



LSU  
**LSU**

2004-2005 LSU MEN'S BASKETBALL MEDIA GUIDE

# History of LSU

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## 1860s - 1920s

- The institution opened as the Louisiana State Seminary of Learning near Pineville, La., on January 2, **1860** and subsequently closed June 30, **1861**, because of the Civil War. It reopened on April 1, **1862**, but was again closed on April 23, **1863**, due to the invasion of the Red River Valley by the federal army.
- The seminary reopened October 2, **1865**, but was destroyed by fire on October 15, **1869**. The seminary moved to Baton Rouge, reopening on November 1, **1869**, where it has since remained. In **1870**, the name of the institution was changed to Louisiana State University.
- The Louisiana State Agricultural & Mechanical College was established in New Orleans in **1874**. The two institutions were merged on Jan. 2, **1877**, and began their first joint session on Oct. 5, **1877**.
- In 1886, the federal garrison grounds (now the site of the state capitol) were formally declared the domicile of the University. Land for the present campus was purchased in 1918, and construction began in **1922**.
- On Nov. 25, **1893**, LSU played its first football game, and three years later LSU adopted the tiger as the official mascot.



## 1920s

- With the support of Governor John M. Parker and the approval of a severance tax during the constitutional convention of **1921**, the construction of the new campus, known today as Louisiana State University Agricultural and Mechanical College, began.
- The Gym-Armory was built in **1925** west of the academic quadrangle for the purpose of housing the LSU basketball team and other indoor sporting events. Tiger Stadium was completed in **1924** and on Thanksgiving Day of that year, Tulane and LSU played the first game on the new campus. In **1928**, upward expansion added 10,000 seats to the 12,000-seat stadium.
- The formal dedication of the new campus took place on Friday, April 30, **1926**. The date was chosen because on April 30, **1803** the United States Congress signed the Louisiana Purchase documents.



## 1930s

- During this time many of LSU's live oaks and magnolias were planted by landscape artist Steele Burden for what has become a symbolic part of the great legacy at LSU. The live oak trees on LSU's campus have been valued at more than \$36 million. Through the LSU Foundation's "Endow an Oak" program, individuals or groups are able to endow live oaks across campus.
- In **1930**, the student body adopted the alma mater that still is in use today. LSU is the home of *The Southern Review*, one of the world's most prestigious literary journals, established in **1935** by Robert Penn Warren, Cleanth Brooks, Albert Erskine, and Charles Pipkin.



- The Huey P. Long Fieldhouse, named in honor of the former Louisiana Governor and U.S. Senator, was constructed in **1932** and served as the campus' first student union. The Long Fieldhouse contained administrative offices and an outdoor pool that was the world's largest at the time.
- In **1937**, two new athletic venues were completed and expanded. The John M. Parker Coliseum opened and served as a multipurpose arena mostly for livestock shows and rodeos. It was also used for commencements and convocations and served as home of the LSU basketball team. Alex Box Stadium also served as the football practice field. Tiger Stadium received its second expansion, adding a north endzone and bringing the capacity to 46,000.
- Huey P. Long and Castro Carazo teamed up to co-author notable songs, including "Touchdown for LSU." During his tenure at LSU, Carazo compiled one of the most complete university band libraries in America.

## 1940s

- The ROTC program, mandatory until **1969**, carries on what is perhaps the universities' oldest tradition. The military heritage that has been part of the institution since its beginning has given LSU the nickname, "Ole War Skule." In WWII, only Texas A&M and the military academeis of Annapolis and West Point were equal to the Ole War Skule in providing officers to the armed forces.
- In **1943**, the LSU Band invited its first coed member.

## 1950s

- In **1950** LSU enrolled its first African American student into its graduate program. Throughout the **1950s**, air conditioning slowly began to be phased into administration and classroom buildings throughout the campus.
- A.P. Tureaud, Jr., enrolled, but resigned before the end of the fall term in **1953**, while Brown vs. The Board of Education of Topeka, Kansas, struck down racial segregation in public schools a year later.
- Tiger Stadium was expanded in **1957** with the south endzone providing the final piece to completely enclose the stadium. The enclosure provided not only additional seating but also men's dormitories. Stadium capacity was now 67,720.
- The LSU Tiger Football team won the **1958** National Championship, defeating Clemson, 7-0, in the Sugar Bowl and finishing with an 11-0 season. The Tigers then earned the school's second national title in football in **2004**, defeating Oklahoma 21-14 in the Sugar Bowl.

## 1960s

- In **1964**, a \$5.5 million student union was built to serve the university in many capacities. The three-story facility includes a 1,315 seat theatre, 333 seat movie cinema, bowling lanes, game room and pool hall, post office, cafeteria, and a craft shop, as well as ballrooms and conference rooms for hosting seminars and special events.

- Also in **1964**, six black students enrolled as undergraduates.
- By the end of the decade, rising tensions due to U.S. involvement in the Vietnam War was mounting. The LSU ROTC program became a target for protestors, as dissatisfaction with the war increased. The pressure increased for LSU to either cancel its program or make it voluntary. In October 1968, the LSU Faculty Council voted to make the ROTC program voluntary, and on May 26, **1969** the LSU Board of Supervisors made it official.

### 1970s

- Former professor T. Harry Williams was honored with the Pulitzer Prize for his biography of Huey Long in **1970**.
- With the growing popularity of collegiate athletics, two new athletic facilities were built and another was expanded. In **1971**, LSU basketball introduced a state-of-the-art 15,000-seat multipurpose arena. The Assembly Center would eventually be named the Pete Maravich Assembly Center and nicknamed "The PMAC" following the death of LSU basketball and NBA legend "Pistol" Pete Maravich in **1988**.
- In **1974**, Athletics Director Carl Maddox expanded the growing LSU athletic compound with the addition of a multipurpose sports and recreational complex that now bears his name, the Carl Maddox Fieldhouse. Tiger Stadium was expanded in **1978** by adding 8,000 seats in a new West Upper Deck to lead the Tiger football program into the next decade with a capacity of nearly 80,000 seats.
- In **1978**, LSU was named a sea-grant college becoming one of only 25 universities nationwide to be recognized as both a land-grant and sea-grant institution.

### 1980s

- In **1985**, the Natatorium was built for the LSU Swimming & Diving program as the United States Sports Festival came to Baton Rouge.
- James Wharton introduced a new admissions policy that would increase university admission standards. The standards would require high school students to complete a list of core requirements throughout their high school careers. In **1987**, the board of supervisors approved the proposed admission standards.
- In **1987**, LSU was designated as a Research University I, putting it in the top 2 percent of the nation's colleges and universities. Only 80 universities, 59 public and 29 private, share this designation.

### 1990s

- In **1992**, The Student Recreational Sports Complex opened to rave reviews by LSU students and faculty.
- On May 20, **1994**, the LSU Alumni Association dedicated its new home. Special honorees attending were Lod Cook, President Gerald Ford, President Jimmy Carter, President George Bush, White House Chief of Staff Mac McLardy, and Governor Edwin Edwards.



- Head Coach Skip Bertman built the LSU baseball program into one of the most dominating programs in the country. With National Championships coming in **1991**, **1993**, **1996**, and **1997**, the Tigers would continue their dynasty into the next century by winning their fifth title in **2000**. By the late **1990s** the LSU Tiger baseball team became known as the "Program of the Decade" by all of college baseball.
- Speaking of dynasties, LSU Head Track & Field Coach Pat Henry managed to reach major milestones throughout his tenure at LSU. He has led the Lady Tiger track & field team to 22 National Titles, 12 outdoor and 10 indoor, including the **2004** indoor title.
- Henry's men's teams have won five NCAA titles, most recently the **2004** indoor crown. Henry is the only coach in NCAA history to guide both the men's and women's team to NCAA titles in the same year. Under Henry's direction, the LSU track & field program has attained unparalleled success: 27 NCAA titles and 19 SEC crowns.

### 2000s

- In **2000**, LSU opened its home football season to a newly expanded Tiger Stadium. With an additional 11,600 seats due to the East Upper Deck addition and 70 Tiger Den Suites, Tiger Stadium is now the sixth largest on-campus arena in college football with a seating capacity of 91,600.
- In **2001**, the Lod Cook Hotel and Conference Center opened on the LSU campus giving Tiger fans and visitors a full-service hotel on campus.
- In **2002**, the \$15 million renovation to the Gym-Armory to provide the Cox Communication Academic Center for Student-Athletes was completed, giving LSU student-athletes one of the nation's top facilities for learning.
- Pat Henry's track and field dynasty continues into the 21st century as the Tigers have now captured 27 national titles under Henry. Most recently, LSU became the first school to win both the men's and women's indoor titles in the season when both programs captured the crown in **2004**. As a University, LSU has accounted for 43 national titles and 105 Southeastern Conference titles.
- Nick Saban, on his way to National Coach of the Year honors, led the **2003** football team to the national title, defeating Oklahoma in the 2004 Nokia Sugar Bowl to cap a 13-1 season, including a win over Georgia in the SEC Championship game.
- President George W. Bush addressed the graduating class of **2004** in the spring commencement ceremony at the Pete Maravich Assembly Center. Bush became the first sitting president to make a commencement address at LSU.

**Board of Supervisors**

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Monroe, La.  
District 5



**Ronald R. Anderson**  
Ethel, La.  
District 6



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Metairie, La.  
District 1



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Baton Rouge, La.  
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**Marty J. Chabert**  
Chauvin, La.  
District 3



**Charles V. Cusimano**  
Metairie, La.  
District 1



**Louis Lambert**  
Prairieville, La.  
District 6



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Lake Charles, La.  
District 7



**Roger H. Ogden**  
New Orleans, La.  
District 2  
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Lafayette, La.  
District 7



**Perry Segura**  
New Iberia, La.  
District 3



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Shreveport, La.  
District 4



**C. Stewart Slack**  
Shreveport, La.  
District 4  
Vice-Chairman



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Alexandria, La.  
District 5



**Rod West**  
New Orleans, La.  
District 2



**Brad Golson**  
Baton Rouge, La.  
Student Member

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**Ken Carpenter**  
Faculty (Chairman)

**Frances C. Lawrence**  
Faculty

**Jerry E. Shea, Jr.**  
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Student

**Louis Harrison, Jr.**  
Faculty

**Renee' Boutte Myer**  
Administration

**Richard Sturlese**  
Tiger Athletic Foundation

**Robert Lay**  
Student

**James H. Cowan, Jr.**  
Faculty

**Mary Evelyn Baszile**  
Administration

**Joe Mistich**  
"L" Club

**Stanley "Skip" Bertman**  
Ex-Officio (non-voting)

**Sarah L. Liggett**  
Faculty

**Dr. Jack Andonie**  
Alumni

**Robert Kuhn, Jr.**  
Staff

**Dr. Roger Grooters**  
Ex-Officio (non-voting)

LSU

MEDIA



# Dr. William L. Jenkins

President, LSU

On April 1, 1999, Dr. William L. Jenkins, formerly Chancellor of Louisiana State University and Agricultural & Mechanical College, became president of the LSU System, which includes nine institutions on 10 campuses in five cities, as well as 10 public hospitals in 10 cities. With the departure of Chancellor Mark Emmert in mid-June, the LSU Board of Supervisors asked President Jenkins to again assume the role of Interim Chancellor until a successor for Dr. Emmert can be selected.

A native of South Africa, Dr. Jenkins studied at the University of Pretoria, where he received his professional veterinary medicine degree in 1958 and specialist credentials in 1968. He received his Ph.D. degree from the University of Missouri, Columbia, in 1970. After practicing veterinary medicine for four years, he joined the faculty at the University of Pretoria, advancing through the ranks to become professor and head of the Department of Veterinary Physiology, Pharmacology, & Toxicology in 1971.

He moved to the United States in 1978 and joined the faculty in the Department of Veterinary Physiology & Pharmacology at Texas A&M University. He was appointed dean of the LSU School of Veterinary Medicine in 1988, and was named LSU's provost and vice chancellor for academic affairs in September 1993.

When he was appointed LSU's fifth chancellor in November 1996, Dr. Jenkins reorganized the campus administration to be more effective and more responsive, and oversaw the development of a strategic plan to guide the University in its preparation for the challenges of the next century.

Over the years, Dr. Jenkins has received numerous teaching and service awards and recognitions, having been named the 1997 Communicator of the Year by the Public Relations Association of Louisiana and a Distinguished Alumnus by the University of Missouri in 1999. The regional chapter of Toastmasters International also presented him with its 1999 Communication and Leadership Award, and he was awarded the Vision of Excellence Award 2000 by the New Orleans Regional Chamber of Commerce and the New Orleans Chapter of MetroVision. In addition, the University of Pretoria

awarded an honorary doctoral degree to Dr. Jenkins in September 2000.

Dr. Jenkins has been active in continuing education and has delivered more than 150 lectures and addresses to diverse groups in both the United States and abroad. He has taught extensively at both the professional and graduate levels. He has published more than 60 scientific articles and has contributed 15 chapters to various textbooks. He is co-author of a textbook on veterinary pharmacology.

Dr. Jenkins has been and continues to be a member of many professional organizations and select committees. Most recently he served on the National Institute of Health's Alcohol Abuse and Misuse on College Campuses Committee and on a special Steering Committee of the Southern Association of Colleges and Schools to review accreditation criteria for colleges and universities. Dr. Jenkins also is a member of the National Association of State Universities and Land Grant Colleges' Committee on Food and Society and currently serves on the Governor's Advisory Commission on Coastal Restoration and Conservation.

His current community engagement includes serving on the boards of the Louisiana Endowment for the Humanities, Greater Baton Rouge Chamber of Commerce, Academic Distinction Fund, Council for a Better Louisiana, Arts Council of Greater Baton Rouge, The Nature Conservancy of Louisiana, and the Baton Rouge board of the National Conference for Community and Justice.

Dr. Jenkins and his wife, Peggy, have four children -Sharon, Gwynn, Anthea, and Warren- and nine grandchildren.



## Kenneth E. Carpenter, Faculty Athletics Representative

Kenneth E. Carpenter is in his second year as LSU's faculty representative in NCAA and Southeastern Conference matters.

Carpenter, a professor in the School of Architecture, has taught at LSU since 1986. He received his bachelor's degree in architecture from the University of Oklahoma in 1962 and his master's from the University of Minnesota in 1967. Before joining the LSU faculty, he served at Clemson University as associate professor of architecture from 1967-77; Ball State University, where he was professor and chairman of the

Department of Architecture, 1977-81; and, Iowa State University, serving as professor and chairman, Department of Architecture from 1981-86.

At LSU he served as the dean of the College of Design from 1986-1997; Interim Executive Director of International Programs from 1997-98; and Interim Dean of the College of Art and Design from 2001-02.

Carpenter is a member of Phi Kappa Phi, the American Institute of Architects, and the American Association of University Professors.



Director of Athletics

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photo courtesy of Will O'Halloran

The  
SKIP BERTMAN  
**Legacy**

Bertman's unyielding desire to succeed drove him to the pinnacle of his profession, and his astute knowledge of the game -- obtained from over 40 years of coaching -- combined with his steadfast determination and irrepressible enthusiasm transformed LSU Baseball into the nation's premier program.

**National Championships**

2000, 1997, 1996, 1993, 1991

**SEC Championships**

1997, 1996, 1993, 1992, 1991, 1990, 1986

**Career Record (1984-2001)**

870-330-3 (.724)

**NCAA Tournament Record**

89-29 (.754), highest winning percentage in NCAA history

**National Coach of the Year**

2000, 1997, 1996, 1993, 1991, 1986

**College World Series Appearances**

2000, 1998, 1997, 1996, 1994, 1993, 1991, 1990, 1989, 1987, 1986

Already a Louisiana Legend and one of the greatest college baseball coaches of all time, J. Stanley "Skip" Bertman has made the seamless transition into the athletics director's chair with the same enthusiasm, vision and demand for excellence that were trademarks of his stellar coaching career.

In just three years as LSU's director of athletics, Bertman has already added to his impressive list of on-the-field achievements. Under his direction, LSU enjoyed arguably the greatest athletics year in the history of the institution in 2003-04. Three teams won national championships, nine teams finished in the nation's top ten, and fourteen teams ranked in the top 25. LSU teams also enjoyed improved grade point averages across the board, making the LSU student-athlete experience a success on and off the fields of competition.

While supervising the Tigers' progress on the playing fields, he has begun to implement measures necessary to realize his vision of building the LSU athletics department into the best in the country. Bertman's bold and innovative plans promise to keep the Tigers among the nation's elite in all phases of collegiate athletics.

Bertman is now in the midst of upgrading LSU's athletics complex. Working hand in hand with the Tiger Athletic Foundation, Bertman has already overseen the completion of the Cox Communications Academic Center for Student-Athletes while launching renovations to Tiger Stadium and the Pete Maravich Assembly Center, and beginning construction on a new Football Operations Center.

It was also Bertman who took the bold but essential move to implement a seat contribution program in Tiger Stadium to fund facility improvements and ensure the financial stability of the LSU Athletics Department for the next decade.

Bertman was named LSU's athletics director on January 19, 2001. With Bertman, LSU gained an athletics director who provides the leadership and experience necessary to manage the Tigers' \$52 million budget.

Bertman guided LSU to five NCAA baseball titles, and his teams drew huge crowds to venerable Alex Box Stadium, as the Tigers led the nation in attendance in each of his final six seasons (1996-2001).

He also served as head coach of the 1996 U.S. Olympic team which captured the bronze medal in Atlanta.

Bertman continues to be honored for his remarkable coaching tenure, as he was inducted in June, 2002, into the Louisiana Sports Hall of Fame. He was inducted into the American Baseball Coaches Association Hall of Fame in January, 2003.

In a Baseball America poll published in 1999, Bertman was voted the second greatest college baseball coach of the 20th century, trailing only Rod Dedeaux of Southern California. Bertman and Dedeaux are the only coaches to win five CWS titles.

He had previously earned recognition as one of the nation's brightest assistant coaches while at the University of Miami (Fla.) for eight seasons (1976-83). Before working at Miami, Bertman was renowned for his coaching excellence. In 11 seasons at Miami Beach High School, he directed the Hi-Tides to a state championship and two runners-up finishes and he was named Florida's Coach of the Year on three occasions.

In 1975, Bertman coached at Miami-Dade Downtown, leaving after one season to join legendary head coach Ron Fraser at Miami. The move was a homecoming of sorts, as Bertman spent his collegiate playing days with the Hurricanes as an outfielder and catcher from 1958-60. He earned his B.A. in health and physical education from Miami in 1961 and received his master's degree from UM in 1964.

Bertman and his wife Sandy are the parents of four daughters - Jan, Jodi, Lisa and Lori. The Bertman's have three grandchildren - Sophie Faith and Isaac Stanley, the children of Emile and Lori Bertman Guirard, and Samuel Aaron, the son of Drew and Lisa Pate.

**Dan Radakovich**

Sr. Associate Athletics Director

Dan Radakovich enters his fourth year as LSU's senior associate athletics director after joining the university in May of 2001. He came to LSU after serving as director of athletics at American University in Washington D.C.

As LSU's senior associate athletics director, Radakovich oversees the daily operations of the LSU Athletics Department and he serves as Skip Bertman's chief assistant. He also directly supervises the sports of baseball and men's basketball.

Prior to his one-year stint at American University, Radakovich spent six years as the associate athletics director at South Carolina where he directed the financial operations for the Gamecocks' \$30 million athletic department budget. He also served as the department liaison for marketing and promotional activities with Host Communications and was responsible for home event management and supervision of concessions, football travel and the video department. Radakovich also worked closely with South Carolina Athletics Director Mike McGee in laying the ground work for a new \$70 million arena being built in Columbia. During his tenure with South Carolina, Radakovich supervised the finances and logistics for \$33 million in facility improvements.

Radakovich served as the senior associate athletics director at Long Beach State from 1989-94. In that capacity, he managed a \$5 million budget and supervised the nationally recognized men's basketball and baseball programs. In addition, Radakovich reorganized the fund-raising operations and coordinated the production and sales of radio broadcasting packages.

Radakovich began his collegiate athletics career as the athletics business manager at the University of Miami in Coral Gables, Fla., from 1983-85. He worked in the private sector for four years before joining Long Beach State.

A native of Aliquippa, Pa., Radakovich graduated from Indiana University of Pennsylvania in 1980 with a bachelor of science degree in finance. Radakovich was also a football letterwinner as well as a student coach at IUP. He then went on to earn his master's degree in business administration from the University of Miami in 1982.

Radakovich is married to the former Marcie McDonald and the couple has two children, Christian (14) and Grant (10).

**Judy Southard**Associate Athletics Director/  
Senior Women's Administrator

Judy Southard, who had a very successful career as both a head women's basketball coach and director of athletics, enters her fourth year as LSU's Senior Women's Administrator after joining the department in the summer of 2001.

Southard came to LSU from Texas Woman's University, where she served as the school's director of athletics for nine years.

As LSU's Senior Women's Administrator, Southard oversees the highly successful Tiger women's athletics program. She directly supervises volleyball, soccer, women's basketball, softball and men's and women's golf. She is also instrumental in monitoring the department's gender equity and minority issues plan.

Southard has served on numerous national committees during her career in athletic administration. She is currently a member of the NCAA Women's Gymnastics Committee and was named in the summer of 2004 to both the SEC Executive Committee and the NCAA Division I Women's Basketball Committee.

While at Texas Woman's University, Southard initiated a corporate partnership program for the athletic department that tripled the involvement of area businesses and corporations in Pioneer athletics. Southard also established the TWU Intercollegiate Athletics Hall of Fame and she played a key role in the addition of softball and soccer to TWU's list of intercollegiate sports. In 2000, Southard served as chair of the NCAA Division II Women's Basketball Committee.

Prior to her nine-year stint at Texas Woman's University, Southard served as head women's basketball coach at Marshall University in Huntington, W. Va., for 11 years, where she led the Lady Herd to five Southern Conference regular-season titles. During her 11 years at Marshall, Southard was named Southern Conference Coach of the Year three times and her career record of 178-130 still stands as a school record for women's basketball victories. Southard also served as assistant athletics director at Marshall from 1983-1988, including a four-month period when she was interim director.

Before going to Marshall, Southard spent three years as head coach at Tennessee-Martin and she also served for one season as an assistant coach at Tennessee. As a high school teacher from 1970-77, Southard coached both basketball and tennis, leading her West Florence High School basketball team to the South Carolina 4A state title in 1976.

A native of Columbia, S.C., Southard earned a bachelor's degree in physical education and health from Coker College in 1970 followed by a master's degree in physical education from Tennessee in 1978.

**Verge Ausberry**

Associate Athletics Director/Operations

A former LSU football standout Verge Ausberry joined the LSU Athletics Department administrative staff in August 2001.

Ausberry is responsible for all corporate sales and marketing for the LSU Athletics program. He also supervises game management, strength and conditioning, the Dr. Martin Broussard training room, the Jeff

Boss Equipment Room and video operations for various sports. He also directly supervises the sports of men's and women's swimming and diving.

Ausberry, from New Iberia, La., played inside linebacker for the Tigers, lettering in 1986-89. He was the leading tackler on the team in both 1988 and 1989 and was part of two Southeastern Conference championship teams

(1986 under Bill Arnsparger and 1988 under Mike Archer), playing on teams that went to three bowl games: the 1987 Sugar Bowl, the 1987 Gator Bowl and the 1989 Hall of Fame Bowl. In those three years, the Tigers had a combined overall record of 27-8-1 and 16-3 in SEC games.

Although this is Ausberry's first tour of duty with the administration of the Athletic Department, he has remained very close to the LSU athletic scene in the 1990s, first serving for almost seven years as a member of LSU's highly regarded Academic Center for Athletes where he worked with many of the student-athletes, primarily dealing with LSU's football squad.

After leaving the Academic Center, he moved in July 1999 to the Tiger Athletic Foundation staff as part of LSU's fund-raising arm prior to accepting his present position.

Ausberry received his Bachelor of Science degree in education in May of 1990 and his Master of Education in Administration, Supervision and certification in Child Welfare in May of 1992. He is presently a Doctoral Candidate in Higher Education Administration at LSU. He is married to the former Cheri Morial of New Orleans and they have a son, Austin.



## Bo Bahnsen

Associate Athletics Director/Internal Relations

Bo Bahnsen serves as LSU's associate athletics director for internal relations, overseeing the ticket office and all customer service operations, and the integration of the Pete Maravich Assembly Center into athletics department operations.

He also directly supervises the sports of men's and women's indoor and outdoor track and field and men's and women's cross country.

Prior to moving into his current position in December of 2003, Bahnsen's primary responsibility for the previous 14 years was to serve as LSU's NCAA compliance officer.

A 1982 graduate of LSU, Bahnsen served as administrative assistant for the men's basketball team for five years before moving into athletics administration as director of purchasing for two years. In 1989, he was assigned his primary responsibility as NCAA compliance officer as assistant athletics director, then was promoted to associate AD in 1996.

Bahnsen has been responsible for overseeing the successful implementation of LSU's Tradition Fund Program, a football seating plan that requires contributions for the right to purchase approximately 45,000 seats in Tiger Stadium beginning with the 2004 football season.

Beginning in July of 2004, the management of the Pete Maravich Assembly Center shifted from the university to the athletics department. Bahnsen will be involved in coordinating the transition and integration of management of the arena.

Bahnsen, 45, served as manager of the LSU basketball team as an undergraduate and became administrative assistant for the team upon graduation in May of 1982. In July 1987 he became administrative assistant to athletics director Joe Dean, overseeing the purchasing office until his promotion in 1989.

A native of El Campo, Texas, Bahnsen graduated from Wharton High School in 1977 and attended Wharton County Junior College for two years before transferring to LSU in 1979. He earned his bachelor of science in physical education and is currently working on his masters in education administration.

Bahnsen is married to the former Karen Mayson, former LSU golfer and current head coach of the Lady Tigers golf program. The couple has two children, Darren (14) and Devin (12).



## Mark Ewing

Associate Athletics Director/Business

Mark Ewing, a 20-year employee of Louisiana State University, joined the LSU Athletics Department in January 2001, and serves as the department's associate athletics director for business.

Ewing came to the athletic department from LSU's Office of Budget and Planning. He served as LSU's Budget Director overseeing the development and management of the university's \$360 million

operating budget.

Prior to his service at LSU, he was employed by Cajun Electric Power Cooperative where he managed accounting for the company's \$2 billion plus construction division.

As associate athletics director for business, Ewing has assumed responsibility for the athletic business operations including budget, travel, personnel, and purchasing as well as responsibility for concession operations.

Ewing, who is a native of Pointe Coupee Parish, received a Bachelor's degree in finance from LSU in 1978 and a Master's degree in public administration from LSU in 1995.

Ewing and his wife, Gail, have three daughters, Andrea, Arleen and Molly Sue.



## Chris Howard

Associate Athletics Director/Compliance

Chris Howard was named LSU's Associate Athletics Director for Compliance in December of 2003, coming to Baton Rouge from the NCAA Office in Indianapolis.

Howard served as assistant director of enforcement services at the NCAA for two years after one year as a representative for agent, gambling and amateurism issues.

At LSU, Howard serves as the compliance coordinator and liaison between LSU and the NCAA and SEC offices for NCAA rules interpretations and other matters. He is also responsible for developing and coordinating educational components for staff, student-athletes, booster organizations and entities outside the athletics department on NCAA and SEC rules and regulations.

Howard was a combat medical specialist in the United States Army from 1986 to 1995 before earning his undergraduate degree from the University of Kansas in 1997. He earned a Master's degree in education from Kansas in 2001 and a juris

doctor degree from the University of Kansas School of Law in 2001.

After serving an internship at Kansas in facility operations and event management, he was named assistant program supervisor in charge of student support services in 1997. Howard moved into private law practice for two years before joining the NCAA office in 2001.

He and his wife Krista have two children, Chris, Jr., and Olivia.



## Herb Vincent

Associate Athletics Director/External Affairs

Herb Vincent, the sports information director at LSU from 1988-2000, returned to his alma mater in August 2002 to serve as Associate Athletics Director for External Affairs.

In his present position, Vincent serves as the primary public relations officer for the LSU Athletics Department and all its entities, including the Tiger Athletic Foundation. He also directly supervises the

sports of gymnastics and men's and women's tennis.

Vincent served as the LSU sports information director from July 1988 to July 2000. He was appointed assistant athletics director in November of 1989, and then was elevated to Associate AD/Communications in 1992. Besides supervising the LSU Sports Information and the Electronic Media offices, Vincent also was in charge of the athletic photography and coaches' video offices.

He joined LSU as assistant sports information director in February of 1988 and was promoted to the position of SID in July of that year.

Prior to his return to LSU, Vincent served as Vice-President for Communications for the College Sports Southeast regional cable network, headquartered in Birmingham.

Vincent is a 1979 graduate of Catholic High School in Little Rock, Ark., and received a bachelor's degree in journalism from LSU in 1983. He worked as a student assistant in the sports information office directed by CoSIDA Hall of Famer Paul Manasseh during his undergraduate years.

After graduating from LSU, Vincent spent the 1984 season as assistant PR director for the United States Football League's New Orleans Breakers. In 1985, he was assistant PR director for the USFL's Los Angeles Express and was promoted during the season to the PR staff's top position.

Before joining LSU in 1988, Vincent spent one year as assistant SID at Louisiana-Lafayette (then Southwestern Louisiana), where he served as director of athletic publications and the Shreveport native also worked at the Southeastern Conference offices in Birmingham as assistant public relations director in charge of basketball publicity.

Vincent is married to the former Jamey Cavacini of Versailles, Ky.



## Miriam Segar

Assistant Athletics Director/Student Services

Former LSU Lady Tiger basketball point guard Miriam Segar was promoted to Assistant Athletic Director in July 2004 in charge of student services, a position she has held since 2001.

In her present role, Segar works closely with the school's compliance staff and interacts with the league office and the NCAA in regard to issues that affect the student-athletes, including the NCAA clearinghouse, orientation sessions and financial aid.

Segar, then Miriam Farr, played for Coach Sue Gunter and the Lady Tigers from 1990-1994, serving as team captain her last two seasons. The member of the SEC Academic Honor Roll played 91 games for the Lady Tigers.

After graduating from LSU with a BS in business administration in May 1994, Segar worked at the SEC Office in Birmingham, serving as an assistant in Championships, helping to manage many of the league's championship events as well as coordinating the awards program for the league. She was also involved with the coordination of women's basketball officials, including officials scheduling and evaluation.

Segar returned to Baton Rouge in LSU where she served as Compliance Coordinator from 1995-1999.

In 1999, Segar took over the direction of the CHAMPS Life Skills program, helping prepare student-athletes to the challenges of life beyond the playing field. She was also involved in several well-known CHAMPS projects in association with the student-athlete advisory board, including the Halloween Boo-zar and the annual food drive for needy families at Thanksgiving and Christmas.

Segar returned to the Athletic Department offices in 2001 in her present position in Student Services.

Segar is married to Jamie Segar, who serves as assistant to the chancellor of the LSU School of Agriculture. They have three children: Grant (5), Reid (3) and Maggie (3).



**President****(President of LSU System, 1965-present)**

James M. Smith, 1930-1939  
 Paul M. Hebert, 1939-1941  
 Campbell B. Hodges, 1941-1944  
 William B. Hatcher, 1944-1947  
 Fred C. Frey, 1947  
 Harold W. Stoke, 1947-1951  
 Troy H. Middleton, 1951-1962  
 John A. Hunter, 1962-1972  
 Martin D. Woodin, 1972-1985  
 Allen A. Copping, 1985-99  
 William L. Jenkins, 1999-

**Chancellor**

Cecil G. Taylor, 1965-1974  
 Paul W. Murrill, 1974-1981  
 James H. Wharton, 1981-1988  
 E. Grady Bogue, 1988 (Dec.)-1989 (July)  
 William E. Davis, 1989-96  
 William L. Jenkins, 1996-99  
 Mark A. Emmert, 1999-2004

**Athletics Director**

T.P. Heard, 1933-55  
 Jim Corbett, 1955-67  
 Harry Rabenhorst, 1967-68  
 Carl Maddox, 1968-78  
 Paul Dietzel, 1978-82  
 Bob Brodhead, 1982-86  
 Joe Dean, 1987-2000  
 Skip Bertman, 2001-

**Faculty Athletic Chairman**

James F. Broussard, 1932-42  
 B.F. Mitchell, 1942-43  
 J.G. Lee, 1945-46  
 A.R. Choppin, 1956-57  
 John C. Floyd, 1957-58  
 George H. Lowrey, 1958-59  
 Benjamin C. Craft, 1959-60  
 Lemos L. Fulmer, 1961-62  
 W.R. Edwards, 1962-64  
 Luther Wade, 1964-65  
 Dale R. Carver, 1965-66  
 George W. Fair, 1966-68  
 A. Bigler Crow, 1968-69  
 Maurice Vick, 1969-70  
 Frank Rickey, 1970-71  
 Melvin Dakin, 1971-72  
 Robert May, 1972-74  
 J.B. Frye, 1974-75  
 L.R. Daniel, 1975-78  
 Joseph Liuzzo, 1978-83  
 Billy Seay, 1983-91  
 Sam Hilliard, 1991-1993  
 Pat Culbertson, 1994-2002  
 Ken Carpenter, 2002-

**Sports Information Director**

Jack Fiser, 1948-49  
 Jim Corbett, 1945-48, 1950-1954  
 Bob Lynch, 1949-50  
 Ace Higgins, 1954-66  
 Bud Johnson, 1966-71  
 Paul Manasseh, 1971-83  
 Joe Yates, 1983-85  
 Jamie Kimbrough, 1985-88  
 Herb Vincent, 1988-2000  
 Michael Bonnette, 2000-

**Football Coach**

L.M. "Biff" Jones, 1933-34  
 Bernie Moore, 1935-47  
 Gaynell Tinsley, 1948-54  
 Paul Dietzel, 1955-61  
 Charlie McClendon, 1962-79  
 Jerry Stovall, 1980-83  
 Bill Arnsparger, 1984-86  
 Mike Archer, 1987-90  
 Curley Hallman, 1991-94  
 Gerry DiNardo, 1995-99  
 Nick Saban, 2000-

**Men's Basketball Coach**

Harry Rabenhorst, 1933-42  
 Dale Morey, 1943-44  
 Jess Fatherree, 1945  
 A.L. "Red" Swanson, 1945  
 Harry Rabenhorst, 1946-57  
 Jay McCreary, 1958-65  
 Frank Truitt, 1965-66  
 Press Maravich, 1966-72  
 Dale D. Brown, 1972-97  
 John Brady, 1997-

**Baseball Coach**

Harry Rabenhorst, 1933-41  
 A.L. "Red" Swanson, 1941-44  
 Harry Rabenhorst, 1944-57  
 Raymond Didier, 1958-64  
 Jim Waldrop, 1964-66  
 Jim Smith, 1966-78  
 Jack Lamabe, 1979-83  
 Skip Bertman, 1984-2001  
 Smoke Laval, 2002-

**Women's Basketball Coach**

Jinks Coleman, 1975-79  
 Barbara Swanner, 1979-82  
 Sue Gunter, 1982-2004  
 Pokey Chatman, 2004-

**Gymnastics Coach**

Jackie Walker, 1974-77  
 D-D Breaux, 1977-

**Volleyball Coach**

Gery Owens, 1977-80  
 Ruth Nelson, 1981-84  
 Scott Luster, 1985-1997  
 Fran Flory, 1998-

**Men's Tennis Coach**

Charlie Diel, 1932-46  
 W.T. "Dub" Robinson, 1947-74  
 Steve Carter, 1975-78  
 Steve Strome, 1979-81  
 Jerry Simmons, 1982-97  
 Jeff Brown, 1998-

**Women's Tennis Coach**

Pat Newman, 1976-79  
 Karen McCarter Elliott, 1980  
 Betty Sue Hagerman, 1981-83  
 Philip Campbell, 1984-88  
 Geoff Macdonald, 1988-91  
 Tony Minnis, 1992-

**Men's Golf Coach**

Major J. Perry Cole, 1933-43  
 Mike Donahue, 1944-45  
 T.P. "Red" Heard, 1946-47  
 Mike Barbato, 1948-60  
 Harry Taylor & Fred Knight, 1961-62  
 Harry Taylor, 1963-67  
 C.D. Smith, 1968  
 Tommy Martty, 1969  
 Ben Freeman, 1970-71  
 Bill Brogdon, 1972-76  
 Dave Sigler, 1977-82  
 Buddy Alexander, 1983-87  
 Britt Harrison, 1987-99  
 Greg Jones, 1999-

**Women's Golf Coach**

Mary Rehling-Holmes, 1979-82  
 Buddy Alexander, 1983  
 Rickie Stukes, 1983-84  
 Karen Bahnsen, 1984-

**Soccer Coach**

Miriam Hickey, 1995-96  
 Greg Boggs, 1997-99  
 George Fotopoulos, 2000-

**Softball Coach**

Carol Smith, 1979-82  
 Cathy Compton, 1995-1998  
 Glenn Moore, 1999-2000  
 Yvette Girouard, 2001-

**Swimming & Diving Coach**

Ken Van Voorhis, 1968-69  
 Layne Jorgenson, 1969-71  
 Ivan Harless, 1971-72  
 Ted Stickles, 1972-79  
 Ivan Harless, 1979-81  
 Scott Woodburn, 1981-85  
 Sam Freas, 1985-88  
 Rick Meador, 1988-2000  
 Jeff Cavana, 2000-2004  
 Adam Schmitt, 2004-

**Track & Field Coach**

Bernie Moore, 1933-47  
 Al Moreau, 1948-63  
 Joe May, 1964-76  
 Bill McClure, 1976-81  
 Boots Garland, 1981-83  
 Billy Maxwell, 1983-86  
 Sam Seemes, 1987  
 Pat Henry, 1987-2004  
 Dennis Shaver, 2004-



## 2003-2004 LSU ATHLETICS

# A CHAMPIONSHIP SEASON

LSU enjoyed perhaps its best all-around athletics season ever in 2003-04 as the Tigers claimed three national championships, including the 2003 BCS National Title in football, the first on the gridiron for the school since 1958.

Pat Henry's men's and women's indoor track and field teams became the first program in NCAA history to sweep the national titles at the NCAA Indoor Meet, claiming the school's 42nd and 43rd national championships.

The Lady Tiger basketball team advanced to the Women's Final Four for the first time in school history, while the softball team made its second trip to the Women's College World Series. Smoke Laval led the Tiger baseball team to the College World Series for the second straight year and the 13th time overall.

In all, LSU had nine of its team finish the season ranked among the top 10 in the nation, while 14 of LSU's 20 teams were ranked in the top 25.

In addition to its success on the field of play, the Tigers also had four student-athletes earn Academic All-America honors with another 107 being named to the SEC Academic Honor Roll for the year.

Tiger fans again turned out in record numbers as over 1.2 fans filled LSU stadiums and arenas in 2003-04. The Tiger baseball team led the nation in attendance for the ninth time, while LSU's football team averaged a school-record 90,974 fans per game, a figure that ranked sixth nationally.

LSU's success athletically coupled with its academic achievement made the 2003-04 season one of the best in the history of Tiger athletics.



A record 1.2 million fans watched LSU athletics in all 20 sports during the 2003-04 athletic season.

### All-Sports Success

LSU's athletics program has traditionally been strong throughout all of its varsity sports and has fielded nationally competitive teams in most of its sports.

A total of 18 of LSU's 20 athletic teams participated in NCAA postseason play last year with 14 of the sports finishing the year ranked among the top 25 in the nation. LSU had nine of its team ranked in the top 10 for their respective sports last year.

LSU ranked No. 11 in the nation in the United States Sports Academy Directors' Cup for the 2003-04 season.

In all, LSU has won an SEC-leading 43 national titles, including three during the 2003-04 year. In addition, LSU ran its all-time SEC titles to 105 by winning conference championships in football and softball in 2003-04.

### Athletics as a Business

Athletics is mistakenly thought of as merely entertainment. In fact, the total revenues of over \$37.5 million generated annually by the Athletic Department is:

- twice that of the sales of an average manufacturing plant in Louisiana
- twice the volume of an average food processor
- about seven times more than the typical apparel plant in the state

### Attendance

LSU teams draw some of the largest crowds in all of college athletics:

- More than 1.2 million fans watched LSU athletics in all 20 sports during the 2003-04 athletic year.
- Since 1957, LSU has averaged over 74,000 fans a contest in football, including over 90,000 for the past three seasons.
- In 2003, LSU football set a school-

record by averaging 90,974 fans a contest, a number that ranked sixth nationally. The 90,974 average per game, made Tiger Stadium more populated than 51 of Louisiana's 64 parishes.

- LSU baseball set the standard in college baseball for attendance again in 2004 as more than 291,000 fans watched the Tigers play at Alex Box Stadium in regular and postseason play.

### CHAMPS Program

LSU sponsors a fully funded life skills program for student-athletes. The program is called CHAMPS, an acronym for Challenging Athletes Minds for Personal Success. Under the CHAMPS program, LSU sets up a number of projects and workshops that aid student-athletes in addressing day-to-day living situations, handling stress and preparing for post-college life.

Under the CHAMPS program, LSU also establishes community service projects in which student-athletes organize and participate. The LSU CHAMPS program sponsors an annual Halloween "Boo-Zar" on campus. The boozar is a trick-or-treat night in the LSU Field House in which athletes from all sports distribute candy to Baton Rouge area children. Each athletic team participates in CHAMPS workshops, which educate them in life skills and personal development.

### Community Involvement

Because of the athletic facilities on the LSU campus, Baton Rouge is able to attract many events and conventions that benefit the community in both public relations and monetary means. LSU has played host to such events as the National Sports Festival

(now called the Olympic Festival) and the International Special Olympics. In 2001, LSU hosted the U.S. Senior Olympics and in the past has played host to the U.S. Junior National Track & Field Championships.

The LSU campus is annually the site of the LHSAA Track & Field Championships as well as the Louisiana High School All-Star Games, bringing to campus thousands of young people and their parents. Most recently, LSU hosted the 2002 NCAA Outdoor Track & Field Championships at Bernie Moore Stadium.

### Economic Impact

LSU has a tremendous impact on the economy of the Baton Rouge area. LSU sporting events bring money into the Baton Rouge economy, not only from throughout the state, but throughout the southeast.

According to a study by LSU economics professor Loren Scott, the existence of LSU Athletics generates \$131 million in sales for businesses in the Baton Rouge community, another \$40 million in household earnings and supports over 2,100 jobs in the Baton Rouge area.

### Finances

The LSU Athletic Department is a totally self-sufficient auxiliary of the University. No state tax dollars are used to finance LSU athletics. All money spent by the Athletic Department is generated by the department through ticket sales, corporate sponsorships, radio and television revenue, the Tiger Gift Center and concessions, and is supplemented through revenue-sharing resulting from LSU's membership in the Southeastern Conference.

**Individual Athletes**

Year in and year out, LSU boasts some of the most renowned athletes in all of college athletics.

Former NBA Most Valuable Player and worldwide entertainment superstar Shaquille O'Neal delighted Tiger basketball fans for three seasons. Former PGA Champion David Toms played for the Tigers in the late 1980s, while Major League Baseball standouts Todd Walker and Paul Byrd learned their trade at Alex Box Stadium. Four former LSU football players were members of the 2004 NFL Super Bowl Champions New England Patriots.

Sometimes overlooked are some of the finest female athletes in the country in their respective sports: golfer Meredith Duncan, softball All-American Britni Sneed, women's basketball All-American Marie Ferdinand, and track superstar Muna Lee have dazzled LSU fans in recent years.

**Job Placement**

Is there life after college athletics? LSU is helping to answer that question with a job placement program as part of the Ninth Semester Program. LSU works closely with the Career Placement Center on campus as well as professional recruiting services to offer advice to athletes on entering the job market upon graduation.

**National Awards**

LSU has had one winner each of the Heisman Trophy, Adolph Rupp Award and Golden Spikes Award, the premier individual awards in football, basketball and baseball. The Heisman Trophy, given annually to college football's best player, was won by Billy Cannon in 1959. The Adolph Rupp Award, which goes to college basketball's top player, was won by Shaquille O'Neal in 1991. The Golden Spikes Award, given to college baseball's most outstanding player each year, was won by Ben McDonald in 1989. In 2001, Josh Reed added his name to the list as he claimed the Biletnikoff Award, which goes annually to the nation's top receiver.

**National Championships**

LSU has won 43 national titles in its athletic history, the most of any school in the SEC. Most recently, the Tigers claimed three national titles during the 2003-04 season with championships being brought back to Baton Rouge in football and men's and women's indoor track and field.

**National Team Championships (43)**

Men's Basketball (1)	1935
Boxing (1)	1949
Football (2)	1958, 2003
Men's Golf (4)	1940, 1942, 1947, 1955
Men's Indoor Track (2)	2001, 2004
Women's Indoor Track (11)	1987, 1989, 1991, 1993, 1994, 1995, 1996, 1997, 2002, 2003, 2004
Men's Outdoor Track (4)	1933, 1989, 1990, 2002
Women's Outdoor Track (13)	1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 2000, 2003
Baseball (5)	1991, 1993, 1996, 1997, 2000

**SEC Team Championships (105)**

Baseball (13)	1939, 1943, 1946, 1961, 1975, 1986, 1990, 1991, 1992, 1993, 1996, 1997, 2003
Men's Basketball (8)	1934-35, 1952-53, 1953-54, 1978-79, 1980-81, 1984-85, 1990-91, 1999-2000
Football (9)	1935, 1936, 1958, 1961, 1970, 1986, 1988, 2001, 2003
Men's Golf (15)	1937, 1938, 1939, 1940, 1942, 1946, 1947, 1948, 1953, 1954, 1960, 1966, 1967, 1986, 1987
Women's Golf (1)	1992
Gymnastics (1)	1981
Men's Swimming (1)	1988
Men's Tennis (4)	1976, 1985, 1998, 1999
Men's Indoor Track (4)	1957, 1963, 1989, 1990
Women's Indoor Track (10)	1985, 1987, 1988, 1989, 1991, 1993, 1995, 1996, 1998, 1999
Men's Outdoor Track (22)	1933, 1934, 1935, 1936, 1938, 1939, 1940, 1941, 1942, 1943, 1946, 1947, 1948, 1951, 1957, 1958, 1959, 1960, 1963, 1988, 1989, 1990
Women's Outdoor Track (8)	1985, 1987, 1988, 1989, 1990, 1991, 1993, 1996
Softball (5)	1999, 2000, 2001, 2002, 2004
Volleyball (4)	1986, 1989, 1990, 1991

**Stadiavision**

At all LSU football games in Tiger Stadium, basketball games at the Pete Maravich Assembly Center and baseball games at Alex Box Stadium, live action is shown on monitors near concession stands and restrooms so fans won't miss the action in progress.

**Tiger Gift Center**

LSU operates a fully stocked merchandise store on the campus, giving fans a wide array of LSU clothing and memorabilia. The Gift Center is open on football, basketball and baseball game days for fans' convenience. The Tiger Gift Center also went worldwide during the 2000-01 season as LSU merchandise can now be purchased from anywhere in the world on LSU's website, LSUsports.net or at LSUtigergifts.com.

**University Involvement**

LSU continues to produce profits in its athletic department, despite generally difficult economic times for college athletic programs.

Athletics has contributed over \$10 million to the academic side of the university in the past 13 years. In 1994-95, athletics contributed \$100,000 to the LSU Libraries to assist in buying books and other materials necessary to keep LSU's library system among the finest in the nation, and in 1996 generated over \$30,000 by dedicating all ticket sales from the Spring Football Game to the libraries. Most recently, the LSU athletic department purchased new uniforms for the Tiger Marching Band, which will be on display for the first time during the 2004 football season.

After the 1988-89 fiscal year, LSU Athletics donated \$2 million to the general fund of the university to help offset projected losses. LSU Athletics has also donated sizeable amounts of money to fund professorships and provide for repairs in academic facilities.