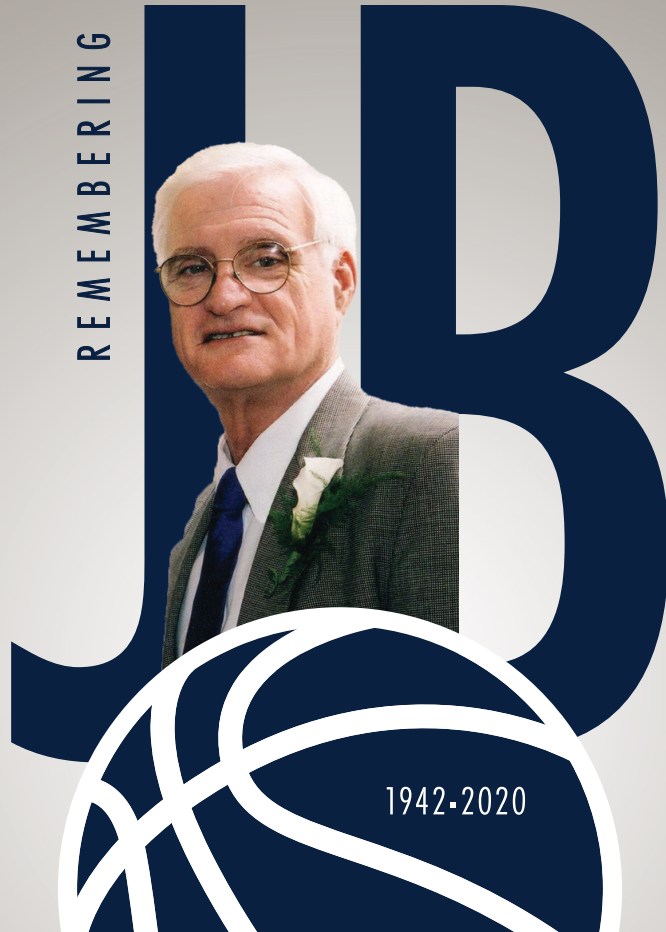


REMEMBERING



CELEBRATING THE LIFE OF
JERRY BARTLEY

MEMORIAL SERVICE

DECEMBER 12, 2020 | 11 AM

True Divine Baptist Church
Montgomery, Alabama

CELEBRATING THE LIFE OF
JERRY LYNN BARTLEY

MARCH 2, 1942 - NOVEMBER 28, 2020

JERRY LYNN BARTLEY, beloved husband, father, grandfather and friend, earned eternal rest on November 28, 2020. Affectionately known as "JB," Jerry was born on March 2, 1942 in Altoona, Pennsylvania to Victor and Helen Logan Bartley. After his father died while serving in World War II, Jerry's mother later married, Jack Danemark. Together, they instilled in him a strong sense of discipline and a call to service.



JB held a lifelong love of sports with unbridled spirit and passion for the game of basketball. An accomplished standout athlete, he played basketball during his formative years, in high school, in college and while serving

in the Army. After his military service, Jerry remained competitive in sports, playing basketball and racquetball for many years on corporate teams and in pick-up games at the local YMCA. In 1997, he was named MVP in a tournament with other seasoned players, most aged 50 and older.

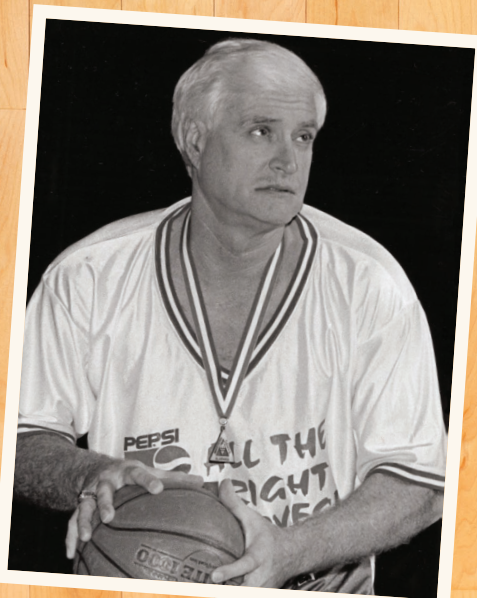


After a notable career as an Army and Air Force Exchange Service retail manager and executive in Virginia and across the southern United States, Jerry joined the senior leadership of Alabama State University (ASU). He retired from ASU as the Director of Auxiliary Services in 2013.



A force both on and off the court, JB was never far from the game. While working at ASU, Jerry's voice could be heard over the airwaves, as a play-by-play announcer on the ASU Hornet Sports Network. In 1992, he became active in the leadership of the Amateur Athletic Union (AAU). Within four years, he became the State AAU Boy's Basketball Chairman, a position he held for 28 years.

Jerry intimately understood the life-changing opportunities afforded players beyond the hardwood. In 1994, he founded *The Pepsi Challenge*, an AAU summer basketball team, which later became *The Alabama Challenge*. As general manager JB crafted an innovative program to build champions, prioritizing academic achievement and providing players with one-on-one skills coaching.



Jerry invested untold hours of mentorship and friendship to develop and affirm personally the young men on the team. He tirelessly pursued and recruited top talent, attending hundreds of games on the road each year. Highly respected as a pioneer of Alabama's travel basketball circuit, he also cultivated the business acumen and professional development of many up-and-coming coaches and athletic administrators.



With JB's comprehensive approach, popularity grew and *The Challenge Basketball Club* expanded to include ages 9-17, with teams located in Montgomery and Birmingham. *The Challenge's* impressive record attracted national attention, earning its teams sponsorship by Nike's Elite Youth Basketball League (EYBL). Jerry's players achieved success, traveling across the country and winning several AAU and travel team national championships. Challenge alumni were highly recruited with scholarships to top-tier colleges and universities.

Throughout the years of faithfully serving AAU and *The Challenge*, JB witnessed many players going on to become husbands and fathers; to earn degrees and collegiate championships; to become coaches; and to play professional basketball in the United States and abroad. His players' personal accomplishments were a source of immense pride because he always viewed them as much more than athletes. JB regarded the young men that he nurtured as members of his family, treating many as his sons. Jerry also was a spirited fan and staunch supporter of women's basketball.



For JB, few things in life ranked higher than basketball, but his love for family was always in first place. He never missed an opportunity to enjoy family gatherings and treasured time spent with his children and grandchildren. Jerry also adored time away with his wife. They spent many days, years and miles together on adventures exploring the nation and other islands and countries around the globe.

Jerry Bartley was preceded in death by one son, Darrell. He is survived by his loving and dedicated wife, and partner of 33 years,

SON



FATHER



MENTOR



LaVonette. Grounded in love and understanding, their relationship gave wind and wings to many of his dreams. Together, they faithfully served countless at-risk and underserved youth for decades.

Jerry also leaves to cherish his memory, two beloved children, Bryan (Barbara) and Tammy (Karl); one stepson, Herman; grandchildren, William Baker and Caroline Grace; his faithful dog, Logan; and a host of loving family and friends, most especially his sisters-in-law, Joyce and Mable; and mother-in-law, Mable Maddox.

THERE IS NO FINISH LINE

Keep working.

- JERRY BARTLEY

VISIONARY COACH



HUSBAND



FRIEND



ORDER OF SERVICE

SATURDAY, DECEMBER 12, 2020 | 11 A.M.

WORDS OF WELCOME

Anthony Fleming, Former Broadcast Partner, ASU Hornet Sports Network
Presiding

INVOCATION

Co-Pastor Lois G. Russell, New Life COGIC

MUSICAL SELECTION

REFLECTIONS

Terrell Cunningham, Friend
Andrew Steele, Former Player
Jake Preston Headrick, Former Challenge Coach

MUSICAL SELECTION

REFLECTIONS

Robert Shannon, Former Challenge Coach
Lewis Jackson, First Coach of the Challenge

RECOGNITION OF FORMER COACHES AND PLAYERS

Lewis Jackson

THE CHALLENGE

WORDS OF APPRECIATION

The Bartley Family

CLAIMING THE NET

CLOSING REMARKS

Anthony Fleming

BENEDICTION

Co-Pastor Lois Russell



CHAMPIONSHIPS ARE WON BY UNCOMMON PEOPLE
because they are willing to do the things that common people won't do.
WE WANT TO BECOME UNCOMMON PEOPLE.

CLAIMING THE NET

Cutting down the nets is a time-honored basketball tradition that dates back to 1947. For many players, capturing the dangling net is the goal long before their hands even touch the ball during the game.

After the last shot, when the final seconds of the clock roll to zero, the hearts of the Champions beat fast and strong. Energy and emotion send players and coaches up a ladder to claim a small, but just reward for the blood, sweat and tears that led them to the moment. That small piece of nylon serves as an enduring reminder of the hard work and sacrifice that usher in life's biggest wins.

Jerry Bartley was a champion who built champions—champions of the game and champions in life. Today, his former players and coaches will claim and cut a piece of a net in tribute to and in remembrance of the wins they celebrated and earned together, on and off the court. As they snip the net, they do so with a commitment to carry on the work that remains: to advance the sport of basketball and to create opportunities that will enhance and strengthen the lives of the boys, girls, young men and young women who love the game.

As we say goodbye to JB and remember the impact that he left on the sport, on travel basketball in the state of Alabama, and on our lives, individually and collectively, we are challenged to be uncommon people, who accept the call to the uncommon work that yields uncommon results to produce champions.

ACKNOWLEDGMENTS

The family of Jerry Bartley wishes to express sincere gratitude for the support of our many family members and friends. We dearly love you, and your kindness has strengthened us. We extend our appreciation for all the prayers, kind words, heartwarming stories and generous acts of condolence.

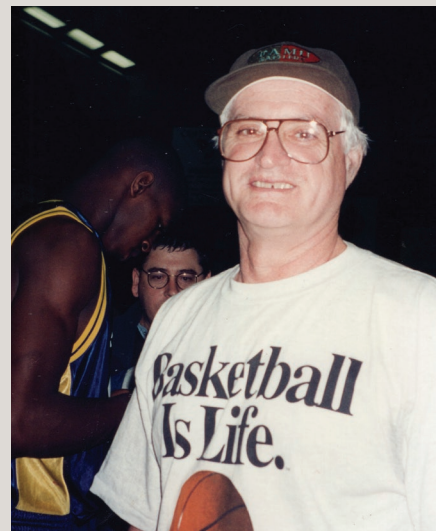
We are so grateful to the players and coaches who have called us to gather for this time of reflection and celebration. You will forever remain in our hearts. May God continue to keep all of us in His care.

THE JERRY L. BARTLEY MEMORIAL SCHOLARSHIP

JB

ABOUT THE SCHOLARSHIP

Established in 2020 by the estate of and family and friends of Jerry “JB” Bartley. This award was created to benefit and assist high school graduates who emulate the profound love, passion and commitment to the game of basketball that Jerry Bartley had throughout his life. To say that Jerry Bartley loved basketball is about as big of an understatement as you could possibly make. He spent countless hours analyzing and assessing, cheering and coaching, and celebrating wins and consoling losses at practices, games and tournaments. JB saw basketball as a way to change lives. He was convinced – and spent his every breath convincing others - that basketball offered an opportunity and a structure that many young people needed but did not have. It was frankly, he believed, a passport to a shot at a better life.



ELIGIBILITY REQUIREMENTS

Scholarship recipients must:

- Be an active Amateur Athletic Union (AAU) basketball player
- Reside in the state of Alabama
- Meet the eligibility criteria through the NCAA Clearinghouse for Division-I competition

SELECTION CRITERIA

- A Record of Community Service
- Demonstrated High Level of Basketball Skill and Play

REQUIRED DOCUMENTS

- Official Transcript
- AAU Player Confirmation Letter
- Letter of Recommendation from the Player’s AAU or High School Coach

BECOME AN
INAUGURAL PARTNER
BY CONTRIBUTING TO:

The Jerry L. Bartley Memorial Scholarship Fund
c/o Central Alabama Community Foundation, Inc.
114 Church Street
Montgomery, Alabama 36104

For complete details on the scholarship and ways to contribute, visit rememberingJB.com

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JERRY BARTLEY