



PRESS RELEASE

## Stephanie Baron Named Director of Events for WBCA

ATLANTA, Ga. (June 22, 2005) -- The Women's Basketball Coaches Association (WBCA) CEO Beth Bass recently announced the promotion of Stephanie Baron to Director of Events. Baron becomes only the second person to serve in this capacity.

Baron came to the WBCA through the Betty F. Jaynes Internship program in December 2000, joining the full-time staff as Event Manager upon successful completion of her internship. In this position, she was responsible for all aspects of the WBCA national convention, held annually in conjunction with the NCAA<sup>®</sup> Women's Final Four<sup>®</sup>, and supervised several event operations interns.

In her new role, Baron will manage the preparation, implementation and adherence to all budgets within the events department; oversee and direct all onsite event operations and conduct the site research selection, negotiation and procurement for all WBCA events, while also supervising the events department staff; developing a comprehensive, electronic framework for events; assisting senior management in strategic planning of the organization. She will also continue to represent the WBCA as a liaison to Women's Final Four Host institution and Local Organizing Committee.

"It has been extremely gratifying to see Stephanie's career grow here at the WBCA," Bass said. "She has dedicated herself and been a tremendous asset to our organization, and I am pleased to offer this advancement in her professional development."

Prior to joining the WBCA, Baron worked at Marianapolis Preparatory School in Thompson, Conn., as the dean of admissions, assistant athletic director, and girls' basketball coach. During her tenure at Marianapolis, Stephanie recruited and selected academically qualified freshmen and transfer students, developed an enrollment strategy that ensured continued growth of the school's local and international reputation, attained record enrollment for the 2000–2001 academic year and was actively involved in annual alumni and fundraising events.

A native of Webster, Mass., Baron graduated from Fairfield University with a bachelor's degree in marketing. She is currently pursuing her master's degree in business administration from Mercer University's Eugene W. Stetson School of Business and Economics in Atlanta.