



When **Mark Cuban** purchased the Dallas Mavericks on January 14, 2000, the face of the organization began to change immediately. Once again Mavericks' games had a party atmosphere as Reunion Arena rocked with the return of the "Reunion Rowdies." Their games became more than just ordinary NBA games - they were a total entertainment experience.

Cuban was not only successful at instilling a sense of pride and passion into Mavericks fans by presenting himself as the ultimate role model, by cheering from the same seats he had in years past, but he also became the first owner in team sports to encourage fan interaction through e-mail on his personal computer. It was through this personal touch that fans throughout the Metroplex, and around the world, began to notice Cuban's energetic personality and take notice of the Mavericks. He has personally responded to thousands of emails, and several suggestions from fans have led to innovative changes such as a new three-sided shot clock, which allows line of site to the 24-second clock from anywhere in the arena.

Cuban's whatever-it-takes attitude and commitment to winning has everyone's attention. From his first introduction to the team to the end of his first season as owner, the players responded with a 31-19 record, including a 9-1 mark in April of 2000. In addition to hiring special coaches for offense, defense and shooting, Cuban has promised to do everything in his power to improve the team. This goal was achieved as the club finished the 2000-01 season with a 53-29 record en route to their first playoff appearance in 11 years. They became just the sixth team in NBA history to be down 0-2 and come back to win a five-game series against Utah in the first round.

Before the start of the 2...

Mark Cuban

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