

**Jim Watkins, CMAA - Kentucky**  
**1996**  
**Conference Site: Orlando, FL**  
**17<sup>th</sup> NIAAA President**

As President of the NIAAA, Mr. Watkins believed it is necessary to preserve integrity, continue professional growth and maintain the focus on the needs of the organization. As President, one's main goal is to keep the organization moving forward by utilizing the talents of those leaders around you. As President, Jim Watkins felt it was his position to take programs in existence and nurture them, solicit ideas from the leadership team and implement programs for the benefit of the membership.

During his tenure as President, the NIAAA accomplished the following:

1. Continued the programs of diversity and public relations. Committees became more diversified, not by mandates, but by selecting quality, professional and knowledgeable administrators,
2. Implemented Leadership Training. The plan was to eventually offer at least four base leadership training courses to assist athletic administrators to work more efficiently in their programs.
3. Developed an Ad Hoc Sports Turf Committee. This Committee was an outgrowth of the sports turf program offered during the National Conference. One purpose of the Committee was to develop a program of instruction for athletic directors in turf management.
4. Developed NF/NIAAA Risk Management Video Series. These videos have proven to be one of the most valuable resources offered to our membership. The videos explain the risk involved in athletics and how to minimize your risk by explaining your legal duties.

As Jim reflected on his presidential year, he marveled at what the NIAAA membership accomplished. Jim felt that he had a great leadership team, the Board, Committee Chairpersons and Committee Members as well as a membership that was extremely willing to lend their expertise to assist their fellow athletic administrators.