



**DIMEDROP**

## Net Profits

Former pro baller and March Madness hero Tate George is doing even bigger things off the court than he did on it.

Tate George is known in the hoops world for his miraculous buzzer beater to advance his Connecticut Huskies past Clemson in 1990's NCAA Tournament. Today, after a four-year NBA career and time spent balling overseas, the 40-year-old former point guard is a real estate financier, known for scoring deals instead of buckets. His company, The George Group, specializes in housing redevelopment for urban communities. And as a newly elected member of the board of the NBA's Retired Player's Association, George serves as an investment advisor for the League's young (Dwight Howard, Rudy Gay) and seasoned (Jason Kidd, Chucky Atkins) alike. The UConn business major tells SLAM how life after bball brought him a satisfaction he never knew possible.

**SLAM:** Your business degree gave you the freedom to enter a wide range of areas. What drew you to redevelopment?

**TG:** I learned that there wasn't a lot of black athletes doing redevelopment in urban areas. Then I just wanted to help people from my

neighborhood who didn't have those opportunities, couldn't play professional sports and quite honestly were struggling to make ends meet. There's nothing better than being able to own your home. It comes with a pride factor, especially for men.

**SLAM:** At the end of your career, was it hard making the transition to retiree?

**TG:** I think it's hard for everybody. I don't care if you're Shaquille O'Neal, making \$20 million a year, or if you're the guy at the end of the bench making \$250,000. Playing professional sports is really a fantasy. It's not the real world, and we all struggle to make the transition. Something I really wanted to be a part of was the Retired Player's Association, because we need to have a bridge for guys to go from fantasy to reality. What I did was partner with guys older than me who were doing business. I'd sit down with guys like Dave Bing and pick his brain on how he built his steel business. What we as athletes need to do is take a real inventory on what we're good at and what we're not good at and team up.

**SLAM:** Have you had a moment in your business career equivalent to your infamous tourney shot?

**TG:** When I first got into the business, it was about making money and it really wasn't as gratifying as I thought it would be. Me selling you a market rate home and giving you all these upgrades made me all the money and you were just stuck with the home. It wasn't a reciprocal win. But the redevelopment and affordable housing model has allowed me to change the lives of people who've been renting all their lives, showing them that they can be home owners while paying close to the rent they were paying. To me that changes the culture and lineage of that family. That's been the most gratifying for me because whether it's me dishing to a renter, Derrick Coleman or Drazen Petrovic, I've always been about the assist.

**SLAM:** Folks are constantly advised to spend to help alleviate this recession. Is there anything specific pro athletes can do to help the economy?

**TG:** That's hard because everybody's feeling it now. But what I like to tell cats is "cash is king," so if you have the ability to use cash to leverage yourself into long-term security, this is the time to do it. Because no matter how bad it is, somebody's making money. —**BONSU THOMPSON**

## WHAT'S MY NAME

CB4? That's not a nickname—that's a Chris Rock movie. RuPaul? You know we love Shaq, but come on, that was foul and uncalled for. No, Chris Bosh needs a real nickname. Obviously it's been a terrible season in Toronto, but we're confused as to why it's Chris' fault. We'd like to aim our questions at one Bryan Colangelo, for starters. Anyway, Chris Bosh. Olympian. All-Star. Player in need of a good nickname. You should know the rest: Go to [Slamonline.com/contests](http://Slamonline.com/contests) to enter our nickname contest, pronto.

*Whoever has the best nickname will win a dope prize from the SLAM vault and get their name in Trash Talk next month.*



Ah, Syracuse. First, Jonny Flynn in the amazing Big East Tournament. Wow!....Then there's Jonny's teammate Jake Presutti, the former manager who parlayed his work for Jim Boeheim into a roster spot. The 6-3, 190-pound guard eventually earned a scholarship and played a key role for this year's Orange. Were it not for space issues, you would've learned all this and more last month. Sorry, Dave and Jake....