

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 8:58 AM  
**To:** Michael R Laliberte  
**Cc:** Joely B Urdan; Mark A Mone  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

> On Mar 16, 2016, at 8:55 AM, Michael R Laliberte <lalibert@uwm.edu> wrote:

>  
> [REDACTED]  
>  
>  
> \_\_\_\_\_

> Michael R. Laliberte, Ed.D.  
> Vice Chancellor for Student Affairs  
> The University of Wisconsin Milwaukee

>  
> 414/229-4038

>  
>  
>  
>  
>  
>  
>  
>  
>  
>

>> On 3/16/16, 8:48 AM, "Joely B Urdan" <jurdan@uwm.edu> wrote:

>>  
>> [REDACTED]  
>>

>> Joely

>>  
>> Sent from my iPhone

>>  
>>> On Mar 16, 2016, at 8:41 AM, Mark A Mone <mone@uwm.edu> wrote:

>>>  
>>> [REDACTED]  
>>>

>>> Mark A. Mone, PhD  
>>> Chancellor  
>>> UW-Milwaukee

>>>  
>>>  
>>> -----Original Message-----

>>> From: Amanda R Braun  
>>> Sent: Wednesday, March 16, 2016 8:23 AM  
>>> To: Joely B Urdan <jurdan@uwm.edu>; Mark A Mone <mone@uwm.edu>; Michael R Laliberte <lalibert@uwm.edu>  
>>> Subject: [REDACTED]

>>>  
>>> Hi Mark,

>>>  
>>> [REDACTED]

>>> Thank you

>>>  
>>> Amanda

>>>  
>>> Amanda Braun  
>>> Director of Athletics  
>>> University of Wisconsin-Milwaukee

>> NOTICE TO RECIPIENT

>>  
>> The information in this e-mail is confidential and may be protected by the attorney's work product doctrine or the attorney/client privilege. It is intended solely for the addressee(s); access to anyone else is unauthorized. If this message has been sent to you in error, do not review, disseminate, distribute or copy it. Please reply to the sender that you have received the message in error, then delete it. Thank you for your cooperation.

>>  
>>

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 1:01 PM  
**To:** Michael R Laliberte; Joely B Urdan  
**Subject:** [REDACTED]  
**Attachments:** [REDACTED]

Michael and Joely,

Best,

Amanda  
Go Panthers!

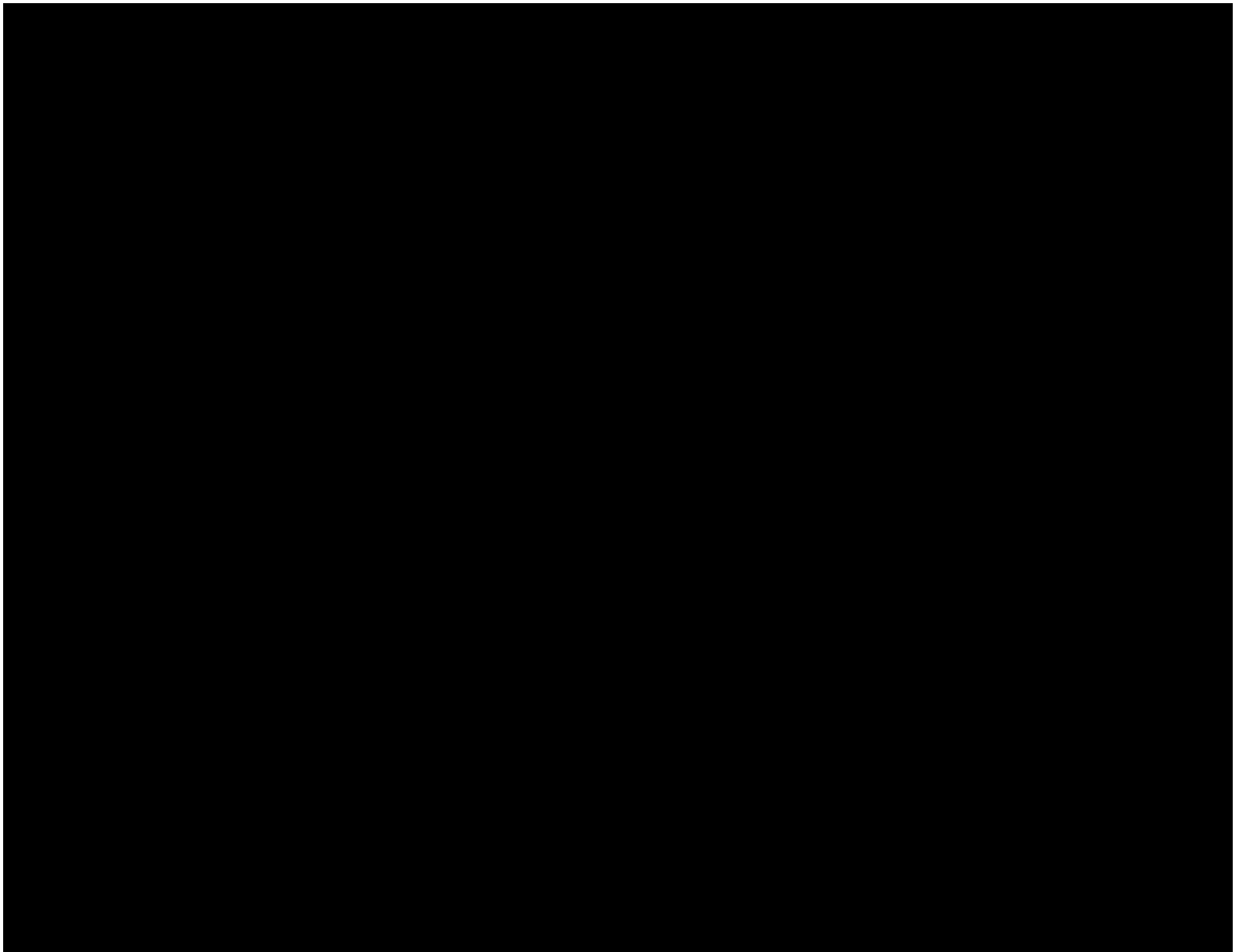
**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics

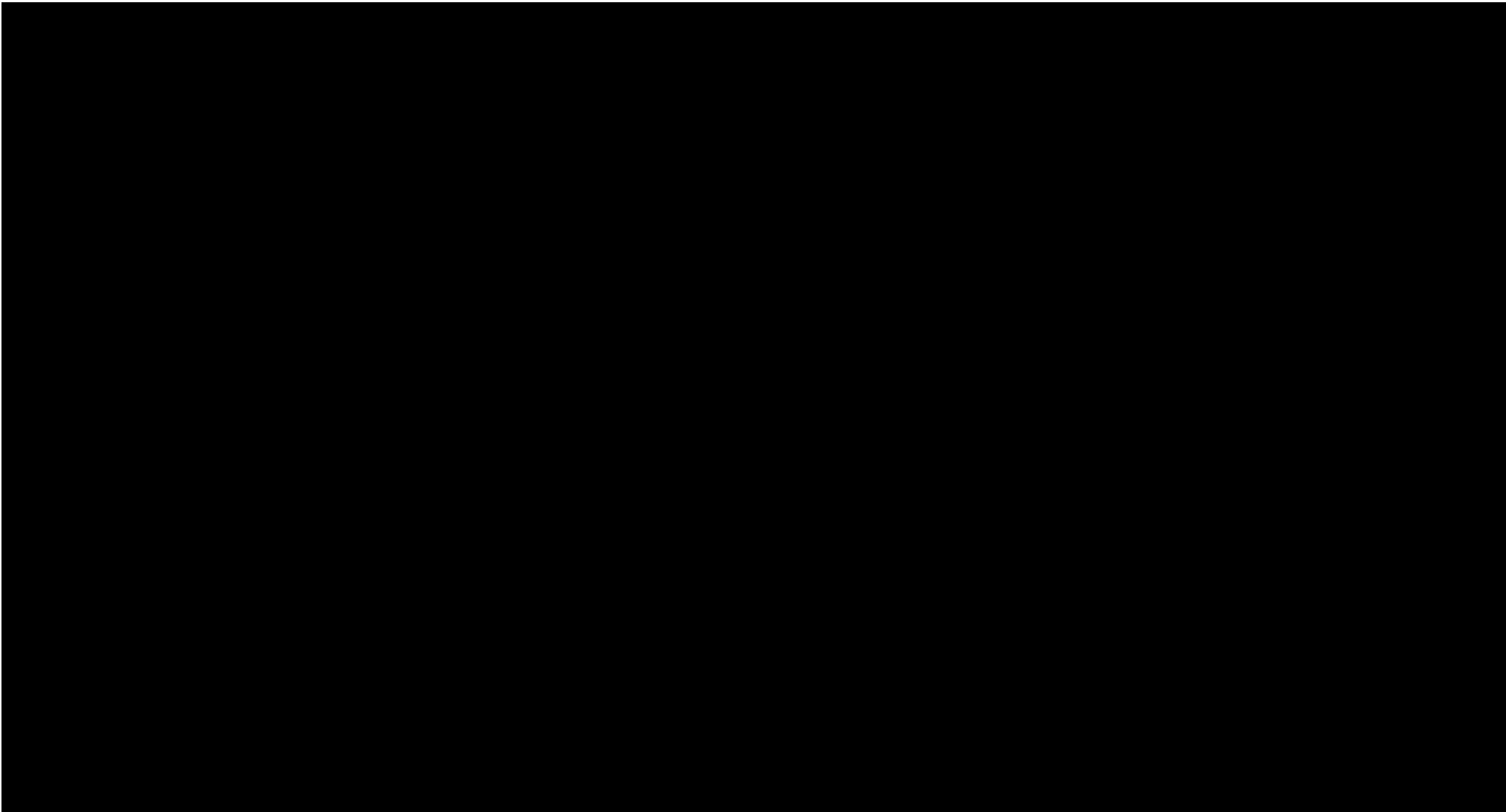


**O:** 414.229.5151  
**T:** @MKE\_Athruan  
**133** League Titles & **49** NCAA Appearances  
**31** Consecutive Semesters of 3.0+ GPA

**UNITED WE FINISH**

**Education Excellence Leadership Respect Integrity Pride**





[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 7:43 AM  
**To:** Joely B Urdan  
**Cc:** Michael R Laliberte  
**Subject:** Re: [REDACTED]

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

Education Excellence Leadership Respect Integrity Pride  
133 Horizon League Titles | 40 NCAA Tournament Appearances  
7 Horizon League McCafferty Trophies | 31 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwmmfdn.org/>

---

**From:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Date:** Saturday, March 12, 2016 at 7:40 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Cc:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Subject:** Re: [REDACTED]

Amanda-

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 7:01 AM

To: Joely B Urdan; Michael R Laliberte

Subject: [REDACTED]

Michael and Joely,

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

**Education Excellence Leadership Respect Integrity Pride**  
133 Horizon League Titles | 40 NCAA Tournament Appearances  
7 Horizon League McCafferty Trophies | 31 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwmm.uwmfdn.org/>

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[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 7:52 AM  
**To:** Joely B Urdan  
**Subject:** Re: [REDACTED]

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

Education **Excellence** Leadership **Respect** Integrity **Pride**  
132 Horizon League Titles ~ 37 NCAA Tournament Appearances  
7 Horizon League McCafferty Trophies ~ 29 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwmm.uwmfdn.org/>

---

**From:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Date:** Friday, March 11, 2016 at 7:48 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Re: [REDACTED]

Amanda-

[REDACTED]

Joely

Sent from my iPhone

On Mar 11, 2016, at 7:16 AM, Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)> wrote:

Hi Joely,





Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

**Education Excellence Leadership Respect Integrity Pride**

132 Horizon League Titles ~ 37 NCAA Tournament Appearances

7 Horizon League McCafferty Trophies ~ 29 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD

@MKEPanthers

@MKE\_ADBraun

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**To:** Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>

**Cc:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Mark Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>

**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 10:51 AM, Thomas P Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)> wrote:

[REDACTED]

Tom

Tom Luljak  
Vice Chancellor  
University Relations & Communications  
180 Chapman Hall  
University of Wisconsin-Milwaukee  
P.O. Box 413  
Milwaukee, WI 53201  
[Tluljak@uwm.edu](mailto:tluljak@uwm.edu)  
Office: 414-229-5024  
Cell: 414-750-4783

---

**From:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>

**Date:** Wednesday, March 16, 2016 at 10:44 AM

**To:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>

**Cc:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>, Mark Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>

**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 10:43 AM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

Amanda-

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 10:42 AM  
**To:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>; Robin L Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>  
**Subject:** Fwd: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Date:** March 16, 2016 at 10:36:54 AM CDT  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** RE: Friday

Rob said he is going to be out of town [REDACTED] on Friday so cannot do the meeting then. He said he could make almost anything work next week if you want me to schedule something then?

Sammi

-----Original Message-----

From: Amanda R Braun  
Sent: Wednesday, March 16, 2016 9:24 AM  
To: Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
Subject: Re: Friday

[REDACTED]

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

On Mar 16, 2016, at 9:20 AM, Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)> wrote:

Will do!

I will not be in on Friday, [REDACTED]  
[REDACTED]. I will send me schedule for the next  
two weeks today just so you have it!

Sammi

-----Original Message-----

From: Amanda R Braun

Sent: Wednesday, March 16, 2016 9:07 AM

To: Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>

Subject: Friday

Hi Sammi,

I am not leaving for Brodhead until Saturday so will  
be in on Friday. Please re-schedule my meeting  
with Rob for 1 pm on Friday. Let me know as soon  
as you hear from him.

Thank you for your help this week!

Amanda

Amanda Braun

Director of Athletics

University of Wisconsin-Milwaukee

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[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 11:03 AM  
**To:** Joely B Urdan; Thomas P Luljak  
**Cc:** Michael R Laliberte  
**Subject:** Re: [REDACTED]

Tom,

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 11, 2016, at 11:52 AM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 11:47 AM  
**To:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Subject:** [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[Redacted]

**From:** Amanda R Braun  
**Sent:** Tuesday, March 15, 2016 12:42 PM  
**To:** Joely B Urdan  
**Subject:** [Redacted]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 8:45 PM  
**To:** Mark A Mone  
**Cc:** Thomas P Luljak; Joely B Urdan; Michael R Laliberte; Robin L Van Harpen  
**Subject:** Re: [REDACTED]

Mark,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

On Mar 16, 2016, at 8:32 PM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 2:16 PM  
**To:** Thomas P Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>; Robin L Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>; Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Best,


Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

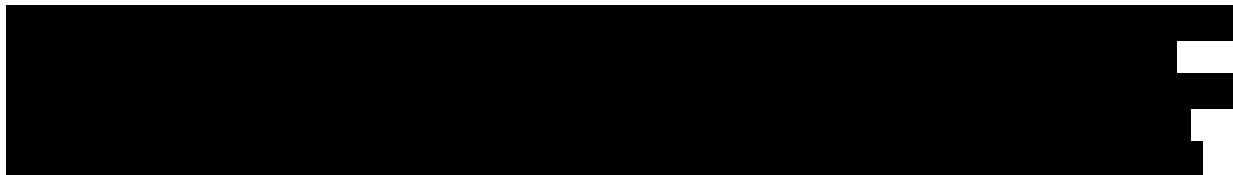
**Education Excellence Leadership Respect Integrity Pride**  
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#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwm.uwmfdn.org/>

---

**From:** Thomas Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Date:** Wednesday, March 16, 2016 at 11:12 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: 

Amanda,



Tom

Tom Luljak  
Vice Chancellor  
University Relations & Communications  
180 Chapman Hall  
University of Wisconsin-Milwaukee  
P.O. Box 413  
Milwaukee, WI 53201  
[Tluljak@uwm.edu](mailto:Tluljak@uwm.edu)  
Office: 414-229-5024  
Cell: 414-750-4783

---

**From:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Date:** Wednesday, March 16, 2016 at 11:37 AM  
**To:** Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Cc:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Mark Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 10:51 AM, Thomas P Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)> wrote:

[REDACTED]

Tom

Tom Luljak  
Vice Chancellor  
University Relations & Communications  
180 Chapman Hall  
University of Wisconsin-Milwaukee  
P.O. Box 413  
Milwaukee, WI 53201  
[Tluljak@uwm.edu](mailto:Tluljak@uwm.edu)  
Office: 414-229-5024  
Cell: 414-750-4783

---

**From:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Date:** Wednesday, March 16, 2016 at 10:44 AM  
**To:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Cc:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>, Mark Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 10:43 AM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

Amanda-

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 10:42 AM  
**To:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>; Robin L Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>  
**Subject:** Fwd: Friday

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Date:** March 16, 2016 at 10:36:54 AM CDT  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject: RE: Friday**

Rob said he is going to be out of town [REDACTED] on Friday so cannot do the meeting then. He said he could make almost anything work next week if you want me to schedule something then?

Sammi

-----Original Message-----  
From: Amanda R Braun  
Sent: Wednesday, March 16, 2016 9:24 AM  
To: Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
Subject: Re: Friday

Thanks, Sammi.

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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Samantha L Schoen  
<[slschoen@uwm.edu](mailto:slschoen@uwm.edu)> wrote:

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9:07 AM  
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Amanda Braun

Director of Athletics  
University of Wisconsin-Milwaukee

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[REDACTED]

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 4:07 PM  
**To:** Joely B Urdan  
**Cc:** Michael R Laliberte  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 2:44 PM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

Michael-

[REDACTED]

Joely

---

**From:** Joely B Urdan  
**Sent:** Wednesday, March 16, 2016 2:42 PM  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** [REDACTED]

Amanda-

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Joely

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< [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



[Redacted]

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 4:05 PM  
**To:** Joely B Urdan; Michael R Laliberte  
**Subject:** Re: [Redacted]

[Redacted]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 2:27 PM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

Mark and Tom-

[Redacted]

Joely

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 2:16 PM  
**To:** Thomas P Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>; Robin L Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>; Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [Redacted]

All,

[Redacted]

[Redacted]

[Redacted]



Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

**Education Excellence Leadership Respect Integrity Pride**  
133 Horizon League Titles | 40 NCAA Tournament Appearances  
7 Horizon League McCafferty Trophies | 31 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwm.uwmfdn.org/>

---

**From:** Thomas Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Date:** Wednesday, March 16, 2016 at 11:12 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [REDACTED]

Amanda,

[REDACTED]

Tom

Tom Luljak  
Vice Chancellor  
University Relations & Communications  
180 Chapman Hall  
University of Wisconsin-Milwaukee  
P.O. Box 413  
Milwaukee, WI 53201  
[Tluljak@uwm.edu](mailto:Tluljak@uwm.edu)  
Office: 414-229-5024  
Cell: 414-750-4783

---

**From:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Date:** Wednesday, March 16, 2016 at 11:37 AM  
**To:** Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Cc:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Mark Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 10:51 AM, Thomas P Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)> wrote:

[REDACTED]

Tom

Tom Luljak  
Vice Chancellor

University Relations & Communications  
180 Chapman Hall  
University of Wisconsin-Milwaukee  
P.O. Box 413  
Milwaukee, WI 53201  
[Tluljak@uwm.edu](mailto:Tluljak@uwm.edu)  
Office: 414-229-5024  
Cell: 414-750-4783

---

**From:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Date:** Wednesday, March 16, 2016 at 10:44 AM  
**To:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Cc:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Robin Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>, Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>, Mark Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 10:43 AM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

Amanda-

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 10:42 AM  
**To:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>; Robin L Van Harpen <[rvanharp@uwm.edu](mailto:rvanharp@uwm.edu)>  
**Subject:** Fwd: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Date:** March 16, 2016 at 10:36:54 AM CDT  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject: RE: Friday**

Rob said he is going to be out of town [REDACTED] on Friday so cannot do the meeting then. He said he could make almost anything work next week if you want me to schedule something then?

Sammi

-----Original Message-----

From: Amanda R Braun  
Sent: Wednesday, March 16, 2016 9:24 AM  
To: Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
Subject: Re: Friday

Thanks, Sammi.

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

On Mar 16, 2016, at 9:20 AM,  
Samantha L Schoen  
<[slschoen@uwm.edu](mailto:slschoen@uwm.edu)> wrote:

Will do!

I will not be in on Friday, we are going to [REDACTED]. I will send me schedule for the next two weeks today just so you have it!

Sammi

-----Original Message-----

From: Amanda R Braun  
Sent: Wednesday, March 16, 2016 9:07 AM  
To: Samantha L Schoen  
<[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>

Subject: Friday

Hi Sammi,

I am not leaving for Brodhead until Saturday so will be in on Friday. Please re-schedule my meeting with Rob for 1 pm on Friday. Let me know as soon as you hear from him.

Thank you for your help this week!

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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The information in this e-mail is confidential and may be protected by the attorney's work product doctrine or the attorney/client privilege. It is intended solely for the addressee(s); access to anyone else is unauthorized. If this message has been sent to you in error, do not review, disseminate, distribute or copy it. Please reply to the sender that you have received the message in error, then delete it. Thank you for your cooperation.

**NOTICE TO RECIPIENT**

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[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 16, 2016 6:17 PM  
**To:** Mark A Mone  
**Cc:** Joely B Urdan; Thomas P Luljak; Michael R Laliberte; Robin L Van Harpen  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 5:41 PM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

[REDACTED]

Sent from my iPhone

On Mar 16, 2016, at 5:36 PM, Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)> wrote:

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 16, 2016, at 5:00 PM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

■

[REDACTED]

[REDACTED]



Joely

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The information in this e-mail is confidential and may be protected by the attorney's work product doctrine or the attorney/client privilege. It is intended solely for the addressee(s); access to anyone else is unauthorized. If this message has been sent to you in error, do not review, disseminate, distribute or copy it. Please reply to the sender that you have received the message in error, then delete it. Thank you for your cooperation.





[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Monday, March 07, 2016 7:23 AM  
**To:** Michael R Laliberte; Joely B Urdan  
**Subject:** [REDACTED]  
**Attachments:** [REDACTED]

Michael and Joely,

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKE\_ADBraun

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To those listed above:

My name is [REDACTED] and my son [REDACTED] just informed me of the decision not to allow the Men's Basketball Team the opportunity to play in a post season tournament. To say he is disappointed and feels let down by the Athletic Department and the University would be an understatement. And let's not forget just how I feel about this. Why does that matter you might ask? I'm just a parent you say??

First of all, I think it goes without saying that I am one of a few parents on the Men's Basketball Team who rarely misses a tournament game or regular season game. I am there with my son supporting him through wins and losses and everything that happens in between. I was there to experience the excitement his [REDACTED] year when we were also a 5 seed in the Horizon League Tournament and became Champs and went on to play a game in the NCAA tournament. I drove to Buffalo NY and experienced everything. I was also there to take the phone call from my son when he found out just shortly after returning from that game, they would not be eligible for the next year due to the APR ban. Obviously that was not any of his own fault and to this point, he has helped raised the GPA for the team. He has supported the staff by doing all he can to make sure the team was eligible this year so they could make another run. We end up 5 seed again and win one game in the Horizon League Tournament and get knocked out by the eventual winner of the tourney. Disappointing to say the least but wait, it appears that we made an impression with our many other BIG wins this year to be invited to two or three other post season tournaments. I'm thinking.....GREAT....although it's not what we hoped for, any post season play is better than what we had last year....NOTHING. Then, I get this phone call and here we are.

Why does it appear to me that the Athletic Department and the University do not support this team? Why would you not want one of your teams to play in the Post Season and get the experience of playing in another tournament, against teams from other leagues? Isn't that good for our University? Isn't that good for our team?? It almost feels like you are saying that these boys and this team are really not anymore worthy to continue to play than they were last year. Is that right? If so, then I really don't think my son is where he should be. When we made the decision with [REDACTED] to come to Milwaukee and play for a Coach and a team that are Division 1 and proven winners, did we make a mistake in thinking that Milwaukee supports its teams, its coaches and players?? I'm really kind of feeling that way and that feeling quite frankly sucks!

I feel that as a student, [REDACTED] has proven that he has what it takes to be successful at any University he might choose. He is working toward a degree in [REDACTED] and will graduate a [REDACTED] [REDACTED] because of all the extra hard work he has put in. In addition, he has secured an internship this summer at [REDACTED] in Milwaukee. Now you're telling me he really hasn't earned what it takes to bring his team to a post-season tournament?

Back in November, the Athletic Staff had a parent meeting and basically sat us down and asked for financial support for the department. Proud Parents I believe it was called?? I opened my checkbook and decided to give. Now, I am feeling like that was a mistake. You haven't earned my trust after this debacle and I'm really no longer a Proud Parent. I'm a rather disgusted one.

I for one hope that you think really long and hard about the message you just sent with your decision. You have not only made the boys feel unappreciated, but you have also sent that message loud and clear to us. I sincerely hope you rethink your decision and quickly and effectively get us to a post season tournament that these boys have earned!

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Tuesday, March 08, 2016 8:08 AM  
**To:** Michael R Laliberte  
**Cc:** Joely B Urdan  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 8, 2016, at 8:47 AM, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)> wrote:

[REDACTED]

Thanks,  
Michael

<  
Michael R. Laliberte, Ed.D.  
Vice Chancellor for Student Affairs  
The University of Wisconsin Milwaukee  
414/229-4038

---

**From:** Amanda R Braun  
**Date:** Tuesday, March 8, 2016 at 7:48 AM  
**To:** Michael R Laliberte, "Joely B. Urdan"  
**Subject:** [REDACTED]

Michael and Joely,

[REDACTED]

[REDACTED]


Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKEPanthers  
@MKE\_ADBraun  
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[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Wednesday, March 09, 2016 4:26 AM  
**To:** Mark A Mone  
**Cc:** Michael R Laliberte; Joely B Urdan  
**Subject:** Re: [REDACTED]

[REDACTED]

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

On Mar 8, 2016, at 7:47 PM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

Hi Amanda:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Best,

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

---

**From:** Amanda R Braun  
**Sent:** Tuesday, March 08, 2016 7:58 AM  
**To:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Subject:** meeting follow-up  
**Importance:** High

Mark and Michael,

[REDACTED]

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKE\_ADBraun

Support the Panthers <https://givetouwm.uwmfdn.org/>

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Thursday, March 10, 2016 4:18 PM  
**To:** William W Behrns  
**Subject:** Fwd: Letter to Athletic Department from [REDACTED]  
**Attachments:** Basketball Letter.docx; ATT00001.htm

Hi Bill,

Please take a look at the email and attachment below and draft a response using the points we talked about over the phone. Just a draft is fine..we can refine together. If possible at all, please send me something tonight. If you want to talk, give me a call. Thank you!

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Date:** March 10, 2016 at 4:59:30 PM CST  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Subject:** FW: Letter to Athletic Department from [REDACTED]

Hi Amanda:

Can you please give me the background on this?

Thx,

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

---

**From:** [REDACTED]  
**Sent:** Thursday, March 10, 2016 4:41 PM  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>; Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>; Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Subject:** Letter to Athletic Department from [REDACTED]

Please read the attached. If you want, I can be reached via cell phone at [REDACTED]

Sincerely,





[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 12:12 AM  
**To:** Mark A Mone  
**Subject:** Re: Letter to Athletic Department from [REDACTED]

Thanks, Mark. Jenny shared this with me as well. Will Patrick be involved in our decision?

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKEPanthers

@MKE\_ADBraun

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---

**From:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Date:** Thursday, March 10, 2016 at 8:50 PM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Re: Letter to Athletic Department from [REDACTED]

Thx, Amanda. Apparently there was discussion with donors re: the trip possibility which has amped things up, no surprise. In Pat Borger's absence I might have Patrick join our meeting.

Sent from my iPhone

On Mar 10, 2016, at 8:18 PM, Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)> wrote:

Hi Mark,

We will have response to [REDACTED] ready to send by noon tomorrow. Just wanted to give you update.

Amanda

Amanda Braun

Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 10, 2016, at 4:59 PM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

Hi Amanda:

Can you please give me the background on this?

Thx,

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

---

**From:** [REDACTED]  
**Sent:** Thursday, March 10, 2016 4:41 PM  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>; Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>;  
Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Subject:** Letter to Athletic Department from [REDACTED]

Please read the attached. If you want, I can be reached via cell phone at [REDACTED].

Sincerely,

[REDACTED]

<Basketball Letter.docx>

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 7:00 AM  
**To:** Mark A Mone  
**Subject:** Re: response letter

Thank you, Mark. Additional donations would not have changed the philosophical aspect of my decision. If we had finished in the top three then financial assistance would have tipped the scales for us to participate.

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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#PANTHERPROUD

@MKEPanthers

@MKE\_ADBraun

Support the Panthers <https://givetouwmm.uwmfdn.org/>

---

**From:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Date:** Friday, March 11, 2016 at 6:54 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Re: response letter

I think this is fine, Amanda.

An inevitable question is would the proposed trip sponsorships have mattered. I think that is covered by the other two aspects that you mention but it will be raised.

Thx,

Mark

Sent from my iPhone

On Mar 11, 2016, at 6:41 AM, Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)> wrote:

Mark,

Below is a draft response that Bill Behrns and I have worked on. Please let me know what you think. My goal is to send to her by noon and I can use to send to anyone else we hear from as well.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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#PANTHERPROUD

@MKEPanthers

@MKE\_ADBraun

Support the Panthers <https://givetouwm.uwmfdn.org>



[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 7:17 AM  
**To:** Joely B Urdan  
**Subject:** [REDACTED]

Hi Joely,

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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7 Horizon League McCafferty Trophies ~ 29 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwm.uwmfdn.org/>

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 8:52 AM  
**To:** Helaine M Hickson  
**Subject:** FW: response letter

Hi Helaine,

Please see my email exchange with the Chancellor and the response message I plan to send to parents who reach out to us. I have summarized our rationale within my response. Please let me know if you would like to discuss.

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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#PANTHERPROUD

@MKEPanthers

@MKE\_ADBraun

Support the Panthers <https://givetouwmm.uwmfdn.org/>

---

**From:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Date:** Friday, March 11, 2016 at 8:20 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Re: response letter

Thx, Amanda.

Sent from my iPhone

On Mar 11, 2016, at 6:59 AM, Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)> wrote:

Thank you, Mark. Additional donations would not have changed the philosophical aspect of my decision. If we had finished in the top three then financial assistance would have tipped the scales for us to participate.

Best,



Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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7 Horizon League McCafferty Trophies ~ 29 Consecutive Semesters of 3.0+ GPA

#PANTHERPROUD  
@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwmm.uwmfdn.org/>

---

**From:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Date:** Friday, March 11, 2016 at 6:54 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Re: response letter

I think this is fine, Amanda.

An inevitable question is would the proposed trip sponsorships have mattered. I think that is covered by the other two aspects that you mention but it will be raised.

Thx,

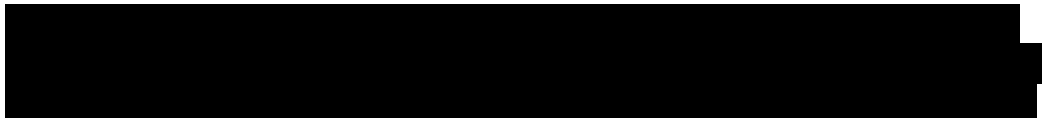
Mark

Sent from my iPhone

On Mar 11, 2016, at 6:41 AM, Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)> wrote:

Mark,

Below is a draft response that Bill Behrns and I have worked on. Please let me know what you think. My goal is to send to her by noon and I can use to send to anyone else we hear from as well.



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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3.0+ GPA

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@MKEPanthers

@MKE\_ADBraun

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**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 8:33 AM  
**To:** Mark A Mone  
**Cc:** Michael R Laliberte  
**Subject:** Re: MBB

Sounds good, Mark.

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 11, 2016, at 9:24 AM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

Dave Nicholas reached out directly to me, and I'll fill you both in. He is making an argument in support of the players in light of their loyalty to UWM and the larger messaging. We can discuss in our meeting later today.

Sent from my iPhone

Begin forwarded message:

**From:** Dave Nicholas <[dnicholas@nicholasfunds.com](mailto:dnicholas@nicholasfunds.com)>  
**Date:** March 11, 2016 at 9:19:22 AM CST  
**To:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** MBB

Mark

I'm hearing about men's basketball from many sources. I'm sure you are aware that Amanda is not allowing the team to participate in the postseason tournament they have been invited to play in. It's just wrong. I don't understand the continued undermining of the marquee program in athletics by the athletic director. Ultimately, this will comeback to haunt the future of the entire program, as any good coach will have concerns upon hearing about the lack of support from Amanda.

The kids currently on the team have been extremely loyal to UWM through a very difficult situation with the APR last year, the denial of the foreign trip, the lack of support from the AD and now this. The players, their parents and program supporters feel they deserve this opportunity. Again, this is not a financial issue, monies are available if needed.

David Nicholas  
Sent from my iPad

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 9:54 AM  
**To:** [REDACTED]; [REDACTED]  
**Cc:** Michael R Laliberte; Mark A Mone; Johannes J Britz; Phyllis M King  
**Subject:** post season decision

[REDACTED] and [REDACTED]

I appreciate you reaching out and advocating for [REDACTED] [REDACTED] and their teammates and understand that you are disappointed with the way the men's basketball season ended and with my decision about postseason participation. I take very seriously my decisions that impact the lives of our student-athletes and want to share with you how I came to the decision to not enter the CBI or CIT men's basketball events.

First, it is important to share with you that all of the decisions regarding our sport programs are driven by our program goals and how we define success. Decisions are also heavily influenced by financial considerations and the responsible use of our resources. And finally, the experience of our student-athletes is always a top priority in every decision we make.

For our men's basketball program, our goal every year is to be a top 100 NCAA Division I program. Specific to our conference, our goal is to win the Horizon League and our expectation is to finish among the top three in the Horizon League on an annual basis. These are very realistic goals and expectations because we financially support the program at the top of league.

As you know, this year men's basketball did not achieve the competitive goals or expectations for the program. The team will not be selected for the NCAA or NIT tournaments and our option with a fifth-place finish is to participate in events that are not aspirational for our program. Because of this, it is difficult to justify participation in the CBI and CIT events and the financial commitment required for them.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour and exempt tournaments during the regular season similar to those we have participated in recently (Cable Car Classic, Gulf Coast Showcase, MGM Grand Main Event). We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and work to achieve our goals.

Even though we did not attain our competitive goals this year, we are extremely proud of the accomplishments of our men's basketball student-athletes. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work they have done in the community, is truly commendable.

I understand if this news is difficult for you to accept and hope that the information I have shared is at least somewhat helpful to you. Thank you again for taking the time to reach out.

Sincerely,

Amanda

Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKE\_ADBraun

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**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 10:39 AM  
**To:** Mark A Mone  
**Subject:** Re: Men's Basketball Background

The larger decision should have been made first and this would make much more sense to people. I should have pushed harder for a faster timeline.

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 11, 2016, at 11:30 AM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

I'm on the phone with Regent Hall. She received multiple calls and questions are being asked in personal and group meetings.

Thanks,

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 11:19 AM  
**To:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Subject:** Re: Men's Basketball Background

Thank you, Mark. I wonder who reached out to Eve. Should I reach out to the Regents I am connected to?

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 11, 2016, at 10:52 AM, Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)> wrote:

FYI.

Mark A. Mone, PhD

Chancellor  
UW-Milwaukee

---

**From:** Mark A Mone  
**Sent:** Friday, March 11, 2016 10:51 AM  
**To:** Raymond Cross <[rcross@uwsa.edu](mailto:rcross@uwsa.edu)>  
**Subject:** FW: Men's Basketball Background

Hi Ray:

Here is the initial background for Regent Hall. I will follow up in a few minutes with a call re: this and related personnel matters. Thanks for your support.

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

---

**From:** Mark A Mone  
**Sent:** Friday, March 11, 2016 10:50 AM  
**To:** 'Eve Hall' <[evemhall@yahoo.com](mailto:evemhall@yahoo.com)>  
**Subject:** Men's Basketball Background

Dear Regent Hall:

I just spoke with President Cross, with whom you had conversation this morning about questions that you're hearing in the community regarding our Men's Basketball program. For background, I wanted you to see this response that AD Amanda Braun has shared. I will follow up shortly with a call to address the items mentioned here and any other questions that you have.

Best,

Mark

Mark A. Mone, PhD  
Chancellor  
UW-Milwaukee

Dear \_\_\_\_\_:

I appreciate you reaching out and advocating for our basketball and understand that you are disappointed with the way the men's basketball season ended and with my decision about postseason participation. I take very seriously my decisions that impact the lives of our student-athletes and want to share with you how I came to the decision to not enter the CBI or CIT men's basketball events.



First, it is important to share with you that all of the decisions regarding our sport programs are driven by our program goals and how we define success. Decisions are also heavily influenced by financial considerations and the responsible use of our resources. And finally, the experience of our student-athletes is always a top priority in every decision we make.

For our men's basketball program, our goal every year is to be a top 100 NCAA Division I program. Specific to our conference, our goal is to win the Horizon League and our expectation is to finish among the top three in the Horizon League on an annual basis. These are very realistic goals and expectations because we financially support the program at the top of league.

As you know, this year men's basketball did not achieve the competitive goals or expectations for the program. The team will not be selected for the NCAA or NIT tournaments and our option with a fifth-place finish is to participate in events that are not aspirational for our program. Because of this, it is difficult to justify participation in the CBI and CIT events and the financial commitment required for them.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour and exempt tournaments during the regular season similar to those we have participated in recently (Cable Car Classic, Gulf Coast Showcase, MGM Grand Main Event). We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and work to achieve our goals.

Even though we did not attain our competitive goals this year, we are extremely proud of the accomplishments of our men's basketball student-athletes. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work they have done in the community, is truly commendable.

I understand if this news is difficult for you to accept and hope that the information I have shared is at least somewhat helpful to you. Thank you again for taking the time to reach out.

Sincerely,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKE\_ADBraun

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Mark A. Mone, PhD

Chancellor

UW-Milwaukee

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 10:46 AM  
**To:** William W Behrns  
**Subject:** Fwd: Postseason

FYI

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Todd Rosiak <[todd.rosiak@jrn.com](mailto:todd.rosiak@jrn.com)>  
**Date:** March 11, 2016 at 11:45:01 AM CST  
**To:** "[abraun25@uwm.edu](mailto:abraun25@uwm.edu)" <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Postseason

Hi Amanda,

Todd Rosiak from the Journal Sentinel here. Wondering if you can offer some clarification or provide some sort of statement regarding no postseason for the men's basketball team.

We'll be going with a story this afternoon on the website, so any help would be appreciated.

Thank you,

Todd

(414) 313-2311

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 11:03 AM  
**To:** Joely B Urdan; Thomas P Luljak  
**Cc:** Michael R Laliberte  
**Subject:** Re: [REDACTED]

Tom,

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 11, 2016, at 11:52 AM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 11:47 AM  
**To:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Subject:** Fwd: Postseason

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 12:52 PM  
**To:** Todd Rosiak  
**Subject:** Re: Postseason

Hi Todd,

Bill Behrns is putting together some notes for your story that summarize our rationale for the decision and will send to you in the next hour. The Oakland AD just sent me their release about his decision <http://www.goldengrizzlies.com/sports/m-baskbl/spec-rel/031116aad.html> Thought you might be interested if you hadn't yet seen it. Thanks for reaching out and for covering this.

Best,

Amanda  
Go Panthers!

---

**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



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**T: @MHE\_AABraun**  
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---

**From:** Todd Rosiak  
**Date:** Friday, March 11, 2016 at 11:45 AM  
**To:** Amanda R Braun  
**Subject:** Postseason

Hi Amanda,

Todd Rosiak from the Journal Sentinel here. Wondering if you can offer some clarification or provide some sort of statement regarding no postseason for the men's basketball team.

We'll be going with a story this afternoon on the website, so any help would be appreciated.

Thank you,

Todd  
(414) 313-2311

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 1:01 PM  
**To:** Michael R Laliberte; Joely B Urdan  
**Subject:** [REDACTED]  
**Attachments:** [REDACTED]

Michael and Joely,

Best,

Amanda  
Go Panthers!

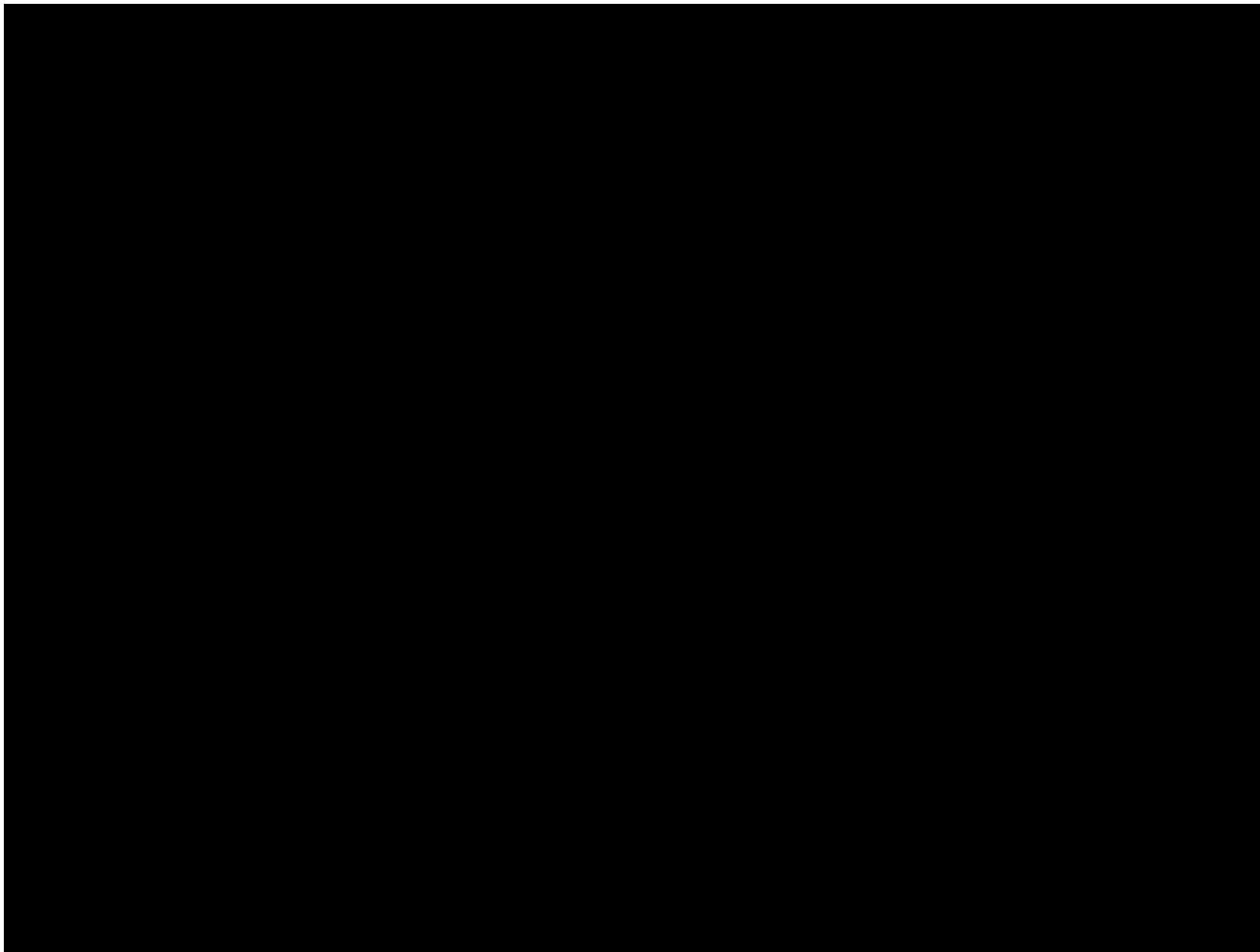
**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



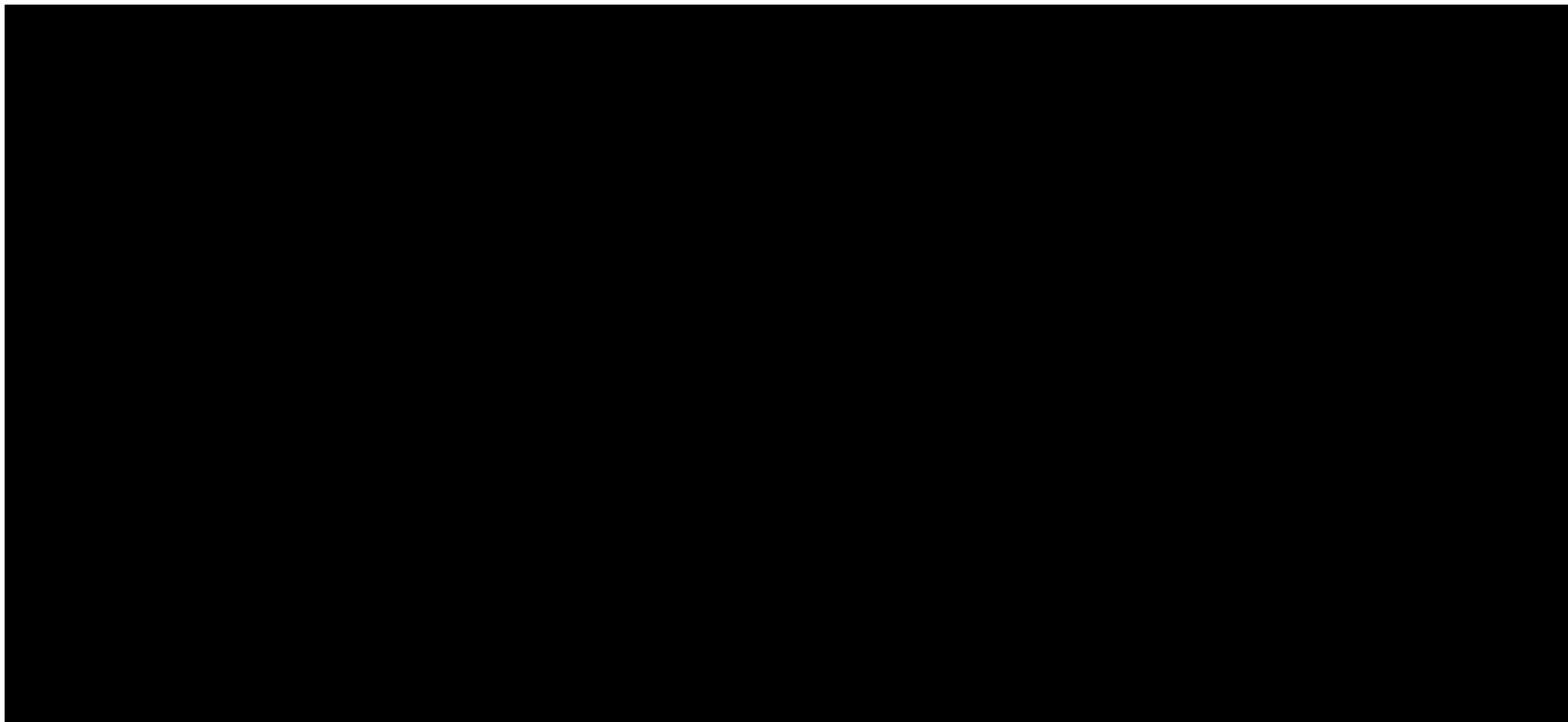
**O:** 414.229.5151  
**T:** @MKE\_Athruan  
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[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 1:27 PM  
**To:** Thomas P Luljak; Joely B Urdan  
**Cc:** Michael R Laliberte  
**Subject:** Re: [REDACTED]

[REDACTED]

Best,

Amanda  
Go Panthers!

---

**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



**C:** 414.229.5151  
**T:** @AME\_A0Braun  
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---

**From:** Thomas Luljak  
**Date:** Friday, March 11, 2016 at 1:20 PM  
**To:** Amanda R Braun, Joely B Urdan  
**Cc:** Michael R Laliberte  
**Subject:** Re: [REDACTED]

Amanda,

[REDACTED]

Tom

Tom Luljak  
Vice Chancellor  
University Relations & Communications  
180 Chapman Hall  
University of Wisconsin-Milwaukee  
P.O. Box 413  
Milwaukee, WI 53201  
[Tluljak@uwm.edu](mailto:Tluljak@uwm.edu)  
Office: 414-229-5024

Cell: 414-750-4783

---

**From:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Date:** Friday, March 11, 2016 at 12:02 PM  
**To:** "Joely B. Urdan" <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Tom Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Cc:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Subject:** Re: [REDACTED]

Tom,

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 11, 2016, at 11:52 AM, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)> wrote:

[REDACTED]

Joely

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 11:47 AM  
**To:** Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>  
**Cc:** Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>  
**Subject:** Fwd: [REDACTED]

[REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 3:32 PM  
**To:** [REDACTED]  
**Subject:** Re: Men's post-season - no response?

[REDACTED]

I appreciate you reaching out and understand that you are disappointed with the way the men's basketball season ended and with my decision about postseason participation. I take very seriously my decisions that impact the lives of our student-athletes and want to share with you how I came to the decision to not enter the CBI or CIT men's basketball events.

First, it is important to share with you that all of the decisions regarding our sport programs are driven by our program goals and how we define success. Decisions are also heavily influenced by financial considerations and the responsible use of our resources. And finally, the experience of our student-athletes is always a top priority in every decision we make.

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As you know, this year men's basketball did not achieve the competitive goals or expectations for the program. The team will not be selected for the NCAA or NIT tournaments and our option with a fifth-place finish is to participate in events that are not aspirational for our program. Because of this, it is difficult to justify participation in the CBI and CIT events and the financial commitment required for them.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour and exempt tournaments during the regular season similar to those we have participated in recently (Cable Car Classic, Gulf Coast Showcase, MGM Grand Main Event). We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and work to achieve our goals.

Even though we did not attain our competitive goals this year, we are extremely proud of the accomplishments of our men's basketball student-athletes. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work they have done in the community, is truly commendable.

I understand if this news is difficult for you to accept and hope that the information I have shared is at least somewhat helpful to you. Thank you again for taking the time to reach out.

Best,

Amanda  
Go Panthers!

---

**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



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**T: @MNE\_AD@uwm**  
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---

**From:** [REDACTED]  
**Date:** Friday, March 11, 2016 at 3:25 PM  
**To:** Amanda R Braun  
**Cc:** Mark A Mone, Michael R Laliberte, Johannes Britz, [REDACTED]  
**Subject:** Men's post-season - no response?

Amanda,

I am forwarding the email that I sent to you last night, but have received no response from anyone. That has actually turned my disappointment to anger. It has come to my attention that the email address that I used for you was incorrect. Let me point out to you that I found the email address on the UWM athletic website under Staff Directory. You may want to get that updated to the correct email address.

The lack of support that you have offered the men's basketball program from the day you started is appalling to me. Your actions have spoken much louder than any words you have spoken. It is really a slap in the face of all of the players, and staff.

I anxiously await your explanation for your decisions, and I really expect one since it has directly affected our family.

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Thursday, March 10, 2016 10:25 PM  
**To:** '[uwm-AD@uwm.edu](mailto:uwm-AD@uwm.edu)' <[uwm-AD@uwm.edu](mailto:uwm-AD@uwm.edu)>  
**Cc:** '[mone@uwm.edu](mailto:mone@uwm.edu)' <[mone@uwm.edu](mailto:mone@uwm.edu)>; '[lalibert@uwm.edu](mailto:lalibert@uwm.edu)' <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>; '[britz@uwm.edu](mailto:britz@uwm.edu)' <[britz@uwm.edu](mailto:britz@uwm.edu)>; [REDACTED]  
**Subject:** Men's basketball

Amanda,

As you might imagine, I learned this afternoon that the men's basketball team was invited to play in two post-season tournaments, but they are not being allowed to participate in either one. I am writing tonight to express my immense frustration with this decision, which I can only assume was yours.

The young men that are in the basketball program were first punished two years ago by the NCAA for infractions related to the APR. As we all know, the NCAA's punishment is usually dealt out to those who come AFTER the people who create the infractions. While this time was no different, it was even more frustrating since it was not caused by a student athlete, but rather by an inept administrator who was employed by the UWM athletic department. To the credit of the coaching staff and the young men in the program, nobody transferred out and they focused on what they could control. The players took the punishment, held their heads high, and have demonstrated exemplary academic success, per APR calculations, since that time.

After the year with no hope of any post-season play, there was a new buzz and excitement around the program. To those of us close to the program, it was noticeable. There was talk of a summer trip to start the momentum for the upcoming season. Then, they found out that you decided there would be no summer trip. Of course the inference is that they were not worthy of a trip. Whether or not that was really the intended message, that was the perception around the program. Obviously not really a good way to start off a year following the post-season ban.

The season, albeit not as good as anyone had hoped, was by my account pretty successful. They finished 20-13, beat 2 Big Ten teams, and lost to the eventual conference tournament champion in a game they led with 6 minutes left. The 13 losses included 9 losses by 4 or less points. While the goal of everyone on the team was to win the league tournament and make the NCAA tournament, the reality is that only one team from the Horizon League is going to the NCAA tournament. The talk in Detroit after the Green Bay game was related to the possibility of making a post-season tournament and getting to keep playing this year.

You cannot imagine the player's disappointment in finding out they were invited to not one, but two post-season tournaments, only to be told that they were not being allowed to participate. They were invited to these tournaments because of their accomplishments this season. They did not invite themselves they were invited by the tournaments. I am at a loss to understand the reasoning behind your decision to deny them the opportunity to continue playing this year and positively representing the University of Milwaukee. I simply cannot think of one positive result of them not playing. It certainly won't help any of the players in the program. It won't help recruiting, which is obviously important to the future success of the basketball program. It won't help the Horizon League. My homework indicates that the Horizon League typically has numerous teams invited to and play in post-season tournaments every year in addition to the one NCAA tournament qualifier.

If you don't think that the decisions you have made in denying the summer trip and this post-season trip are not taken into account by 18-20 year old kids making decisions on where they are going to spend the next 3-5 years of their lives, you are sadly mistaken. These decisions will resonate for years with current and future recruits, and only in a very negative way. The worst part of the whole thing is that the decisions were unnecessary.

When Coach Jeter and his staff recruit players, or at least in the case of our son, they clearly state that if you come to UWM you are a student athlete first. This may be lost on the kids, but it wasn't on me as a parent. By the way, [REDACTED] is on track to graduate [REDACTED] [REDACTED] in [REDACTED] years. They are also expected to be good role models and represent the university in the community. To that end, the guys spend countless hours volunteering their time for both social causes and youth activities. I was recently told of their visit to an elementary school and how much it meant to the kids and teachers this came from a parent of one of the teachers. I think they are more than holding up their end of the bargain on this one. Lastly, they are expected to work their tails off in order to perform at their peak on the court. I can promise you that they do that. They have less time off from the basketball program than I have from my job.

In return for all of their dedication and performance on the court, off the court, and in the classroom, their <sup>3</sup>reward<sup>2</sup> is to be told that the person who oversees their school's athletic program has decided that they are not worthy enough to participate in either of the two post-season tournaments to which they were invited. Again, I am at a loss to understand the basis for the decision. I have taken numerous emails, phone calls and texts from fans of the program. Same question from all of them why?! I wish that I could come up with even one reason that I could offer, but I honestly can't. There is not one positive result of this decision, not one at least not one positive thing for the young men that dedicate a significant portion of their young lives to represent UWM. I can only imagine how this will play out once the media gets ahold of it. I'm sure that it will not reflect positively on anyone involved - the basketball program, the athletic department, or the university.

Please know that I am sending this with at least some apprehension since [REDACTED] has one more year left in the basketball program. However, as strongly as I feel about this, I feel that I must address the issue.

I would welcome your explanation for the decisions you have made. My contact information is below and you can feel free to contact me directly at any time.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 3:34 PM  
**To:** Andrew Nyren  
**Subject:** Re: Panther basketball

Andy,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

We take very seriously the decisions that impact the lives our student-athletes. Decisions regarding our sport programs are driven by our goals and how we define success and those decisions are also heavily influenced by financial considerations and the responsible use of our resources. Lastly, the experience of our student-athletes is always a top priority in every decision we make.

Every year we aspire to be a top 100 NCAA Division I men's basketball program. Specific to our conference, our goal is to win the Horizon League and our expectation is to finish among the top three in the Horizon League on an annual basis. Our men's basketball program will not be selected for the NCAA or NIT tournaments and our option with a fifth-place Horizon League finish is to participate in some other events that are not in the best interests of our program this year.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour or exempt tournaments during the regular season similar to those we have participated in recently. We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and achieve our goals.

Sincerely,

Amanda  
Go Panthers!

**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



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**T: @UW\_Milwaukee**  
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---

**From:** Andrew Nyren  
**Date:** Friday, March 11, 2016 at 3:25 PM  
**To:** Amanda R Braun  
**Subject:** Panther basketball

Ms. Braun:

I am a big Milwaukee Panther basketball fan. I have only lived in Milwaukee about four years, but each year I have followed the Panthers more and more closely. Although I am not a UWM alumnus or employee, I consider the Panthers my team. After the Brewers and Bucks, the Panthers are my team. I care about them more than I do about the Packers and Badgers. UWM seems like a school with athletes who are true students, who get involved with the community, and make you proud to cheer for them.

In this time I have attended several games at Panther Arena, and also a number of women's basketball games and even some UWM baseball games.

I say this because I am extremely disappointed, confused, and saddened at the apparent decision to not allow the Panthers to participate in a postseason tournament. Seniors like [REDACTED] have devoted countless hours to representing their university and our city. Even underclassmen like [REDACTED], and the [REDACTED] [REDACTED] have already given years to UWM.

They had incredible wins at Big Ten schools Wisconsin and Minnesota. They had several nice wins in early season tournaments, and some impressive conference wins. I wish they had won a few more games, but overall it was a fun season with a team that represented UWM well.

Today's college basketball landscape has changed. Almost any mid major winning team can have the opportunity to participate in the postseason. This is an opportunity for both the current players and can only help with recruiting.

If this is solely a financial decision, if UWM simply cannot afford to participate in the CBI, CIT or another tournament, please let the public know. People need to know how our state government is hurting our universities.

If there is some other reason, let us know that. UWM is publicly funded. It is our team. If you do not give any reason, you only make your department look bad and create deep resentment among players and fans.

I strongly, strongly, urge you to reconsider and let the Panthers play in a tournament.



Andrew Nyren  
3216 S. 39th Street  
Milwaukee, WI 53215

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 3:34 PM  
**To:** James Weise  
**Subject:** Re: Tournament

Jim,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

We take very seriously the decisions that impact the lives our student-athletes. Decisions regarding our sport programs are driven by our goals and how we define success and those decisions are also heavily influenced by financial considerations and the responsible use of our resources. Lastly, the experience of our student-athletes is always a top priority in every decision we make.

Every year we aspire to be a top 100 NCAA Division I men's basketball program. Specific to our conference, our goal is to win the Horizon League and our expectation is to finish among the top three in the Horizon League on an annual basis. Our men's basketball program will not be selected for the NCAA or NIT tournaments and our option with a fifth-place Horizon League finish is to participate in some other events that are not in the best interests of our program this year.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour or exempt tournaments during the regular season similar to those we have participated in recently. We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and achieve our goals.

Sincerely,

Amanda  
Go Panthers!

**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



**C: 414.229.5151**

**T: @UW\_Milwaukee**

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---

**From:** james weise

**Date:** Friday, March 11, 2016 at 12:43 PM

**To:** Amanda R Braun

**Subject:** Tournament

Don't know if there is any truth to the rumor that you have decided to decline participating in any post season tournament. Hope it is not true and if it is I would respectfully ask you to reconsider. This team has fought so hard for the school and fans like myself have done everything we can to support the program.

I make no secret that I am a Jeter supporter and that I think we have had an excellent turn around in the program despite some poor decisions that were made before you arrived. In know he and his staff are continuing to recruit excellent student athletes that will insure continued success.

Jim

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 3:35 PM  
**To:** Steve Koehl  
**Subject:** Re: Post season tournament for men'a BB team?

Steve,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

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Sincerely,

Amanda  
Go Panthers!

**AMANDA BRAUN**  
Director of Athletics  
University of Wisconsin-Milwaukee Athletics



**O: 414.229.5151**  
**T: @AMR\_Braun**  
**133 League Titles & 40 NCAA Appearances**  
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---

**From:** Steve Koehl  
**Date:** Friday, March 11, 2016 at 12:36 PM

**To:** Amanda R Braun  
**Cc:** "[davebarr@northwesternmutual.com](mailto:davebarr@northwesternmutual.com)"  
**Subject:** Post season tournament for men'a BB team?

Amanda

I have been a season ticket holder for the men's BB program going back to the Bo Ryan and Bruce Pearl days. I've heard rumblings, yesterday and today, that the team has an opportunity to play in one of the post season tournaments, but that UWM's athletic department administration is not pursuing participation in any tournaments. If it's true that you have declined to participate then I find that to be a short sighted decision? I hope what I have heard is wrong, but if it's true, I really hope you will revisit your decision.

A post season tournament is well deserved by this year's hard working players & coaches (and loyal fans like myself). In addition, a tournament bid offers a chance to give UWM much needed exposure, which can only help with recruiting efforts.

I have read many online comments by longtime fans who are threatening to walk away from the men's BB program if a post season bid is not pursued. Many of them are questioning whether the BB team can continue as a D-1 program. I may not have reached these extremes yet, but I am trending in that direction.

**Steve Koehl**

**Controller**

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**(Fax) 262-255-4301**

[skoehl@atlco.com](mailto:skoehl@atlco.com)

[www.atlco.com](http://www.atlco.com)

**From:** Amanda R Braun  
**Sent:** Friday, March 11, 2016 3:35 PM  
**To:** Barry Fries  
**Subject:** Re: Disappointed Panther Fan

Barry,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

We take very seriously the decisions that impact the lives our student-athletes. Decisions regarding our sport programs are driven by our goals and how we define success and those decisions are also heavily influenced by financial considerations and the responsible use of our resources. Lastly, the experience of our student-athletes is always a top priority in every decision we make.

Every year we aspire to be a top 100 NCAA Division I men's basketball program. Specific to our conference, our goal is to win the Horizon League and our expectation is to finish among the top three in the Horizon League on an annual basis. Our men's basketball program will not be selected for the NCAA or NIT tournaments and our option with a fifth-place Horizon League finish is to participate in some other events that are not in the best interests of our program this year.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour or exempt tournaments during the regular season similar to those we have participated in recently.

We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and achieve our goals.

Sincerely,

Amanda  
Go Panthers!

On 3/11/16, 10:56 AM, "Barry Fries" <bnfries@uwmalumni.com> wrote:

>Mrs. Braun,

>

>I just wanted to send a quick email to express my extreme  
>disappointment

with your decision to take away the opportunity for our men's basketball team to compete in a postseason tournament this year. After the APR ban last season, which is a punishment these particular players did not deserve, I was very much looking forward to giving our seniors a chance to compete in the postseason. Especially after the success of the 2014 team when we qualified for the NCAA tournament for the first time in 10 years.

>

>The way our players stuck together, stayed positive, and recorded a  
>near

perfect APR (all while winning 20 games this year), I assumed the only question was WHICH tournament they would be inŠ not IF they will be allowed to play in it. The fact that you made the decision to take this chance away from them shows me that you are not committed to the long-term (or obviously the short-term) success of the program. And for someone who has been a season ticket holder for several years, this is scary.

>

>I wish I could threaten to not renew my season tickets next year or  
>take

away some large donation. But the truth is, I will always be in attendance to support my school and I don't make enough money to be a large donor. I just hope that you realize that there are people who are not as loyal as I am. There are people that will not come back next year, and there are donors that will think twice before throwing money towards a program that shows no desire to be successful.

>

>I could go on and on about my displeasure with your decision, but there  
>is

nothing more I can say that hasn't already been said. The players have spoken out. The players' parents have spoken out. And worst of all, the loyal fans of the program have spoken out. The only person that hasn't spoken out is you. But as they say, actions speak louder than words. And your actions to deny these kids of a chance to compete when there are other teams out there BEGGING for a bid says more than you could ever say with words.

>

>I had very high hopes when you were introduced as our A.D. After so  
>much

time with a revolving door of administration at our school, I was relieved to see that we had someone coming onboard that would be around for a long time and someone who had our best interest at heart. Someone who would be able to help us turn the corner and become relevant in the world of college basketball. And as much as it pains me to admit thisŠ it appears I was wrong. I can only hope that you have a sudden change of heart that will lead me to believe otherwise and restore my faith in the university I take much pride in.

>

>But for the time being, it's a sad day (and future) for Panther Nation.  
See you next season.

>

>Regards,  
>Barry F.



**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 6:15 AM  
**To:** Steve Uelner  
**Subject:** Re: Disappointed

Steve,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

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Sincerely,

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Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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**From:** Steve Uelner <[steve.uelner@countrytraveldiscoveries.com](mailto:steve.uelner@countrytraveldiscoveries.com)>

**Date:** Friday, March 11, 2016 at 6:23 PM

**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>

**Subject:** Disappointed

Amanda, as a fan of the Milwaukee Panthers, I would like to ask you to re-consider the decision to not allow the team to participate in a post-season tourney.

I am very disappointed by this decision. These kids have worked very hard this year in the classroom and on the court, and have had an extremely nice season. Playing in a post season tournament can be extremely exciting, for fans and players.

This also sends a poor message in regard to the program moving forward. Our son plays basketball at [REDACTED] He just finished his [REDACTED] season, and was named first team all conference. Most likely, if he were to move forward, it would be Division 3, but there's an outside chance he could be looked at for Division 1. This decision leaves a sour taste in regard to the Panthers. Granted, it's unlikely our son would ever play for the Panthers, but what will other players and parents think when considering Milwaukee?

I ask that you quickly reconsider this decision.

Thank you, Steve Uelner, New Berlin

\*\*\*\*\*

**Steve Uelner**

President, Managing Director

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Elm Grove, WI 53122

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p (direct): 262-923-8121 p (toll-free): 855-744-8747 (TRIP)

Hours: 7:30 am - 5:00 pm (Central Time)

[www.CountryTravelDiscoveries.com](http://www.CountryTravelDiscoveries.com)

<http://www.facebook.com/TravelDiscoveries>

\*\*\*\*\*

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 6:19 AM  
**To:** Jeremy L  
**Subject:** Re: Support your team!

Jeremy,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

We take very seriously the decisions that impact the lives our student-athletes. Decisions regarding our sport programs are driven by our goals and how we define success and those decisions are also heavily influenced by financial considerations and the responsible use of our resources. Lastly, the experience of our student-athletes is always a top priority in every decision we make.

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As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour or exempt tournaments during the regular season similar to those we have participated in recently. We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and achieve our goals.

Sincerely,

Best,

Amanda  
Go Panthers!

Amanda Braun

Director of Athletics  
University of Wisconsin-Milwaukee

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**From:** Jeremy L <[jermlancour@gmail.com](mailto:jermlancour@gmail.com)>

**Date:** Friday, March 11, 2016 at 7:06 PM

**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>

**Subject:** Support your team!

I am very disappointed in your decision. I'm not going to sit here and insult you like many have already but I just can't believe the athletic department is doing this. I feel awful for what you are doing to the Seniors who stayed here last season through the post season ban. These players won 20 games this season and knocked off two Big Ten teams.

Their reward for staying here through thick and thin is being denied one last chance to wear a Panthers uniform. This is the last time they could ever suit up for the Milwaukee Panthers for the rest of their lives. If I were one of them I don't know how I could ever forgive you. I just wish this team had an athletic department that truly supported it.

It's not too late to correct your mistake and do the right thing.

Thanks, Jeremy

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 6:20 AM  
**To:** Aaron Schramm  
**Subject:** Re: Mens Basketball Post-Season Play

Aaron,

Thank you for taking the time to reach out and share your thoughts and feedback.

We are proud of the accomplishments of our men's basketball program. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work it has done in the community, is commendable. Our team has handled itself with class both on and off the court.

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As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour or exempt tournaments during the regular season similar to those we have participated in recently. We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and achieve our goals.

Sincerely,

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Go Panthers!

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University of Wisconsin-Milwaukee

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@MKE\_ADBraun

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**From:** Aaron Schramm <[schramm.aaron@gmail.com](mailto:schramm.aaron@gmail.com)>

**Date:** Friday, March 11, 2016 at 7:33 PM

**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>

**Subject:** Mens Basketball Post-Season Play

Ms Braun,

I have heard through numerous media outlets that the Mens Basketball Team will not be playing any postseason tournaments. While I agree that the program's goals should be to compete for NCAA or NIT bids every year, this is a team that has stuck together through last year's APR Ban and should be commended for representing the University as it does. This decision sends a message to the current players, alumni, season ticket holders, and recruits that the Men's basketball program does not have the full backing of the Athletic Department. I began my education at UWM in Fall, 2004 when the Men's Basketball team was as strong as it has ever been. Students, faculty, staff, and the community were all very strong supporters of the team, and I hope that this program reaches that level again. I believe this move is a step backwards by not allowing the underclassmen to experience a post-season tournament as a way to prepare them for future seasons. I strongly urge you to reconsider this move.

Aaron Schramm, Class of 2010  
Season Ticket Holder since 2010

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 6:25 AM  
**To:** Getupshutup@gmail.com  
**Subject:** post season decision

Dwayne,

I appreciate you reaching out and understand that you are disappointed with the way the men's basketball season ended and with my decision about postseason participation. I take very seriously my decisions that impact the lives of our student-athletes and want to share with you how I came to the decision to not enter the CBI or CIT men's basketball events.

First, it is important to share with you that all of the decisions regarding our sport programs are driven by our program goals and how we define success. Decisions are also heavily influenced by financial considerations and the responsible use of our resources. And finally, the experience of our student-athletes is always a top priority in every decision we make.

For our men's basketball program, our goal every year is to be a top 100 NCAA Division I program. Specific to our conference, our goal is to win the Horizon League and our expectation is to finish among the top three in the Horizon League on an annual basis. These are very realistic goals and expectations because we financially support the program at the top of league.

As you know, the team will not be selected for the NCAA or NIT tournaments this year, did not achieve the competitive goals or expectations for the program and our option with a fifth-place finish is to participate in events that are not aspirational for our program. It is difficult to justify participation in the CBI and CIT events when our competitive expectations are not met and the financial commitment required for these types of events.

As I weighed the program goals and the use of our resources, I also considered our student-athletes' experience. More impactful experiences for the team are events such as a summer foreign tour and exempt tournaments during the regular season similar to those we have participated in recently (Cable Car Classic, Gulf Coast Showcase, MGM Grand Main Event). We will continue to direct our resources to these more positively impactful events as we elevate our men's basketball program and work to achieve our goals.

Even though we did not attain our competitive goals this year, we are extremely proud of the accomplishments of our men's basketball student-athletes. The work the team has done in the classroom this year, compiling a program-best 3.104 grade-point average in the Fall 2015 term, along with the work they have done in the community, is truly commendable.

I understand if this news is difficult for you to accept and hope that the information I have shared is at least somewhat helpful to you. Thank you again for taking the time to reach out.

Sincerely,

Amanda  
Go Panthers!

Amanda Braun

Director of Athletics  
University of Wisconsin-Milwaukee

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[REDACTED]

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**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 7:02 AM  
**To:** Joely B Urdan; Michael R Laliberte  
**Subject:** [REDACTED]  
**Attachments:** [REDACTED]

Michael and Joely,

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKE\_ADBraun  
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[REDACTED]

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 7:19 AM  
**To:** Mark A Mone; Michael R Laliberte; Joely B Urdan; Thomas P Luljak  
**Subject:** Re: [REDACTED]

[REDACTED]

[REDACTED]

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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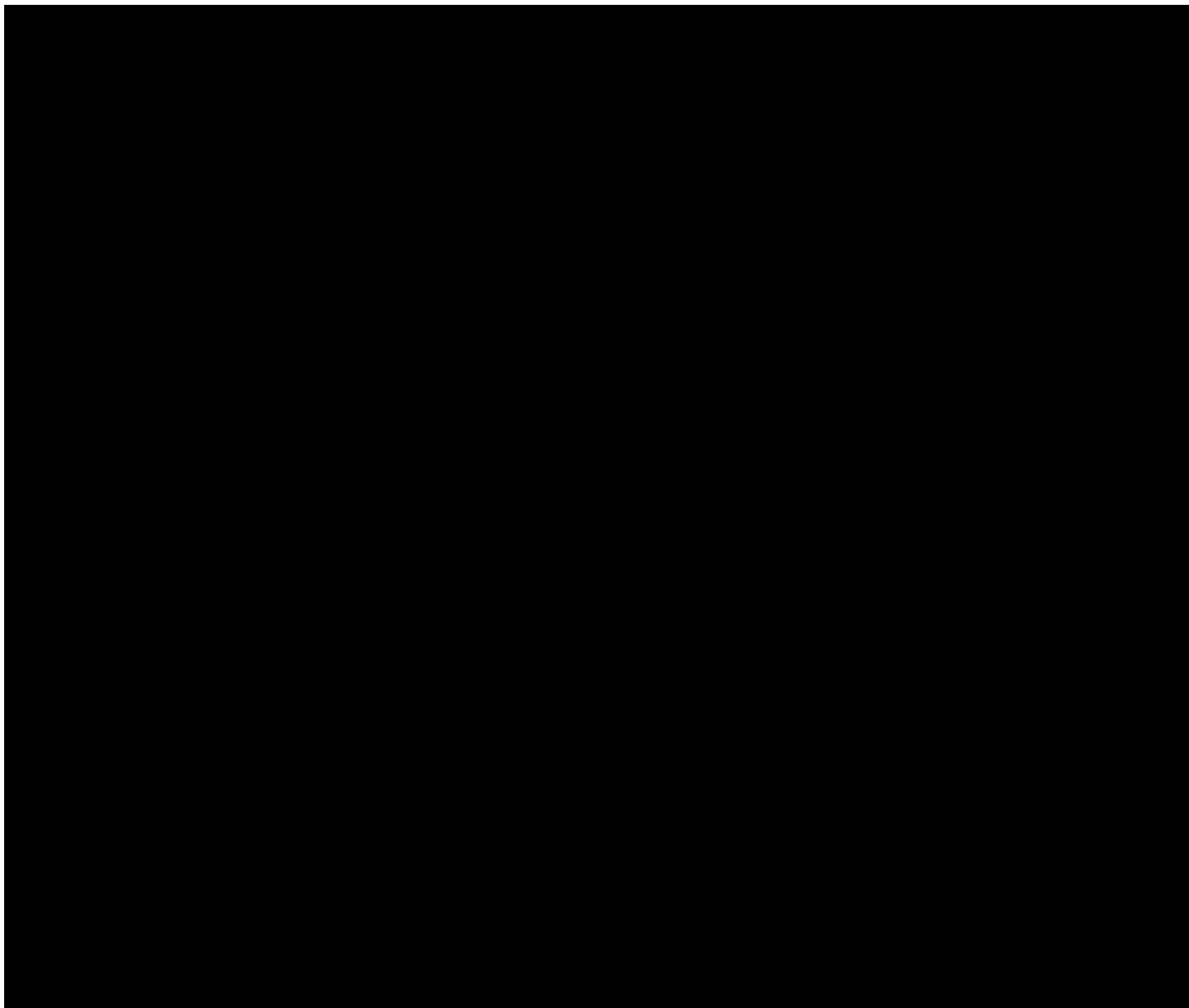
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**From:** Mark A Mone <[mone@uwm.edu](mailto:mone@uwm.edu)>  
**Date:** Saturday, March 12, 2016 at 7:13 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>, Michael R Laliberte <[lalibert@uwm.edu](mailto:lalibert@uwm.edu)>, Joely B Urdan <[jurdan@uwm.edu](mailto:jurdan@uwm.edu)>, Thomas Luljak <[tluljak@uwm.edu](mailto:tluljak@uwm.edu)>  
**Subject:** Fwd: Basketball Program

[REDACTED]

[REDACTED]



[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 11:15 AM  
**To:** Mark A Mone; Joely B Urdan; Michael R Laliberte  
**Subject:** Fwd: Wow

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Thomas Boyd <[tabwrite@gmail.com](mailto:tabwrite@gmail.com)>  
**Date:** March 12, 2016 at 11:54:23 AM CST  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** Wow

Just read the story in the Journal about you shutting down the season for the men's basketball team. All I can say is...

**Lady, you got guts!**

My respect for you now borders on admiration. I hope you don't catch too much hell for your commendable decision. Hang in there. There are fans out here who are actually able to appreciate the turmoil you must have gone through in making that difficult decision, one that some people, such as the coaching staff, is likely to hold against you. I suspect that your relationship with Jeter, who you inherited and didn't hire, has only worsened. It must

have been difficult deciding to do something that is going to definitely bruise some egos and strain some relationships. Again, I commend you for being able to, as they say, bite the bullet.

I don't want to take up too much of your time, as I'm sure you'll be very busy catching flak this weekend, but I wanted to point out that the recent success of UW Green Bay nicely supports what I urged you to do in my last missive: when it comes time to hire a new men's basketball coach, I urge you to hire a successful head coach from the Division II or III ranks, someone like Al McGuire, Bo Ryan, Bruce Pearl, and now Linc Darner, formerly of Florida Southern. Promising assistant coaches at other Division I programs are too much like lottery tickets, longshots.

Incidentally, though I was disappointed in how Milwaukee fared in the Horizon tournament, and though I still look forward to the day Rob Jeter can say he is a former employee of the University of Wisconsin, Milwaukee, I actually thought this year's team played well, much better than I expected. My math might be a little off, but they lost 13 games by a total of 66 points, with 9 of those games lost by a total of just 31 points, and 3 of those losses were in OT. I remember watching

Milwaukee lose by 50 to Marquette when I was young. I must admit that Jeter's team came to compete just about every game. Still, with one Jeter team in the tourney (I don't count his first year because that was Pearl's team and Jeter just got out of the way) and no post season victories of any kind in 10-11 years, that's not a lot to brag about. Again, I'm not counting what he did in his first year with the team he inherited from Pearl. If he's one of the highest-paid coaches in the Horizon, there ought to be results reflecting that pay. If you'll accept losing, you can get losing for a lot less money by hiring an incompetent. And if you're complacent and can accept status quo--competing, as opposed to succeeding--Jeter's the man.

Best regards, and hang in there.

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 11:16 AM  
**To:** Joely B Urdan; Mark A Mone; Michael R Laliberte  
**Subject:** Fwd: My Support!

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Theodore King <[tiking2@yahoo.com](mailto:tiking2@yahoo.com)>  
**Date:** March 12, 2016 at 10:38:57 AM CST  
**To:** <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** My Support!  
**Reply-To:** Theodore King <[tiking2@yahoo.com](mailto:tiking2@yahoo.com)>

Amanda:

As you share with your spouse, so does Phyllis! I'm extremely disappointed in what I'm hearing about the UWM men's basketball team and more so today as I read a very inappropriate headline about it on JSOnline. As comes with any position such as yours, you become a "target" for those who have personal needs/wants and cannot see the "big picture" as you need to do. I just wanted to e-mail and say THANKS for all that you do and I fully support you in this difficult time. UWM is very fortunate to have you as Athletic Director and you do an awesome job but I suspect that can be hard for you to believe in a time of inappropriate negative sentiments.

Be strong and hug [REDACTED] more often! Hope to see the two of you again soon!

Ted . . .



**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 12:05 PM  
**To:** Theodore King  
**Subject:** Re: My Support!

Thanks, Ted. This has been truly unbelievable. Amazing what some people can get away with while the rest of us have to suffer while trying to do the right thing. Not sure how long I can keep doing this. Mediocre is not our standard. I truly appreciate your support and your friendship.

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

> On Mar 12, 2016, at 10:38 AM, Theodore King <tiking2@yahoo.com> wrote:

>

> Amanda:

>

> As you share with your spouse, so does Phyllis! I'm extremely disappointed in what I'm hearing about the UWM men's basketball team and more so today as I read a very inappropriate headline about it on JSOnline.

As comes with any position such as yours, you become a "target" for those who have personal needs/wants and cannot see the "big picture" as you need to do. I just wanted to e-mail and say THANKS for all that you do and I fully support you in this difficult time. UWM is very fortunate to have you as Athletic Director and you do an awesome job but I suspect that can be hard for you to believe in a time of inappropriate negative sentiments.

>

> Be strong and hug [REDACTED] more often! Hope to see the two of you again soon!

>

> Ted . . .

>

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 1:11 PM  
**To:** William W Behrns  
**Subject:** Fwd: more on UWM

FYI

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Joseph A Rodriguez <[joerod@uwm.edu](mailto:joerod@uwm.edu)>  
**Date:** March 12, 2016 at 1:59:24 PM CST  
**To:** "[greg.matzek@wtmj.com](mailto:greg.matzek@wtmj.com)" <[greg.matzek@wtmj.com](mailto:greg.matzek@wtmj.com)>  
**Cc:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** more on UWM

Greg,

Some more discussion on this issue. As I said when I called last night, Amanda Braun is intelligent, honest and ethical. While I am a professor and serve on the Athletic Board, I don't know the backstory. But I do know that UWM is under extreme budget duress. Moreover, UWM sponsors many teams and has regularly won the Horizon League's McCaffery Trophy for winning the most championships in a year. Unlike some other Horizon League teams, UWM has supported all its teams, not just men's basketball. Amanda has to distribute the limited resources as fairly as possible and UWM is facing a triple whammy of a large cut in state funding cut, lower enrollment, and no ability to raise tuition.

At the end of our conversation yesterday you said UWM could get a home game. Well, we pay around \$18,000 per game to rent the arena and draw on average 2-3,000 per game. With students out on spring break, I doubt any home game would attract more than that average. There must be additional expenses (Horizon League would take a cut I assume) and therefore we could be in the red with each home game. Couple that with travel and hotel expenses if the team won a game or two and I could realistically see a tournament trip costing anywhere from \$20-60,000 which would burn a hole in the budget.

I agree that this situation is unfortunate for the team. They had a good year and deserve to play in post-season. OTOH, the state elected Walker and he and the Republican legislators have greatly harmed the UW and it is not surprising that the budget cuts have negative effects that hurt the students, including the student athletes.

I don't know why Amanda did not go on your show. I will email her and suggest she do so to better explain the situation.

Sincerely

Joe Rodriguez

Professor of History

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 1:27 PM  
**To:** Joseph A Rodriguez  
**Cc:** greg.matzek@wtmj.com  
**Subject:** Re: more on UWM

Thanks, Joe.

Greg,

As you have likely read, my rationale is largely based upon program expectations and responsible use of our resources. Finishing 5th in our league, 18-13 vs DI opponents, and a strength of schedule that ranks 292 out of 351 in DI did not meet our expectations for the season. As a result, playing in the CBI or CIT does not merit the use of our financial resources (regardless of the source of funds). As you may already know, there are many other DI schools that have made the same decision. I hope this assists in clarifying my rationale.

Best,

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 12, 2016, at 1:59 PM, Joseph A Rodriguez <[joerod@uwm.edu](mailto:joerod@uwm.edu)> wrote:

Greg,

Some more discussion on this issue. As I said when I called last night, Amanda Braun is intelligent, honest and ethical. While I am a professor and serve on the Athletic Board, I don't know the backstory. But I do know that UWM is under extreme budget duress. Moreover, UWM sponsors many teams and has regularly won the Horizon League's McCaffery Trophy for winning the most championships in a year. Unlike some other Horizon League teams, UWM has supported all its teams, not just men's basketball. Amanda has to distribute the limited resources as fairly as possible and UWM is facing a triple whammy of a large cut in state funding cut, lower enrollment, and no ability to raise tuition.

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I don't know why Amanda did not go on your show. I will email her and suggest she do so to better explain the situation.

Sincerely

Joe Rodriguez

Professor of History

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 4:00 PM  
**To:** Mark A Mone; Michael R Laliberte; Joely B Urdan  
**Subject:** Fwd:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Marc V Levine <[veblen@uwm.edu](mailto:veblen@uwm.edu)>  
**Date:** March 12, 2016 at 4:54:11 PM CST  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>

Dear Amanda,

I'm sure you're taking a lot of well orchestrated crap, thanks to the JS' inflammatory headline, but I just wanted to write with support for your courageous and sensible decision. I obviously don't know all the backstory and all the constraints you face, but your statement makes perfect sense to me and I greatly respect your decisiveness. (I should add -- as a guy from an era when there was a 25 team NCAA tournament, a 16 team NIT, and that's it-- that this proliferation of garbage tournaments is an embarrassment and glad we're sidestepping them. It's ridiculous when .500 teams make post-season tourneys or bowl games).

Anyway, just checking in to let you know I've got your back, and admire your work.

Looking forward to getting together again soon,

All best,

Marc

Marc V. Levine

Professor of History, Economic Development, and Urban Studies

Director, Center for Economic Development

University of Wisconsin-Milwaukee

414-229-6155

[www.ced.uwm.edu](http://www.ced.uwm.edu)

<http://www4.uwm.edu/letschi/history/faculty/levine.cfm>

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 4:20 PM  
**To:** Mark A Mone; Michael R Laliberte; Joely B Urdan  
**Subject:** Re: Fwd:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Begin forwarded message:

**From:** Marc V Levine <[veblen@uwm.edu](mailto:veblen@uwm.edu)>  
**Date:** March 12, 2016 at 4:54:11 PM CST  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>

Dear Amanda,

I'm sure you're taking a lot of well orchestrated crap, thanks to the JS' inflammatory headline, but I just wanted to write with support for your courageous and sensible decision. I obviously don't know all the backstory and all the constraints you face, but your statement makes perfect sense to me and I greatly respect your decisiveness. (I should add -- as a guy from an era when there was a 25 team NCAA tournament, a 16 team NIT, and that's it-- that this proliferation of garbage tournaments is an embarrassment and glad we're sidestepping them. It's ridiculous when .500 teams make post-season tourneys or bowl games).



Anyway, just checking in to let you know I've got your back, and admire your work.

Looking forward to getting together again soon,

All best,

Marc

Marc V. Levine  
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414-229-6155  
[www.ced.uwm.edu](http://www.ced.uwm.edu)  
<http://www4.uwm.edu/letschi/history/faculty/levine.cfm>

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Saturday, March 12, 2016 7:21 PM  
**To:** Don Wojczulis  
**Subject:** Re: Guest Request: 105.7FM The Fan Milwaukee

11 works. [REDACTED]

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

> On Mar 12, 2016, at 8:18 PM, Don Wojczulis <butch9800@sbcglobal.net>  
> wrote:

>  
> That's great. We could call you at 11. The interview itself wouldn't  
> exceed 15 minutes. We would just need a number by which to reach you.

>  
> -Don

> -----  
> On Sat, 3/12/16, Amanda R Braun <abraun25@uwm.edu> wrote:

>  
> Subject: Re: Guest Request: 105.7FM The Fan Milwaukee  
> To: "Don Wojczulis" <butch9800@sbcglobal.net>  
> Date: Saturday, March 12, 2016, 8:16 PM

>  
> Thanks, Don. Really  
> excited for them!

>  
> How much  
> time will we need to do the interview? I am open 11 to 11:30.

>  
> Amanda

>  
> Amanda Braun  
> Director of Athletics  
> University of Wisconsin-Milwaukee  
> Sent from my iPhone

>  
> On Mar 12, 2016, at 7:50 PM, Don Wojczulis <butch9800@sbcglobal.net>  
> wrote:

>>  
>> Hi  
> Amanda:  
> Congratulations on the women getting to the conference championship.  
> I realize with the "title" game being at noon, the interview couldn't

> happen live. Do you have any time tomorrow morning for us to give you  
> a call and "tape" the interview for our show at noon?  
> Let me know. Thanks again for being willing to come on our show.  
>>  
>> -Don  
> -----  
>>> On Sat, 3/12/16, Amanda R Braun <abraun25@uwm.edu>  
>> wrote:  
>>  
>> Subject:  
> Re: Guest Request: 105.7FM The Fan Milwaukee  
>> To: "Don Wojczulis" <butch9800@sbcglobal.net>  
>> Date: Saturday, March 12, 2016, 6:24 PM  
>>  
>> Hi Don,  
>>  
>> I would be happy to  
> join your  
>> show and appreciate the  
> invitation. If our women's  
> basketball team qualifies for the league championship game  
>> it begins at noon so I won't  
> be able to join you. Is a  
>> tentative yes  
> ok?  
>>  
>> Best,  
>>  
>> Amanda  
>>  
>>  
>> Amanda Braun  
>> Director  
> of Athletics  
>> University of  
> Wisconsin-Milwaukee  
>> Sent from my  
> iPhone  
>>  
>> On Mar 12,  
> 2016, at 5:16 PM, Don Wojczulis <butch9800@sbcglobal.net>  
>> wrote:  
>>>  
>>> Dear  
>> Amanda:  
>>>  
>>> My name  
>> is Don Wojczulis. Along with Dan  
> Underberg (Depart Chair  
>> of the Sport  
> Management Program at Cardinal Stritch  
> University) we host The College Basketball Show Sunday's

>> at 12:00 p.m. on 105.7FM  
> The Fan. The topic of discussion  
> obviously has to do with the decision to not have the  
>> men's basketball program compete in  
> any of the lesser  
>> post season  
> tournaments. I was wondering if you would like  
>> to join us to explain how the decision  
> came about? Please  
>> let me know if you  
> are interested. Thanks for your  
> time.  
>> Sincerely,  
>>>  
>>> Don  
>> Wojczulis  
>>> Host:  
> The College Basketball  
>> Show  
>>> 105.7FM The  
> Fan

**From:** Amanda R Braun  
**Sent:** Sunday, March 13, 2016 6:23 PM  
**To:** Marc V Levine  
**Subject:** Re:

Thanks so much, Marc. It has been an interesting few days and I remain focused. Leading with values of conviction rather than values of convenience is not exactly the path of least resistance but I'm up for it. I am committed to doing all I can to assist our university in achieving its goals.

I hope you are well and looking forward to the madness of March!

Thanks again for reaching out and for your support. Let's make time for coffee soon.

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 12, 2016, at 4:54 PM, Marc V Levine <[veblen@uwm.edu](mailto:veblen@uwm.edu)> wrote:

Dear Amanda,

I'm sure you're taking a lot of well orchestrated crap, thanks to the JS' inflammatory headline, but I just wanted to write with support for your courageous and sensible decision. I obviously don't know all the backstory and all the constraints you face, but your statement makes perfect sense to me and I greatly respect your decisiveness. (I should add -- as a guy from an era when there was a 25 team NCAA tournament, a 16 team NIT, and that's it-- that this proliferation of garbage tournaments is an embarrassment and glad we're sidestepping them. It's ridiculous when .500 teams make post-season tourneys or bowl games).

Anyway, just checking in to let you know I've got your back, and admire your work.

Looking forward to getting together again soon,

All best,

Marc

Marc V. Levine

Professor of History, Economic Development, and Urban Studies

Director, Center for Economic Development

University of Wisconsin-Milwaukee

414-229-6155

[www.ced.uwm.edu](http://www.ced.uwm.edu)

<http://www4.uwm.edu/letsai/history/faculty/levine.cfm>

**From:** Amanda R Braun  
**Sent:** Sunday, March 13, 2016 9:16 PM  
**To:** William W Behrns  
**Subject:** Re: Postseason

Wow. This whole thing is going to look pretty silly to people when it's in the rear view mirror. Btw...I am getting tons of support from some very prominent people. Feeling stronger than ever.

I hope you were able to enjoy your weekend despite the circumstances!

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 13, 2016, at 9:07 PM, William W Behrns <[behrns@uwm.edu](mailto:behrns@uwm.edu)> wrote:

Definitely a surprise. Marquette declined invites as well.



Bill Behrns  
Senior Associate Athletics Director - External Relations  
University of Wisconsin-Milwaukee  
Office: (414) 229-5674 | Cell: (773) 469-6214 [@MKE\\_Panthers](#)  
[mkepanthers.com](http://mkepanthers.com) | [Facebook.com/MilwaukeePanthers](https://Facebook.com/MilwaukeePanthers)

---

**From:** Amanda R Braun  
**Sent:** Sunday, March 13, 2016 9:06 PM  
**To:** William W Behrns  
**Subject:** Re: Postseason

Thanks, Bill. Seems hard to believe that Evansville didn't get into NIT.

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 13, 2016, at 8:49 PM, William W Behrns <[behrns@uwm.edu](mailto:behrns@uwm.edu)> wrote:

Hi Amanda -

Tough one for the women today, but looking forward to seeing where they wind up in the WNIT.

I'm not sure if you saw this about Evansville and the quote from Marty Simmons. Also, Northwestern and LSU declined postseason invites ...

<http://gopurpleaces.com/news/2016/3/13/mens-basketball-completes-record-season.aspx>

Bill Behrns  
Senior Associate Athletics Director - External Relations  
University of Wisconsin-Milwaukee  
Office: (414) 229-5674 | Cell: (773) 469-6214 [@MKE Panthers](#)  
[mkepanthers.com](http://mkepanthers.com) | [Facebook.com/MilwaukeePanthers](https://www.facebook.com/MilwaukeePanthers)



[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Monday, March 14, 2016 8:01 AM  
**To:** Michael R Laliberte; Mark A Mone; Joely B Urdan  
**Subject:** [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Garrett Butrym <[gbutrym@wi.rr.com](mailto:gbutrym@wi.rr.com)>  
**Date:** March 13, 2016 at 7:55:21 PM CDT  
**To:** 'Amanda R Braun' <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** This morning's Milwaukee Journal Sentinel article

Hi Amanda:

I wanted to reach out and say <sup>3</sup>thank you<sup>2</sup> for letting everyone know about the Milwaukee Athletic Department's standard for excellence via Gary D'Amato's column in this morning's *Milwaukee Journal Sentinel*. This is critically important because Milwaukee has a branding issue - both on and off the court. Unfortunately too many people believe we should be happy with the status quo relative to the ill-perceived notion that Milwaukee is still a <sup>3</sup>commuter campus<sup>2</sup> and a member of a <sup>3</sup>second-tier<sup>2</sup> Horizon League. Instead, as a proud 1984 alumnus and former student-athlete (men's basketball), I beg to differ.

As we're all aware, Milwaukee has so much offer a nationally well-respected academic institution located on a beautiful, urban campus along the shore of Lake Michigan. The Horizon League continuously has a Top 15 conference power ranking each year among 32 national Division 1 men's basketball conferences. In other words, it's a great league that is consistently under-appreciated by Milwaukeeans and the local media alike.

Furthermore, as Chancellor Mone stated in his recent opinion in the *Milwaukee Journal Sentinel*, <sup>3</sup>through grit and determination, and despite dwindling state resources, UWM is a nationally and internationally prominent access and research institution that, in collaboration with community partners, anchors the workforce and economic health of Wisconsin. We offer the greatest possible educational opportunities and support to all students, not just those with resources. Our 27,000 students are largely drawn from Wisconsin and over two-thirds of our 165,000 alumni remain here to live and work. With our 4,000 faculty and staff, UWM is essential and uniquely positioned to improve our state.<sup>2</sup>

Based on this morning's article, I know I can speak on behalf of many alums, boosters and fans that we now realize a coaching change may be imminent. It's my hope that the change is made expeditiously because the best candidate(s) to lead men's basketball may not be available if we wait too long to begin the process and make a decision. As you're aware, several coaches have already been terminated this past week, and plans are already in place by institutions to immediately replace them. Recruiting is the life blood for continuous success of any basketball program. An incoming new coach needs time to retain current players while exploiting his existing recruiting relationships (preferably on a national basis) to bring in new players so we can immediately begin to compete for a conference championship and NCAA tournament berth next season.

It's also important that the new coach and his staff buys into your standard for excellence - both on and off the court. Furthermore, he should possess numerous leadership qualities. This would include aligning his passion and enthusiasm for Milwaukee and its men's basketball program via initiatives such as fundraising; building collaborative internal and external relationships; and scheduling a competitive, fan-friendly non-conference schedule which generates incremental revenue and also further prepares the team for conference and post-season play. And just as important, not taking a back seat to high-major, Division 1 programs on the recruiting trail. These initiatives should immediately result in an increase in both game attendance and student enrollment back to the levels achieved when the men's basketball program made its infamous trip to the Sweet 16 in 2005.

Lastly, it's my hope that the new coach will be rewarded via an incentive-laden contract which aligns with the aforementioned goals and your standard for excellence so that all parties will compete together and win together every day, every week and every year. The Milwaukee men's basketball program will then become *the destination* in the Horizon League (and at the mid-major level too) for a coach to further enhance their career while recapturing the hearts of a current apathetic fan base.

Thank you again for your continued leadership and vision.

Sincerely,

Garrett

**Garrett J. Butrym**  
**Principal**  
**Marketing 101 LLC**  
**1429 North Prospect Avenue**  
**Milwaukee, WI 53202**  
[gbutrym@wi.rr.com](mailto:gbutrym@wi.rr.com)  
**414-915-3688**

[REDACTED]

---

**From:** Amanda R Braun  
**Sent:** Monday, March 14, 2016 8:02 AM  
**To:** Michael R Laliberte; Mark A Mone; Joely B Urdan  
**Subject:** Fwd: United We Roar!

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Justin Lettenberger <[jlettenberger@thewac.com](mailto:jlettenberger@thewac.com)>  
**Date:** March 13, 2016 at 4:44:08 PM CDT  
**To:** 'Amanda R Braun' <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** **United We Roar!**

Amanda,

First and foremost, I wholeheartedly support your decision as the athletic director to decline an invitation to all postseason tournaments outside of the NCAA or NIT tourney. It was a bold move on your behalf and while it has garnered plenty of negative feedback from both players and fans, I saw it as a statement to the Panther athletic programs and commend you for that. The Horizon League finishes for the men's basketball team speaks for itself over the past four seasons:

2012- 9<sup>th</sup> place  
2013- Tied 5<sup>th</sup> place  
2014- 5<sup>th</sup> place  
2015- 5<sup>th</sup> place

In a recent article written by Gary D'Amato, there were two quotes that you contributed which really stuck out to me:

"In reality, we underperformed this year," she said. "We finished fifth in the conference. We also played the 292nd-weakest schedule in the nation. That's not a season I think merits a postseason."

"It wasn't about funding," she said. "Middle of the pack, that is not the standard for Milwaukee athletics < not for any of our programs. We're not going to invest money just to say we played more games."

You nailed it and I couldn't agree with you more Amanda! Since when is it okay to be mediocre and expect to be rewarded for your efforts (outside of being a weather man or weather woman)?

There's no argument that Milwaukee had one of the more talented teams in the Horizon League coming into the season. These men had the talent to create matchup problems at every position for opposing defenses. Look at the statistics, all five starters averaged double figures and we averaged nearly 80 points per game. Great recipe for success, right? Unfortunately, there was something far more important this team lacked and no one is taking ownership of nor recognizing **DISCIPLINE**.

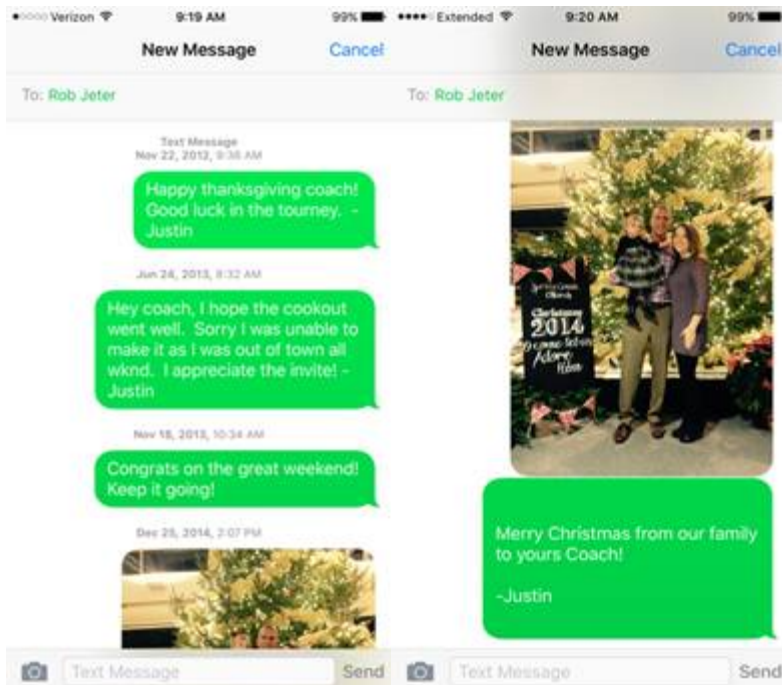
I'm not talking in the classroom as this team posted an incredible GPA and should be commended for this. What I'm talking about is on the basketball court. Those who know me know two things 1) I'm not a very outspoken individual (humble) and 2) I'm easy to talk to. Given my experiences as a walk-on and having to earn every minute I set foot on the court, I take great pride in watching teams with less talent who are disciplined on both ends of the court which is why I love March

basketball. Yes, Milwaukee committed the fewest turnovers/game in the league and most would consider that a disciplined team. What they fail to recognize are their shortcomings when the game is on the line. Disciplined teams don't take bad shots or make bad decisions late in games. Milwaukee was 4-9 in games decided by 4pts. or less after going 35-19 during Jeter's tenure prior to this year. This past season one common theme stood out in a number of Milwaukee's losses, they struggled to closeout basketball games by making good decisions and being disciplined:

- ❖ vs. Murray State Milwaukee up 54-53 with 7:49 left in 2<sup>nd</sup> half and MSU goes on 7-0 run to go up 60-54 with 4:47 remaining. **Result: 63-66 Loss**
- ❖ vs. Duquesne Milwaukee up 92-88 with the basketball and 1:32 left in OT. DU goes on 8-0 run to close game. Result: **92-96 OT Loss**
- ❖ vs. South Dakota Milwaukee up 91-90 with 14 seconds left in OT2. Matt Tiby travels on rebound defensive rebound with 6 seconds left which leads to South Dakota game winner. **Result: 91-92 OT Loss**
- ❖ vs. Wright State Milwaukee fought back to lead 69-68 with 4:09 left after trailing by as many as 17 (10:56 in 2<sup>nd</sup> half). Tiby commits foul on very next possession and Wright State regains lead/momentum. **Result: 82-84 OT Loss**
- ❖ @ Wright State Milwaukee ties game 83-83 with 5 seconds left after trailing by 11 pts. (5:10 in 2<sup>nd</sup> half). Milwaukee fouls immediately thinking they were still trailing in the game. **Result: 83-84 Loss**
- ❖ @ Northern Kentucky Milwaukee up 63-52 with 8:03 left. **Result: 71-75 Loss**
- ❖ @ Green Bay Milwaukee up 68-67 with 2:15 left. Result: **68-70 Loss**
- ❖ Vs. Valpo Milwaukee up 74-73 with 48 seconds left in OT. Result: **76-80 Loss**
- ❖ vs. Green Bay (HL tourney) Milwaukee up 52-46 with 7:36 left. Green Bay takes advantage of multiple turnovers by Milwaukee to go on 12-0 run and claim lead at 58-52 with 4:02 left. **Result: 61-70 Loss**

This is not to say the team failed to close out every close game as they most certainly did @ Wisconsin, @ Cleveland St. and vs. Green Bay but the way the above games were lost is disheartening to me as an alumni and having witnessed most of them. The team made countless mistakes at crucial points of these games that directly affected the outcome.

Over the course of the past two seasons, I've managed to bite my tongue regarding my personal observations and experiences in dealing with Coach Jeter and him alone (Chad, Chris, and Al have been great!). Having played two seasons for him while he was an assistant coach at Milwaukee, one would think he'd be welcoming and engaging towards me especially as an alumnus and most recently a color analyst. Quite frankly, my relationship with Rob is the complete opposite and honestly I have no idea why. Yes, he's had a third party reach out about doing a Packer tailgate and alumni game but he's inviting all alumni and all I get is a <sup>3</sup>Hi Justin<sup>2</sup> in passing if I do attend an event. What particularly is upsetting is not once over his tenure at Milwaukee has he come up to me and asked how I'm doing or how my family is doing or even seemed interested in holding a conversation longer than a few seconds. It's disturbing to see him speak at great length to other alumni he's coached while head coach at Milwaukee. I'm not the kind of person who expects others to initiate a conversation, but as you see in the pictures below he doesn't even respond to a few simple texts wishing him well over the past few years.



When Bill reached out to me to do the commentary for the men's basketball games I was ecstatic. I cannot tell you how welcoming the athletic department has been from Charlie Gross, Brian Morgan, Jenny Gryniewicz, Leah Thyne, Eric Becker, Dan Croak, Deidre Merritt, and Chris Zills. It was almost as if I had never left and I found myself asking why Coach Jeter wasn't as welcoming. In fact, every one of his assistants congratulated my wife, Marquel, on singing the national anthem before the Cleveland St. game and yet he said nothing to either of us. In the middle of the 2014-15 season, Rob suggested to Andy and I to come by his locker room prior to the games to get a few talking points for the television. We did this the remainder of broadcasted games that year and I cannot begin to tell you how his verbal and non-verbal signs of communication reflected how he truly felt about Andy and I doing the broadcasts in place of Daron Sutton and Adrian Tigert. .very unwelcoming and completely different how he handled interview requests from Bill Johnson as I've seen both now. This explains why Andy and I didn't even bother to request a single pregame interview this season.

Getting back to some of my personal observations regarding the lack of discipline/leadership this team possessed. In 2014-15, I made the trip to Cleveland State to broadcast a game with Andy. Milwaukee was fresh off a blowout loss at South Dakota. When I arrived at the arena and the team made their way to the court to get a few shots up before the 60-minute countdown began to start pregame warm-ups, I witnessed guys chucking up half court shots, doing trick shots, and players on their cell phones texting while sitting on the courtside seats. What was most disturbing outside of the fact that tip off was about 1.5 hours away, was the fact that the coaching staff minus Coach Jeter was sitting a few rows up on their phones too and not doing anything about it while the Cleveland State players were doing a more organized routine on the other end. I was shocked someone didn't speak up and the end result was a 27-point blowout loss.

I'll end with an observation from this past season. As I'm sure you know at the conclusion of the men's basketball games at Panther Arena the majority of the fans and players congregate over to Major Goolsby's. Typically I do the same and on this given night as I was sitting at the bar conversing with friends a current Milwaukee player came up and ordered a beer and began drinking it like it was no big deal. I would've just shrugged it off, but I was left asking myself what kind of image this portrays on the men's basketball team if a player is just hanging out after a basketball game drinking a beer in front of fans while his teammates are in the other room sitting down drinking water and soda at their reserved tables?

Getting back to your decision regarding the postseason, its times like these that not everyone will see eye-to-eye. I get asked a number of questions about the Milwaukee Panthers men's basketball program, as I already have following your decision. Just know that you have my full support moving forward because. **United We Roar!**

Healthy regards,

**Justin Lettenberger**

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**From:** Amanda R Braun [<mailto:abraun25@uwm.edu>]  
**Sent:** Thursday, March 03, 2016 4:18 PM  
**To:** Justin Lettenberger  
**Subject:** Re: note

Hi Justin,

As you explore the next steps in your career please feel free to reach out to me as a resource. I am happy to serve as a sounding board and connect you with people that may be helpful to you.

Have a great weekend!

Best,

Amanda  
Go Panthers!



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**From:** Justin Lettenberger  
**Date:** Wednesday, March 2, 2016 at 11:53 AM  
**To:** Amanda R Braun  
**Subject:** RE: note

Thanks Amanda! Please keep me posted on any future events or any type of outreach I can do for the Panthers. Even though I'm a little further south, it's still only a short drive away.

As I begin exploring new career opportunities, I'd appreciate any type of introduction (via LinkedIn or email) you can provide me with to your contacts in the Chicago area (particularly western suburbs). I have asked Bill to do the same. I've always enjoyed meeting new people and connecting with them, but most importantly I've always been passionate about intercollegiate athletics given my personal and professional experiences.

Healthy regards,

**Justin Lettenberger**  
**Member Services Representative**  
**Wisconsin Athletic Club - Wauwatosa**  
**Phone: 414.443.5000**  
**Email: [jlettenberger@thewac.com](mailto:jlettenberger@thewac.com)**

---

**From:** Amanda R Braun [<mailto:abraun25@uwm.edu>]  
**Sent:** Wednesday, March 02, 2016 11:13 AM  
**To:** [jlettenberger@thewac.com](mailto:jlettenberger@thewac.com)  
**Subject:** note

Hi Justin,

Thank you so much for the very thoughtful note. I am grateful that you have been so engaged with our program in the past couple of years and appreciate the work you have done on our broadcasts. I look forward to your continued work with us and to keeping you and your fellow alums engaged. It is critical to our success!

Good luck with your move!

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

**Education Excellence Leadership Respect Integrity Pride**  
132 Horizon League Titles ~ 37 NCAA Tournament Appearances  
7 Horizon League McCafferty Trophies ~ 29 Consecutive Semesters of 3.0+ GPA

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@MKEPanthers

@MKE\_ADBraun

Support the Panthers <https://givetouwm.uwmfdn.org/>

**From:** Amanda R Braun  
**Sent:** Monday, March 14, 2016 9:23 AM  
**To:** Garrett Butrym  
**Subject:** Re: This morning's Milwaukee Journal Sentinel article

Thanks, Garrett. I appreciate your continued and strong support of UWM and Panther Athletics. I believe our future is bright and am grateful that you share that vision.

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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@MKE\_ADBraun

Support the Panthers <https://givetouwm.uwmfdn.org/>

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**From:** Garrett Butrym <[gbutrym@wi.rr.com](mailto:gbutrym@wi.rr.com)>  
**Date:** Sunday, March 13, 2016 at 6:55 PM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** This morning's Milwaukee Journal Sentinel article

Hi Amanda:

I wanted to reach out and say <sup>3</sup>thank you<sup>2</sup> for letting everyone know about the Milwaukee Athletic Department's standard for excellence via Gary D<sup>1</sup>Amato's column in this morning's *Milwaukee Journal Sentinel*. This is critically important because Milwaukee has a branding issue - both on and off the court. Unfortunately too many people believe we should be happy with the status quo relative to the ill-perceived notion that Milwaukee is still a <sup>3</sup>commuter campus<sup>2</sup> and a member of a <sup>3</sup>second-tier<sup>2</sup> Horizon League. Instead, as a proud 1984 alumnus and former student-athlete (men's basketball), I beg to differ.

As we're all aware, Milwaukee has so much offer a nationally well-respected academic institution located on a beautiful, urban campus along the shore of Lake Michigan. The Horizon League continuously has a Top 15 conference power



ranking each year among 32 national Division 1 men's basketball conferences. In other words, it's a great league that is consistently under-appreciated by Milwaukeeans and the local media alike.

Furthermore, as Chancellor Mone stated in his recent opinion in the *Milwaukee Journal Sentinel*,<sup>3</sup> through grit and determination, and despite dwindling state resources, UWM is a nationally and internationally prominent access and research institution that, in collaboration with community partners, anchors the workforce and economic health of Wisconsin. We offer the greatest possible educational opportunities and support to all students, not just those with resources. Our 27,000 students are largely drawn from Wisconsin and over two-thirds of our 165,000 alumni remain here to live and work. With our 4,000 faculty and staff, UWM is essential and uniquely positioned to improve our state.<sup>2</sup>

Based on this morning's article, I know I can speak on behalf of many alums, boosters and fans that we now realize a coaching change may be imminent. It's my hope that the change is made expeditiously because the best candidate(s) to lead men's basketball may not be available if we wait too long to begin the process and make a decision. As you're aware, several coaches have already been terminated this past week, and plans are already in place by institutions to immediately replace them. Recruiting is the life blood for continuous success of any basketball program. An incoming new coach needs time to retain current players while exploiting his existing recruiting relationships (preferably on a national basis) to bring in new players so we can immediately begin to compete for a conference championship and NCAA tournament berth next season.

It's also important that the new coach and his staff buys into your standard for excellence - both on and off the court. Furthermore, he should possess numerous leadership qualities. This would include aligning his passion and enthusiasm for Milwaukee and its men's basketball program via initiatives such as fundraising; building collaborative internal and external relationships; and scheduling a competitive, fan-friendly non-conference schedule which generates incremental revenue and also further prepares the team for conference and post-season play. And just as important, not taking a back seat to high-major, Division 1 programs on the recruiting trail. These initiatives should immediately result in an increase in both game attendance and student enrollment back to the levels achieved when the men's basketball program made its infamous trip to the Sweet 16 in 2005.

Lastly, it's my hope that the new coach will be rewarded via an incentive-laden contract which aligns with the aforementioned goals and your standard for excellence so that all parties will compete together and win together every day, every week and every year. The Milwaukee men's basketball program will then become *the destination* in the Horizon League (and at the mid-major level too) for a coach to further enhance their career while recapturing the hearts of a current apathetic fan base.

Thank you again for your continued leadership and vision.

Sincerely,

Garrett

Garrett J. Butrym  
Principal  
Marketing 101 LLC  
1429 North Prospect Avenue  
Milwaukee, WI 53202  
[gbutrym@wi.rr.com](mailto:gbutrym@wi.rr.com)  
414-915-3688

[REDACTED]

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**From:** Amanda R Braun  
**Sent:** Monday, March 14, 2016 9:27 AM  
**To:** Christy L Uttech  
**Cc:** Samantha L Schoen  
**Subject:** Re: Men's Basketball

Sure. I will call her this afternoon.

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

On Mar 14, 2016, at 8:54 AM, Christy L Uttech <[webercl@uwm.edu](mailto:webercl@uwm.edu)> wrote:

Hi Sammi and Amanda,

I received another phone call from [REDACTED], parent of a student athlete ([REDACTED]) she said she has been calling your office and this is her 3<sup>rd</sup> time calling ours.

She said she will keep calling until someone speaks with her. I know you guys are probably super busy with phone calls, but could you please give her a call back? Her number is [REDACTED].

Please let me know if there is someone else I should be directing these calls to.

Thank you,

Christy L. Uttech  
Program Assistant Confidential  
Office of the Chancellor, Chapman 202  
University of Wisconsin-Milwaukee  
[webercl@uwm.edu](mailto:webercl@uwm.edu)  
414-229-4331

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**From:** Christy L Uttech  
**Sent:** Friday, March 11, 2016 12:21 PM  
**To:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Subject:** RE: Men's Basketball

Hi Sammi

Just letting you know, she called again.

Thanks!

Christy L. Uttech

Program Assistant Confidential  
Office of the Chancellor, Chapman 202  
University of Wisconsin-Milwaukee  
[webercl@uwm.edu](mailto:webercl@uwm.edu)  
414-229-4331

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**From:** Christy L Uttech  
**Sent:** Friday, March 11, 2016 10:47 AM  
**To:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Subject:** Men's Basketball

Hi Sammi

I just left you a voicemail but I wanted to pass this to you in an email as well.

██████████ (Parent of ██████████ of the men's bball team is reaching out to have a conversation with someone about what is going on with the tournaments. She reached out to Amanda this morning but she also just called the Chancellor so I told her I would pass the message on to you guys.

Could you let me know if I should forward you these calls/messages or who is working on this?

Thanks! ☺

Christy L. Uttech  
Program Assistant Confidential  
Office of the Chancellor, Chapman 202  
University of Wisconsin-Milwaukee  
[webercl@uwm.edu](mailto:webercl@uwm.edu)  
414-229-4331

**From:** Amanda R Braun  
**Sent:** Monday, March 14, 2016 9:55 AM  
**To:** bwinkler@entercom.com  
**Subject:** Fwd: Interview Request - Bill Michaels Show

Hi Bart,

I have time between 12:30 and 1 today. Thank you for the invitation.

Best,

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Date:** March 14, 2016 at 9:40:10 AM CDT  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** FW: Interview Request - Bill Michaels Show

**From:** Bart Winkler [<mailto:winklerbart@gmail.com>]  
**Sent:** Sunday, March 13, 2016 9:54 PM  
**To:** uwm-ad <[uwm-ad@uwm.edu](mailto:uwm-ad@uwm.edu)>  
**Subject:** Interview Request - Bill Michaels Show

Ms Braun,

I'm a producer with The Bill Michaels Show (105.7 FM The Fan) and wanted to reach out to see if you would be able to come on our program on Monday afternoon for an interview to share your side of the story with not going to the postseason for men's hoops. The show airs on 15 affiliates throughout the state, and airs live between 10a-2pm. If you have some time between 1030-130, let us know and we'll find the best time.

Thanks!

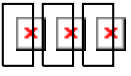
--

**Bart Winkler**

Producer [@1057FMTheFan](http://1057FMTheFan) / 1250AM WSSP Milwaukee, WI  
"Chuck & Wickett" Mornings 6a-10a Central

"Bill Michaels Show" Middays 10a-2p Central

m:920-960-6762 | e: [winklerbart@gmail.com](mailto:winklerbart@gmail.com), [bwinkler@entercom.com](mailto:bwinkler@entercom.com)

Social: 

**From:** Amanda R Braun  
**Sent:** Tuesday, March 15, 2016 3:14 AM  
**To:** Mark A Mone; Michael R Laliberte; Joely B Urdan  
**Subject:** Fwd: Your decision on post-season BB tournaments

Amanda

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee  
Sent from my iPhone

Begin forwarded message:

**From:** Dennis McBride <[dmcbride@wauwatosa.net](mailto:dmcbride@wauwatosa.net)>  
**Date:** March 14, 2016 at 4:33:37 PM CDT  
**To:** Amanda R Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Cc:** Patrick McBride <[Pem@medicine.wisc.edu](mailto:Pem@medicine.wisc.edu)>  
**Subject: Your decision on post-season BB tournaments**

Amanda:

I fully support your decision not to allow the men's basketball team to compete in post-season tournaments once it was not invited to the NCAA or NIT tourneys. As you said publicly, the team underperformed this year, and there is no glory in participating in pay-to-play post-season tournaments. I note that Marquette made the same decision not to have its men's team play in such tournaments.

As you also know, I am one of many UWM alumni who believe that the men's basketball team has underperformed for too long. I'm sure that you will take the steps needed for the team to live up to its vast potential.

Best wishes,

Dennis R. McBride  
Alderman - 4th District  
President, Common Council  
City of Wauwatosa, Wisconsin  
(414) 391-1140

*"Keep your fears to yourself, but share your courage with others." -- Robert Louis Stevenson*

[REDACTED]

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**From:** Amanda R Braun  
**Sent:** Tuesday, March 15, 2016 3:17 AM  
**To:** Mark A Mone; Michael R Laliberte; Joely B Urdan  
**Subject:** Fwd: Your decision on post-season BB tournaments

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** Patrick McBride <[pem@medicine.wisc.edu](mailto:pem@medicine.wisc.edu)>  
**Date:** March 14, 2016 at 4:53:30 PM CDT  
**To:** <[dmcbride@wauwatosanet.net](mailto:dmcbride@wauwatosanet.net)>  
**Cc:** <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject: Re: Your decision on post-season BB tournaments**

Amanda:

As a fellow administrator and alumni, I know these decisions are very difficult. I also know that there is much that we don't know that happens behind the scene, not in the news. I hope that you take some comfort in knowing that those who know you and know the details support the decision.

As noted, Marquette and other schools made the same decision. The "pay to play" is a bad idea. Hang in there with the tough calls and trying to achieve excellence.

Pat McBride

On Mar 14, 2016, at 4:33 PM, Dennis McBride <[dmcbride@wauwatosanet.net](mailto:dmcbride@wauwatosanet.net)> wrote:

Amanda:

I fully support your decision not to allow the men's basketball team to compete in post-season tournaments once it was not invited to the NCAA or NIT tourneys. As you said publicly, the team under-performed this year, and there is no glory in participating in pay-to-play post-season tournaments. I note that Marquette made the same decision not to have its men's team play in such tournaments.

As you also know, I am one of many UWM alumni who believe that the men's basketball team has under-performed for too long. I'm sure that you will take the steps needed for the team to live up to its vast potential.

Best wishes,

Dennis R. McBride  
Alderman - 4th District  
President, Common Council  
City of Wauwatosa, Wisconsin  
(414) 391-1140

*"Keep your fears to yourself, but share your courage with others." -- Robert Louis Stevenson*



**From:** Amanda R Braun  
**Sent:** Tuesday, March 15, 2016 9:02 PM  
**To:** Michael John Porcaro  
**Subject:** FW: Hang In There

Thanks, Mike. I really appreciate your support and taking the time to reach out. Leading with values of conviction rather than values of convenience almost always creates challenges and criticism from some people.

I am proud to be a Panther and work hard every day because of student-athletes like you, Mike. Good luck in Missouri with the Rascals (I love that name!). I will be following you and cheering you on from MKE!

Best,

Amanda  
Go Panthers!

Amanda Braun  
Director of Athletics  
University of Wisconsin-Milwaukee

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133 Horizon League Titles | 40 NCAA Tournament Appearances  
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@MKEPanthers  
@MKE\_ADBraun  
Support the Panthers <https://givetouwmm.uwmfdn.org/>

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**From:** Samantha L Schoen <[slschoen@uwm.edu](mailto:slschoen@uwm.edu)>  
**Date:** Monday, March 14, 2016 at 10:39 AM  
**To:** Amanda Braun <[abraun25@uwm.edu](mailto:abraun25@uwm.edu)>  
**Subject:** FW: Hang In There

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**From:** Michael John Porcaro [<mailto:jporcaro@uwm.edu>]  
**Sent:** Monday, March 14, 2016 11:37 AM  
**To:** uwm-ad <[uwm-ad@uwm.edu](mailto:uwm-ad@uwm.edu)>  
**Subject:** Hang In There

Hey Amanda,

This is Mike Porcaro. It was nice seeing you down in Arizona! I just wanted to drop a message of support during this tough situation.

I know you're probably receiving a lot of negative e-mails and messages over your decision but I wanted to let you know there are people who support your decision, including myself.

I commend you for holding our programs to high standards and truly feel you are doing a great job in creating a positive culture in our athletic department.

Stick to your beliefs and stay strong through this. I know you will!

All the best,  
Mike Porcaro