



PRESS RELEASE

WBCA to present first-ever 'It's Our Game!' Marketing Symposium

ATLANTA (Feb. 19, 2014) – As part of its ongoing commitment to growing the game of women's basketball, the Women's Basketball Coaches Association (WBCA) will present its first-ever "It's Our Game!" Marketing Symposium on Friday, April 4, in Nashville as part of the 2014 WBCA National Convention.

The symposium, which begins at 11 a.m. CT and continues until 5 p.m., will be held in the Music City Center's Davidson Ballroom. The symposium is free and open to anyone – coaches, administrators, media, boosters, parents and fans – interested in learning how to better promote women's and girls' basketball. WBCA convention registration is not required for admission.

"The WBCA is excited to offer this first-of-its-kind symposium on marketing the game of women's basketball," said WBCA CEO Beth Bass. "The symposium's name – 'It's Our Game!' – reflects our feeling of responsibility for, not possessiveness of, the sport. As the professional association for coaches of women's and girls' basketball, we're committed to doing everything we can to improve and grow the game."

Here is the schedule of presentations:

- 11 a.m.–noon – "Your New Job Description," Kyle Moats, Director of Athletics, Missouri State; Mike O'Brien, Athletic Director, Toledo; Chris Plonsky, Director of Women's Athletics, Texas. Moderator: Debbie Antonelli, TV analyst.
- Noon–12:30 p.m. – "Building a Fan Base from the Ground Up," Bill Fennelly, head women's basketball coach, Iowa State.
- 12:30–1 p.m. – "Successful Selling," Lin Dunn, head coach, Indiana Fever.
- 1–2:15 p.m. – Panel No. 1, "Unique Marketing Ideas to Steal," Jane Albright (Center for Coaching Excellence Class of 2012), head women's basketball coach, Nevada; Kelly Graves, head women's basketball coach, Gonzaga; Matthew Mitchell (CCE '12), head women's basketball coach, Kentucky; Coquese Washington (CCE '11), head women's basketball coach, Penn State. Moderator TBA.
- 2:15–3:15 p.m. – "Fundraising and Booster Club 101," Cheryl Burnett, former head women's basketball coach, Missouri State & Michigan; Theresa Grentz, former head women's basketball coach, Illinois; Teri Moren (CCE '12), head women's basketball coach, Indiana State; Sharon Versyp (CCE '12), head women's basketball coach, Purdue.

- 3:15–3:45 p.m. – "Promoting Your Program Via Social Media and Interviewing Skills," Fran Harris, Fran Harris Enterprises LLC.

- 3:45–5 p.m. – Panel No. 2, "Unique Marketing Ideas to Steal," Jody Adams (CCE '11), head women's basketball coach, Wichita State; Rick Insell, head women's basketball coach, Middle Tennessee State; Suzy Merchant, head women's basketball coach, Michigan State; Sue Ramsey (CCE '11), head women's basketball coach, Ashland. Moderator TBA.

"We're grateful to the coaches, administrators and marketing specialists who have agreed to lead the day's programming; and we're especially grateful to University of Toledo head coach Tricia Cullop who has done a fabulous job putting this program together.

About the WBCA:

Founded in 1981, the Women's Basketball Coaches Association promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls.