



WAKE FOREST

EXCELLENCE





- Wake Forest boasts 18 men's and women's intercollegiate athletic teams combined.
- The Demon Deacons compete in the Atlantic Coast Conference, a 12-member league stretching from Massachusetts to Florida.
- Wake Forest has consistently been one of the top NCAA Division I athletic programs in recent years. In 10 of the past 11 seasons, the Deacons have been ranked among the top 50 programs in the Learfield Sports Director's Cup standings, which measures an athletic department's success across the board in up to 20 sports.

MEN'S SPORTS

- Baseball
- Basketball
- Cross Country
- Football
- Golf
- Soccer
- Tennis
- Track & Field

WOMEN'S SPORTS

- Basketball
- Cross Country
- Field Hockey
- Golf
- Soccer
- Tennis
- Track & Field
- Volleyball

WAKE FOREST'S NATIONAL CHAMPIONSHIPS

- Men's Soccer 2007
- Field Hockey 2004
- Field Hockey 2003
- Field Hockey 2002
- Men's Golf 1986
- Men's Golf 1975
- Men's Golf 1974
- Baseball 1955

NOTABLE ATHLETICS ALUMNI

- Ernie Accorsi (football)
- Laura Diaz (golf)
- Tim Duncan (basketball)
- Josh Howard (basketball)
- Billy Packer (basketball)
- Arnold Palmer (golf)
- Chris Paul (basketball)
- Brian Piccolo (football)
- Curtis Strange (golf)
- Lanny Wadkins (golf)
- Pat Williams (basketball)

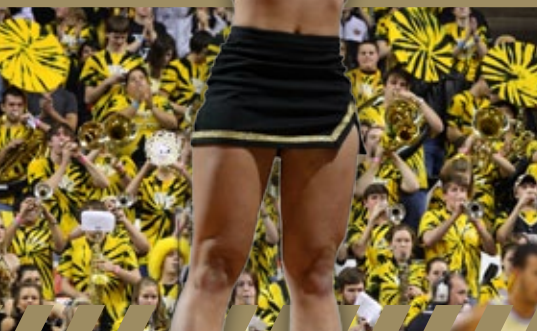
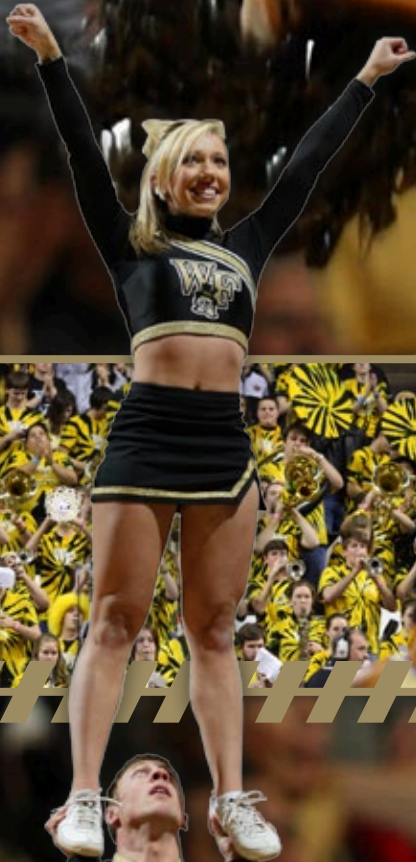
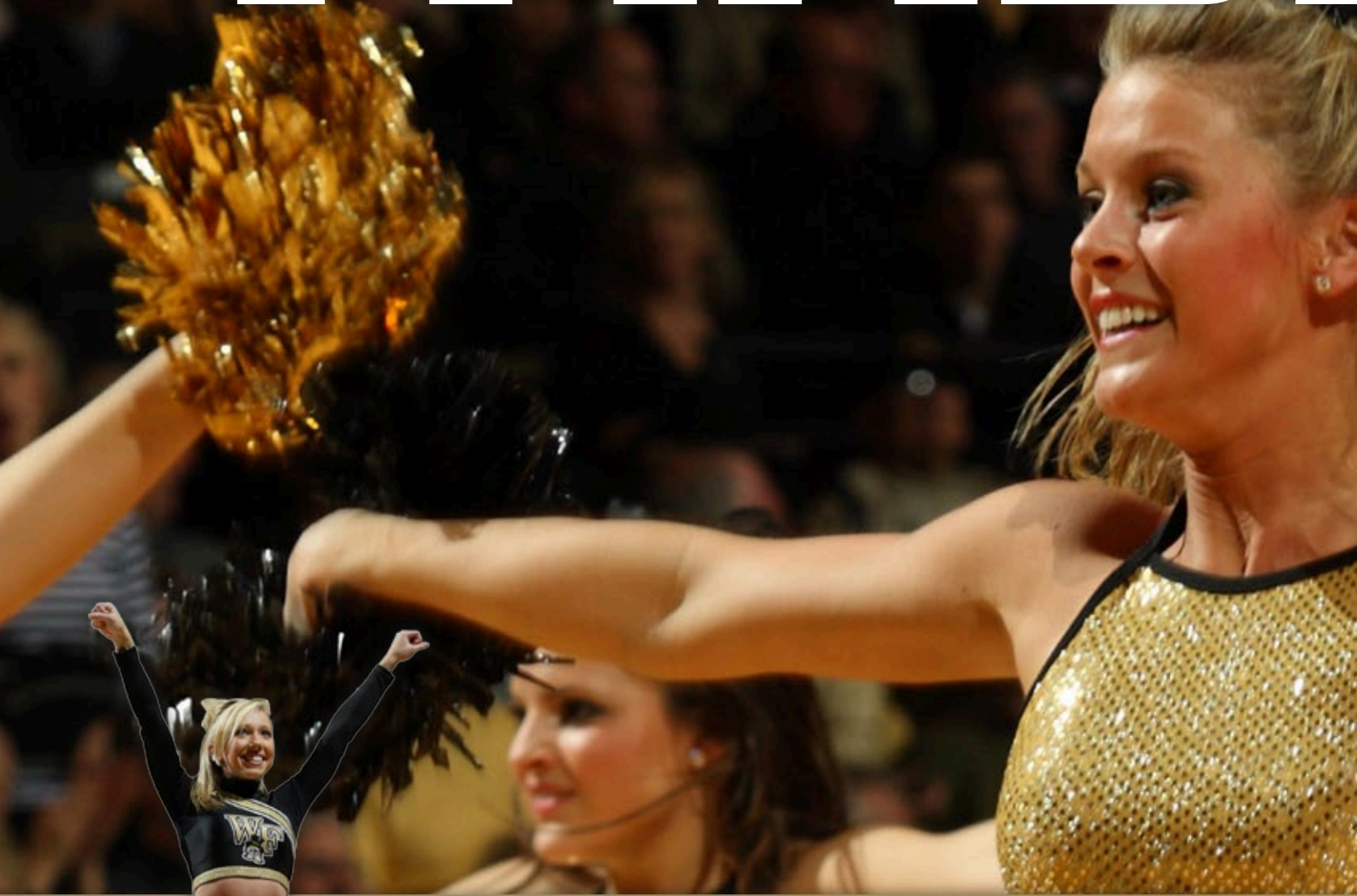


ATHLETIC CONFERENCE



WAKE FOREST

TROAD



ITIONS

SCHOOL COLORS: OLD GOLD AND BLACK

As early as 1895, Wake Forest College was using its colors in athletic competition. The school's literary magazine, "The Wake Forest Student," described them in this manner:

"At last, Wake Forest has a college badge. It is a very neat button designed by Mr. John M. Heck and contains a tiger's head over the letters WFC. The colors are in old gold and black."

As the 20th century opened, those colors became frequently associated with the college, particularly its athletic and debate teams. Most historians believe that their adoption comes from the connection with the tiger mascot, and not, as some have proposed, from any association with the Bible.

Sadly, Heck, who is credited by the magazine with the creation of the tiger/old gold and black badge, died of typhoid fever at the age of 19 - just one year after making a contribution to Wake Forest history that has lasted for over 100 years.

NICKNAME: THE DEMON DEACONS

The tiger mascot remained with the school for more than two decades. Reports indicate that by the early 1920s, the college's nicknames were most commonly noted as the "Baptists" or simply "The Old Gold & Black."

As Wake Forest's teams gained more success, the nicknames were not descriptive enough of this new-found athletic spirit, school newspaper editor Mayon Parker ('24) felt. After Wake Forest defeated rival Trinity (now Duke) in 1923, Parker first referred to the team as "Demon Deacons," in recognition of what he termed their "devilish" play and fighting spirit.

Wake Forest's news director Henry Belk liked the title and began using it extensively. The name has, of course, remained as one of the most unique in America.

THE MASCOT

With the "Demon Deacon" terminology has come the actual mascot.

Jack Baldwin ('43) was the original student Deacon mascot, the first of a long line of entertainers to lead the school's teams into action. Dressed like a deacon - top hat, tails, etc. - Wake Forest chose a mascot that was more dignified than other mascots.

By the time Baldwin graduated, a number of interested students were willing to keep the Deacon alive. Today, try-outs are held annually to fill the Deacon's shoes, and the competition is intense.

Perhaps the most well-known Deacon was Jeff Dobbs ('77), a spirited and acrobatic dancer, who even has returned on occasion to inspire Wake Forest crowds with his cheering and antics.

In recent years, the Deacon has become more of an entertainer than cheerleader. He steps prominently throughout the crowd at all home contests and is the favorite of children and adults alike. One very popular Deacon of the 80s, Chris Kibler ('84) even managed to sing the National Anthem from inside his oversized head and costume.

The Deacon stands alone as a unique representative of Wake Forest. Easily recognizable, always distinctive, he adds a special dimension to Wake Forest Athletics.





WAKE FOREST

UNIVE



- Wake Forest University was founded in 1834 in Wake Forest, N.C. It re-located to Winston-Salem in 1956. The University offers a private, co-educational liberal arts curriculum.
- With an undergraduate enrollment of 4,569 students, Wake Forest is the third-smallest school in the country to field teams in Division I-A athletics and the smallest among BCS schools.
- Wake Forest's low student-to-faculty ratio of 11:1 encourages personal attention and one-on-one interaction between teachers and students.
- All undergraduates receive an IBM ThinkPad laptop and a printer upon enrollment. The computers are upgraded after two years and become the student's property upon graduation.
- "Pro Humanitate," for the good of humanity, is the motto of Wake Forest University. Students are encouraged to use their knowledge in service to others and most participate in some kind of volunteer activity during their time here.
- Wake Forest hosted presidential debates in 1988 and 2000, when George W. Bush debated then-Vice President Al Gore in Wait Chapel.
- Recent commencement speakers have included Arnold Palmer, Colin Powell, Barbara Bush and New York City Mayor Michael Bloomberg. Vice President Joe Biden spoke at the 2009 WFU Commencement.

UNIVERSITY

WAKE FOREST

ACAD



DEMONICS



- Wake Forest's Student-Athlete Services provides the Demon Deacons with a distinct advantage in the classroom, helping each student-athlete win the ultimate championship—a Wake Forest degree. Acting as a bridge between academics and athletics, Student-Athlete Services works diligently with professors, coaches, families and most importantly students, to help ensure that each individual student-athlete achieves success in the classroom.
- Content tutors and study coaches are available to student-athletes at no cost through Student-Athlete Services and the Learning Assistance Center.
- The transition to college life is a very important one. Wake Forest's Academic Counseling team believes that freshmen student-athletes need support in order to make the most successful transition. All freshmen student-athletes who attend summer school prior to their initial year are included in our Summer Transition Program. The Summer Transition Program is designed to provide opportunities for incoming student-athletes to gain confidence and to learn skills which will help them find success at Wake Forest University.
- Student-Athlete Services is headquartered in the 50,000-square foot Kenneth D. Miller Center. The facility includes wireless Internet access, private study carrels, work areas for individual and small group tutorial sessions and a large conference room. The Miller Center enables Wake Forest student-athletes to give their best effort in the classroom, as they do on the field.
- Among those that play Division I-A football, U.S. News & World Report magazine ranks Wake Forest University as the fourth-best college in the Southeast and the 12th-best in the nation.
- Black Enterprise magazine has ranked Wake Forest in the top 25 of national universities for African- American students.



WAKE FOREST

FIGHT FARE



BB&T FIELD



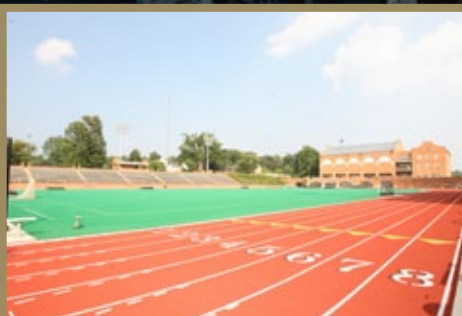
PRUITT FOOTBALL CENTER



WAKE FOREST GOLF COMPLEX



SPRY STADIUM

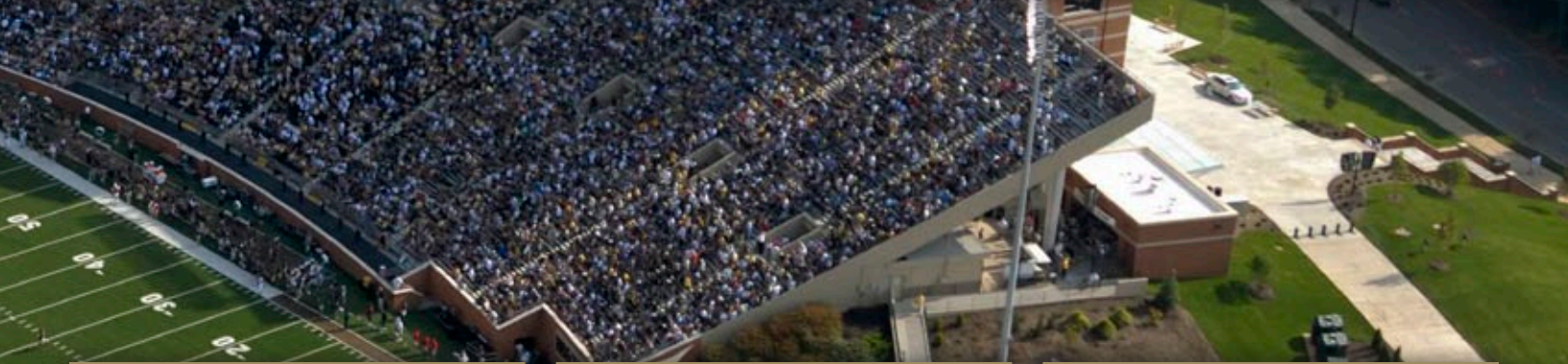


KENTNER STADIUM



REYNOLDS GYM

ATHLETICS



LAWRENCE JOEL VETERANS
MEMORIAL COLISEUM



MILLER CENTER



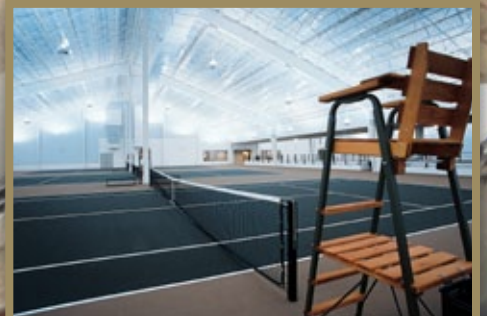
WAKE FOREST BASEBALL PARK



WAKE FOREST WEIGHT ROOM



LEIGHTON STADIUM



INDOOR TENNIS CENTER



ATLANTIC COAST CONFERENCE





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VT

THE TRADITION

Consistency. It is the mark of true excellence in any endeavor. However, in today's intercollegiate athletics, competition has become so balanced and so competitive that it is virtually impossible to maintain a high level of consistency.

Yet the Atlantic Coast Conference has defied the odds. Now, in its 58th year of competition, the ACC has long enjoyed the reputation as one of the strongest and most competitive intercollegiate conferences in the nation. And that is not mere conjecture, the numbers support it.

Since the league's inception in 1953, ACC schools have captured 120 national championships, including 64 in women's competition and 56 in men's. In addition, NCAA individual titles have gone to ACC student-athletes 130 times in men's competition and 91 times in women's action.

2009-10 IN REVIEW

The 2009-10 academic year saw league teams capturing an all-time high eight national team titles and 9 individual NCAA crowns. In all, the ACC has won 50 national team titles over the last 13 years. The ACC has won two or more NCAA titles in 28 of the past 30 years.

The ACC was the only conference in America to place four of its teams in the final Top 10 rankings of the 2009-10 Learfield Director's Cup Standings—symbolic of the nation's top overall programs—as Virginia (3rd), Florida State (5th), North Carolina (7th) and Duke (10th) all were ranked nationally in the Top 10. The Pac-10 placed three teams in the Top 10, while the SEC and Big 12 had one each.

A total of 123 ACC teams placed in NCAA post-season competition in 2009-10. League teams compiled a 116-64-3 (.637) mark against opponents in NCAA championship competition.

2009-10 NATIONAL CHAMPIONSHIPS

Field Hockey	North Carolina
Women's Soccer	North Carolina
Men's Soccer	Virginia
Men's Basketball	Duke
Men's Ice Hockey	Boston College
Men's Lacrosse	Duke
Women's Rowing	Virginia
Women's Lacrosse	Maryland

THE CHAMPIONSHIPS

The conference will conduct championship competition in 25 sports during the 2010-11 academic year - 12 for men and 13 for women. The first ACC championship was held in swimming on February 25, 1954. The conference did not conduct championships in cross country, wrestling or tennis during the first year.

The 12 sports for men include football, cross country, soccer, basketball, swimming, indoor and outdoor track, wrestling, baseball, tennis, golf and lacrosse. Fencing, which was started in 1971, was discontinued in 1981. Women's sports were initiated in 1977 with the first championship meet held in tennis at Wake Forest University.

Championships for women are currently conducted in cross country, field hockey, soccer, basketball, swimming, indoor and outdoor track, tennis, golf, lacrosse, softball and rowing with volleyball deciding its champion by regular season play.

A HISTORY

The Atlantic Coast Conference was founded on May 8, 1953, at the Sedgefield Inn near Greensboro, N.C., with seven charter members - Clemson, Duke, Maryland, North Carolina, North Carolina State, South Carolina and Wake Forest - drawing up the conference by-laws.

The withdrawal of seven schools from the Southern Conference came early on the morning of May 8, 1953, during the Southern Conference's annual spring meeting. On June 14, 1953, the seven members met in Raleigh, N.C., where a set of bylaws was adopted and the name became officially the Atlantic Coast Conference.

Suggestions from fans for the name of the new conference appeared in the region's newspapers prior to the meeting in Raleigh. Some of the names suggested were: Dixie, Mid South, Mid Atlantic, East Coast, Seaboard, Colonial, Tobacco, Blue-Gray, Piedmont, Southern Seven and the Shoreline.

Duke's Eddie Cameron recommended that the name of the conference be the Atlantic Coast Conference, and the motion was passed unanimously. The meeting concluded with each member institution assessed \$200.00 to pay for conference expenses.

On December 4, 1953, conference officials met again at Sedgefield and officially admitted the University of Virginia as the league's eighth member. The first, and only, withdrawal of a school from the ACC came on June 30, 1971, when the University of South Carolina tendered its resignation. The ACC operated with seven members until April 3, 1978, when the Georgia Institute of Technology was admitted. The Atlanta school had withdrawn from the Southeastern Conference in January of 1964.

The ACC expanded to nine members on July 1, 1991, with the addition of Florida State University.

The conference expanded to 11 members on July 1, 2004, with the addition of the University of Miami and Virginia Polytechnic Institute and State University. On October 17, 2003, Boston College accepted an invitation to become the league's 12th member starting July 1, 2005.

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WAKE FOREST COMMUNITY





- Community service at Wake Forest is voluntary, but more than half of all student-athletes find time to reach out to the community.
- The Athletes Care Team (ACT) works through the CHAMPS/Life Skills program to involve student-athletes in a variety of on and off campus volunteer activities. ACT is one of the many ways that Wake Forest student-athletes fulfill the school's motto, Pro Humanitate (For Humanity).
- Last year, Wake Forest student-athletes participated in a wide variety of service, including volunteering for the Special Olympics, Boy Scouts, after-school reading programs and community kitchens, just to name a few.
- For each of the past 24 years, the Demon Deacons have participated in the Santa's Helpers program. Wake Forest student-athletes, coaches and administrators purchase, wrap and deliver gifts to underprivileged children in the Winston-Salem area. Founded in 1986 by Deacon student-athlete Chip Rives, Santa's Helpers delivers presents to nearly 800 children each year.
- Each year, the football team and members of the Pi Kappa Alpha fraternity will compete in Pump Up for Piccolo, a weightlifting and strength event to raise money for the Brian Piccolo Cancer Fund. The organization was established in 1980 by Wake Forest students in memory of Brian Piccolo, the great Wake Forest and Chicago Bears running back. The money is donated to the Comprehensive Cancer Center of Wake Forest University. The event has raised over \$1 million in the last 29 years.

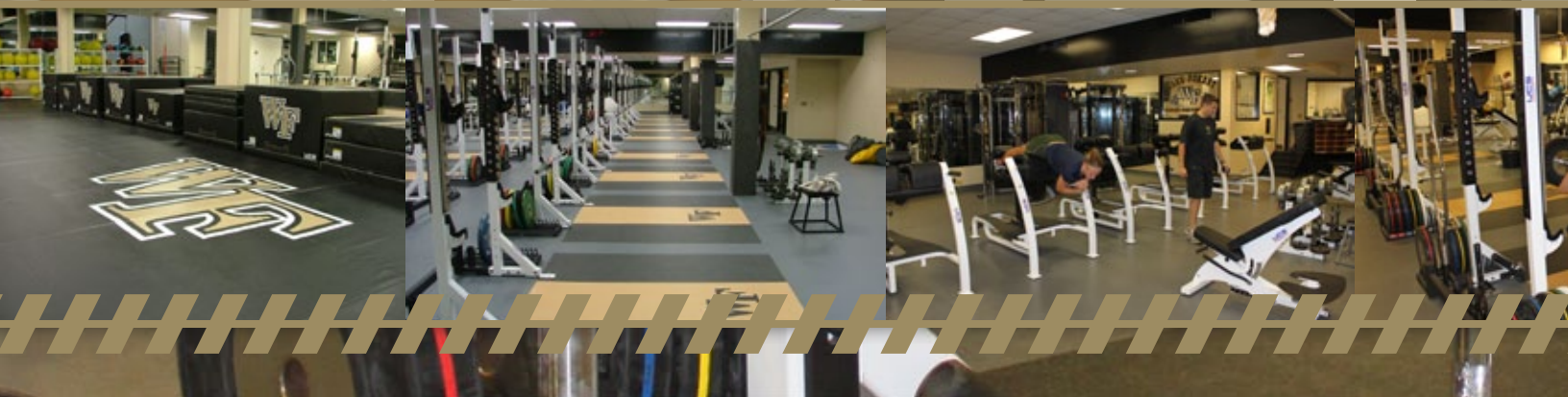
COMMUNITY SERVICE





WAKE FOREST

STRENGTH CONDITIONING





- The Demon Deacons use the 7,000-square foot Bob McCreary Strength and Conditioning Center, which is conveniently located in the Manchester Athletic Center on the heart of campus.

- The weight room was completely renovated in the summer of 2008. It now features new Mondo flooring, a 200-foot chin-up bar, eight flat screen televisions and new weight racks. The Deacon strength & conditioning staff designed the new room especially for the purpose of maximizing space.

- Ethan Reeve is in his tenth year as the head strength and conditioning coach at Wake Forest. He has implemented a program that challenges each and every player to the utmost. It is his goal to help each player maximize his or her potential while adding speed, strength and size. Reeve and his assistants, David Bass, Todd Hedrick and Kelly Henrie, are constantly monitoring the progress of Wake Forest athletes as well as innovations in their developing field.

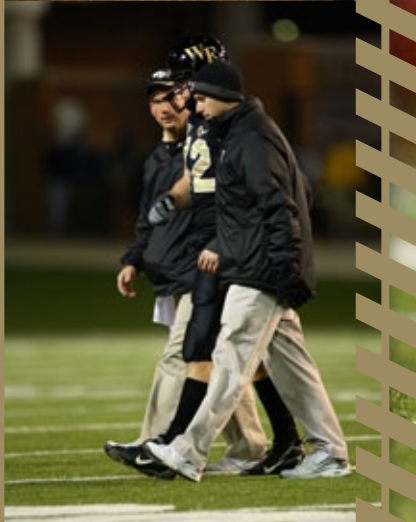
STRENGTH & CONDITIONING



WAKE

FOREST

SP
MED



SPORTS MEDICINE



- Wake Forest's Department of Sports Medicine, which cares for all student-athletes in the prevention, treatment and rehabilitation of injuries, is recognized as one of the most comprehensive and qualified departments of its kind in the country.
- Since 1979, the Sports Medicine program has been closely associated with the Wake Forest University Baptist Medical Center. As a result, all injured athletes receive immediate attention from physicians with the highest credentials. Dr. David Martin, a nationally recognized orthopedic surgeon, is the Director of Sports Medicine.
- On campus, the sports medicine office is led by Greg Collins, a certified athletic trainer as well as the Assistant Athletic Director for Sports Medicine. Collins leads a team of nine full-time athletic trainers at Wake Forest.

WAKE FOREST

WINES



WINSTON SALEM

- Winston-Salem, Greensboro and High Point make up an area known as the Piedmont Triad. The Triad, which is between the Blue Ridge Mountains and the Atlantic Ocean beaches, has a total population of more than 1.2 million, the 36th-largest metropolitan area in the U.S. The city of Winston-Salem boasts a population of 185,776.
- Winston-Salem has the lowest cost of living among North Carolina metro areas according to the ACCRA survey in 2000.
- Winston-Salem is the headquarters of BB&T and ranks among the largest banking centers in the U.S. The city is also the world headquarters for Krispy Kreme Doughnuts. Business Development Outlook ranks Winston-Salem among the top 20 nationally for its quality of life and entrepreneurial track record.
- An area known as Old Salem is one of America's most authentic and well-documented colonial sites with 100 restored and reconstructed buildings. Visitors learn from costumed interpreters the household activities of European- and African-Americans who resided there through 1840.
- The Yadkin Valley, just west of Winston-Salem, is home to vineyards and wineries. Shelton Vineyards, with more than 200 acres, is the largest on the East Coast. Westbend Vineyards is described by the "Wine Advocate" as the best-kept secret in the Southeast.
- Tanglewood Park is the premier publicly-owned park in North Carolina. Tanglewood has two championship golf courses, walking, biking and horse trails and a Festival of Lights show every winter. In all, the Winston-Salem Parks and Recreation Department owns over 3,500 acres of park space.
- The Winston-Salem Dash, Single-A affiliate of the Chicago White Sox, calls the city home. The Dash opened a new downtown ballpark to rave reviews in 2010.
- World-renowned poet Maya Angelou, who was featured during the inauguration of President Bill Clinton, calls Winston-Salem home and is a professor at Wake Forest.



WAKE FOREST

DEACON



"Wake Forest has not only become a great home to me, but also I am very proud to have the opportunity to earn a degree from this University."

- Cheyenne Woods, Women's Golf



DEMON



"I am so thankful for the Deacon Club and its members who have given me the opportunity to attend a premier university as well as to represent the Wake community on the football field. My years at Wake are something that I will cherish and something for which I will always be proud. It is an honor to call myself a Demon Deacon."

- Russell Nemon, Football

The Deacon Club consists of 4,470 Wake Forest alumni, friends and fans whose annual donations help the Athletic Department to continue to serve as a source of pride for the University.

The collective support of Deacon Club members enables the Athletic Department to:

- Provide scholarships for academically deserving student-athletes.
- Equip the student-athletes with first-class facilities.
- Develop programs to further engage members with Wake Forest Athletics.

The student-athlete is the driving force behind the Deacon Club, and as a result all money donated to the Annual Scholarship Fund goes directly toward providing scholarships. This role has become increasingly critical and challenging, as the cost of scholarships has increased exponentially in recent years.

This is a challenging economic time for all athletic departments across the nation. However, with the help of the Deacon Club, Wake Forest has the chance to turn the economic situation into a tremendous opportunity as Wake Forest Athletics is determined to continue to provide the very best opportunities, both academically and athletically, for our student-athletes.

Make a commitment to the success of Wake Forest Athletics and the lives of Wake Forest student-athletes by donating to the Deacon Club. All pledges for the 2010-11 year are due by March 15, 2011. All gifts must be received by June 30, 2011. For more information please call the Deacon Club at (336) 758-5626.

2010-11 DEACON CLUB CAMPAIGN GOALS

As the Deacon Club moves into a new membership year, the Athletic Department has established goals for 2010-11 that advance the overall goals of Wake Forest Athletics.

With the collective support of all members, the Deacon Club is committed to continuing the growth of the Annual Scholarship Fund through new member recruitment and member participation in the 110% campaign. Following the success of the 2009-10 110% campaign, the Deacon Club encourages existing members to pledge 110% of their previous year's donation in honor of our student-athletes who continually give 110% to Wake Forest both on and off the field. The goal is to continue the momentum with at least 25% of members participating.

Additionally, current members are asked to reach out to their fellow Deacon fans and encourage them to join the Deacon Club and help support Wake Forest Athletics. With the support of many dedicated fans, the Deacon Club is striving to reach 5,000 members by the end of the 2010-11 year.

DEACON CLUB GIVING LEVELS

Minimum Giving Level	Annual Donation
Moricle Society	\$60,000
Locker Room Club	\$25,000
Black & Gold Society	\$12,500
Gold Club	\$7,000
Executive Club	\$3,200
Scholarship Club	\$1,600
Golden W	\$800
Golden C	\$320
General	\$125

CONTACT THE DEACON CLUB

For general inquiries, please call the Deacon Club at 336-758-5626 or email deacclub@wfu.edu. Feel free to come visit us in our office, located on the third floor of Bridger Field House at BB&T Field.

DEACON CLUB CALLING OFFICERS

Barry Faircloth, 336-758-4961
Paul Kennedy, 336-758-3875
Mike Piscetelli, 336-758-3647
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Noel Shepherd, 336-758-4651
Erin Kerr, 336-758-2730

EVENTS & PREMIUM SEATING

Nicole Miller, 336-758-5851

MEMBERSHIP & COMMUNICATIONS

Stephanie Hudson, 336-758-6019

FOOTBALL & BASKETBALL TICKET SALES TEAM

For information on group outings, season tickets & ticket packages, contact:
Steve Strachan, 336-758-4030

ADMINISTRATION

Linda Hemrick, 336-758-5008
Sandra Boswell, 336-758-5626



