



# Celebrating Conference USA

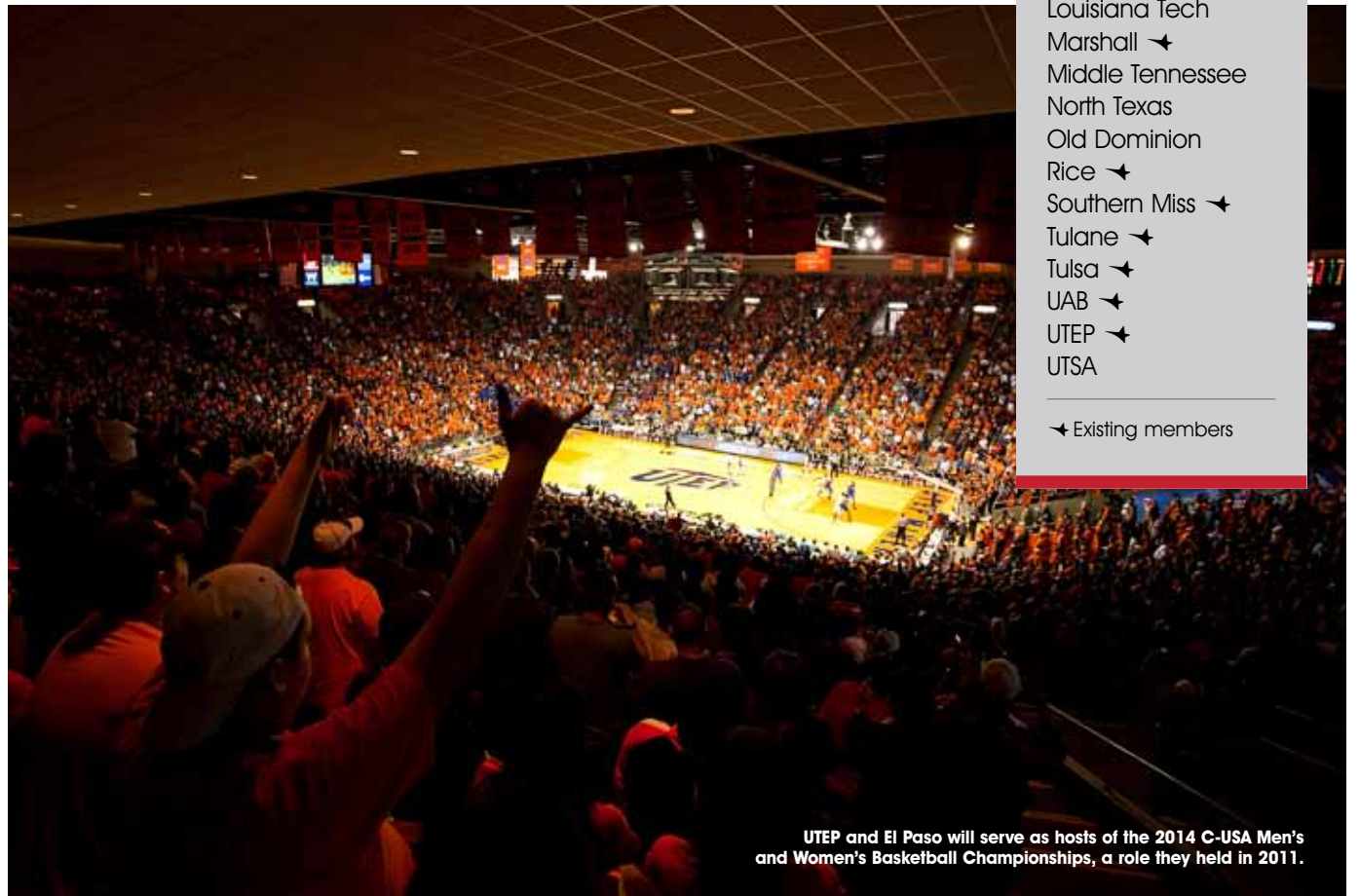
This is a landmark year — and the dawn of a new era — for Conference USA.

As C-USA fast approaches its 20th anniversary season, the conference will enter this year with eight new member institutions. The University of North Carolina at Charlotte, Florida Atlantic University, Florida International University, Louisiana Tech University, Middle Tennessee State University, University of North Texas, Old Dominion University and the University of Texas at San Antonio officially join the conference on July 1, 2013.

Existing members East Carolina University, Marshall University, Rice University, University of Southern Mississippi, Tulane University, University of Tulsa, University of Alabama at Birmingham and the University of Texas at El Paso combine to form an exceptional 16-team conference. The new C-USA footprint covers a population of more than 17 million people.

The expansion and growth strategy signify big things for the Irving, Texas-based conference, according to C-USA Commissioner Britton Banowsky.

"My personal long-term vision for Conference USA is that it continues to mature and grow as a sustainable conference at the highest level of college athletics," says Banowsky. "The growth of



UTEP and El Paso will serve as hosts of the 2014 C-USA Men's and Women's Basketball Championships, a role they held in 2011.

## 2013-14 Conference USA Member Institutions

- Charlotte
- East Carolina →
- FIU
- Florida Atlantic
- Louisiana Tech
- Marshall →
- Middle Tennessee
- North Texas
- Old Dominion
- Rice →
- Southern Miss →
- Tulane →
- Tulsa →
- UAB →
- UTEP →
- UTSA

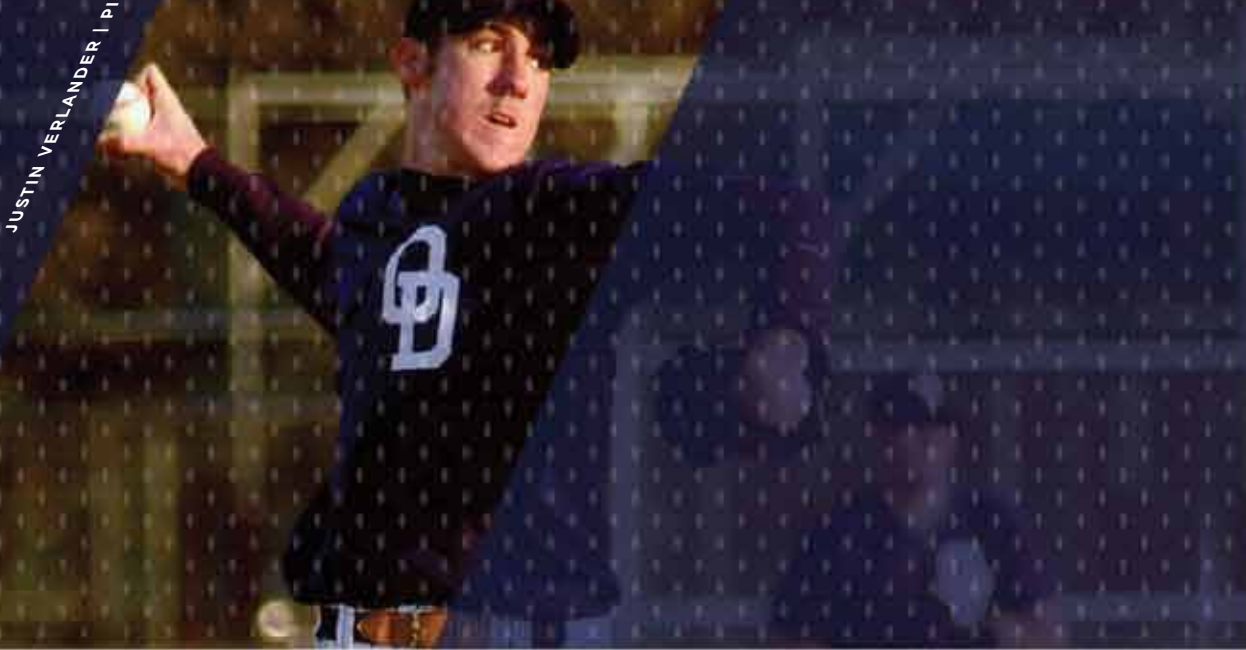
→ Existing members



our membership puts us in some really new and exciting markets, while maintaining great relationships in others. We reach across three time zones throughout the southeast and southwest, giving our brand a lot of value and equity across the country."

Exposure will grow significantly and be attainable throughout each day with C-USA's boundaries spanning most of the nation from West Texas to the East Coast. The conference has also galvanized itself with the addition of growing institutions in large and vibrant markets. To wit: C-USA will feature schools in 12 of the top 65 television markets, eight in the top 40 and four in the top 25 according to Nielsen. Additionally, the home markets will include more than 14.5 million TV households, which represents a 43 percent increase over the existing 10.1 million homes.

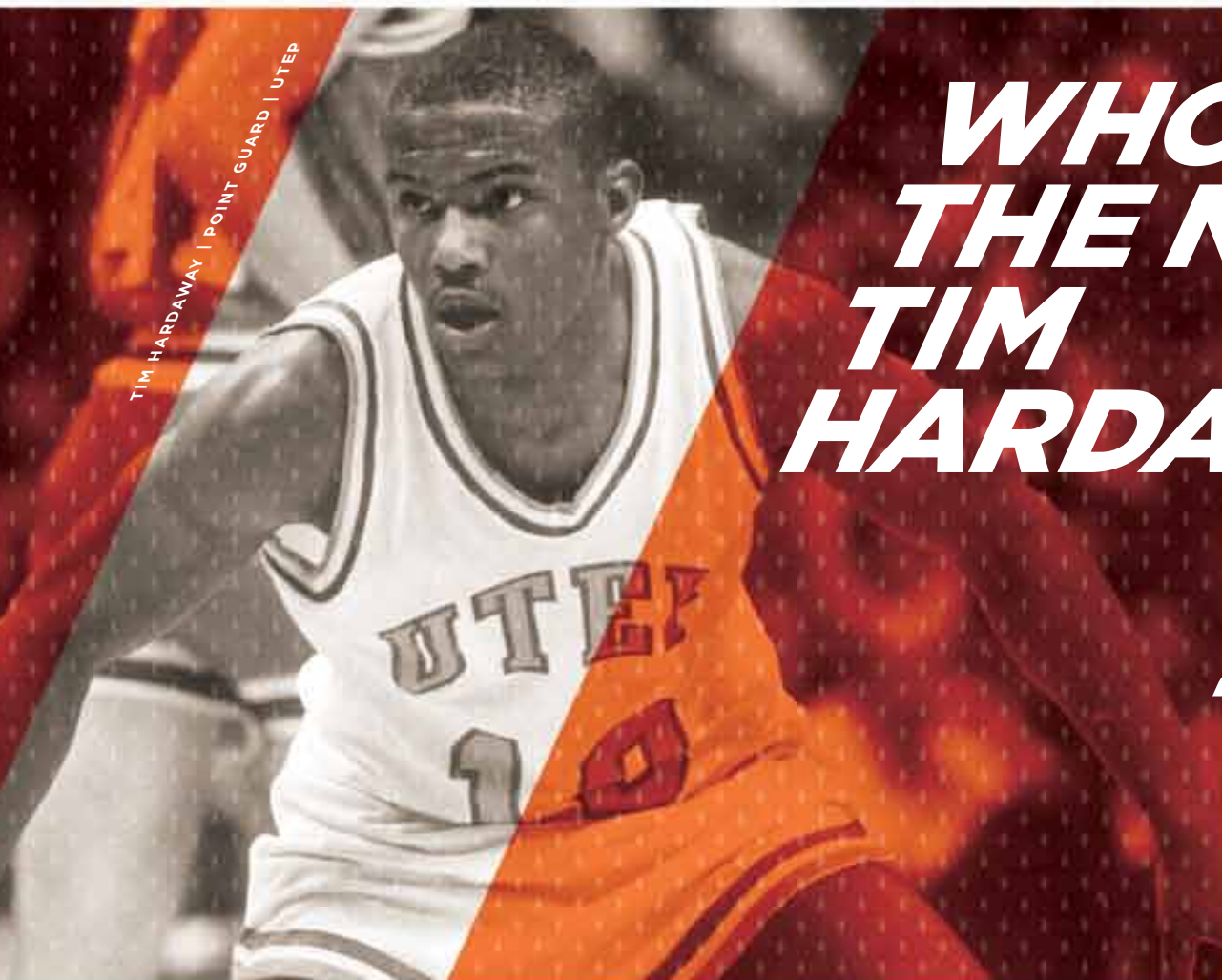
SEE C-USA, PAGE 40



JUSTIN VERLANDER | PI



A HISTORY OF GREATS WHO'S NEXT



TIM HARDAWAY | POINT GUARD | UTEP

# WHO'S THE NEXT TIM HARDAWAY?

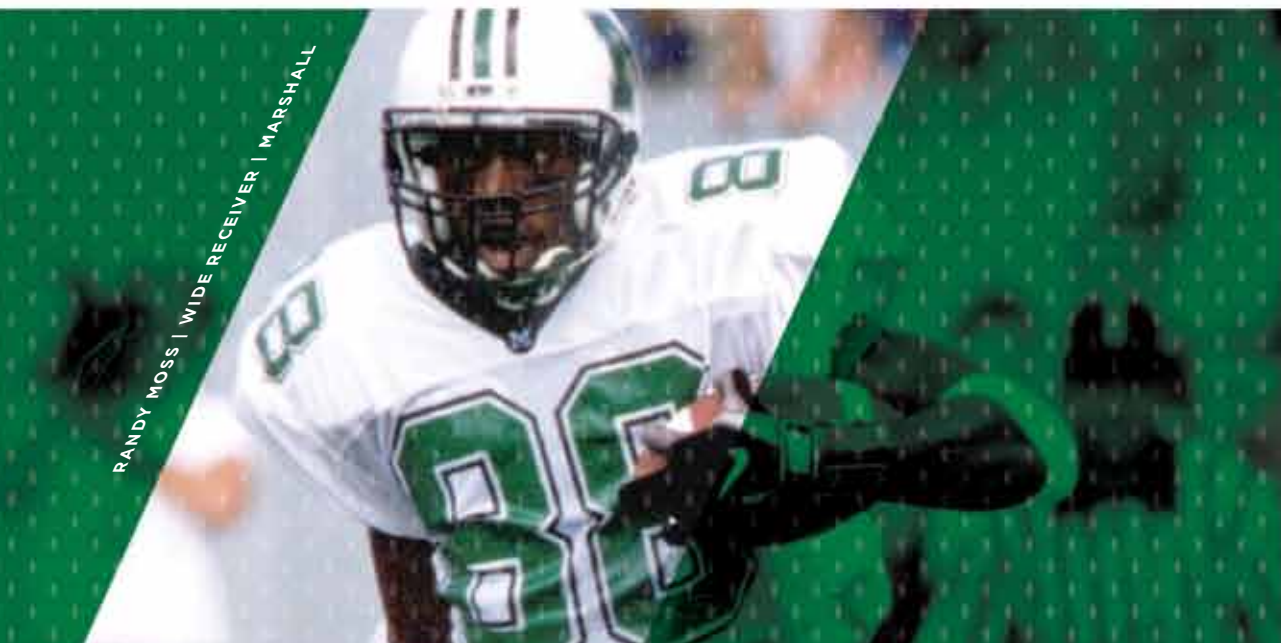
The schools of Conference USA breed great players. Players who show up on the scene, leaving fans asking,

**“WHERE'D THEY COME FROM?”**

Turns out they're ours. And every year we're churning out more. Might be a good idea to tune in and track 'em. Stand watch and see all the greats at [ConferenceUSA.com](http://ConferenceUSA.com).



A HISTORY OF GREATS WHO'S NEXT



RANDY MOSS | WIDE RECEIVER | MARSHALL





**“We reach across three time zones throughout the southeast and southwest, giving our brand a lot of value and equity across the country.”**



**Britton Banowsky**  
C-USA Commissioner

**C-USA, FROM PAGE 38**

Conference USA has partnerships with Fox Sports Media Group, CBS Sports Network and ESPN to bolster its television presence and exposure. Additionally, the C-USA Digital Network streamed more than 1,100 live events during the 2012-13 season. With such a progressive era dawning, Banowsky has a bold vision for Conference USA.

“As we have revitalized our conference membership, my hope and expectations over the next decade will show we have deep connections throughout the communities those universities serve,” he said. “With that type of mutual sup-

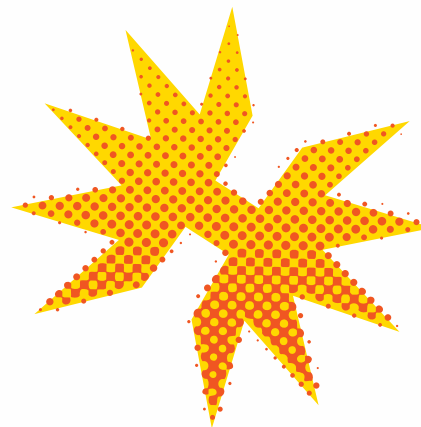
SEE C-USA, PAGE 41



Middle Tennessee State University athletic campus

**CONFERENCE USA  
SCHOOLS TURN OUT  
GREAT PLAYERS.**

**WE’RE PROUD  
TO BE PART  
OF THE TEAM.**



**HAYMAKER**

AGENCY PARTNER OF  
CONFERENCE USA



**A HISTORY OF GREATS**

**WHO’S NEXT**



**C-USA, FROM PAGE 40**

port, I know moving forward we will all be successful. Ultimately, I want to look back 10 years from now and say we have won a lot of championships.

"Not just conference championships, I would like our coaches and student-athletes to aspire to win national championships and have those experiences."

While the conference will have an exciting new look and composition, expect the tradition of excellence on and off the fields to only continue. Conference USA's athletic and academic accomplishments bridging nearly two decades are eye-popping. C-USA teams have more than 650 appearances in NCAA postseason events while 22,000-plus student-athletes have been recognized for their achievement in the classroom. In the past seven years, the number of qualifiers on the Commissioner's Honor Roll (3.0 grade point average or better) has surged by more than 60 percent.

Enrollment for the 16 member schools is 354,465 with 9,193 student-athletes represented among that total. They compete in 20 sponsored sports: Men's baseball, basketball, cross country, football, golf, soccer, tennis, indoor/outdoor track & field along with women's basketball, cross country, golf, rowing, soccer, softball, swimming & diving, tennis, indoor/



**Florida Atlantic University is one of eight new member institutions joining the conference in July.**

outdoor track & field and volleyball.

New member institutions will bring added competitive strength in those sports, most notably football and basketball. That could be a scary proposition for C-USA opponents come postseason time. Last year, Conference USA football teams posted a 4-1 bowl record for the second season in a row. In addition to having access to the Bowl Championship Series in its final year, Conference



**North Texas will showcase its \$75-million Apogee Stadium, an ultra modern facility that also includes the surrounding Mean Green Village.**

USA has six primary bowl agreements for the 2013 season.

On the basketball side, seven C-USA men's teams in 2013-14 will be coming off postseason appearances — Middle Tennessee in the NCAA, Southern Miss, Charlotte and Louisiana Tech in the NIT, Tulsa in the CBI and East Carolina and Tulane in the CIT. The Pirates of ECU claimed the 2013 CIT title.

Growth is not only being realized in geography or membership but also in terms of dynamic facility upgrades. Member institutions have raised the bar on capital investments for their facilities. North Texas will showcase its \$75-million Apogee Stadium, an ultra modern facility that also includes the surrounding Mean Green Village. Florida Atlantic and Charlotte will also debut new stadiums to begin their tenures in C-USA. For McColl-Richardson Field in Charlotte, N.C., it will also mark a monumental move to the gridiron for the fledgling 49ers program.

Given the thriving Charlotte market and the area's appetite for football, there is ample reason to believe the 49ers will enjoy support on par with Old Dominion. ODU has sold out every home game since 2009 after investing more than \$55 million to reinstitute its football program after a 69-year hiatus.

"Our institutions have shown a tremendous commitment to athletics recently," Banowsky said. "There have been capital investments made from North Texas and its state-of-the-art Apogee Stadium to Marshall's Vision Campaign to basketball practice facilities at UTEP and Tulane. Charlotte had support to start up a football program, while Old Dominion has fielded one of the most successful start-ups since reinstating the program five years ago."

Sweet 16 is generally a term reserved for the NCAA Men's Basketball Tournament, but it also applies well to Conference USA's number of members. Designed with fan friendliness in mind, divisional alignments between "East" and "West" will ensure the development of rivalries that will only grow in time. C-USA will reap the benefits of being a bigger conference while also maintaining its

identity in an ever-changing collegiate athletic landscape. The divisional growth strategy brings additional benefits including reduction of travel and costs for most members with less missed class time for student-athletes.

"I think we've assembled some really wonderful assets with these institutions that have tremendous upside growth," Banowsky says. "We have universities that have 40,000-plus students and are projecting significant growth in major markets. They are putting out 10,000 alums per year. I think we represent the next generation of great programs."

Dallas-based sports and event marketing agency Haymaker, a subsidiary of The Richards Group, will help shape C-USA's expanding national image.

"Conference USA has given us the opportunity to create work that breaks out of the typical collegiate athletics advertising realm," Haymaker Principal Kern Egan says. "Together, we're building a distinct identity for the new era of Conference USA that leverages the pride of the past to fuel the potential of the future."

Andrew Harper, who heads up brand creative for Haymaker, echoes those sentiments.

"We are excited about the dialogue this campaign will generate among schools, fans and athletes. It's more than just a pep rally. It's about giving everyone a tangible reason to stand watch for — and celebrate — the next generation of great athletes," he said.

Aspire Technical Solutions has served as the official IT company for Conference USA since 2004. Aspire's Kimberly Molder says, "We take care of their technology, so Conference USA can take care of sports."

C-USA has done that exceedingly well over the years, and with that foundation of success in place, the conference now goes — and grows — boldly into the future. ■

**"We take care of your technology, so you can take care of your business"**

**Aspire**  
technical solutions

Official Technology Provider for: **C-USA**

**Technology should not just be a piece of the puzzle but the glue that binds it all together.**

**What does your technology do for you?**

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