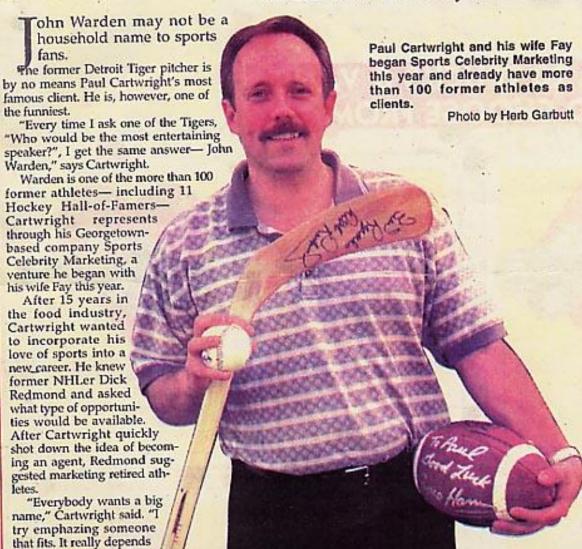
Star-struck Gordie Howe among many ex-stars marketed by local man



want them for." When possible, Cartwright likes to sit down with his clients, find out their likes, dislikes and their personality types and book them accordingly. He said some are more suited to speaking engagements, others

to golf tournaments, others to card signings.

what type of event they

Cartwright built a network of athletes through the players themselves and through team alumni associations. The list includes baseball players Mark Fidrych, John Hillier and Alan Trammell and hockey players such as Johnny Bower, Johnny Bucyk, Dennis Hull and Gordie Howe. In fact, Cartwright is the only person outside the Howe family authorized to line up appearances for "Mr. Hockey."

While today's athletes are instantly associated with million-dollar contracts, Cartwright said the majority

of the players he represents played before that kind of money was bestowed on players.

"Not all of these guys are as well off as people say," said Cartwright, who enjoys helping them suppliment their income.

Many former pro athletes continue to work. Willie Horton, a member of the 1968 World Series champion Detroit Tigers who hit 325 career homers, works for ORT Tool & Die Corporation as a national sales rep. Horton says having Cartwright's help allows him to manage his time and gives kids positive role models. "Paul's not only good for Willie Horton, he's good in bringing people together so that they can have

heroes again," said the five-time all-star from his home in Bloomfield Hills, Mich...

Cartwright is currently helping Horton develop a touring baseball clinic that would visit shopping malls and help teach young players the basic skills they need to play the game.

Sports Celebrity Marketing can be reached by e-mail at sportscm@idirect.com or by phone at 873-8405.

-By Herb Garbutt, staff writer