



MIKE PETERSEN AT A GLANCE

Born: April 18, 1958
Hometown: Eureka, Calif.
High School: Eureka (Calif.)
College: 1976-78: College of the Redwoods
 1978-83: Northwest Christian College and University of Oregon

Playing Experience:
 College of the Redwoods, 1976-78
 Northwest Christian College, 1978-80

College Coaching Experience
 Northwest Christian College, 1980-82
 Assistant men's coach
 University of Oregon, 1983-85
 Assistant women's coach
 Gonzaga, 1985-89
 Head women's coach
 University of Oregon, 1989-92
 Assistant men's
 New Mexico State, 1992-96
 Head women's coach
 TCU, 1996-99
 Head women's coach
 Minnesota, 1999-04
 Associate head men's coach

Career Head Coaching Record

Gonzaga 65-48 (.575)
 1985-86 21-10 Reached NAIA District Finals
 1986-87 11-16 NCAA Division I Transition
 1987-88 18-9 West Coast Conference
 Regular Season Champs
 1988-89 15-13 20-5 at home over last
 2 years

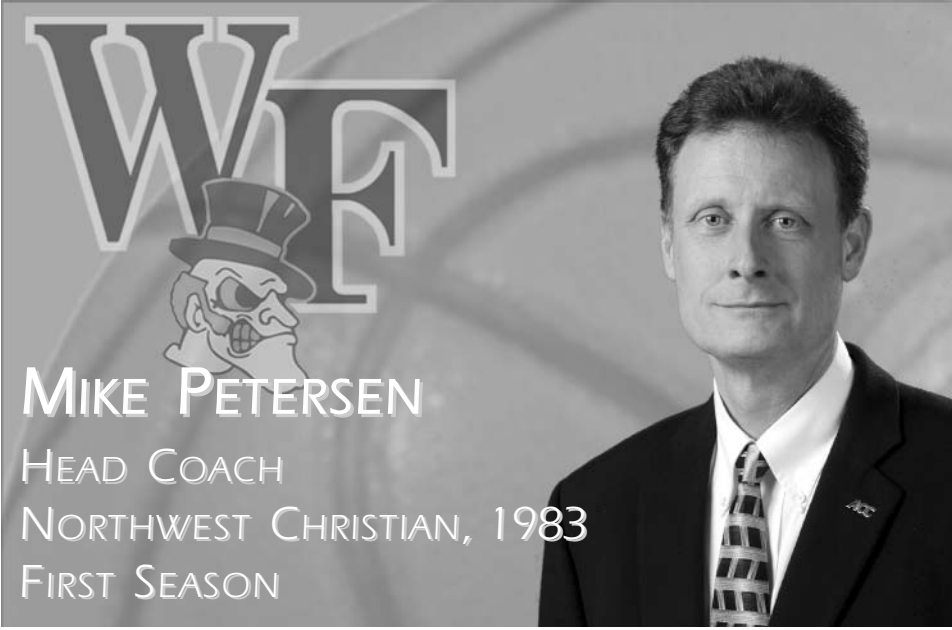
New Mexico State 81-38 (.681)

1992-93 17-11 No returning starters from
 previous year
 1993-94 24-8 WNIT Tournament;
 First postseason victory
 1994-95 20-9 Big West Conference
 Regular Season Champs
 1995-96 20-10 All-American Anita Maxwell

Texas Christian University Overall 42-41 (.501)

1996-97 13-14 Nation's fifth most improved
 team; school record for wins
 1997-98 13-15 Tied previous year's school
 record for wins
 1998-99 16-12 1st winning season in
 school history

Overall Head Coaching Record:
(11 years)- 188-127 (.597)



Head Coach Mike Petersen took the reigns of the Wake Forest women's basketball program in April 2004, bringing 23 years of coaching experience, including 11 years as a head coach. Throughout his career, Petersen has developed a reputation of turning around struggling programs and building from the bottom up.

Petersen arrives in Winston-Salem after five years with the Golden Gopher men's basketball program – serving as associate head coach the past four years under Don Monson. Petersen was involved in every aspect of the Minnesota program, but was primarily involved with individual player development, scheduling, offensive play-calling, opponent scouting and game-planning. He directed an offense that led the Big 10 in scoring and field goal percentage in 2001-02 and was second in scoring offense in 2002-03. Petersen also worked extensively with future NBA lottery pick Joel Przybilla – who improved his scoring from 6.5 ppg as a freshman to 17.2 ppg as a sophomore.

Petersen joined the Golden Gophers in 1999 after serving three seasons as head coach of the TCU women's basketball program from 1996-99. Inheriting a program that went 3-52 in the two years prior to his arrival, Petersen guided the Horned Frogs to the program's first ever winning season, first ever conference tournament victory and a then school record 16 wins in 1999. In his first full season with the Horned Frogs, he landed a recruiting class ranked in the top 25 by the Blue Star Report. Petersen was also instrumental as TCU raised its average attendance from 250 to 1,880 – an increase of more than 750-percent.

Prior to taking over at TCU, Petersen was the women's head coach at New Mexico State University from 1992-96. Similar to TCU, he inherited a program that went 30-32 the previous two seasons and did not return a single starter for the 1992-93 season. In his four seasons with the Aggies, Petersen recorded three consecutive 20-win seasons and compiled an

Head Coach Mike Petersen





81-38 (.681) overall record and a 53-19 (.736) record in Big West Conference games. Petersen, who led the Aggies to their first ever Big West Conference title in 1995, was responsible for the development of 1995-96 All-American and WNBA player, Anita Maxwell. Not only did he sign a top 25 recruiting class, but also helped the Aggies lead the Big West Conference in attendance all four years.

Petersen spent three years as an assistant coach with the men's program at the University of Oregon prior to his stint at New Mexico State. While with

the Ducks, Petersen coached former Minnesota Timberwolves' guard Terrell Brandon, making him the first college basketball coach to have coached both an NBA player and WNBA player.

In 1985, Petersen accepted the head women's coaching position at Gonzaga University. During his first season, Petersen led the Zags to a 21-10 record and missed the NAIA National Tournament by a single game. After an 11-16 record in their transition year into NCAA Division I athletics, Gonzaga shocked the experts by winning the West Coast Conference title in its inaugural season in the conference – only their second year at the NCAA Division I level.

Before moving into the coaching ranks, Petersen enjoyed a stellar college playing career. He began at the College of the Redwoods in Eureka, Calif. After two seasons, he transferred to Northwest Christian College, an NAIA school in Eugene, Ore.

In his junior year, Petersen helped the Crusaders to a 22-7 record and the Pacific Northwest Collegiate Conference title. His senior year, he blossomed, averaging 28.9 points, 11.0 rebounds and 8.0 assists with a remarkable .740 field goal percentage. The Crusaders went 19-10 that year, with Petersen being named to the Little All-America team. He finished his career among the top 10 all-time leading scorers in school history in just two full seasons.

Petersen stayed on as an assistant men's coach at Northwest Christian while he completed his undergraduate work in Biblical studies. After more than two and a half years with the NCC program, Petersen left for Oregon in the middle of the 1983 season to become an assistant coach for the women's team. During his season and a half, the Ducks won the NorPac title and earned an NCAA tournament berth in 1984.

Petersen, 46, and his wife of 26 years, Patty, have two sons, Riley (15), and Jake (11). He graduated from Northwest Christian College in 1983 with a bachelor's degree in Biblical studies.

WHAT THEY ARE SAYING ABOUT MIKE PETERSEN

"Mike was a very positive influence on me, especially during my freshman year. He always encouraged and guided me and I took his advice."

Terrell Brandon, former Oregon Duck and NBA point guard

"He is an excellent coach, and he is the type of person that fits this program perfectly. He had all the qualities we looked for in a candidate. He is someone who has been a successful head coach at programs that previously struggled before his arrival. I could not be more excited and pleased with Mike joining the Demon Deacon family."

Barbara Walker, Wake Forest Associate Athletic Director (head of search)

"Wake Forest has hired a fine coach and a great recruiter, but more important a first class human being. We started a program around 20 years ago and until we hired Mike, we had never had a winning season. When Mike came in, he took over a program that was tough to even consider a program. We were not down, we were out. He recruited good people, that graduated and represented our university with class. Within a matter of a year or two, we were starting to recruit some awfully good athletes and the whole complexion of the program changed. He got the boosters behind him – raising our attendance. He completely made the TCU women's basketball program."

Dr. William Koehler, TCU Provost

"Coach Petersen has a tremendous amount of passion for the game. With that passion he will lead us down this long road to success. So far my experience with him have been great. He teaches well, he understands the game, he understands each individual's game and he also does whatever he needs to do to make me and the rest of the team better."

Cotelia Bond-Young, Wake Forest junior guard

"Coach Petersen has to be the most energetic coach I have ever played for. He expects "sacrificial effort" from us. The team is getting stronger and fast because the new coaching staff is pushing us 'into a brick wall and then telling us to move it.' Expect BIG things from this team!"

Liz Strunk, Wake Forest junior guard

Head Coach Mike Petersen



Q&A With Coach Petersen

What was the main attraction with Wake Forest and the women's basketball program?

"We have absolutely everything in place to build an outstanding women's basketball program. The people on campus are committed to excellence in every single area. All the pieces you need to have in order to build a really strong – top notch – women's basketball program are available."

You have had tremendous past success at small private schools with high academic standards, do you see this program as a similar opportunity?

"Absolutely, but I do not see it as a restriction of any kind. I see it as a real bonus. The kind of student-athletes that are attracted to a place like Wake Forest University are competitive. They know how to compete – on the floor and in the classroom. It has been my experience that if you recruit a high-level athlete, who is a high level student, they will be attracted to Wake Forest because they are used to competing in all areas of their life. Those are the kind of people that have success – not only in basketball, but in life. We want to recruit student-athletes that are committed to success in every area of their life."

What are your short-term and long-term goals for the Wake Forest women's basketball program?

"My goal is to win the conference championship every year. I never have understood anything else, but I realize that we may not do that. You are not going to win the conference title every year. No one does. I have never been one of those people that go into a situation and say, 'it is okay if we do not win a lot this year because we are building a foundation for the future'. I do think it is critical to build a foundation for the future, but it is not okay to not compete from the first day. If you come into a situation and say, 'I am not worried about this year because it is a rebuilding type scenario' then you are cheating the kids in your program right now. My expectations are that we are going to work extremely hard and be the most team-oriented basketball program in the country. We are going to get better every single day. My goal is to win every single basketball game we play. How much better we get and how well we play together, is going to dictate that."

It is tough to implement strategy when you are not that familiar with your players, but what is your coaching philosophy?

"My teams at TCU, New Mexico State and Gonzaga have always played very, very hard. If you ask people about the teams that I had at those three places they would tell you that they played extremely hard and were well-prepared. We want to play up-tempo. We want to get up and down the floor, but some of that is dictated by personnel. You need to have the right personnel to play that particular style. We will be very aggressive offensively and very aggressive defensively. But, I have had teams play a lot of different ways. So, it is not like we are just going to take the ball and pound it inside, nor are we only going to shoot threes. We try to be very adaptable – given the personnel. We will adapt to the personnel, but the things that are non-negotiable will be our tremendous physical condition, that we play very, very hard and that we compete on every possession. Those three things are non-negotiable."

You have signed recruiting classes that ranked among the nation's top 25. What is your recruiting philosophy and how will it fit Wake Forest?

"We want to challenge people. The thing about recruiting is that it is all about assembling the right types of personalities. One of my big points of emphasis with recruiting is we need to provide student-athletes with opportunities. They are going to get an opportunity to go to a great academic institution, get an opportunity to compete at the highest level and then we need to challenge them. We need to challenge the prospective student-athlete to come to Wake Forest and make a difference – build something special. At this moment, there is not that long-standing winning tradition in terms of conference championships and winning seasons in women's basketball at Wake Forest. We have to get kids to accept the challenge of being a difference maker, being a pioneer and being the person that puts Wake Forest women's basketball on the map. In addition to recruiting the ACC's traditional geographic region, we will recruit the best student athletes nationally."

The ACC is widely considered one of the strongest women's basketball conferences in the entire country – growing only stronger with the addition of Miami, Virginia Tech and Boston College. How excited are you to join this league and talk about the level of competition?

"There is no question. It is an extraordinary conference. This year, four of the existing nine members went to the NCAA Tournament – and all three of the members coming in with expansion went as well. So, of the 12-team league, seven went to the NCAA Tournament. That is as strong a league as there will be in the entire country. The excitement of being able to compete at the highest level every night is unbelievable, but at the same time the challenge to compete at that level is daunting. That is what the task is in front of us. We have got to get Wake Forest University – the players, student-athletes, coaches, administration, support staff, everybody – on the same page to raise the level of expectation and performance so we can compete every night in what will certainly be one of the two or three best women's basketball conferences in the country."

It was also well-documented your hard work to improve the visibility – in terms of attendance – with your previous programs. Is that something you can see happening at Wake Forest as well?

"Those are things that go hand-in-hand. One of the things that you want to have is a great home court advantage. The only way to do that is to get people into the seats and create an environment in games that's conducive to drawing energy for your team. We want to be visible in the community. We want our players to be available to the people in the community and we want to put a quality team on the floor. It will be a real emphasis for us because attendance affects your ability to win at home. Certainly, it affects your recruiting. Kids want to go and play at places with big crowds and where it matters to the community how they do. That will be a really important component of building the entire program."






FRED APPLIN
 ASSOCIATE HEAD COACH
 ELON, 1985
 FIRST SEASON



Fred Applin, who will serve as associate head coach, is a highly-regarded recruiter who spent the last decade honing his recruiting and coaching techniques at several major universities, including a stint at Wake Forest during the 1997-98 season. He returns to Winston-Salem following six years on the University of Texas women's staff. Together with Longhorn associate head coach Karen Aston, Applin was responsible for UT's day-to-day recruiting efforts. In 1998-99, *Women's Basketball Journal* recognized Applin as one of the nation's top assistant coaches in its annual coaching poll. During his tenure at Texas, the Longhorns made the NCAA Tournament every year, captured the 2003 Big 12 regular season and tournament crowns. In addition to the 2004 Big 12 regular season title, the Longhorns reached the Sweet 16 three straight years (2002-04) and reached the 2003 NCAA Final Four.

Among the standout student-athletes that Applin helped signed while at Texas are consensus high school Americans Stacy Stephens, an All-American at Texas who was a 1999-2000 Parade and USA Today All-American and rated the nation's No. 5 power forward coming out of Winnsboro HS in Winnsboro, Texas; a pair of current 6-2 seniors - Heather Schreiber and Kala Bowers - who were high school All-Americans and the Players of the Year in their respective states as high school seniors; junior guard Nina Norman, who earned elite Parade, Nike and McDonald's All-America honors as a senior and a pair of highly-touted sophomores, both consensus HS All-Americans Tiffany

Jackson and Kalee Carey. In the last two years, Applin and Aston signed three prestigious McDonald All-Americans in the first two years of the honor (Norman, Jackson and Carey) and four WBCA/Nike All-American (Norman, Jackson, Carey and Erneisha Bailey).

"Fred is as good as it gets at his job in the entire country," said Petersen. "Fred joining our staff is a huge step forward for Wake Forest women's basketball. He is a tremendous recruiter that possesses a great knowledge of the game. Most importantly, Fred is an outstanding person and will be a great representative of this program and university."

Prior to his first stint with the Demon Deacons, Applin was the head women's basketball coach at Hampton from 1995-97. With the Lady Pirates, he signed two Nike High School All-Americans (Danielle Dawson and Felecia Bryant) and his recruiting classes were ranked among the nation's top 30 by the Blue Star Report. Additionally, 13 of his student-athletes attained Dean's List status, while his teams maintained the highest team grade-point average in school history.

Applin spent two seasons as assistant coach and recruiting coordinator at the University of Houston (1993-95). He was responsible for bringing in a pair of top 25 recruiting classes.

Prior to Houston, Applin was a women's basketball assistant coach at North Carolina for five

years (1988-93), serving as recruiting coordinator for the nationally-ranked Tar Heels. At UNC, he signed All-America standouts and 1994 NCAA National Champion performers Sylvia Crawley, Tonya Sampson and Charlotte Smith. Applin also signed All-America two-sport superstar, U.S. Olympic and World Championship sprint and long jump gold medalist, Marion Jones. Crawley, Sampson and Smith all played in the former American Basketball League (ABL), while Smith and Crawley have gone on to stardom in the WNBA. Applin was also a volunteer UNC men's basketball junior varsity coach (1987-88).

Off the floor, Applin is a noted speaker and champion of community service. He has initiated numerous promotional and service endeavors surrounding his basketball programs. While at Hampton, he founded the "Professors for Women's Basketball" and the "Friends of Hampton Basketball" organizations while also developing the "Think Ahead" and Women's Basketball Alumni Outreach programs. At Texas, Applin was heavily involved in the Fellowship of Christian Athletes and Champions for Christ.

Applin is a 1985 graduate of Elon where he earned a bachelor's degree in recreation and was a member of the NAIA National Championship football team while also competing in track and field and lacrosse. Applin also served as a student coach and manager for the Elon women's basketball team. He received his master's degree in therapeutic recreation from North Carolina Central University in 1989. Applin was a commissioned officer in the North Carolina National Guard. He completed his U.S. Army Quartermaster Officer School Training at Ft. Lee, Va., in 1986.

Applin, a Roseboro, North Carolina native, and his wife Cora, have two daughters, Anaiah and Hillary, and one son, Michael.

Associate Head Coach Fred Applin





Assistant Coach Natasha Adair



NATASHA ADAIR
ASSISTANT COACH
SOUTH FLORIDA, 1994
FIRST SEASON

Natasha Adair comes to Wake Forest after six seasons as an assistant coach with the Hoyas. At Georgetown, Adair was primarily responsible for the Georgetown post players. She was also instrumental in the development of Georgetown All-American Rebekkah Brunson – who was recently selected with the 10th overall pick in the WNBA draft by the Sacramento Monarchs. Along with her on-court duties, Adair oversaw the academic enrichment program for student-athletes and was also involved with the recruiting efforts and conditioning program.

"I am proud to continue my coaching career at Wake Forest," Adair said. "Wake Forest University prides itself on academic excellence as well as athletic prowess. I am honored to be a part of this on going tradition. I hope to come in and help take the women's basketball program to new heights. Our goal is to become one of the best in the ACC. I know that we have the staff to make that possible."

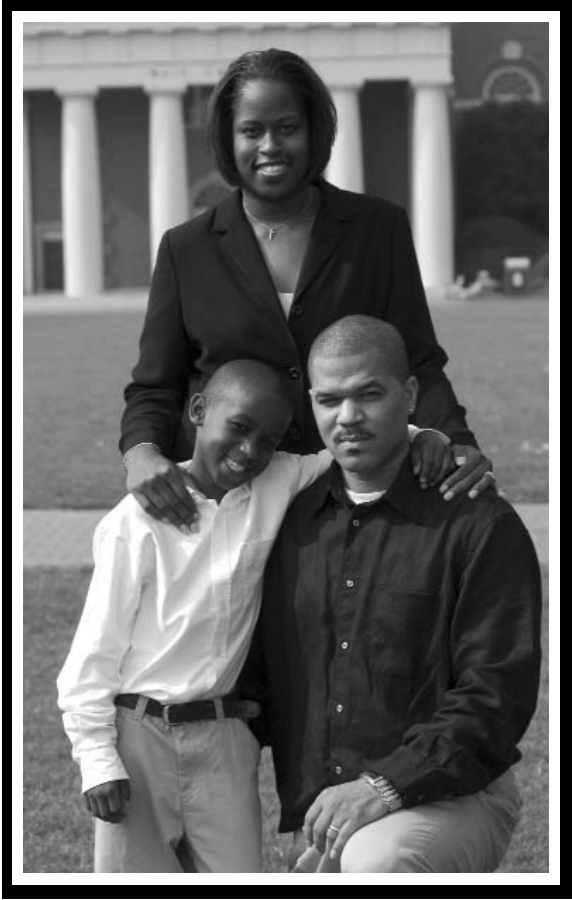
Adair, a native of Washington D.C., went on to Pensacola Junior College before completing her college career at the University of South Florida. She graduated from USF in 1994 with a bachelor of arts in communications. Adair completed her associate degree from Pensacola J.C. in 1992 and was the women's basketball team's leading rebounder and team captain.

While at South Florida, she played both power forward and center – serving as the team captain during the 1993-94 season. Adair led the team in rebounding with 12.5 rebounds per game that season. As a senior, she led the team in double-doubles and finished third in the Metro Conference in rebounding.

Off the floor at South Florida, Adair, a member of Zeta Phi Beta Sorority, Inc., was the organization's community representative – speaking to Boy's and Girl's Clubs and also leading a Feed the Homeless Campaign.

Prior to being named an assistant coach at Georgetown in August of 1998, Adair served as the assistant director of the Athletic Association at South Florida. In that capacity, she was responsible with fundraising for scholarships and served as a liaison for the school's Title IX committee. During her tenure within the USF athletic department, Adair chaired the annual scholarship auction and also served as the athletic department's United Way representative.

Adair and her husband, Aaron, have been married for four years and have a seven year old son, Aaron Michael Adair.





AMY WAUGH
ASSISTANT COACH
XAVIER, 2003
FIRST SEASON

Amy Waugh, a former All-American standout at Xavier (Ohio), joins the Demon Deacon staff after one season as assistant coach with the Youngstown State women's basketball program. Waugh primarily worked with the Penguin perimeter players and also coordinated film exchange, camps, travel and monitored student-athletes' academic progress.

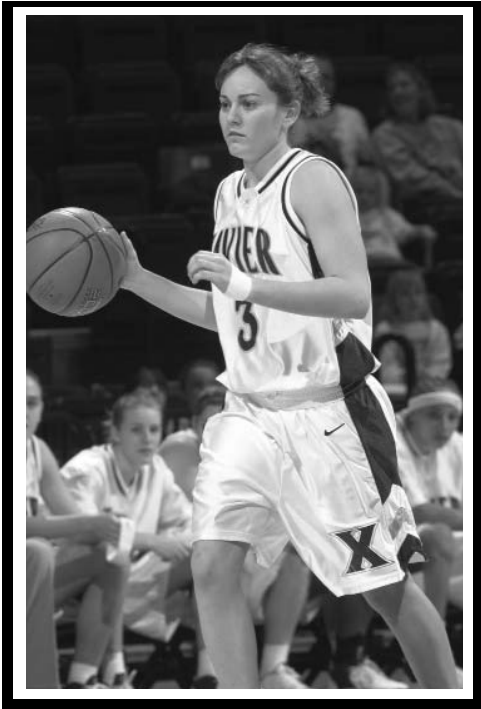
"Amy brings a ton of energy and enthusiasm to our staff," said Petersen. "She enjoyed tremendous success at Xavier, both individually and with a team that reached the Elite Eight. Her ability to convey that success to our players will be very important to this program. She has a great mind for the game of basketball and she has a bright future."

"I am extremely excited about this opportunity to join a program like Wake Forest in a conference such as the ACC," Waugh said. "I am truly honored to work alongside such an experienced and knowledgeable staff."

Waugh enjoyed a stellar four-year playing career with the Musketeers. As a senior in 2002-03, she knocked down a school record 107 three-pointers as the Musketeers finished 20-10 and advanced to the NCAA tournament first round. Waugh led Xavier and the Atlantic-10 Conference in scoring at 19 points per game. Waugh was named All-Atlantic 10 first team and honorable-mention All-American by womenscollegehoops.com and Basketball Times. She was a finalist for the Detroit Rotary Club Nancy Lieberman Award for the nation's best point guard. Waugh also led the nation with 3.6 three-pointers per game.

She garnered national attention when she was crowned the three-point shooting champion at the 15th annual ESPN College Slam Dunk and Three-Point Shooting Championship at the 2003 NCAA Men's Final Four. Waugh defeated a field of seven other women to be the female champion, then defeated men's champion Darnell Archey of Butler to be crowned overall champion.

A Fort Wayne, Ind., native, Waugh earned a bachelor's degree in education from Xavier in 2003 and is currently living in Winston-Salem.



Assistant Coach Amy Waugh

