

# ENDOWED SCHOLARSHIPS

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Tech athletics would like to thank and recognize the following individuals who have established scholarships to benefit athletics or

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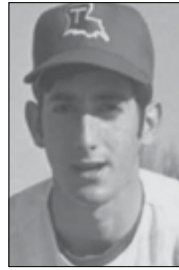
Leamon Best



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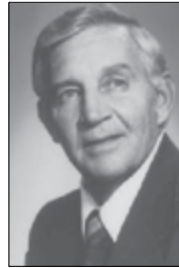
Mrs. Jeanette Hinckley



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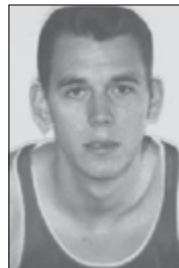
William Ardis Marbury, Jr.  
 Football Scholarship



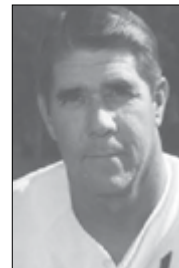
James Robert Michael



Jimmy Mize



Jackie Moreland



Pat Patterson



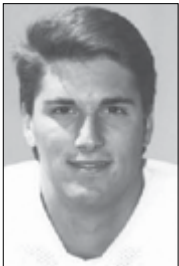
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# DR. DAN RENEAU

*University President*

There's a lot to look forward to at Louisiana Tech, as university President Dan Reneau knows well. The university is growing with the increased enrollment of students and the construction of new facilities.

Under Reneau's leadership, the university is on track in its long-term Tech 2020 goal, a strategy to ensure the university stays in tune with academic, economic, and research trends in the state, region, and nation.

"The transformation of higher education in Louisiana is taking place before our eyes," Reneau said. "The faculty and staff of Louisiana Tech have chosen to use this transformation as an opportunity to strengthen their institution through a collective and progressive recruitment and retention effort."

The university has continually thrived with Reneau at the helm in a variety of areas, including:

- \* New construction and renovation of buildings. Currently, the first buildings of Tech's Enterprise Campus are being constructed, and renovations include the expansion of the Maxie Lambright Intramural Center, the Technology Transfer Center and the Visual Arts Center. The \$20 million Quest for Excellence initiative was also announced in Summer 2010, and plans are in the works for the construction of a 90,000-plus square-foot multipurpose facility in the south end zone of Joe Aillet Stadium. The new facility will benefit all student athletes and will include a state-of-the-art sports medicine facility, a new strength and conditioning complex and a new academic center.

- \* All-time high average ACT score of entering freshmen. The average ACT score of beginning freshmen increased from 22.5 in the fall of 2004 to 23.5 in the fall of 2009.

- \* Received national accolades. The university was ranked among the nation's best colleges and universities and moved up to a Tier 3 ranking by U.S. News and World Report's 2010 Best Colleges publication. In addition, Louisiana Tech achieved the state's highest ranking among public colleges and universities, according to Washington Monthly's 2009 College Rankings.

- \* Performance-based Funding. Tech fared better than all Louisiana public universities for performance-based funding.

- \* National bookstore chain comes to campus. Barnes & Noble bought out the bookstore and will offer more book selections with plans to expand in three to five years.

- \* Increased enrollment recognized. In Fall 2009, Louisiana Tech's total enrollment stood at 11,289 students, which represents an addition of 339 students, an increase of 3.1 percent.

Reneau is leaving a lasting legacy with Louisiana Tech, especially with the engineering program. Reneau graduated with his bachelor's degree in chemical engineering from Tech in 1963 and received his master's in the same subject in 1964. He received his Ph.D. in 1966 from Clemson University.

Reneau became a faculty member at Tech in 1967 as an assistant professor of chemical engineering and made his way up the ladder to associate professor in 1969 and a full professor in 1973. Reneau's professional experience includes serving as a research engineer for both Esso and Humble oil companies and as a consultant for five other corporations and universities.

Reneau also has studied abroad at Johannes Gutenberg University in Mainz, West Germany, as an Alexander-von-Humboldt Stiftung visiting professor and also to England at Cambridge and Bristol universities as a visiting professor.

At Tech, Reneau established the biomedical engineering department and was named its head in 1972. The department became the fifth accredited department for its undergraduate curriculum in the United States, and the doctoral program was awarded a commendation of excellence by the Board of Regents.

In 1980, Reneau was promoted to vice president for academic affairs, serving as the chief academic officer to some 400 faculty in six colleges and three professional schools with more than 160 different degree programs. During his tenure as vice president, every major program became accredited, and he was also instrumental in

establishing the Center for Biomedical Engineering and Rehabilitation Science.

Reneau was selected as the university's 13th president Feb. 20, 1987, and the public endorsed their new president before the decision was even made. The university paper, *The Tech Talk*, issued a rare endorsement for the Tech alumnus; the Student Government Association supported his selection through a resolution sent to Baton Rouge; many faculty members circulated a petition for his appointment; and even the Faculty Senate gave Reneau a stamp of approval.

When hurricanes Katrina and Rita devastated the Louisiana coast in 2005, under Reneau's leadership, Tech welcomed hundreds of evacuees and offered them shelter in Caruthers Residence Hall. Tech also opened its doors to students from various universities in New Orleans as well as the Tulane University football team.

Tech continues to flourish under Reneau's leadership. In 2007, the university and its president received a glowing review from a team led by national educational consultant James Fisher.

Tech's graduate programs continue to prosper, as well. A total of ten doctoral degrees are now available at Tech, including a new doctoral program in industrial and organizational psychology that began in 2009. In 2007, Tech produced the first graduate in the world who holds a bachelor's degree in nanosystems engineering. Last year, Tech reported a record graduate student enrollment with graduate enrollment totaling 2,530, an increase of 9.3 percent.

As Tech holds strong to its 2020 goal, progress is echoed by research, such as a study conducted by the Applied Research Technology Corporation of Baton Rouge. The study shows that Louisiana Tech students have an annual statewide spending impact of \$145 million and contribute over 56 hours of volunteerism per student, per year. Over the past 10 years, 65 percent of Tech's graduates have stayed in Louisiana with total earnings of nearly \$1 billion.

"One of Louisiana Tech's greatest strengths has always been the quality of its students," Reneau said. "Their success, both during and after college, will impact not only the future of our university, but also the future of our region and our state. As a campus community, we have a responsibility to do everything we can to continue recruiting, educating and graduating the next generation of Louisiana's leaders."

Reneau, a native of Woodville, Miss., was born June 11, 1940. He started as a student at Tech in 1959 and met his wife, the former Linda Digby, of Bernice, while a student at Tech. Reneau and his wife have two children, John and Dana, who are both Tech alumni as well. John lives in Las Vegas, and Dana lives in Baton Rouge with her husband, Jim Bernhard, and their two sons, Michael and Ben.





# BRUCE VAN DE VELDE

*Athletics Director*

Bruce Van De Velde was named Louisiana Tech's athletics director in February of 2010 by Louisiana Tech President Dr. Dan Reneau.

"Bruce is well qualified by national standards to fill the position of athletics director at Louisiana Tech," Reneau said. "I feel that we made an excellent choice

in selecting him to lead Tech athletics to national prominence and to serve the needs of our student-athletes."

Van De Velde, who joined the University in June of 2008 as deputy athletics director and chief operating officer, took over full leadership of a department that fields 16 NCAA Division I sanctioned programs, including nine women's and seven men's sports, that compete in the highly-competitive Western Athletic Conference.

"It is an honor to be named as the director of athletics at Louisiana Tech University," Van De Velde said. "I look forward to serving our student-athletes, faculty, staff, alumni and fans. Our vision is to build a program to a level where we can be associated with universities that aspire to academic and athletic excellence at the highest level.

"This goal is consistent with the vision President Reneau has established for the University which is to become north Louisiana's premier national research university. In order to accomplish this vision we must engage all of our 80,000 alumni, fans and supporters and ask them for their participation. It takes resources to achieve our goal, and we need every one to support the program."

During his tenure Van De Velde has been instrumental in a number of accomplishments that have helped further the advancement of the University's athletic department, including:

- Developed, negotiated and implemented \$6.75 million multi-media and marketing rights agreement with Learfield Communications. Contract more than doubled revenue derived from corporate sponsorships and created state-wide radio network for Louisiana Tech athletics. Negotiated purchase of \$1.6 million Daktronics large screen high-definition video board for Joe Aillet Stadium.
- Upgraded ticket operations by negotiating new contract with Ticketmaster. Improved customer service, marketing and communication efforts. Developed e-commerce capabilities by implementing on-line ticketing. Established new record for football season ticket sales. Sold allotment of 12,000 Independence Bowl tickets.
- Reorganized annual giving program doubling the number of donors and increased total annual contributions to the program by 75 percent. Developed marketing efforts to strengthen outreach and established an agenda for growth. Implemented new giving plan for 1,150 new chair-back seats for football.
- Led a national search in January of 2010 to hire head football coach Sonny Dykes from the University of Arizona. Was instrumental in hiring head women's basketball coach in Women's Basketball Hall of Fame member Teresa Weatherspoon.
- In 2010, the Louisiana Tech athletic department earned the PRISM Award for excellence in athletics management under Van De Velde's leadership.
- Organized a \$20 million fund raising campaign for Louisiana Tech athletics "Quest for Excellence." Oversaw the development of the design of a new \$20 million athletic sports complex.

Tech has also seen plenty of success on the fields and courts since Van De Velde's arrival at Tech as the Bulldog football team captured its first bowl victory in more than 30 years with the 2008 Independence Bowl title. The Lady Techster basketball team won the 2009 regular season Western Athletic Conference title and the 2010 WAC Tournament title,

and the women's indoor and outdoor track and field teams won both the 2009 and 2010 league titles.

The University's student-athletes have also seen success in the classroom since his arrival on campus as this past year saw eight of the 16 program's record their highest multi-year APR ever and seven record their highest single-year APR ever. During the 2009-10 season, Tech saw 94 student-athletes earn Academic all-WAC honors for their work in the classrooms while senior sprinter Antoinette Cobb earned the Honda Inspiration Award for her work both on the track and in the classroom while overcoming a battle with cancer.

Van De Velde came to Tech with impressive credentials, having served as an administrator in intercollegiate athletics for over 20 years. Van De Velde served as athletics director at Iowa State University and Utah State University and as a senior administrator at the University of Oklahoma, University of Missouri and Kansas State University.

Van De Velde's tenure at Iowa State University included an unprecedented five bowl appearances in six years and the highest national AP football poll ranking (9th) in school history. Iowa State's 2001 average football attendance of 45,172 reached its highest watermark in 18 years. In 2002 and 2003, total football attendance exceeded 300,000; the most at ISU in two decades.

The emergence of the Cyclone football program on a national stage with Van De Velde at the department helm was affirmed in 2002 when Iowa State was chosen to play No. 1 Florida State University in the Eddie Robinson Classic. During Van De Velde's tenure at Iowa State, the men's and women's basketball teams won Big XII conference championships and participated in the 2001, 2002 and 2005 NCAA basketball tournaments.

Van De Velde, with a track record for generating revenue, increased the total annual operating revenues for the Cyclone athletic department from \$19.6 million to \$30 million dollars over a five year period. Revenue generated from fundraising, ticket sales, marketing and corporate sponsorships, licensing, radio and television reached all-time highs during his tenure.

In 2005, total fundraising increased from \$4.85 million to \$8.6 million and the annual giving achieved the highest membership total in its history with more than 5,500 donors participating and a record \$4 million dollars in annual contributions. Under Van De Velde's leadership, over 2,000 new donors joined the National Cyclone Club. Including capital project gifts, scholarship endowments and annual contributions, over \$40 million dollars was raised from 2001 through 2005.

Iowa State's graduation rate of 89 percent for student-athletes who complete their eligibility was second in the Big XII Conference,



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- OUTLOOK
- COACHES
- BULLDOGS
- STADIUM
- WAC
- OPPONENTS
- REVIEW
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- MEDIA

and graduation rates for minority student-athletes more than tripled during Van De Velde's tenure. In 2004-05, Iowa State was one of eight universities nationally to have its football team win a bowl game and have its men and women's basketball teams participate in the NCAA tournament. The Sporting News in 2001 rated Iowa State as the seventh best athletic program among more than 115 NCAA Division I-A programs nationally. The ranking considered competitive success, graduation rates, fan support and NCAA compliance to determine national rank.

During his time as athletic director at Utah State University, Van De Velde made his mark by hiring Stew Morrill as the head men's basketball coach. Morrill has guided Utah State to nine straight post-season tournaments and is the winningest coach in the history of the Utah State program.

While serving as the associate athletic director for football operations under head coach Bill Snyder at Kansas State University, Van De Velde was part of the resurrection of Wildcat football in Manhattan as the program became a national power participating in five bowl games. Van De Velde was recipient of the Admiral U.S. Grant Sharp Award at the 1997 Holiday Bowl for his contributions to the Kansas State football team when the nationally ranked Wildcats finished with a 10-2 record.

As the senior associate athletic for external affairs at the University of Oklahoma, Van De Velde served as the senior administrative officer for the athletic department and oversaw the areas of fundraising, marketing, corporate sponsorships, ticket sales, media relations and licensing. Van De Velde managed units that generated in excess of \$35 million in annual revenues.

Van De Velde directed the Campaign for Sooner Sports, a \$100 million dollar capital campaign to fund facility improvements and scholarships. As associate athletic director for development at the University of Missouri, Van De Velde planned and initiated a \$50 million dollar capital campaign for facility improvements for the Sports Park at MU.

Van De Velde received the General Robert Neiland Award from the National Football Foundation in 2005 for his service and contributions as an athletic director.

Throughout his career in college athletics, Van De Velde has served on numerous NCAA committees including the Championships and Competition Cabinet, the Football Issues Committee, the Financial Aid Committee and the Peer Review Committee for NCAA certification.

He and his wife Debbie, who is a Kansas State alum and who works in the LA Tech College of Business, are the proud parents of 10-year-old daughter, Ashley who is entering the fourth grade.



## MARY KAY HUNGATE

*Deputy Athletics Director/  
Senior Woman Administrator*

Deputy Athletics Director and Senior Woman Administrator Mary Kay Hungate returns for her 26th year as a member of the Louisiana Tech athletics department and has proven to be an integral part in the recent emergence of the Tech teams on the playing fields and in the classroom.

Not only does Hungate serve as the sports administrator for men's and women's basketball, women's soccer, softball, women's tennis, women's bowling and women's volleyball, but she is also in charge of NCAA compliance for all of the university's 16 NCAA sanctioned programs.

As one of the top two ranking administrators in the Tech athletics department, Hungate is part of a senior staff that has been instrumental in garnering a number of national awards, including the 2010 Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech athletics department has also finished in the Top 10 the past two years in the Excellence in Management Cup, which recognizes the most efficient athletic departments in the nation.

Hungate serves a vital role in the hiring of coaches. Hungate proved instrumental in the decision by former Tech Kodak All-American and WNBA All-Star Teresa Weatherspoon - who played for Hungate in the late-80s - to return to Louisiana Tech in June of 2008. Weatherspoon was promoted to head coach in February of 2009 where she led the Lady Techsters to the WAC regular season title and a berth in the WNIT. This past season, she led Tech to the 2010 WAC Tournament title and a return to the NCAA Tournament.

She also served as the point person in the hiring process of head women's soccer coach Kevin Sherry and head women's volleyball coach Matt Sonnichsen. Sherry led the Lady Techster soccer team to two straight winning seasons the past two years - the first in program history - and the program's first ever WAC victory.

In only his second season at the helm, Sonnichsen, who was a three-time All-American and two-time National Champion during his playing days at UCLA, led the Lady Techsters to 15 wins - the most since 2005 - as well as a program record in WAC victories.

Another of Hungate's responsibilities includes overseeing the academic side of the Tech athletics department, another area which has improved drastically as proven by the fact LA Tech's graduation rate continues to be one of the highest in the state (Federal Graduation Report), including ranking No. 1 in the state of Louisiana and the Western Athletic Conference in recent years.

This past year eight of the 16 NCAA sanctioned programs at LA Tech earn their highest multi-year APR score ever while 94 student-athletes earned Academic all-WAC honors.

Hungate also plays an important role in LA Tech's NCAA Certification process. As a member of the Steering Committee and the liaison between the athletic department and the University's Self Study Committees, she provides the information needed for the committees to write their reports. In 2006, LA Tech completed its second NCAA Certification cycle and once again was certified without conditions.

Hungate joined the Louisiana Tech staff in 1985 as an assistant women's basketball coach and remained in that role for five years. During that time, the Lady Techsters participated in four Final Fours and won the NCAA National Championship in 1988.

In 1990, Hungate made a move out of coaching and became assistant athletics director for academics and compliance as well as senior woman administrator. One of Hungate's early accomplishments as assistant director of athletics was the creation of the Louisiana Tech Athletic Academic Center program.

Hungate has served terms on the NCAA Division I Academics/Eligibility/Compliance Cabinet, the NCAA Division I Interpretations/Legislative Review Subcommittee, the National Association of Collegiate Women Athletics Administrators Wade Trophy Selection Committee and as an NCAA Peer Reviewer. She has also served on the NCAA Division I Women's Basketball Issues Committee since 2004.

She currently serves on the Western Athletic Conference Council, the Conferences' Legislative Review Committee, the Finance Committee and the Code Book Committee. In addition, along with Athletics Director Bruce Van De Velde, she represents the athletics department as an ex-officio member of the LA Tech Athletics Council.

Hungate's professional career began as Women's Sports Coordinator and head volleyball, head basketball and head softball coach at Illinois' Carl Sandburg Junior College. She spent four seasons at the college where she guided the basketball team to a mark of 80-22 which included an 11th place finish in the 1976 NJCAA national tournament.

In 1978 Hungate took over the head coaching position at Richwoods High School in Peoria, Ill., and quickly compiled one of the top prep coaching records in the nation.

During her seven seasons at Richwoods High School, Hungate's team ran up an impressive record of 195-13, including a state-record 63 consecutive victories. Hungate was named the National Coach of the Year by USA Today in 1985. Before coming to Louisiana Tech, Hungate amassed a career coaching record of 275-35.



## ERIC BUSKIRK

*Associate Athletics Director/  
External Affairs*

Eric Buskirk enters his fourth season as the associate athletics director for external affairs at Louisiana Tech University.

Buskirk directs fundraising, corporate sponsorships, ticket sales, community relations, licensing, branding, marketing, promotions, video board productions, and the Learfield Sports partnership for Louisiana Tech athletics. Buskirk is a member of the NACMA Board of Directors, and is also an adjunct professor in the College of Business for an advanced level sports management course.

Under Buskirk's direction, Louisiana Tech's external affairs have seen a wave of new developments, and national recognition for its accomplishments. LA Tech athletics has reached record totals in all three major revenue generating areas including fundraising, season ticket sales and corporate sponsorships. Buskirk's external team was named the winner of the 2010 PRISM Awards for department excellence, and has been selected as the NCAA Pack the House Challenge winner three years in a row.

The revenue generating advancements have been supported by the addition of multiple strategic business processes being installed. The advancements include the creation of LTAC, Team Tech 100 and the LA Tech Kids Club in the fundraising area. Ticketmaster was contracted to implement the full Athletics ticketing package, and a newly formed call center was established to support the tickets sales efforts.

Under Buskirk's first two years leading the external affairs department, corporate sponsorships tripled with a restructured sponsorship sales approach, and advancements will continue as Learfield Sports was contracted to officially operate LA Tech Sports Properties, officially beginning operations for the 2009 season. Additional upgrades include contracting Rickabaugh Graphics as a part of the rebranding of new logos, and the partnership with CBS sports as the official website provider for LA Tech athletics.

The external affairs advancements have also made way for a new Daktronics state-of-the-art high definition video display scoreboard for the 2009 season. The HD-16 mm video display board will be the largest in the Western Athletic Conference.

Buskirk came to Louisiana Tech after working at UTSA as the assistant athletic director for external affairs. Buskirk oversaw the external affairs areas of fundraising, marketing, corporate sponsorships, ticket sales, merchandising, trademark licensing, branding, website revenue generation, courtesy car program, promotions and spirit squad, along with being the assistant tournament manager for NCAA Championships including the NCAA Final Four.

During his time at UTSA, Buskirk was recognized as one of the "Top 40 under 40" Rising Stars by the San Antonio Business Journal.

Under his direction, UTSA athletics experienced a dramatic increase in its external components, including more than doubling corporate sponsorship revenue in Buskirk's first 12 months directing the department. Buskirk was instrumental in negotiating with XOS Technologies to be the official website provider of UTSA athletics while also instituting the UTSA athletics re-branding campaign.

Buskirk was heavily involved in the direction of the NCAA Championships that the City of San Antonio hosts. He was the assistant tournament manager and directed marketing efforts for the 2006 NCAA Volleyball Championship, 2006 NCAA Women's Basketball San Antonio Regional, and the 2007 NCAA Men's Basketball South Re-

gional. Buskirk was also a key committee member for the 2008 NCAA Division I Men's Basketball Final Four hosted by UTSA.

Other additions to the UTSA external department included partnerships with local media giants Clear Channel, FOX TV, and Time Warner Cable. Buskirk also instituted new creative ticket sales strategies including a telemarketing call center that dramatically increased ticket sale efforts.

Prior to his time at UTSA, Buskirk served as the athletics marketing director at Lynn University in Boca Raton, Florida, where he also served as an adjunct professor in the College of Business and Management. The Columbus, Ohio, native served as a market research analyst for the NBA's Miami Heat before joining the Lynn staff. Buskirk earned his bachelor's degree in sports management from Ohio State and an MBA in sport management from Florida Atlantic University.

During his time at Ohio State, he also worked as a coach for men's and women's tennis at Columbus West High School and as assistant men's basketball coach at St. Charles Prep in Columbus.

A native of Columbus, Ohio, Buskirk lettered in football, basketball, tennis and golf at West High School, where he was a teammate of Michael Redd, who starred at Ohio State and now plays for the NBA's Milwaukee Bucks.

Away from the office, Buskirk is an avid golfer who is always working to lower his handicap, and enjoys reading books on leadership and motivation. Buskirk's wife Audrey is the coordinator of marketing and healthy woman advisor for the Northern Louisiana Medical Center.



## MALCOLM BUTLER

*Associate Athletics Director/  
Media Relations*

Malcolm Butler begins his 12th year in the Louisiana Tech athletics department, his fourth as the associate athletic director in charge of media relations.

A 1994 graduate of the Louisiana Tech journalism department, Butler joined the athletic department in July of 1999 as the assistant athletic media relations director.

Butler was then promoted to the director's position four months later and served in that capacity until the fall of 2007 when he was promoted to associate athletic director.

The 40-year-old is in charge of media relations for women's basketball, softball and men's golf and also serves as the secondary contact for football while overseeing the daily operations for the entire department.

During his time at Louisiana Tech, Butler has been instrumental in promoting numerous high-profile student-athletes such as Jacksonville Jaguars quarterback Luke McCown, Minnesota Vikings running back Ryan Moats, and former WNBA Rookie of the Year Cheryl Ford.

He has also worked closely with a number of highly-successful head coaches, including 4-time Hall of Famer Leon Barmore, current Tennessee head coach Derek Dooley and current Lady Techster women's basketball coach Teresa Weatherspoon.

Over the course of his tenure, Tech's media relations department has proven to be one of the best in the state of Louisiana. Over the past nine years, members of the Tech media relations department have won a total of 28 awards at the annual Louisiana Sports Writers Association (LSWA) state SID contest – the second most behind only LSU.

During that same period of time, Butler has garnered 22 of those awards which is tied for the most among any state SID with LSU As-

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- MEDIA

sociate Athletics Director Michael Bonnette.

Butler is part of a senior staff at LA Tech that has been instrumental in garnering a number of national awards, including the 2010 Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech athletics department has also finished in the Top 10 the past two years in the Excellence in Management Cup, which recognizes the most efficient athletic departments in the nation.

He was instrumental in the forming the partnership between Louisiana Tech and CBS College Sports in the fall of 2007 in the design and hosting of the athletic departments website, [www.lattechsports.com](http://www.lattechsports.com). The website has undergone two redesigns since the inaugural release.

As part of the agreement with CBS College Sports, a new web-streaming platform - LA Tech All-Access was created - which allows fans from all over the world to watch live streams of almost all of the university's home athletic events. In 2009-10, LA Tech All-Access streamed more than 100 live events.

Butler has served as the host media coordinator for three NCAA Women's Basketball First- and Second-Round sites hosted by Louisiana Tech (2000, 2001 and 2003) while also serving as the host media coordinator for the 2008 WAC Baseball Championships hosted by Louisiana Tech at J.C. Love Field in Ruston.

In addition to his media relations responsibilities, Butler has served as the radio broadcaster for the nationally-prominent Louisiana Tech Lady Techster basketball team for the past 11 years, including the past 10 as the play-by-play announcer.

During that time, he has broadcast more than 325 women's basketball games - including 14 NCAA Tournament games. He has also broadcast in excess of 50 softball games, including four in the 2008 NCAA Tournament, and served as the color commentator on 10 Bulldog football broadcasts. Butler is also the host of Inside Tech Basketball with Teresa Weatherspoon, a 30-minute radio show.

Butler implemented a fundraising campaign for his department in the fall of 2007 and over the past four years he has raised over \$25,000, which has been used to purchase additional equipment, software, and other essentials.

He is a member of the College Sports Information Directors of America (CoSIDA), Louisiana Sports Writers Association (LSWA), United States Basketball Writers Association (USBWA) and Football Writers Association of America (FWAA).



## MARIE PIPES

*Associate Athletics Director/  
Chief Financial Officer*

Marie Pipes will begin her 26th year at Louisiana Tech and her third as associate athletics director - chief financial officer in the athletic department.

She is responsible for the day-to-day business operations of the athletic department, including overseeing the individual budgets for 16 varsity sports, monitoring athletic funds of the Louisiana Tech Athletic Foundation, serving as liaison with the university's business offices and supervising the athletic ticket office.

Pipes is part of a senior staff at LA Tech that has been instrumental in garnering a number of national awards, including the 2010

Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech athletics department has also finished in the Top 10 the past two years in the Excellence in Management Cup, which recognizes the most efficient athletic departments in the nation.

Pipes previously served as the budget manager for the College of Engineering for six years where she had similar. She was also in the College of Liberal Arts as the dean's assistant handling day-to-day business in the office while working with budget planning for the year.

In 2002, she received the Distinctive Professional Performance and Conduct Award from the Institute of Micromanufacturing at Louisiana Tech.

Pipes graduated from Louisiana Tech in 1999 with a degree in liberal arts and a minor in speech communication. She also earned her certificate in technical writing in 2007.

She is a current member of the National Association of Collegiate Marketing Administrators (NACMA). She is also actively involved in the American Cancer Society and serves as the co-chair for the Relay for Life Survivor's Dinner as well as on the Executive Committee for the ACS Relay for Life in Lincoln Parish.



## LEAH BEASLEY

*Assistant Athletics Director/  
Marketing and Game Management*

Leah Beasley enters her sixth year as a member of the Louisiana Tech athletics department staff, including her fifth as the assistant athletics director for marketing and game management.

Some of Beasley's responsibilities include game management supervision, coordinating the booking of many of the halftime activities for Tech home events, serving as the main liaison between the Tech athletics department and the Tech student body and faculty and staff, as well as working closely with many of the coaches for marketing ideas for their programs.

During her time at Louisiana Tech, Beasley has proven her merit as she has been directly and indirectly associated with numerous department awards.

Since its inception by the NCAA in 2007, Beasley has taken the lead on Louisiana Tech's participation in the NCAA's Pack the House Challenge - a marketing promotion geared towards increasing the awareness of women's basketball across the country.

Beasley's creative marketing campaigns have helped LA Tech earn top spot among the Western Athletic Conference schools for three straight years, making it one of only two programs in the country to win it every time joining Hartford of the America East Conference.

Her 2010 NCAA Pack the House marketing campaign of "Cage the Tigers" won the bronze award given out by NACDA for the Best Single Day Attendance Promotion.

Beasley has also been a part of a staff at LA Tech that has been instrumental in garnering a number of national awards, including the 2010 Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech Athletics Department has also finished in the Top 10 the past two years in the Excellence in Management Cup, which recog-

nizes the most efficient athletic departments in the nation.

Beasley also served as the athletic department's point man for Bulldogs Tackling Breast Cancer, a fundraiser started by Dr. Allison Dooley, wife of former LA Tech AD and head football coach Derek Dooley in 2007. During its three years, this fundraising campaign raised more than \$50,000 for the Susan G. Komen Race for the Cure Foundation in northeast Louisiana.

She also serves on several campus and conference committees, including the WAC's Championships Committee and Game Management Committee, and the University's Marketing Advisory Board, Spirit Squad Committee and Traditions Committee.

Beasley lettered for four years at Louisiana Tech as an outfielder on the Lady Techster softball team, earning Academic all-WAC honors every season and earning all-America Scholar Athlete awards two seasons.

The Ruston native earned her bachelor's degree in marketing in May of 2005 and her master's degree in marketing in August 2006.

She is a member of National Association of Collegiate Directors of Athletics (NACDA), National Association of Collegiate Women Athletic Administrators (NACWA), National Association of Collegiate Marketing Administrators (NACMA), Who's Who Among Executives and Professional Women and the National Association of Professional Women.



## LISA MERRITT

*Assistant Athletics Director/Academics*

Lisa Merritt is now in her fourth year as a member of the Louisiana Tech athletics department staff serving as assistant athletics director for academics.

Merritt joined the athletics department after serving for 11 years in the speech department with her husband Kevin where she has taught speech classes while serving as an academic advisor for students majoring in speech communication.

Since joining the Tech athletics department, Merritt has teamed up with student success specialist Missy Farrar to help the University's student-athletes excel in the classroom. This past year, they were instrumental in helping eight of the 16 NCAA sanctioned programs at LA Tech earn their highest multi-year APR score ever while also seeing 94 student-athletes earn Academic all-WAC honors.

LA Tech's student-athlete graduation rate continues to be one of the highest in the state and honors include numerous individual success stories such as sprinter Antoinette Cobb earning the 2010 Honda Inspiration Award and catcher Clint Ewing earning a spot on the 2010 ESPN The Magazine Academic all-American Team. Outfielder Clint Stubbs was named the outstanding speech communication student this past April.

Tech's student-athletes also show incredible diversity when it comes to majors as each of the University's five colleges and virtually every degree program on campus boast at least one Tech student-athlete.

In her current role, Merritt oversees the student-athletes' academic progress and success while advising them regarding class schedules and degree plans, monitoring eligibility status and providing general academic guidance.

Merritt also runs the athletic academic center, provides "Life

Skills" seminars for student-athletes, meets with prospective recruits, and serves as faculty advisor for SAAC (Student-Athlete Advisory Committee).

SAAC is a pro-active group of student-athletes communicating views or comments on WAC and NCAA rules and governance, which helps to ensure academic and athletic excellence for all student-athletes. Members of SAAC are also active in various community service projects such as hosting an annual Halloween carnival as well as serving as greeters for the annual St. Jude's Radiothon, participating in the Big Event, and supporting the WAC's charity of choice.

Merritt oversees and reviews the advising process to ensure compliance with both university and NCAA policies and serves as a liaison between faculty and coaches, as well as speaks at "New Faculty Orientation" each fall and during the year to the University Senate. She also meets recruits and their families to describe the college experience and how it will affect the student-athlete.

Merritt earned her bachelor's degree in agricultural economics in 1991 and master's in speech communication consultancy in 1994 both from Oklahoma State University.

She and her husband taught conversational English in Kyoto, Japan, for one year before coming to Louisiana Tech.

Outside of work, Merritt is a huge health and fitness buff who loves cycling (road and mountain), running and swimming. In 2002, Merritt and her husband completed the Florida Ironman Triathlon.

Merritt and her husband Kevin reside in Ruston and have a six-year old daughter named Maisie and the couple are expecting their second child in December.



## ZACH WILLIAMS

*Assistant Athletics Director/  
Ticket Operations*

Zach Williams begins his second year as a member of the Louisiana Tech athletic department after joining the staff in April of 2009 as the assistant athletics director in charge of ticket operations.

Williams returned to his alma mater after spending the past three years at Northwestern State where he served as the athletic ticket manager and assistant marketing director.

During his first year at LA Tech, Williams led the transition of the ticket office to the Ticketmaster Archtics system, implementing their AccountManager, AccessManager, MailManager, and ticket forwarding programs to improve customer service and increase accessibility to Louisiana Tech athletic events.

The improvements paid off as Williams saw an increase in ticket sales in all four revenue generating sports during the 2009-10 season.

Williams has also seen the Tech Ticket Office undergo substantial renovations this summer thanks to a generous donation from a LA Tech alum. The renovations include all new furniture, new flooring, new carpet, new paint and new dividers which will only add to the day-to-day dealings with customers.

During his inaugural year at Tech, Williams has also been a part of a staff at LA Tech that has been instrumental in garnering a number of national awards, including the 2010 Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech Athletics Department has also finished in the Top 10 the

past two years in the Excellence in Management Cup, which recognizes the most efficient athletic departments in the nation.

While at Northwestern State, Williams earned invaluable experience as he oversaw all ticket operations for the Division I athletic department. He created, executed and promoted season ticket drives and renewals for six sports while also hiring, training and supervising all staff members for Demon athletic events.

Prior to his time in Natchitoches, Williams spent more than a year as the Wildcat Athletic Association coordinator for the Louisiana College Athletics Department. Williams also spent a year at Georgia Southern, where he assisted in the compliance office.

He earned his bachelor's degree in history from Louisiana Tech in 2004 and his master's degree in sport management a year later from Georgia Southern.

Williams is a native of Woodworth and is married to the former Susan Strain of Alexandria, who is also a 2004 Louisiana Tech graduate. Their first son, Bennett Hardy Williams, was born on March 8, 2010.



## MASON ELLENBERGER

*General Manager/  
LA Tech Sports Properties*

Mason Ellenberger serves as general manager for "LA Tech Sports Properties," the Ruston-based entity designed to oversee all aspects of the 10-year partnership between the University and the collegiate marketer Learfield Sports.

At LA Tech, Ellenberger is responsible for spearheading all elements of the relationship between LA Tech and Learfield Sports, which was announced in late July 2008 and includes managing and selling multimedia and sponsorship rights for the Bulldogs and Lady Techsters.

Ellenberger is also responsible for all aspects of the LA Tech Sports Network which broadcasts over 250 Louisiana Tech game broadcasts, Daily Shows and Coach's Shows throughout the year.

In Ellenberger's previous role as the Team Sports Marketing Manager for Alltel Wireless, he led Alltel's strategic team sports marketing efforts in the United States. He oversaw the national promotions and activation of the sponsorship stable owned by Alltel Wireless in the US including the professional and collegiate sponsorships.

During the 2009-10 athletic season, Ellenberger and his team at LA Tech Sports Properties were recognized as the #1 new growth property in the Learfield Sports portfolio.

Prior to his years at Alltel, Ellenberger spent the previous thirteen years in strategic sales leadership, sports marketing and public relations roles in the telecommunications and entertainment industries.

The Birmingham, Ala. native has served on numerous endowment boards and board of directors for sports and education organizations including Pagnozzi Charities and the Arkansas Aeronautical Education Center.

He has been honored by White House Communications Agency for providing critical communications for the President of the United States and White House Staff. Ellenberger holds a BBA and MBA in Marketing both of which he graduated Summa cum Laude. Ellenberger is also an Eagle Scout and a long-time supporter of the Boy Scouts of America.

He is married to the former Wanda Jackson from Mobile, Ala.,

and the couple has two sons, James and Hunter.



## TOMMY SISEMORE

*Facilities Director*

In the ever-changing world of college athletics, one of Louisiana Tech's main constants has been Tommy Sisemore.

Sisemore begins his 31st year at Louisiana Tech and his 12th as director of athletic facilities.

Some of Sisemore's varied duties include serving as travel coordinator and business manager for the football team, handling all aspects of team travel, including hotel, food and travel arrangements.

Sisemore also handles all the financial expenses incurred in the travel process.

Sisemore is part of an administrative staff at LA Tech that has been instrumental in garnering a number of national awards, including the 2010 Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech athletics department has also finished in the Top 10 the past two years in the Excellence in Management Cup, which recognizes the most efficient athletic departments in the nation.

Prior to working in the athletic department, Sisemore spent 17 years working in the Louisiana Tech Physical Plant.

Sisemore and his wife Stephanie, who is a Louisiana Tech graduate, are the proud parents of two daughters. Jessica is a Louisiana Tech graduate and currently working on her master's degree while Anna-Claire is a sophomore at Louisiana Tech.



## JOSH PEROT

*Account Executive/LA Tech Sports Properties*

Josh Perot serves as account executive for LA Tech Sports Properties, overseeing every aspect of the Bulldogs' and Lady Techsters' rights, including certain television rights, radio, corporate hospitality, print sponsorships, event marketing, official athletic Web site advertising and venue signage.

Perot and General Manager Mason Ellenberger joined forces this past year to help make LA Tech Sports Properties the #1 new growth property in the Learfield Sports portfolio.

Perot also assists Ellenberger in all facets of LA Tech Sports Properties, including growing the LA Tech Sports Network which broadcasts over 250 games, daily shows and coach's shows throughout the year.

Perot returned to his alma mater from Texas A&M Sports Properties in College Station, where he previously served in an internship capacity while completing his master's degree in sports management. Prior to joining Learfield, he was a student assistant for Texas A&M Compliance. Additionally, Perot served as a student marketing assistant for Louisiana Tech athletics while finishing his bachelor's degree in sociology in 2007.

In June 2009, Perot married the former Haley Nardini of Alexandria, La., also a graduate from LA Tech. The couple resides in Ruston.



**PATRICK WALSH**  
*Associate Media Relations Director*

Patrick Walsh begins his second year at Louisiana Tech as part of the media relations department, his first as the associate media relations director, serving as the primary contact for football, men's and women's cross country and men's and women's track and field.

Walsh came to Louisiana Tech from The Citadel, where he last served as the primary contact for baseball and cross country while serving as the secondary contact for football, as well as the webmaster for CitadelSports.com. He also oversaw game operations duties for The Citadel Baseball at Joseph P. Riley, Jr. Park.

At The Citadel, Walsh was involved with a trio of publications that were recognized on a national scale by the College Sports Information Directors of America (CoSIDA), with his 2007 track and field media guide finishing 24th in the nation. Walsh was heavily involved with the 2008 football guide that finished eighth among Division I-FCS programs and the 2006 football guide that was 12th among I-AA teams.

A member of CoSIDA, Walsh also serves on the Publications Committee and was a judge for the 2007 women's golf media guide publications contest.

Walsh arrived at The Citadel following a seven-month stint as the Sports Information Assistant at Newberry College in Newberry, S.C., a NCAA Division II member of the South Atlantic Conference. At Newberry, Walsh was responsible for media relations and game operations for Indians baseball, cross country, tennis and volleyball, as well as being the assistant contact for men's basketball.

Walsh was also in charge of marketing and promotions for several Newberry sports. His work helped lead Newberry Volleyball to a NCAA Division II top 20 ranking in attendance. In addition to those duties, Walsh was also the play-by-play announcer for Newberry volleyball and baseball radio broadcasts.

Walsh is a 2005 graduate of the University of South Carolina where he majored in Sport and Entertainment Management and was a member of the South Carolina Honors College. At USC, he was a student assistant in the Sports Information office where he worked with several Gamecock sports and was the public address announcer for South Carolina Baseball at Sarge Frye Field.

While at South Carolina, he was recognized by the College Sports Information Directors Association (CoSIDA) for his work on the 2003 South Carolina Track and Field Media Guide, which was named second in the nation, and for the 2002 South Carolina Volleyball Media Guide which placed first in the region.

Walsh, born in Oxford, Ohio, currently resides in Ruston along with his wife, the former Blair Brandon of Fort Worth, Texas.



**ADAM MCGUIRT**  
*LTAC Director*

Adam McGuirt begins his fourth year with the Louisiana Tech athletics family as the Director of the Louisiana Tech Athletic Club (LTAC), working in the Division of University Advancement.

At Louisiana Tech, McGuirt is responsible for all areas of athletic development, including donor relations and booster club administration.

During his previous three years at LA Tech, McGuirt has been instrumental in helping more than double the number of LTAC members which has resulted in a large increase in private donations.

McGuirt also works closely with the Alumni Association in the development and implementation of events for alumni and friends throughout the state of Louisiana and surrounding areas.

McGuirt has also been a part of a staff at LA Tech that has been instrumental in garnering a number of national awards, including the 2010 Turnkey PRISM Award - which recognizes colleges for managerial excellence across four areas: marketing/branding; fan development; community relations; and customer/client service.

The Tech Athletics Department has also finished in the Top 10 the past two years in the Excellence in Management Cup, which recognizes the most efficient athletic departments in the nation.

A native of Shreveport, McGuirt graduated from Louisiana Tech in 2003 with a bachelor's degree in business administration.

McGuirt is married to April, and they have three daughters, Lily, Sophie and Emily. April works as a customer service representative at First National Bank in Ruston.

# Athletics Council



Dr. James Liberatos  
Chairman



Lisa Cole



Steve Davison



Bruce Van De Velde  
Ex-officio



Dr. Sean Dwyer



Dr. Marvin Green  
Alumni Rep.



Dr. Les Guice



Mary Kay Hungate  
Ex-Officio



Dr. Guthrie Jarrell  
Alumni Rep.



Dr. Terry McConathy



Dr. Ken Rea



Sam Speed



Donna Thomas

# Administrative Support



Leah Beasley  
Assistant A.D./  
Marketing



Eric Buskirk  
Associate A.D./  
External Affairs



Malcolm Butler  
Associate A.D./  
Media Relations



Mason Ellenburger  
G.M.-LA Tech  
Sports Properties



Missy Farrar  
Student Success  
Specialist



Bill Graham  
Special Events



Lori Hamilton  
Asst. to A.D.



Sandra Kane  
Assistant Director  
for Compliance



Linda Lewis  
Media Relations  
Office Coordinator



Marshall Loeffler  
Ticket Operations



Josh McDaniel  
Webmaster/Kid's  
Club Director



Adam McGuirt  
LTAC Director



Lisa Merritt  
Assistant A.D./  
Academics



Brenda Milton  
WBB  
Office Coordinator



Josh Perot  
Act. Exec.-LA Tech  
Sports Properties



Dana Pettit  
Accounting  
Technician



Marie Pipes  
Associate A.D./  
CFO



Renee Puckett  
Men's Basketball  
Office Coordinator



Tommy Sisemore  
Director of Facilities



Kim Tanner  
Facilities  
Office Coordinator



Zach Williams  
Assistant A.D./  
Ticket Operations

# Head Coaches



Sarah Dawson  
Softball



Sonny Dykes  
Football



Shawn Jackson  
Bowling



Jeff Parks  
Golf



Kerry Rupp  
Men's Basketball



Wade Simoneaux  
Baseball



Kevin Sherry  
Soccer



Matt Sonnichsen  
Volleyball



Gary Stanley  
Track & Field



Teresa Weatherspoon  
Women's  
Basketball



Quintin Yray  
Tennis

# Assistant Coaches



Fran Anderman  
Baseball



Larry Carmichael  
Track & Field



Sara Carter  
Women's Basketball



Curtis Condie  
Men's Basketball



Ebony Felder  
Women's Basketball



Shawn Jackson  
Track & Field



Derrick Jones  
Men's Basketball



Brad Kerr  
Softball



Karl Malone  
Basketball  
Promotions



Dusty May  
Men's Basketball



Amber Miles  
Softball



Daron Park  
Associate Head  
Women's Basketball



Brian Rountree  
Baseball



Charles Ryan  
Track & Field



Christy Stegall  
Volleyball



Chelsea Stewart  
Soccer



## Athletic Vision

Louisiana Tech University will be a conference leader in performance by investing strategically in student-athletes' development, providing superior facilities, and enhancing program support to achieve a local and national image of success and dominance.



## Athletic Mission Statement

Embody excellence in everything we do.

Develop student-athletes to maximize their potential in mind, body and spirit.

Bring pride, admiration, and loyalty to the University family, community and state.

Win with integrity.