

The new athletic director at U-W-La Crosse has taken an unusual path to that job...

Josh Whitman was a college football player who went to the N-F-L, and he's been an assistant A-D at the University of Illinois. But right now, Whitman is a lawyer in Washington, D-C. Whitman says his law career has been part of a plan to become an athletic director, because a lawyer has the skills to communicate, and advocate for a cause. Whitman likes the university's commitment to developing champions on the field, and in the classroom. He succeeds Joe Baker, who is now A-D at Carroll University in Waukesha.