



**Press Conference Announcing
New Head Football Coach Butch Davis**

**Given by Mark B. Rosenberg
on November 15, 2016**



This speech was presented at an FIU Athletics Press Conference on November 15, 2016.

Good afternoon – welcome to FIU!

WE are so pleased to make formal the appointment of Butch Davis as our head football coach. Welcome Butch and Tammy back to Miami and our FIU! I want to thank our advisory group for interviewing excellent candidates.

Very simply – Butch Davis has fire in the belly for excellence, for student athletes, and for American college football. He understands that student athletes must excel off the field as well as on! He is a student of the game; he knows how to win – the right way! He is passionate about our Miami, our alumni, and is happy to be back! That is why his association with our FIU is so important.

This is a university that strives for excellence and is proud of our hard-working students and their record of achievement in getting high paying jobs or creating high paying jobs when they graduate! This is a research university whose faculty and staff continually turn the impossible into the inevitable in research labs, in the classroom, and in community engagement.

Butch Davis fits us well – he is high achieving; He sets high goals and believes in continuous improvement. He leads by example – his philanthropy is well known. He will continue our efforts to be relevant and to exemplify student athlete excellence in this game that we love.

Ladies and Gentlemen – Coach Butch Davis!