

News Release

UTAH HIGH SCHOOL ACTIVITIES ASSOCIATION

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Executive Director Appointed

A rigorous two-month personnel search concluded yesterday with the appointment of **Mr. Rob Cuff** as **Executive Director** of the **Utah High School Activities Association**. The Association announced the position opening in early March to fill the vacancy left by Mr. Dave Wilkey's retirement. Rob was hired from a qualified field of candidates who were screened and interviewed this week by the Board of Trustees. He will assume director duties August 1.

In moving to the Executive Director's chair Mr. Cuff leaves vacant the position of assistant director where he has served the UHSAA the last eight years. Most recently he had broad staff responsibilities over football, basketball, baseball, coaches education and officiating. Applications for his position will be open by June 12.

Prior to employment with the UHSAA, Mr. Cuff was head boys basketball coach at Mountain View High School where he coached for twelve years, seven of which were as head coach of the Bruins. Rob was the winningest coach in Mountain View boys basketball history with his 126-44 win/loss record. His 23 win 5 loss state tournament record with 12 wins in a row from 1997 to 2000 is without peer. With the 1998 and 1999 state boys' titles, seven top 5 finishes and 4 straight final fours, the Bruin program owns one of the most sterling pedigrees in Utah prep history.

Regarding his service as Assistant Director, Mr. Cuff stated: "I have learned the importance of consistency, the certitude of equal opportunity and the responsibility of being a positive role model. I am a team player who understands the mission, objectives and services of the UHSAA."

Rob Cuff comes to this position well suited for the rigors of Association opportunities. He refereed football for 12 years and whistled 3 state championships along the way. His eight years as an English teacher at Mountain View earned him Teacher of the Year honors in 1995. He is well known for service rendered as President of the Utah High School Basketball Coaches Association in 1997-98. Rob is married to the former Sonya Garner of Provo and they are parents to four children; Kilee, Landon, Braydon and very recently, Shaylee.

There are daunting tasks ahead, but of those Rob said, "I will utilize my experience and training to lead the Association and office staff in establishing education-based school activities which promote and develop character, values and principles that will last a lifetime."

Applications to fill the position of Assistant Executive Director will be posted on the UHSAA website at <www.uhsaa.org> this week. It is intended that the position be filled by or around August 1.