



FOR IMMEDIATE RELEASE:

12 Coaches Awarded the UPLIFT Registration Scholarship

CHARLOTTE, N.C. (April 3, 2014) – Felicia Hall Allen & Associates congratulates the 12 recipients of the UPLIFT Registration Scholarship sponsored by the NCAA. The scholarship covers the cost of registration for A Step Up Fort Lauderdale 2014, the professional development symposium for basketball assistant coaches which will be held May 2-4 at the Hilton Fort Lauderdale Marina.

“We are privileged to support the career advancement and development of our future basketball leaders,” stated Felicia Hall Allen, CEO of Felicia Hall Allen & Associates and co-founder of A STEP UP. “This experience will answer any and all questions that they have had about the intercollegiate coaching profession and what it takes to be successful.”

Since 2011 the NCAA leadership development department has partnered with Felicia Hall Allen & Associates and A STEP UP to give new assistant coaches or those wanting to break into the coaching profession the opportunity to attend the three-day event.

“Educational opportunities like this are crucial to the maturation process of women’s basketball coaches,” said Curtis J. Hollomon, director of leadership development at the NCAA. “We are proud to assist in opening doors for these driven women, and are excited to watch as they grab the opportunity to succeed and continue the excellence within women’s intercollegiate basketball.”

This year’s recipients include: **Danielle Beneby** – assistant coach, Broward College; **Brittany Christian** – assistant coach, Cheyney University; **Porche Grant** – director of basketball operations, Coastal Carolina; **Ashley Johnson** – former student-athlete, Louisiana State University; **Latara King** – graduate assistant, Florida State University; **Diana Martinez** – head coach, Stonewall Jackson High School; **Bridgette Mitchell** – assistant coach, Wagner College; **Ashley Roberts** – senior student-athlete, University of Texas; **La’Tavia Rorie** – assistant coach, St. Francis University (Pa.); **Tierra Rudd** – assistant coach, Winston-Salem State University; **Amber Smith** – graduate assistant, University of Tennessee; **Jocelyn Wyatt** – assistant coach, Georgia State University

Candidates are chosen from a pool of applicants who are asked to submit a scholarship application and include a resume, a list of references and a personal statement outlining how they believe A STEP UP will enhance their professional development.

For more information on A Step Up, log on to www.feliciahallallen.com

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