFT) WELCOMED RAY ALLEN TO THE TEAM'S ROSTER LAST FEBRUARY.

The Basketball Club of Seattle LLC (TBCS) is a group of Seattle-area investors led by entrepreneur Howard Schultz. TBCS purchased the NBA's Seattle SuperSonics and the WNBA's Seattle Storm from The Ackerley Group in spring of 2001.

Following approval of the transaction by the NBA Board of Governors, the $200 million sale of the teams was finalized on April 1, 2001.

Schultz, founder of Starbucks Corporation, serves as chairman of the ownership group while TBCS board member and team co-owner Wally Walker is president and CEO of the Seattle Sonics & Storm.

The Basketball Club of Seattle is the third owner of the SuperSonics, which was established in 1967, and is the second owner of the WNBA's Seattle Storm, which was founded in 1999 by The Ackerley Group. The Ackerley Group purchased the Sonics in 1983. The team's original owner was Sam Schulman.



CLUB CHAIRMAN HOWARD SCHULTZ (RIGHT) RECENTLY TOOK IN A SONICS GAME WITH NBA LEGEND EARVIN 'MAGIC' JOHNSON.

SONICS BUSINESS OFFICE: THE SEATTLE SONICS & STORM

Located a few blocks west of KeyArena on Elliott Avenue, The Seattle Sonics & Storm serves as the business branch of the NBA's Seattle SuperSonics and the WNBA's Seattle Storm. Managers of the Puget Sound region's two professional basketball franchises, the organization oversees all sales, marketing, finance, public relations, broadcast production and basketball operations for the teams.



AT SONICS SPECIAL EVENTS, SCHULTZ GATHERS IDEAS AND SUGGESTIONS ON WAYS TO ENHANCE THE SONICS FAN EXPERIENCE.

The office also manages the Sonics & Storm Team Shop located at 312 First Ave. on KeyArena's West Plaza. Additional information on Sonics and Storm merchandise can be found online at SeattleTeamShop.com or by calling the store at 206-269-SHOP (7467).

To learn more about The Seattle Sonics & Storm, log onto SUPERSONICS.COM or STORM.WNBA.COM.

NBA IN THE COMMUNITY

The dedication of the NBA, its teams and players to the improvement of local communities has a long history and tremendous reach. The league's implementation and execution of outreach-based programs has impacted and inspired children and families to develop a life-long love of reading. The entire NBA family has placed reading and children's education at the forefront of its community work by donating millions of dollars, extensive resources and countless volunteer hours to the promotion and sponsorship of literacy initiatives.

With the Read to Achieve program, the NBA helps to positively impact the reading tendencies of millions of kids on a year-round basis. NBA teams, current and former players and coaches partner with schools and community centers to deliver the Read to Achieve message and to provide critical resources and support to local reading and education programs.

To connect with so many people and communities, Read to Achieve partners with the nation's longest-serving literacy organization, Reading Is Fundamental (RIF), and with the world's largest children's book publisher, Scholastic Inc. Together, more than 300,000 books are donated annually through school assemblies, book fairs and at various reading events. In addition, a partnership with Dell provides a necessary focus on technology literacy and has resulted in the creation of more than 60 NBA Reading & Learning Centers – places where children have access to books, technology and supportive reading programs in an encouraging and motivating environment.



ALONG WITH NBA GREAT BOB LANIER (RIGHT), SONICS GUARD RAY ALLEN HAS OPENED BOOKS AS WELL AS THE 'READ TO ACHIEVE' PROGRAM TO AREA STUDENTS.

As the world's greatest athletes, NBA players are also dedicated to the community and committed to giving back in extraordinary ways. Through their foundations, camp efforts and charitable work, they make a difference for hundreds of nonprofit and youth serving organizations. To honor players' outstanding community service accomplishments off the court each month, the NBA recently enhanced its Community Assist Award by announcing that all future winners would receive the David Robinson Plaque. The new award was first presented to the San Antonio Spurs legendary center last season to honor him for the standards he has set in supporting the community. The NBA and WNBA also present an annual Sportsmanship Award to one player at the conclusion of their respective seasons.



THROUGH THEIR CHARITABLE WORK, NBA PLAYERS SUCH AS BRENT BARRY (LEFT) MAKE A DIFFERENCE FOR NONPROFITS AND YOUTH-SERVING ORGANIZATIONS.

In addition to youth education, the NBA also supports numerous causes and organizations that positively impact communities including The Thurgood Marshall Scholarship Fund, UNICEF, The National Wheelchair Basketball Association, The National Civil Rights Museum, Gallaudet University and The National Underground Railroad Freedom Center.

READ TO ACHIEVE

SEATTLE SONICS

SONICS IN THE COMMUNITY



THROUGHOUT THE YEAR, RAY ALLEN AND HIS SONICS TEAMMATES CONDUCT CLINICS AND EVENTS THAT TEACH, ENCOURAGE AND MOTIVATE KIDS.

Success is measured by more than wins on the court for the Seattle Sonics & Storm organization. Touching lives in the community along the way continues to be a big part of the game plan.

The organization has held Pacific Northwest communities close to its heart since the franchise's inception in 1967. With this time-honored priority in mind, Sonics players, coaches and staff seek to improve the lives of fans across the region.

Whether it's a group of staff members rolling up their sleeves to refurbish an inner-city basketball court or a player visiting a school to discuss the importance of reading, the Sonics lead and participate in a broad range of regional programs each year.

READ TO ACHIEVE

In 2003-04, the Sonics are entering their ninth season of helping students become better readers. Partnering with Starbucks Coffee Company, the Sonics provide materials and incentives through Read To Achieve – a program that aids students in improving their reading skills. By encouraging students to read 20 minutes a day for 20 days each month, Read To Achieve improves students' reading scores and expands their love of books. Each month, thousands of students across the state return Sonics Read To Achieve 20/20 charts to their school librarians and become eligible to win special Sonics prizes. Last year, the program reached nearly 60,000 students at 160 schools across the state of Washington.

HIP TO BE FIT

Knowing that combining a healthy body with a healthy mind achieves great things, the Sonics have again joined forces with Gatorade and Golden Grain/Mission Pasta to provide incentives for Seattle's students to stay in shape. Through the Sonics Hip To Be Fit program challenge, students who achieve the nation's 85th percentile or above on the President's Fitness Challenge in five activity categories receive a Hip To Be Fit T-shirt and an opportunity to be recognized as a fitness leader at a Sonics game. Schools with the highest level of achievement or improvement in the Hip To Be Fit challenge are eligible for a school assembly featuring a Sonics player.



NEARLY 60,000 STUDENTS ACROSS WASHINGTON PARTICIPATED IN THE SONICS 'READ TO ACHIEVE' PROGRAM LAST SEASON.

BLACK HISTORY MONTH

Each February, the Sonics celebrate Black History Month with a series of special game-night, in-arena activities. This season, the Sonics are once again teaming up with Southwest Airlines and KING 5 Television to present The "Black History Heroes" Challenge for kids throughout the state. Students are encouraged to submit a creative piece of writing or art highlighting their black history hero and have the opportunity to win a trip to see the Sonics play on the road.

HIGH SCHOOL INVESTMENT CHALLENGE

The 2003-04 season will be the second year of the Sonics High School Investment Challenge. The Sonics along with D.A. Davidson & Company sponsor local high school teams to compete in the Sonics "Net Rewards Stock Market Game." These teams will receive professional instruction and materials they need through the Securities Industries Foundation for Economic Education (SIFEE). Teams are given a simulated amount of $100,000 to invest in the game's stock market. At the end of an allotted time period, the game ends as a winning group is selected based on the final values of the teams' portfolios. The winning team will receive outstanding Sonics prizes and will be honored at a Sonics home game.

BONES FOR BOOKS

This season, Brent "Bones" Barry will again help raise money for the Page Ahead program through Bones For Books. For every three-point basket Brent makes throughout the season, the Washington Lottery will donate children's books to Page Ahead. Last season, the Bones For Books campaign helped generate $10,000 worth of books for kids.

SONICS & STORM SPEAKERS BUREAU

The Sonics & Storm Speakers Bureau offers dynamic public speakers for presentations at business and community events. Executives, coaches, former players and team representatives from both the Sonics and Storm are available to speak on a wide range of topics including business leadership, basketball, health and fitness. The Sonics & Storm Speakers Bureau has applicable presenters and topics for business and community events including fundraisers, luncheons, conferences and school assemblies.

CHILDHAVEN ST. PATRICK'S DAY

The Sonics players' spouses host the Childhaven St. Patrick's Day fundraising event each March to assist Childhaven and its mission of assisting abused and neglected children.

SEATTLE CHILDREN'S HOME TICKET EXCHANGE

The Seattle Children's Home Ticket Exchange is set up to enable the Sonics to work with season ticket holders to donate their unused game tickets to the Seattle Children's Home organization.

FOOD, CLOTHING AND TOY DRIVES

Every year, the Sonics encourage fans to donate cans of food, winter clothing and toys as they enter KeyArena at designated Sonics games throughout the season.



SONICS HEAD COACH NATE McMILLAN FREQUENTLY TAKES PART IN T.E.A.M. EVENTS TO INSPIRE KIDS IN THE COMMUNITY.

HOLIDAY PROGRAMS

The Sonics donate thousands of turkey dinners to support the area's homeless during the Thanksgiving holiday. The team's holiday traditions also include the annual Sonics Children's Hospital Visit in December when Sonics players spread joy with stuffed-toy animal gifts for kids hospitalized during the holiday season.

SONICS & STORM T.E.A.M. FOUNDATION

The Sonics & Storm T.E.A.M. Foundation is a 501(c)(3) public charity founded by The Basketball Club of Seattle. The mission of the Sonics & Storm T.E.A.M. Foundation is to support community programs that Teach, Encourage And Motivate children, young adults and families in Washington state. T.E.A.M. seeks to enrich communities by supporting educational and athletic initiatives with an emphasis on basketball.

NEIGHBORHOOPS

One of the goals of the Sonics is to make the Puget Sound area the most basketball-friendly region in the nation. Local schools, community centers and parks often lack the resources to maintain their basketball courts, leaving hundreds of playground hoop dreams unfulfilled. The Sonics & Storm T.E.A.M. Foundation is working hard to help provide many of the needed resources through the Neighborhoops program. With the help of local companies that construct basketball courts, the T.E.A.M. Foundation has built and refurbished at least one court every year for the past three years. These courts have been improved through the generous support of corporate and individual donors.

SONICS JUNIOR WHEELCHAIR BASKETBALL

The Sonics & Storm T.E.A.M. Foundation supports Sonics Junior Wheelchair Basketball as the Seattle region's youth wheelchair team plays in tournaments around the region. T.E.A.M. also hosts a wheelchair basketball camp for kids at The Furtado Center.

RONALD McDONALD HOUSE

The T.E.A.M. Foundation and Ronald McDonald House are working together to help fund the construction of a new house for the organization in Seattle. Upon completion, the structure will be the international charity's second-largest of its network of houses throughout the world. The Sonics will host several fundraisers, both in-arena and around the community, to raise funds for the colossal project.

KING COUNTY BOYS & GIRLS CLUBS

The Sonics and King County Boys & Girls Clubs are partnering this season to offer youth discounts on Sonics game tickets. Through the MyPass program, members of the King County Boys & Girls Clubs can present their MyPass membership card and receive two-for-one ticket discounts for designated Sonics games. The Sonics also support the Boys & Girls Clubs through ticket donations, the Campaign for Kids Breakfast and basketball camp scholarships.

ROTARY BOYS & GIRLS CLUB

The Sonics have developed a unique bond with the Rotary Boys & Girls Club in Seattle, making special donations to support Rotary's efforts to send kids to basketball camps. The Sonics also support the Rotary Boys & Girls Club's Youth of the Quarter campaign.

SONICS & STORM BASKETBALL CAMPS

Each summer and during selected weekends throughout the NBA season, the T.E.A.M. Foundation offers Sonics & Storm Basketball Camps to kids ages 5-17. Young hoopsters of all ability levels learn skills from the area's top basketball coaches. Campers are often treated to special appearances by Sonics and Storm players, coaches and other NBA stars.

DONATIONS AND AUCTIONS

The Sonics are proud to contribute thousands of items annually to help community organizations fund their objectives. Silent auctions are also held during Sonics and Storm games to raise money to support the T.E.A.M. Foundation's many initiatives.

For more information on the Sonics community efforts, visit SUPERSONICS.COM.

GENERAL INFORMATION

Office Address	Seattle Sonics & Storm 351 Elliott Ave. W., Suite 500 Seattle, WA 98119
Furtado Center	Seattle SuperSonics 490 Fifth Ave. N. Seattle, WA 98109
Telephone	206-281-5800
Home Court	KeyArena (17,072)
Team Colors	Green and Gold
Television	KONG-TV 6/16
Radio	Sports Radio 950 KJR AM
Play-by-Play Announcer	Kevin Calabro
Game Analyst	Billy McKinney
Web site	SUPERSONICS.COM
Public Address Announcer	Jim Graci
Single-Game Ticket Prices	$129, $110, $95, $69, $46, $24, $17, $11

KEY DATES 2003-04

2003

Sept. 29	Training Camp opens for players with three or fewer years of service
Oct. 2	Training Camp opens for players with four or more years of service
Oct. 5	NBA Mexico Game 2003 – Dallas vs. Utah (Mexico City)
Oct. 7	NBA Puerto Rico Game 2003 - Philadelphia vs. Miami (San Juan)
Oct. 8	NBA Europe Games 2003 – San Antonio vs. Memphis (Paris)
Oct. 10	NBA Europe Games 2003 – Memphis vs. FC Barcelona (Barcelona)
Oct. 27	Rosters set for opening day, 6 p.m. ET
Oct. 28	Start of the 2003-04 NBA regular season
Oct. 30, Nov. 1	NBA Japan Games 2003: Seattle vs. L.A. Clippers (Saitama, Japan)

2004

Jan. 5	10-day contracts may now be signed
Jan. 10	All player contracts are guaranteed for the remainder of the season
Feb. 13-15	NBA All-Star 2004 (STAPLES Center; Los Angeles)
Feb. 19	Trading deadline, 3 p.m. ET
April 7-10	Portsmouth Invitational Tournament
April 14	2003-04 NBA regular season ends
April 17	NBA Playoffs 2004 begin
May 4	Latest possible end date for First Round
May 5	NBA Conference Semifinals (possible move-up to May 3 or May 4)
May 10	NBA Early Entry eligibility deadline, 11:59 p.m. ET
May 20	Latest possible end date for Conference Semifinals
May 21	NBA Western Conference Finals (possible move-up to May 19)
May 22	NBA Eastern Conference Finals (possible move-up to May 20)
June 1-4	NBA Pre-Draft Camp (Moody Bible Institute; Chicago)
June 3	Latest possible end date for Conference Finals
June 6	NBA Finals start date (possible move-up to June 4)
June 17	NBA Draft early-entry entrant withdrawal deadline
June 20	NBA Finals latest possible end date
June 24	NBA Draft 2004 (Theatre at Madison Square Garden, New York City)
July 1	Teams may begin negotiating, but not sign, free agents
July 14	Teams may begin signing player contracts
Aug. 13-29	2004 Summer Olympic Games (Athens)
Oct. 15, 17	NBA China Games 2004: Sacramento vs. Houston (Beijing)

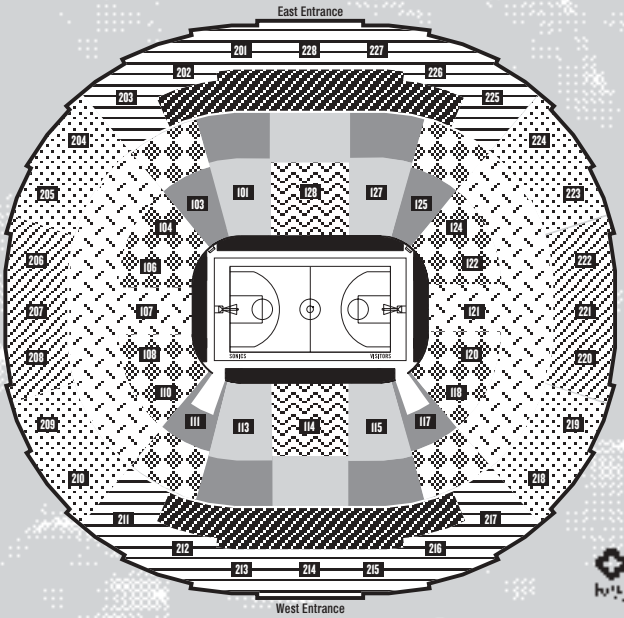


OPENED IN 1995, KEYARENA IS HOME TO THE SEATTLE SUPERSONICS.

KEYARENA

2003-04 SEASON TICKETS

- Courtside
- $110
- $95
- $85
- $60
- $40
- $46
- $24
- $12
- $9



For season or group ticket information, call the Sonics office at 206-283-DUNK (3865).
For single-game tickets, call Ticketmaster at 206-628-0888 or log onto SUPERSONICS.COM.

KEYARENA FACTS AND FIGURES

KeyArena Ownership	Owned and operated by the City of Seattle
Opened	Construction began June 16, 1994. Doors opened on Oct. 26, 1995.
First Sonics Game	Nov. 4, 1995 vs. the L.A. Lakers
Cost	City of Seattle - $74.5 million Seattle SuperSonics - $20 million Land and Infrastructure - $15 to $25 million (estimate) Projected Total of Project - $109.5 million to $119.5 million (estimate) KeyArena is the first publicly financed arena supported by earned income from the building.
Seating Capacity For Basketball	17,072
Location	KeyArena is situated on the campus of The Seattle Center, a 74-acre entertainment complex located on the north side of downtown Seattle.
Dimensions	Square feet: 129,000. Length: 360' x 360'. Height: 135'
Scoreboard	Eight-sided video board, four sides of video, four sides of statistics
Address	KeyArena 305 Harrison St. Seattle, WA 98109
Phone Number	206-684-7200



HOWARD SCHULTZ

CHAIRMAN, THE BASKETBALL CLUB OF SEATTLE LLC

Seattle-based entrepreneur Howard Schultz is chairman of The Basketball Club of Seattle LLC and Starbucks Coffee Company. In April 2001, The Basketball Club of Seattle, a group of local private investors, purchased the Seattle SuperSonics and the WNBA's Seattle Storm.

An avid sports fan, Schultz is committed to returning the Sonics to the NBA elite, increasing fan support for the Storm and building upon each teams' community involvement.

Schultz immediately made his mark on the Sonics & Storm organization with his "fans first" approach to enhancing the popularity of the teams in the Seattle region.

With the Sonics, Schultz stressed that the connection between players and fans needed to be stronger – much like the bond he experienced with the New York Knicks, the team he rooted for in his youth. Schultz organized town hall-style meetings throughout the Seattle area to gather suggestions from citizens on what they wanted from their pro basketball experience. His insistence on making player-fan interaction more frequent and meaningful at games and public events resulted in the Sonics making more community appearances than any other NBA team every season since Schultz's first full year of ownership.

Second, Schultz focused on placing the rich heritage of Seattle's NBA franchise into the spotlight. He brought back the traditional green and gold team colors reflective of the great Sonics squads of the past. A new logo and player uniforms generated from his "heritage" theme conversely created a progressive team identity inspired by the club's notable history. Schultz even featured legendary Sonics players from the city's storied teams at games so fans could share with them the organization's textured past.

With the Storm, Schultz recognized that the team's marketing challenge was to build on the existing base of loyal fans while growing new fans for the young franchise. The marketing plan focused on sharing with the community the remarkable lives and achievements of Storm players and coaches and their ability to win over potential fans that had yet to experience the WNBA firsthand. Through offseason promotional campaigns such as "Stormin' the Sound," the number of prospective fans grew dramatically as targeted groups got to know the Storm on a personal level through free basketball clinics and special events.

Schultz joined Starbucks Coffee Company as director of operations and marketing in 1982 when the company had only four stores. In 1987, Schultz purchased Starbucks Coffee Company with the help of local investors.

Widely known as the architect of the company's brand image, Schultz is now Starbucks Chairman and Chief Global Strategist. He continues to provide strategic direction, serve as the vision and voice of the Starbucks brand, and identify new business alliances and development initiatives.

Starbucks was one of the first privately held companies in North America to offer two unique benefits to its partners (employees). Beginning in 1987, part-time partners became eligible for full health benefits; and in 1991, eligible full- and part-time partners began to share ownership in the company in the form of stock options called *Bean Stock*.

In 1992, Starbucks became the first specialty coffee company to be publicly traded and is now the leading retailer, roaster and brand of specialty coffee in the world.

In 1997, Schultz created The Starbucks Foundation to raise awareness for literacy causes and to give grants to organizations that promote literacy. The foundation was initially funded by Schultz's profits from his best-selling book, *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time*. Since its creation, the foundation has contributed millions of dollars to literacy programs throughout North America.

In 1998, Starbucks formed a 50/50 joint venture partnership with Earvin "Magic" Johnson's Johnson Development Corp. to open Starbucks locations in urban neighborhoods throughout the United States. The joint venture has opened more than 50 stores to date.

Schultz has received many prestigious awards in recognition of his numerous business and community contributions, including the Business Enterprise Trust Award for courage, integrity and social vision in business; the International Humanitarian Award for CARE, a world-wide relief organization; the Jerusalem Fund of Aish HaTorah for individuals making significant contributions to improving the lives of people around the world; the National Leadership Award for philanthropic and educational efforts to battle AIDS from AIDS Action; the Business Leader of the Year Award from Georgetown University and the Botwinick Prize for Business Ethics from Columbia University. In January 2002, Schultz was named one of the top 25 Managers of the Year by *Business Week* magazine.

WALLY WALKER

PRESIDENT AND CEO



In April of 2001, a new era began in the Seattle Sonics & Storm organization as Wally Walker became its President and CEO. After serving as the Sonics president and general manager for the previous seven years, Walker now oversees all business, marketing and sales for both the Storm and Sonics. In addition to his new role managing the business side of the teams, Walker is a member of the Basketball Club of Seattle LLC – the new ownership group that purchased the Sonics and Storm on April 1, 2001 – and a member of its board of directors.

Under Walker's leadership, the Basketball Club of Seattle made great strides in its two full years with its stated goal of becoming the most fan-centric organization in professional sports. The club's initial accomplishments included the addition of a state-of-the-art scoreboard, sound system, LED ring and Fast Break Clubs to KeyArena to greater enhance the NBA and WNBA fan experience. In addition, fan loyalty programs were instituted for guests at Sonics and Storm games for the first time in either franchise's history. Sonics players wrote personal thank you notes to season ticket holders and former Sonics players were featured at games and community events.

On July 21, 1994, Walker was hired as the eighth general manager in the history of the Sonics franchise. The club registered the third-highest winning percentage in the NBA (353-189/.651) during Walker's seven years as president and general manager. The .651 winning percentage is the best during any GM's tenure in club history. The Sonics have had an NBA All-Star player and an Olympian on the roster, every eligible year since 1994.

Long associated with the city of Seattle, Walker became a member of the Sonics as a player in 1977 when he was acquired from the Portland Trail Blazers. Originally a 1976 first-round draft choice (fifth overall), he helped Portland win its only NBA Championship in his rookie season. In his first two seasons with the Sonics, Walker helped his team advance to the NBA Finals twice, culminating with the Emerald City's only championship in 1979.

Walker spent five seasons with Seattle and became a starter in 1981-82, his final season as a Sonics player. During his five years in a Sonics uniform, Walker played in 54 career playoff games, ranking him in the top-10 in team history for most postseason appearances. He played the final two years of his eight-year NBA career with the Houston Rockets.

Upon concluding his time as a player, Walker earned an MBA from Stanford University's Graduate School of Business in 1987. He joined Goldman, Sachs and spent seven years with the company. While working at Goldman, Sachs, Walker remained close to basketball by moonlighting as a sports broadcaster for the Pac-10 Conference and the Sonics.

Additionally, Walker is a Chartered Financial Analyst (CFA), which was conferred upon him in 1992. Walker left Goldman, Sachs in 1994 to launch Walker Capital, Inc., a money management business. He closed the company when he accepted his position with the Sonics.

In 1995-96, after Walker acquired players Hersey Hawkins, David Wingate and Frank Brickowski in the offseason, Seattle won a club-record 64 games. The Sonics emerged as the Western Conference Champions and advanced to the NBA Finals for the first time in 17 years. Under his leadership, the Sonics have won three Pacific Division titles and finished second once. Along with longtime team trainer Frank Furtado, Walker is the only other person to be a part of Sonics Basketball for all three of its Western Conference Championships.

After the 1997-98 season, fellow NBA executives voted Walker second to Cleveland's Wayne Embry for *The Sporting News* Executive of the Year Award. With his drafting of Rashard Lewis in 1998 and Desmond Mason in 2000, the Sonics commenced their rebuilding plan, while still remaining playoff competitive.

In January 2001, Walker received the NCAA Silver Anniversary Award, which is given annually to six former student-athletes for outstanding service and achievement since college graduation. He was also named to the National Association of Basketball Coaches Silver Anniversary All-American Team in April 2001.

Walker serves on the board of directors of Advanced Digital Information Corporation and Drexler Technology Corporation. He is a national trustee for the Boys & Girls Clubs of America. He and his wife Linda, co-chaired the 2003 Woodland Park Zoo Jungle Party.

Walter Frederick Walker was born July 18, 1954 in Bradford, Pa. In addition to his degree from Stanford University's Graduate School of Business, he is a graduate of the University of Virginia.

At Virginia, he was named a first-team Academic All-American and MVP of the 1976 ACC Tournament. The University has retired his jersey number 41. Walker served as a member of the University's governing body – The Board of Visitors – from 1997 through 2001. He is also a member of the Pennsylvania State Sports Hall of Fame and was named the greatest player of the 20th Century from Lancaster County, Pa.

He resides in Seattle with his wife Linda, son Joseph and daughters Sara and Molly.



RICK SUND

GENERAL MANAGER

On June 1, 2001, Sonics & Storm President and CEO Wally Walker named veteran NBA executive Rick Sund as his successor in the position of Sonics general manager. Sund brings to Seattle more than 29 years of management experience in the league.

For the Sonics front office, the addition of Sund prior to the 2001-02 NBA season marked the return of a familiar face to the basketball staff. Sund was hired by Walker in the 1994-95 season to serve as a player personnel consultant for the franchise.

While consulting for Seattle, Sund managed the Sonics college scouting program and assisted Walker with personnel decisions.

Prior to the 2001-02 season, Rick most recently spent six seasons with the Detroit Pistons, originally joining the team as vice president of player personnel in the summer of 1995. As executive vice president of basketball operations, Rick assisted Detroit's basketball operations president in the areas of roster and player development, trades, contract negotiations, player drafts, free-agent acquisitions and various other team operations.

The Pistons showed immediate improvement when Sund joined the franchise as the club won 100 games and made the playoffs twice in Rick's first two seasons in Detroit.

Sund established himself as one of the NBA's most-respected front-office executives after working 14 seasons with the Dallas Mavericks. He joined the Mavs in 1979 as the team's player personnel director, helping the expansion team develop its inaugural season's roster.

Upon completion of his stint in Dallas in 1994 as the franchise's vice president of basketball operations, Rick had guided the Mavericks through a rebuilding process that made them one of the NBA's top young teams. During his tenure with the club, the Mavs made six playoff appearances between 1984 and 1990. The team advanced seven games deep into the Western Conference Finals in 1988, only to lose to the eventual NBA Champion Los Angeles Lakers.

Sund began his NBA career with the Milwaukee Bucks after graduating with a master's degree in sports administration from Ohio University in 1974. He spent five years with the Bucks before joining the Mavericks as the league's youngest personnel director.

As a student-athlete at Northwestern University, Rick was twice named academic All-Big Ten while playing for the Wildcats basketball team. A guard at 6-4, Sund was named the team's MVP in 1971. He also saw action as a tight end and wide receiver for NU's football squad. He holds a bachelor's degree in political science from Northwestern.

Born Richard Walker Sund on June 4, 1951, Rick is a native of Elgin, Ill. and a member of that Chicago suburb's sports hall of fame. An avid golfer and sportsman, Sund competed in two marathons and a triathlon while living in the Dallas area. He also completed the Chicago Marathon in 1998.

Sund serves on the board of Special Olympics of Washington and on the advisory board for the Warsaw School of Sports Marketing at the University of Oregon.

Residents of Seattle, Rick and his wife, Lea, have a daughter, Hali, who is a student at the University of Michigan, and a son, Patrick, who is a junior in high school.