



This book is dedicated to the Trail Blazers organization, thank you for being willing to share your individual stories, perspectives and passion for the team with me. Special thank you to my Art Director, Mario Milošević, for welcoming me into the organization for the 50th season and allowing me to have this unforgettable experience!



AN A-Z GUIDE THROUGH 50 YEARS OF THE PORTLAND TRAIL BLAZERS

ILLUSTRATED AND WRITTEN BY MAGGIE TAYLOR



RIP CITY | EST. 1970

Coming into the Trail Blazers organization for the 50th Anniversary year, I knew it was something special. 50 years of the Blazers is bigger than basketball- it's a celebration for the whole city of Portland. 50 years of red, black and white wardrobes, favorite players, shouting "Rip City", loving to hate the Lakers, free chalupas and Bill Schonely's voice on the radio as the soundtrack to summer street ball games.

As a Portland native from a family of loyal Blazer fans, I was so excited to join the organization during such an iconic year. It made me want to learn more and I knew I was going to be surrounded by people chock-full of stories and experience with the team, so, I asked questions. A season's worth of them. Conversation by conversation, the stories flooded in and I began to piece together my interpretation of what made the 50th so special. To me, the essence of it all is that it's different for every fan. For some, Maurice Lucas and Bill Walton were icons while others watched in awe as Damian Lillard rose to heroism. Every Trail Blazers fan has their own favorite era, player, and moment; but it's their collective dedication and love that built our fanbase.

Rip City has been the common denominator in every Portland Trail Blazers memory since the phrase was coined by Bill Schonely in 1970,

It welcomed our #1-Overall draft pick, Bill Walton, in 1974,
Hung an NBA Championship banner across the city of Portland in 1977,
Battled Michael Jordan in the NBA Finals,
Watched Damian Lillard put up 61 points,
and lives in the hearts of every Trail Blazers fan to this day.

This book is a collection of art honoring the spirit of Rip City, moment by moment.

A



PORTLAND

ALL STAR / DAME D.O.L.L.A.

2020

Amidst Damian Lillard's 2019-2020 season laced with 50-point game after 50-point game, he punched his 5th ticket to the coveted NBA All-Star game. While an injury held him back from competing, in true Dame fashion, he had a plan B in his back pocket. Dame D.O.L.L.A. became the first player to ever perform on the NBA All-Star stage alongside Lil Wayne and Jeremih. It's always Dame Time.



B

50

BRANDON ROY

2006

Brandon Roy was immediately traded to Portland after being selected #6 overall on draft day. Much like his entrance into the franchise, he had an immediate impact on the team. He was named Rookie of the Year in 2007 with a near-unanimous vote. Throughout his career he brought Rip City to their feet with his stellar jumpshot and unforgettable game-winners. His time in the NBA was cut short due to injuries but Brandon Roy is still remembered as a hero that gave Rip City hope after a difficult run in the early 2000's.



C

50

CLYDE THE GLIDE

1983

Clyde “The Glide” Drexler is a front-runner in the debate for greatest Trail Blazer of all time. He led the team to two NBA Finals, had 8 All-Star game appearances as a Blazer, a Top 50 spot in the Hall of Fame, a 1st Team All NBA spot in the 1991-92 season and an Olympic gold medal on the 1992 “Dream Team”. Not to mention, he owns a handful of the Trail Blazers all-time records. He’s known for his high-flying slam dunks, line drive jumper and effortless style.





DR. JACK

1976

Jack Ramsay is the coach who led the Trail Blazers to their one and only NBA Championship title in 1977 and nearly had a repeat performance the following year. Ramsay’s teams were known for their solid defense and transition offense. A strong and intelligent mind, the coach received a doctorate in education from the University of Pennsylvania, thus giving him the nickname “Dr. Jack”. He holds a spot in the Hall of Fame, coached an NBA All-Star game in 1978 and was famously known for his 70’s flair and plaid pants.

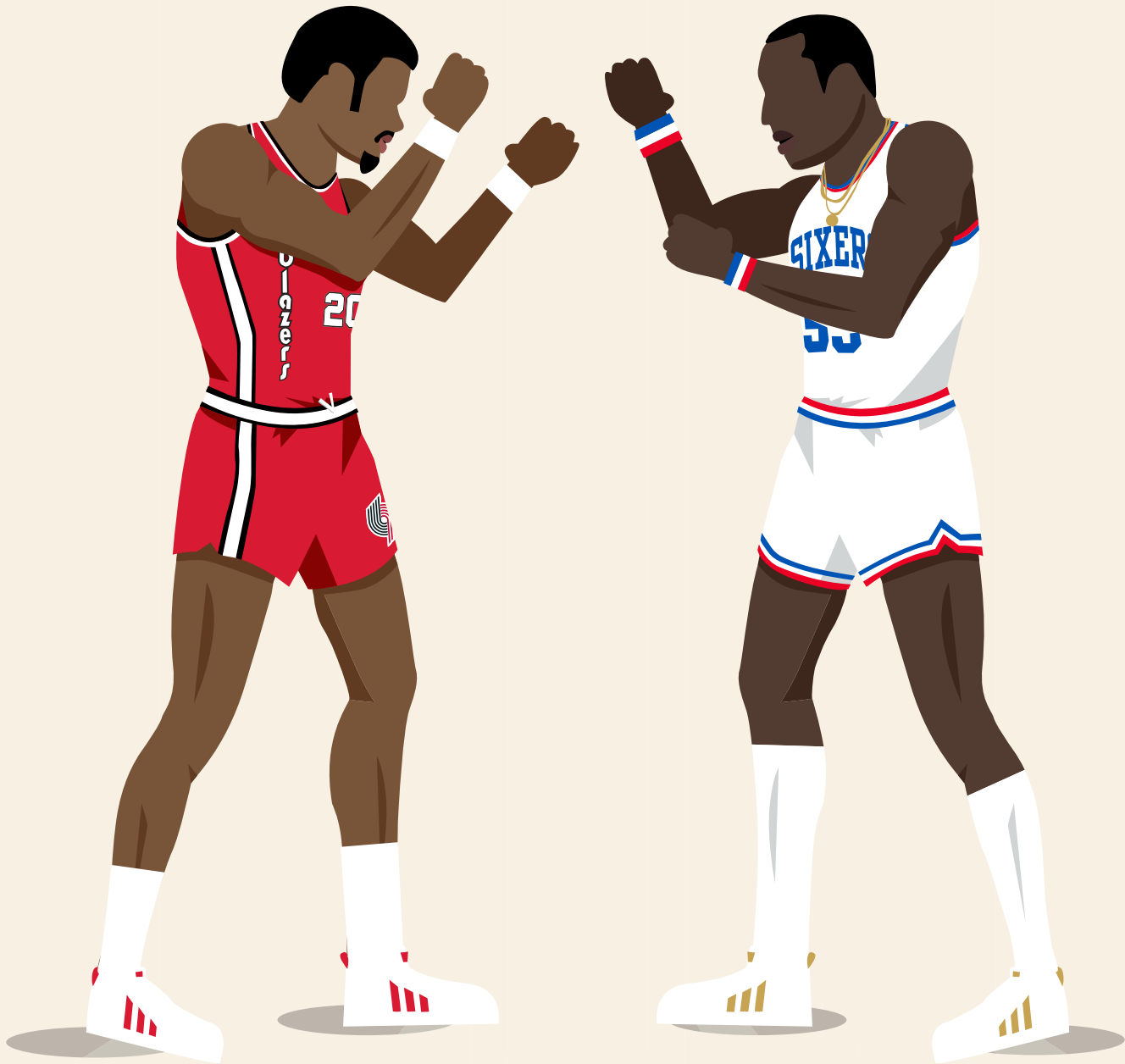




THE ENFORCER / MAURICE LUCAS

1976

Maurice Lucas, also known as “The Enforcer”, was a member of the Trail Blazers 1977 Championship team, a 4 time NBA All-Star and a valued member of the Portland community. After his famous fight with Philadelphia 76ers Darryl Dawkins in Game 2 of the ‘77 NBA Finals, he greeted Dawkins with a handshake and a “no hard feelings” at the start of Game 3. The power forward was remembered for his work ethic, solid character and habit of treating others with respect.





NBA FINALS

1977, 1990, 1992

The Portland Trail Blazers have made 3 NBA Finals appearances; 1977 vs. the Philadelphia 76ers, coached by Jack Ramsay, 1990 vs. the Detroit Pistons, coached by Rick Adelman, and 1992 vs. the Chicago Bulls, coached by Rick Adelman. Their only title was brought home in 1977. One of the most memorable matchups in basketball is the Jordan vs. Drexler rivalry. Both were considered to be two of the greatest players in the game. Michael Jordan, famous for his ultra-competitive demeanor, was a one of the fiercest competitors in NBA history- Drexler never failed to rise to the occasion, giving him a run for his money every time.





HARRY GLICKMAN

1970

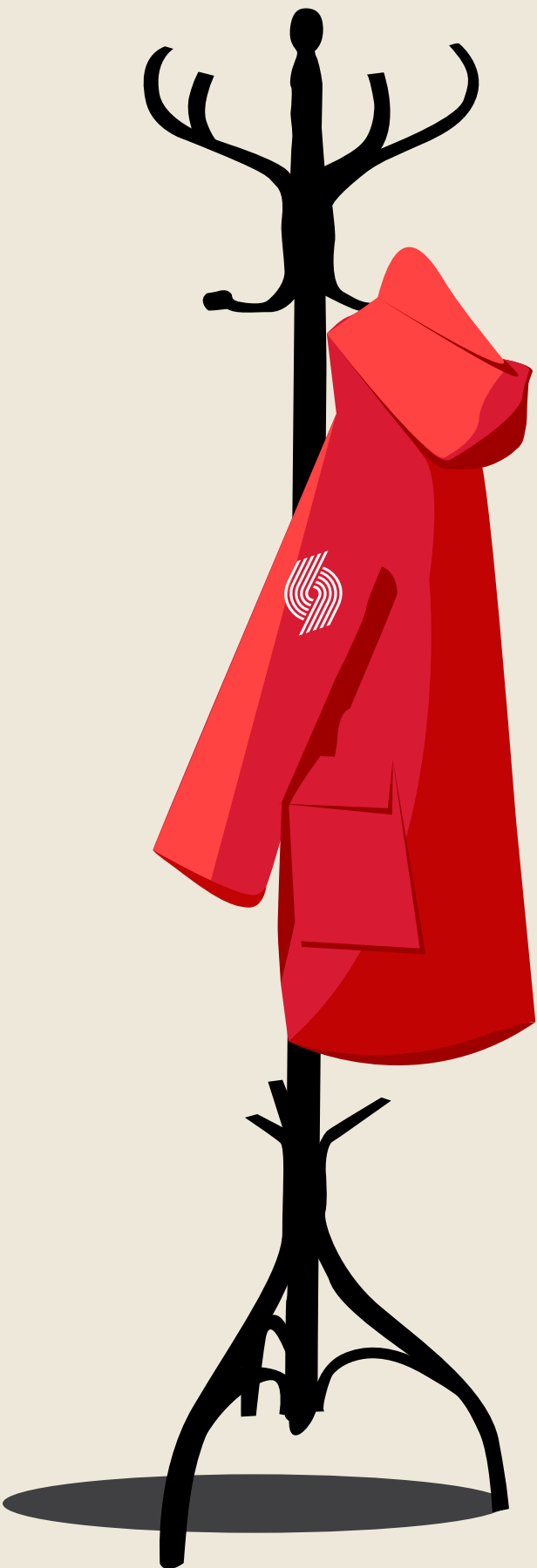
Harry Glickman is the founder of the Portland Trail Blazers and a recipient of the Basketball Hall of Fame Lifetime Achievement award. His story about a forgotten raincoat, best told by Wayne Thompson in *Blazermania*, outlines the start of the franchise:

“A few members of the expansion committee, led by Ned Irish, the founder of the New York Knicks and a promoter of events at Madison Square Garden, didn’t want Portland in the league. “How can I,” Irish asked his fellow owners, “put the name ‘Portland Trail Blazers’ on the marquee of Madison Square Garden?”

Glickman left the room dejected. As he reached the lobby of the Beverly Wilshire Hotel, with the distinct feeling that his NBA dream had failed, he remembered that he had left his raincoat back in the meeting room. “When I got there,” Glickman recalls, “Pollin was on the phone: ‘Harry, it’s for you...some guy named Sarkowsky is on the line...”

Sarkowsky told Harry that he had reached Weinberg, who was eager to buy into an NBA franchise...So the birth of the Trail Blazers came down to the fact that in February a raincoat is an essential accessory in water-soaked Oregon, but is completely unnecessary in L.A.”

Thus, the Portland Trail Blazers were born.





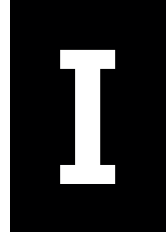
HALL OF FAMERS

1989, 1993, 2002,
2004, 2010, 2011

In total, 6 Hall of Famers so far have played for the Portland Trail Blazers:

Lenny Wilkens, a point guard inducted in 1989; Bill Walton, a Center inducted in 1993; Dražen Petrovic, a shooting guard inducted in 2002; Clyde Drexler, a shooting guard inducted in 2004; Scottie Pippen, a forward inducted in 2010; Arvydas Sabonis, a center inducted in 2011.





I-5 RIVALS



THE I5 RIVALRY

1978, 1980, 1983, 1991

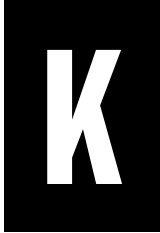
The I5 rivalry noted the only Pacific Northwest rivalry in NBA History. The Seattle Supersonics were founded in 1967 and played until their end in 2008. The two teams met 4 times in the playoffs (1978, 1980, 1983, 1991), each winning twice. While both teams also held a fierce rivalry with the LA Lakers, Blazer fans crowded games to watch their team play against the likes of Jack Sikma, Gary Payton and Shawn Kemp.

JIM PAXSON

1979

As a first round selection in the 1979 NBA Draft, Jim filled a spot as one of the best Trail Blazers between their NBA Finals appearances in 1977 and 1991. He was with Portland for nine seasons, and at the time he was traded, he was the team's all-time leading scorer. Paxson's pure jump shot led him to 2 NBA All-Star appearances and a 2nd team All-NBA honor in 1984. Paxson continued his NBA career after retiring as a player and joined Portland's front office as assistant general manager.





KOBE & GIGI

2020

On the morning of January 26th, 2020, the “Black Mamba”, Kobe Bryant, and his daughter, Gianna, tragically died in a helicopter accident. Payton Chester, Sarah Chester, Alyssa Altobelli, Keri Altobelli, John Altobelli, Christina Mauser, and the helicopter’s pilot, Ara Zobayan, were also on board- there were no survivors.

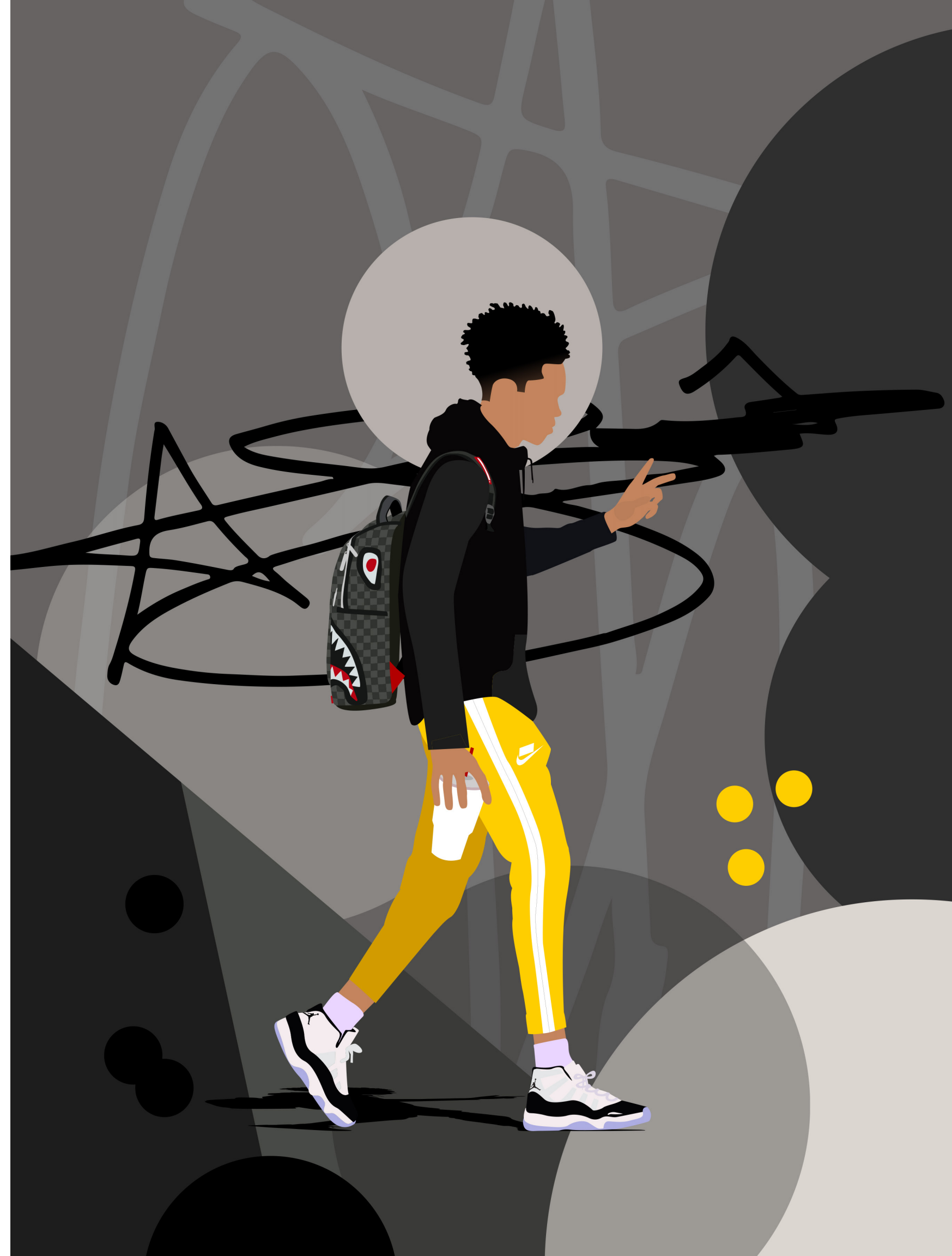
This day froze the basketball community. Kobe was greatness personified. It reminded the world that athletes become our heroes, as Kobe was to so many. While he did not play for the Blazers, he gave the franchise 20 years worth of a reason to compete. This day will be remembered in basketball history, as well as the Blazers community, for decades to come.



LEAGUE FITS

2020

Perhaps one of the more unconventional parts of the NBA is the fashion culture adopted by its players. Most will say this started the day LeBron James walked off the plane to the 2008 Olympics wearing Beats by Dre- sales for the headphones catapulted overnight. In the following years, brands began to endorse and collaborate with players, encouraging them to embrace their personal style. As a love for fashion developed in the NBA, player walk-ins became a runway. Unique streetwear, Jordans, colorful custom-tailored suits, plaid pants and sleek accessories are some of the staples that have helped shape the fashion culture pioneered by the NBA.





MELO TO PORTLAND

2019

Carmelo Anthony is a basketball legend. The Brooklyn-born superstar shook the NBA from the minute he was drafted in 2003. After 10 NBA All-Star appearances, 3 Olympic gold medals, an NBA Scoring Champion title and endless high praise from the greatest players in the game, his career came to a halt. Beginning in November 2018, for almost a year, Melo went unsigned. That changed when he joined forces with Damian Lillard and CJ McCollum in hopes of helping a struggling Blazers squad.

Melo was embraced by Portland from the get-go. Within a week he put up a 25-point game, moved into the 18th spot on the NBA's all-time scoring list and was named Western Conference Player of the Week.





JUSUF NURKIĆ

2017

The 7-footer from Bosnia, nicknamed *Bosnian Beast*, stole the hearts of Portlanders from the start. When he was traded to the Trail Blazers in 2017, his rim protection and aggressive style of play shifted the dynamic of the team. Nurk's most memorable game was likely in a January 2019 overtime win against the Sacramento Kings: 24 points, 23 rebounds, 7 assists, 5 blocks and 5 steals.



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THE LETTER O

2012

Born and raised in Oakland, played college basketball in Ogden and found his NBA home in Oregon; “Wearing the Letter O”, Damian Lillard. Damian is a once in a lifetime kind of player. His accomplishments include 5 trips to the NBA All-Star game, 2018 First Team All-NBA honors, 2013 Rookie of the Year, a J. Walter Kennedy Citizenship Award and a Trail Blazers franchise record for most points scored in a game.

While some athletes are dominant talents and others are loyal to their city, Dame is both. He’s boasted about his love and loyalty to the city of Portland and Rip City loves him for it. After multiple series-ending buzzer beaters, 61 points in a single game and shot after shot made from half court... he’s claimed his throne as one of the all-time Blazer greats.



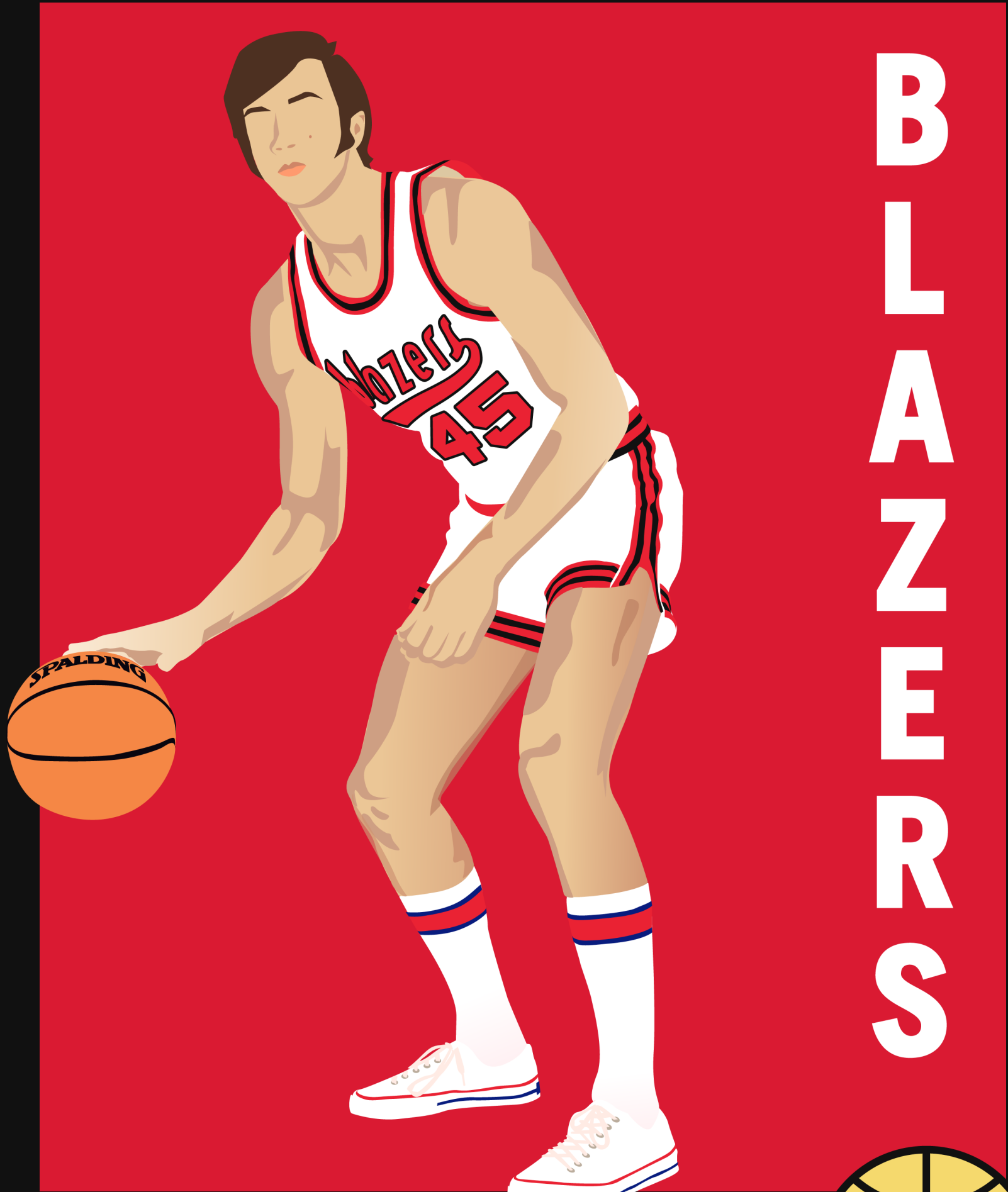
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GEOFF PETRIE

1970

Geoff Petrie, “The Original Trail Blazer”, was the team’s first draft pick and the team’s first star. Known for his versatility, athleticism and incredible jump shot, he helped the Trail Blazers kick off their success in the 70’s. Averaging 21.8 points per game over a six-year span, his career was sadly cut short due to injuries. Many believe he would have been a Hall of Fame caliber player had his career been longer.



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GEOFF PETRIE

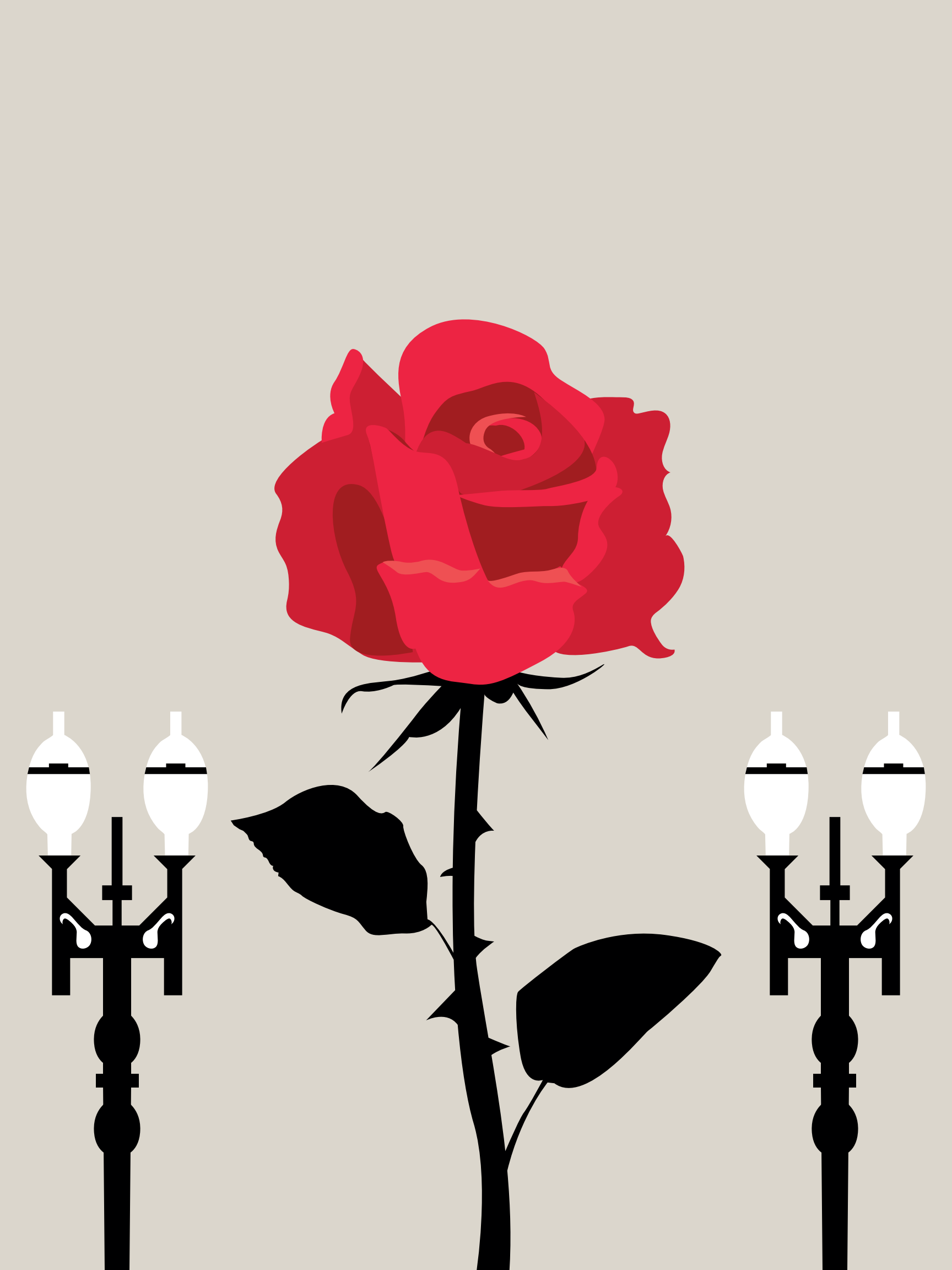




ROSE QUARTER

1993

The Rose Quarter is the Trail Blazers' home turf. The sports and entertainment venue resides off of the east bank of the Willamette River and became what it is today in 1993. Previously, the Blazers had played at the Veteran's Memorial Coliseum. The Oregon Arena Corporation, a company owned by Paul Allen, started construction to build the Rose Garden in the VMC parking lot in '93 and gained the rights to manage both buildings on the property. The Blazers began play in the Rose Garden in 1995. Today, the arena is known as the Moda Center.



R

50

RASHEED WALLACE

1996

Sheed is a fan-favorite. One of the best players in the game of basketball during his time, he's the subject of a few crazy statistics: Rasheed found himself in a playoff matchup against the LA Lakers on 8 different occasions, he holds the single-season record for technical fouls at 41 T's in 80 games and he was famously thrown out of a game for shouting "ball don't lie" to a ref. His aggressive playing style, fadeaway jumper, 7-foot-plus wingspan and quick feet made him an unstoppable player and a favorite in the Blazer's late 90's-early 00's era.

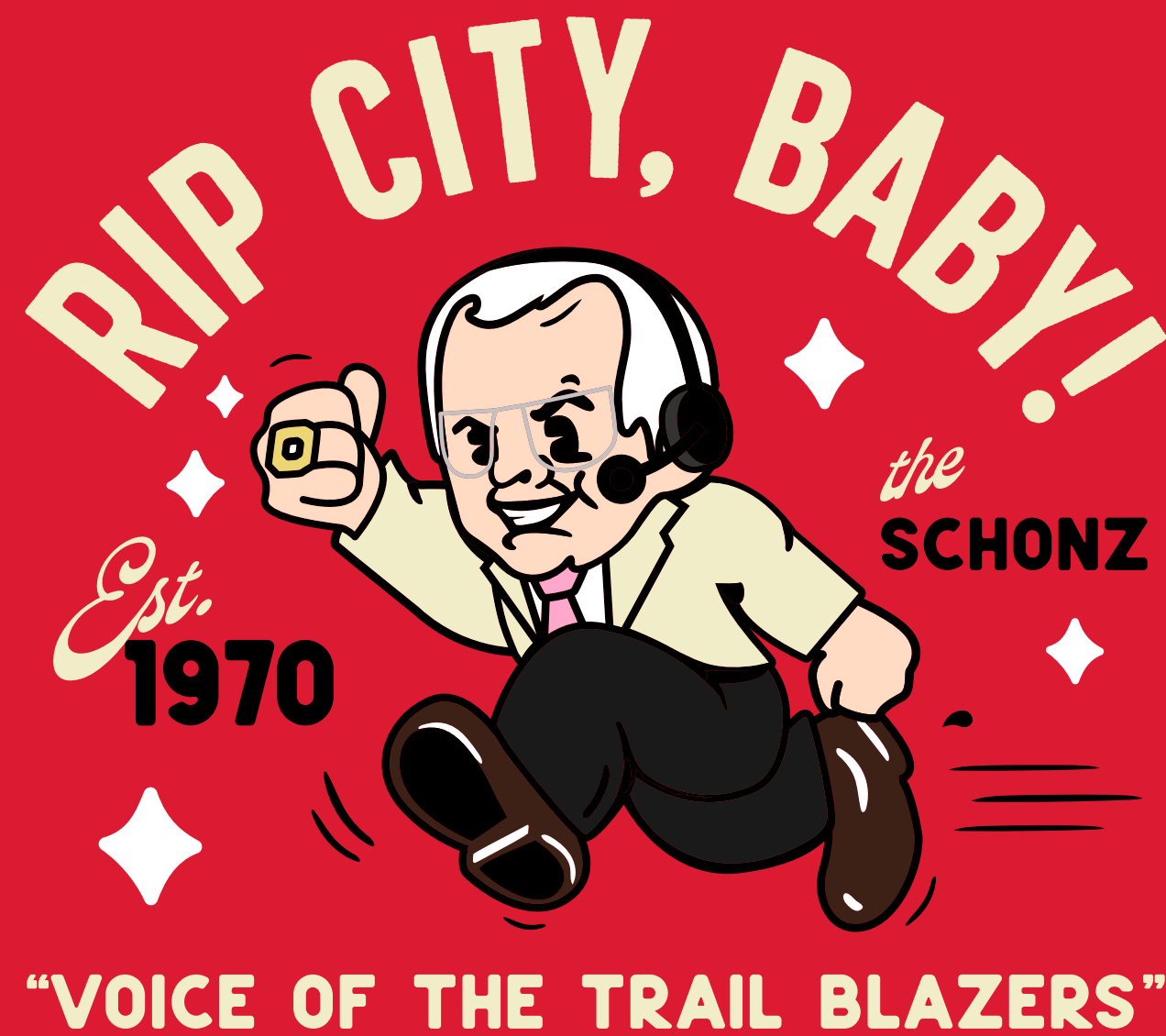


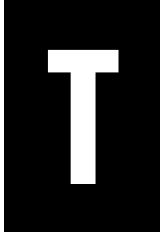
THE SCHONZ

1970

Bill Schonely, better known as Rip City's Mayor or "The Schonz", is a sports broadcaster who served as the play-by-play announcer for the Trail Blazers for almost 30 years. The bold, energetic voice was one of the organization's first employees. Harry Glickman said of his interview, "The interview only lasted a few minutes; he opened his mouth and I knew I had the right guy."

The Schonz famously coined the term "Rip City" at the start of his career with the team- he said it on a whim after a basket by Jim Barnett in 1970.





TERRY PORTER

1985

Terry Porter is one of the iconic point guards in Blazers History. Dubbed the original “Mr. Blazer”, Porter was drafted 24th overall in 1985, led the team to two Western Conference Championship titles and was a key to much of their success in the 90’s. Known for his tight defense and nonstop hustle, he’s a 2 time NBA All-Star, recipient of the J. Walter Kennedy Citizenship Award and was inducted into the Oregon Sports Hall of Fame. In addition, Porter has gone on to have a successful coaching career.

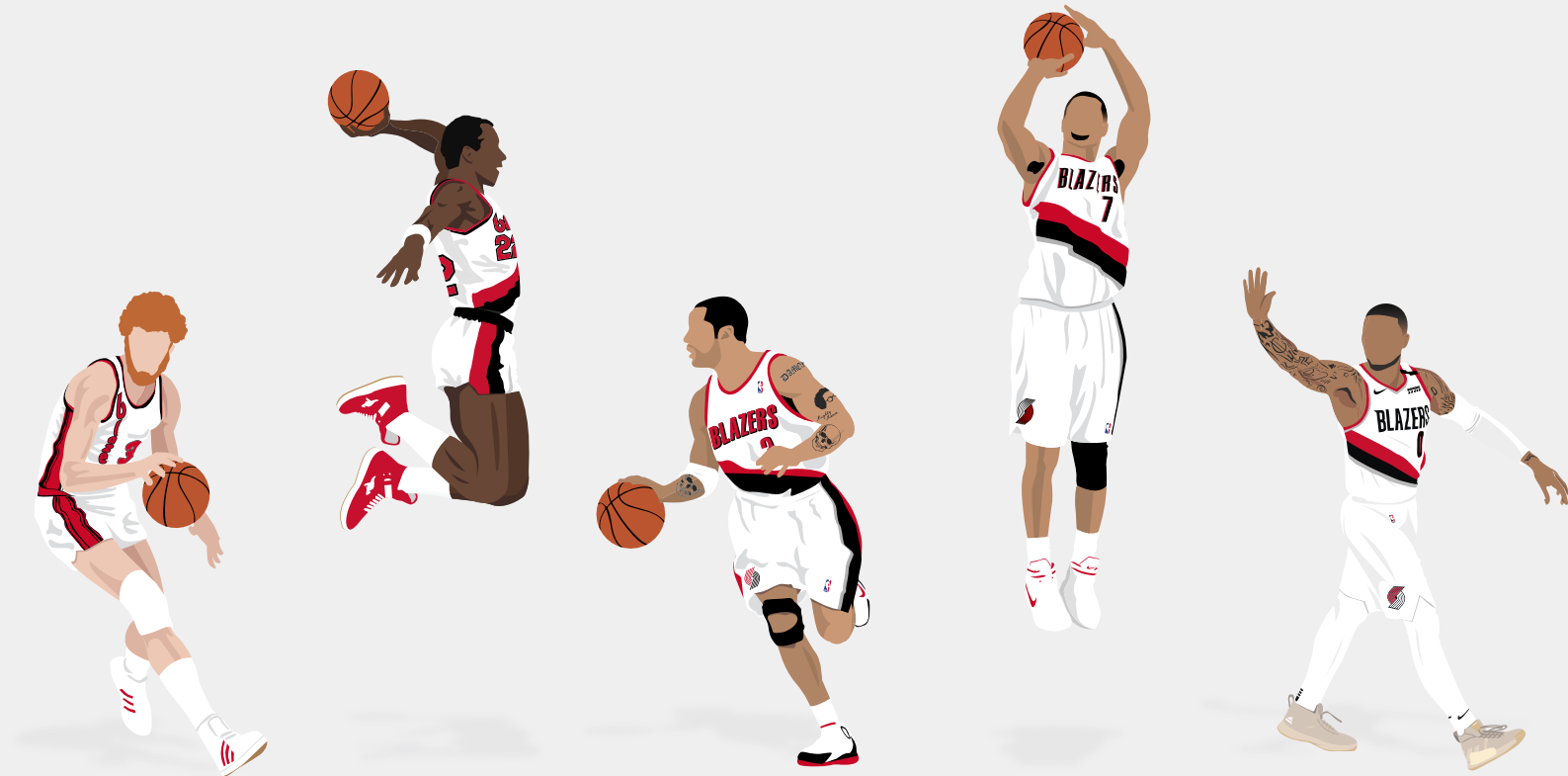


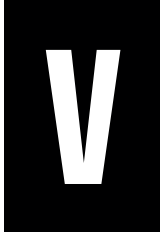


UNIFORMS

70's, 80's, 90's, 00's, 10's

The Portland Trail Blazers' classic, stylish brand has hardly waived throughout their 50-year tenure. Their red, black and white color palette has remained mostly the same, as have their diagonal stripes and pinwheel. The decades have morphed the Blazers uniforms through many different fits, typographic styles and variations of the logo, but the timeless class and Portland spirit has been there all along.





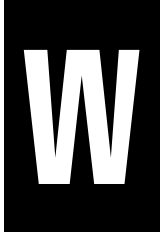
VICTORY OF '77

1977

The Portland Trail Blazers' crowning moment occurred in 1977 when the team brought home Portland's one and only championship. They defeated the Philadelphia 76ers in six games after a remarkable season winning 45-6 at home.

Coached by Dr. Jack Ramsay, the roster included Corky Calhoun, Johnny Davis, Herm Gilliam, Bob Gross, Lionel Hollins, Robin Jones, Maurice Lucas, Lloyd Neal, Larry Steele, Dave Twardzik, Wally Walker and Bill Walton.



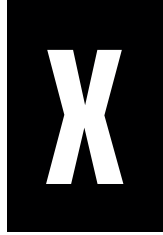


BILL WALTON

1974

Not many teams can say they were led to an NBA Championship by a bike-riding, Emmy-winning, die hard Grateful Dead fan, but the Blazers can. Bill Walton made a name for himself in the early 70's when he attended UCLA and led his team to 2 NCAA Championships and an 88-game win streak. So, it was no surprise when the Trail Blazers selected him #1 overall in the 1974 NBA Draft. Walton added some more feathers in his cap throughout his career: 2x NBA Champion, NBA Finals MVP, NBA League MVP, 2x All-Star, All-NBA First Team, 2x NBA All-Defensive First Team, Sixth Man of the year... the list goes on.

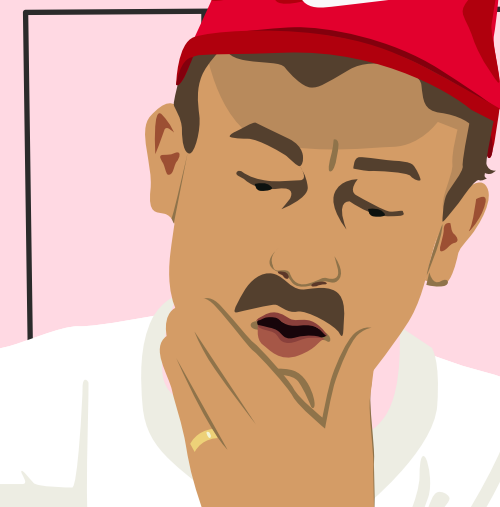
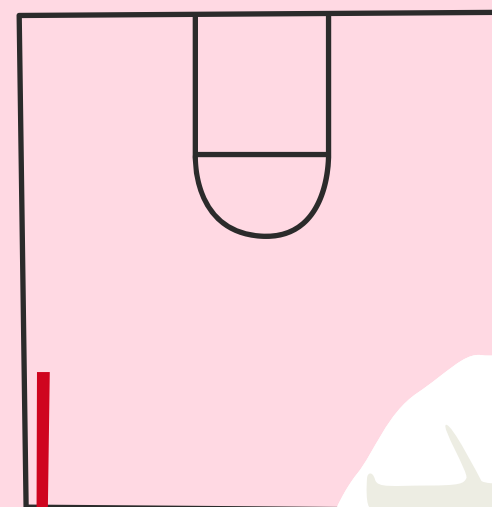
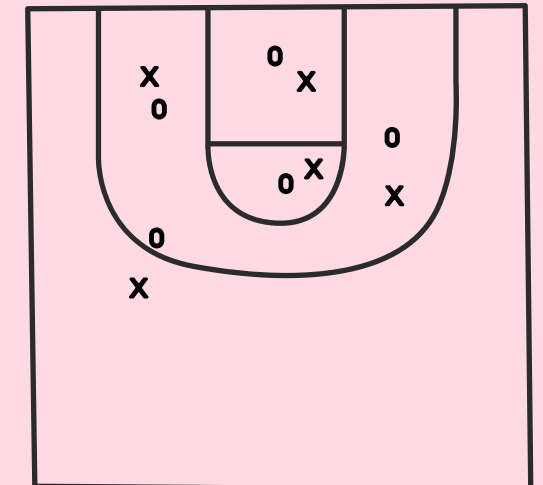
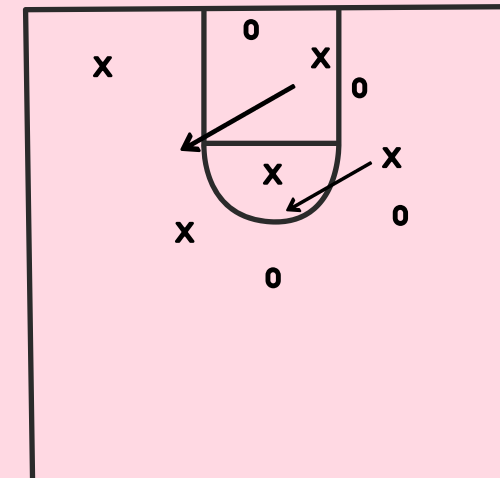
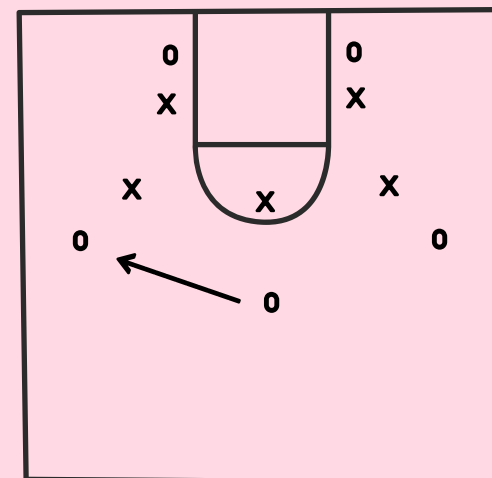
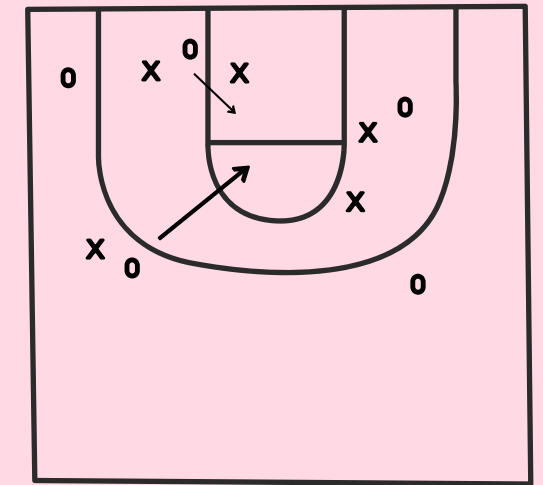
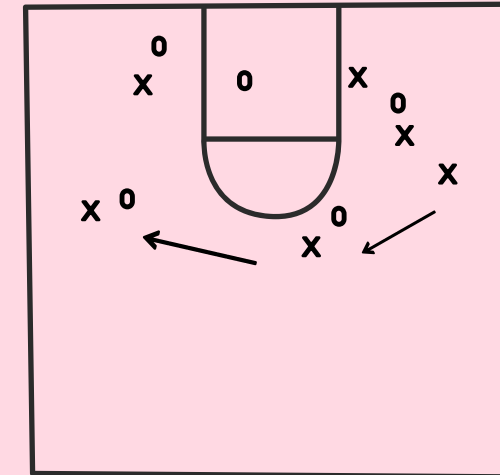
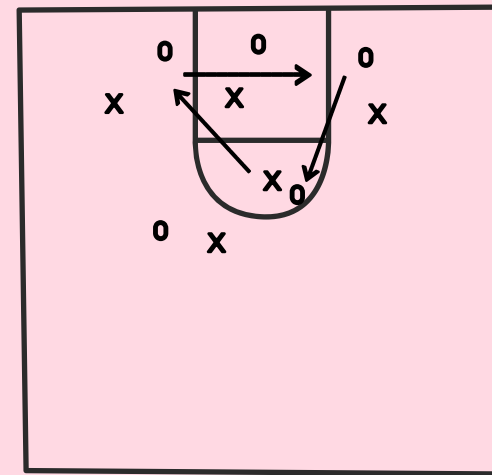


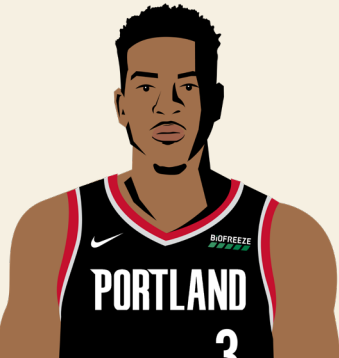


X'S AND O'S

1989, RICK ADELMAN

Rick Adelman stands out as one of the best Trail Blazers coaches ever. He coached some of the Blazers best, achieving great heights amidst a powerhouse-laden NBA. Adelman's teams frequented the NBA Playoffs- between his 1989-1994 tenure he coached the Trail Blazers to two NBA Finals appearances (1990, 1992) and another Western Conference Finals (1991). Adelman was not one to give players the quick hook- he was a well-respected coach and gave his players plenty of opportunity to showcase their talents and come through for the team.





YEAR 50

2019-2020

Year 50 for the franchise was highly anticipated. It was the 50th Anniversary for the franchise and the team was fresh off of the first trip to the Western Conference Finals since 1992. While there were a fair share of struggles, a handful of injuries and a hiatus due to a global pandemic, the year brought some highs as well: Carmelo Anthony making his way to Portland, Damian Lillard breaking the single-game points record, Hassan Whiteside leading the NBA with 187 blocks in 61 games.

Roster / Damian Lillard, Jusuf Nurkic, CJ McCollum, Carmelo Anthony, Hassan Whiteside, Zach Collins, Rodney Hood, Trevor Ariza, Anfernee Simons, Mario Hezonja, Gary Trent Jr., Caleb Swanigan, Nassir Little, Wenyen Gabriel, Coach Terry Stotts.

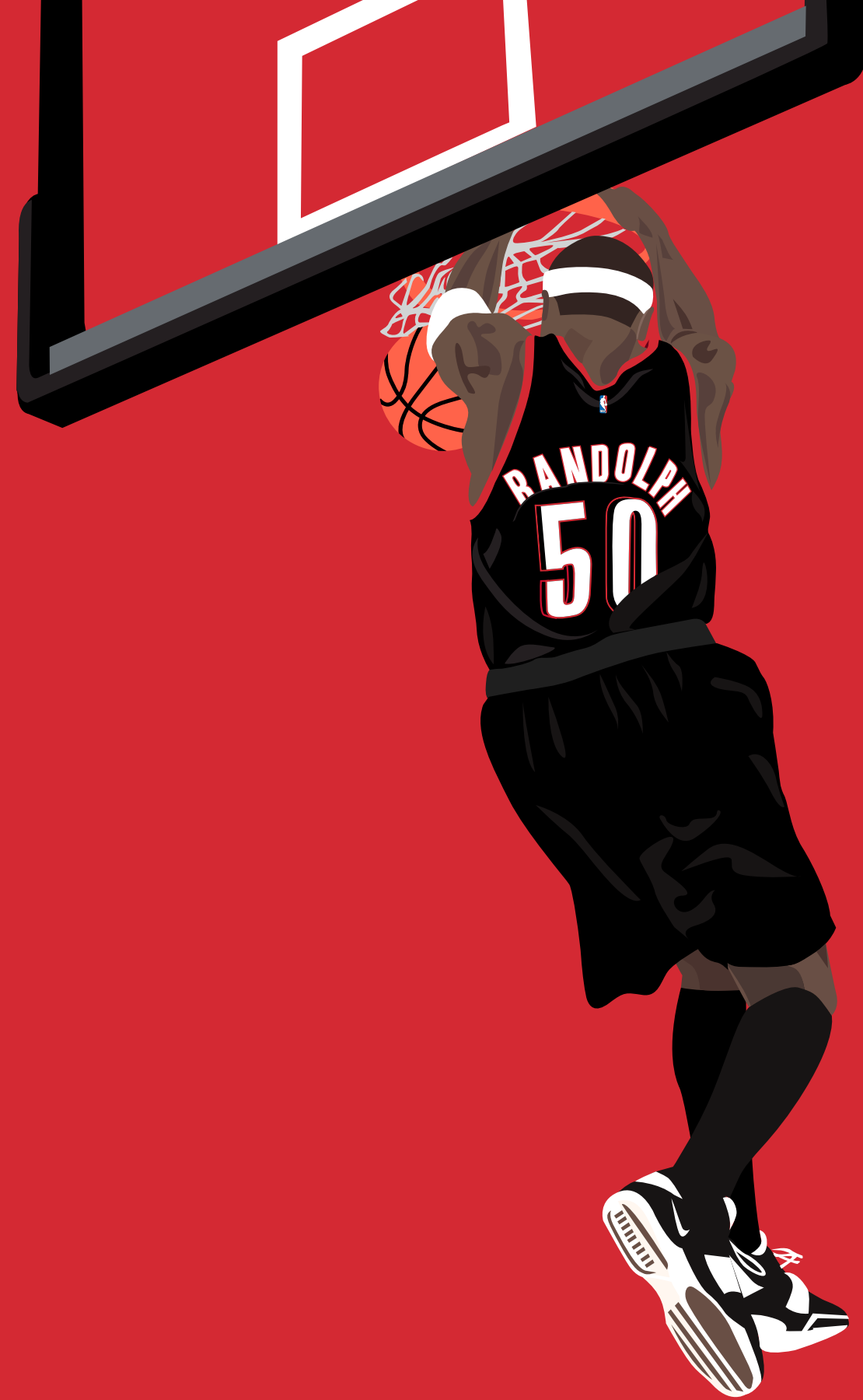
Z

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Z-B0

2001

Zach Randolph was selected 19th overall by the Trail Blazers in 2001. Playing alongside Rasheed Wallace, Bonzi Wells and Damon Stoudamire, he was a fan favorite on a gritty team. He took home the NBA's Most Improved Player award in 2004, soon to follow by a six-year extension to his contract with the Blazers. Throughout his career he grew to be a great leader and crafty defensive player.



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