



UNIVERSITY OF IOWA BASKETBALL

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THE UNIVERSITY OF IOWA

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POST SEASON TOURNAMENT SUCCESS



Coach Todd Lickliter is in his second season as Iowa's head coach. In six seasons as the head coach at Butler University, Lickliter led the Bulldogs to four post-season appearances, including the NCAA Sweet Sixteen in 2003 and 2007.

Along with winning Big Ten Conference tournament titles in 2001 and 2006, the Iowa Hawkeyes have posted an overall 13-9 record in the post-season tournament. Along with the two championships, the Hawkeyes also reached the title game in 2002.

Under the direction of Coach Todd Lickliter, Butler University advanced to the Sweet Sixteen of the NCAA Tournament in 2003 and 2007. The Bulldogs won 20 games in 2006, 26 games in 2002, 27 games in 2003 and 29 games in 2007, advancing to post-season play each season.

The University of Iowa basketball team has proven it knows what it takes to be ready to play when tournament time approaches at the end of the season. As the second seed in 2006, Iowa defeated Minnesota and Michigan State to advance to the title game. In the championship, Iowa defeated regular season champion Ohio State for the second time in two meetings, as the teams met just once during the regular season. In the title game, Iowa rallied from a 37-34 halftime deficit for a 67-60 win.

Iowa is one of three Big Ten teams to have won more than one tournament title and only one team has earned more appearances in the title game.

Not only did the Hawkeyes win four games in four days to win the 2001 Big Ten Tournament in Chicago, but they nearly repeated the feat in 2002 in Indianapolis, reaching the championship game for the second straight season before falling to Ohio State in the title game.

Iowa's run to the 2001 Big Ten Tournament championship saw the Hawkeyes become the first team in the history of the event to win four games in four days. The sixth-seed at the start of the event, Iowa became the lowest seed to earn the tournament title.

In 2002, as the ninth seeded team at the start of the tournament, the Hawkeyes almost repeated their remarkable run through the rest of the Big Ten. Iowa began play in the 2002 tournament with an 87-72 win over Purdue, and followed that with a 58-56 win over Wisconsin in the quarter-finals. The third win was a 62-60 decision over Indiana, a team that had defeated Iowa twice during the regular season and would go on to play in the NCAA championship game. The streak ended with an 81-64 loss to Ohio State.



The Hawkeyes nearly returned to the final game in 2005. After opening with a convincing 71-52 win over Purdue, Iowa advanced to the semi-finals with a 71-69 win over Michigan State, one of two Big Ten teams that would advance to the Final Four. It was more of the same in the semi-finals as Iowa rallied to tie Wisconsin in the final seconds. Only a last-second, 30-foot heave for the winning basket by the Badgers kept Iowa from overtime and a possible win that would have matched the Hawkeyes against top-ranked Illinois in the tournament championship.

Lickliter, in his second season at Iowa, knows what it takes to win. Along with averaging 22 wins in his six seasons at Butler, Lickliter led his team to the Sweet Sixteen in both 2003 and 2007 and led Butler to Horizon League titles in 2002, 2003 and 2007. The Bulldogs won the NIT Season Tip Off Tournament to begin the 2006-07 season and won the 2001 Top of the World Classic, the 2001 Hoosier Classic and the 2006 Wooden Classic.



Senior guard Jeff Horner was named tournament MVP as Iowa defeated Minnesota, Michigan State and top-seeded Ohio State to win the 2006 Big Ten Tournament.

HAWKEYES ENJOY FAMILY ATMOSPHERE



Coach Todd Lickliter (left) with Betsy (Street) Stursma and Mike Street at the 2008 Chris Street Iowa basketball golf outing.

discovering the cultures of other countries. Members of the Hawkeye program are slated to travel to Greece and Italy in August.

CHRIS STREET GOLF OUTING KEEPS ALL HAWKEYES TOGETHER

The Iowa Basketball Golf Classic in memory of Chris Street is held each fall to honor one of Iowa's all-time great basketball players. A full field of over 240 golfers each year includes a number of basketball celebrities who return to Iowa City each fall for a day of golf and friendship that provides funding for one of Iowa's 13 endowed scholarships.



Wade Lookingbill, an Iowa basketball letterman from 1989-1993, visits with Mike Street.

When student-athletes join the basketball program at the University of Iowa, they do more than join a group of coaches and players. They join a program that exists as a family. The University of Iowa basketball program is a family of coaches and staff who combine with current and former student-athletes in creating one large family that is Iowa basketball.

It is that family atmosphere that helps the student-athletes endure the demands of the classroom, the daily workouts, the injuries, the frustrations, the setbacks, and enjoy the fruits of their labor, the beaches of Hawaii and the Virgin Islands, the sites of a summer tour in Australia, the personal victories over the daily challenges, the victories on the court, the Big Ten Tournament championship memories, and, at the end of the line, the college degree.

The Iowa basketball team has a lot of fun together, both on and off the court. Through the travels of the regular season and the trips that are made outside the course of the regular season, Hawkeye student-athletes spend a large amount of time during their careers with the Iowa coaching staff and their families, while also getting to know the former Hawkeye players who have remained in Iowa City and eastern Iowa to establish their career after earning a degree from the University of Iowa.

Members of the Iowa basketball program take part in a summer tour once every four years, where players and coaches have the chance to travel around the world to work on their basketball skills in exhibition basketball games while



Former Hawkeye basketball players, many of whom live in Iowa City and eastern Iowa, take a minute for a photo at the annual Chris Street Iowa basketball golf outing.



Former Iowa Coach Tom Davis (left) visits with Mike Street (center) and Hawkeye Coach Todd Lickliter (right) at the 2008 Iowa basketball golf outing.

CONSIDER WHAT THESE HAWKEYES ARE SAYING

When student-athletes are choosing the university and basketball program they want to be a part of, a number of considerations must go into the decision. A good measuring stick is listening to the people who know -- the players who are already members of the program.

When you hear what the current Hawkeyes have to say about the University of Iowa and the Hawkeye basketball program, you know, at Iowa you'll find the very best.



"It was easy to see early in my first visit to the University of Iowa that the support here is second to none. There are no professional teams; the fans are very loyal and very supportive. The fan support played a key role for me in selecting the University of Iowa. Playing in front of large crowds is exciting; it motivates you to perform at a high level and makes you want to succeed. You know you have the support of the fans all the time.

I have really enjoyed the Iowa City community. The campus and the community fit well together and form a comfortable setting. Academically and socially, Iowa City provides a great setting for college students to be successful.

The academic support has been very helpful to me, as I will be able to graduate in December. The staff at the Gerding Academic Learning Center, the coaching staff, they let you know that academics are very important. When you need assistance, the support staff at the learning center are always there for you, they let you know they will help you be as successful as you want to be."

CYRUS TATE
Senior Forward
Chicago, Illinois



"Growing up in Iowa City and being around the University of Iowa my entire life made it an easy decision for me to choose to play basketball for the Hawkeyes. This is a great community with great people and very passionate and loyal Hawkeye fans.

When I first met with Coach Lickliter, it was very easy to feel comfortable from the start. We talked for a couple of hours, yet barely talked about basketball. We talked about life, education, about having the right values and priorities. All of our coaches are great guys and the relationships they have with us as player's goes way beyond basketball.

I love Carver-Hawkeye Arena and the facilities we have, and it's nice to know that we are adding a practice facility and upgrading our facilities in the very near future. Carver-Hawkeye Arena provides us a great home court advantage on game night. It's loud and the fans are right on top of the action. It's a very tough place for visiting teams. Playing in front of 15,000 Hawkeye fans is going to be a great experience."

MATT GATENS
Freshman Guard
Iowa City, Iowa



"When I first visited Iowa, I enjoyed it. The players on the team caught my attention, it was a good team atmosphere and everyone was very friendly. I knew I would have an opportunity to play here and develop as a person and as a player.

Coach Lickliter sat down with me and was very laid back, but straight forward. He seemed very down to earth. I enjoyed that a lot and became more attracted to the Iowa program.

Iowa City is a good community. You can tell that the people here genuinely care about all the student-athletes, not just basketball, but all student-athletes. They are very supportive and helpful. As a student-athlete it is helpful to know you have that support from everyone, that you have the support you need to be successful.

The facilities here are outstanding. I love Carver-Hawkeye Arena. The view from the top when you come in, is so unique, I'm excited to play here. Carver-Hawkeye Arena, and all the facilities here, played a part in my decision to attend the University of Iowa."

JEFF PETERSON
Sophomore Guard
Hyattsville, Maryland

CONSIDER WHAT THESE HAWKEYES ARE SAYING



"Coach Lickliter was very welcoming to me when we first visited. He has embraced the entire team with open arms and wants to be successful. It will be fun to work with him as a member of the program.

I was very attracted to Iowa by the fans and their loyal support. I came to a football game for my official visit. It was ridiculous as to how many fans were there and how much support they had for the team. I knew right away I wanted to be a part of a program where the entire community is involved, where the athletic program is looked up to and supported by everyone in the community and the state.

It has been easy to adjust to college life in Iowa City. When you go places, people know you and they are supportive and helpful. It gives you a good feeling, knowing that people care about you and they care about the program. That's a plus for the University of Iowa."

JARRYD COLE
Sophomore Forward
Kansas City, Missouri



"As early as this summer, just being on campus, I could tell that the students here and the people of Iowa City value the relationships that are built with each other. The campus is big, but compact and built as a part of downtown Iowa City, which helps that relationship between students and fans.

You don't have to be in Iowa City very long to get the feeling that students know you as a student-athlete and are very supportive. People here have been very friendly, they know who you are and want to see you succeed. With that, comes a responsibility, which I think is good.

The Gerdin Learning Center is a great facility for us as student-athletes, but more important is the staff. Everyone there is unbelievable in how much they want to help you succeed. We are allowed to build our own schedule, and the staff members are very flexible in meeting our schedules and working with us to provide any assistance they can.

As soon as I made my visit, and was able to spend some time with Coach Lickliter and the coaching staff, I felt Iowa was a good fit for me. The staff was very honest, in that they want guys who want to be here. Guys who value defense, value the basketball, and do the little things it takes to win. They make you feel that they will get the best out of you in helping you reach your potential."

JERMAIN DAVIS
Junior Guard
Plymouth, Minnesota



"I did not really know what to expect prior to my first visit to Iowa City and the University of Iowa. But on my visit, everything about the trip completely exceeded all my expectations. The great fan support, and the passion the Iowa fans have for us, was amazing. To see every seat filled in Carver-Hawkeye Arena was very exciting to me. The fans knew who I was and made me feel very comfortable right away.

The players and the coaching staff were very easy for me to relate to. The coaching staff was very up front about what they were looking for and what it would be like to be a part of the Iowa program. I was aware of the success they had at Butler; I just felt I would fit right in with what they were looking for in being a part of the team and the program.

Coming here early and attending classes in the summer was very beneficial. It allowed me to get a head start on what the college academic requirements would be. I knew it would be different than high school. I was able to become familiar with the campus and the community; it was very beneficial in preparing me for the fall semester."

AARON FULLER
Freshman Forward
Mesa, Arizona

WHY PARENTS LIKE IOWA

When student-athletes leave home to continue their basketball career and pursue a college degree, parents of those student-athletes want to know their son is enjoying all aspects of the collegiate environment. Parents of current and former Hawkeyes speak highly of the University of Iowa and the Hawkeye basketball program.

B.J. Armstrong continued his basketball career after an outstanding college career with the Hawkeyes. A first round selection in the NBA draft, Armstrong helped the Chicago Bulls win three world championships in the 1990's during his 11-year NBA career. Armstrong was voted as a starter in the 1994 NBA all-star game.

Following his playing career Armstrong served as special assistant to the Executive Vice-President of Basketball Operations with the Bulls. He later served as an NBA analyst on ESPN and was a regular contributor to ESPN.com.

Armstrong now serves as Vice-President of Basketball for the Wasserman Media Group, which is based in Los Angeles. Armstrong prepares clients for pre-draft workouts with NBA teams and identifies current NBA coaches to workout with WMG clients in preparation for pre-draft workouts with NBA organizations.

"We always told B.J. that there's more to life than dribbling a basketball, so choose a school you'd be happy with if you weren't involved with athletics."

"We traveled to Michigan, Indiana, Illinois, and all over the Midwest, and there were always Iowa fans in the stands to cheer on the Hawkeyes. They support the basketball team at home and on the road. Iowa fans love basketball."

"We were pleased that B.J. decided to get away from the big city atmosphere and felt the experience of moving away from home would be good for him. The friendly people living in Iowa City sure made the transition an easy one. They are very special people who care about their community, their university and the Iowa basketball program."

MR. AND MRS. BENJAMIN ARMSTRONG

Parents of B.J. Armstrong, a member of the three-time World Champion Chicago Bulls who retired from the NBA following the 2000 season.



B.J. Armstrong waves to the crowd while being introduced at Iowa's 2002 Homecoming game. Armstrong was a member of three Chicago Bulls' teams that won NBA championships (1991-93) and a 1994 NBA all-star. Armstrong served as Iowa's Homecoming parade marshal in 2002 and is a member of Iowa's all-Century team. He has been named as a Distinguished Young Alumni by the UI Alumni Association.

"My best memories of Iowa are the people, they were just fabulous, so warm, they made me feel comfortable. I couldn't have gone into a better situation."

"I try to keep in touch with all the guys. It's good to see how much the university has grown and how things have changed. Iowa basketball will always have a place in my heart. I love the University of Iowa and know what it has meant to me personally."

B.J. ARMSTRONG

Honored by UI Alumni Association as Distinguished Young Alumni in 1993
1994 NBA All-Star

Vice President of Basketball
Wasserman Media Group
Los Angeles, California



B.J. Armstrong with his parents upon graduation from the University of Iowa.

WHY PARENTS LIKE IOWA



Olivet Looby, mother of 2008 senior Kurt Looby, wasn't able to visit Iowa City from her home in Antigua very often during Kurt's playing career, but she was on hand last May to see Kurt receive his degree from the University of Iowa.



Former Hawkeye standouts Ronnie Lester (left) and B.J. Armstrong (right) visit Carver-Hawkeye Arena while being named members of Iowa's all-Century team. Both enjoyed professional basketball careers in the NBA and both have been successful in the business world following their playing careers. Lester currently serves as Vice-President of the NBA's Los Angeles Lakers, while Armstrong serves as Vice-President for Basketball for the Wasserman Media Group, which is also based in Los Angeles.

Waterloo native Mike Henderson, a 2007 Hawkeye senior, shares a moment at Senior Day with his mother, Valda, and brother, Courtney.



BASKETBALL HAWKEYE STYLE



Taking care of the basketball; working as a team for the open look; scoring on a great pass from your teammate. Playing solid team defense; protecting the basket; and helping out your teammates when needed.

From offense to defense to all the intangibles of working together and playing together as a team. The roar of the crowd, the self-satisfaction of a job well done. These are the emotions of Hawkeye basketball.

As the Iowa Hawkeyes head into the 2008-09 season, the second under Coach Todd Lickliter and his coaching staff, Iowa basketball continues an era that features the team approach in all phases of the program.

"Of ensively, we want to be opportunistic. We have the patience and ball handling ability to get the shot we want, yet have the ability to attack early in a possession when the opportunity arises. We want to manufacture the best shot, be it early or late in a possession."

What I am comfortable with is a defensive system that protects the basket, one that provides great support from your teammates. We can pressure the ball, but we are predominately a half court defensive team."

TODD LICKLITER
Head Coach
University of Iowa

Todd Lickliter took over the Iowa basketball program last season after six very successful seasons at Butler University. In his first season at Iowa, the Hawkeyes ranked second in the Big Ten and fifth in the nation in scoring defense.

In six seasons as the head coach at Butler University, Lickliter led his team to an average of 22 wins per season. He was named national Coach of the Year by his peers in the coaching profession after leading Butler to a 29-7 record last season.

In four of six seasons, Lickliter led his Butler teams to post-season play, winning 20 games in 2006, 26 games in 2002, 27 games in 2003 and 29 games a year ago. The Bulldogs advanced to the Sweet 16 of the NCAA Tournament in both 2003 and 2007, losing a hard-fought game last March to eventual national champion Florida.

Butler claimed the Horizon League championship in three of six seasons under Lickliter. The Bulldogs last season led the nation in fewest turnovers per game, ranked fifth in scoring defense, seventh in free throw percentage, 13th in won-loss percentage, 17th in scoring margin and 20th in three-point field goals per game.

CONSIDER THESE FACTS ABOUT TODD LICKLITER AND HIS COACHING CAREER:

He was named Division I National Coach of the Year in 2007 by the National Association of Basketball Coaches

In seven seasons as a college head coach, Todd Lickliter's teams have averaged over 20 wins per season

In four of six seasons as the head coach at Butler, Todd Lickliter led the Bulldogs into post-season play, including Sweet 16 appearances in both 2003 and 2007

In his six seasons as the head coach at Butler, 19 of 20 seniors who played under Todd Lickliter earned their degree

When Butler reached the Sweet Sixteen in both 2003 and 2007, the Bulldogs had the top graduation rate percentage among the 16 teams



BIG TEN NETWORK



ABOUT THE BIG TEN NETWORK:

The Big Ten Network is dedicated to covering the Big Ten Conference and its 11 member institutions. The Big Ten Network provides unprecedented access to an extensive schedule of conference sports events and shows; original programs in academics, the arts and sciences; campus activities; and associated personalities. Sports programming includes live coverage of more events than ever before, along with news, highlights and analysis, all complemented by hours of university-produced campus programming. The Big Ten Network is a joint venture between subsidiaries of the Big Ten Conference and Fox Cable Networks. The Big Ten Network reaches a national audience through distribution arrangements with approximately 230 cable and satellite companies.

QUICK FACTS:

Agreement: 20-year joint venture between subsidiaries of the Big Ten Conference and Fox Cable Networks.

Headquarters: Chicago, Ill.

Launched: August 30, 2007, 8pm ET

Sports televised: Football, men's basketball, women's basketball and other NCAA-sponsored sports

Programming: Approximately 400 live events, original programming, historic footage and classic games; coaches' shows; up to 60 hours per year of original programming from each university.

Distribution: The Big Ten Network has signed national agreements with AT&T U-Verse, Charter Communications, Comcast, DirecTV, DISH Network, Mediacom, Time Warner Cable, Verizon FiOS and 230 cable operators. Select content is distributed through alternative media platforms including the Internet, iPods, cell phones and other emerging technologies.

PROGRAMMING:

Each year, the Big Ten Network televises approximately 400 live events, plus hundreds of hours of original programming, classic games, coaches' shows and campus programming. Virtually all of the network's live event programming is available in high definition.

LIVE EVENTS

Football

Through the creation of the Big Ten Network, every home Big Ten football game is produced. Each team is guaranteed to make a minimum of two appearances on the network per year, with one a conference game.

The network televises approximately 35-40 football games each fall and nearly all of them are available in high definition.

Men's Basketball

Through the creation of the Big Ten Network, every home Big Ten basketball game is produced. Each Big Ten men's basketball team makes approximately 15-20 appearances a season on the Big Ten Network.

The network televises approximately 60-65 in-conference match-ups, plus selected Big Ten Tournament contests, and virtually all of those games are produced in high definition.

The network has a set on site at the Big Ten Men's Basketball Tournament in Indianapolis, with anchors providing coverage and analysis of all the action.

Big Ten Championships

The Big Ten Network televises 17 Big Ten Championships and Tournaments in the sports of basketball, field hockey, golf, soccer, swimming and diving, tennis, indoor and outdoor track and field, volleyball and wrestling.



Mark Silverman
President, Big Ten Network



Dave Revsine
Big Ten Network Studio Host

ORIGINAL PROGRAMMING

Big Ten Tonight

Big Ten Tonight is the only nightly sports program dedicated to covering the Big Ten, setting it apart from all other sports highlight shows. Utilizing a studio on each campus, *Big Ten Tonight* includes interviews with coaches and players every evening. *Big Ten Tonight* is the ultimate destination for Big Ten fans.

Big Ten Tip-Off Show

With years of experience on the court and on the sidelines, no one knows the Big Ten like our men's and women's basketball analysts. This 30-minute pre-game show provides the kind of inside information and in-depth analysis fans can't get anywhere else. During the Big Ten Men's and Women's Basketball Tournament, the show hits the road for a live pre-game presence from Consecro Fieldhouse in Indianapolis, with anchors providing coverage and analysis of all the action.

The Big Ten's Greatest Games

They are epic sports battles that are etched in hearts and minds of Big Ten fans across the nation. They are unforgettable moments that stir passion and pride. They are echoes of both triumphant victories and devastating defeats. Throughout the year, fans of both football and men's basketball have the opportunity to relive those match-ups on *The Big Ten's Greatest Games*.

WANT MORE? NOW THERE'S WWW.BIGTENNETWORK.COM

For video highlights of your Big Ten teams, human interest features on your favorite student-athletes and all the latest happenings in the Big Ten, log onto www.BigTenNetwork.com. The network's online home also contains statistics, schedules and more.

Now, fans can get their Big Ten news and discussion to go with BigTenNetwork.com podcasts with conference insiders. Podcasts are available by sport and by school.

Want to know when you can catch your team on Big Ten Network? When can you see last night's game again? Which classic games are coming up? The answers can be found on www.BigTenNetwork.com where each school has a page that lists all of its upcoming programming.



Selected events are available via live web stream on www.BigTenNetwork.com. In 2007, a handful of men's basketball, ice hockey and softball games were available online and plans for 2008 call for expanded coverage online.

THE BIG TEN IS BIG TIME

BIG TEN[®] CONFERENCE

The Big Ten Conference personifies big-time college basketball. The Big Ten has always been considered one of the premier basketball conferences in America. An average of six teams from the Big Ten have been invited to the NCAA Tournament over the past nine years, including a high of seven Big Ten Conference teams in 1994, 1999 and 2001.

Two Big Ten teams advanced to the Final Four in 1999, 2000 and 2005. Michigan State won the 2000 NCAA title, while Illinois was the runner-up in 2005 and Ohio State advanced to the title game in 2007. MSU was also in the Final Four in 2005 and 2001 and Indiana advanced to the championship game in 2002.

The Big Ten Conference has had 184 teams participate in the NCAA Championships since the tournament's inception. Big Ten Conference teams have made 39 Final Four appearances, which ranks second behind the Atlantic Coast Conference (40 appearances) for the most among all leagues. The Big Ten ranks second with 291 NCAA Tournament victories and second with 10 NCAA titles. The conference boasts a winning percentage in NCAA Tournament play that is well over 60 percent. In a testimony to the balance of power in the Big Ten, the Big Ten is the only conference since 1990 to advance five different programs to the Final Four.

The Big Ten has led the nation in attendance each year since 1977, a streak of 32 straight years. In each of the past 16 years, over two million fans have watched Big Ten basketball games, with the total reaching more than 2.5 million in each of the past two seasons.

Overall, seven Big Ten schools ranked among the top 40 in the nation in home attendance last season, including the Iowa Hawkeyes.

TOP CONFERENCES IN PER GAME ATTENDANCE, 2007-08

Conference Average Attendance Per Game

1. BIG TEN	12,978
2. Southeastern	12,140
3. Atlantic Coast	11,272
4. Big East	11,147

THE BIG TEN CONFERENCE: AN NCAA TOURNAMENT LEADER

While some conferences boast recent NCAA Tournament success, the Big Ten has long been a dominant force in post-season play. The Big Ten ranks among the leaders in NCAA Tournament victories, Final Four appearances and NCAA Tournament winning percentage. Just take a look at the numbers and judge the strength of the Big Ten as an NCAA Tournament leader yourself.

NCAA FINAL FOUR APPEARANCES

Atlantic Coast	40
Big Ten	39
Pac 10	33

NCAA TOURNAMENT CHAMPIONSHIPS

Pac 10	15
Big Ten	10
Atlantic Coast	10

IOWA THIRD IN BIG TEN IN NCAA TOURNAMENT

Over the past 29 seasons, the Iowa basketball program ranks fourth among all Big Ten teams with 19 trips to the NCAA Tournament.

BIG TEN NCAA TOURNAMENT APPEARANCES

	29yrs., 1980-08
1. Indiana	26
2. Illinois	21
3. Purdue	20
4. IOWA	19
5. Michigan State	18
6. Ohio State	14
7. Michigan	12
Wisconsin	12
9. Minnesota	8
10. Penn State	2



Conseco Fieldhouse in Indianapolis is the home of the Big Ten Conference post-season tournament. The Hawkeyes won the 2006 tournament held in Indianapolis and the 2001 event held at the United Center in Chicago.

THE BIG TEN IS BIG TIME

QUALITY COMPETITION: ANOTHER BIG TEN BONUS

It is often said that in order to be the best, you have to play the best. If one of your goals is to develop your athletic talent to its fullest potential, you'll probably never be successful unless you seek the highest level of competition. That competition is available at the University of Iowa.

At Iowa, you'll compete in the Big Ten Conference -- annually one of the toughest college basketball conferences in America today -- and face the challenge of matching your talents against the toughest competition in collegiate basketball week in and week out.

The Big Ten Conference has annually been regarded as the strongest basketball conference in the nation. Iowa's regular season schedule, as well, ranks as one of the strongest in the nation.

Each year, the Big Ten Conference shows its strength, and its depth. Big Ten champion Ohio State advanced to the Final Four in 2007, reaching the championship game.

Big Ten teams won 12 games in the 2005 NCAA Tournament, advancing two teams to the Final Four for the third time in the last seven years. Michigan State won the 2000 title after defeating Wisconsin in the national semi-finals. The Spartans returned to the Final Four in 2001 and 2005. Indiana advanced to the NCAA championship game in 2002 and Illinois lost in the 2005 title game.

Iowa's non-conference schedule is always filled with tough tests. Along with taking part in the annual Big Ten/ACC Challenge, Iowa annually plays additional teams from other major conferences. Below are a few of the teams the Hawkeyes have faced recently or will play in the near future:

Alabama	Maryland
Arizona	Memphis
Arizona State	Missouri
Arkansas	North Carolina
Boston College	North Carolina State
Connecticut	Stanford
Duke	Tennessee
Georgia Tech	Texas
Kansas	Texas Tech
Kansas State	Wake Forest
Kentucky	West Virginia
Louisville	UCLA

IOWA CONSISTENTLY AMONG NATION'S BEST

Over the past 29 seasons, Iowa has been a fixture in the Associated Press Top 20, making an appearance in the national rankings in 25 of 29 seasons. In fact, only five teams in the nation have appeared in the AP Top 20 each year more than the Iowa Hawkeyes.

HAWKEYES ANNUALLY APPEAR IN NATION'S BEST TOURNAMENTS

Throughout the years, Iowa has made its mark in "Big Time" tournaments around the world. The Hawkeyes won the Maui Invitational in 1987-88, the Great Alaska Shootout in 1986-87, the San Juan Thanksgiving Shootout in 1992-93 and the San Juan Christmas Shootout in 1997-98. Iowa was second at the Maui Invitational in 2005, the Rainbow Classic in 1994-95, The Great Alaska Shootout in 1995-96, the IKON Coaches vs. Cancer Classic in 2000 and the Guardians Classic in 2002 and 2006. Iowa has competed against such teams as Alabama, North Carolina, Texas, Louisville, Kentucky, Connecticut, Stanford, Duke, Georgia Tech, Missouri, Memphis, Oklahoma, Cincinnati, Arkansas and Villanova.

The Hawkeyes participated in the South Padre Island Invitational a year ago and the Paradise Jam in the Virgin Islands the previous season. This season, Iowa will take part in the Las Vegas Invitational. Iowa will face West Virginia and either Kansas State or Kentucky while spending the Thanksgiving holiday in Las Vegas.

In 2006, Iowa placed second in the Guardians Classic, falling to second-ranked Texas in the championship game. Iowa had advanced to the title game with a 67-63 win over ninth-ranked Kentucky.

In 2005, Iowa placed second in the EA Sports Maui Invitational, falling to North Carolina, the eventual national champion, in the title game after defeating Louisville and Texas, respectively, in the first two rounds.

As part of the ACC/Big Ten Challenge in 2002, Iowa met defending NCAA champion Duke at the United Center in Chicago, playing in front of a crowd of over 17,000 fans and a national television audience. The Hawkeyes hosted North Carolina State in the 2005-06 Big Ten/ACC Challenge and Wake Forest last season. This season the Hawkeyes travel to meet Boston College.

Iowa opened the 1999 season in New York's Madison Square Garden by taking part in the IKON Coaches vs. Cancer Classic. Along with the Maui Invitational early in the 2005 season, Iowa competed in the Rainbow Classic in Honolulu in 2002.

THE HAWKEYES AND THE NATIONAL POLLS

Iowa has been a fixture in the national rankings, moving to the very top in 1987 while opening the season with 18 straight wins.

The Hawkeyes began the 2005-06 season in the rankings, and quickly made a name for themselves with a win over ninth-ranked Kentucky and a narrow loss to second-ranked Texas in the Guardians Classic.

Season	Highest	Ranking
2006	12th	Associated Press
2005	14th	Associated Press
2004	24th	Associated Press
2002	7th	Associated Press
2001	14th	Associated Press/ESPN/USA Today
2000	22nd	Associated Press
1999	12th	Associated Press
1998	10th	Associated Press/ESPN/USA Today
1997	20th	Associated Press
1996	8th	Associated Press
1995	19th	Associated Press
1993	8th	Associated Press/CNN/USA Today
1992	16th	Associated Press
1991	19th	United Press
1990	17th	United Press
1989	4th	Associated Press
1988	3rd	Associated Press/United Press
1987	1st	Associated Press
1986	14th	United Press
1985	11th	Associated Press
1984	5th	United Press
1983	6th	Associated Press
1982	5th	Associated Press/United Press
1981	6th	United Press
1980	10th	Associated Press

TELEVISION EXPOSURE

"We have a wonderful venue and a great fan base. We want to share that and expose what we have here. We want people to see the way we play and the type of spirit we play with."

You want to reach out to more fans than the number who can see a game in person. The exposure our program has is a great benefit, obviously, and it is far reaching. Growing up, I was able to watch Iowa play basketball, and I enjoyed that. That comes through the exposure that television offers."

TODD LICKLITER

Head Basketball Coach
University of Iowa

The Iowa Hawkeye basketball program annually ranks among the national leaders in home attendance. In addition to the fans in the arena, Hawkeye basketball on television is also very popular around the state, the Midwest and the nation.

The Big Ten Network, provides unprecedented national television exposure for Big Ten Conference basketball. Now in its second year of operation, the Big Ten Network is available in 70 million homes throughout the entire nation.

During the 2008-09 basketball season, every home game of all Big Ten teams will appear on television for the second straight season. Overall, no fewer than 200 men's basketball games, including home, away and neutral sites, will be featured on CBS Sports, an ESPN platform (ESPN, ESPN2, ESPNU, ESPN Classic) or the Big Ten Network, beginning with exhibition games in October.



CBS announcers Kevin Harlan (left) and Bill Raftery prepare for a national telecast from Iowa's Carver-Hawkeye Arena.

A year ago, nearly all (30 of 32 games) of Iowa's basketball games were televised to a national audience on either CBS, an ESPN network platform or the Big Ten Network, providing the Hawkeye basketball program national exposure throughout the season.

During the 2008-09 season, nearly all Hawkeye games are again scheduled to be televised on a national (CBS, ESPN platform, Big Ten Network) or regional network.

Under current contract agreements, Big Ten Conference men's basketball is guaranteed the following:

Through the 2009-10 season, Big Ten teams will have a minimum of 26 appearances per season on CBS.

In 2007, the Big Ten Conference signed a 10-year national rights contract with ABC/ESPN. The current agreement includes approximately 60 men's basketball games to air on an ESPN network.

Beginning with the inaugural year in 2007-08, more than 105 regular season men's basketball games will be televised on the Big Ten Network each season.

TELEVISION EXPOSURE



A sold out crowd of 15,500 in Carver-Hawkeye Arena and national television exposure earns the Iowa basketball program national recognition.

"The Big Ten Conference has been our highest-rated college basketball conference for the last decade."

LOREN MATTHEWS
Senior vice-president, ESPN

"The Big Ten Conference receives more basketball exposure than any other conference. We are the only league that has all CBS games carried nationally. The Big Ten also received more money from TV rights than any other conference. The league has contracts with the networks and syndicators that reap more than \$100 million."

MARK RUDNER
Associate Commissioner/Television Administrator
Big Ten Conference

While the centerpiece of Iowa's television package is live coverage of Hawkeye games, "Iowa Basketball with Todd Lickliter" is a very successful spin-off show. The weekly show featuring Iowa's head coach offers fans of the Iowa basketball program across the state the opportunity to view highlights from previous games and meet the coaching staff and student-athletes.

Television exposure is one of the keys to developing and maintaining a program of national stature, and at the University of Iowa a player is guaranteed virtually unmatched attention from regional and national television audiences.

Big Ten Conference Leads the Nation in Exposure

The Big Ten Conference epitomizes "Big Time" college basketball. When you consider game attendance, television exposure and post-season tournament exposure, Big Ten Conference basketball is viewed by literally millions of fans each year. Consider these facts:

The Big Ten Conference has led the nation in attendance every year since 1977, drawing over 2.5 million fans a year ago and over two million fans in each of the past 16 seasons.

Just under 25% of the nation's television sets are located in the Big Ten Conference's eight state area, including such metropolitan areas as Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Minneapolis and Philadelphia.

PROFESSIONAL BASKETBALL AND THE IOWA HAWKEYES

Former Hawkeyes Matt Bullard, B.J. Armstrong and Bob Hansen have all won NBA championships. A successful career in the NBA and professional basketball is an opportunity that awaits Hawkeye basketball players.

The Iowa basketball program has been well represented in the NBA championship over the years. In fact, former Hawkeyes have won 13 world championships while in the NBA. That list includes Don Nelson, Fred Brown, John Johnson, B.J. Armstrong, Bob Hansen and Matt Bullard. From point guards to the big guys in the middle, Iowa basketball continues to prepare its student-athletes for an opportunity to compete in the NBA and professional basketball leagues around the world.

More than 15 former Hawkeye players are currently active in professional basketball leagues in foreign countries and as many as 40 former University of Iowa players have played overseas in the last 25 years.

Continuing the tradition, Iowa has had five players selected in the two rounds of the NBA Draft over the past 11 years, including 2007 senior Adam Haluska, a first team all-Big Ten selection who was selected by New Orleans. Iowa is also one of five major basketball programs to have as many as three former players who have had their NBA jerseys retired.

CONSIDER A PROFESSIONAL BASKETBALL CAREER

When a student-athlete excels on the basketball court at the University of Iowa, he gets noticed. He gets noticed by the thousands of fans in Carver-Hawkeye Arena and arenas where the Hawkeyes play; by the vast number of media who follow the Iowa basketball program; by the millions of college basketball fans watching the Hawkeyes on nationally televised games; and by scouts for the franchises of the National Basketball Association.

1 - B.J. ARMSTRONG, AN NBA ALL-STAR

B.J. Armstrong had an outstanding career at Iowa, ranking second in career assists and three-point field goals. B.J. was a 1989 first round draft choice of the Chicago Bulls and the 18th player selected overall. Armstrong was a three-time all-Big Ten selection and 1989 all-American.

Armstrong moved into the starting line-up as Chicago's point guard in 1993 as the Bulls won their third straight NBA championship. Armstrong led the NBA in three-point field goal percentage (.453) that season and was a starting guard in the NBA All-Star Game in 1994. Armstrong retired from the NBA following the 2000 season. He is a member of Iowa's all-Century team.

Armstrong currently is Vice President of Basketball for the Wasserman Media Group, where his role includes assisting potential NBA draft selections in preparing for the NBA draft and assisting in developing WMG's NBA Draft strategy.

"Playing in the Big Ten as a member of the basketball team at the University of Iowa certainly enhanced my opportunities for an NBA career. The Big Ten Conference offers a student-athlete the very best in facilities and competition."

B.J. ARMSTRONG

Vice-President of Basketball, Wasserman Media Group
Member of three world championships (1990-93)
with the Chicago Bulls
NBA All-Star, 1994

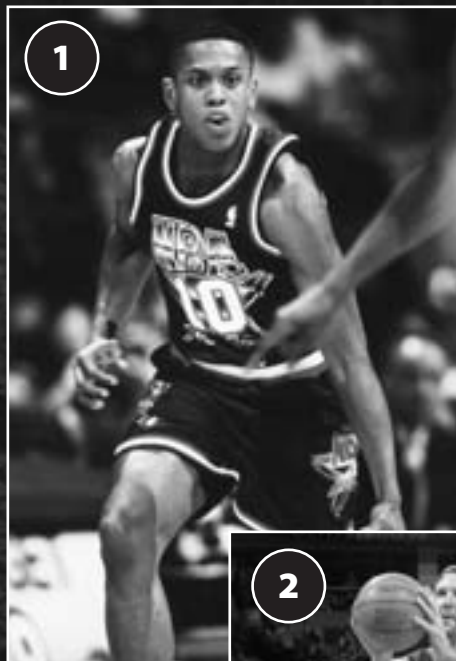
2 - MATT BULLARD

A two-year starter for the Iowa Hawkeyes, Matt Bullard spent nine seasons with the Houston Rockets before moving to the Charlotte (now New Orleans) Hornets prior to the 2001 season. Bullard, a long-range shooting specialist, earned his NBA championship ring when the Rockets claimed the 1994 NBA championship. Bullard's career three-point field goal percentage ranks among NBA leaders.

Now retired from the NBA, Bullard serves as an analyst for Houston Rocket games, putting his University of Iowa communications degree to good use. He reached the finals of ESPN's "Dream Job" competition, in which ESPN interviewed former professional athletes for the opportunity to be an ESPN anchorman.

3 - ACIE EARL

Center Acie Earl enjoyed an outstanding senior season in 1993, leading the Hawkeyes into the second round of the NCAA Tournament and a 23-9 overall record. Earl was selected in the first round of the NBA draft by the Boston Celtics, the 19th selection overall.



PROFESSIONAL BASKETBALL AND THE IOWA HAWKEYES

1 - BOBBY HANSEN

Bobby Hansen, a member of the 1992 NBA champion Chicago Bulls, was a four-year letterman at Iowa. Hansen played a key role for Chicago in the 1992 playoffs, helping spark a fourth quarter rally while subbing for Michael Jordan in the sixth and final game of the championship series. Hansen serves as color analyst for the Learfield Network on all of Iowa's men's basketball games.

2 - RYAN BOWEN

After a stellar four-year career with the Hawkeyes, Ryan Bowen was selected by Denver in the second round of the 1998 NBA Draft. Joining the Nuggets after one season of professional basketball in Turkey, Bowen was a very popular team member in Denver. He played in 52 games for the Nuggets in 2003-04 and started 31 games the previous season. Bowen joined the Houston Rockets in 2005, starting six games while playing in 66 outings. Bowen started three games for the Rockets in the 2005 playoffs. He started 19 of the 68 games in which he played for the Rockets in 2006 before missing the majority of the 2007 season due to injury.

Bowen joined New Orleans prior to the 2007-08 season and has re-signed with the Hornets for the 2008-09 season. Bowen shot 49% from the field while seeing action in 53 games in his first season in New Orleans as the Hornets advanced to the NBA playoffs.

3 - REGGIE EVANS

Signing as a free agent with Seattle prior to the 2002-03 season, Reggie Evans made an immediate impact in the NBA. Working his way into the starting line-up, Evans started 60 games as a rookie. Evans led Seattle in rebounds per game (6.6 average) and ranked seventh in the NBA in rebounds per 48 minutes (15.6) as a rookie. In his second season he played in 75 games averaging 5.4 rebounds per outing. In 2005, Evans started all 79 games in which he played, including 11 playoff games, averaging 9.3 rebounds per game. He ranked 12th in the NBA in rebound average and for the second time in three seasons led the league in rebounds per minute (18.8).

Evans averaged 5.9 points and 6.7 rebounds in 41 games in 2006 before being traded to Denver, where he played in 26 games and averaged 5.2 points and 8.7 rebounds. Evans played in 66 games for the Nuggets in 2007, with 11 starts. He averaged seven rebounds and 4.9 points per game while shooting 54.4% from the field.

Evans joined the Philadelphia 76ers for the 2007-08 season and had another productive season. Evans started 61 games, averaging 7.5 rebounds and 5.2 points a game. He increased those averages to 6.8 points and 7.8 rebounds in the 2008 playoffs. Overall, Evans has averaged 7.3 rebounds per game in his six-year NBA career.

4 - RICKY DAVIS

Choosing to pursue a professional career after his freshman year at Iowa, Ricky Davis was a first round selection of the Charlotte Hornets in the 1998 NBA Draft. After spending the first two years of his NBA career with Charlotte, Davis played in Miami before coming into his own with Cleveland. Davis was traded to the Boston Celtics during the 2003-04 season. He averaged 14.4 points and 4.5 rebounds a game in 2004, playing 22 games in Cleveland and 57 games with the Celtics. He led Cleveland in scoring at 20.6 points per game in 2003. Spending the entire 2005 season in Boston, Davis averaged 16 points and three rebounds per outing. In 2006, Davis averaged 19.1 points and 4.6 rebounds in the final 36 games of the season after being traded to Minnesota. In 2007, Davis averaged 17 points, 4.8 assists and 3.9 rebounds while starting all 81 games in which he played for the Timberwolves, averaging over 37 minutes a game.

Davis returned to Miami for the 2007-08 season, starting 47 games while playing in all 82 games for the Heat. He averaged 13.8 points, 4.3 rebounds and 3.4 assists per game. Davis has signed a multi-year contract with the Los Angeles Clippers heading into the 2008-09 season.



PROFESSIONAL BASKETBALL AND THE IOWA HAWKEYES

1 - JARED REINER

Despite missing the second half of his senior season due to injury, Jared Reiner signed a free agent contract with the Chicago Bulls and spent his entire rookie season in Chicago. Reiner saw action throughout the season and earned two starts during the year. Reiner also played for San Antonio, Phoenix and Milwaukee in the NBA. He has also played professional basketball in Germany and has signed a contract with the Philadelphia 76ers for pre-season camp.

ANDRE WOOLRIDGE

As a Hawkeye senior in 1997, point guard Andre Woolridge led the Big Ten Conference in both scoring and assists, becoming the first player in Big Ten history to lead the league in both categories. Woolridge has continued his professional basketball career overseas for the past 11 years. He is a member of Iowa's all-Century team.

2 - DEAN OLIVER

Dean Oliver signed a free agent contract with Golden State prior to the 2001-02 NBA season, and saw action in 20 games during his rookie season. Oliver was a three-time MVP during his Iowa career. He is one of three players in Big Ten history to surpass 1,500 career points, 500 assists and 200 steals. After missing the majority of the 2003-04 season due to injury, Oliver resumed his professional basketball career by competing in one of the top professional leagues in Europe and he currently plays in Belgium.

3 - KEVIN GAMBLE

Kevin Gamble, a key member in Iowa's record-shattering 30-5 season in 1987, enjoyed a lengthy NBA career after being drafted by the Portland Trailblazers. In 1991 Gamble played a key role as a starter for the Boston Celtics, ranking among the NBA's leaders in field goal percentage. He was voted the second most improved player in the NBA in 1990-91.

4 - ADAM HALUSKA

In three years as a Hawkeye Adam Haluska scored 1,578 points, best among all Iowa players who played three seasons. Haluska led the Big Ten Conference in scoring (20.5) as a senior, earning first team all-Big Ten honors before being selected by New Orleans in the second round of the 2007 NBA draft. He averaged 18.7 points a game while closing the 2008 season with the Iowa Energy in the NBA Developmental League. He has signed a contract to continue his professional playing career in Israel.

Haluska also excelled in the classroom, being named the Academic all-American of the Year in Division I basketball as a senior while three times earning academic all-America recognition

"I will forever remember my days as a Hawkeye and I will always consider myself blessed to have worn Iowa on my jersey. There is no better place to play big time college basketball. The people and fans of Iowa made my college experience one that I will never forget."

ADAM HALUSKA

2007 Iowa MVP
Second Round NBA Draft
New Orleans Hornets

GREG BRUNNER

After a stellar career at Iowa in which he totaled 1,516 points and 990 rebounds, Greg Brunner enjoyed two productive seasons playing professionally in Belgium. The native of Charles City, IA helped the 2006 Hawkeyes win the Big Ten Conference Tournament while posting a 25-9 overall record. He will continue his professional career this season in Italy.



PROFESSIONAL BASKETBALL AND THE IOWA HAWKEYES

1 - JEFF HORNER

Jeff Horner, another senior in 2006 and Iowa's career assist leader, played in Belgium in 2007, averaging 9.7 points and 3.1 assists in helping his team reach the championship game. Horner completed his Hawkeye career with 1,502 points and 612 assists. He was named Most Outstanding Player after leading Iowa to the 2006 Big Ten Tournament title. Horner spent last season playing for the Iowa Energy in the NBA Developmental League, averaging 11.5 points, 6.3 assists and 4.5 rebounds per game.

2 - DOUG THOMAS

Forward Doug Thomas left his mark as a senior in 2006, earning "Sixth Man of the Year" honors in the Big Ten Conference while helping the Hawkeyes win 25 games and the Big Ten Conference Tournament. Thomas competed in Switzerland in 2007 before being invited to camp with the NBA's Phoenix Suns. He averaged 10.4 points and 6.3 rebounds while playing in the NBA Developmental League in 2008.

A CAREER IN THE NBA

Additional former Iowa basketball standouts have enjoyed NBA careers after their playing days were over. Former Hawkeye Don Nelson, former long time general manager and head coach of the Dallas Mavericks, returned in 2006-07 as the head coach of the Golden State Warriors. Nelson retired as the Dallas head coach following the 2005 season after leading his team to the NBA playoffs in each of his last five seasons. Nelson led the Warriors to an excellent season in 2007, including a playoff series win over the Dallas Mavericks, marking the first win ever for an eight seed over a top-seeded team.

Former Iowa all-American Ronnie Lester serves as vice-president of the Los Angeles Lakers, while former Hawkeye Jimmy Rodgers was an assistant coach with the NBA world champion Chicago Bulls.

3- DON NELSON

Don Nelson, Iowa's MVP in three successive seasons, also had a great career as a player in the NBA, scoring more than 10,000 points for the Boston Celtics. In 28 years as an NBA coach he has been honored as Coach of the Year three different times. Nelson ranks second all-time in the NBA in victories (1,232) and games coached (2,152).

Nelson was the head coach of Dream Team II, guiding the United States to the Gold medal at the 1994 World Championships. In 2001 he was selected to Iowa's all-Century team.

"The Big Ten was rated the No. 1 conference in the country when I played at Iowa and is still considered the premier league to NBA scouts."

DON NELSON

Head coach, Dream Team II

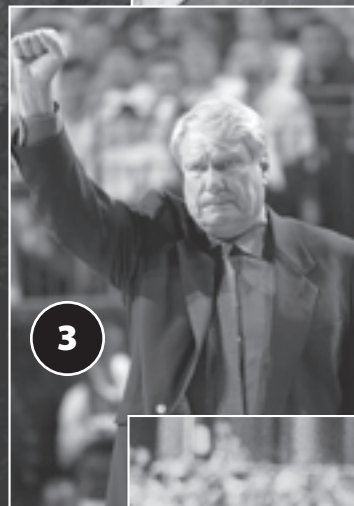
Head Coach, Golden State Warriors



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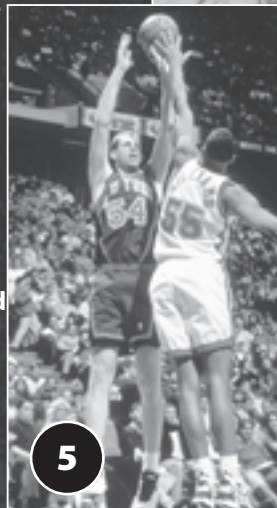
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4 - RONNIE LESTER

Ronnie Lester earned all-American honors at Iowa while leading the Hawkeyes to the 1979 Big Ten title and the 1980 Final Four. Following his NBA playing career Lester remained in the NBA. He was an NBA scout for 14 years and is currently vice-president for the Los Angeles Lakers. Lester, the 10th player selected in the 1980 NBA Draft, is a member of the National Iowa Varsity Club Hall of Fame and Iowa's all-Century team.

5 - BRAD LOHAUS

Brad Lohaus found new life as a Hawkeye senior in 1987. The seven-foot Lohaus led Iowa in rebounding and blocked shots, in addition to being one of five Hawkeyes to average in double figures as Iowa posted a school-record 30 victories.

Lohaus was drafted by the Boston Celtics in the second round of the 1987 NBA Draft. Lohaus enjoyed a lengthy NBA career, spending five seasons in the middle of his career with the Milwaukee Bucks. He concluded his playing career with the San Antonio Spurs and remains connected with the NBA as a scout for the Spurs. The Lohaus family has established an endowed scholarship that goes to a member of the Hawkeye basketball team each season.

HAWKEYES IN PROFESSIONAL BASKETBALL

Following is a list of former Iowa players, with latest location, who are participating in professional basketball outside the United States. In addition to the players who are currently in action, more than 25 former Hawkeyes have played professional basketball overseas in the past 25 years:

Greg Brunner	Israel
John Carter	Lebanon
Seth Gorney	Holland
Adam Haluska	Israel
Erek Hansen	Turkey
Duez Henderson	Germany
Mike Henderson	Bulgaria
Jeff Horner	Belgium
Jacob Jaacks	Italy
Chauncey Leslie	Egypt
Dean Oliver	Belgium
Jason Price	Germany
Luke Recker	Spain
Jared Reiner	Germany
Doug Thomas	Switzerland
Andre Woolridge	Turkey

THE UNIVERSITY OF IOWA

Building on a rich tradition of excellence and innovation, the University of Iowa is educating more than 30,000 students annually, preparing them for success immediately following graduation, as well as continued achievements throughout their lives.

The University of Iowa offers more than 100 areas of undergraduate and graduate study, including seven professional degree programs, through its 11 colleges: the colleges of Liberal Arts and Sciences, Business, Dentistry, Education, Engineering, Law, Medicine, Nursing, Pharmacy and Public Health, and the Graduate College. The University also provides on-campus and distance learning opportunities through its division of Continuing Education.

Long recognized as one of the nation's leading centers for the arts, creative writing, space physics, hydraulics, basic health and science research, and communication studies, the University of Iowa is also developing new strengths in informatics, nanoscience, simulation technology, and other fields.

The University of Iowa has maintained its tradition as an innovator with its pioneering work in speech pathology, science and medicine. It's also known internationally for being home of one of the nation's largest public university owned hospitals.

Cultural Diversity at the University of Iowa

The University of Iowa has worked hard to assure that students of all races, creeds, and backgrounds are represented in the student body. In the past five years, Iowa has moved aggressively towards its goal of creating communities of African American, Hispanic/Latino (a), Asian American, and Native American students, and making the University a stimulating, welcoming place.

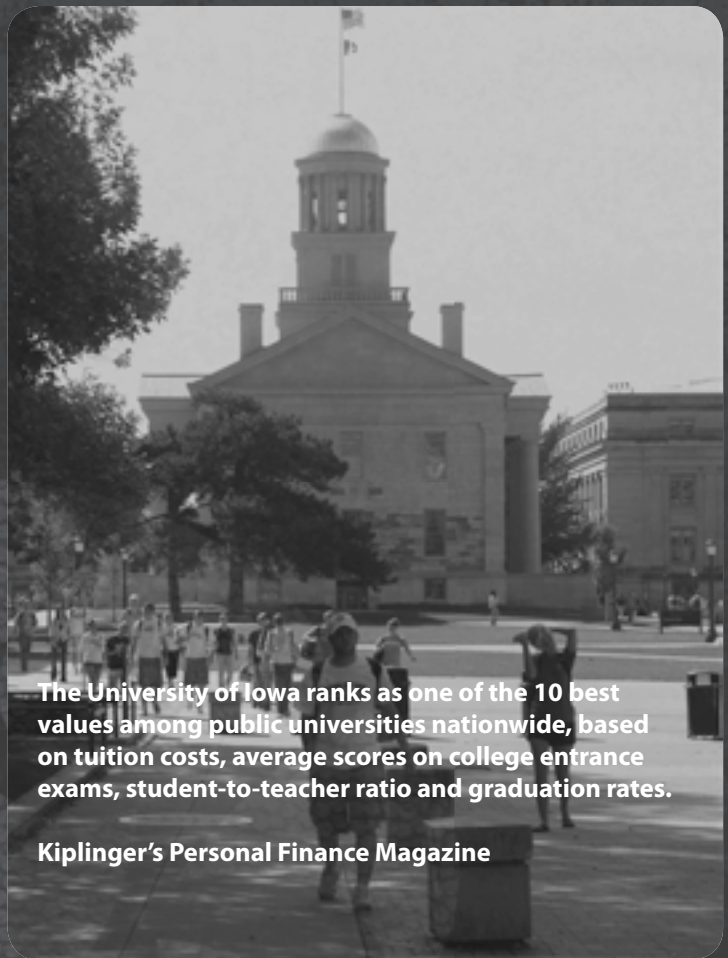
The Center for Diversity and Enrichment is a coordinated university-wide resource for creating and maintaining this campus diversity and providing opportunities for all University students interested in other cultures. Scholarships, fellowships, and support programs help to make this possible. International Programs brings together scholars from around the world and UI students looking to expand their perspectives by studying abroad or exploring global issues on campus.

The University of Iowa has been recognized by *Kaplan/Newsweek College Catalogue* as one of the top schools in the country for supporting diversity.

The University of Iowa is listed among "America's Best Value Colleges" in the 2008 guidebook published by The Princeton Review. Iowa is cited for its "excellent academics, generous financial aid packages and low costs".

"The University of Iowa not only boasts a beautiful campus, it offers its students a broad range of academic programs, an abundance of social activities and a sense of belonging. With its combination of quality academics, mammoth resources, renowned specialty programs, and extensive research opportunities, this Midwest school is anything but featureless."

The Fiske Guide to Colleges



The University of Iowa ranks as one of the 10 best values among public universities nationwide, based on tuition costs, average scores on college entrance exams, student-to-teacher ratio and graduation rates.

Kiplinger's Personal Finance Magazine

U.S. News & World Report, in its yearly rankings, has ranked the University of Iowa 24th among American public national universities for undergraduate education. Iowa ranks in the top 15% of some 161 public universities across the country.

In its 2009 rankings of America's Best Graduate Schools, U.S. News & World Report ranks five Iowa programs as best in the nation among public universities. Overall, UI has 23 graduate programs ranked in the top 10 nationally.

DID YOU KNOW . . .

UI offers the lowest undergraduate resident tuition in the Big Ten Conference

38 percent of UI students are from out of state

Five Iowa graduate programs rank number one in the nation, according to America's Best Graduate Schools, produced by U.S. News & World Report. In addition, the Iowa Writer's Workshop is ranked number one in the nation by U.S. News & World Report, *Writer's Digest* and *Poets & Writers*.

With over 30,000 students in a city of roughly 75,000, UI offers a different atmosphere than many other universities in the Big Ten or the Midwest.

THE UNIVERSITY OF IOWA SETS THE PACE



As a leader in higher education and service, the University of Iowa is one of 60 members of the select Association of American Universities. The AAU is involved in formation of national policies related to research and graduate and professional education.

As the first university to accept creative work in lieu of theses for graduate degrees in theater, writing, music, and art, in 1922.

As the first university to admit men and women on an equal basis.

As the home of one of the nation's largest university-owned teaching hospitals.

As the "writing university," home of the pioneering Iowa Writers' Workshop, nationally recognized programs in nonfiction and playwriting, and the International Writing Program.

Where Iowa graduates have earned 15 Pulitzer Prizes.

Where the Gallup Poll was developed and perfected by George H. Gallup, while he was a student and later, a journalism teacher at the University of Iowa.

As having graduated 18 Rhodes Scholars.

With the Master of Fine Arts program rated sixth best visual arts program in the nation -- fourth best among non-specialty schools, by US News & World Report.

With the world's first educational television station.

As the birthplace of speech pathology discipline- and where the undergraduate program is ranked at the top nationally.

In physical therapy -- ranked fifth in overall quality of doctoral programs.

With jazz receiving the top award at the Notre Dame Festival four times and numerous performances at international jazz festivals.

With the oldest dental college, law school, university natural history museum and neurology department west of the Mississippi River.

As the home of modern educational testing.

Where the butterfly stroke in swimming was originated.

As the home of world-renowned hydraulic research programs.

As the nerve center for writing reform and a leader in preparing future educators to teach school children how to write, according to Time magazine.

With its music education program, ranked fourth in quality by the National Association of Music Executives of State Universities.

Where mass communication was established as an interdisciplinary graduate field by Wilbur Schramm and where the first two Ph.D.'s were awarded in mass communication in 1948.

As home to the University Hygienic Laboratory, which is one of the leading environmental quality and public health laboratories.

A QUALITY EDUCATION



The \$35 million John Pappajohn Business Administration building opened in 1994 as the home of Iowa's school of business. Iowa's business program has been cited by Business Weekly magazine as one of the top programs in the country. In addition, the Gourman Report has ranked the Iowa Business School in the top two percent in the country and the Review of Business and Economic Research rated Iowa's business faculty 10th in the nation in scholarly research and activity.

A quality education is one of the highest priorities at the University of Iowa. Just over 90 percent of Johnson County residents have graduated from high school, and in Iowa City nearly half of all residents have earned bachelor's degrees. In fact, census statistics indicate Johnson County is the 10th "smartest" county in the nation, based on percentage of residents holding bachelor's degrees.

The University of Iowa represents a strong presence in the community while enhancing the quality of life in Iowa City.

Your aspiration may be a career in medicine, law or education. Regardless of the specific career field, it's important to identify the college basketball program that places a high priority on academics and allows you to take full advantage of the tremendous educational opportunities available.

At the University of Iowa, student-athletes learn quickly that academic success is the highest priority.

"Earning a degree is not an option, it is an expectation. Being a good student is an expectation. Earning an athletic scholarship is based on your performance through high school. Once in college, you have to continue to earn that, and that is done by your performance in the classroom."

There is an expectation that you will reach your potential in the classroom and on the court, and you can only do that with maximum effort and by prioritizing properly and having respect for that opportunity. With proper time management, you can excel in both athletics and academics."

**TODD LICKLITER
Head Basketball Coach
The University of Iowa**

WINNING IN THE CLASSROOM



Adam Haluska, a Hawkeye senior in 2007, earned national recognition as a University of Iowa student-athlete, both on the basketball court and in the classroom. A native of Carroll, IA, Haluska elevated his game in his final year, leading the Big Ten Conference in scoring while earning first team all-Big Ten recognition.

While he averaged over 20 points per game on the court, Haluska was even more impressive in his academic pursuits. He was a three-time Academic All-American, concluding his college career by being named the Academic All-American of the Year for Division I men's basketball. Along with earning his degree from the University of Iowa, Haluska was drafted in the second round of the 2007 NBA Draft.

In 2006, Iowa was the only Division I program in the nation to have two players earn academic all-America status, as Greg Brunner joined Haluska in earning the national honor.

Annual graduation rates released by the NCAA show that Iowa annually ranks among the leaders in the Big Ten Conference in graduation rates among its student-athletes. Iowa's graduation rate among student-athletes has ranked above the graduation percentage compiled by the entire student body in each of the past 15 years.

Under the direction of Todd Lickliter, academic performance of the members of the men's basketball program is monitored closely. While serving as the head coach at Butler University for six seasons, Lickliter saw 19 of his 20 senior players earn their degree.



"Our structure has a proven track record. Each of our student-athletes is assigned to an assistant coach. Each member of our staff has three to four players they will communicate with on a regular basis, just to inquire about their success in the classroom. The resources are very available. It is a priority that our student-athletes will strive to reach their academic potential."

TODD LICKLITER
Head Basketball Coach
The University of Iowa

ATHLETICS AND ACADEMICS

IOWA GRADUATE EXCELS IN SPORTS BUSINESS WORLD

Iowa graduate Mark Shapiro (communication studies and political science, 1992) began making career plans while he was still in high school. Taking an aggressive approach, Shapiro landed a summer internship with NBC Sports. The native of Glenview, IL stayed with NBC until joining ESPN not long after working the Barcelona Olympics. From there, Shapiro worked his way to become executive vice-president at ESPN, where he headed up ESPN's Classic Sports Network. Shapiro was honored in 2003-04 with the University of Iowa Distinguished Alumni Award.

"In high school I knew what I wanted to do; sports broadcasting. I researched the best schools, and, being a Big Ten guy, I chose Iowa. The communications department has an excellent program and facilities. I'm a true sports fan. To be able to work on something you truly love and get paid for -- it was incredible."

MARK SHAPIRO

Former Executive Vice-President, ESPN



Iowa graduate Mark Shapiro (third from left), takes part in a discussion with a group of veteran sportscasters. Shapiro has been recognized as a "Distinguished Alumni" by the UI Alumni Association.



"Having the Gerdin Academic Center makes it very easy for us as student athletes to get the assistance we need. It provides a great environment for us to take care of our academic demands. I found myself there a lot throughout my first year."

The academic staff and the tutors are very helpful in providing assistance. The Gerdin Center is close to the dormitories, very convenient. It's a great place to study and there is always someone available for assistance. Between the Pappajohn Business Administration building and the Gerdin Center, I could not have better resources to help me succeed academically."

JEFF PETERSON
Sophomore Guard
Hyattsville, Maryland



"Student-athletes who enter the University of Iowa must prepare to succeed both scholastically and athletically. To accomplish this essential task, the individuals must make many sacrifices and changes."

I've found through the years that student-athletes tend to deal with these changes in many different ways. Some handle the new expectations and living under a microscope very well, while others find it quite uncomfortable, and have a little harder time making the necessary adjustments."

As a sports counselor, I assist the student-athletes in identifying and working through the unexpected changes that naturally occur with this major life shift, and to help prepare them to meet the challenges that the college environment and a Division I program will certainly provide."

MARVIN L. SIMS
Sports Counselor
University of Iowa

ATHLETICS AND ACADEMICS

ACADEMICS

At The University of Iowa, a strong relationship has been developed between athletics and academics, where basketball coaches and athletes work hand-in-hand with academic deans and professors, assuring the student-athlete the best possible opportunities to excel in the classroom and in athletics.

From the first visit for any prospective student-athlete, to the completion of their academic and athletic career at Iowa, academic personnel play a large role in the career of Hawkeye student-athletes. Beginning with the on-campus visits, student-athletes are introduced to professors in their selected field of study, and are able to establish a relationship and develop an understanding of the academic setting in which they will be involved.

THE RUSSELL AND ANN GERDIN ATHLETIC LEARNING CENTER

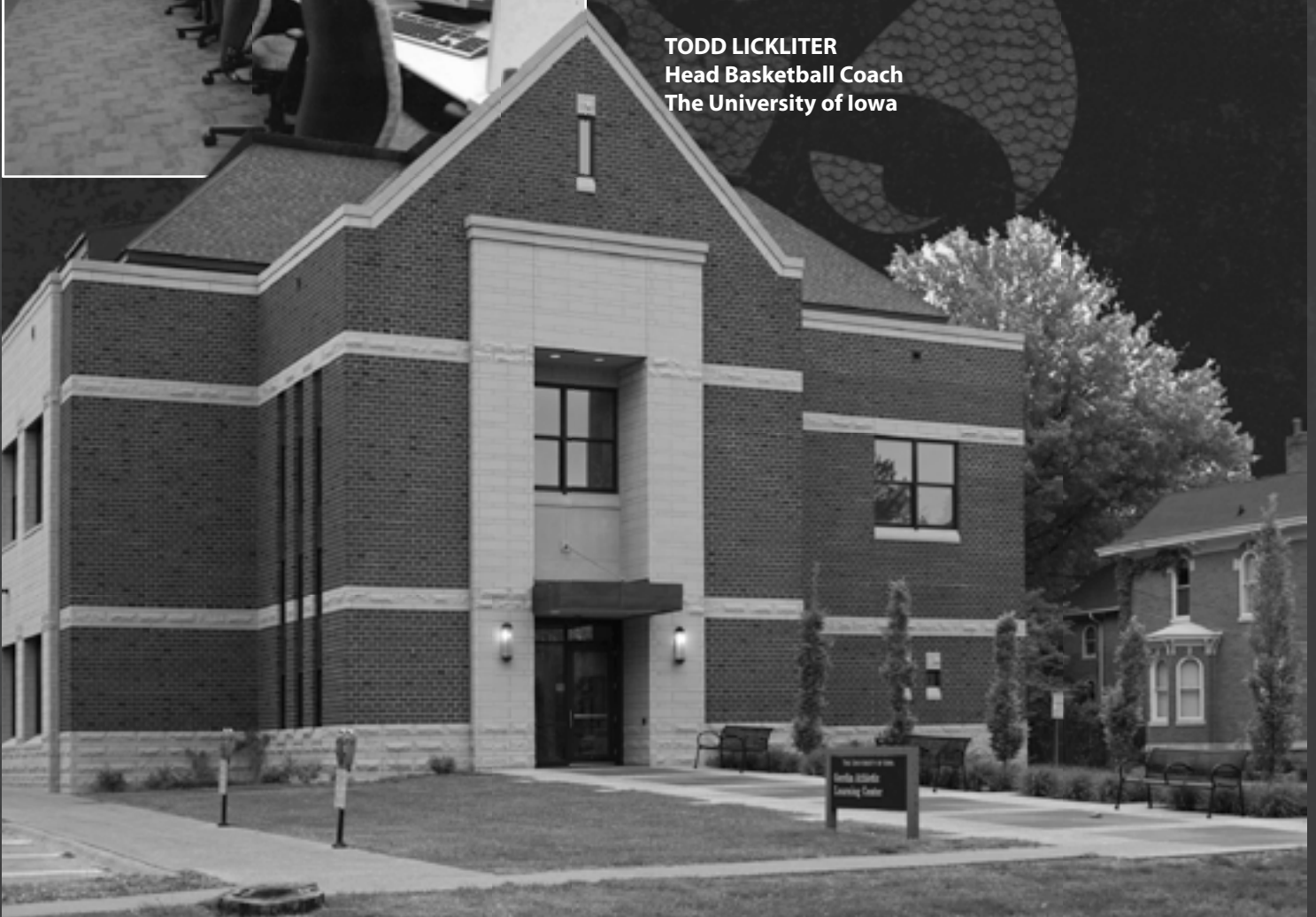
The University of Iowa Russell and Ann Gerdin Athletic Learning Center, opened in the fall of 2003, is the latest project to be added to Iowa's facilities. The Learning Center is a multi-level, 20,000-square foot facility, which provides one all-purpose area for the academic pursuits for Iowa's male and female student-athletes.

The Learning Center features an auditorium, two classrooms, study lounges for freshmen and upper-class student-athletes, a computer lab, a teaching lab, the athletic library, office space for Iowa's Academic Student Services staff and a display area to recognize the academic accomplishments of Iowa's student-athletes.

"I have been in college coaching for a number of years, and I am extremely impressed with the Gerdin Athletic Learning Center. It's incredible, that in one area, we can offer so many assets to our student-athletes, to assist them in achieving to their highest level.

There is a tremendous respect for the University of Iowa. People are familiar with the opportunity Iowa offers to earn a distinguished degree. With the variety of educational fields offered, the University of Iowa can appeal to students with varied interests."

TODD LICKLITER
Head Basketball Coach
The University of Iowa



HAWKEYES EXCEL IN THE CLASSROOM

According to U.S. News & World Report rankings, the University of Iowa has the nation's top graduate programs in audiology, creative writing, nursing service administration, printmaking and speech-language pathology. Ten additional UI programs rank among the top 10 nationally.

U.S. NEWS & WORLD REPORTS

America's Best Graduate Schools

TAKE A CLOSER LOOK

Serious about taking advantage of your educational opportunity and earning a degree? At the University of Iowa, the numbers are stacked in your favor.

Iowa's student-athletes have outperformed the University's entire student population each year since the NCAA started requiring a report of student-athlete graduation rates.

Student-athletes with scholarships who enrolled in the University of Iowa in 2000-2001 graduated at a higher rate (72%) than non-student-athletes, according to a report filed by the University with the NCAA last spring. And, when Iowa students get their degree, they are finding a quick start to their careers. In recent years, graduates in Iowa's largest colleges have had an 88 percent placement rate.

Over the past 25 years, basketball players at the University of Iowa have earned their degrees at a very high rate of success. From 1979 through 2008, over 85% of basketball players on scholarship at the University of Iowa have earned their college degree, including minority student athletes.

During the six years (2001-07) Todd Lickliter served as the head coach at Butler University, 19 of 20 senior members of the men's basketball program earned their degree.



2008 senior Kurt Looby receives his degree and congratulations from University of Iowa President Sally Mason.



Greg Brunner (left) and Adam Haluska each earned CoSIDA academic all-America recognition in 2006. Haluska, as a senior, was named the 2007 CoSIDA Academic All-American of the Year for Division I men's basketball. He also earned first team all-Big Ten honors after leading the conference in scoring and was a second round selection in the NBA draft.

HAWKEYES EARN ACADEMIC HONORS

When Luke Recker joined the Iowa basketball program for his final two seasons, he brought more than his basketball skills. Recker, as a junior and senior, earned academic all-America honors. Recker was a three-time honoree on the academic all-Big Ten team.

Jared Reiner, who led the Big Ten in rebounding in 2003, earned academic all-Big Ten honors in each of his final three seasons, earning his business degree in four years.

Adam Haluska, a senior in 2007, is the latest example of a dedicated student-athlete. Haluska was a three-time academic all-Big Ten selection. He earned academic all-America honors for three consecutive years and as a senior was named the Division I men's Academic All-American of the Year.

In 2006, Haluska and Greg Brunner were members of the CoSIDA academic all-America team, giving the Hawkeye program the distinction of being the only Division I program in the nation with two players earning academic all-America recognition.

COMMUNITY INVOLVEMENT

COMMUNITY ACTIVITIES

Members of the University of Iowa basketball team and members of the basketball staff are very involved in charitable events and organizations throughout the Iowa City community.

The Iowa staff and players are frequent visitors to patients at the UI Hospitals and Clinics and the Ronald McDonald House, located next to Carver-Hawkeye Arena on the Iowa campus. The basketball program provides hundreds of autographed items each year (such as basketballs, schedule cards, schedule posters, etc. . .), which generate funds for a variety of charities.

In addition, Iowa's pre-season exhibition game each season is presented by the Children's Miracle Network to benefit the Children's Hospital of Iowa.

"I've always liked the comment, 'if you do well, you should also do good'. I think that fits well with, 'Today's Hawkeyes are Tomorrow's leaders'. Community involvement provides a great opportunity for our student-athletes to realize what a special opportunity they have, and to give back to a community that supports them. I think there is great satisfaction in making sacrifices for others. Those are lessons we want to live by."

TODD LICKLITER
Head Basketball Coach
The University of Iowa



Sophomore Jarryd Cole (left) and senior Cyrus Tate, along with additional members of the Iowa basketball team, assisted with the painting duties as part of Iowa's Day of Caring last spring.

IOWA STUDENT-ATHLETES TAKE PART IN DAY OF CARING

Each year, University of Iowa male and female student-athletes take part in the Hawkeye Day of Caring. The student-athletes join with Iowa coaches, administrators and staff in performing service projects for many agencies around the Iowa City area.



The Hawkeye Day of Caring has provided assistance to Chatham Oaks, Glenwood Manor, Elderly Services, Senior Dining, Iowa City Crisis Center, Iowa City Parks and Recreation Department, Neighborhood Centers and the Iowa City Care Center.

Hawkeye Day of Caring is the brainchild of the Iowa Student Athlete Advisory Committee, whose goal has been to increase the level of community service among its teams and individuals. Hawkeye Day of Caring is an annual opportunity for Iowa's student-athletes to offer their support to service organizations throughout the community.

Former Hawkeye Adam Haluska (left) and his New Orleans Hornets teammates were involved in a reading program with elementary school children in the New Orleans area. Haluska was selected in the 2007 NBA draft by the Hornets.