



PRESS RELEASE

WBCA Leadership Bass and Jaynes Author First Book

ATLANTA, Ga. (March 18, 2010) -- The Women's Basketball Coaches Association (WBCA) is pleased to announce that Beth Bass, Chief Executive Officer, and Betty Jaynes, Consultant, with the help of Jana Hunter, have authored their first book, entitled: "The Butterfly Experience: Healthy Transitions in Athletic Hirings."

"Betty and I are excited with the outcome of our first book," Bass said. "This is the time of year for transitions, whether it's a retirement, move to an administrative position, a new hire, or an unfortunate firing. I'm confident that the wisdom and guidance that can be found in the book carry direct application to all of collegiate athletics, and at some point I'm sure will prove helpful in any career move that you might make."

The book details 10 high-profile, successful transitions in the collegiate sports arena, including the transition of Jaynes' passing of the torch to Bass. In each profile, they interviewed the outgoing employee, the incoming employee and the key administrator in the transition to share their experiences: what they did, when they did it, what they didn't do, and how they handled certain situations and circumstances.

"These stories and chunks of wisdom are instructive, sure," said Geno Auriemma, WBCA president and University of Connecticut head women's basketball coach. "But their honesty and authenticity make this a rich and powerful book. You can't find this type of tried-and-true information – especially that relates directly to athletics – anywhere else in the world."

The book will be offered during the WBCA National Convention in San Antonio, Texas, April 2 – 6, 2010, where the duo will also have a book-signing. The book will also be available at www.wbca.org following the 2010 WBCA National Convention. All profits from the book sales will benefit the Betty F. Jaynes Internship Program.