



"Yes We Can"

February, 2009

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WATCHES

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EVENT PHOTOS

ON-LINE REGISTRATION

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For Immediate Release

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TWO ADDITIONS TO THE COACH O STAFF

KNOXVILLE, Tenn. - Two new faces have joined Coach O's staff over the last few months, Director of Communications **Casey Self** and Administrative Assistant **Carol Holtzclaw**. Self comes to the team with six years of media relations experience with the University of Tennessee Lady Volunteers, while Holtzclaw's background is in accounting and game-day operations in university athletics.

Self was the Sports Information Director for the Lady Vol Golf, Swimming and Diving teams from 2006-08. Prior to her employment as an SID, she was an intern in the Lady Vol media relations office for four years where she worked in many different capacities and with all 10 Lady Vol sports. Self graduated Magna Cum Laude from UT in 2006 with a Bachelor's degree in sport management and minors business administration, and journalism and electronic media. She is currently pursuing her graduate degree in communications with an emphasis in public relations and is expected to graduate in December 2009. Her responsibilities will include writing and distribution of press releases, brand marketing and employee relations.



Casey Self

Holtzclaw hails from Knoxville, where she worked at Oak Ridge Laboratory for 28 years before retiring from UT-Battelle in 2006. In addition to working with Coach O, she also serves as a gatekeeper at UT football and basketball games. In her spare time, she and her husband Mike attend UT sporting events and enjoy watching their grandchildren participate in sports. Holtzclaw's responsibilities will include processing invoices, coordinating new product research, and day to day operations.



Carol Holtzclaw

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