

BCS Executive Director to Speak at SWOSU PLC Banquet

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Bill Hancock, executive director of the Bowl Championship Series (BCS), will be guest speaker at the upcoming President's Leadership Class banquet April 19 at Southwestern Oklahoma State University in Weatherford.

A limited number of tickets are available to the general public on a first-come, first-serve basis. Todd Boyd, director of the PLC program, said tickets are \$25 and can be purchased by calling 580.774.3782.

The banquet is at 6 p.m. in the Memorial Student Center Ballroom on the SWOSU campus. At the banquet, SWOSU's sixth PLC will be honored.

Hancock, who has deep personal and family connections with SWOSU, has achieved a unique double-double at the upper echelon of intercollegiate athletics. He was the first full-time director of the NCAA Final Four and is now the first executive director of the BCS.

Hancock served for 13 years as director of the NCAA's Division I Men's Basketball Championship—the three-week "March Madness" event that culminates at the Final Four.

After a family tragedy, he retired in 2002 and for three years was the tournament's media coordinator on a consulting basis before being named BCS administrator in October of 2005. He became executive director in November of 2009.

An avid outdoorsman, Hancock has run 15 marathons and has ridden a bicycle across the United States twice. His memoir about the trans-continental bicycle journey, "Riding With the Blue Moth," has been among the top-selling sports books since it was released in October, 2005.

His second book, "This One Day in Hobart" is a historical chronology of his home town in Oklahoma. After his newspaper-publisher father died in 1974, Bill spent four years as editor of his family's daily newspaper, the Hobart *Democrat-Chief*.

For 11 years, he served on the staff of the Big Eight Conference, first as media relations director and then as assistant commissioner in charge of championships and marketing. He became director of the Final Four in 1989.

Hancock was inducted into the College Sports Information Directors Hall of Fame in 2005 and into the All College Basketball Classic Hall of Fame in 2010.

His wife and high school sweetheart, the former Nicki Perry of Hobart, earned a Bachelor's from SWOSU and a Masters in 1977. She retired in 2008 after a 30-year career as a high school English teacher. Hancock's mother also graduated from SWOSU.