

Conference USA



This is Conference USA

Conference USA ----- 92-93
2003-04 C-USA Tournament Format -- 94

Conference USA

In the world of intercollegiate sports, many considered the formation of Conference USA a bold move. Its formation occurred during a significant period of major conference realignment and restructuring of the NCAA.

C-USA established a strong foundation while quickly earning a reputation of successfully competing at the highest levels of intercollegiate athletics. Capitalizing on the strengths of its 15 distinguished and diverse universities, Conference USA has quickly emerged as one of the nation's top conferences.

A PROUD HISTORY

The conference unveiled its name, logo and commissioner on April 24, 1995 in Chicago. Eleven of the institutions began athletic participation in 1995, while Houston joined competition in the fall of 1996.

The league's headquarters were established in Chicago. Britton Banowsky was named Commissioner in October 2002, succeeding Mike Slive, the league's first commissioner.

PROMISE IN EXPANSION

Conference USA added East Carolina (September, 1996) and the United States Military Academy (March, 1997) as football members. ECU began league competition in 1997; Army in 1998 and UAB began football play in 1999. The league added TCU and ECU (1999) for all sports and they began competition in 2001. South Florida starts C-USA football in 2003.

COMPETITION

Conference USA sponsors 19 sports - baseball, basketball, cross country, football, golf, soccer, tennis, and track and field (indoor and outdoor) for men and basketball, cross country, golf, soccer, softball, swimming, tennis, track and field (indoor and outdoor), and volleyball for women. The league's championship competition is enhanced by NCAA automatic bids in volleyball, men's and women's basketball, men's and women's soccer, men's and women's tennis and baseball.

SUCCESS ON THE PLAYING FIELD

Conference USA performers have achieved great success in competition, placing the league among the top conferences in the nation.

Men's Basketball

- Consistently rated as one of the top basketball leagues in the country
- 51 postseason teams (28 NCAA and 23 NIT)
- Strong fan support, drawing a record 1.9 million fans in 2001-02
- Among the nation's best in home attendance
- One Final Four team
- Three Elite Eight NCAA Tournament teams
- One NIT Champion
- Three NIT semifinalists

Football

- Began competition in 1996
- Rated among the top seven conferences in the nation
- 22 teams have earned bowl bids
- Member of the Bowl Championship Series
- Bowl ties-ins with the AXA Liberty Bowl, GMAC Bowl, Hawaii Bowl, Fort Worth Bowl and the New Orleans Bowl

Women's Basketball

- Consistently rated among the nation's best conferences
- 30 NCAA Tournament appearances
- 15 WNIT appearances
- One team in the NCAA Sweet 16
- Two WNIT semifinalists
- Strong fan support, ranking among the nation's top 10 conferences in attendance
- Setting league attendance record for three straight seasons

Volleyball

- 23 NCAA appearances
- Two Sweet 16 appearances in 1996 and 1998
- One of four leagues to send at least three teams to the NCAA Championship each of the last five years
- Five C-USA teams posting 20-win seasons for three consecutive years



Britton Banowsky

CONFERENCE USA STAFF

Commissioner
Britton Banowsky

Deputy Commissioner
Brenda Weare

Associate Commissioners
John McNamara
Noreen Morris
Dennis Helsel
Sandra Biller

Assistant Commissioners
Russell Anderson
Brad Stricklin

Director of Creative Services
Erika Amstadt Hirschfield

Associate Directors of Media Relations:
Robin Jentes
Dwayne Harrison

Asst. Director of Media Relations & Marketing
Meg Ward

Assistant Director of Sports Services:
Kyeshia Brakes

Executive Assistant
Marilyn Thivel

Administrative Assistants
John Boston
Barbara Brown
Pat Jendrus

**Coordinators of
Men's Basketball Officials**
Dale Kelley

QUICK FACTS

Founded ----- 1995
Began Competition ----- 1995-96
Sports Sponsored ----- 19
Members ----- 14
Headquarters ----- Chicago, Ill.

www.ConferenceUSA.com

Conference USA



Army Black Knights • West Point, N.Y. (FB)

Charlotte 49ers • Charlotte, N.C.

Cincinnati Bearcats • Cincinnati, Ohio

DePaul Blue Demons • Chicago, Ill.

East Carolina Pirates • Greenville, N.C.

Houston Cougars • Houston, Texas

Louisville Cardinals • Louisville, Ky.

Marquette Golden Eagles • Milwaukee, Wis.

Memphis Tigers • Memphis, Tenn.

Saint Louis Billikens • St. Louis, Mo.

South Florida Bulls • Tampa, Fla.

Southern Miss Golden Eagles • Hattiesburg, Miss.

TCU Horned Frogs • Ft. Worth, Texas

Tulane Green Wave • New Orleans, La.

UAB Blazers • Birmingham, Ala.

In addition, 27 men's and women's soccer teams, 23 baseball teams and eight softball teams have earned NCAA Tournament bids. C-USA has sent two men's soccer teams to the Final Four, one baseball team to the College World Series and four softball teams to the Women's College World Series. The league has also had three national champions in NCAA track and field competition, one national champion in diving and numerous NCAA individual and team competitors in cross country, golf, swimming, tennis and track and field. Overall, Conference USA teams and individuals have made more than 290 NCAA appearances.

SUCCESS OFF THE FIELD

Among C-USA's 5,000 student-athletes, there are champions off the playing field as well. In eight years, 68 student-athletes earned national Verizon Academic All-America honors, while 162 were named All-District. In addition, more than 7,500 student-athletes have been named to the Commissioner's Honor Roll or received the Commissioner's Academic Medal, indicative of outstanding achievement in the classroom. The conference annually awards six postgraduate scholarships, along with the Sport Academic Award, Scholar Athletes of the Year and the Institutional Academic Excellence Award.

CONFERENCE USA ON TV

ESPN, Inc. and C-USA entered into an exclusive eight-year agreement, beginning with the 2001 season. The multi-faceted agreement, which incorporates ESPN, ESPN2, ESPN Regional Television,

ABC Sports, ESPN.com and ESPN Classic, is highlighted by: ESPN/ESPN2's coverage of C-USA football featuring weeknight games; televising possible future C-USA Football Championship Games on ABC; men's basketball coverage; syndication and network rights for the conference's football and basketball coverage through ERT; continued exposure for women's basketball, along with volleyball, baseball, soccer and softball, as well as marketing rights. The league also provides exposure for women's basketball, men's and women's soccer, volleyball, baseball and softball through the Conference USA Television Network.

GOVERNANCE

Along with the ACC, Big East, Big Ten, Big 12, Pac-10 and SEC, Conference USA is one of the seven conferences having significant representation in the NCAA governance structure. The Presidents of the member institutions serve as the league's Board of Directors. Dr. Joseph Steger of Cincinnati served as the chair for the first four years and was succeeded by Dr. J.H. Woodward of Charlotte.

CHANGES FOR THE MILLENNIUM

In May 2000, the league introduced a brand identity program, featuring a family of new marks that reflect the urban, progressive and bold nature of the C-USA brand. The new logos are part of a comprehensive marketing and promotional program designed to reinforce the conference's athletic and national emergence.

www.ConferenceUSA.com

2004 Kelly Tires Conference USA Tournament

March 10-13

CINCINNATI, OHIO

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