



PRESS RELEASE

## WBCA Announces Newest Members of the Team

ATLANTA, Ga. (August 12, 2005) -- The newest additions to the WBCA staff are Lisa Helgeson, Manager of Multimedia and Summer Thagard, Manager of Communications.

Lisa Helgeson ventured to Atlanta after serving three years as an assistant media relations director at Iowa State University in Ames, Iowa. While at Iowa State, she served as the primary media contact for the volleyball, soccer, and softball programs and was responsible for overseeing publicity efforts for the women's swimming and diving team.

Prior to Iowa State, Helgeson spent a year at the University of Cincinnati where she served as the primary media contact for various teams, including women's basketball, while also overseeing publicity efforts for the Bearcats' community service efforts.

Before Helgeson's quest to Cincinnati, she was a public relations assistant for the Minnesota Timberwolves and the Minnesota Lynx. Helgeson worked extensively with publicity efforts for both teams, including media availability at practice, game-day duties, media credentials and team travel.

The Northwood, Iowa, native spent two years as a student assistant in the Iowa State athletic media relations office prior to graduating in May, 1998. Helgeson then served as an intern in the men's media relations office at the University of Minnesota. She is also a member of the College Sports Information Directors of America (CoSIDA).

Helgeson is responsible for graphic design, publication's layout and design, the website and media relations at the WBCA.

"With Lisa's extensive background in sports and media relations, we look forward to implementing her knowledge, understanding and experience into all aspects of the WBCA," WBCA CEO Beth Bass said.

Summer Thagard begins her endeavor with the WBCA after recently graduating from Western Carolina University in December 2004, earning her Bachelor of Science summa cum laude in Communication with a concentration in Print Media and a minor in marketing.

Prior to graduating, Thagard completed internships with MTV Networks and VIBE Magazine based out of New York City. At VIBE, she worked specifically within the editorial department, contributing research and content for all of the magazine's departments. While working within the Off-Air Creative Department at MTV, she

focused extensively on project management and creative services for all print production needs within the corporation.

While at WCU, Thagard was a four-year member of the women's basketball team under Coach Beth Dunkenberger. Despite numerous injuries, she continued to shine as an honorable student-athlete with achievements that include being a four-year recipient of the Athletic Director's Academic Award, four-year recipient of the Southern Conference Honor Roll, and nine consecutive semesters on the Dean's List, deeming her a University Scholar.

Before graduating at Western, Thagard put many hours into the sport's information publications and media guides, the Western Carolinian (school newspaper) and as a freelance artist.

Thagard's basic duties are to manage and contribute content for all of WBCA publications, aid in much of the awards and poll processes including the writing and distribution of press releases and assisting Helgeson in design and layout of all print material.

"As Summer begins her career, we hope to instill her hands-on basketball experience, young style, new ideas and fresh approach within our publications, media and throughout the WBCA as a whole," Bass said.