



29 Timberwolves PG Ricky Rubio is no lightweight.

WHAT'S INSIDE?

- 10 PETER KEATING Basketball is a team sport. So why would squads assess a player's value with individual stats?
- 88 CHRIS JONES *Moneyball* is up for six Oscars this month, but don't expect that to change the way sports movies are made.

60 / OFF THE FIELD / BETWEEN THE CRACKS

- 13 AFTERTHOUGHT The thin line between love and hate: NBAers Reggie Evans and Serge Ibaka on their near lip-lock.
- 14 ZOOM Nationals slugger Michael Morse deconstructs his swing, which also explains how he rebuilt his career.
- 16 ZOOM Ever wonder how they make bowling balls? Us too. So we decided to find out. Because that's how we roll.
- 18 SHOWTIME New White Sox manager Robin Ventura admits he's no Ozzie. Plus, new sports docs to add to your Netflix queue.
- 20 TRENDING New York Rangers center Brad Richards' closet has everything, including a rack of fine French wine.
- 22 PREGAME MEAL How does the Syracuse basketball team get fueled up for a game? With 56 pounds of meat, for starters.
- 24 REFLECTIONS Iona Gaels guard Scott Machado on the moment he discovered he could drop a dime as well as anyone.
- 26 SIDELINES Kenny Powers likes his new form. Coach Marks loves the Cubs. Miami guard Shenise Johnson adores Beyonce.

PLAY / INSIDE THE LINES / AROUND THE GAME

- 29 NBA Despite his Justin Bieber mane and cartoonish name, rookie Ricky Rubio can play with the big boys.
- 31 NFL Roger Goodell has cracked down on hard hits and the concussions they bring. But that's not enough for everyone.
- 32 NHL What a difference a new coach makes: Since Ken Hitchcock took over the Blues, they've been on a serious roll.
- 33 COLLEGE BASKETBALL Big Ten ball is a slog, and that's just the way the league's coaches are drawing it up.

ESPN

 THE MAGAZINE

SENIOR VICE PRESIDENT, EDITORIAL, PRINT AND DIGITAL MEDIA ROB KING

EDITOR IN CHIEF CHAD MILLMAN

CREATIVE DIRECTOR, PRINT AND DIGITAL MEDIA JOHN KORPICS
 EXECUTIVE EDITOR SCOTT BURTON
 SENIOR DIRECTOR, MAGAZINE OPERATIONS CRAIG WINSTON
 SENIOR DIRECTOR, PHOTOGRAPHY KAREN FRANK
 SENIOR DIRECTOR, DESIGN JASON LANCASTER
 SENIOR DEPUTY EDITORS NEELY LOHMANN, JOHN B. MORRIS
 DEPUTY EDITORS DAN KAUFMAN (INSIDER), BRUCE KELLEY, ED MCGREGOR, OTTO STRONG
 SENIOR EDITORS RYAN HOCKENSMITH, JENN HOLMES, MICHAEL HUANG (INSIDER), RAINA KELLEY, DONNIE KWAK, KEITH REED, CHRIS SPROW (INSIDER), JOEL WEBER (INSIDER), TY WENGER
 GENERAL EDITORS MIKE HUME (INSIDER), PAUL KIX, MATT MEYERS (INSIDER), REBECCA NORDQUIST
 FASHION EDITOR SAMANTHA RUBIN
 ASSOCIATE EDITORS AMY BRACHMANN, LARUE COOK, JEFF DOOLEY (INSIDER), BEN FAWKES (INSIDER), LORI HIGGINBOTHAM (INSIDER), CARLOS MEJIA
 ASSISTANT EDITOR TEDDY MITROSILIS (INSIDER)
 SENIOR WRITERS JORGE ARANGURE JR., SHAUN ASSAEL, LINDSAY BERRA, CHRIS BROUSSARD, HOWARD BRYANT, RIC BUCHER, CRAIG CUSTANCE, LUKE CYPHERS, DAVID FLEMING, CHRIS JONES, PETER KEATING, TIM KEOWN, TIM KURKJIAN, EDDIE MATZ, KENNY MAYNE, RYAN MCGEE, BUSTER OLNEY, ALYSSA ROENICK, CARMEN R. THOMPSON, WRIGHT THOMPSON, SARAH TURCOTTE, DON VAN NATTA JR., SETH WICKERSHAM, STEVE WULF
 STAFF WRITERS ELENA BERGERON, DOUG MCINTYRE
 CONTRIBUTING WRITERS MORTY AIN, SAM ALIPOUR, JORDAN BRENNER, PATRICK CAIN, ANNA KATHERINE CLEMMONS, LOUISE K. CORNETTA, TOM FARREY, BRIAN FRAZER, ALLISON GLOCK, LZ GRANDERSON, ANDY KAMENETZKY, BRIAN KAMENETZKY, ANDY KATZ, MOLLY KNIGHT, DAN LE BATARD, RACHEL NICHOLS, CHRIS PALMER, STACEY PRESSMAN, RICK REILLY, ELI SASLOW, BILL SIMMONS, LARRY SMITH, LANE STRAUSS, TIM STRUBY, KEVIN VAN VALKENBURG, GENE WOJCIECHOWSKI, MICHAEL WOODS, JAKE ZUCKER
 ART DIRECTORS MIKE LEISTER, MARNE MAYER, JOHN YUN
 ASSOCIATE ART DIRECTOR MUNEHITO SAWADA
 SENIOR DESIGNER LINDA ROOT POWDER
 DESIGNER MARTIN SALAZAR
 ASSOCIATE DESIGNER MEAGHAN FITZPATRICK

SENIOR DEPUTY PHOTO EDITOR NANCY WEISMAN
 DEPUTY PHOTO EDITOR JIM SURBER
 SENIOR PHOTO EDITOR KRISTINE LAMANNA
 GENERAL PHOTO EDITOR STEPHANIE WEED
 ASSOCIATE PHOTO EDITOR NICK GALAC
 PHOTO RESEARCHER JOHN KLEIN
 CONTRIBUTING PHOTOGRAPHERS MATTHIAS CLAMER, ANDREW CUTRARO, PIER NICOLA D'AMICO, JAMES DIMMOCK, CHRIS FLOYD, SARAH A. FRIEDMAN, ANDREW HETHERINGTON, TURE LILLEGRAVEN, JOHN LOOMIS, MICHAEL MULLER, OLUGBENRO OGUNSEMORE, JEFF RIEDEL, HOWARD SCHATZ, CARLOS SERRAO, DUSTIN SNIPES, ALEX TEHRANI, NATHANIEL WELCH

RESEARCH CHIEF GUEORGUI MILKOV
 ASSOCIATE RESEARCH EDITORS DALE BRAUNER, JOHN MASTROBERARDINO
 RESEARCHERS/REPORTERS BEN BRADLEY, JEFF GOLD, HALLIE GROSSMAN, DOUG MITTLER, RACHEL ULLRICH
 SENIOR RESEARCHERS YANG-YI GOH, IGOR GURYASHKIN, JIM KELLER, SCOTT MILLER
 RESEARCHERS LIZZIE HALDANE, DYLAN HANLEY

DIRECTOR, EDITORIAL OPERATIONS CHRISTIAN SEAN ROGERS
 COPY DESK CHIEF STEVE GORDON
 SENIOR COPY EDITOR KERRI PEDERSEN
 COPY EDITORS SUSAN BANNING, ELISE GOLDBERG, ROSS MARRINSON, JAY SPIEGEL, RHETT UMPHRESS

ASSOCIATE EDITORIAL OPERATIONS MANAGER JONATHAN WANK
 EDIT OPERATIONS COORDINATOR DAVID ORTIZ
 OPERATIONS COORDINATORS JED DAVIS, DONELL NEWKIRK, GRACE WADE
 ASSISTANT TO THE EDITOR IN CHIEF CLARIBEL MEDINA
 ASSOCIATE DIRECTOR, COMMUNICATIONS CARRIE KREISWIRTH

ESPN.COM
 VICE PRESIDENT AND EDITOR IN CHIEF PATRICK STIEGMAN
 VICE PRESIDENT AND EXECUTIVE EDITOR KEVIN JACKSON
 MANAGING EDITOR AND SENIOR DIRECTOR, PROGRAMMING AND PAGE 1 PATRICIA MAYS
 MANAGING EDITOR AND SENIOR DIRECTOR, QUALITY AND NEWS DAVID KRAFT
 DAVID ALBRIGHT

ESPN THE MAGAZINE
 1.888.267.3684
 P.O. Box 37325
 Boone, Iowa 50037-0325

SUBSCRIPTION AND
 READER INQUIRIES
 To change your address, log on to
www.accountinfo.espnmag.com

ESPN

CLIPPERS VS LAKERS

DON'T LET THE SMILE FOOL YOU
CHRIS PAUL
IS A KILLER AT HEART

THE RIVALRY
ISSUE WHERE
NICE GUYS
ALWAYS
FINISH
LAST



MercMart.com
Gift Quality Vintage Magazine

PLUS QB1 VS QB2
XAVIER VS GINGINATI
DANA WHITE VS FIGHTERS
BLACKHAWKS VS RED WINGS
TONY STEWART TONY STEWART
2012 NASCAR PREVIEW

#BXNHSRT *****CNR-RT LOT##C-003
#ESND071963771/1#64 1321
0003
BUY COVERS @ ESPNTHEMAG.COM/COVERS
NORM HAUER
6709 BLOOMINGTON AVE S
MINNEAPOLIS MN 55423-2664
P216
662
800

\$4.99 FEBRUARY 20, 2012 REGISTER ONLINE AS AN ESPN INSIDER:
GO TO ESPN.COM/GETINNOW AND TYPE IN THE #ESN CODE ABOVE.