



A STEP UP HANDBOOK

**ASSISTANT COACHES PROFESSIONAL DEVELOPMENT SYMPOSIUM
CHARLOTTE, NORTH CAROLINA
MAY 20-22, 2024**

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REGISTER FOR THE MOST TALKED ABOUT PROFESSIONAL DEVELOPMENT FOR COLLEGE COACHES.



MAY 20-22, 2024 | CHARLOTTE, NC

LEARN THE SKILLS AND DRILLS TO ASSIST WITH BUILDING A CHAMPIONSHIP PROGRAM

Network and learn from the some of the BEST of the BEST in the Business!

2024 A STEP UP SPEAKERS LINE UP



Dr. Erin Albert
UNC Charlotte
Sports Psychologist



Tempie Brown
Stanford



Andrew Calder
North Carolina
(Retired)



Dr. Stephany Coakley
Temple
Sports Psychologist



Sherman Dillard
IOWA



Sivonnia DeBarros
NIL Attorney



Aisha Foy
CEO of Major in
NIL Success



Winston Gandy
South Carolina



Jen Hudson
Openorse (NIL)
Marketplace
Manager



Tia Jackson
Duke



Stephanie Norman
Louisville



Terry Prentice
Miss State Deputy AD
Student Athlete Brand
Services & Business Dev



Amir Abdul Rahim
South Florida
Head Coach



Norm Roberts
Kansas

KEYNOTE SPEAKERS



Kaplan Mobray
Award Winning Author,
The Power of Your Brand
to Elevate Your Impact



Marke Freeman
Author of Champions Creed



Bob Starkey
LSU



Kevin Sutton
IMG Academy Technical
Director of Basketball



Jason Williford
Virginia



C.Y. Young
Missouri



HOST HOTEL: HILTON CHARLOTTE UNIVERSITY PLACE

A STEP UP

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May 20, 2024

Greetings to our A STEP UP Symposium Participants, Assistant Coaches Hall of Fame Class of 2024, and guests. Welcome to Charlotte, the 'Queen City.'

We are ecstatic to be back for our three (3) symposiums ~ A STEP UP, Next Level, and the Head Coaches Executive Leadership Academy. It's going to be a monumental week highlighted our Assistant Coaches Hall of Fame Class of 2024 induction ceremony of 5 coaches who are absolutely at the top of their game. Thank you for joining us to honor our Hall of Famers and for the personal commitment to invest in yourself and the future of your sport.

A STEP UP is an intimate, engaging, and collaborative learning environment that encourages interaction, dialogue, and feedback. Be open to exploring new insights, coaching strategies, and philosophical approaches to building a Championship program. We challenge you to step out of your comfort zone and network through various points of connection to develop relationships that will offer diverse perspectives about what it means to win and achieve at the highest level.

The presenters will offer their professional and personal experiences and invite you to share your own, further emphasizing engagement throughout the event. The symposium experience welcomes shared thinking. So, choose to be present. Be willing to take some risks, ask questions, seek feedback, and test your assumptions about how you do things. Be intentional about talking with one another and listening with your head and heart. Most importantly, be open to new ideas and be willing to acquire innovative ways of thinking presented by the speakers.

We hope that our time together will result in your personal and professional renewal and equip you with the tools to pursue your dreams and goals. Our sincere gratitude to each of you for attending and taking A STEP UP with us where each session will lead you to being one step closer to reaching your fullest potential.

Congratulations again to our A STEP UP Hall of Fame Class of 2024.

Let's start taking steps towards your dreams THIS WEEK!

In Service,

Johnny and Felicia Allen

A STEP UP, INC.
Symposium Directors



OFFICE of MAYOR VI LYLES

600 East Fourth Street
Charlotte, NC 28202
Charlottenc.gov



May 8, 2024

Greetings!

As Mayor of Charlotte, I would like to welcome to Charlotte all the attendees of A STEP UP Professional Development Symposiums on May 20-23, 2024 and A STEP UP Assistant Coaches Hall of Fame Class of 2024 on May 21, 2024 for your induction ceremony.

I hope that those here from outside the Charlotte area will enjoy their stay and experience all that the largest city in the state of North Carolina has to offer, from the wonderful eateries to the Levine Center of the Arts, with its variety of museums, just to name a few. I invite each of you to venture out and explore the wonder, the beauty and the people who made this a great city. We are especially proud of the Levine Center for the Arts which includes the Harvey B. Gantt Center for African-American Art and Culture, the Bechtler Museum of Modern Art, Discovery Place and the NASCAR Hall of Fame.

Best wishes for an enjoyable and successful event.

Yours truly,

Vi Alexander Lyles
Mayor



**Assistant Coaches Professional Development Symposium
Participants Information Sheet
May 20 – 22, 2024**

A STEP UP is a two- and half-day professional development Symposium to Educate, Connect, Equip, and Inspire current and future generations of Coaches. For more visit: www.astepuplive.com

Event Info

ON COURT SKILLS DEVELOPMENT CLINIC LOCATION

Johnson C. Smith University (Brayboy Gymnasium)
N Summit Ave, Charlotte, NC 28216

Hilton Charlotte University Place Hotel 8629 J

M Keynes Dr, Charlotte, NC 28262
Phone: 704-547-7444

SYMPOSIUM ATTIRE

On Court Skills Clinic: Casual. Whatever you traveled in is appropriate. Gym clothes. Standard Practice Attire.

Symposium Professional Development Attire: Business Casual (*school identified polo or collared shirt/blouse, slacks, dress, skirt, **no jeans, no shorts, no sweats or gym clothes.***)

A Step Up Charlotte Symposium Event Contacts

Felicia Hall Allen (Event Director)	(704) 968 – 1987	fh@feliciahallallen.com
Johnny Allen (Event Director)	(704) 488 – 9000	Johnnya803@gmail.com
Becky Adams (Travel Coordinator)	(920) 723 – 6235	adams.becky@gmail.com
Gabrielle Harvey (Registration Contact)	(803) 415 - 7289	Gabrielleh274@gmail.com

**Parking Information
Hilton University Place & Johnson C. Smith**

Participants

Participants are Responsible for any Parking Costs you incur.

HOTEL GUESTS: FREE Parking while spaces are available.

Johnson C. Smith: FREE Parking

A Step Up Symposium Attire

Participants

Business Attire and/or Collared Shirts, Polo, Slacks, Blouse w/ Pants, Skirts, or Dress

NO SHORTS. NO JEANS. NO GYM CLOTHES.

JOHNSON C. SMITH SKILLS CLINIC: Basketball Attire (Sweats, Shorts, Tees, Sweatshirts Permitted)

Business Casual Dress for Work



HOST HOTEL: HILTON CHARLOTTE UNIVERSITY PLACE

8629 J M KEYNES DR. CHARLOTTE, NC 28262

704-547-7444



AMENITIES

Enjoy recreational amenities such as a 24-hour fitness center and a seasonal outdoor pool.

- . Additional features at this hotel include complimentary wireless Internet access, concierge services, and gift shops/newsstands. Guests can get around on the complimentary shuttle, which operates within 5 miles.
- . Featured amenities include a 24-hour business center, express check-in, and express check-out.

Dining at Hotel

Enjoy a meal at the restaurant or snacks in the hotel's coffee shop/cafe. Wrap up your day with a drink at the bar/lounge. Cooked- to-order breakfasts are available daily from 6:00 AM to 10:30 AM for a fee.

PARKING

Free self-parking is available onsite.

Hilton's Front Desk Restaurant Recommendations

University Area:

Boardwalk Billy's - *American*
Ciro's - *Italian*
Zapata's – *Mexican*
Don Pedro - *Mexican*
Love, Sushi - *Japanese*
Firewater - *Upscale American*
Famous Toastery - *Brunch*
Bar Louie - *Bar/American*
Ninety's Ice-cream & Sandwiches - *Sweets/Dessert*
Cava - *Mediterranean (similar to Chipotle)*
Blaze - *Pizza*
Seafood Connection - *Seafood Spot*
Crackin' Crawfish - *Seafood*
Anntony's – *Caribbean*
Harold's Chicken & Ice Bar

Plaza Midwood/NoDa:

Whiskey Warehouse - *Bar*
Supperland
Snug Harbor - *Bar*
Peculiar Rabbit – *Bar*
Irie Vibes
Haberdish – *Southern/Brunch*
Sabor – *Latin/Tacos*
Amelie's – *French/Bakery*

King Crab - *Seafood Boil*

American Deli - *Wings/Seafood*

Viet-Thai Noodle House

Uptown:

Mariposa's
Midnight Diner - *Open 24 Hours*
North Italia (Southend)
Sea Level NC - *Seafood*
Mert's Heart & Soul - *Southern*
Ink & Ivy
Topelo Honey - *Brunch*
Cajun Queen – *Cajun*
The Crunkleton (Cocktails/Hearth Cooked Mains)
Eddie V's (Steak & Seafood)
Sixty Vines – *American Kitchen & Wine Bar*
Mama Ricotta's – *Italian*
Wet Willies – *Bar (Frozen Drinks)*
Alexander Michael's (Southend)

South Charlotte:

Zinicola - *Upscale Italian*
Midwood Smokehouse - *Barbeque*
CowFish - *Burgers & Sushi (SouthPark)*
Hestia Rooftop (SouthPark)
Leroy Fox - *SouthEnd*
131 Main - *Upscale American (SouthPark)*

DIRECTIONS TO HOTEL FROM CHARLOTTE DOUGLAS AIRPORT

- Take 1-85 N from Josh Birmingham Parkway
- Follow I-85 N to NC-24 E/W W.T.Harris Blvd.
- Take exit 45A from I-85 N Continue on NC-24 E/W W.T.Harris Blvd
- Use the 2nd from the left lane to turn left onto JW Clay Blvd
- Destination will be on the left

DIRECTIONS JCSU BRAYBOY GYMNASIUM FROM CHARLOTTE DOUGLAS AIRPORT

- Take 1-85 N from Josh Birmingham Parkway
- Drive along NC-16 S. Take exit 5 B from I-277 S
- Take N Summit Ave and turn right onto W 5th St
- Turn right at the 1st cross street onto N Summit Ave
- Destination will be on your right

DIRECTIONS TO JCSU BRAYBOY GYM FROM HOTEL

- Get on I-85 S from W W.T.Harris Blvd
- Continue on I-85 S. Take I-77 S to W 5th St. Take exit 10C from I-77 S
- Take N Summit Ave and turn right onto W 5th St
- Turn right at the 1st cross street onto N Summit Ave
- Destination will be on your right

DIRECTIONS TO HOTEL FROM JCSU BRAYBOY GYMANSIUM

- Take I-77 N/US-21 N from N Summit Ave and W 5th St
- Continue on I-77 N. Take I-85 N to NC-24 E/W W.T.Harris Blvd. Take exit 45A from I-85 N
- Continue on NC-24 E/W W.T.Harris Blvd
- Use the 2nd from the left lane to turn left onto JW Clay Blvd
- Turn right
- Turn left at J M Keynes Dr
- Destination will be on the left



A STEP UP 2024
HILTON UNIVERSITY PLACE HOTEL, CHARLOTTE NC

MONDAY, MAY 20, 2024

1:00 pm – 4:15 pm Basketball Skills Clinic (Johnson C. Smith, Brayboy Gymnasium)

1:00 pm – 1:05 pm. Welcome

1:05 pm – 1:50 pm Speaker 1: Winston Gandy (South Carolina)

1:50 pm – 2:35 pm Speaker 2: Tia Jackson (Duke)

10 Minute Break

2:45 pm – 3:25 pm Speaker 3: Norm Roberts (Kansas)

3:25 pm – 4:05 pm Speaker 4: C.Y. Young (Missouri)

4:05 pm – 4:15 pm Closing Remarks

4:30 pm – 6:00 pm Break

6:00 pm – 6:15 pm Welcome and Connection Activity

6:15 pm – 6:45 pm Marke Freeman
Keynote: Holding the Standard

6:45 pm – 6:50 pm Introductions of Hall of Fame Candidates Class of 2024
Moderator: Christy Thomaskutty (ESPN Basketball Analyst)

6:50 pm – 7:30 pm Presenters: Hall of Fame Candidates Panel

7:30 pm – 7:35 pm Instructions for following Morning

7:45 pm – 9:00 pm Meet & Greet Reception
Hilton Waterfront



TUESDAY, MAY 21, 2024

7:00 am – 10:00 am Registration (Hilton Hotel)

7:30 am – 8:00 am Breakfast Buffet Open

8:00 am – 9:15 am Assistant Coaches HOF Induction Ceremony

Minute Break

Sessions

9:40 am – 10:40 am Sessions I

TOPIC: The Missing Link to Player Development

Presenters: Robert Starkey (LSU)

Kevin Sutton (IMG Academy Technical Director of Basketball)

10 Minute Break

10:50 am – 12:00 pm Session II

TOPIC: Knowing Your Craft: Scouting Your Opponent & Preparing Your Team Presenters: Tempie Brown (Stanford WBB) and Norm Roberts (Kansas)

12:00 pm – 1:30 pm Lunch: On Your Own

1:30 pm – 1:50 pm Session III

TOPIC: Understanding a Coach's Worth

Presenter: Glen Wright (Worth Financial Group)

1:55 pm – 3:00 pm Session IV

TOPIC: Recruiting has Changed the Game - How to Stay Ahead or Get Left Behind for Success

Presenters: Stephanie Norman, (Louisville WBB) and (Jason Williford, Virginia MBB)

10 Minute Break

3:10 pm – 4:05 pm **Session V - G & H**
TOPIC: How Assistant Coaches Add Value and Impact the Program's Success
Presenter: Amir Abdul-Rahim, Head Coach South Florida

10 Minute Break

4:15 pm – 5:15 pm **Session VII**
ROUND TABLE DISCUSSIONS – Topics of Choice for 25 minutes
Recruiting
Team Building
Practice Planning
Mental Health
Coaches Worth ~ Worth Advisors

5:15 pm – 5:30 pm **Take Aways/Check Out**

5:30 pm – 9:00 pm **Dinner- On Your Own**

9:00 pm – 10:30 pm **Session VIII**
Basketball After Dark (Optional Attendance)
Bob Starkey (LSU), Kevin Sutton (IMG Academy),
and C.Y. Young (Missouri)

WEDNESDAY, MAY 22, 2024
General Session

7:00 am – 8:30 am **Opening - Breakfast**

7:00 am – 7:45 am **Session IX**
TOPIC: Christian Conversation (Optional)

15 Minute Transition

8:00 am – 8:05 am **Opening – Frame the Day**

8:05 am – 9:05 am **Session X:**
TOPIC: The Power of Your Brand to Elevate Your Impact
Speaker: Kaplan Mobray
Award-Winning Author. Motivational Speaker. Career Consultant

10 Minute Transition

9:15 am – 10:15 am **Session XI**
TOPIC: The Transformative Influence of Trauma Informed Coaching on Student-Athlete Well-Being
Presenters: Dr. Erin Albert (UNC Charlotte Sports Psychologist)
Dr. Stephany Coakley (Senior Associate AD Mental Health, Wellness, and Performance)

10 Minute Break

10:25 am – 11:35 am **Session XII**

TOPIC: Show Me the Money: Finding Creative Ways to Win in the NIL Era
Moderator: Aisha Foy, Major in NIL Success

Panelists:

Sivonnia DeBarros, NIL Attorney

Jen Hudson, Open Dorse, Marketplace Manager

**Terry Prentice, Mississippi State Deputy AD & General Manager Student
Athlete Brand Services & Business Development**

10 Minute Transition

11:45 am – 12:05 pm	Free Agents Introduce Themselves
12:05 pm – 12:20 pm	Evaluations/Take Aways/Check Out
12:20 pm – 12:30 pm	Closing Remarks



SPEAKER BIOS

Erin Albert

Dr. Albert completed her PhD in counseling psychology with a specialization in sport psychology at the University of North Texas in 2020 after completing her doctoral internship at North Carolina State University with focus areas in sport psychology and addictive behavior.

She currently serves as a full-time embedded Sport Psychologist at UNC Charlotte, where she works closely with the Sports Medicine team. Dr. Albert is a licensed psychologist and credentialed as a Certified Mental Performance Consultant (CMPC). She has extensive experience working with collegiate athletes representing various sports, identities, and backgrounds and a wide variety of mental health and performance concerns. Dr. Albert also has experience consulting with and training coaches and support staff in areas related to athlete mental health and mental performance strategies.



When she is not at work, Dr. Erin enjoys a balance of activity and rest. She feels re-energized by playing team sports and hiking, while also prioritizing downtime with friends and family or watching TV.

Tempie Brown

Tempie Brown returned for her second stint as an assistant coach at Stanford prior to the 2023-24 season and was promoted to the position of Associate Head Women's Basketball Coach. Brown previously worked with the Cardinal for seven seasons from 2013-14 through 2019-20.

In her eight total seasons with the Cardinal, Stanford has gone 230-56 (.804) and made two Final Fours, four Elite Eights and seven Sweet Sixteens. The Cardinal has captured two Pac-12 regular seasons (2014, 2024) and three Pac-12 Tournament championships (2015, 2017, 2019) during her tenure.

In her previous stint primarily working with Stanford's posts, Brown helped oversee the likes of All-American and current WNBA player Alanna Smith, as well as an honorable mention All-American and now fellow coach Erica McCall. Brown also helped Stanford assemble five consecutive top-10 classes on the recruiting trail.



Upon leaving Stanford in 2020, Brown moved to Michigan and worked as an athletic director for Okemos Public Schools.

Prior to her arrival on The Farm in 2013, Brown spent four seasons at Michigan State, rising to the position of associate head coach as she helped guide the Spartans to NCAA Tournament appearances in each of her seasons in East Lansing.

Brown has spent more than two decades in the collegiate coaching ranks. Before her time at Michigan State, she served as an assistant coach at Memphis (2008-09), Northwestern (2004-08), Lehigh (2002-04), Eastern Michigan (2000-02) and Saginaw Valley State (1999-2000).

Brown graduated from the University of Michigan in 1990 with a degree in kinesiology, and later finished her master's degree in exercise physiology in 1992. A four-year letterwinner and two-year captain from 1986-90 with the Wolverines, Brown still ranks among the program's top-15 scorers with 1,142 points, in addition to sitting in the top-20 in career assists and steals. As a sophomore, she was recognized as an All-Big Ten honorable mention in addition to being named the team's most improved player.

Brown and her wife, Malissa Burke, have two children, Lucas and Vivian.

Andrew Calder

Now in his 33rd year in Chapel Hill, Calder has been an integral part of an NCAA championship in 1994 and eight ACC titles. Involved in every part of the Tar Heel program, Calder was called upon to lead the team in 2013-14 when Hatchell stepped away from the sidelines after being diagnosed with leukemia in October 2013. With the guidance of his Hall of Fame mentor, Calder led the Tar Heels to a 27-10 overall record, a No. 4 seed in the NCAA Tournament and an appearance in the Elite 8. Carolina swept the regular season series with Duke for the first time in six years and defeated South Carolina twice, including when the Gamecocks were the No. 1 seed in the NCAA Tournament, marking the first win over a top seed in the tournament for UNC since 1994.



It would be hard to fashion a more varied coaching background than Calder's. He has coached basketball, baseball, golf and football. He has coached both genders on the high school, collegiate and AAU levels. And he has coached at UNC legend Dean Smith's summer basketball camp, which is when he first fell in love with Carolina. "It was always a dream to coach at North Carolina," Calder says. "It's such an outstanding university both academically and athletically and it's comprised of great people."

Calder grew up in McBee, S.C., where he followed in his father's footsteps, becoming the girls' basketball coach at McBee in 1979 after earning an associate degree from Wingate College and a bachelor's in health and physical education at Coker College. In 1981, Calder led McBee to a state championship.

Four years later, he came close to another title and earned AAU national coach of the year honors after directing a boys' 19-under team to a national runner-up finish.

Before moving to Chapel Hill, Calder spent the 1985-86 season as a volunteer assistant for the men's team at the University of South Carolina.

Outside of the gym, Calder's sporting passion is golf. A sometime scratch golfer, he lists Pebble Beach and Augusta National as his favorite courses.

Dr. Stephany Coakley

Dr. Stephany Coakley was named Senior Associate Athletic Director for Mental Health, Wellness and Performance in December, 2017. A certified mental performance consultant and licensed professional counselor with a doctorate in exercise and sport science with a concentration in sports psychology, Dr. Coakley became the first full-time mental health specialist with the Temple University Department of Athletics.

Coakley, who earned both her bachelor's and master's degrees from Temple, returned to her alma mater with an impressive resume. Since 2003, the Nassau, Bahamas native has worked as a certified mental performance consultant with Maximum Mental Training Associates in Washington, D.C. There, Coakley

coordinated mental health and wellness services for college student-athletes, as well as Olympians and professionals. Her duties included designing and coordinating mental health strength and conditioning programs for multiple and diverse sports; assessing psychological issues impacting athletes in the program; and performing robust evaluations to measure effectiveness and efficiency in order to improve and strengthen existing programs and establish new ones.

In 2007, Coakley, who earned her doctorate at the University of North Carolina Greensboro, began working at the Walter Reed Army Medical Center in Washington. In her position as a master resilience trainer-performance expert, she managed performance enhancement interventions for Basic Combat Training recruits, Warriors in Transition, Army nurses and other military personnel. She also provided master resilience training to senior non-commissioned officers to improve their mental strength, readiness and resilience through the deployment cycle.

Coakley, who has served as an adjunct professor at three schools (Winston-Salem State, Salem College, Bowie State University), has presented at numerous workshops and panels on a variety of mental health and wellness topics over the last 20 years.

Her areas of expertise include mental skills training and mastery, personal player development, sport career transitions (SCT), injury and rehabilitation, positive youth development through sport, parenting well-rounded athletes, managing anxiety and other emotions, coping with pressure, building confidence, maintaining motivation, attention control, and military performance enhancement.



Sherman Dillard

Sherman Dillard is in his 14th year with the University of Iowa men's basketball staff. Dillard has assisted in the rise of the Hawkeye basketball program back to national prominence since 2012. Iowa's coaching staff has guided the Hawkeyes to 20 or more eight of the last 11 years. The Hawkeyes have placed fifth or better in the Big Ten standings seven of the last nine seasons, including a third-place finish in 2021.



In 2022, the Hawkeyes received their third Big Ten in program history. Iowa finished fourth in the conference standings. Dillard was recognized as one of the Most Impactful High Major Assistant Coaches in Division I Men's Basketball. In 2021, Iowa won 14 Big Ten regular season games, its highest total since 1987. Over the last four seasons, Iowa combined to win 87 games, finished fifth place or better in the Big Ten standings, won a Big Ten Tournament title (2022), and won 20 games over AP Top 25 opponents. Additionally, Iowa has had the Big Ten scoring champion three consecutive seasons (2020-22).

Dillard and the Hawkeyes have led the Big Ten in scoring each of the last five seasons, including ranking fifth nationally in 2021 (83.7) and 2022 (83.2). The past 13 years at Iowa, Dillard helped coach 19 Hawkeyes to professional contracts.

Dillard worked as a basketball marketing representative for Nike for six years and served as Global Camp Director which included the Nike All-America Camp and select skills academies hosted by NBA stars such as Kobe Bryant, Steve Nash, Vince Carter, Amaré Stoudemire, and LeBron James.

Dillard began his coaching career at Maryland and helped coach the Terrapins to four 20-plus win seasons and six postseason appearances, including five NCAA Tournament berths. After three seasons at California, he returned to the ACC and Georgia Tech for six seasons (1988-94). Georgia Tech played in five NCAA Tournaments, including the Final Four in 1990 and Sweet 16 in 1992.

Dillard received his first head coaching opportunity at Indiana State (1994-97). Dillard was the Dukes' head coach for seven years (1997-04). During his tenure, he earned CAA Coach of the Year and NABC District Coach of the Year laurels. His 10-year head coaching record stands at 122-158.

Dillard, a three-time Academic All-American and four-time honorable mention All-American by the Associated Press, played guard at James Madison (1973-78). He led the Dukes in scoring in each of his four years and was the team's top rebounder as a freshman. Dillard is the second-leading scorer (2,065 points) in James Madison history. After his collegiate career, he was drafted by the Indiana Pacers in the 1978 NBA Draft. Additionally, Dillard was honored as a CAA "Legend" in 2009.

Dillard is a 1978 magna cum laude James Madison graduate earning a bachelor's degree in physical education and minor in business and is a member of the school's sports hall of fame.

Dillard and his wife Dena have two sons, Ben and Langston. His son Ben was a four-year letterwinner on the Arkansas-Little Rock basketball team.



Sivonnia L DeBarros

Sivonnia DeBarros - the Protector of Athletes® - is a first-generation lawyer and law business owner. DeBarros graduated from Chicago-Kent College of Law with her J.D. in 2013, received an M.S. in Criminal Justice from Everest University in 2010, and her B.S. in Political Science from the University of South Florida in 2008.

DeBarros has represented pro athletes from the NFL, MLS, NBA-G League, and Pro-Table Tennis sports; 7-figure National Brands and NY Times Best-Selling Authors; and has been featured on CBS, ABC, WGN, Shoutout LA, and a host of podcasts such as A Frugal Athlete, Influential Entrepreneurs, Tackle What's Next, and Maximum Lawyer to name a few. DeBarros has been published in Authority Magazine, BuzzFeed, quoted in Forbes, Communication Intelligence, and other publications.



DeBarros is passionate about helping athletes, women, and first-generation business owners because she understands the peculiar struggle many face by not having the necessary support and guidance to be successful.

DeBarros is a public speaker, entrepreneur, and bestselling published author of *What Are You Sporting About?*, *Athletes Making Moves*, and the author of *JoJo's Legal Adventures Children's Book Series* that introduces legal concepts to kids. DeBarros is the founder of Athletes Making Moves™, the NILCOMBINE™ and the Host of What Are You Sporting About?® Podcast.

Aisha Foy

After spending two seasons as a graduate assistant at Southeast Missouri State, Aisha Foy was named women's basketball's director of recruiting in May 2018 and is in her third season with the program. Foy works with Kentucky's talented coaching staff to up the Wildcats' worldwide recruiting efforts, including planning and executing materials for all aspects of the recruiting process, organizing on-campus visits and assisting with the execution of on-campus camps.

Foy joined the Kentucky program after spending two seasons as a graduate assistant at Southeast Missouri State in Cape Girardeau, Mo. With the Redhawks, Foy's primary responsibilities included overseeing team social media, pre- and post-game film, alumni communication, coordinating community service and assisting with student-athlete career planning.



Foy came to SEMO after an impressive playing career at Radford where she was a nominee for NCAA Woman of the Year, was selected Who's Who Among Students in American Colleges and Universities and won the Center for Diversity & Inclusion Established Leader Award. She also received Radford's Senior Leadership Award after serving on the Student-Athlete Advisory Committee Executive Board for three years. Foy also worked on the Student Leadership Conference and volunteered for Big Brother Big Sisters.

On the court, she played in 113 games with 82 starts at Radford averaging 8.5 points per game while shooting over 35 percent from the field and 3-point line. The guard had 209 career assists and gathered 77 steals throughout her career. She fell just 45 points shy of reaching Radford's 1,000-point club. For her efforts, she was All-Big South First Team her senior season, which was cut short due to injury, and was All-Big South Second Team her junior year.

Foy, who was recently chosen to attend the Women's Basketball Coaches Association's "So You Want to be a Coach" program, graduated from Radford in 2016 with a bachelor's degree in sports administration and a minor in business. The native of Virginia Beach, Virginia, completed her master's degree in sports administration from Southeast Missouri State in May 2018.

Winston Gandy

South Carolina head coach Dawn Staley added Winston Gandy to the Gamecocks' staff in April 2023, bringing his six years of NCAA Division I coaching experience and three seasons of NBA player development to her veteran staff.

“Winston is exactly the type of person we love having in our program because of the way he develops true connections with young people,” Staley said. “He is a highly sought after young talent in our game, and I’m so happy he is bringing his great basketball mind and his ability to recruit and develop talent to Columbia.”

In six seasons on a college sideline, Winston has helped his teams to two NCAA Tournament appearances and one WNIT showing. While amassing two regular-season conference titles and two conference tournament crowns, his teams have featured one conference player of the year, three conference defensive player of the year selections and one conference sixth woman of the year. Six first team and two second- team all-conference selections have included four conference all-defensive team recognitions.

In Gandy’s three seasons at Duke, the Blue Devils amassed a 46-21 record, which was abbreviated in the 2020-21 season due to the ongoing COVID-19 pandemic. Gandy was hired prior to the 2020-21 season as an assistant coach and was elevated to associate head coach ahead of the 2022-23 campaign. During his final season in Durham, his team finished second in the ACC with a 14-4 mark that helped them close the season at No. 13/16 in the national polls and advance to the second round of the NCAA Tournament.

In the 2017-18 season, he became an assistant coach at Rice and was promoted to associate head coach ahead of the 2019-20 season. In his three seasons at Rice, the Owls won two Conference USA regular-season championships and claimed the 2019 C-USA Tournament title. Reaching the 20-in plateau every year of his tenure, Rice played in the WNIT in his first season (2018) and reached the NCAA Tournament the following season when they posted a program-record 28 wins. An Owl was named C-USA Player of the Year twice, and they twice had the C-USA Defensive Player of the Year.

Gandy got his player development start in the NBA with the Washington Wizards, serving as the organization’s coordinator of player development for three seasons, highlighted by work with several NBA All-Stars, including John Wall and Bradley Beal.

After graduating from University of Maryland in 2013 with a degree in economics, Gandy began his coaching journey by serving as the Terrapins’ director of recruiting operations. It continued a relationship with the team for which he was a practice player through his time as a student in College Park (2009-13).



Jennifer Hudson

Jennifer Hudson works as a Marketplace Manager for Opendorse where she has a distinct specialization in managing professional athletes, teams, and brands in strategic marketing, digital strategy, brand strategy, partnership relations, and account management for high-profile clients.

Hudson earned her bachelor's degree in visual communications journalism in 2015 from Penn State University where she became a NCAA Champion in fencing her junior year. In 2018, Hudson received her master's degree from Georgetown University in Sports Industry Management and successfully completed a capstone in trust fund implementation which was nominated for the Hoya Professional 30.

The NCAA champion has an extremely strong background in social media marketing. Prior to her role as a marketplace manager, she worked as a creative strategist for Learfield (2021-2022), where she would promote and coordinate the LevelNext Madden Esports. In just 3 months, she was able to increase the activity on LevelNext Instagram accounts by 2,269% and the followers of the accounts by 18.2%. In the beginning of 2021, Hudson was a marketing, communications and brand manager for Trade-In Promotions, LLC where she increased event income by 36%, attendance by 51%, RSVPs by 114% and web hits by 363%. In 2019, Hudson worked as the marketing and communications manager for the Junior Tennis Champions Center and raised over \$400,000 due to her intrinsic marketing strategies produced during her time with the association.

Alongside her successful marketing, she notably has lots of experience working in Golf, Tennis, College Athletics, Soccer, NASCAR and Olympic Sports.

Outside of her large passion for her profession, she enjoys trying new sports, fitness challenges, F1 races and dogs.



Tia Jackson

Tia Jackson rejoined the Duke women's basketball staff eventually becoming associate head coach 2 years after rejoining. Jackson is a 27-year coaching veteran with four years of head coaching experience. During the 2022-23 season, Jackson aided the Blue Devils to the highest win total in a season and the most wins in ACC play since 2012. Duke also earned a No. 3 seed and hosted the first and second rounds of the big dance.

Jackson helped the Blue Devils boast the No. 3 scoring defense (51.0) and No. 10 field goal percentage defense (35.2) in the NCAA during the 2022-23 campaign, with the team holding each of its opponents below its season scoring average including 17 to 50 points or less. She also helped coach Celeste Taylor to ACC Defensive Player of the Year honors.



Jackson helped the Miami Hurricanes to four NCAA Tournaments with a record of 109-53, four straight 20-plus win seasons and two WNBA Draft selections. The Hurricanes also advanced to the Round of 32 of the NCAA Tournament on their home court twice (2017 and 2019). Jackson was the head coach at Washington from 2007-11.

In her first stint at Duke, Jackson helped the Blue Devils win 31 contests in 2006 and advanced to the NCAA National Championship game. The following season, Duke became just the 14th team in NCAA history to register an undefeated regular season (29-0) and finished the year as the No. 1 ranked team in the final Associated Press poll.

Prior to her two-year stint at Duke, Jackson was an assistant coach at UCLA for five seasons, Stanford for one campaign and VCU for three years. Jackson began her coaching career as an assistant at Virginia Commonwealth University. She worked for the Rams from 1996-99. After her three seasons at VCU, Jackson spent one year as an assistant coach at Stanford University, working under Tara VanDerveer. The Cardinal made the second round of the NCAA Tournament in Jackson's lone season in Palo Alto, Calif.

Jackson then moved south in the Golden State and joined the staff at UCLA, as an assistant coach and recruiting coordinator. Jackson helped the program sign a pair of top-10 recruiting classes and ink four McDonald's and/or WBCA All-Americans.

Jackson scored 3,108 points in her career at Mardela Springs High School, before moving on to play for C. Vivian Stringer at the University of Iowa. The Hawkeyes finished in the top 25 four times during Jackson's career and advanced to the Final Four in 1993. She was named to the Midwest Regional All-Tournament team that year.

A two-time All-Big Ten Honorable Mention, Jackson still ranked in the top-25 all-time at Iowa in scoring, as well as No. 12 in steals, when hired at Miami. She received a Bachelor of Arts degree in media studies and film, emphasizing in television production and editing.

Following the 1996-97 season at VCU, Jackson spent the summer playing in the WNBA in its inaugural season. She was the 9th overall pick in the draft to the Phoenix Mercury. The Mercury won the Western Conference Championship under head coach Cheryl Miller.

Stephanie Norman

Stephanie Norman is the Associate Head Coach at the University of Louisville entering her 17th year at the university. She has aided Louisville to 12 Sweet 16 appearances, eight Elite Eight appearances, four Final Four appearances, including a pair of national championship contests. She served on the Cardinals' staff helping Louisville to an average of 27.4 wins per season and a 465-135 overall since the 2007 season.

For the 2020-2021 series, Norman was awarded the WBCA Assistant Coach of the Year award due to her tremendous success with the Cardinals. Norman was also inducted to the A STEP UP Assistant Coaches Hall of Fame Class of 2024.



For the 2023-24 campaign, the Cardinals tallied a 24-10 record and made the NCAA Tournament for the 13th-straight tournament. The Cardinals won 20 games for the 14th-straight season, the fifth-longest active streak in the country. Norman helped the Cardinals to a 26-12 during the 2022-23 season where they would advance to their fifth-straight Elite Eight appearance and eighth overall. They were the only team in the country to appear in each of the last five Elite Eights. The Cardinals had been to six-straight Sweet 16's and it was the third-longest active streak in the country. The Cardinals eclipsed the 20-win mark for the 13th-straight season and 25-win mark for the 11th-straight season. The Cardinals also made the ACC Tournament Championship for the fourth time in program history.

Norman helped guide Louisville to a 29-5 record and a trip to the program's fourth ever Final Four in 2021-22. UofL went 10-4 against AP Top 25 teams, which is the most AP Top 25 wins in program history. Their 16-2 mark in ACC play ties the most wins ever in conference play and they finished 16-0 at home marking the first time they have gone undefeated at the KFC Yum! Center.

She helped the development of 14 of Louisville's WNBA Draft picks, including first-round picks Angel McCoughtry, Shoni Schimmel, Asia Durr, Jazmine Jones and Emily Engstler. Norman also helped lead the Cardinals to a 26-4 record and its fourth straight ACC regular season title in 2020-21 which resulted in the longest stretch of conference titles in program history.

Norman assisted with leading the Cardinals to a 32-4 record and its second straight ACC regular season championship in 2018-19, which marked the first time in program history that Louisville has won back-to-back regular season conference titles. Advanced to the Elite Eight for the second consecutive season. She helped produce a program-best 36-3 record in 2017-18 where the season opened with a 20-0 record, which marked the best start and longest winning streak in program history. Eventually, that season, the Cardinals would move on to compete in the Final Four.

During her time at Vanderbilt, she established the No.1 recruiting class in 2003 leading to a couple WNBA Draft picks in seasons to come. While Norman was at Oregon, she heavily assisted with guiding the Ducks to a 122-69 record and securing a Pac 10 title in the 1998-99 season.



Terry Prentice

Terry Prentice was named Deputy Athletics Director & General Manager of Athlete Brand Services and Business Development on Sept. 11, 2023. In his role, he provides oversight of Bulldog Athlete Services, which encompasses academics, NIL, sports medicine, sports nutrition, sports psychology, strength and conditioning and student-athlete development. He also serves as sport administrator for football.



Prentice comes to Starkville from the University of Arkansas where he most recently was the Senior Associate Athletics Director for Athlete Brand Development and Inclusive Excellence. Prentice served as a member of the Athletic Director's Cabinet and Senior Staff. He led the Athlete Brand Development unit, which manages Name, Image and Likeness (NIL) activities and initiatives while also being the sport administrator for the men's and women's track and field and cross-country programs.

From 2018-2021, Prentice served as the Associate Athletics Director/Chief Diversity and Inclusion Officer and men's and women's track and field and cross-country sport administrator at the University of Kansas. While there, he was a member of both the Executive Staff and External Leadership Team and served as a major gifts fundraiser for the department. In addition, he worked closely with the Human Resources and Student-Athlete Development units in leading diversity initiatives.

Before Kansas, Prentice worked in fundraising with the Razorback Foundation and with the Ole Miss Athletics Foundation at the University of Mississippi. During his time with the Razorback Foundation (2014-18), he helped raise support as part of several major campaigns, including a \$160 million renovation and expansion of Donald W. Reynolds Razorback Stadium as well as various track and field projects, including the \$15 million Frank O'Mara Track & Field High Performance Center.

Prentice was a student-athlete at the University of Arkansas and was an All-SEC and Honorable Mention All-American decathlete. From 2009-12, he helped the program claim five Southeastern Conference championships in indoor and outdoor track and field and served as president of the Student-Athlete Advisory Committee.

A native of Pomona, California, Prentice earned his bachelor's degree in history in 2012 and master's degree in sports management in 2014 from the University of Arkansas. He is married to Deanna Prentice.

Amir Abdur-Rahim

Named the 11th head coach in South Florida men's basketball history in 2023, Amir Abdur-Rahim came to USF after leading at Kennesaw State, which he guided from a 1-win season to a 26-9 record, ASUN Conference regular season and tournament titles and the program's first-ever Division I NCAA Tournament berth in 2022-23.

In his first season at South Florida, Abdur-Rahim was a unanimous choice for American Athletic Conference Coach of the Year, Abdur-Rahim has led USF to a 25-8 (16-2, AAC) record and the No. 1 seed in the conference tournament as the Bulls claimed the program's first-ever regular season conference title.

The Bulls' 16 wins in conference play are the most in program history and USF held the longest win streak in the nation, posting 15 straight victories in conference play to register the program's longest-ever win streak. Abdur-Rahim is the only USF coach to win their regular season and conference debut.

In four seasons at Kennesaw State (2019-23), Abdur-Rahim doubled the program's wins every season, before culminating in KSU's first winning record as an NCAA Division I program and first ASUN conference titles (regular season and tournament) in 2022-23.

The Marietta, Ga. native, led the Owls to a 15-3 conference record in 2022-23 to claim the ASUN regular season crown. KSU's 15 league wins were four more than the 2016-17 team's program-record road mark of 6-13.

The Owls went on to receive an automatic bid to the NCAA Division I Tournament, the program's first-ever. KSU finished with a school-record 26-9 mark and posted their first winning season in Division I. The 14th-seeded Owls nearly pulled off the first-round upset against Xavier.

Abdur-Rahim earned ASUN Coach of the Year and NABC District 3 Coach of the Year honors and was named the 2023 Hugh Durham Award winner (Division I Mid-Major Coach of the Year) by CollegeInsider.com and Georgia Men's College Coach of the Year by the Atlanta Tipoff Club. He was also a finalist for the Ben Jobe National Coach of the Year award.

Abdur-Rahim spent one year as an assistant coach at the University of Georgia (2018-19). As one of the lead recruiters for UGA, he helped the Bulldogs secure a top-10 recruiting class and was pivotal in signing Anthony Edwards.

He also had stints at Texas A&M (2014-18) and Murray State (2006-07 & 2008-11), where he helped develop a couple of NBA Draft picks. Before moving to College Station, Abdur-Rahim served as an assistant coach at the College of Charleston (2012-14) before being promoted to associate head coach for the 2013-14 campaign. Abdur-Rahim also spent a year at Georgia Tech (2007-08) as director of player development.

While earning his master's degree, Abdur-Rahim was a graduate assistant at Murray State before being promoted to assistant coach. A graduate of Southeastern Louisiana University, Abdur-Rahim was a three-time All-Southland Conference guard for the Lions, finishing his career ranked second for three-pointers made and steals. As a freshman at Garden City (Kansas) Community College, he averaged 19.1 points per game.

Married to Arianne Buchanan, he and his wife have two daughters, Laila and Lana, and a son, Aydin. His older brother, Shareef, was a 13-year NBA veteran and is now the President of the NBA's G-League.



Norm Roberts

Norm Roberts enters his 13th season on the Kansas sidelines after rejoining Bill Self's staff in June 2012. Roberts was on Self's first KU staff in 2003-04 and returned prior to the 2012-13 season. In his time at Kansas, the Jayhawks have won seven Big 12 regular-season titles, three Big 12 Tournament championships and have advanced to the NCAA Tournament Sweet 16 five times, the Elite Eight four times and the Final Four once, which was the same year as the 2022 NCAA National Championship title. Following the 2022-23 season, Roberts was named one of six inductees into the A STEP UP Assistant Coaches Hall of Fame.



While on the KU sidelines, Roberts has coached many NBA Lottery selections such as Andrew Wiggins, Joel Embiid, and Kelly Oubre Jr. Additionally, Roberts has seen more than 30 Jayhawks go on to compete professionally, in the NBA, the G-League or overseas.

In Roberts' stint at KU, 51 KU student-athletes have been named to All-Big 12 teams, including five Big 12 Players of the Year, four Big 12 Defensive Players of the Year, two Big 12 Freshman of the Year, two Big 12 Newcomers of the Year and a Big 12 Most Improved Player.

Roberts returned to Kansas after serving the 2011-12 season as an assistant coach at the University of Florida, where the Gators advanced to the Elite Eight of the 2012 NCAA Tournament.

Roberts spent nine seasons on Self's staff at KU in 2003-04 as associate head coach; three years at Illinois (2000-03), including serving as associate head coach in 2002-03; three seasons at Tulsa (1997-2000) and two years at Oral Roberts (1995-97).

In 2008-09, St. John's scored its biggest victory of Roberts' tenure, knocking off No. 7 Notre Dame and added a pair of wins over Georgetown, including a first-round matchup in the Big East Tournament. In his final season with the program, Roberts led St. John's past UConn in the Big East Tournament and earned a postseason berth in the NIT.

A 1987 graduate of Queens College with a bachelor's degree in health and physical education, Roberts is the school's third all-time leading scorer with 1,719 points. He also is the career leader in steals (253) and is second in assists (460) and had his number (15) retired by his alma mater in 1993.

Roberts' first job out of college was under legendary high school coach Jack Curran at Archbishop Molloy High School in Queens, where he spent three years as the head freshman coach and an assistant on the varsity squad. While at Archbishop Molloy, he had the opportunity to coach many noted New York players, highlighted by the 1991 No. 2 overall NBA draft pick Kenny Anderson.

He and his wife Pascale have two sons, Nicholas (Niko), who is the associate commissioner for men's and women's basketball at the Mountain West Conference, and Justin, who works with Kansas Athletics.



Bob Starkey

Bob Starkey, who was on the LSU's Women's Basketball coaching staff during five Final Four appearances, returned to Baton Rouge in April 2022 to serve as the associate head coach on Coach Kim Mulkey's staff.

With more than 30 years of SEC coaching experience, Starkey came to LSU after one year of coaching at Auburn. From 1989-2011, Starkey coached at LSU with tenures with both the men's and women's programs. He coached LSU greats Mahmoud Abdul-Rauf, Seimone Augustus, Sylvia Fowles, Temeka Jonson, Shaquille O'Neal, and Stanley Roberts during his original 22-year stint in Baton Rouge.

Prior to his time at Auburn, Starkey was at Texas A&M for nine seasons where he served as an assistant and helped coach the Aggies to the 2021 SEC regular-season title.

Starkey has been a part of 790 collegiate victories, 24 NCAA Tournaments, eight trips to the Elite Eight and five straight trips to the Women's Final Four (2004-08). He served as the acting head coach for LSU during its 2007 Final Four run.

Starkey helped the Aggies to the 2013 SEC Tournament Championship, the 2021 SEC Regular-Season Championship, the 2014 NCAA Elite Eight, and four NCAA Sweet 16s. Starkey helped guide LSU to four SEC Championships, 12 straight NCAA Tournament appearances, eight Sweet 16s, seven Elite Eights and five consecutive trips to the Final Four. He was a key component in the Lady Tigers' outstanding record of 326-105 (.756) from 1998-2011.

In his first role at LSU, Starkey served as an assistant coach for Dale Brown on the LSU men's basketball staff from 1990-96, when the Tigers participated in four NCAA Tournaments. Starkey worked closely in developing three first-round NBA draft picks in O'Neal, Abdul-Rauf and Stanley Roberts. As a recruiter, he helped sign three nationally ranked recruiting classes.

Starkey has written numerous articles and has authored such basketball books as *The 2-3 Match-Up Defense and Motion Offense*. His latest project is a Basketball Coaching Series of books that include *The Art of Being An Assistant Coach*, *The Art of Scouting* and *The Art of Motivation*. Starkey is a master motivator and runs his own coaching and player online blog.

Starkey is originally from Charleston, WV and is married to the former Sherie Hayslett, also a native of West Virginia.



Kevin Sutton

Kevin Sutton is the Technical Director of Basketball at IMG Academy in Bradenton, Florida. Sutton spent last season as an assistant coach at Kansas State University. He previously served as an assistant coach at Florida Gulf Coast, Rhode Island, Georgetown, George Washington, James Madison and Old Dominion.

Sutton has also had three different stints coaching for USA Basketball. He was an assistant coach for two years at the Hoop Festival for the East, helping the Junior Developmental Team (U16) win gold at the FIBA Americas Tournament in Argentina. He also was the head coach for the Nike/USA Basketball Hoop Summit, which showcased the top 10 international players against the top 10 U.S. players.

In addition to his collegiate coaching experience, Sutton coached at five nationally-ranked high school programs – Flint Hill Prep (1988-90), Harker Prep (1990-92), St. John's Prospect Hall (1992-98), Montrose Christian and Montverde Academy (2004-11) – amassing a 489-102 record and winning two national championships.

Sutton has built a reputation of being an outstanding teacher of the game of basketball, helping more than 130 student-athletes earn college scholarships at all levels. Sutton also has more than 20 years of basketball camp experience including the Nike Hoops Jamboree, Nike All-American Camp, Michael Jordan Flight School and the LeBron James Skills Academy, among others.

A 1988 graduate of James Madison, Sutton was a three-year letter winner for the Dukes.



Jason Williford

Jason Williford is in his 14th year with the University of Virginia men's basketball program. He served as an assistant men's basketball coach for his first nine seasons before being promoted to associate head coach after the 2017-18 season. Williford is in his 22nd year as a men's assistant basketball coach at the collegiate level.

Williford has helped the Cavaliers capture one NCAA championship, four ACC regular-season championships, two ACC Tournament titles, eight NCAA Tournament appearances and two NIT berths in his 13 seasons. UVA has won 30 or more games four times and reached No. 1 in the AP rankings this season for the first time since 1982.

A former Virginia player, Williford was an assistant coach at American University for four years before coming to UVA and prior to that was an assistant coach at Boston University for five years. American won the Patriot League Championship and participated in the NCAA Tournament in each of his last two seasons with the program. During Williford's final four years at Boston University, the Terriers earned an NCAA Tournament berth in 2002 and then participated in the National Invitation Tournament for three consecutive years.

A native of Richmond, Va., Williford is a 1995 graduate of Virginia. During his four years as a member of the UVA men's basketball team, the Cavaliers won the NIT in 1992 and participated in the NCAA Tournament three times. Virginia reached the NCAA Tournament's Sweet 16 in 1993, the second round in 1994 and the Elite Eight in 1995 when he was a team captain.

After graduation, Williford played four years in the Icelandic Professional League and the Korean Basketball League. In 1995-96, he was named the Foreign MVP for the Haukar Club Team in the Icelandic Professional League. He also began his coaching career that season by heading up the Under-20 Haukar Club Team. From 1996-99, Williford played for two teams in the Korean Basketball League and earned All-Star honors.

Williford was an assistant coach with the boys' varsity basketball team at his alma mater, John Marshall High School, in 1999-2000.

Williford and his wife, Kwamina, have two sons, Austin and Cameron.



C.Y. Young

Charlton "C.Y." Young was announced as the Mizzou men's basketball associate head coach in April 2022. He comes to Mizzou as the first official member of Coach Dennis Gates' staff in Columbia.

Young comes to Columbia with almost 30 years of coaching experience, including a previous stint as a head coach. Most recently, Young served as a member of Leonard Hamilton's Florida State staff for nine seasons. Throughout his accomplished career, Young has been a part of eight NCAA Tournaments, two regular-season conference titles and 13 NBA Draft picks. His work at Florida State directly played a part in three Sweet Sixteen appearances and the programs' first Elite Eight in 25 years.

Young was the head coach at his alma mater, Georgia Southern, from 2009-13 and made previous stops as an assistant at Georgia Tech, Chattanooga, Auburn – twice, Northeastern and Jacksonville.

Young remains one of the greatest players in Georgia Southern history, as one of 14 all-time players to score more than 1,500 career points. He still holds the school's three-point field goal percentage record (.409) and shot nearly .460 from the field over his four-year career. More than 25 years after his playing career ended in 1993, Young still ranks top-10 in six different career statistical categories. The three-time, all-conference selection was inducted in the GSU Athletics Hall of Fame in 2008.

Following a playing career which included a stint professionally in France in 1994, Young returned to Georgia Southern to earn his degree in broadcasting.

Young and his wife, Carolyn, have four children: daughters Ariel and Audia, and sons Isaiah and Nehemiah. Carolyn is a two-time All-American who led Auburn to a pair of Final Four appearances during her career and was the 1991 SEC Player of the Year. She was a member of the 1992 United States Olympic Bronze Medal National Team and played for the Portland Fire of the WNBA. Ariel is currently a senior on the women's basketball team at the University of North Carolina.



Kaplan Mobray

Kaplan Mobray is one of the world's most dynamic and motivational business speakers and award-winning author of *The 10Ks of Personal Branding*.

Wharton-educated, Kaplan draws from his extensive corporate experience as a successful business executive where he led corporate marketing, advertising, brand development, and workforce diversity initiatives for Fortune 500 companies.

Kaplan has received worldwide acclaim and numerous awards for his leadership and branding insights.

He has been featured on CNN, FOX, Businessweek, The Wall Street Journal, Ad Age and shares his message to NFL players and fans annually at the Super Bowl. Prior to his speaking career Kaplan served as U.S. Diversity Programs Leader at Deloitte. Kaplan also serves on the corporate advisory board of ALPFA, the nation's largest Latino professional association.

Through his latest venture, Kaplan is revolutionizing high performance online learning with his virtual interactive Kaplan Mobray Leadership Institute.

He continues to serve as a consultant to fortune 500 companies and a brand coach to professional athletes.

All of his innovative presentations have been described as life changing events.

In his personal pursuits, Kaplan is a professional saxophone player, and is active in civic and charitable organizations.



Marke Freeman

Marke Freeman is the Owner and Director of Max-OUT Basketball. She founded MOB in 2010 to bring quality training to her home town of Springfield, IL. She has since established Max-OUT in St. Louis, MO, Taylorville and Stonington, IL. Marke has traveled the world developing players, coaches and programs from the grassroots level to the professional level in 6 continents and dozens of countries working with household names as a Player Development Coach and Sports Analyst.



Marke attended Northern Illinois University where she received her undergraduate degree and became a 3-time All-Conference player. After graduating from NIU, Freeman went on to play professionally in Europe, where she had an opportunity to compete against some of the best women's basketball players in the world. Marke had to overcome inevitable challenges on and off the court to stand out at the Division I and professional level, even earning all-conference and all-league honors each year of her career.

Following her successful professional career, Marke joined the University of Missouri – Kansas City, honing her coaching skills under the tutelage of her college coach. She went on to continue her coaching career at Washington University – STL where she helped lead the Bears to a Conference Championship, consecutive NCAA tournament appearances and to the Elite 8 of the 2019 NCAA Tournament.

Marke is very involved in the basketball world. She started Max-OUT Basketball in 2010. Developing talent and leaders from the earliest to the professional level. She is a Director for PGC, a world renowned leader in youth development. She also serves as a Sports Analyst broadcasting college and professional basketball. Her impact is not limited to athletics. She reaches thousands as a Keynote Speaker and recently published Author of CHAMPIONS' Creed The Undeniable Principles that Separate the Good from the Great in Sports, Business & Life.

“My experiences as an athlete and coach have taught me that true champions are not defined by their results. They are driven by their desire to master the process. Therefore it's not simply the skills that make the champion, it's their undeniable mindset, uncommon habits, and consistency. Principles that can be applied in all facets of life. This has become the acme of my story and something I look forward to unpacking with fellow Max-OUT athletes and coaches.” – Marke Freeman, Owner Max-OUT Basket

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