

JAMES R. WATKINS, CMAA

Jim Watkins began his teaching and coaching career at his alma mater DeSales High School in 1967 as an assistant football and track coach. Jim was selected as the DeSales athletic director during the 1971-72 school year. In 1972 Jim became a teacher and football coach at Valley High School. In 1974 Jim was hired as the athletic director of Southern High School. During his 15-year tenure at Southern, the athletic facilities were completely renovated, the boys and girls track teams won 8 consecutive Regional Titles, the football team had 15 consecutive winning seasons and the girls basketball team won 10 of 11 Regional Titles and captured the KHSAA State Championship in 1988. In 1989 Jim became the Coordinator of Athletics for the Jefferson County Public Schools and in 1996 was promoted to the position of Director of Activities, Athletics and Academic Competition for the Jefferson County Public Schools overseeing programs for 21 high schools, 24 middle schools and 85 elementary schools. During Jim's tenure he assisted in the management of the KHSAA Boys State Basketball Tournament from 1982-94 and the KHSAA Football Championships from 1977-2002. He also has assisted the KHSAA as State Softball and State Baseball Assistant Manager as well as managing many different District and Regional tournaments. Jim is a charter member of the Kentucky High School Athletic Directors Association and the National Interscholastic Athletic Administrators Association. Jim was President of the KHSADA from 1979-81, published the athletic directors' newsletter from 1979-92 and was the KHSADA State Conference Director for 25 years. Jim is on the Executive Board of the Kentucky Coaches Education Program and is an NFHS Coaches Education instructor. Jim has been honored by the KHSADA by being named Athletic Director of the Year in 1983. In 1979 Jim was appointed to the NIAAA Publication Committee and was chairman from 1982-90. In 1992 Jim was elected to the NIAAA Board of Directors and was President of the NIAAA in 1996. As President of the NIAAA, Jim assisted in the development of the NIAAA Leadership Training Program for athletic administrators. Jim is currently on the NIAAA Leadership Training Executive Board and has written several Leadership Training Courses. Jim has authored more than 20 articles for publication in the IAA magazine. In 2001 Jim authored the NIAAA's first Strategic Plan. The NIAAA has bestowed several honors for Jim's service to athletic administration by presenting him with the Thomas E. Frederick Award of Excellence in 1990, the NIAAA State Award of Merit in 1990 and the NIAAA Award of Merit in 1999, the highest award presented by the NIAAA. Jim has served the National Federation of High School Associations by serving on the 1st NFHS Strategic Plan committee, helping develop the NFHS Risk Management video series, and as the chairperson of the NFHS Coaches Education Committee. The NFHS presented Jim with a National Federation Citation in 1985. Jim has served as President of the Johnny Unitas Golden Arm Education Foundation and currently is the secretary/treasurer. The Foundation has awarded over \$450,000 in scholarships to senior high school football players in the Louisville Metro Area. Jim and his wife Linda have one son, Jimmy.

Dear Selection Committee:

As President of the Metro Area Athletic Directors Association I would like to endorse the nomination of Mr. James Watkins for induction into the Dawahares-Kentucky High School Athletic Association Hall of Fame.

I have worked with Jim for over twenty-five years, as a fellow athletic director and in his present position as the Director of Academics/Activities/Athletics for Jefferson County. It was very obvious twenty-five years ago that Jim was a leader and would be an advocate for high school sports and kids.

In addition to serving as the Athletic Director of Southern High School, Jim has served the Jefferson County Public Schools as Director of Academics /Activities /Athletics. In this capacity he has devoted his life to serving the kids of the Louisville Metro Area. Jim has worked with the National Athletic Administrators Association and has served at several elected position including President. Jim has served as the conference coordinator for the Kentucky High School Athletic Directors Association for over twenty years.

It is very difficult to put into words the impact that Jim Watkins has had on the youth of the Louisville area. Many Athletic Directors though out the state of Kentucky have looked toward Jim Watkins for leadership. He has no doubt been a mentor to not only the youth he touched but for many of today's young Athletic Administrators in

Kentucky and other states. He has worked hard to improve the professionalism of coaches, and Athletic Administrators. He has strived to keep his job above friendships, yet he is a great friend to all that work with him.

Although Jim has acquired many national awards of merit, it is time for him to be celebrated with one of our highest state honors, being inducted into the Dawahares Hall of Fame.

On behalf of the Athletic Directors of the Metro Area Athletic Directors Association and the many youths that have had the benefit of Jim Watkins's wisdom, support, and guidance, please consider Jim Watkins for induction.

Dan Shepard, CAA



President, Metro Area Athletic Directors Association



JUN 05 2003



**DAWAHARES/KHSAA
Hall Of Fame
Golf Outing
June 16, 2003**

JAMES R. WATKINS
Inductee

Golf Outing

- Yes, I will individually participate in the golf outing.
- Yes, I will be participating with guests (listed bellow).
- No, I will not be able to participate.

Names of Golfers (\$210 per foursome)

Paul Dennison
BOB BAIL
JEFF EDWARDS

Send check in may

- Check Enclosed
- Visa/Mastercard
- Card Number/Exp. Date

Luncheon

- Yes, I will attend the luncheon.
- No, I will not be able to attend.

Number of Luncheon Guest(s)

List the local media outlets you want to receive the KHSAA official release announcing the 2004 Selection Class:

Outlet Jody Demling - CJ SPORTS
525 W BROADWAY
LOUISVILLE KY 40202

Phone/Fax 897-8915
EARL COX - VOICE TRIBUNE
3818 SherByville Road
LOUISVILLE KY 40207

Please fax or mail this form to the KHSAA office by June 12:

Fax (859)293-5999
Mailing address
KHSAA
Hall of Fame Golf
2280 Executive Dr.
Lexington, KY 40505

