

NATIONAL FEDERATION OF STATE
HIGH SCHOOL ASSOCIATIONS



NEWS RELEASE

**North Carolina's Davis Whitfield to Join Staff
as Chief Operating Officer**

FOR IMMEDIATE RELEASE

Contact: Bruce Howard

INDIANAPOLIS, IN (January 26, 2015) — Davis Whitfield, commissioner of the North Carolina High School Athletic Association (NCHSAA) for the past five years, has been selected chief operating officer of the National Federation of State High School Associations (NFHS), effective July 1, 2015.

Whitfield will succeed Jim Tenopir, who is retiring this summer after five years as the organization's chief operating officer.

"I am pleased that Davis will be joining our staff this summer," said Bob Gardner, NFHS executive director. "During his time as commissioner of the North Carolina association, Davis has proven to be an innovative leader. He also will bring a valuable perspective on national issues from his years at the college level. I look forward to working with him in leading our staff in the coming years."

Since taking over as commissioner of the NCHSAA in January 2010, Whitfield has instituted a five-year strategic plan; enhanced the championship experience for student-athletes, coaches and fans at NCHSAA events; and organized and directed the organization's 100th anniversary celebration.

In addition, Whitfield created a committee which led to a new student-athlete transfer policy, implemented championship cost-cutting policies and procedures, restructured the

NCHSAA Handbook, and developed the Education and Athletics Committee, which evaluates the effectiveness and efficiency of current NCHSAA policy and procedure.

Prior to his appointment as NCHSAA commissioner, Whitfield was on the administrative staff of the Atlantic Coast Conference for 7½ years, including the final 2½ years as associate commissioner.

Among his duties at the ACC, Whitfield directed and coordinated all television liaison activities for regular-season ACC football, managing a staff of 20 individuals. He also assisted with the ACC Men's Basketball Tournament, developed and managed an Olympic sports budget of \$4 million, and was responsible for directing all regular-season and championship activities for 22 Olympic sports.

Whitfield was the site representative for several NCAA championships. He also represented the ACC at local, regional and state events, and he worked with ACC corporate partners to create and fulfill exposure opportunities.

Before his move to the ACC office, Whitfield served in the athletic department at Wake Forest University in Winston-Salem, North Carolina, including two years as director of operations and facilities management and two years as assistant athletic director for operations and facilities. He began his career in sports administration in 1995 at Campbell University in Buies Creek, North Carolina, where he was assistant athletic director for operations and facilities for three years.

Whitfield attended East Carolina University in Greenville, North Carolina, where he was a dean's list student and played on the school's baseball team, before transferring to the University of North Carolina, Chapel Hill. He earned his bachelor's degree from UNC in 1993 and his master's in sports administration in 1995.

Whitfield and his wife, Nicole, have three children: Will, Grace and Wesley.

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About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by

building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 16 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.7 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

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