



BILL MOOS

Athletic Director First Season Washington State (1973)

highly successful seasons as the athletic director at Oregon (1995-2007).

During his time at his alma mater, Moos wasted little time in making his impact felt in Cougar Athletics, spearheading a department-wide rebranding effort with Nike while securing a 10-year, \$35 million marketing rights agreement with IMG College.

In addition, the 2004 WSU Alumni Achievement Award winner gained Regents approval for a \$130 million addition and remodel of Martin Stadium, featuring a remodeled press box with luxury seating, including suites, loge boxes and club room. Also included in the project was a state-of-the-art video board and an 80,000-square-foot football operations building that served as the stadium's showpiece and opened in May 2014.

As the dean of Pac-12 athletic directors, Moos was at the forefront of the conference's procurement of a 12-year, \$3 billion television contract with FOX and ESPN, a landmark agreement in college athletics.

Under Moos' direction, the Cougar Athletic Fund's Annual Giving program saw an 81 percent increase in gifts while CAF donor members rose from nearly 4,000 to more than 7,500.

Additional facility enhancements under Moos included a center-hung video board in Beasley Coliseum that was installed prior to the 2011-12 season, giving Cougar basketball one of the premier fan experiences in the conference. An indoor golf hitting facility was also completed in early 2013, and Lower Soccer Field underwent a major renovation making the venue TV-ready while also providing one of the best playing surfaces on the West Coast, along with the addition of lights and a new scoreboard.

Other enhancements were made to the Moobery track facility, Bailey-Brayton Field, the basketball practice gym, Gibb Pool and the Simmelink indoor tennis courts.

In Moos' seven years at WSU, Cougar student-athletes and coaches accounted for 805 academic all-conference selections, 130 all-conference accolades, 45 All-America honors and three Pac-12 Coach-of-the-Year honors.

Moos served as Oregon's director of athletics from July of 1995 to 2007. While at Oregon he oversaw a 17-sport athletic department that grew to national prominence during his tenure.

Oregon's annual athletic department budget grew from \$18.5 million in his first year to more than \$40 million by 2007, becoming 100 percent self-sufficient during that time. Under his direction the Duck Athletic Fund donor base

Honor the past. Live the present. Create the future.

Nine simple words that carry impressive significance and undeniable responsibility. Words that Nebraska's new athletic director uses to lead his programs and set the tone for building champions in competition and in life.

William H. (Bill) Moos was named Nebraska's Athletic Director on Oct. 15, 2017, and fully assumed those responsibilities on Oct. 23.

Moos, who became the 15th athletic director in the history of the storied Cornhusker program, brings nearly 25 years of experience as an athletic director at three Division I schools (Washington State, Oregon, Montana) with him to Nebraska.

More importantly, he brings an impressive track record of success in building outstanding programs, developing long-term relationships, and for doing what is best for his schools, its fans and most importantly, its student-athletes.

"When you name the top three, four, five athletic programs in the great positions as an athletic director, Nebraska is in that same breath," Moos said at his introductory press conference at Memorial Stadium. "I want you to know that my motto has always been, in the 25 years I have been a Division I athletic director and it will be here too is very simple - honor the past, live the present, create the future."

Moos came to Lincoln after spending seven-plus years at Washington State (2010-17). He previously served 12

NEBRASKA ATHLETIC DIRECTORS

1928-1931	H.D. Gish
1932-1936	Dana X. Bible
1937-1942	Lawrence McCeney "Biff" Jones
1942-1947	A.J. Lewandowski
1948-1953	George "Potsy" Clark
1954-1960	J.W. "Bill" Orwig
1961*	Charles Miller & Joseph Soshnik
1962-1966	W.H. "Tippy" Dye
1967-1992	Bob Devaney
1993-2002	Bill Byrne
2003-2007	Steve Pederson
2007-2012	Tom Osborne
2013-2017	Shawn Eichorst
2017-Present	Bill Moos
*Interim Co-Directors	

increased from 4,930 to 12,290, resulting in an annual gifts increase from \$4.1 million to \$15.3 million.

Moos initiated more than \$160 million in facility improvements while at Oregon. Included in that was the \$90 million Autzen Stadium renovation in 2002, which added 12,000 new seats, 32 new suites, a new Club at Autzen and a new press box to the stadium. In his 12 years, the Ducks ranked first in Pac-10 football attendance 11 times, reaching 100 percent capacity in each of those seasons.

During Moos' tenure, Oregon athletics captured 13 Pac-10 championships across six different sports. He increased opportunities for women by adding two intercollegiate programs, soccer and lacrosse, and negotiated an all-inclusive shoe and apparel contract with Nike, one of only 14 in the country at the time.

From an academic standpoint during Moos' tenure, Oregon student-athletes collected 722 academic all-conference selections, 34 Academic All-America selections, nine NCAA Postgraduate Scholarship recipients and one NCAA Top Ten Award.

During his first stint as a collegiate athletic director at Montana (1990-95), Moos created an academic support program and hired its first athletic academic coordinator, developed a facility enhancement plan that created more than \$4 million in improvements, and lifted the school's fund-raising efforts to show a 300 percent increase in private and corporate gifts.

Academically, Montana student-athletes were equally successful as the athletic department achieved a graduation rate 20 percent higher than the general university enrollment. Under Moos' watch Montana garnered 269 academic all-conference selections, five Academic All-Americans and two NCAA Postgraduate Scholarship recipients.

Moos began his athletic career as an athletic administrator in 1982 as assistant athletic director at Washington State. He also served as the school's associate athletic director (1988-90).

At Washington State, he was director of development for more than five years and associate director for nearly two years, supervising all external operations. Prior to that, he managed and owned private businesses in Washington and Oregon for eight years. He was a student assistant football coach at Washington State for the 1973 season, then spent part of 1974 in Washington, D.C., serving as a government intern.

Raised on a wheat and cattle ranch in eastern Washington, Moos attended high school in Olympia when his father served in the governor's cabinet. Moos earned his bachelor's degree in history from WSU and was a three-year letterman in football before concluding his collegiate career by representing Washington State in the 1972 East-West Shrine All-Star Game in San Francisco.

He served as co-captain on the Cougars' 1972 squad and garnered first-team All-Pac-8 Conference honors.

Moos and his wife Kendra have three daughters: Christa, Brittany and Kaiti; and two sons, Bo and Benjamin.



NEBRASKA ATHLETIC ADMINISTRATION



Marc Boehm
Executive Associate A.D.
Development & Events



John Jentz
Executive Associate A.D.
CFO



Dennis Leblanc
Executive Associate A.D.
Academics



Pat Logsdon
Executive Associate A.D.
Administration & SWA



Steve Waterfield
Executive Associate A.D.
Performance
& Strategic Research



Bob Burton
Senior Associate A.D.
Facilities
& Capital Planning



Diane Mendenhall
Senior Associate A.D.
Ticketing, Premium Seating
& Strategic Engagement



Jamie Vaughn
Senior Associate A.D.
Compliance



Keith Zimmer
Senior Associate A.D.
Life Skills & N Club



Chris Anderson
Associate A.D.
Community, Governmental
& Charitable Relations



Chris Brasfield
Associate A.D.
Student-Athlete
Recruitment & Experience



Todd Stull
Director of Strategic
Collaboration, Mental
Performance & Research



MARC BOEHM

Executive Associate A.D. 14th Year Kansas State (1984)

IMG College Sports. To date, it is the largest multi-media rights contract in college athletics.

Boehm also played a lead role during the men's and women's basketball programs move into Pinnacle Bank Arena in 2013-14. He also worked to help develop Nebraska's new practice facility - the Hendricks Training Complex - which opened in October of 2011.

Boehm has worked to create a fan-friendly atmosphere at men's and women's basketball, leading to record-setting attendances and season ticket sales for both programs.

In 2013-14, the men's basketball program sold out its season tickets for the entire year in May of 2013 in anticipation of the first season at Pinnacle Bank Arena. The more than 15,000 Husker fans that packed the new arena watched the Big Red roll to a 15-1 home record on their way to the 2014 NCAA Tournament. It was the fifth postseason trip for the men's basketball program since Boehm's arrival.

NU ranked 13th nationally in average home attendance (15,419) on its way to a top-four finish with an 11-7 record in the powerful Big Ten, while going 19-13 overall.

Under Boehm's supervision, the Nebraska women's basketball program has enjoyed the most success stretch in school history, earning six NCAA Tournament bids, including a pair of NCAA Sweet 16 appearances in 2010 and 2013. The Huskers have produced the four highest single-season win totals in NU history over the past six years. The Big Red have finished the season ranked in the top 25 in four of the past six seasons - the first four top-25 final national rankings in school history.

In 2013-14, Nebraska won its first-ever women's basketball conference tournament title, claiming the Big Ten crown with a 3-0 run in Indianapolis.

Boehm also played a lead role in bringing NCAA Tournament basketball to Lincoln for the first time since 1993, as the Husker women played host to the NCAA Lincoln Regional. Eventual national champion UConn, Texas A&M, DePaul and BYU battled for a spot in the 2014

NCAA Women's Final Four. The two sessions attracted well over 17,000 fans.

Boehm, who played a significant role in aiding Nebraska's functional transition to the Big Ten Conference in 2011-12, was also instrumental in conceptualizing and developing the Husker Nation Pavilion, which is the premier pregame event around home football games.

Boehm also took the lead role in obtaining First National Bank and Ameritas as premier sponsors for the Nebraska Athletic Department for a combined deal worth more than \$7 million over a three-year period. First National Bank and Ameritas joined Verizon, Pepsi and adidas as premier corporate sponsors for Husker athletics.

Boehm held the same position at Pittsburgh from 1997 to 2003. Boehm assisted in the rise of the Panthers' basketball program with the men's team posting back-to-back Sweet 16 appearances in the NCAA Tournament. During construction of the Panthers' new athletic facilities, Boehm played a central role in Pitt's athletic teams moving to the UPMC Sports Performance Complex, Heinz Field and the Petersen Events Center.

Boehm served as interim athletic director at Pittsburgh for nearly five months before coming to NU. During that time, he hired men's basketball head coach Jamie Dixon.

Boehm also spent five years as associate executive director of the Tostitos Fiesta Bowl. He directed and managed a 125-member fund-raising committee of Arizona business people responsible for generating more than \$4.5 million in cash and in-kind partnerships. Previously he spent four years as associate executive director and public relations director of the Sun Bowl from 1987 to 1991.

Born in Grand Island, Boehm earned his bachelor's degree in communications from Kansas State in 1984 and added a master's degree in sports management from St. Thomas (Fla.) University in 1985. Boehm and his wife, the former Janelle Broderick of Minot, N.D., have three boys, Broderick, Christian and Lukas John.

A member of Nebraska's administration since May 2003, Marc Boehm (pronounced BAME) serves as Executive Associate Athletic Director for Development.

Boehm oversees Development and all Fundraising initiatives at Nebraska. Recently, he has developed key philanthropic programs in support of the Student-Athlete Experience Fund. His responsibilities also include the direct oversight, strategic planning, policy development, budget and personnel management of the men's and women's basketball programs; development/fundraising; event management; parking and guest services. He also serves as the Athletic Department's liaison to the NU Foundation and Pinnacle Bank Arena. He is also responsible for coordinating all staff, and department-head team meetings.

Boehm, who previously oversaw the efforts of the facilities, marketing, media relations and HuskerVision areas within the athletic department, played a primary role in negotiations for Nebraska's contract extension with



PAT LOGSDON

Executive Associate A.D./SWA 37th Year Nebraska (1989)

A member of the Nebraska Athletic Department since 1979, Pat Logsdon serves as Executive Associate Athletic Director for Administration and Nebraska's Senior Woman Administrator to the NCAA and the Big Ten Conference. She also serves on the Big Ten Sports Management Council.

Logsdon's duties include oversight on all administrative issues and operational functions of the Athletic Director's office. She also oversees the areas of Department Travel, including bowl and postseason travel, the Department's Gender Equity Plan, equipment and serves as a liaison to adidas.

In addition, Logsdon manages student-athlete end of season evaluations and exit interviews. She also serves as the sport administrator for volleyball,

beach volleyball, softball and men's and women's gymnastics.

Previously, Logsdon spent 23 seasons in football operations, including six seasons as NU's director of football operations, the first female in Division I to serve in that capacity. She handled organization of all recruiting functions, supervised compliance activities and coordinated all football administrative operations, including travel and practice operations.

Logsdon earned a bachelor's degree in education from Nebraska.



JUSTIN HARRIS, M.D.

Women's Basketball Orthopaedist

Dr. Justin Harris joined Nebraska Orthopaedic & Sports Medicine in August 2008. In 2009, Dr. Harris began serving as one of the team physicians for the University of Nebraska. In addition, he is highly involved in the care of high school athletes in Lincoln and southeast Nebraska.

Born and raised in Alliance, Neb., Harris completed his undergraduate studies at the University of Nebraska. He earned his medical degree at the University of Nebraska Medical Center in Omaha.

Harris completed his residency in orthopaedic surgery at Geisinger Medical Center in Danville, Pa.

Following residency, he completed a Fellowship in Sports Medicine and Arthroscopy at the University of Wisconsin. While there he learned the most

current techniques to treat injured athletes and helped care for members of the University of Wisconsin athletic teams.

Harris specializes in the treatment of sports injuries in addition to shoulder, knee, hip, elbow, and ankle problems. His practice also encompasses the treatment of general orthopaedic conditions including fractures and arthritis.

Dr. Harris is married and has three children.



ALEX HARRIS

Marketing & Fan Experience First Season Kansas State (2014)

CREDENTIALS

- Nebraska Women's Basketball Director of Marketing & Fan Experience (2017-Present)
- Master's Degree, Educational Leadership (TCU, 2016)
- Bachelor's Degree, Business Marketing (Kansas State, 2014)

Alex Harris joined the Nebraska Athletic Department as an assistant director of marketing and fan experience in August of 2017.

Harris is in charge of marketing strategies and promotional efforts for women's basketball and softball. He also oversees the Iron N student group and all student marketing campaigns.

Harris came to Nebraska after stints at Kansas State, TCU and West Virginia.

He is originally from Abilene, Kan., and earned a bachelor's degree in business marketing from Kansas State as well as a master's degree in educational leadership from TCU.