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TRAVIS FORD

**HEAD COACH
FOURTH YEAR AT OSU
KENTUCKY, 1994**

In just three seasons at Oklahoma State, head coach Travis Ford has already re-energized the Cowboy Basketball program, both on the court and in the eyes of the OSU faithful. His drive and determination is infectious, as his student-athletes strive to succeed in competition and in the classroom.

In those three years, the Cowboys have defeated eight ranked opponents, including top-ranked Kansas two years ago. That victory was the first by an OSU squad over a No. 1 team since the 1989 season. Ford and the Pokes hit the exacta with the win over the Jayhawks, having defeated 10th-ranked Kansas State just a month earlier on the Wildcats' home court. It was Oklahoma State's first road victory over a top-10 opponent since 1958.

"Travis Ford is one of the great young names in the coaching fraternity. He is a terrific communicator who understands the modern-day athlete. He learned by playing under one of the best in the game in Rick Pitino. I think Ford will have Oklahoma State among the upper echelon of the Big 12 for a long time."

— *Dick Vitale,*
ESPN Basketball Analyst

His outgoing personality is infectious, and has made him a quick favorite of the Oklahoma State fans. He is considered one of the leading young coaches in the country, by both the national media and his peers in the coaching community.

Just as important, he has become a front-runner on the recruiting trail, as

evidenced by his first recruiting class at Oklahoma State being ranked No. 4 by *HoopScoop.com* in the spring of 2009.

Ford is able to maximize each and every student-athlete's contribution to the team through his uncanny ability to encourage and motivate. A perfect example of this skill occurred when he prompted Byron Eaton to lose more than 40 pounds between his first meeting with Ford — when he weighed 248 pounds — and when the season started just six months later, when he weighed in at 206.

Another instance was how Marshall Moses magically transformed from essentially a bench warmer during the first semester of his sophomore year to one of the most dominating big men in the Big 12 during conference play. Moses was on the verge of quitting midway through the season as he was averaging just 2.1 points and 1.5 rebounds in under eight minutes per game. However, a sit-down chat with Ford did wonders, propelling Moses to his first-career double-double against Texas A&M. Over the last half of that season, the Cowboy started 15 games, averaging 26 minutes, 9.6 points and 8.5 rebounds per contest.



2011 OSU 2012

Ford exceeded all expectations in his first season as the head coach of the Oklahoma State Cowboy Basketball program. When Byron Eaton made two free throws and OSU led top-seeded Pittsburgh 72-71, the Cowboys were just four minutes away from their first Sweet 16 appearance since 2005. It was also Oklahoma State's first trip to the NCAA Tournament in four seasons, a feat which the Cowboys duplicated in 2010.

Ford began his head coaching career in 1997 at the age of 27 at Campbellsville University, an NAIA program in Kentucky. After a sub-.500 season in his inaugural year as a head coach, he led the Tigers to a 28-3 record and was

"Travis was one of the brightest point guards I've coached. He knew how to make a team better and had a great thought process for the game as a player, so it's no surprise to see him today as an outstanding young coach. He has a great style of play and understands spacing well. There's no question in my mind that he's going to make Oklahoma State a contender for their conference championship every year."

— Rick Pitino,
Louisville Head Coach

named the Mid-South Coach of the Year in 1999. A year later, Campbellsville made its first NAIA National Tournament appearance in nine seasons as the Tigers finished 23-11.

Ford was hired at Eastern Kentucky prior to the 2000-01 season. Despite back-to-back seven-win seasons, he steadily built the Colonels into an Ohio Valley powerhouse, winning 22 games in 2004-05 and taking EKU to its first NCAA Tournament appearance in 26 seasons. After winning

the OVC title, the Colonels met seventh-ranked Kentucky in the first round of the 2005 NCAA Tournament in Indianapolis and fell 72-64 to the Wildcats despite cutting the lead to five twice in the final four minutes of the game.

Eastern Kentucky's 22 victories in 2004-05 are the most for a single season in school history. Matt Witt, the all-time leading scorer in EKU history, played his freshman, sophomore and junior seasons for Coach Ford.



Success led to Ford's next position as the head coach at Massachusetts. Following John Calipari's departure, the Minutemen went into a tailspin, going 136-137 over the next nine seasons and winning just 10 games in 2003-04. However, Ford led a resurgence once again, taking UMass from 13-15 in his first season to a 24-9 mark in year two and sharing the Atlantic 10 regular-season championship with a 13-3 league record. UMass picked up its first postseason victory in over a decade when the Minutemen defeated Alabama 89-87 in the first round of the NIT.

PLAYERS OF THE YEAR UNDER FORD

*Stephane Lasme, UMass
Atlantic 10 Conference — 2006-07*

*Gary Forbes, UMass
Atlantic 10 Conference — 2007-08*

*James Anderson, Oklahoma State
Big 12 Conference — 2009-10*



HEAD COACHING CAREER

Season	School	Overall Record	Pct	Conference Record	Pct
1997-98	Campbellsville	16-17	.485	7-5	.583
1998-99	Campbellsville	28-3	.903	10-2	.833
1999-2000	Campbellsville	23-11	.676	8-4	.667
2000-01	Eastern Kentucky	7-19	.269	1-15	.062
2001-02	Eastern Kentucky	7-20	.259	3-13	.188
2002-03	Eastern Kentucky	11-17	.393	5-11	.313
2003-04	Eastern Kentucky	14-15	.483	8-8	.500
2004-05	Eastern Kentucky	22-9	.710	11-5	.688
2005-06	Massachusetts	13-15	.464	8-8	.500
2006-07	Massachusetts	24-9	.727	13-3	.813
2007-08	Massachusetts	25-11	.694	10-6	.625
2008-09	Oklahoma State	23-12	.657	9-7	.563
2009-10	Oklahoma State	22-11	.667	9-7	.563
2010-11	Oklahoma State	20-14	.588	6-10	.375
Totals	14 seasons	255-183	.582	108-103	.512

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In 2007-08, Ford and the Minutemen won 25 games, including an 82-71 win over 14th-ranked Dayton on the road. The win over Dayton propelled the Minutemen into the top 20 of the ratings percentage index. UMass also had a 107-100 victory at Syracuse and an 83-80 win at Boston College. UMass peaked at No. 9 in the RPI during the season before settling in the No. 33 spot at season's end.

The 25-11 record was good enough for a No. 2 seed in the National Invitation Tournament. UMass defeated the Orange for a second time in the Carrier

"Travis continues to establish himself as one of the premier young coaches in the game. He's done a terrific job everywhere he's been, from Eastern Kentucky to UMass, and now at Oklahoma State. My bond with him is probably a little bit different because we were both point guards in similar situations, having played under Coach Pitino. I really took great interest in him as a player, and to watch how he's developed as a coach is truly rewarding."

— *Billy Donovan,*
Florida Head Coach

The Minutemen finished the season ranked eighth nationally in scoring offense, averaging 81.5 points per game. UMass ranked third nationally in blocks per game, averaging 7.3 per contest. They also averaged 9.2 three-pointers made per game, ranking 13th nationally.

Dome — the first team in history to do so in the same season — rallying back from a 22-point deficit for an impressive 81-77 win in the NIT.

Massachusetts met two-time defending national champion and No. 1 seed Florida in the NIT semifinals in Madison Square Garden in New York City and came away with an impressive 78-66 victory over the Gators. UMass fell in the finals to Ohio State, 92-85.

Ford coached back-to-back Atlantic 10 Players of the Year as Stephane Lasme won the award in 2006-07 and Gary Forbes received the accolade in 2007-08. In fact, he has coached the conference newcomer of the year in three of his last five seasons of coaching as James Anderson was named the Big 12 Player of the Year in 2009-10.

Ford began his career in the collegiate ranks as a freshman at Missouri in 1989. He was named to the UPI Big Eight all-freshman team after averaging 6.4 points and 3.5 assists per game. He transferred to Kentucky prior to his sophomore season and led the Wildcats to the NCAA Tournament his remaining three years.

"Travis Ford is one of the finest young coaches in the country, and has been a true winner throughout his playing and coaching career. He has a great understanding and feel for the game, and he has studied it under some of the game's best coaches. Travis doesn't just think about how he wants his teams to play, he thinks about how his teams are going to win. I have no doubt that he will continue his winning ways at Oklahoma State."

— *Jay Bilas,*
ESPN Basketball Analyst

Ford was named first-team All-SEC in 1993 and second-team all-league in 1994. He was also a two-time Most Valuable Player at the SEC Tournament in 1993 and '94. He was named the Southeast Region MVP as he led Kentucky to the Final Four in 1993 as a junior.

Ford owned the Wildcat record for assists in a game with 15 against — ironically, Eastern Kentucky — on Dec. 8, 1993. He also ranks second on the single-season assists list with 193 during his senior season. His 428 assists in a three-year career rank ninth all-time in the UK record books.

“Travis Ford coaches exactly the way he played — with passion, energy and intelligence. The success he enjoyed in his first year at Oklahoma State was no surprise to any of us who have closely followed his career.”

— *Fran Fraschilla,*
ESPN Basketball Analyst

An outstanding shooter as well, Ford held the Wildcat record for three-pointers made in a season for 16 years when he made 101 during his junior year. That season, he shot a school-record 52.9 percent from beyond the arc. His 44.5 career three-point percentage ranks as the best in school history among players with at least 200 attempts.

He ranks second in UK history in single-season (91.2 percent) and third in career (88.2) free-throw percentage. At one time, Ford connected on 50 consecutive free throws, a school record.

A leader both on the court and off, Ford received Academic All-SEC honors as a sophomore, junior and senior. During his first year at Kentucky, he was named the team’s Student-Athlete of the Year.

PERSONAL INFORMATION

Birthdate: Dec. 29, 1969
 Family: Wife Heather; sons Brooks (12/23/1999) and Shane (03/18/2004), daughter Kyleigh (02/15/2002)
 Education: bachelor’s degree in communications from Kentucky (1994)

The Madisonville, Ky., native was part of the gold medal winning South squad at the 1990 U.S. Olympic Festival and later played for the U.S. team that won a gold medal at the 1993 World University Games.

Ford’s prep playing career was also stellar. He led his team to three state tournament appearances during his career at North Hopkins High School and was named All-State. He averaged 31.7 points per game as a senior and was twice named Western Kentucky Player of the Year.

Ford’s playing days ended in training camp with the Golden State Warriors, but his time in California landed him the role of Danny O’Grady in the movie, “The Sixth Man”.

Born Dec. 29, 1969, Travis and his wife, Heather, have three children: Brooks, Kyleigh and Shane. Heather was a swimmer for the Kentucky Wildcats. Ford earned his bachelor of science degree in communications from the University of Kentucky in 1994.



BIG WINS UNDER FORD

UMass 72, Louisville 68
 Freedom Hall • Louisville, Ky.
 Dec. 13, 2006

UMass 107, Syracuse 100
 Carrier Dome • Syracuse, N.Y.
 Nov. 28, 2007

UMass 81, Syracuse 77
 Carrier Dome • Syracuse, N.Y.
 March 25, 2008

UMass 78, Florida 66
 Madison Square Garden • New York, N.Y.
 April 1, 2008

Oklahoma State 71, No. 6 Oklahoma 70
 Ford Center • Oklahoma City, Okla.
 March 12, 2009

Oklahoma State 77, Tennessee 75
 UD Arena • Dayton, Ohio
 March 20, 2009

Oklahoma State 73, No. 10 Kansas State 69
 Bramlage Coliseum • Manhattan, Kan.
 Jan. 23, 2010

Oklahoma State 85, No. 1 Kansas 77
 Gallagher-Iba Arena • Stillwater, Okla.
 Feb. 27, 2010



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PLAYER DEVELOPMENT

THE PRESEASON

Once the players arrive on campus for the fall semester, workouts begin that prepare the player for the demands of the daily in-season practices. This is a time for the player to improve his conditioning and his strength through a planned regiment of weight training. The players are also guided by the coaching staff and OSU's athletic training staff on the basics of nutrition planning.

There are also sessions held on the basketball court and in groups, the players are drilled on skill development and comprehension of the game by a member of the coaching staff. The drills give players a running start on practice sessions they will take part in beginning in mid-October.

THE SEASON

Once the season begins, weight lifting is cut back to allow a player to keep all the benefits of training gained in the preseason. Practice involves both individual and team practices with coaches working with individual players before and after practices. During practice, we concentrate on shooting, footwork, offensive breakdown and special situation drills, while team practices allow OSU players the chance to learn to work together with the entire squad in preparation for upcoming games.

In season, there is a large emphasis placed on watching tape. Using the most advanced editing/scouting system available today, our coaching staff is able to show our players the positives/negatives of their game. In preparation for our opponents, it is safe to say that there will not be another team in the country more prepared than the OSU Cowboys.

THE POSTSEASON

Postseason workouts begin approximately two weeks following the conclusion of the season and continue until the end of the spring semester. Again, coaches will evaluate the areas in need of improvement and plan to address those needs. OSU players will also again work on a regular basis with the strength and conditioning staff for a specialized program designed for each player.

THE SUMMER

Even in the summer, the weight and conditioning program continues with an emphasis on improving speed, strength and conditioning. The team, with many of the new players beginning to take summer school classes, will usually gather to play pick-up games which also involve former Cowboys most afternoons and evenings.



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COWBOYS ON COACH FORD

"Coach Ford brings a presence onto himself that not many other coaches bring. I've only been around him for a month now, but I know that when I step onto that court I better bring all the effort I can possibly bring. Coach will not let you cheat yourself when it comes to becoming the best possible player you can become. He expects the highest level of effort possible, and to me, that's what separates the good from the great coaches."

— Former Cowboy Obi Muonelo

"Coach Ford leaves very little to chance. He takes the responsibility onto himself to put you in a position where you can be successful as a player and showcase your talents. He knows that one of my personal goals is to play in the NBA, and I feel that he takes it as a personal challenge to get me there. He preaches everyday that working hard on my game is an investment that I need to be making. The fact that he's in the gym with me, challenging me everyday, makes it that much easier to push through."

— Former Cowboy and Spurs first-round draft pick James Anderson

"The great thing about Coach Ford is that not only does he want you to succeed on the court, but he wants you to be the best you can be off the court as well. He wants to get to know you as a person, he genuinely cares about your success in the classroom and he goes out of his way to make his program a family atmosphere."

— Cowboy senior Keiton Page

"When I first came to Oklahoma State, it was a big adjustment. I had lots of ups and downs during my freshman season. However, Coach Ford evaluated me as a player and was able to help me improve on my game. This past off-season, I made great strides, physically and mentally. And because of my relationship with Coach Ford, and the confidence he has in me, I feel I can be an impact player in the Big 12."

— Cowboy sophomore Markel Brown