

great sponsor names

■ Odor-Eaters Open

■ Pork The Other White Meat 400

■ Triumphant Glory Series Presented by Viagra

■ 1-866RBCTerm.com 200

■ Poulan/Weed Eater Independence Bowl

OK, we admit that the Independence Bowl actually stopped being called this four months before we were born, but hey, it's the granddaddy of goofy bowl names. How could we resist?

what were they thinking?



Shinn

■ George Shinn turning down Michael Jordan as a co-owner of the Hornets

Nobody likes to give up the reins, but what's so bad about being No. 2 to No. 23?

■ Carson Palmer signing with David Dunn

Trust me, kid, everything's going to be OK.

■ Cincinnati bidding to host the 2012 Olympics

Pete Rose bet against it.



Carson Palmer



Master P (aka Percy Miller)

whatever happened to ...

■ Master P the agent

No Limit Sports to Very Limited Sports in less than a year.

■ Public companies owning sports teams

Funny how stockholders are

■ Host Communications' NCAA rights deal

For Host, going from a \$15 million-a-year guarantee to forking out \$52.2 million a year seemed crazy on paper, and as it turned out, it was. Host learned early on that it couldn't sell enough to make this feasible.

■ Minnesota Timberwolves trying to skirt NBA rules to sign Joe Smith

How do you track a Timberwolf? Follow the paper trail.

best hires

■ Marla Messing (Women's World Cup)

■ Myles Brand (NCAA)



The Baha Men

interested in a whole different set of wins and losses.

■ NBC Sports' major league programming

Dick Ebersol says rights fees are too much, but will he sing the same song during IOC and NASCAR renewal talks?



Messing West Patterson

■ Mitt Romney (Salt Lake Olympics)

■ Steve Patterson & Jamey Rootes (Houston Texans)

■ Jerry West (Memphis Grizzlies)



Mitt Romney



The San Diego Chicken

■ The Baha Men

Whoever let the dogs out left the gate open long enough for these guys to disappear, too.

■ Mascots that made us laugh

Where have you gone, San Diego Chicken?

worst hires

■ Almost anyone at the USOC

■ Master P's No Limit Sports as your agent

■ ISL as your marketing agency

■ Andrew Craig at CART

■ Your son to head up your team

mergers that seem to work

■ Aramark & Ogden

■ HOK & Lobb

■ Churchill Downs & Hollywood Park

■ Dick's Sporting Goods & The Sports Authority*

■ Mia Hamm & Nomar Garciaparra

* We realize this one isn't final yet, but hey, it seems like a good idea to us.



Garciaparra and Hamm

best start-ups

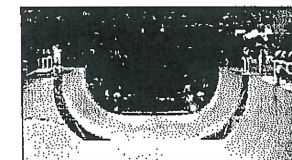
■ Houston Texans

■ ESPN The Magazine

■ Continental Tire Bowl

■ EBay Sports

■ Tony Hawk's Boom Boom HuckJam



High-flying at Hawk's HuckJam

best rivalries

■ ESPN vs. Fox

■ FieldTurf vs. SRI

■ Titleist vs. Nike

■ Al Davis vs. the NFL

■ Leigh Steinberg vs. David Dunn



Al Davis

% change

700

STOCK GAIN

biggest stock gainers in the last five years*

Rank	Company	Close on April 1, 1998	Close on April 1, 2003	Change
1	Daktronics**	\$2.13	\$15.74	+640.7%