



PRESS RELEASE

Betty Jaynes to posthumously receive WBCA's Jostens–Berenson Lifetime Achievement Award

ATLANTA (March 17, 2014) – Longtime Women's Basketball Coaches Association (WBCA) executive director and CEO Betty Jaynes will posthumously receive the 2014 Jostens–Berenson Lifetime Achievement Award in recognition of her lifelong commitment of service to women's basketball, the WBCA announced today.

Jaynes died on Feb. 10 at the age of 68.

"As the first Chief Executive Officer of the WBCA, Betty Jaynes was instrumental in developing the WBCA into the outstanding organization that it is today. Her lifelong commitment to the service of women's basketball enhanced the opportunities available for women basketball players, coaches and administrators," said Chris Poitras, Vice President, Jostens. "It's an honor to posthumously recognize Jaynes for her accomplishments and contributions in women's basketball."

For 38 years Jaynes was a leading figure nationally in the sport of women's basketball. She was named the WBCA's first executive director in September 1981. Her title was changed to CEO in September 1996. Under Jaynes' leadership the WBCA established itself as a leading resource, voice and advocate for coaches of women's basketball, growing from 212 members in its initial year of existence to more than 3,000 at the time of her retirement as CEO in November 2001. Jaynes also was a staunch advocate for and defender of Title IX. She remained active with the WBCA as a consultant handling advisory assignments including finances, educational programming, advocacy and special projects until her death.

Jaynes' commitment to and national involvement in the development and growth of women's basketball began long before her employment as WBCA executive director. While serving as head women's basketball coach at Madison College (now James Madison University), Jaynes chaired the U.S. Girls' and Women's Basketball Rules Committee from 1979 to 1981.

She also acted as tournament director for the 1975 AIAW Large College National Basketball Championships, which boasted the first-ever championship game sellout in the modern era of women's college basketball. That event also featured the selection and recognition of the inaugural Kodak Coaches' All–America women's basketball team. Jaynes took that program under her wing, serving as chair of its selection committee from 1976 through 1982. Although no longer sponsored by Kodak, the program remains the most prestigious and storied All–America award in women's basketball.

Jaynes joined the staff at Madison College in 1968 as an assistant professor of physical education with primary teaching duties in gymnastics, tennis and swimming. She served as the Dukes' head women's basketball coach from 1970 to 1982.

"I guess we finally found an award or Hall of Fame that Betty had not won or been inducted into," said WBCA CEO Beth Bass. "No one loved the WBCA and its award program more than Betty. It's so appropriate that she receives its highest honor."

Jaynes will be formally recognized during the WBCA Awards Show, which will be held at 5:30 p.m. CT Monday, April 7, in the Omni Nashville Hotel's Broadway Ballroom. This event is part of the WBCA National Convention and is held in conjunction with the NCAA® Women's Final Four®.

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.

Jaynes joins a distinguished group of recipients which includes: June Courteau, game official (2013); Kay James, University of Southern Mississippi (2012); Donna Wise, Campbellsville University (2011); Marsha Sharp, Texas Tech (2010); the late Kay Yow, North Carolina State (2009); Cherri Mankenberg, University of Nebraska at Omaha (2008); Brenda Byrd, Darlington County Public Schools and Darlington Recreation Center (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, Paramus High School and Paramus Community College (1998); Lea Plarski, Saint Louis Community College (1997); Carole Baumgarten, Drake University (1996); Billie Moore, California State – Fullerton (1995); Marcy Weston, Central Michigan University (1994); Patsy Neal, Brevard College (1993); Harley Redin, Wayland Baptist University (1992); Alberta Lee Cox, AAU (1991); Bertha Frank Teague, Byng High School (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

Minneapolis-based Jostens is the leading provider of championship rings, trophies and other programs and services that help athletes, organizations and their fans celebrate and remember athletic accomplishments. The company's products also include school yearbooks and other memory book products and scholastic products such as class rings and graduation products that help people tell their stories, celebrate important traditions and recognize achievements. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational and trade publishing segments.

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. For more information on the WBCA, please visit wbca.org.