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FOR IMMEDIATE RELEASE

## **WeCOACH Announces Changes to Board of Directors & Staff**

February 4, 2021 – WeCOACH has announced the addition of seven new members to their [Board of Directors](#):

- Pam Borton, CEO & Founder, ON Point: Next Level Leadership
- Pokey Chatman, Coaching Consultant and Former Collegiate & Professional Basketball Coach
- Samantha K. Huge, President, FourThorns, LLC
- Sara Liebscher, Associate Vice President of Development, Executive Director of Individual and Family Giving, University of Notre Dame
- Rachelle Manning, Sporting Goods Channel Manager, SanMar
- Ed Pasque, Commissioner, Sunshine State Conference
- The Rev. Dr. Joanne Sanders, Retired Senior Associate Dean for Religious Life, Stanford University

Elizabeth King, Managing Partner of Elizabeth M. King Consulting, LLC assumed the role of Board president effective this year. The move coincided with Pac-12 Conference Senior Associate Commissioner Teresa Gould beginning her term as president-elect. Charmelle Green transitioned to past-president. The governance leadership positions are one-year progressive terms.

“We are thrilled to welcome these individuals to our Board of Directors. Not only are they great people who will bring high energy, their vast and diverse experiences and skill sets will greatly impact WeCOACH at a pivotal time in our growth,” said King.

Additionally, Jan Whitbeck, who joined the WeCOACH staff in June 2019, has been promoted to Senior Director of Events and Branding effective immediately. Whitbeck manages the organization’s premier events, including the [NCAA Women Coaches Academy](#) programs and [BreakThrough Summit](#), as well as oversees digital communications and brand management.

### About WeCOACH

Founded in 2011, WeCOACH has become the premier membership organization committed to recruiting, advancing, and retaining women coaches across all sports and levels. Previously known as the Alliance of Women Coaches, the organization reinvigorated its brand in August 2018. By providing a supportive and unified network, educational programs and resources, and access to in-person and digital resources, WeCOACH is changing the landscape for women coaches.