



PHOENIX MERCURY 2005 MEDIA GUIDE

Executive Editor:

Candice Crawford

Assistant Editor:

David Leshner

Cover Design:

Creative Services

Photography:

Barry Gossage, Sandy Tenuto and WNBA Photos

Special Thanks to:

Elias Sports Bureau, Neal Walk, John Olson, Seth Sulka,
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PERSONNEL

PERSONNEL

Team Directory / Western Conference

America West Arena / 201 E. Jefferson St. / Phoenix, AZ 85004

Tel: (602) 514-8333 / Fax: (602) 514-8303 / Internet address: www.phoenixmercury.com

Senior Management

Chairman and CEO Jerry Colangelo
Managing Owner and Vice Chairman Robert Sarver
President & COO Phoenix Suns Rick Welts
President & GM Phoenix Suns Bryan Colangelo
Executive VP, Finance/Administration Jim Pitman
Sr. Vice President, General Counsel Tom O'Malley
President & COO Jay Parry
General Manager Seth Sulka
Executive Assistant Carolyn Tellez

Basketball Staff

General Manager Seth Sulka
Head Coach Carrie Graf
Assistant Coaches Michele Timms, Julie Brase
Trainer Carolyn Griffiths
Strength and Conditioning Coach Mark Cesari
Equipment Manager Denise Romero
Video Coordinator Noel Gillespie
Team Physicians Dr. Thomas Carter
..... Dr. Evan Lederman
..... Dr. Gustavo Armendariz
..... Dr. Craig Phelps

Basketball Communications

Basketball Communications Manager Candice Crawford
Communications Coordinator David Leshner

Marketing & Game Operations

Director of Marketing Amber Cox
Director of Game Operations Kip Helt
Game Operations Coordinator Shawn Stanibel
Hip Hop Squad Director Maggie Garcia
Suns Vision Director Rob Hart
Suns Vision Producers Hap Hopper
..... Kevin Bonham

Marketing Partnerships

Sr. Vice President, Marketing Partnerships Lynn Agnello
Vice President, Partnership Activation Jim Brewer
Director, Marketing Partnerships Tom Hecht
Marketing Partnerships Account Executives Matt Wright
..... Sarah Shneider
Sr. Activation Specialist Angela Yock
Activation Specialists Megan Montgomery,
..... Devney Preuss
..... Rachel Reinsmoen
..... Kristen Snell-Anzalone
Executive Assistant Connie Wallen

Creative Services

Sr. Projects Manager Marta Quiban
Sr. Design Manager Angela Woods
Sr. Graphic Designer Leah Staten
Graphic Designers Joe Montalbano, Tami Rodgers

Sales and Tickets

Sr. Vice President, Business Development John Walker
Vice President, Ticket Sales and Services Drew Cloud
Director of Sales, Phoenix Arena Sports Michael Bargagliotti
Director of Season Sales and Services Mike Tomon
Director of Group Ticket Sales Scott Worden
Director of Premium Seating Geoff Budoff
VIP Suite Sales Coordinator Bret Fishkind
Mercury Account Executive Group Sales Claude Steer
Account Executive, Group Sales Jeremy Walls, Allison Black,
..... Russell Terao, Dian Howell, Marivi Cuartin
Mercury Account Executive, Season Tickets Lucas Joyce
..... Mikella Pedretti
..... Matthew Etlinger
Account Executives, Season Tickets Jeff Lanello,
..... Curtis McKenna, Mike Dunham, Carlissa Henry
Sales Consultants Corey Breton, Matt Fitz-Gerald,
..... Bill Fagan, Nick Norton,
..... Kyle Hudson, Cody Cardon,
..... Karlis Kezbers, Vincent Castillo
Ticket Manager Adam Somers
Sales and Service Coordinator Tara Higgins
Customer Service Manager Tudor Waddell
Customer Service Representatives Angie Brown,
..... Jennifer Howland, Craig Sheppard,
..... Kristen Leonard
Director of CRM Systems Eyal Mintz
Director of of e-Commerce
and Consumer Marketing Jenna Corday

Suite Services

Director of Suite Services Charlene Sprehe
Suite Services Event Manager Trent Dutry
Assistant Event Manager Donald Jones
Suite Ticket Manager Holly MacLeod
Suite Services Account Representative Michael Pettit

Mercury Broadcasting

Television Producer/Director Dan Siekmann
Television Producer Bob Adlhoch
AZ TV Play-by-Play Tom Leander
ESPN 860 AM Play-by-Play Kevin Ray
Videographer David Grapentine
Suns Productions Producers David Hughes
..... Marc Goldberg



America West Arena/Arena Operations

Vice President, Security & Risk Management.....George Bevans
Vice President, Event Services.....Russ Amaral
Director of Telecommunications.....Vicki Berryman
Director of Engineering.....Brian Wiley
Director of Building Services.....Oscar McLaurin
Director of Purchasing.....David Mitchell
Vice President of Marketing and Advertising.....Cathy Moses
Vice President of Entertainment.....Ralph Marchetta
Marketing Coordinator.....Trina Ypsilanti
Marketing Assistant.....Kent Walls
Director of Event Operations.....Jim Bochenek
Mercury Event Manager.....Tonya Hammond
Mail Room Manager.....David Case
Executive Assistant.....Gerri Sandy
.....Christine Gaintner
Vice President, Team Shops.....Bob Nanberg
Travel Coordinator.....Jill Mueske
.....Brianna Reed
.....Kristi Haas

Human Resources

Vice President, Human Resources.....Peter Wong
Benefits Manager.....Joric McLean
Director of Human Resources.....Karen Rausch
Employment Manager.....Jonathan Tellez
Administrative Assistant.....Mary Martinez
Employment Benefits Coordinator.....Jessica Reed

Information Services

Vice President, Information Services.....William Bolt
Information Services Manager.....Greg Gleason
Information Services Technician.....Michael McDonald
Administrative Assistant/Desk Dispatcher.....Michelle Butler

Game Night Personnel

Public Address Announcer.....TBA
Team Photographers.....Barry Gossage
.....Norm Hall
Game Night Press Operations.....David Leshner
.....Ryan Burch
.....LaToya Cunningham
.....Sue Laskovsky
.....Kelly Hageman

Statistical Crew

Official Scorer.....Jerry Heck
Official Timer.....Fred Ciarico
30-Second Clock Operator.....Don Hawthorne
Scoreboard Operator.....Rick Showers
Director of Statistical IDS.....Ron Amstutz
Statistics Crew.....Jeff Hosterman
.....Brian Hill
.....Mike Lange
Broadcast Statistician.....Eric Hodgson

Other Information

Home Court.....America West Arena
Opened.....1992 (Mercury capacity 10,807)
Single-game prices.....\$38, \$28, \$18, \$12, \$8
Phoenix Mercury Ticket Office: (602) 252-WNBA
Team Colors.....Mercury Chartreuse, Mercury Red,
.....Mercury Purple, Mercury Silver, Mercury Black
AWA Executive Office.....(602) 379-2000



Jerry Colangelo

Chairman, CEO and Managing General Partner

Throughout his storied career as a sports executive, Jerry Colangelo has succeeded with a unique combination of know-how both on the basketball court and on the business side of the operation. That savvy and experience is what makes him one of the top executives in professional sports.

Colangelo, who has been the face of the Suns franchise since their inaugural season in 1968, recently unveiled a plan for the Suns and Mercury future that included the sale of the team for an NBA record \$401 million. Banking and real estate executive Robert Sarver, an Arizona native, will be the major investor and managing partner of the new ownership group that will purchase the Suns over the next three years. Colangelo will remain as CEO and Chairman until the sale of the team is complete in June 2007, and then will retain the title of chairman for at least another five years beyond that.

Colangelo's impact on the sports scene in Phoenix and the game of basketball has been so great he was elected to the Naismith Memorial Basketball Hall of Fame in April 2004 and enshrined on Sept. 10, 2004 in Springfield, Mass., the birthplace of basketball. Locally, the Arizona Republic named him the Most Influential Sports Figure in the state of Arizona for the 20th century and the Phoenix Business Journal voted him the top businessperson in the Valley for the last five years. Nationally, Colangelo has been among The Sporting News most powerful people in sports for over the last decade.

Since first moving to the Valley of the Sun in 1968 to take over the expansion Phoenix NBA franchise as the youngest general manager in professional sports, Colangelo has molded the Phoenix Suns into one of the most successful organizations – on and off the court – in the NBA. In addition, he brought Major League Baseball to the Valley in 1998 and was chairman of the 2001 World Champion Arizona Diamondbacks. Colangelo also was the key element in facilitating the move of the NHL's Winnipeg Jets to the Valley of the Sun to become the Phoenix Coyotes.

Currently the Chairman of the NBA's Board of Governor, Colangelo has had influence on the growth of the NBA as a member of the league's Finance Committee, Long Range Planning Committee, Expansion Committee and Competition and Rules Committee. Commissioner David Stern turned to Colangelo to chair a special group in the 2000-01 season that evaluated the state of the game and made rules modifications. Colangelo was also the chair of the committee that welcomed Toronto and Vancouver to the NBA and chair of the relocation committee charged with the Charlotte Hornets move to New Orleans. In 2003, he helped bring an NBA franchise back to the city of Charlotte, which was awarded the NBA's 30th franchise, the expansion Bobcats, and will begin play in the 2004-05 season.

"Jerry Colangelo has been involved in every aspect of our business and is universally accepted as the principal basketball expert among our Board of Governors," Stern said.

With the Suns, his roles have included general manager, head coach, president and now chairman and chief executive officer. The 36-year tenure with one franchise is the second longest in the NBA, behind only Boston's Red Auerbach, who has been an NBA fixture since the league's inception in 1946. Colangelo spent two seasons with the Chicago Bulls working as marketing director, scout and assistant to the president before moving to the Valley to help start the expansion Suns.

Phoenix owns the seventh-best all-time winning percentage with a 1582-1338 (.542) mark, trailing only the Lakers (.620, 2727-1674), Boston (.597, 2692-1819), San Antonio (.580, 1313-951), Portland (.547, 1508-1248), Utah (.544, 1321-1107) and Milwaukee (.543, 1586-1334). Colangelo has collected an unprecedented four NBA Executive of the Year awards (1993, '89, '81, '76). During that period the Suns enjoyed seven consecutive 50-plus win seasons from 1988 to 1995, including a franchise-best 62 wins in 1992-93 and a trip to the 1993 NBA Finals.

On two occasions Colangelo stepped in to coach the Suns, including the 1969-70 season when he guided the club to a 24-20 mark down the stretch and to its first playoff appearance. He also took over in 1972-73 and compiled a 35-40 mark. Overall, Colangelo is 59-60 as an NBA coach.

The state of the franchise was in question in 1987 but Colangelo stepped up and coordinated a group of investors that purchased the club for \$44.5 million on October 14, 1987. That transaction was the first of many that helped Colangelo not only stabilize the basketball organization but also transform downtown Phoenix into an active and thriving district.

Colangelo quickly moved on a new arena for the Suns and in April 1989 the city of Phoenix approved the concept of a new, state-of-the-art arena in downtown that would house the team. The 18,422-seat America West Arena opened in June 1992 and became the first venue in the NBA to also house a full-size practice facility, an amenity now common in the league. The arena is a public-private



partnership with the City of Phoenix and has played host to a wide variety of concerts, family shows and sporting events, including the 1995 NBA All-Star Game and the 2000 WNBA All-Star Game.

America West Arena is currently undergoing a \$70 million renovation that will be completed in three phases that include the addition of an entertainment paseo and a new grand entrance to the facility.

Colangelo added to his NBA involvement with a position on the founding committee for the WNBA, helping advance professional women's basketball in the United States. The Phoenix Mercury were one of the WNBA's inaugural teams in 1997. The Mercury set a league attendance record in their first season, advanced to the 1998 WNBA Finals and qualified for the playoffs three times.

When a group targeted Major League Baseball as a possibility for the Valley, Colangelo was asked to become the lead player in securing a team for Phoenix. That bid was successful in 1995 and shortly thereafter Bank One Ballpark broke ground in downtown Phoenix in a public-private partnership with Maricopa County.

As with the NBA, Colangelo was involved with the governing of baseball, serving on the Legislative Committee, Equal Opportunity Committee and on the board of directors of the MLB Advanced Media, the technology arm of the league.

The Arizona Diamondbacks began play in 1998 and captured the 2001 World Series in a historic seven-game series against the three-time defending champion New York Yankees. Going from expansion team to World Champion in just four years was a record for Major League Baseball. Arizona won the National League West in just its second season to become the fastest expansion team in baseball history to qualify for the postseason, just as the Suns did in their second season in 1969-70. With the signing of players like Randy Johnson, Luis Gonzalez, Curt Schilling and Matt Williams the Diamondbacks have won the National League West in three of the last six seasons.

Just down the street from the sports facilities, the Dodge Theater opened in April 2002 and hosts a variety of events from concerts to Broadway plays, including boxing, family shows and corporate events. This \$35 million downtown venue has the versatility to expand its capacity to as large as 5,000 or scale down to an intimate 3,000 and is another project spearheaded by Colangelo.

Colangelo's commitment to the Valley transcends sports and he is well-known as one of the city's most active community leaders. In recognition of his efforts in the community, Phoenix mayor Phil Gordon recently proclaimed March 26, 2004, Jerry Colangelo Day in the city of Phoenix.

He is currently chairman of the board of the Council of Leadership Education and Collaboration for a New Century, Southwest Leadership Foundation, National Italian American Sports Hall of Fame and Leadership Foundations of America, trustee of the Naismith Basketball Hall of Fame, national board member of National Italian American Foundation and Young Life International, vice president of the Phoenix Downtown Partnership, chairman and CEO of Phoenix Community Alliance and was a leader in the establishment of Employers Against Domestic Violence.

Colangelo has served on the board of directors of the Phoenix Art Museum, Greater Phoenix Economic Council, Athletes in Action and Phoenix Suns Charities. He is a lifetime member of the Phoenix Thunderbirds, an organization dedicated to the promotion of Phoenix through sports. In addition, he is past chairman of Arizona State University's Dean's Council of 100 and the Honor Board for Junior Achievement of Central Arizona, served as president of Valley Big Brothers was chairman of the board of the Christian Businessmen's Club. As campaign chair for United Way in 1994, Colangelo raised the standard for community fundraising when he secured pledges for \$25 million.

The author of a book titled *How You Play the Game*, Colangelo gives insight into the world of the business of sports and his own life. Proceeds of the book sales go to Young Life of Arizona, Phoenix Suns Charities and Arizona Diamondbacks Charities.

Colangelo prepped at Bloom Township High in Chicago Heights, Ill., where he was an All-State basketball honoree as a senior. A left-hander, Colangelo was the top pitcher on the baseball team that also featured former Yankee hurler Jim Bouton. Upon graduation he had 66 scholarship offers for college basketball and seven for professional baseball contracts.

He enrolled at the University of Kansas, but transferred after his prospective teammate, Wilt Chamberlain, left the Jayhawks for a pro contract. Colangelo transferred to the University of Illinois, where he earned All-Big Ten honors, captained the Illini as a senior and was later inducted into the Illinois Basketball Hall of Fame. He also played two years of baseball at Illinois.

Colangelo grew up in the "Hungry Hill" neighborhood of Chicago Heights. His ties to "The Heights" and Bloom Township are evident in the Jerry Colangelo Gymnasium, dedicated in his honor November 10, 1996, and Colangelo Way, a street named after him. Currently under construction in Chicago is the Colangelo Center that will house the Italian-American Athletic Hall of Fame.

Colangelo and his wife, Joan, whom he met on a blind date while at the University of Illinois, have four children: Kathy Holcombe, Kristen Brubaker, Bryan, and Mandie Colangelo, and six granddaughters and four grandsons, all of Phoenix.

PERSONNEL



Robert G. Sarver

Managing Owner and Vice Chairman

Success has followed Arizona native Robert G. Sarver in every stage of his career and now at age 43, the self-made entrepreneur looks to continue the success that the Suns have had this season and bring that winning attitude to the Mercury. The banking and real estate executive spearheaded an investment group that purchased the Suns and Mercury, the oldest professional sports franchise in the Valley, for an NBA record \$401 million on June 30, 2004.

Sarver, who became the youngest person ever to found a national bank at the age of 23, grew up a Suns fan and attended games as a youth at Veterans Memorial Coliseum after receiving tickets as birthday gifts from Donald Diamond, one of the original owners (Richard Bloch and Donald Pitt).

Sarver's friendly and down-to-earth demeanor has helped him close numerous deals in the banking and real estate industry. He is currently Chairman and CEO of Western Alliance Bancorporation, one of the fastest growing bank holding companies in the country. He is also the founder of Southwest Value Partners (SVP); a real estate investment company that has acquired four million square feet of commercial office space, 3,500 apartments, 700 hotel rooms, shopping centers, commercial mortgages and over 2,000 acres of land in the last 14 years. Today, SVP is the largest office landlord in downtown San Diego. During his 14-year tenure with SVP, the company has never lost money on a deal.

A 1979 graduate of Sabino High School in Tucson, Sarver spent the first 35 years of his life in Arizona before moving to San Diego and has demonstrated a commitment to community and philanthropic contributions. Sarver sits on the Board of Trustees of the Sarver Heart Center at the University of Arizona, which he helped build, in memory of his late father, Jack, who was among the first in an experimental group to undergo bypass surgery. The center now houses over 40 physicians and researchers dedicated to fighting heart disease. He is also on the Board of Trustees of the Japanese American National Museum.

Introduced to the banking industry at 16, he worked part time at the end of his school day as a mortgage loan agent and internal auditor at American Savings for his late father, a well-known banker and hotel owner. A 1982 graduate of the University of Arizona, Sarver earned his bachelor's degree in business administration, and became a certified public accountant in 1983.

After founding the National Bank of Arizona in 1984, Sarver served as president until its sale to the Zions Bancorporation in 1994. Prior to the sale, National Bank of Arizona had become the largest independent bank in the state.

In 1995, Sarver led a group of investors in acquiring Grossmont Bank, San Diego's largest community bank. He was the Chairman and CEO of the holding company before its sale to the Zions Bancorporation in 1998.

Sarver led Zions' acquisition of Sumitomo Bank of California and merged the company with Grossmont, renaming it the California Bank and Trust, and became the Chairman and CEO in 1998. In 2002, he sold California Bank and Trust back to Zions.

He currently serves as director of SkyWest Airlines and is director of Meritage Corporation, which he is also a major shareholder. The Phoenix-based Meritage is the 14th largest homebuilder in the country spanning four states (Arizona, California, Texas, Nevada).

A lifelong sports fan, Sarver's quest to purchase an NBA team began with a conversation with University of Arizona basketball coach Lute Olson, a friend of Sarver's since 1980. Olson referred Sarver to Steve Kerr, a former player at Arizona and a 15-year NBA veteran, to assist him in buying an NBA franchise.

Sarver has a 9 handicap in golf and plays tennis and volleyball in his spare time. During his first date with his eventual wife, Penny Sanders, he invited her to watch the NCAA Basketball Tournament at his house.

He and his wife, a Kansas City, Mo. native, have three boys: Max (7), Jake (5) and Zach (3).



Rick Welts

President and Chief Operating Officer Phoenix Suns

As president and chief operating officer, Rick Welts supervises all business operations of the Phoenix Suns and oversees the club's interests in Phoenix Arena Development, managing company of America West Arena, and Phoenix Arena Sports, owning entity of the Phoenix Mercury (WNBA). He enters his third season with the organization.

Welts served successful stints previously in professional basketball with the NBA league office and the Seattle SuperSonics. His association with the NBA office spanned from 1982-99 until he departed as the league's executive vice president, chief marketing officer and president of NBA Properties. Welts helped guide the revitalization of the league and its image through strong marketing initiated by the NBA and he is credited with the creation of the NBA All-Star Weekend concept in 1984, now a league highlight and a standard in both the National Hockey League and Major League Baseball. He was also responsible for the 1992 Olympics "Dream Team" marketing program as the agent for USA Basketball. In 1998, Brandweek magazine named Welts "Marketer of the Year" for his role in creating and launching the WNBA. It was an honor he shared with WNBA President Val Ackerman.

During his tenure at the NBA office Welts supervised league departments including corporate sponsorship and media sales, consumer products, media relations, community relations, team services, special events, creative services, and retail including the NBA Store and the "NBA City" restaurant. He was also responsible for the NBA's international business activities, from placing preseason games in foreign countries to opening the league's first international office in Australia to supervising six regional offices and 75 international employees in Asia, Europe, Australia, Mexico and Canada.

Recruited in 1982 by David Stern, then the NBA's executive vice president for business and legal affairs, Welts joined the NBA as director of national promotions for NBA Properties (NBAP). He established the corporate sponsorship department for the league and in 1983 was named vice president of marketing, NBAP. When Stern became NBA commissioner in February 1984, he promoted Welts to vice president, marketing and communications. Four years later he was promoted again to president of NBA Properties, responsible for virtually all the league's off-court revenue businesses and marketing activities. He added the title of NBA executive vice president & chief marketing officer in 1996.

Welts entered the world of the NBA in 1969 as a ball boy for the Seattle SuperSonics. He remained with the Sonics for 10 years in several different capacities, including director of public relations during Seattle's back-to-back trips to the NBA Finals and the club's lone NBA Championship in 1979.

Following his stint with the Sonics he moved in 1979 to Bob Walsh & Associates, one of the first sports marketing firms in the United States. As vice president, he was involved in creating the first sports subscription cable service (Sonics SuperChannel) as well as representing athletes in the NBA, MLB and NFL.

Welts left the NBA in June 1999 to become president of Fox Sports Enterprises, a new entity that managed Fox interests in facilities and sports teams including the Los Angeles Dodgers, Dodger Stadium, STAPLES Center, the Los Angeles Kings, Madison Square Garden, the New York Knicks and New York Rangers.

In June 2001 along with two partners, Casey Wasserman and Gary Stevenson, Welts became a partner in a sports consulting firm, ONSPORT. Prior to that start-up venture he served as president for one year of "First In Line," a joint venture between USA Network's TicketMaster & SFX.

A native of Seattle, Welts attended the University of Washington.

PERSONNEL



Jay L. Parry

President and Chief Operating Officer

Leading the Phoenix Mercury management team in 2005 is Jay L. Parry. Parry was appointed to the newly created position of President and Chief Operating Officer and is responsible for overseeing all business operations of the Mercury, including brand building, corporate partnerships, marketing, fan relations, public relations, community outreach and ticket sales.

Prior to joining the Mercury, Parry served as Executive Vice President and Marketing Executive of Bank of America's (B of A) ten-state Central Region. Based in Dallas, Texas, she was responsible for marketing activities conducted in the bank's four major divisions (Consumer, Premier, Small Business and commercial), covering in excess of \$25 billion in deposits and 725 branches.

Prior to that, Parry was based in Phoenix for eight years, initially as Senior Vice President and Marketing Director for Arizona, responsible for launching various customer acquisition and retention, and community visibility programs. Subsequently, she was promoted to Executive Vice President and Marketing Director of the bank's four-state Southwest Region (Arizona, Texas, Nevada and New Mexico), covering \$15 billion in bank deposits and 450 branches. In these positions, she focused on strategic planning, brand building and management, and optimizing the customer experience.

Not a stranger to the sports scene, Parry worked on the flip side, as a sponsor while with Bank of America. During her tenure, she created sponsorship packages with the Phoenix Suns and various other professional and collegiate sports franchises.

She started her nearly 20-year career in San Francisco at Young & Rubicam advertising before moving to Bank of America. Parry held numerous positions of increasing responsibility at the bank, handling national and regional marketing and business management functions.

During her tenure in Phoenix she served on the Boards of the Juvenile Diabetes Foundation, Downtown Phoenix Partnership-Marketing and the Phoenix Pride Commission. She was appointed to the Super Bowl XXX MVP Host Committee and also served on the 1998 City of Phoenix International Women's Day Executive Committee. While in Dallas, Parry served on the Board of Directors for the Dallas Red Cross and the Texas Court Appointed Special Advocates (CASA). She was also a member of the leadership team of the Dallas Women's Mentoring Program.

Additionally, community and trade association activities have included Make-A-Wish Foundation, American Cancer Society, Bank Marketing Association, University of Colorado Alumnae, and Helen Woodward Animal Center.

A native of Del Mar, California, Parry earned her Bachelor's Degree in Finance from the University of Colorado in Boulder.



Seth Sulka

General Manager

As a young executive in the sports management field, Seth Sulka brings a wealth of experience to his position as General Manager for the Phoenix Mercury.

As the WNBA's influence in women's basketball has grown, so has Sulka's in both league and national basketball circles. Sulka serves on the WNBA Competition Committee, and is a member of the USA Basketball Senior National Team Selection Committee. Sulka was part of the committee that chose the members of the Gold Medal-winning U.S. team at the 2004 Olympics in Athens, Greece, and the 2002 Gold Medal-winning U.S. team at the World Championships.

In his current role of General Manager, Sulka is in charge of all basketball operations, including player procurement and scheduling and management of the league's salary cap. As vice president of operations, Sulka guided the day-to-day operations of the WNBA franchise since its inception in 1997, taking an active role in marketing, ticketing, advertising and promotions.

Sulka holds a unique spot in WNBA history, having conducted the first trade in league history, acquiring Mikiko Hagiwara from Sacramento in July, 1997. Sulka was the cornerstone of the franchise's success from the inception, which helped to land the Second Annual WNBA All-Star Game in Phoenix in the summer of 2000. Success for the Mercury on and off the court were immediate under Sulka's leadership, as the Mercury led the WNBA in attendance in the league's first three seasons of existence, while earning three playoff appearances in its four years, including an appearance in the 1998 WNBA Finals.

Sulka's role with the Mercury is not only as the day-to-day operator of a franchise, but also as a promoter of women's basketball in Arizona and its related causes. Sulka can often be found at various high schools and colleges promoting women's basketball as both activity and entertainment. His prominent role in the development of women's basketball has earned Sulka numerous accolades, including being named the 2004 Individual of the Year by the Phoenix Women's Sports Association.

In addition to his tireless efforts to promote the game, Sulka is a highly sought-after speaker to women's and sports groups across the Valley. His sincerity and honesty in public speaking have earned him praise from a variety of organizations.

Sulka also lent his basketball knowledge to Arizona State University Women's Basketball radio broadcasts in 2004-05, serving as color analysts for the Sun Devils, who posted a 24-10 record and an appearance in the NCAA Tournament's Sweet Sixteen.

Sulka's history with the Phoenix Suns is a classic tale of working up the ladder. His first involvement with the franchise was as a ballboy at 10-years-old working for then business manager Bob Machen. He then began serving as a game-night stats runner for the Media Relations department and began assisting in the front office in 1988. He eventually was elevated to Media Relations Assistant in 1990, and in 1991, was named the first Media Relations Director for Phoenix Arena Sports, the division of the Suns that owns and operates the Mercury and Arena Football League's Arizona Rattlers. In that capacity, Sulka was responsible for promoting and publicizing the expansion AFL franchise, helping it become one of the model franchises in the league.

Sulka utilized his well-established contacts with local media and his knowledge of the Phoenix sports market to help establish the Rattlers' credibility long before they took the field. His work in developing the image of the franchise was a key factor in the Rattlers' success, as the AFL franchise played before sellouts crowds in every game for its first four years of existence.

Sulka played a key role in the Rattlers' business operations model and was named Vice President of Operations for the Rattlers and Mercury in 1996. The Rattlers earned the AFL Commissioner's Award, given annually to the league's best-run franchise. During Sulka's tenure with the Rattlers, the team won two Arena Bowl World Championships (1994, 97).

The same credibility Sulka brought to the Rattlers also helped PAS establish other sports entities, such as the Phoenix Smash of Team Tennis, the Continental Indoor Soccer League Arizona Sandsharks, the NHL Desert Series, the NIKE Desert Classic, as well as tennis and boxing matches at America West Arena. While with the Smash, Sulka was responsible for coordinating media requests for tennis legend Jimmy Connors, who played for the Smash in 1994. In each instance, Sulka's involvement brought additional media attention, and ultimately added to each event's success.

PERSONNEL

While with the Suns, Sulka helped oversee Media Relations efforts for the Suns during their 1992-93 season which culminated in an appearance in the NBA Finals, and helped coordinate Media Relations Operations for the 1995 NBA All-Star Game at America West Arena. Sulka also served as a Business Operations Assistant and Director of Game Operations for the Suns, adding to his knowledge of the sports industry and its related functions.

Sulka's media experience also includes time as a sportswriter, having served in that capacity for the student newspaper at Arizona State University, The State Press. He was the beat writer for ASU's nationally renowned baseball program during the 1990 season. His work so impressed legendary coach Dr. Jim Brock that Brock paid for Sulka to travel with the team to Los Angeles for a series against USC that season.

Outside of his day-to-day responsibilities, Sulka maintains the community relations standards of the Suns and Mercury through his involvement in the Junior Mercury program and his role on the board of the Grand Canyon State Games, and is also involved with the Upward Foundation, PWSA, and the Valley Youth Theatre.

Sulka earned his degree in Journalism/Public Relations from Arizona State University and graduated magna cum laude. During his infrequent free time, Sulka enjoys reading classic literature and mountain biking. He and his wife Carla are currently devising how to play zone defense against their pair of twin daughters, nine-year-olds Emily and Madeline, and three-year old twins Audrey and Miles.



Carrie Graf

Head Coach

Coach Graf enters her second season as head coach of the Phoenix Mercury. In her first season on the job she led the Mercury to a 17-17 record, one game short of sending the Mercury to the playoffs for the first time since 2000. The 17 wins was a nine game improvement from 2003 and was the most wins a Mercury team has won since the 2000 season when the Mercury finished with 20 wins.

The Phoenix Mercury announced Graf as their head coach on Tuesday April 13, 2004. Graf had spent four seasons as an assistant with the Mercury (1998, 1999, 2001 and 2003) as well as an assistant with the Seattle Storm during the 2002 season.

In the 2002 WNBA off-season, she completed her third season as the head coach of the Canberra Capitals of Australia's WNBL (Women's National Basketball League). Graf led Canberra to the 2000, 2001 and 2002 WNBL Championship Game, winning the title in 2000 and 2002.

Graf stepped away from the WNBA in 2000 due to her commitment to the Australian National Team. While away from the WNBA for a season, Graf was preparing the "Opals" for the 2000 Sydney Olympics, in which Australia would eventually win the silver medal. She has been an assistant coach with the Opals for six years, including 1996 when the team won the bronze medal at the Atlanta Games.

As a member of the Mercury's coaching staff, Graf assisted Cheryl Miller and led the franchise to the 1998 WNBA Championships. She also served under four-time WNBA Championship MVP Cynthia Cooper in 2001.

Graf, an Australian native, received the High Performance Coach Award in 1996 and the Young Coach of the Year Award in 1996, both from the Australian Coaching Council. She was also named the Young Coach of the Year in 1993.

From 1993-96 Graf was the head coach of the WNBL's Sydney Flames, and she was an assistant coach for the Melbourne Tigers of the WNBL in 1992. In seven seasons as a head coach in the WNBL Graf collected a record of 119 wins and 29 losses. She coached in five championships, winning three (1993, 2000, 2002) and made the playoffs every year.

Graf not only brings her rich coaching experience to the Mercury, but she also brings a wealth of playing experience. She played professionally from 1983-90, starting with the Nunawading Spectres of the WNBL (1983-89) where she played alongside former Mercury point guard Michele Timms. She earned Rookie of the Year honors in the Australian Club Championships in 1983, and in 1984, and made the under-18 All-Australian Squad in 1984.

Graf has a degree in physical education from RMIT in Melbourne. She also completed her diploma of coaching from the Australian Coaching Council in 1991. The Aussie splits her time in Australia between Sydney and Canberra but will soon be relocating to Phoenix. "Graffie" enjoys listening to music and has a passion for fine food and cooking.



Michele Timms

Assistant Coach

Michele Timms joins the Phoenix Mercury with her second stint as an assistant coach with the Phoenix Mercury. In 2002 Timms was an assistant under head coach Linda Sharp. Michele spent five seasons in a Mercury uniform before calling it a career at the end of the 2001 season.

In five seasons with the Mercury "Timmsy" saw action in 116 games while averaging 7.5 ppg, 4.8 apg and 2.7 rpg. Timms is the all-time leader in assists for the Mercury with 551, which is 270 assists higher than the next closest player (Bridget Pettis, 281). Michele also retired as the Mercury leader in career assists per game (4.8), assists in a single-season (158), career steals

(188) and steals in a single-season (71). Timms was also a member of the 1999 Western Conference All-Star team that defeated the East 79-61

Timms' professional career began in 1984 with the Bullen Boomers of the WNBA in her homeland of Australia. She became the first Aussie, male or female, to play pro ball abroad when she signed a contract with Lotus Munchen of German in 1989-90. Timms also competed for the Australian national Team, which won bronze in the 1996 Olympics and silver in the 2000 Olympics.

On August 7, 2002 the Mercury honored the Australian native for her playing career in Phoenix by retiring her #7 in front of a crowded America West Arena.



Julie Brase

Assistant Coach

Julie Brase joins the Phoenix Mercury after spending the last two seasons as an assistant coach at Loyola Marymount University.

Prior to becoming an assistant at Loyola Marymount, Brase played point guard at the University of Arizona. In four seasons, Brase was a four-year starter and led her team to the NCAA tournament each year. She led the Wildcats as team captain for three seasons.

Besides playing basketball, Brase worked as an assistant coach at Lute Olson's basketball camps and served on the Student-Athlete Advisory Board. She completed her bachelor's degree in social and behavioral sciences in communication and minored in business.

Brase is the granddaughter of NCAA Hall of Famer and University of Arizona coach Lute Olson.



Carolyn Griffiths

Head Athletic Trainer

Entering her ninth season, Carolyn Griffiths is the Mercury's first and only Head Athletic Trainer. In her position, Griffiths acts as a medical liaison with the team's medical and organizational staff focusing on injury prevention and management. She also assists the team with travel administration. A 1996 graduate of Grand Canyon University in Phoenix, Griffiths received her bachelor's degree in corporate fitness and wellness, with an emphasis in athletic training.

Prior to joining the Mercury family in 1997, Griffiths was the head athletic trainer at Centennial High School in Phoenix. She currently works as head athletic trainer at Xavier College Preparatory during the WNBA off-season. Additionally, Griffiths writes an occasional training column for Women's Basketball Magazine and for phoenixmercury.com, the official website of the team.

A native of Arizona, Griffiths is also an avid runner. She has competed in a marathon in Vancouver, British Columbia, and a triathlon in Mexico.



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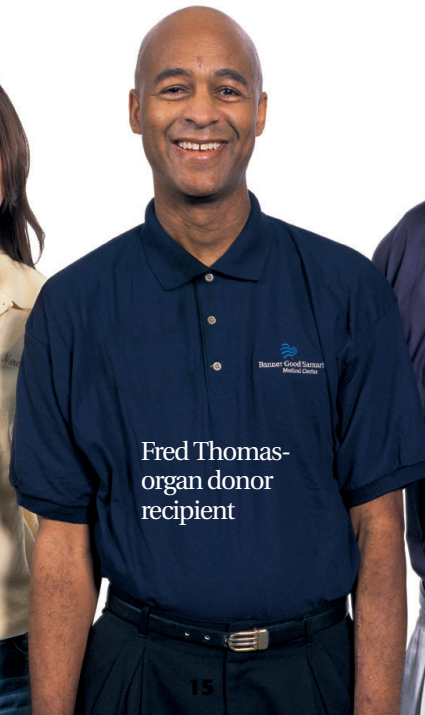
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