

A promoting 'perfectionist'

Entrepreneur revives boxing in Bay Area

During the three years Howes Entertainment has produced matches—three in Marin-promoter Peter Howes has earned a reputation as one who delivers.

The Marin native and San Francisco resident, organized the title match between main attraction Paul Nave and Livingston Bramble on May 21 at the Marin Civic Center Exhibit Hall.

"If my name is on it, I want to make sure it is a professional production and that the people get their money's worth," Howes said.

Those in the industry said Howes lived up to the goal then and on previ-



Peter Howes

ous occasions.

Matches, crowds, boxers and sponsors come together when Howes takes

control. Those in the trades credit the entrepreneur with awakening the sport in the Bay Area.

"He is presenting some good boxers, many who are new and up and coming on the horizon," said Charles King, a trainer and owner of two King's Gyms in Oakland.

"For someone to just get into the business, Peter is doing a good job, and he only has room to grow because he is saving boxing in the Bay Area," said King, whose boxer, Brian Sneed, won on the undercard at the May match.

Nave won and then lost the World Boxing Federation welterweight title in two 12-round bouts with Greg Haugen last year in Marin.

For the initial Nave-Haugen world

title, Howes produced a money-making event, in addition to negotiating ESPN's telecast of the fight, which was won by Nave.

"It is phenomenal since he is a new promoter," said Ron Scalf, WBF president.

Howes, who declined to state his age but said he "feels like 35," was named Promoter of the Year by the WBF.

A good promoter puts on high-quality, well-matched, competitive fights that the public wants to see, according to Rob Lynch, executive officer of the California State Athletic Commission in Sacramento. The commission has jurisdiction over all amateur and professional boxing and martial arts in the state.

As a promoter, Howes wears several hats: host, matchmaker and businessman.

The job requires putting money in escrow to ensure everyone gets paid, locating equally matched contenders, signing them, obtaining sponsors and conforming to state licensing.

One also must find a location to have the match, find judges and marketers, arrange ticket sales and publicity, and bring together the ring, program and banners.

Then it is necessary to make airport runs to pick up the contenders and their parties and find accommodations for them.

The fact that the money was made in Howe's most recent match in which Nave lost to Bramble in the second round and the initial Nave-Haugen fight is unusual, but not impossible, Lynch said.

A capacity crowd attended the Nave-Haugen fight and "sellouts don't happen that often" in California where there are 95 to 110 professional boxing cards annually. That translates to more than 500 bouts because a card is a series four or more individual fights, presented in one time frame, Lynch said.

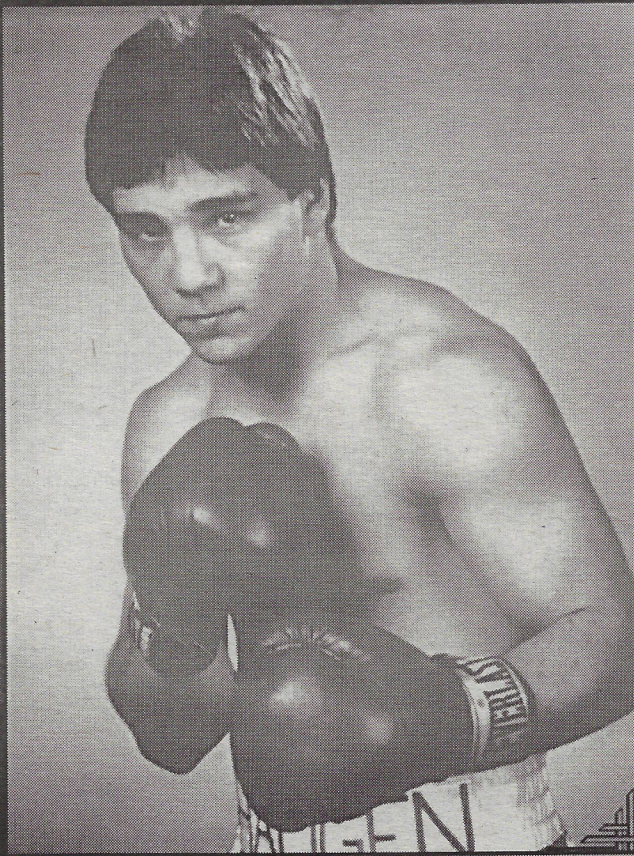
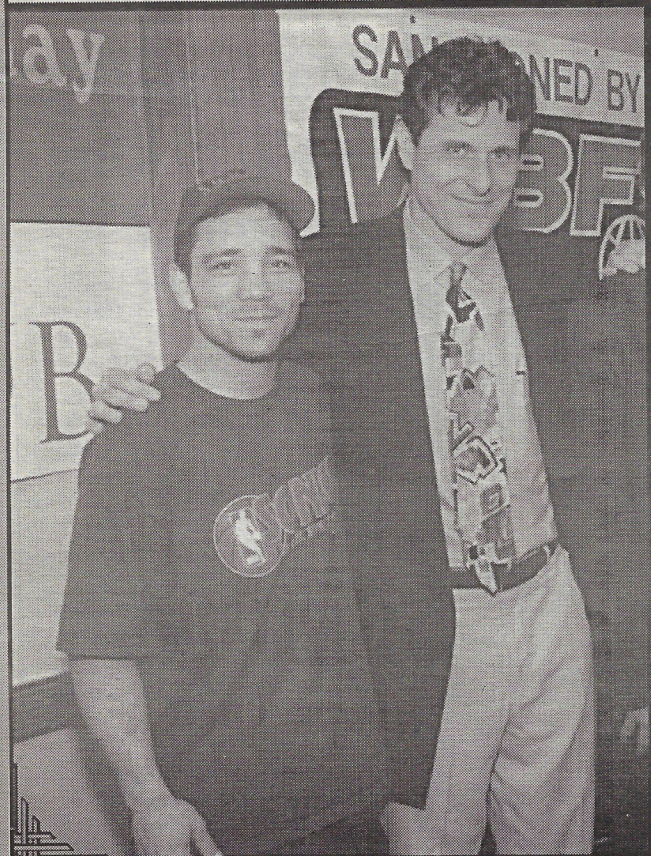
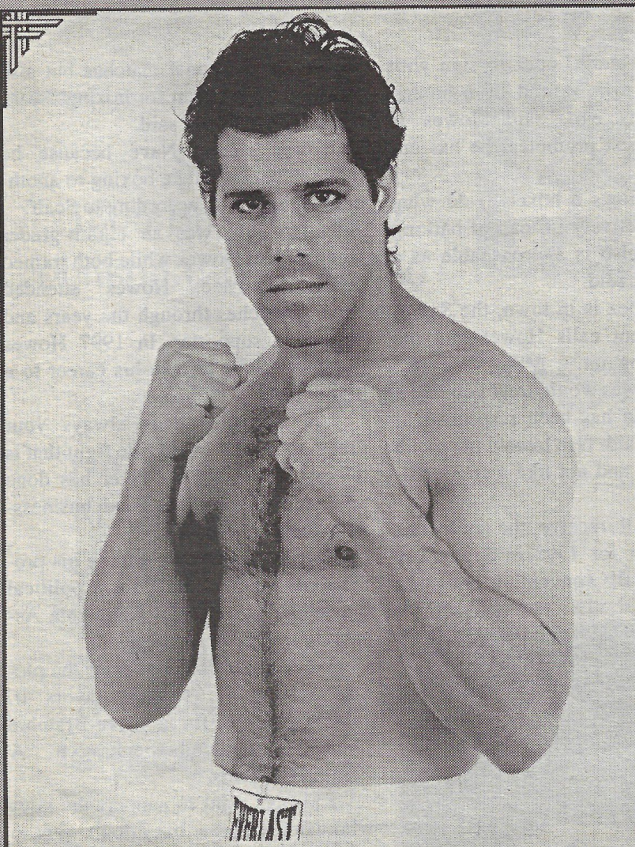
Howes succeeded by focusing on the basis and was helped by the drawing power of Nave, a Marin favorite son.

"What Peter did was bring in two quality opponents known throughout the boxing world," Lynch said. "He had two very successful shows and I wish him well in the future."



WBF Welter Champ Greg Haugen fights Paul Nave

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Peter Howes, Greg Haugen and Paul Nave

HOWES

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Howes estimated 80 percent of those attending the Nave-Bramble fight in May did so without advance ticket purchases, a factor that kept him on edge, wondering if the affair would be a success. He hoped for a higher return, but did not disclose his profit.

On the evening of the May match, Howes, dressed in a black pin-striped suit, darted about the arena making sure things ran smoothly. "I am a very focused and driven person. I am a perfectionist, and I like things to go off as planned without any hitches," he said.

Howes' entry into the boxing world came when he was a teen and attended the Central Marin Boys Club to train in youth boxing under Marin legend Jack MacPhee.

MacPhee started training boxers while in college in 1946. Even with the

hundreds of young men who have been under his tutelage, the trainer remembered Howes as "a beefy guy" who stood out.

"Peter was kind of aggressive, ambitious and determined. He was always looking for big things, big events," MacPhee said, who still trains young fighters.

Howes graduated from Redwood High and University of California at Berkeley, majoring in social science. He later worked for Honeywell, General Electric, American Express and an investment firm before dabbling in the oil business.

Howes quickly convinced fighter

Tony "The Tiger" Lopez to sign with him. Lopez, who retired from boxing three months ago, said Howes is among the best promoters he has encountered.

Howes allows a boxer to do what comes instinctively instead of barking orders, and also is approachable as a friend, Lopez said.

When Lopez is in town, the Sacramento resident calls Howes and the two often hang out.

"Peter Howes would treat you like a champion. He has been respectful of me," Lopez said. "He treated me like a human being and not like a commodity."

Howes will receive the award as best promoter for 1998 in September during the WBF convention in Israel. The honor results not only from

Howes' professional matches but also from his enthusiasm for boxing, Scalf, the WBF president, said.

Howes signed Nave because he thought he could take boxing to another level in Marin, according to Scalf.

Nave, 38, was an eighth-grader when he met Howes while both trained under MacPhee. Howes attended Nave's matches through the years and became a supporter. In 1997 Howes promised Nave to take his career to a higher level.

"As a fighter it is always your dream to be in a world title fight that is telecast," said Nave. "Peter has done an excellent job, is a good businessman and a hard worker."

Nave is considering ending his professional boxing career for a political bid at the 6th District California Assembly seat as an Independent.

If retirement does not enter the picture and public support favors it, Howes planned for a Nave-Bramble rematch in September calling it, "A Farewell to Arms."

"I always want to support the guys who work with me, but I don't want to be the vehicle to their destruction," Howes said.

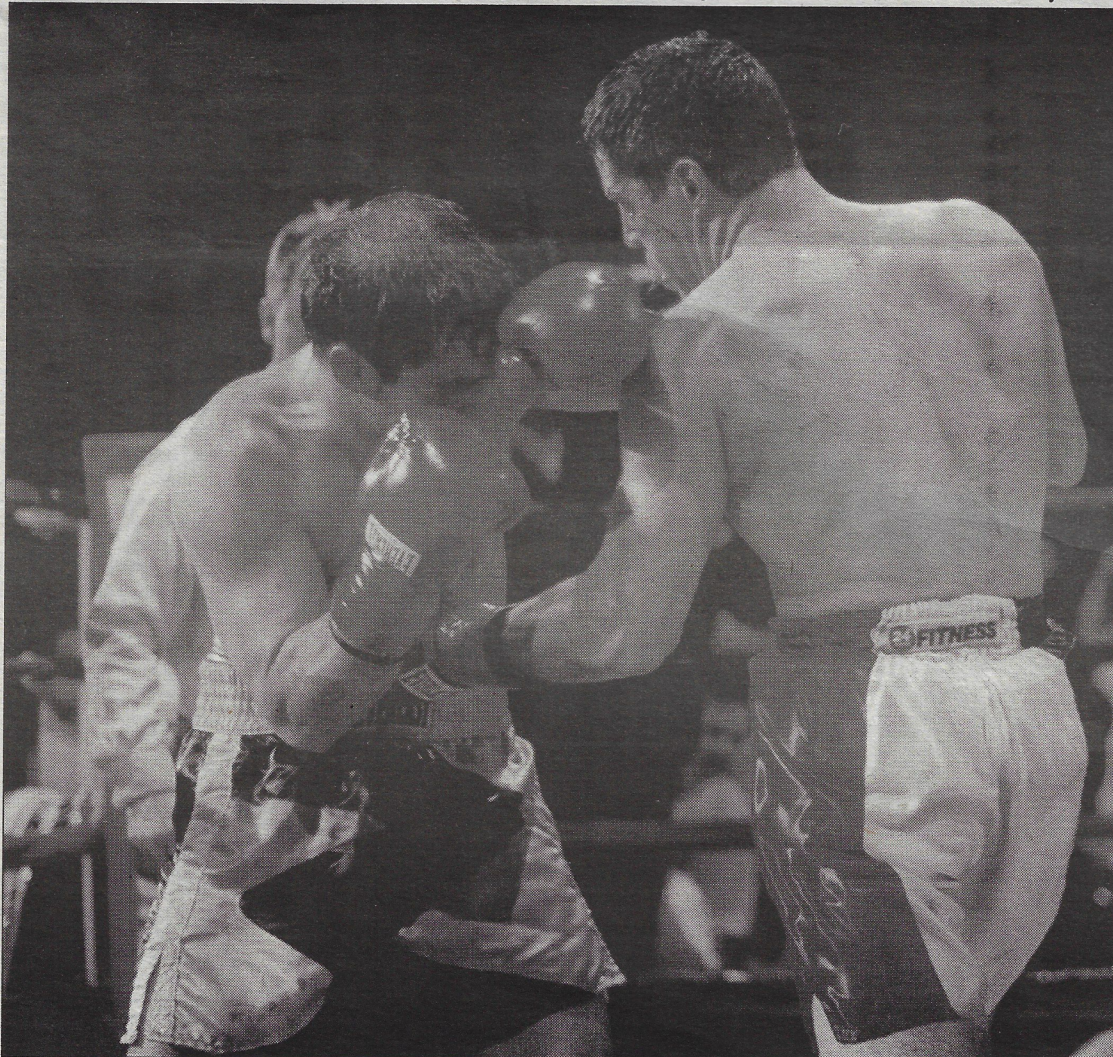
Marin native is top boxing promoter

As a youngster, Peter Howes got hooked on boxing with his first match held at the old Central Marin Boys Club. Decades later, the Marin native still loves boxing...as a business.

A fight promoter with Howes Entertainment LLC, the San Francisco resident staged two prizefights in Marin last year. They were part of the 1998 World Boxing Federation's 40 championship bouts, held in 23 states and 17 countries.

As a result of Howes' efforts outside of the ring, the Redwood High School grad was named World Boxing Federation (WBF) Fight Promoter of the Year.

The honor was presented in London this past June at a special ceremony during the annual WBF meeting. In May, Howes organized a welterweight bout at the Marin Center Exhibit Hall.



WBF Welter Champ Greg Haugen trades blows with Paul Nave