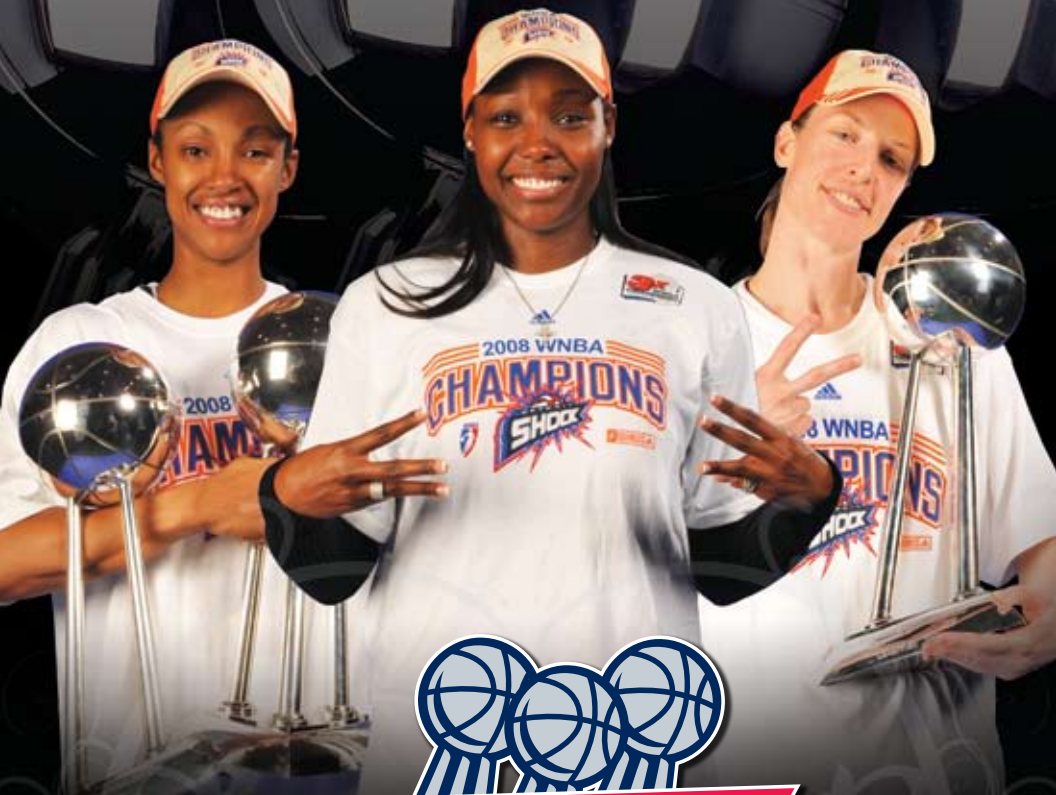


# LEADERSHIP





**TOM WILSON**

**President and CEO, Palace Sports & Entertainment  
President and CEO, Shock**

Tom Wilson is entering his 12th season as president of the WNBA's Detroit Shock and is in his 20th as president of Palace Sports and Entertainment, Inc. PS&E includes The Detroit Pistons, The Detroit Shock, Asheville Tourists, The Palace of Auburn Hills, DTE Energy Music Theatre, Meadow Brook Music Festival. The Palace is home to the Shock and the NBA's Detroit Pistons. The Asheville (NC) Tourists, are a Class A minor league baseball affiliate of the Colorado Rockies in the South Atlantic League.

In his role with the Shock, Wilson is responsible for many of the moves over the years that significantly improved the team both on and off the floor. No move was bigger than the June 19, 2002 announcement that Bill Laimbeer had

been hired as the team's head coach and director of player personnel. The decision to place the keys to the Shock kingdom in the hands of the former Pistons Bad Boy came after Detroit got off to an 0-10 start to the 2002 campaign. Under Laimbeer's guidance, the Shock won eight of its last 15 games, and the commitment to the franchise was renewed.

The ultimate reward for re-energizing the team and its fan base came the following season as the Shock completed a worst-to-first turnaround by winning the team's first WNBA championship. A WNBA record 22,076 fans witnessed the coronation at The Palace of Auburn Hills in the deciding Game 3 of a two games to one win over the Los Angeles Sparks.

That championship began an unprecedented run of success for Palace Sports & Entertainment, as PS&E became the first organization to win three major championships (WNBA Championship – 2003, NBA Championship – 2004, and Stanley Cup – 2004) in a 12-month period. Three years later, Detroit was back on top of the WNBA world winning its second title with a three-games-to-two win over the Sacramento Monarchs. The 19,671 fans that attended Game 5 comprised the second highest attendance total in WNBA Finals history.

The genesis of the Shock goes all the way back to 1998, when Wilson made the decision to bring PS&E and the state of Michigan its only women's professional sports franchise. The return on investment was immediate as the 1998 expansion Shock posted the highest winning percentage ever (17-13, .567) for a major American professional sports league expansion team (including WNBA/NBA, MLB, NFL, NHL). The Shock continued to impress during its sophomore season, finishing as the Eastern Conference's #2 seed, and advancing to its first postseason appearance.

The Palace of Auburn Hills was designed largely around Wilson's input and he was responsible for staffing and developing the operational philosophies of the new arena. Under his direction, The Palace has earned Arena of the Year awards nine times by Performance magazine, beginning with New Venue of the Year in 1988. His direction was instrumental in the renovation of DTE Energy Music Theatre, and he remains actively involved in the operational phase and the ongoing improvement of the facility.

DTE Energy Music Theatre has been named the nation's busiest, top grossing or highest attended outdoor venue by Amusement Business in each of its 16 seasons under Wilson's

guidance. It was named Best Outdoor Concert Venue in Pollstar's 2000 Readers' Poll and has also been nominated Amphitheatre of the Year each summer of PS&E ownership. In 1994, PS&E assumed management of Meadow Brook Music Festival on the grounds of Oakland University in Rochester, Michigan.

A native of Detroit, Wilson joined the Pistons in 1978 and was promoted to Chief Executive Officer in 1979.

In the summer of 1993, Wilson was named President and CEO of the Pistons. During his tenure, the Pistons have become recognized as one of the best-marketed teams and most highly valued teams in the NBA.

Wilson, a graduate of Wayne State University, began his career working for the Los Angeles Lakers, Los Angeles Kings and The Forum.

Wilson is a member of the William Beaumont Hospital Board of Trustees and was named the 1994 Executive of the Year by the Oakland Executives Association. He is also active in the Boy Scouts of America, which honored him with The Distinguished Citizen award in 1998, the Board of Directors for Boy's Hope, CATCH and Community Foundation. Wilson was instrumental in the development and implementation of the Pistons/Palace Foundation, which has provided over \$40 million in grants and donations to deserving organizations and individuals throughout the state.

In 2002, he was presented with the prestigious Ernest & Young Master Entrepreneur Award and in 2003 he received the Gerald R. Ford Sports Person of the Year award from the Michigan Sports Hall of Fame.

Wilson and his wife Linda reside in Oakland Township with daughter Brooke and son Kevin.



LEADERSHIP  
PLAYERS  
2008 SEASON  
SHOCK HISTORY  
TEAM RECORDS  
OPPONENTS  
OVERTIME

# COACHING STAFF



**RICK MAHORN**  
HEAD COACH

Rick Mahorn begins his fifth season as an assistant coach with the Shock, bringing over 20 years of professional basketball experience to the bench including a championship season with the Pistons in 1989 and WNBA title runs with the Shock in 2006 and 2008. Besides his extensive 18-year NBA playing experience, Mahorn served as head coach of the Rockford Lightning of the Continental Basketball Association (CBA) for the 1999-2000 season. He led the Lightning to a 15-7 overall record and the American Conference title, which earned them a No. 2 seed in the 2000 CBA Playoffs. Mahorn's coaching excellence was recognized in two CBA Coach-of-the-Month Awards. He then joined the coaching staff of the Atlanta Hawks under Lon Kruger during the 2000-01 season.

As a player, Mahorn was drafted by the Washington Bullets (now Wizards) in the second round of the 1980 NBA Draft. He joined the Detroit Pistons family prior to the 1985-86 NBA season and helped the franchise win its first championship in 1989. The 6-foot-10 power forward earned All-NBA second team defensive honors the very next season, his first with the Philadelphia 76ers. Mahorn averaged 5.8 points and 5.5 rebounds during his playing career with Washington, Detroit, Philadelphia and New Jersey.

For the past five years, Rick Mahorn has stayed active in Detroit serving as a color analyst for the Pistons radio broadcasting on WDFN. Mahorn joins George Blaha and Mark Champion to deliver insightful commentary during Pistons home games. Mahorn also works with the Palace Sports & Entertainment marketing department during the Pistons' season.

A Hartford, Connecticut native, Mahorn was a four-year letter winner at Hampton Institute (VA). He was a three-time NCAA Division II and NIAA All-American and owned 18 school records. He graduated with a degree in Business Administration in 1980.



**CHERYL REEVE**  
GENERAL MANAGER / ASSISTANT COACH

Cheryl Reeve enters her fourth season as an assistant coach for the Detroit Shock, and her second as the Director of Player Personnel. Reeve is involved with planning defensive strategies and player development, concentrating on guard development and perimeter play. In addition to her assistant coaching duties Reeve will assist Shock Head Coach Bill Laimbeer in evaluating WNBA and international players as well as college draft prospects as the Director of Player Personnel.

Reeve got her start in the WNBA with the Charlotte Sting in 2001 when she joined Anne Donovan's staff as an assistant. After posting an 8-24 record the year previous, Charlotte turned things around in Reeve's first year by going 18-14 and advancing to the WNBA Finals. They followed in 2002, with another 18-14 mark and their second straight appearance in the postseason.

Following the 2002 campaign, Donovan left to become the head coach of the Seattle Storm, and Dan Hughes and the Cleveland Rockers hired Reeve away from Charlotte. The Rockers advanced to the playoffs that year, but in the offseason ownership decided to cease operation of the team making Reeve a coaching free agent. She rejoined the Sting staff for the 2004 and 2005 seasons.

Prior to joining the WNBA, Reeve served as head coach at Indiana State from 1995-1999. She improved the team's record each season, and led the squad to its first postseason berth in 20 years following the 1998-1999 campaign. Reeve also spent five seasons as an assistant coach at George Washington. The Colonials posted five 20-win seasons, captured three Atlantic 10 Conference Championships and appeared in four NCAA tournaments during Reeve's stint at GW.

As a player at La Salle, Reeve led the nationally-ranked Explorers to a 25-5 record in 1987-1988. She was named All-Metro Atlantic Conference and was an All-Big 5 selection as a senior. Reeve holds the school record for most games started (110) and ranks fourth on La Salle's career assist leader board (420).

Reeve excelled athletically and academically at La Salle, graduating with a degree in computer science/management information systems. A Rhodes Scholar nominee, Reeve received both a MAAC Scholar-Athlete Post Graduate Award and a NCAA Post-Graduate Scholarship in 1988. She went on to earn her master's degree in business administration from her alma mater while also serving two years as an assistant coach for the Explorers.



**LAURA RAMUS**  
ATHLETIC TRAINER / STRENGTH & CONDITIONING COACH

Laura Ramus enters her 12th season with the Detroit Shock as a Certified Athletic Trainer/Strength & Conditioning Coach. Ramus has over 20 years experience in athletic training and physical therapy. She is responsible for coordinating all athletic training, sports medicine and rehabilitation needs for Detroit's WNBA team. Ramus works in conjunction with Shock Team Physician Dr. Shelly Street and team orthopedic surgeon Dr. Stephen Lemos.

No stranger to the Motor City's professional sports scene, Ramus has worked with various members of the Lions and Red Wings and served as a trainer at the 1992 and 1993 Tigers Training Camps in Florida. Ramus currently works for the DMC Rehabilitation Institute of Michigan as a Senior Physical Therapist. She has also been published on such topics as women's health and prevention of knee injuries in the female athlete and has developed [www.girlscanjump.com](http://www.girlscanjump.com) which performs outreach education and training programs for female athletes with emphasis on knee injury prevention throughout the USA. Ramus served as an athletic trainer at the 1996 Olympic Games in Atlanta for the baseball, track & field and gymnastics competitions and worked at the 1994 World Swimming Championships in Malta, Italy with the U.S.'s Paralympic Team.

Ramus received a BS in Physical Therapy from Wayne State University, Detroit, Michigan in 1987. She then completed a fellowship in Sports Medicine through the University of North Carolina and Health South Rehabilitation Corporation, receiving her certification as an Athletic Trainer in 1990. During this fellowship Ramus trained under prominent orthopedic surgeons Dr. James Andrews and Dr. William Clancy in Birmingham, Alabama.

# ADMINISTRATION



**CRAIG TURNBULL**  
CHIEF OPERATING OFFICER, DETROIT SHOCK

Craig Turnbull enters his fourth season as chief operating officer of the Detroit Shock and his eighth as vice president of brand management for Palace Sports and Entertainment. He is responsible for managing the business aspect of the Detroit Shock.

Turnbull attended Siena College in Albany, New York. After graduating, he spent two years working for Procter and Gamble as a sales representative. Turnbull's attention turned to sports, and he attended the University of Connecticut to obtain his masters in sports management. While working towards his degree Turnbull was employed by the university as a coordinator of athletic development. In 1992, Turnbull returned to his alma mater and worked as the alumni director for three years. Soon, he was hired by the University of Maine as the assistant athletic director for development. Following his three years at the University of Maine, Turnbull spent two years as an account representative with SME, a small brand agency in New York before joining the Palace Sports and Entertainment family in 2000.

He resides in Lake Orion with his wife, Carol, and three children (Sara 18, Laura 15 and Joe 12).



**ALICIA JEFFREYS**  
DIRECTOR OF BUSINESS OPERATIONS & BRAND MANAGEMENT

Alicia Jeffreys is entering her fourth season as the Detroit Shock's director of business operations and her sixth with the Detroit Shock organization. She is responsible for the coordination of Shock sales, fan promotions, season ticket holder relations, and general day-to-day operations.

Jeffreys began her career with Palace Sports and Entertainment in 2002 as the marketing manager for the Detroit Fury, the Arena Football team based out of the Palace. She was later hired to also be the marketing manager for the Detroit Shock. When the Detroit Fury folded, Jeffreys became the director of brand management for the Detroit Pistons and was promoted to the same position for the Shock as well. In addition to her business operations position with the Detroit Shock, she continues to serve as the director of brand management for both the Pistons and the Shock.

Prior to joining the Shock, Jeffreys attended the University of Michigan where she received her bachelors of arts and masters of arts in sports management and communications. She interned for the PGA Tour at the Ford Senior Players Championship in Dearborn, Michigan as well as at the University of Michigan Athletic Department at Yost Ice Arena. Jeffreys also spent time in Atlanta working at Turner Field, home of the Braves and the Georgia Dome, home of the Atlanta Falcons.

This Flint, Michigan native currently resides in Madison Heights with her husband, Darrell.



**CARLEY KNOX**  
DIRECTOR OF SALES AND MARKETING, DETROIT SHOCK

Carley Knox is entering her second season with the Detroit Shock as the Director of Sales and Marketing and her fifth with the Detroit Shock organization. She is responsible for the coordination of the Shock sales staff.

Knox began her career with Palace Sports and Entertainment in 2005 as a sales and marketing coordinator with the Detroit Shock. In 2006, she moved into a senior sales and marketing coordinator position and later moved into the Assistant Director of Sales and Marketing position in 2007. On December 1, 2007, Knox was promoted to her current position as the Director of Sales and Marketing for the Detroit Shock.

Knox attended Ohio University obtaining degrees in sports administration and women's studies. She was also a member of the Ohio University Women's Soccer Team, winning a Mid-American Conference Championship in 1998. She then went on to coach women's soccer at St. Bonaventure University in Olean, NY. Upon returning to Ohio, she took a position with the LPGA tournament, The Jamie Farr Owens Corning Classic, where she worked in operations, marketing, and sales for the tournament. In the fall of 2002, she took a graduate assistantship at Bowling Green State University, where she obtained masters in sport administration and women's studies.



**KRISTINE BERGANDINO**  
SHOCK SALES REP.



**RACHEL MYERS**  
SHOCK SALES REP.



**TAMEKA JACKSON**  
SHOCK SALES REP.



**SAMANTHA HICKS**  
SHOCK SALES REP.

# STAFF PHOTOS

## Executive Vice Presidents



**John Ciszewski**



**Dan Hauser**



**Mario Etamad**



**Marilyn Hauser**



**Alan Ostfield**



**Pete Skorich**



**John O'Reilly**

## Public Relations



**Matt Dobek**  
Vice President of  
Public Relations



**Megan Heinemann**  
Public Relations  
Coordinator, Shock



**Desti Segundo**  
Media Relations  
Asst., Shock



**Kevin Grigg**  
Director of Media  
Relations, Pistons



**Cletus Lewis**  
Asst. Director Media  
Relations, Pistons



**Michelle Fikany**  
Public Relations  
Asst., Pistons

## Basketball Operations



**Paige Jackson**  
Video  
Coordinator



**Dr. Stephen Lemos**  
Team Orthopedic  
Surgeon



**Dr. Shelley Street**  
Team Doctor



**Dr. Ron Berris**  
Team Dentist



**Marvin Allen**  
Coaching Assistant



**Eddie Rivero**  
Basketball Information  
Specialist

## Executive Officers



**Tom Bennett**  
Vice President of  
Human Resources



**Jon Dierkes**  
Vice President of  
Premium Seating



**Diane Ferranti**  
Vice President of  
Multimedia



**Ellen Gahagan**  
Vice President of  
Marketing



**Susan Greenfield**  
Vice President - Legal



**Robert Johnson**  
Vice President  
of Finance



**John Kapral**  
Director of  
Corporate Sales



**Stu Mayer**  
Senior Vice President  
of Events



**Ron Melnyk**  
Senior Vice President  
of Corp. Marketing



**Steve Moreland**  
Director of  
Camps and Clinics



**Craig Rosenthal**  
Director of Event  
Sponsorships



**Dennis Sampier**  
Director of Community  
Relations



**Jim Summers**  
Vice President of  
Operations



**Larry Thompson**  
Vice President of  
Spons. Development



**Craig Turnbull**  
Vice President of  
Brand Management



**Bruce Trout**  
Director of Box  
Office Operations



**David Weime**  
Director of Strategic  
Communications



**Peter Weber**  
Vice President Corp.  
Partnerships