

CONFIDENTIAL FACTS FOR THE BOSTON CELTICS

The Celtics have been considered a top-tier NBA team for nearly a decade. Because of the attention the team receives and fan expectations, ownership must continually put a winning product on the floor, which costs a substantial amount of money. Fans have been frustrated recently because some of the Celtics' stars are getting older and becoming more injury prone. In fact, during the first half of the 2010-11 NBA season, the Celtics lost Paul Pierce, Kevin Garnett, Ray Allen, and Rajon Rondo for significant periods of time due to injury. This caused some uneasiness in Boston and questions arose as to how the Celtics would be able to continue to win if their highest paid players were routinely missing games because of injury.

The Celtics recently held a meeting with their entire scouting department and trusted advisors. The Celtics believe Rondo is one of the top five NBA point guards and he is only getting better. He has had some minor injury issues with his right ankle that has bothered him on and off again since his first year of college, but he has played in 90% of the Celtics' games over the course of his young career.

The scouting meeting also discussed possibilities that may be available in a trade involving Rondo. The New York Knicks and San Antonio Spurs have held preliminary talks with Boston Celtics Director of Basketball Operations Danny Ainge, the Celtics' General Manager, Assistant General Manager, and General Counsel. These talks have only been preliminary and the meeting resulted in a consensus that the Nuggets are the best option for the Celtics to trade Rondo.

The Celtics scouting department has ranked Nuggets guard Ty Lawson as the third best NBA point guard under the age of 25 and he is on track to become a star. Currently, Lawson is playing behind Raymond Felton who has played well in Coach George Karl's offense since arriving in February of 2011. Lawson has been playing more minutes each year but the scouts feel Lawson will never be a starter as long as he is on the same team as Felton, because it will take Lawson some time to leapfrog Felton on the depth chart and adjust to being a starter. The Celtics' scouts feel this adjustment process will be expedited because he would be playing with top talent on the Celtics roster.

Rumors around the NBA have been swirling about the Nuggets needs after the departures of Carmelo Anthony and Chauncey Billups. Since the Nuggets received a hefty return of players for Anthony, the team has a surplus of talent and draft picks. The Nuggets are likely to be looking for a forward that can be a quality player and provide some good production to help soften the blow from the departure of Anthony—the former face of the Nuggets' franchise.

If Lawson is acquired by the Celtics, the Celtics' scouting department is confident the team can draft a quality forward if they can get two draft picks from the Nuggets in the upcoming draft. However, if the Nuggets are unwilling to deal Lawson, then the scouting department believes Arron Afflalo could be a player that may be used as a starter, but Afflalo is

not as talented as the quicker Lawson. If Afflalo is a part of the trade, the Celtics' scouting department has informed you that another player is going to be necessary in order to make the trade work, perhaps a forward to step in for the aging Kevin Garnett and Paul Pierce.

Boston wants a player that can play more minutes than the average NBA player can and would like to see a player with experience as a starter. The Celtics have an interest in a number of the Nuggets' young players. While the Celtics are open to discussing several players and will make a trade with Denver if the players can meet the needs of making the team younger, more durable, and less expensive, there are some Nuggets' players that do not interest them.

<u><i>Nuggets Players</i></u>	<u><i>Interest in Trading For</i></u>	<u><i>Celtics Players</i></u>	<u><i>Interest in Trading to Denver</i></u>
Kenyon Martin	Yes	Kevin Garnett	No
Raymond Felton	Yes	Paul Pierce	No
J.R. Smith	Yes	Ray Allen	Yes
Al Harrington	Yes	Rajon Rondo	Yes
Chris Andersen	Yes	Jermaine O'Neal	Yes
Timofey Mozgov	No	Nenad Krstic	Yes
Danilo Gallinari	No	Jeff Green	Yes
Wilson Chandler	Yes	Glen Davis	Yes
Arron Afflalo	Yes	Avery Bradley	Yes
Ty Lawson	Yes	Von Wafer	Yes
Kosta Koufos	No	Delonte West	No
Melvin Ely	No	Troy Murphy	No
Gary Forbes	Yes	Sasha Pavlovic	Yes
Kenneth Faried	Yes	Carlos Arroyo	No
Jordan Hamilton	Yes	Chris Johnson	Yes
C. Maduabum	No	JaJuan Johnson	Yes
Andre Miller	Yes	E'Twaun Moore	No

The Celtics are looking to accomplish several things in a trade involving Rondo. The Celtics want to gain at least two NBA players that can be starters. However, the Celtics require a top-level point guard to be a part of the deal, and if another player that is an able starter cannot be secured in the trade, then the Celtics would like to see at minimum two high draft choices for each solid veteran they give up; one of these should be a first-round pick. The Celtics feel if they are going to give up key veterans with playoff experience, they need to get two attractive prospects in the draft, because chances are that only one of the two will make short-term contributions to the team.

While Rondo is a likely trade candidate and should be discussed, you are also willing to discuss dealing other players on your roster. However, there are other players on the Celtics' roster that you are not willing to trade under almost any circumstances. Popular players like Kevin Garnett and Paul Pierce are so revered by Celtics' fans, trading them would cause a public relations nightmare. While others are recognizable among Celtics' fans like Glen "Big Baby" Davis, he is not as beloved as Paul Pierce who has spent his entire career in Celtics' green.

The General Manager has told you and your staff the Celtics can remain a top team for the next three years if the right players are acquired. In order to be that playoff team management agrees the players you receive need to play together for at least a season before a playoff push can be made. Additionally, it is important to keep and obtain as many high draft picks as possible during the next few years. While you are willing to give up talent in addition to Rondo in order to get what you want, you do not want to give up more than you will be receiving in return. For each player you give up, you must receive either a younger player with strong potential upside or a first-round draft choice. It is essential to improve the Celtics by making the team young and healthy, while lowering the salary so that additional trades can be made. The Celtics need to trim the payroll to \$72 million for the 2011-2012 season to feel comfortable with a trade with the Nuggets. This trade should focus on the 2011-2012 season and keeping the Celtics a playoff team in the Eastern Conference with the biggest payoffs for 2012-2013 and beyond. **ONLY** your General Manager is involved in plans to meet salary cap requirements. *You should not consider the salary cap as part of this negotiation.*