

Bruce Whitehead, CMAA - Indiana
1st NIAAA Executive Director
2005-2016

Bruce Whitehead, CMAA, has announced his retirement as the Executive Director of the National Interscholastic Athletic Administrators Association, effective June 30, 2016. He has held the position for the past 10 and one-half years, previously, serving as an administrative assistant for the NIAAA. Before joining the NIAAA, Whitehead spent the prior 25 years as a high school athletic administrator.

Mr. Whitehead succeeded Frank Kovaleski in 2005, who was first National Director of the NIAAA, and for whom he served as administrative assistant beginning in 2001. Whitehead retired from Crawfordsville High School, Crawfordsville, Indiana, in 2001 after a 33-year career, including the final 25 years as the athletic administrator.

During his tenure as Executive Director the NIAAA experienced strong development in a variety of areas. While the association membership has grown by over 75%, a key accomplishment was gaining North Central Association CASI accreditation in 2011. As a professional development proponent for athletic administrators the Leadership Training Institute curriculum has expanded by 14 courses and the Certification Program now provides two additional levels. The same period saw the implementation of the NIAAA Hall of Fame, a budget that has doubled in size and three strategic plans accomplished. In addition, the Student Essay/Scholarship program has become a reality, a Professional Development Outreach Program implemented, along with an international presence; the national office relocated and staff expansion.

Whitehead has a long association with the NIAAA as a member, leader and staff member. He became a Certified Athletic Administrator (CAA) in the charter-year class of 1988, followed by earning the Certified Master Athletic Administrator (CMAA) status. He was a 6 year member of the NIAAA Resolutions Committee, including four years as chair, and was NIAAA secretary-treasurer for seven years prior to joining the NIAAA staff in 2001.

After graduating from Purdue University, Whitehead went directly to Crawfordsville where he taught math. During his years there he chaired the math department, was computer coordinator and was athletic business manager before becoming the athletic administrator. He was a member of the Indiana IAAA Board of Directors, serving a term as the IIAAA President; in addition to serving the Executive Committee and Board of Directors of the Indiana High School Athletic Association.

Whitehead has received the NIAAA Award of Merit, NIAAA Distinguished Service Award, NFHS Citation, NIAAA Commendation, NIAAA State Award of Merit and Indiana Interscholastic Athletic Administrators Association Charles Maas Distinguished Service Award. He was IIAAA Athletic Director of the Year, and has been inducted into the National Council of Secondary Schools Hall of Fame, and the Crawfordsville High School Hall of Fame.

He and wife, Pam, have been married for 46 years. They have three grown children with families that include 8 grandchildren.