



PRESS RELEASE

Women's Basketball Coaches Association to make only 2nd CEO transition in its history

ATLANTA (April 17, 2014) – For only the second time in its 30-year history, the Women's Basketball Coaches Association (WBCA) will transition to a new chief executive. Beth Bass, who succeeded founding CEO Betty F. Jaynes in 1996, has announced her decision to resign.

"I'm one of those lucky, rare individuals who, for almost 20 years, has gotten to serve in a job that aligned perfectly with one of my greatest loves in life, women's basketball," said Bass. "But the time is right for someone who not only loves the game as much as I do, but who also has a fresh perspective and new ideas. While the decision to leave has been difficult, I'm convinced that the future of this organization and the sport of women's basketball is extraordinarily strong."

Board president Sue Semrau, head coach of the Florida State University women's team, said that the board accepted Bass' resignation and expressed thanks for all that their longtime CEO has accomplished during her tenure.

"I speak for the entire board when I express our gratitude to Beth Bass for almost two decades of service to the WBCA and to the game of women's basketball," said Semrau.

Semrau said that Chief Operating Officer Shannon Reynolds, will serve as interim CEO while Semrau and the board appoint a search committee, hire a search firm, solicit input from key stakeholders and select a new staff leader who can guide the organization and women's basketball to the next level.

WBCA leaders said Bass had a big impact on the organization, the sport of women's basketball and women everywhere.

"During Beth's tenure as CEO, WBCA's board of directors worked with legendary coach Kay Yow and teamed up with the Kay Yow Cancer Fund," said Semrau. "In partnership with the V Foundation for Cancer Research, the Kay Yow Cancer Fund became WBCA's charity of choice. To support that fund, Beth and the board helped launch one of the most successful grassroots campaigns for breast cancer awareness ever established in the world of women's sports. The campaign began as the WBCA Pink Zone and is now called Play4Kay. To date, the Kay Yow Cancer Fund has raised more than \$8 million and benefitted millions of women nationwide."

Doug Bruno, past president of the WBCA board and DePaul University women's basketball head coach said, "I'm grateful to Beth for all she's done for the game.

Among many accomplishments, she helped revitalize the Wade Trophy, our game's equivalent of the Heisman Trophy. In addition, Beth identified and executed a vital paradigm shift at the WBCA by recruiting some of the best, young women's basketball coaches onto our board of directors, thereby ensuring the continuity of strong leadership well into the future."

"Beth has been a passionate advocate for the sport of women's basketball," said Patti Phillips, CEO of the National Association of Collegiate Women Athletics Administrators. "Her boundless energy for the advancement of all women's basketball coaches is not only palpable, but also contagious."

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, visit wbca.org.