



PRESS RELEASE

Mankenberg Receives WBCA's Prestigious Jostens–Berenson Lifetime Achievement Award

ATLANTA, Ga. (March 6, 2008) -- The Women's Basketball Coaches Association (WBCA) has named Cherri Mankenberg as the winner of the 2008 Jostens–Berenson Lifetime Achievement Award, recognizing Mankenberg's lifelong commitment of service to the game of women's basketball.

"Cherri is extremely deserving of the Jostens–Berenson Lifetime Achievement Award," said WBCA CEO Beth Bass. "On behalf of the WBCA, and all its members, I am honored to recognize Cherri with our highest honor for her continued commitment to women's sports and, in particular, women's basketball."

The first full-time head women's basketball coach at the University of Nebraska at Omaha, Mankenberg led the Mavericks to three North Central Conference titles and eight postseason tournaments. During her 22-year coaching career, she compiled 344 wins while receiving one Regional and two NCC Coach of the Year awards. Mankenberg also served on various NCAA and WBCA committees and was an assistant coach in the 1983 U.S. Olympic Festival.

In 1998, Mankenberg resigned from coaching to take the position as Associate Athletic Director/Senior Woman Administrator at University of Nebraska at Omaha, managing a 15-sport program with over 400 student athletes and 80 employees. Mankenberg's leadership, dedication and passion for service have been acknowledged with various awards, including three hall of fame honors. The Onawa, Iowa, native has been inducted to the Iowa Girls Basketball Hall of Fame (1985), the University of Nebraska at Omaha Hall of Fame (2003), and she was the first woman inducted into the Wayne State College Hall of Fame (1979).

Upon retiring in July 2003, Mankenberg relocated to Arizona where she founded Project FUNdrai\$e, LLC, a fundraising consulting concept to assist colleges, universities and non-profit organizations in meeting financial challenges.

"Jostens is pleased to honor such a commendable recipient for her enduring involvement and achievements in women's basketball. It is our privilege to recognize her leadership and success through the Jostens–Berenson Lifetime Achievement Award," said Nicole Ellos, Jostens Championship Marketing Manager. "We praise her many contributions to the field of women's athletics."

Mankenberg will be formally presented the award at the WBCA Awards Luncheon presented by State Farm and Jostens on Tuesday, April 8, at Noon (ET) in the Marriott Waterside's Grand Ballroom. The luncheon is part of the WBCA National Convention,

held in conjunction with the 2008 NCAA® Women's Final Four® in Tampa Bay, Fla.

The award, sponsored by Jostens, is named in honor of the late Senda Berenson, who in her role as a physical education instructor at Smith College in Northampton, Mass., introduced "basketball" to her female gym students in 1892. This introduction marked the birth of the women's game, which occurred the year following basketball's invention by Dr. James Naismith in Springfield, Mass.

Mankenberg joins a distinguished group of recipients which includes: Brenda Byrd (2007); the late Sue Gunter, Louisiana State University (2006); Charles Heatly, Lindsay High School (2005); Louise O'Neal, Wellesley College (2004); Dr. Charlotte West, Southern Illinois University (2003); Dr. Jill Hutchison, Illinois State University (2002); Bob Spencer, Fresno State (2001); the late Dr. Brenda Reilly, Central Connecticut State University (2000); Betty Wiseman, Belmont University (1999); Dr. Rose Marie Battaglia (1998); Lea Plarski, Saint Louis Community College (1997); Carole Baumgarten (1996); Billie Moore, California State – Fullerton (1995); Marcy Weston, Central Michigan University (1994); Patsy Neal (1993); Harley Redin, Wayland Baptist University (1992); Alberta Lee Cox (1991); Bertha Frank Teague (1990); Pat Summitt, University of Tennessee (1989); Hunter Low, Eastman Kodak Company (1988); Cathy Rush, Immaculata College (1987); Mildred Barnes, Central Missouri State University (1986); the late Carol Eckman, Lock Haven University (1985); and the late Margaret Wade, Delta State University (1984).

About Jostens

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