

THE PLAYBOOK

SL
SPORTSLIFE
LEADERSHIP

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*I have come so that
they may have life and
have it in abundance.*

- John 10:10

You have heard me teach things that have been confirmed by many reliable witnesses.
Now teach these truths to other trustworthy people who will be able to pass them on to others.

2 TI (NLT)

ABOUT

*"And what you have heard from me in the presence of many witnesses, entrust to faithful men, who will be able to teach others also."
2 Timothy 2:2*



SPORTSLIFE WAY

◆ GOD CHANGES LIVES. SPORTS LEADERS SHAPE CULTURES AND DISCIPLE LEADERS.

Sports leaders shape cultures and disciple leaders.

Sports breaks through barriers that nothing else can. It's the universal language—transcending politics, economics, and geography. The position of a sports leader isn't accidental. It's a platform. A calling.

Here's what most leaders miss: they compete for temporary trophies while sitting on eternal opportunity. They build winning teams but forget they're building disciples. That changes now.

We believe God created sports for His glory—a place where His people compete with joy, freedom, and purpose. But here's the hard truth: without Christ-centered discipleship, influence ends with the final whistle. With it? It multiplies for eternity.

That's SportsLife Leadership.

We're here to transform sports leaders into a catalyst for Kingdom impact. Through Christ-centered, discipleship-driven training, resources, and events, we strengthen sports leaders in their relationship with Jesus—modeling Christ-like character, mentoring others intentionally, and multiplying Kingdom impact across every sport, at every level, and in every nation.

When leadership is rooted in Jesus, everything changes.
Competition becomes worship. Mentorship becomes discipleship.

This is 2 Timothy 2:2 in motion: faithful leaders developing faithful leaders. Multiplying God's Kingdom through the position and platform He gives.

Leadership in the sports world is about to change. The culture is about to transform. The eternal impact is about to multiply.

Join us. This is SportsLife.

*You have heard me teach things that have been confirmed by many reliable witnesses.
Now teach these truths to other trustworthy people who will be able to pass them onto others.*

– 2 Timothy 2:2



“SportsLife brings together my three passions: faith, sports, and leadership. When Jesus is at the heart of sports, God can work wonders and miracles. Picture thousands of sports leaders with trained hearts, equipped hands, and mobilized feet, all dedicated to making a Kingdom impact. God is inviting us to lead and to infuse the sports world with abundant and eternal life. The best is yet to come!

– DAN BRITTON, President/CEO



OUR MINISTRY DISTINCTIVES



A DISTINCTIVE APPROACH TO SPORTS MINISTRY

OUR MINISTRY DISTINCTIVES

- **Christ-Centered**...sharing the Gospel message
- **Discipleship-Driven**...multiplying disciples who make disciples
- **Leadership-Focused**...mobilizing sports leaders for Kingdom impact
- **In Sport**...ministering in the competitive world of sport
- **By Sport**...organizing by sports communities across all nations
- **Culturally Engaged**...meeting the diverse needs of each sport

WHAT MAKES US DIFFERENT

SportsLife operates on a fundamental conviction that sets us apart from traditional sports ministries: **we serve entire sports communities by first developing their leaders.**

While most sports ministries cast a wide net—reaching athletes and coaches based on location—we concentrate on depth. Instead of using sports as a platform to reach the masses, we concentrate on developing and ministering to leaders, coaches, and athletes within specific sports. We organize by sport, not geography. We target the recognized leaders within each sport's unique community: coaches who set culture, captains who influence peers, and program directors who shape systems. We prioritize multiplied impact, not just numbers.

THE MULTIPLIER EFFECT

When you train the leader of a sports program, that training ripples through every athlete in that program. When you equip the coaching staff of a school or an academy with discipleship and leadership resources, you've influenced every competitor they mentor for years to come. One transformed leader changes an entire community.

We develop sport-specific training—recognizing that a football coach's pressures differ fundamentally from a volleyball coach's pressures. The cultural dynamics of a basketball team differ from the individual journey of a swimmer. We communicate spiritual truth by speaking the unique language of each sport. Our message is specific, not generalized.

HOW WE MEASURE SUCCESS

We measure the depth of leadership development and the breadth of transformation within each sport. Success means developing fewer leaders more deeply—leaders positioned to reshape their entire sport's culture from the inside out.

This is our distinction. This is why we exist.



VISION, MISSION, VALUES

VISION

To build sports communities for Kingdom impact.

MISSION

To infuse life into sports leaders around the world.

VALUES

LOVE DEEPLY

We loved you so much that we shared with you not only God's Good News but our own lives, too. - 1 Thessalonians 2:8

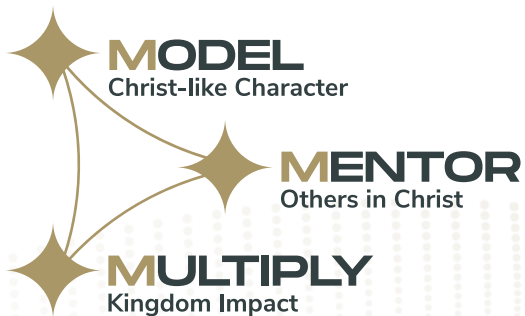
LIVE ABUNDANTLY

I have come so that they may have life and have it in abundance. - John 10:10

LEAD COURAGEOUSLY

This is my command – be strong and courageous! - Joshua 1:9

METHODS



STRATEGY

TRAINING

3D Coaching
Certifications
Leadership Development
Leadership Discipleship
Leadership Coaching
LifeGroups
Spiritual Formation

RESOURCES

Bible Reading Plans
Devotionals
Podcasts
Spiritual Formation Books
Sports Bibles
Study Videos

EVENTS

Camps
Challenges
Clinics
Competitions
Conferences
Masterminds
Outreaches
Retreats
Tournaments

BACKGROUND

Established in August 2024, SportsLife Leadership brings together the powerful synergy of faith, sports, and leadership.



FAITH

Rooted in Hebrews 11:1, we embrace faith as “the certainty that what we hope for is waiting for us, even though we cannot see it up ahead.”



SPORTS

As 1 Timothy 4:8 teaches, “physical training is of some value, but godliness has value for all things, holding promise for both the present life and the life to come.”



LEADERSHIP

Inspired by Psalm 78:72, we believe in leading like David did “with integrity of heart; with skillful hands he led them.”

Our ministry is founded on the belief that healthy leaders produce healthy ministries. Therefore, our mission focuses on investing in the leader’s heart and developing sports leaders around the world.

We define a SportsLife Leader as a Christ-centered, discipleship-driven athlete, coach, sports leader, or person of influence in sports who uses their position and platform to model Christ-like character, mentor others in Christ, and multiply Kingdom impact.

To build sports communities worldwide, we invest in SportsLife Leaders passionate about making a Kingdom impact. Our focus is on three key areas: Training, Resources, and Events (TRE).



TRAINING

We prioritize heart transformation through seminars, workshops, and courses rooted in God’s Word, aiming to disciple the disciplers.



RESOURCES

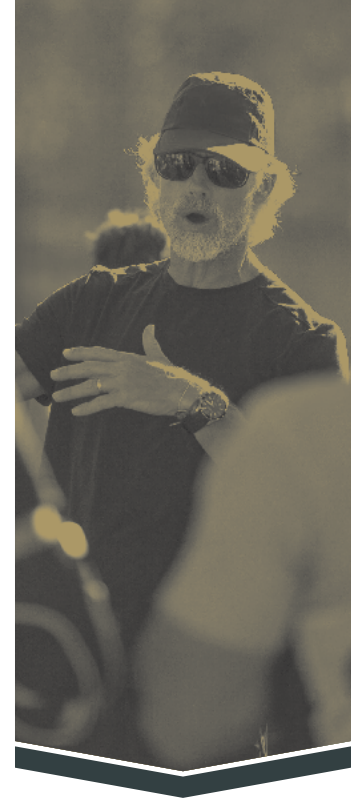
We provide world-class, Christ-centered resources to empower leaders and those they serve.



EVENTS

By gathering leaders to engage with God’s Word, we empower them to transform the culture of sport.

Our founder, Dan Britton, brings 34 years of leadership experience with the Fellowship of Christian Athletes, where he expanded their reach from one country to 116, managing 3,500 staff. His calling is to serve sports leaders globally.





WRESTLING
WORLD CHAMPIONSHIPS



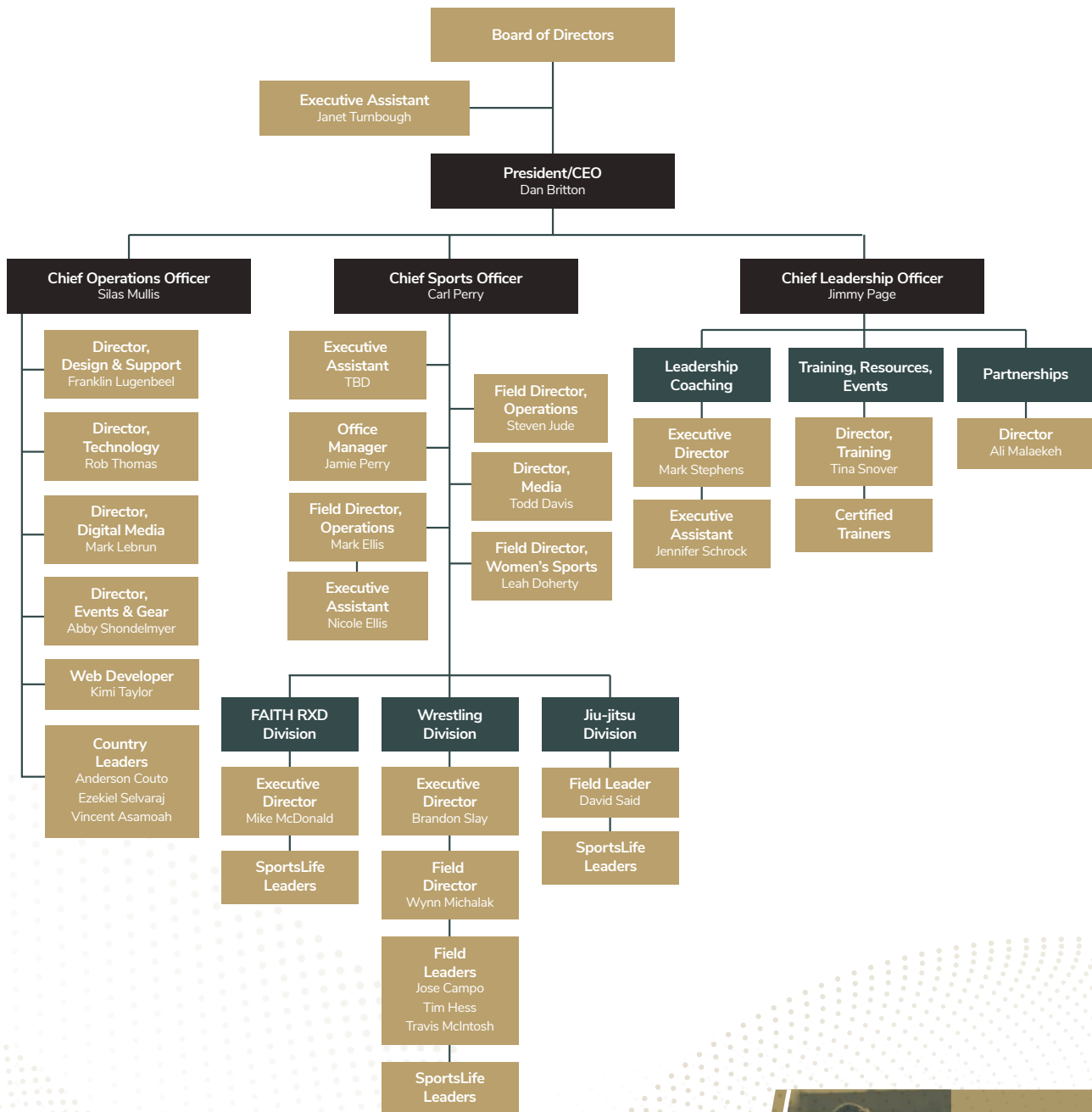
WHAT WE DO

EXECUTIVE SUMMARY

ABOUT	SportsLife Leadership exists to disciple leaders in the world of sports to have Kingdom impact in their sport. Our strategic plan details the steps to establish, enhance, and expand our ministry over the next two years.
VISION STATEMENT	To build sports communities for Kingdom impact.
MISSION STATEMENT	To infuse life into sports leaders around the world.
VALUES	Love Deeply - 1 Thessalonians 2:8 Live Abundantly - John 10:10 Lead Courageously - Joshua 1:9
COMPETITIVE ADVANTAGE	Become a force multiplier as a global ministry merging faith, sports, and leadership development by focusing on specific sports.
SWOT ANALYSIS	<p>Strengths: Over 100 years of sports ministry experience; Global relationships and network; Leadership development capacity.</p> <p>Weaknesses: New organization needing to establish presence and processes; Identity connection with past organization; Need to establish support office services.</p> <p>Opportunities: Lack of leadership development in the sports world; International expansion; People of sport recognize the need to combine faith, sports, and leadership.</p> <p>Threats: Numerous sports communities are closed to faith-centered initiatives; Pressure to forgo the work of “in the ministry” versus “on the ministry”; Governmental and financial barriers.</p>
INTERNATIONAL PLAN	Develop a global reach through partnerships with sports ministries who are like-minded and have a focus on sport-specific ministry. Establish ministry in country with a leadership structure to ensure consistent and continual Kingdom impact.
FUNDING GOALS	2026: Revenue of \$4 million 2027: Revenue of \$6 million
FINANCIAL PRIORITIES	2026: Hire support/administrative staff; Development and launch key trainings, resources, events. Expand into two new sports. Launch technology platform. 2027: Establish each global division and region with a called, trained leader; Identify, develop, and serve leaders in 25 countries; Establish 5 sport-specific ministries.
EXECUTIVE TEAM	Dan Britton, <i>President/CEO</i> Silas Mullis, <i>Chief Operating Officer</i> Carl Perry, <i>Chief Sports Officer</i> Jimmy Page, <i>Chief Leadership Officer</i>

	2025	2026	2027
KINGDOM IMPACT			
Staff	30	50	75
Trained Leaders	500	1,000	2,500
Sports	3	5	7
Countries	5	10	15

ORGANIZATIONAL CHART



Ask the Lord of the harvest, therefore, to send out workers into His harvest field.

- Matthew 9:38

KINGDOM HIGHLIGHTS

2024

- **August 2024:** Registered a nonprofit in the State of Kansas called SportsLife Leadership. Established a partnership with Ministry Alliance to provide back-office support including: payroll, donor receipting, expense reports, online giving. Hired first employee/founder, Dan Britton.
- **September 2024:** Established Articles of Incorporation, Bylaws, and Statement of Faith. First global trip to vision cast and visit potential partners and key relationships in Vietnam, Korea, Ukraine, Poland, Egypt.
- **October 2024:** Obtained U.S. 501(c)3 status for SportsLife Leadership. Hired second and third employees, Mark Stephens and Jennifer Schrock.
- **November 2024:** Hired six new employees to focus on wrestling ministry. Approved SportsLife Leadership logos. Developed strategic plan for SportsLife Leadership.

2025

- **January 2025:** Have the inaugural board meeting. Hired Chief Operating Officer, Silas Mullis and Executive Assistant of CEO, Janet Turnbough.
- **February 2025:** Faith RXD voted unanimously to merge into SportsLife. Launched SportsLife payroll and employee benefits.
- **March 2025:** Developed donor database and online giving through Virtuous CRM. Hosted first ministry event: Champions Breakfast for 400 people at NCAA Wrestling Championship.
- **April 2025:** Transitioned Carl Perry to Chief Sport Officer.
- **May 2025:** First International Training Trip served 225 leaders in Greece, Pakistan, and India.
- **July 2025:** Established Leadership Division. Hired Chief Leadership Officer, Jimmy Page. Hired Wrestling Executive Director, Brandon Slay. Held the first SportsLife Jiu Jitsu Camp in Athens, Greece.
- **August 2025:** Led a Lacrosse Coaches Retreat in Montana. Faith RXD team led an outreach at the CrossFit Games in New York. Over 200 attend outreach at the NWCA. SportsLife celebrated the 1st Anniversary.
- **September 2025:** Board approved international ministry structure.
- **October 2025:** SportsLife hosted first Board and Staff Summit in Arizona.
- **November 2025:** Hired Jiu-Jitsu Field Leader, David Said
- **December 2025:** Hired FAITH RXD Executive Director, Mike McDonald. Hired Tina Snover, Director of Training.

2026

- **February 2026:** Hired Director of Partnership, Ali Malaekah
Hired Field Director, Women's Sports, Leah Doherty



Seek the Kingdom of God above all else.

- Matthew 6:33

FINANCES

2025 FINANCES

	REVENUE	EXPENSES
January	\$1,145,658	\$57,102
February	\$7,283	\$ (90)
March	\$77,278	\$ (460)
April	\$419,612	\$237,871
May	\$128,402	\$153,470
June	\$279,293	\$258,484
July	\$124,570	\$214,311
August	\$180,944	\$313,062
September	\$149,908	\$233,722
October	\$171,974	\$345,750
November	\$207,077	\$226,141
December	\$1,035,755	\$284,615
TOTALS	\$3,927,753	\$2,323,979

REVENUE PROJECTIONS

2026	\$4,000,000
2027	\$6,000,000
2028	\$10,000,000



My God will supply
all your needs
according to His
riches in glory in
Christ Jesus.

- Philippians 4:19



HOW
WE DO IT

STRATEGY

◆ The SportsLife strategy defines how we do ministry. It is how we infuse life into sports leaders so they can build their sports communities for Kingdom impact.

It is built on three core components — Training, Resources, and Events. We train hearts, resource hands, and mobilize feet through events.

Our strategy is our Christ-centered, discipleship-driven system for leadership transformation. Through trainings, resources, and events, we expand spiritual leadership capacity, strengthen culture and team unity, and transform sports performance. Every training program, resource, and event is designed to help leaders grow and experience lasting transformation. The outcome is leaders who model Christ-like character, mentor others in Christ, and multiply Kingdom impact.



TRAINING

Trainings are interactive educational programs with the primary goal of spiritual growth and practical application in sport. They will be delivered as keynotes and workshops, in groups, and at events. All training assets – videos, slide decks, workbooks, and courses - are offered in-person and online in our SportsLife App.

We offer SportsLife Leader Certification programs where we “train the trainer” so leaders are capable of facilitating the trainings themselves. We will also develop partnerships with leadership organizations to offer trainers content on our platform.

Typical Leadership Trainings include:

- 3D Coaching
- Certifications
- Leadership Development
- Leadership Discipleship
- Leadership Coaching
- LifeGroups
- Spiritual Formation



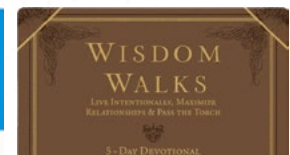
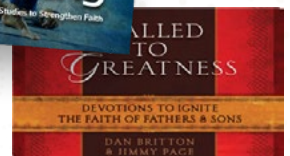
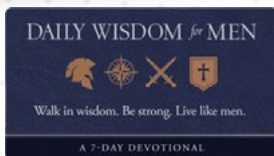
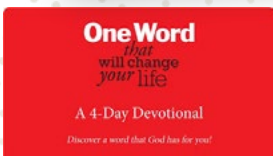
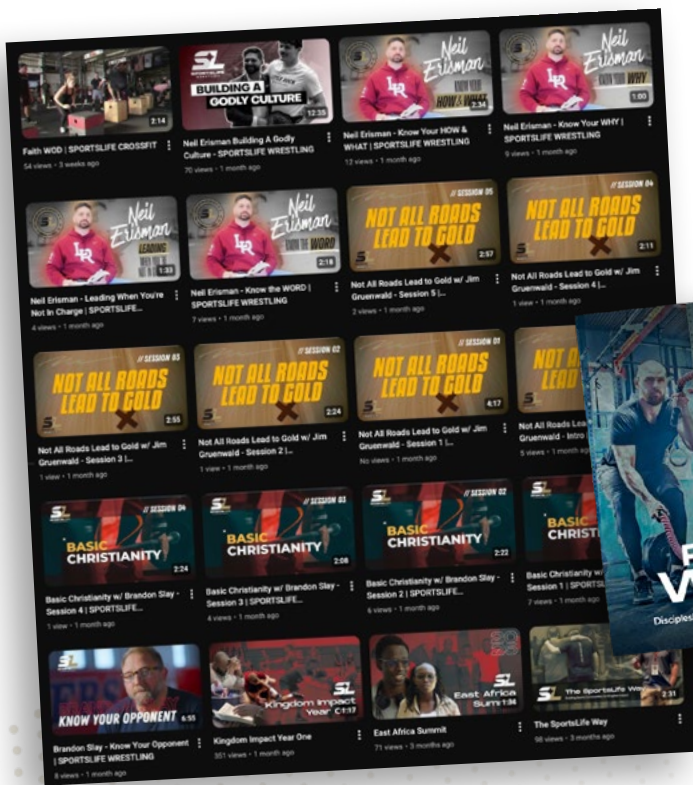
STRATEGY

RESOURCES

Resources are in-hand and online materials designed to help sports leaders grow spiritually and lead others effectively. They are available both physically and digitally. Every resource is written from a competitive mindset and built for leadership and discipleship. Most resources are sport-specific so they speak directly to the language, culture, and environment of each sport.

Typical Resources include:

- Bible Reading Plans
- Devotionals
- Podcasts
- Spiritual Formation Books
- Sports Bibles
- Study Videos



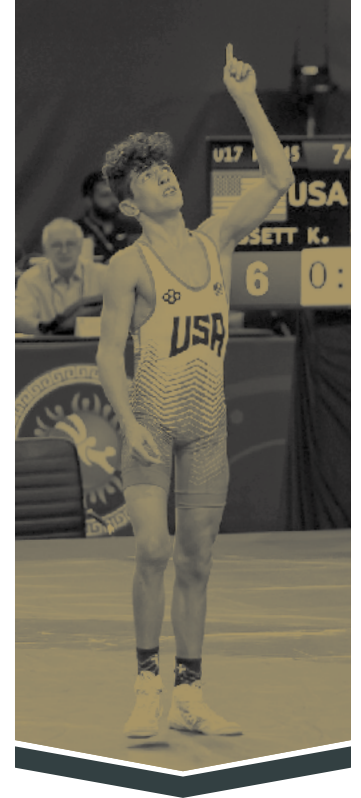
STRATEGY

EVENTS

Events are in-person gatherings and virtual experiences designed to inspire spiritual growth, strengthen leadership, and activate community. They create shared moments where sports leaders are equipped, challenged, and mobilized for Kingdom impact. Each event is built to deliver practical leadership development, spiritual formation, and transformational experiences that move individuals and teams toward greater unity, purpose, and performance.

Typical Events include:

- Camps
- Challenges
- Clinics
- Competitions
- Conferences
- Masterminds
- Outreaches
- Retreats
- Tournaments



METHODS

♦ As sports leaders experience our training, resources, and events, they become fully equipped to execute our discipleship process: model Christ-like character, mentor others in Christ, and multiply Kingdom impact. And, they will have the tools to start LifeGroups in their sport communities. Discipleship is all about relationships.



MODEL > Christ-like Character

Live it before you give it.

Discipleship starts with example. People follow what they see more than what they hear. As leaders, our life is the first sermon, and integrity is our loudest megaphone. Leaders live the life they call others to live—on and off the field—so they can see Christ in action.

MENTOR > Others in Christ

Walk next to, not ahead.

Discipleship requires intentional relationship. Leaders invest time, wisdom, and encouragement into others—coaching them in both skill and spirit. Mentoring isn't just telling someone what to do; it's walking beside them through life's challenges, pointing them to Christ, and sharpening them for His mission.

MULTIPLY > Kingdom Impact

Make disciple-makers, not just followers.

The goal of discipleship is multiplication, not maintenance. We equip disciples to go and do the same, expanding the Kingdom beyond our personal reach. Every leader is called to raise other leaders, so the mission of Jesus spreads exponentially throughout sport communities.



WHERE
WE DO IT

WRESTLING

- ◆ SportsLife Wrestling was our first sport and continues to lead the way as our example of effectively reaching sport communities. We are positioned to equip wrestling leaders, coaches, and athletes to love deeply, live abundantly, and lead courageously.

By investing spiritually in leaders, the ministry transforms wrestling communities into places where character development flourishes and spiritual formation thrives through leadership excellence and personal growth.

RESOURCES

- 15,000 Wrestling New Testament Bibles
- 3 six-week video Bible studies
- 500 Faith on the Mat devotionals created and printed

CHAPLAINS

- Official Chaplaincy for USA Wrestling World and Olympic Teams
- U17, U20, U23, Senior, Women, and Greco
- World Team Training Camps
- Training sport leaders to lead LifeGroups (Bible studies)

EVENTS

- NCAA D1 National Wrestling Champions Breakfast
- NWCA Leadership Academy
- NWCA National Coaches Convention Champions Breakfast
- 5 SportsLife Wrestling Camps
- Tyrant Wrestling Partnership

KINGDOM IMPACT 2026

- 30 LifeGroups (currently 18)
- 6 full-time staff (currently 4)
- Impact 1000+ in 2026
- Advance international ministry

GOALS FOR 2027

- Distribute 2,500 Wrestling New Testament Bibles
- Increase social media presence
- Grow international ministry
- Create 4–6-week Bible studies
- Increase Certified SportsLife Leaders



Kerry McCoy
Executive Director and
Head Coach of the Lehigh
Valley Wrestling Club

- 2x Olympian
- 2x NCAA Champion
- World Silver Medalist

“ In the past, I always wanted to be in control. When I competed, it was me versus my opponent. As a coach, I strive to ensure that I do everything possible to prepare my athletes to perform their best. I had a similar attitude toward my faith; I trusted but still wanted to do things ‘my way.’ No matter what the results were, I always felt a little empty. So, I decided to stop trying to do it my way and to give it all to God. Trusting Him has been more fulfilling, and now I am confident that He’s got me. Even if things don’t turn out the way I’d like at that moment, I know that God has a plan, and in the end, everything will be just fine.

CROSSFIT

- ◆ Faith RXD is a Gospel-centered ministry founded by Becky and Jim Conzelman in 2013 designed to serve the CrossFit community. In 2025, Faith RDX joined SportsLife Leadership to enhance its impact. The ministry provides resources, events, and Bible studies to CrossFit gyms through chapter leaders to reach athletes in the U.S. and internationally.

Using the metaphor of “RX” for prescribed workouts and a silent “D” for completed goals, Faith RXD emphasizes Christian commitment and discipline. By merging with SportsLife Leadership, it aims to rebuild and expand its chapters, increasing Gospel influence within the growing global CrossFit movement.

RESOURCES

- Created and printed 500 Faith WOD devotionals

CHAPTERS

- Train Sport Leaders in CrossFit gyms
- 30 LifeGroups (Bible studies)
- Invest in current sport leaders

EVENTS

- Wodapalooza in Miami, Florida
- CrossFit Games in San Jose, California

KINGDOM IMPACT 2026

- 50 LifeGroups (currently 30)
- 3 full-time staff (currently 1)
- Impact 500+ in 2026

GOALS FOR 2027

- Create and print 10,000 CrossFit New Testament Bibles
- Increase social media presence
- Grow international ministry
- Create more 4–6-week Bible studies
- Increase Certified SportsLife Leaders



FAITH RXD

a ministry of
SportsLife Leadership



Jen Shelby
CrossFit Gym
Owner - Texas

- RXD Chapter Leader



We’ve been hosting Faith RXD chapter meetings at Community Fitness Granbury for about 10 years. I love how it brings together people from all different backgrounds. Some individuals show up for the faith aspect and end up getting a great workout too! Others come for the workout and end up hearing about Jesus. It’s a win-win! Faith RXD bridges the gap between faith and fitness and has helped me become bolder in sharing my faith in a secular world!

JIU-JITSU

- ◆ SportsLife Leadership is expanding into various sports communities with a new jiu-jitsu ministry. Launched in Athens, Greece, through a partnership with Alliance Jiu-Jitsu owner David Said, the initiative began with a three-day camp. Approximately 100 participants engaged in elite jiu-jitsu training led by CHECKMAT owner Leo Viera and UFC fighter Nate Marquardt, blending athletic training, leadership development, and spiritual growth.

The ministry focuses on personal connection and spiritual development alongside athletic excellence. SportsLife aims to cultivate local leaders who spread the Gospel within Greece's jiu-jitsu community and beyond. The ministry is also growing in countries like Portugal and Brazil, with plans for future camps and ongoing Bible studies.

RESOURCES

- 500 Faith Training devotionals created and printed
 - English
 - Brazilian Portuguese

EVENTS

- European IBJJF Championships in Portugal
- Greece Summer Camp and leader training
- BJF World Championships in Las Vegas
- USA Summer Camp

KINGDOM IMPACT 2026

- 10 LifeGroups (currently 3)
- 3 full-time staff (currently 1)
- Impact 1000+ in 2026

GOALS FOR 2027

- Distribute Jitsu Faith Training devotional
- Increase social media presence
- Grow international ministry
- Create 4–6-week Bible studies
- Increase Certified SportsLife Leaders



David Said

Head instructor of
Alliance Jiu Jitsu - Athens

- Jiu-Jitsu Nationals Gold Medalist
- European Championships Silver Medalist
- Field Leader, SportsLife Leadership



God wants to impact every area of society. Sports are our focus, and we want to infuse the life of Christ into this realm. We aim to encourage pastors to step outside the church and reach the lost through sports. Matthew 28 has never made more sense to me than it does now.”



WHO WE ARE

Y
O
O
M
E
A
D



DAN BRITTON
President/CEO
SportsLife Leadership
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816-365-3963

Dan Britton is a speaker, writer, coach, and trainer whose life mission is to help people pursue their passion. After 34 years serving with the Fellowship of Christian Athletes and spearheading the ministry's global expansion from one country to over 100, he founded SportsLife Leadership which combines his three passions: Jesus, Sports, and Leadership.

Dan played professional lacrosse with the Baltimore Thunder, earning a spot on the All-Star team, and he was nominated by his teammates for both the Service and Unsung Hero awards. He has written nine books, and he is a sought-after speaker for companies, nonprofits, sports teams, schools, and churches. He is passionate about lacrosse, fishing, pickleball, disc golf, and running—he's finished numerous marathons including the Boston Marathon twice. Dan and his wife Dawn reside in Overland Park, Kansas, and they have three married children and four grandchildren.



SILAS MULLIS
Chief Operating Officer
silas@sportslifeleadership.com
678-456-2774

Silas Mullis is an operations and logistics specialist in the global sports development industry. He has traveled extensively for over 20 years to consult and provide assistance to international organizations in training staff and developing their local programs, structures, and systems. During those years Silas worked with the Fellowship of Christian Athletes and Operation Mobilization.

He has lived in Asia, Europe, South America, and North America. Silas speaks fluent Romanian and English along with moderate-to-fluent Spanish. He is eager to learn and add new foreign language words to his daily vocabulary as he enjoys connecting with diverse peoples. Silas has learned that engaging with people in their heart language creates instant connection and shows genuine respect. This fuels his passion to work with multi-cultural teams to develop leaders to soar to their potential.

Silas is a sports enthusiast and enjoys running in the morning. He and his wife Mihaela reside in Lee's Summit, Missouri, with their four children.



JIMMY PAGE
Chief Leadership Officer
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970-413-3007

Jimmy has over 30 years of executive-level strategic, organizational, and operational leadership experience. He is the creator of Be Unstoppable Elite Performance and founder of the Unstoppable Freedom Alliance. A freedom warrior, health & wellness expert, Spartan athlete, and podcaster, Jimmy has devoted his career to developing healthy leaders and elite human performance, training over 100,000 leaders worldwide.

He has served on his church's teaching team and led men's ministry for over 20 years, while serving as an Executive with the Fellowship of Christian Athletes for 17 years. An in-demand speaker on leadership, culture, and human performance, Jimmy has engaged with organizations including the NFL, NCAA, NASCAR, US Naval Academy, Intel, State Farm, and countless others.

Jimmy is an author of best-selling books including *One Word*, *One Word for Kids*, *True Competitor*, and *Called to Greatness*. A husband and proud father of four, Jimmy and his wife Ivelisse founded Believe Big, a cancer foundation following her cancer recovery. His mission is to inspire people to live the unstoppable life, unleashing supernatural purpose, power, and performance. Jimmy and Ivelisse enjoy life in Colorado.



CARL PERRY
Chief Sports Officer
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Wrestling transformed Carl Perry's life on and off the mat. For the past 13 years, he has served the wrestling community, helping individuals grow in their relationship with Jesus. Through SportsLife, he coaches influential leaders, aiming to infuse life into sport, one leader at a time.

Carl was the FCA Wrestling Director from 2011 to 2024. His coaching experience includes roles at the University of Illinois as Associate Head Coach (2009-2011) and Assistant Coach (2002-2008), along with a season at Yorkville High School (2001-2002).

A 2001 graduate of the University of Illinois with a degree in Sports Management, he earned a master's in organizational leadership from Lincoln Christian University in 2008. His wrestling credentials include being a 2000 NCAA Division 1 Champion and a two-time All-American, finishing his high school career as Virginia's all-time winningest wrestler.

Carl married his wife Jamie in 2001, and they have two children: Breanna and Bryce.



MARK ELLIS
Field Director, Wrestling Operations
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Mark has served the sports and wrestling community since 2017. Prior to SportsLife Leadership, Mark helped reach the wrestling community through programs, online resources, and teachings. Mark is always eager to find ways to serve and encourage individuals and couples in their daily lives.

Mark graduated from the University of Missouri where he was a two-time All-American and National Champion wrestler. Mark was also a college coach for five years.

Mark enjoys early mornings and slow evenings on the farm with his wife Nicole and his four daughters.



STEVEN JUDE
Field Director, Sports Operations
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 859-361-8235

Steven is a former KY wrestler, who finished his career as a two-time finalist and a three-time placer. He played college football at Campbellsville University, where he graduated in 1994. After volunteering and being full-time staff with FCA and FCA Wrestling since 2007, Steve is now the Director of Field Operations for SportsLife Wrestling. God has given him a passion and desire to see leaders in the wrestling community world-wide transformed by the good news of Jesus and continue to grow in their walk with Him. Steve and his wife Michelle live in Winchester, KY and have four children.



FRANKLIN LUGENBEEL
Director, Design & Support
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 816-853-1237

Franklin is fueled by a passion for excellence and guided by the mantra, “God don’t make no junk, so neither do I.” He has been a dedicated professional in the printing and graphic design industry since 1989, helping clients deliver products that make a meaningful impact.

After more than 33 years in print and advertising—including serving as graphics director and printshop manager at a local church—Franklin felt called to full-time freelance work in January 2022. Following God’s guidance, he focused on building strong relationships with his clients. In August 2024, he joined the SportsLife Leadership team, providing creative and design direction to support kingdom impact and help those spreading the gospel worldwide.

Outside of work, Franklin enjoys home improvement projects, cruising, and—above all—celebrating Christmas.

He lives in Raytown, MO with his high school sweetheart and wife, Michelle. Together, they have three grown children and a grandson, now spread across the United States.



ALI MALAEKEH
Director, Partnerships
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 949-292-1768

Ali Malaekheh brings nearly 50 years of experience in athletics as a player and coach. For the past decade, he has focused on collegiate mentorship, serving as a chaplain, mental performance coach, and leadership developer across various institutions. His mission is to help coaches and athletes blend faith with athletic excellence and personal growth.

As the author of VERITAS, Ali frequently speaks to athletic programs, offering practical tools to help leaders grow in faith, character, clarity, and conviction. In his role at SportsLife Leadership, he fosters relationships with schools and organizations, facilitating world-class, Christ-centered training and coaching.

Ali holds a USSF A license and is the head coach of the So Cal Eagles in the Women’s Premier Soccer League. Above all, he values his family, expressing gratitude for his wife Karen and their children. His simple prayer is to inspire others through sports to discover their true purpose and live fulfilling lives rooted in faith.



MIKE McDONALD
Executive Director, FAITH RXD
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With nearly three decades of experience, Mike McDonald has dedicated his career to building stronger organizations and empowering individuals through growth and transformation. His diverse background spans national security, ministry, and property management, with a focus on creating clarity and enhancing organizations.

Mike holds a bachelor's in political science from the University of Connecticut and a Master of Divinity in Leadership from Liberty University. He began in security services, eventually becoming President & CEO of Paramount Security, Inc., where he led significant restructuring and expanded operations nationwide.

Transitioning to ministry, Mike served as Pastor at Vox Church and Operations Pastor at Colonial Church STA. Recently, he was Chief Operations Officer for Integrity Rise Management LLC, overseeing \$2 billion in assets, and now leads Lifted Consulting Group, specializing in strategy.

Active in Windsor, Connecticut, Mike serves on various boards and the town council. A disciplined leader and 12-year CrossFitter, he lives in St. Augustine, Florida, with his wife Kelli, their two children, and three grandchildren.



BRANDON SLAY
Executive Director, Wrestling
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 469-767-7636

Brandon Slay is an Olympic Gold Medalist, coach, leader, and mentor with a deep passion for evangelism and discipleship. Born in Amarillo, Texas, his wrestling career culminated in a Gold medal in Freestyle Wrestling at the 2000 Sydney Olympics. He graduated from the University of Pennsylvania and Wharton School of Business with a dual degree in Finance and Entrepreneurial Management. At UPenn, he was a two-time NCAA Finalist, All-American, and two-time Team Captain.

After his competitive career, Brandon served as Head Resident Coach at the Olympic Training Center and National Development Coach at USA Wrestling, coaching 29 world medalists and 10 world champions. In 2016, he became Executive Director and Head Coach of the Pennsylvania Regional Training Center, fostering a culture of faith, effort, resilience, and service. Under his leadership, he coached two World Champions and seven National Champions.

Brandon and his wife, Tina, are proud parents of four children—Sydney, Charlotte, Savannah, and Sawyer—and are planting roots in Northwest Arkansas.



TINA SNOVER
Director, Training
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 540-908-7081

Tina is a joyful coach, speaker, teacher, radio announcer, and organizational leader with a lifelong passion for sports, particularly soccer with over 25 years of leadership experience. She founded the Western Colorado FCA Soccer Club in 2019, where they continue to disciple young women in both soccer and their identity in Christ. A former All-Conference collegiate player and member of the 1998 USL-2 W-League Lady Charlotte Eagles, Tina has also coached, played, and refereed soccer for over 40 years and holds a National USYSA D Coaching License.

With two decades of ministry experience through FCA, Tina is known for building strong teams, fostering joyful and purpose-driven cultures, and helping others discover and grow their gifts. Her calling is to make disciples, bring joy, and lead with conviction for God's glory.

Tina has been married to David Snover since 2002 and is the proud mom of daughters Brenae and Lizzie. She enjoys life in Western Colorado along with pickleball, group fitness, comedians, concerts, reading, and game nights with loved ones.



MARK STEPHENS
Executive Director, Leadership Coaching
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 301-801-0722

Mark is a leadership coach, trainer, speaker, and author who uses his God-given talents to build sports leaders worldwide, aiming for the Gospel to reach every coach and competitor. After two decades of volunteer work with FCA and nearly 20 years on staff with Fellowship of Christian Athletes, he is excited to join SportsLife Leadership, aligning his passions with its mission.

Mark's grandpa name is Coach, reflecting his commitment to helping family and global sports leaders through a coaching approach to life. He holds a Leadership Coaching certification from the International Coaching Federation (ICF) and is a certified trainer for the Jon Gordon Company. Mark coached high school wrestling for 20 years and then spent 15 years coaching his four daughters in lacrosse, soccer, golf, and volleyball. In 2019, he was inducted into the Bowie High School Wrestling Hall of Fame.

Mark and his wife, Rhonda, live in Panama City Beach, Florida, with their four daughters, two sons-in-law, and two grandsons.



WYNN MICHALAK
Field Director, Wrestling
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910-605-1188

Wynn Michalak grew up in Caro, MI, where he excelled in multiple sports before focusing on wrestling and football in high school. A two-time wrestling state champion and two-time All-State quarterback at Caro High School, Wynn went on to wrestle at Central Michigan University, becoming a three-time All-American and NCAA Runner-Up. After college, he trained through two Olympic cycles, achieving multiple top finishes at the U.S. Open, including a National Championship in 2015, and was ranked in the top 10 globally in 2013.

Wynn began his coaching career as a graduate assistant at CMU from 2009-2010. He then lived and trained at the Olympic and Paralympic Training Center in Colorado Spring for two years. He then became the volunteer assistant at the University of Illinois (2012-2016) while continuing to compete. He later served as an assistant coach at Michigan State University (2016-2020) before becoming the Associate Head Wrestling Coach at Campbell University in 2020. Through his 14 years of coaching, he helped coach 12 All-Americans including 2 NCAA Champions.

In 2024, Wynn stepped away from coaching to focus on serving others and spending more time with his wife Jessica, their two children, Brenley and Wynn Jr., and their dog, Oakley.

“God has given me a passion for leadership and sports. I am looking forward to sharing how God is moving with SportsLife Wrestling.”

MEET THE WHOLE TEAM



sportslifeleadership.com/staff





JUD MARTIN, M.D. (Chair)
Volunteer
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 308-631-9300

Jud has lived his entire life in Nebraska, where he was both raised and educated. He is a board-certified ophthalmologist and graduated from the Nebraska College of Medicine. After completing his residency in ophthalmology at the University of Nebraska, he furthered his education in retinal disease and surgery at Ohio State University. Jud generously volunteers his services for several international missions, including ORBIS, a nonprofit flying eye hospital that provides state-of-the-art care to remote areas around the world. He is married to Susan Litz, and together they have two children and five grandchildren who live in Nebraska and Texas. Jud has been retired from practicing medicine for over 40 years, while Sue is a retired registered nurse. Both enjoy serving their community, engaging in outdoor activities, traveling, and golfing.



RON DOMANICO (Treasurer)
Financial Consultant
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 404-210-0555

Ron is a seasoned financial expert with significant board experience, known for driving highly profitable liquidity events and successfully raising both debt and equity capital. With 32 years of experience as a CFO in both public and private sectors, Ron has a proven track record of strategic transformation and value creation. As a second-generation American from Italian immigrants, he holds a bachelor's in management science from the University of Illinois and a BS in Management Science. Throughout his career, Ron has received several accolades, including CFO of the Year awards from the Atlanta Journal Constitution, the CFO Roundtable, and the University of Illinois. Additionally, he has been honored with induction into the National Wrestling Hall of Fame for his lifelong contributions as a coach, referee, and advocate. Ron has been happily married to Melody for 45 years, and together they have four children and nine grandchildren with #10 on the way!



DAN BRITTON
President/CEO
SportsLife Leadership
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Dan Britton is a speaker, writer, coach, and trainer whose life mission is to help people pursue their passion. After 34 years serving with the Fellowship of Christian Athletes and spearheading the ministry's global expansion from one country to over 100, he founded SportsLife Leadership which combines his three passions: Jesus, Sports, and Leadership.

Dan played professional lacrosse with the Baltimore Thunder, earning a spot on the All-Star team, and he was nominated by his teammates for both the Service and Unsung Hero awards. He has written nine books, and he is a sought-after speaker for companies, nonprofits, sports teams, schools, and churches. He is passionate about lacrosse, fishing, pickleball, disc golf, and running—he's finished numerous marathons including the Boston Marathon twice. Dan and his wife Dawn reside in Overland Park, Kansas, and they have three married children and two grandchildren.



DAWN BRITTON (Secretary)
Department Manager
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Born and raised in the Washington, D.C. Metropolitan area, Dawn began her career with the federal government after high school, working for the Federal Bureau of Investigation and the U.S. Department of Agriculture for 11 years. After nine years of dating, she married her high school sweetheart, Dan, and supported him as he developed the FCA ministry in Northern Virginia. While raising their three children, they relocated to Kansas City in 2002 when Dan was called to serve at the FCA Support Center. Now living in Overland Park, Kansas, she has become actively involved in the community, contributing to the FCA ministry and promoting the local growth of lacrosse. For 15 years, Dawn managed a local high school lacrosse team, building relationships and connecting with high school girls and their families. In her free time, she enjoys reading, spending time with family and friends, and caring for her grandchildren.



DAVE BRITTON
Vice President
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Dave was born in San Antonio, Texas, and has spent the last 40 years living in Northern Virginia. He earned a master's degree in computer engineering from George Mason University. Celebrating 38 years of marriage, he is a proud father of three and a grandfather to two granddaughters, with a grandson on the way. As the third employee at Trident Systems, Dave successfully led his Cyber Product business unit during its acquisition by Owl Cyber Defense four years ago. In his free time, he loves to spend time with his granddaughters, tackle home improvement projects, and fix things around the house.



JACK EPPS, J.D.
Partner
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Jack has spent his entire life in Kansas City and is a partner at Foulston Law Firm. He earned his Bachelors and Master of bachelor's and master's of business administration while playing football for the Wildcats and after three years bouncing around the NFL with the Kansas City Chiefs and Tampa Bay Buccaneers, Jack went back to school and earned his Juris Doctor from the University of Kansas. Now, Jack has over 32 years of experience in helping clients in Kansas City, across the U.S., and internationally, achieve success in their real estate and business deals (including buying, selling, financing, leasing, etc.), and serves on several boards. Jack and his wife, Haley, one of Kansas City's top residential and commercial real estate agents/brokers, have two daughters: Giana, an actress in London, and Talia, a marketing professional with Burns & McDonnell. Jack and Haley enjoy watching the Kansas City and K-State sports, and they love activities at or near the water in St. Pete Beach, Florida, and Lake Winnebago, Missouri.



CARLTON GARBORG
President/CEO
BroadStreet Publishing
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Carlton Garborg was born in Puerto Rico as a missionary kid and lived there for six years before permanently moving to Minnesota in 1975. Growing up in the publishing business, he is part of the third generation of Garborgs dedicated to selling Christian books. With 31 years of experience in faith-based publishing and the Christian gift industry, Carlton founded BroadStreet Publishing Group in the Twin Cities in 2014. The company publishes over 100 titles each year, including high-end gift products, Bibles, leadership books, and Christian living titles, as well as separate imprints for children's and Spanish books. Among its notable projects are The Passion Translation of the Bible and The Chosen devotionals and novels. BroadStreet sells more than five million books annually, primarily in the general market, fulfilling its mission to share God's truth with the world in irresistibly creative ways. In his spare time, Carlton enjoys playing golf and cherishes moments with family and friends. Most importantly, he takes his dog for a walk every day, even when the temperature drops to 20 degrees below zero.



JON GORDON
CEO & Founder
Jon Gordon Companies
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904-514-2722

Jon was raised in a Jewish-Italian family on Long Island, New York. He played lacrosse at Cornell University and earned a master's degree in teaching from Emory University. Married for 28 years, he has two adult children. After a quest for truth in his twenties, he found faith in Christ. Today, he is a highly influential author and speaker on leadership, having written 31 books, including 17 bestsellers and five for children. His training and consulting company is dedicated to fostering positive leadership, organizations, and teams. In his free time, he enjoys daily prayer walks and playing pickleball and tennis.



JEFF KNAPP
 EVP Sales
 Columbia OCS and TCA adidas
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Jeff hails from Denver, Colorado, but has called Overland Park, Kansas, home for the past 27 years. He has been happily married to Debbie Hickok Knapp for 37 years, and together they have three daughters who are thriving in their careers in Kansas City. Their youngest, Annie Knapp Bible, tied the knot last year. Jeff began his professional journey at Hallmark Cards, where he spent 11 years before transitioning into the apparel and sports licensing sector. He currently serves as the EVP of Sales for Columbia Sportswear OCS and TCA adidas, both of which hold licensing agreements with major brands Columbia and Adidas. In his free time, Jeff enjoys visiting family and traveling, and he is also quite competitive on the pickleball court.



CRAIG R. MILLER
 Regional Director
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 816-550-0065

Craig was born in Detroit but grew up in Kansas City and San Antonio, ultimately deciding to make Kansas City his home after returning from his service in the U.S. Navy. He and his wife, Shelly, reside in Olathe, Kansas, where they have eight children, ranging from 23 years old to 11-year-old twins. Their eldest welcomed their first grandchild, a baby girl, in September 2024. With a career spanning over 25 years in financial services, Craig has established himself as one of the nation's top mortgage bankers. Together, Craig, Shelly, and their children have enjoyed participating in a diverse array of sports, including boxing, martial arts, baseball, football, basketball, and competitive dance.



ZACH MEYER
 Program Director
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 859-512-6059

Zach was born in 1984 and grew up in Bloomington, Illinois. After transferring colleges, he graduated from the University of Kentucky in 2008. He has been married to his wife, Kelly, for five years, and together they have two children. Zach moved to Arizona from Kentucky in 2014, where he met Kelly at the gym in 2015, and they have been a couple ever since. He has built a career in the financial services industry since graduating, holding various roles at firms like Northwestern, JPM Chase, Wells Fargo, and currently Osaic Wealth. An adventure enthusiast, Zach enjoys hiking, dirt biking, snowboarding, and traveling with family and friends.



DIANA MYERS
 Founder & President
 Gifts of Grace Ministry
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 949-413-3158

In 1979, Diana established AdVentures Group, Inc., a comprehensive advertising and marketing consulting firm dedicated to transforming small businesses into successful, large enterprises. With a master's degree in communications focused on advertising and marketing, Diana has a proven history of elevating small organizations to significant industry players. For the next decade, she was the principal at The Emmaus Group, where she provided consulting services to both national and international companies. In 1996, Diana felt a divine calling to shift her career towards a mission of helping Christians uncover and embrace their unique purposes and gifts from God. This led to the creation of the Gifts of Grace Ministry, aimed at assisting churches and Christian organizations in aligning individuals with service roles that reflect their God-given design. She developed the "Spiritual Fingerprint" assessment tool to help people gain insights into their spiritual DNA. Diana and her husband Hardy reside in Chandler, Arizona, where they raise their five children and enjoy three grandchildren. They share a passion for sports, hiking, traveling, and serving God.



JAMES NELLIS II
CEO
The Nellis Group
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 703-930-0655

James Nellis II is a third-generation realtor who grew up in Northern Virginia. He attended Immanuel Christian School in Springfield, Virginia, and Paul VI High School in Fairfax, Virginia. James graduated from Carson-Newman College in Jefferson City, Tennessee, where he double majored in psychology and religion. Throughout his career, James has received numerous national and regional awards for his client service, including recognition as one of the Top 100 Realtors for both Re/Max USA and Keller Williams USA. An avid sports enthusiast, James grew up playing tennis and continues to enjoy singles and doubles matches. He is also a dedicated volleyball player, participating in two leagues. Beyond sports, James has a passion for travel, always seeking new adventures across the country and around the world. James is married to Jessica, and they are excitedly expecting their first child.



JASON PUNZEL
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Jason Punzel has served as a Senior Managing Director and Partner at Senior Living Investment Brokerage, Inc. since 2013, based in Chicago. Before this role, he was a Partner and Co-Founder at White Cap Real Estate from 2001 to 2013. He holds a B.S. degree, cum laude, in Managerial Economics and Finance from Cornell University, where he also participated in the Wrestling Team and the Cornell Tradition Honors Program. Residing in St. Charles, IL, Jason has been married to his wife, Becky, for 28 years, and they have three adult children. His daughters, Annabel and Chloe, are attending Elmhurst College and Clemson University, respectively. Their son, Jackson, was an All-American wrestler at Wheaton College and currently serves as the Head Wrestling Coach at Benet Academy.



DR. ESTHER PEDERSEN, DDS
CEO and Founder
Love To Smile Dentistry and
Hideaway Wellness & Aesthetics
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Esther is the owner of multiple practices dedicated to delivering exceptional dental care, wellness, and aesthetics. Born in Bangalore, India, and raised in Nebraska, she is a proud Cornhusker who earned her dental degree from the University of Nebraska Medical Center. In 2011, she moved to Kansas City to establish her practices. In addition to her office locations, Esther operates a mobile dental studio, the first of its kind in the Midwest! A passionate entrepreneur, lifelong learner, and woman of faith, she is driven by a desire to help people achieve their best health so they can fully embrace the purposes God has for them. As a proud mom of three grown children, one of whom is married, Esther enjoys spending her free time on the golf course, outdoors soaking up the sun, or cooking something special—for her dog.



TED VAN BEUREN
CEO & Founder
United Sports
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 610-329-6415

Born and raised in Pennsylvania, Ted graduated from UNC-Chapel Hill. He has been married for 46 years and a brother in Christ since 1981. After meeting his wife in college, they raised three children together and he started two companies in cellular technology and mergers & acquisitions. Ted then embarked on building a unique indoor-outdoor sports complex in the Philadelphia market. Twenty-five years later, United Sports has welcomed over 20 million visitors, focusing on tournaments, leagues, and camps in six primary sports. He enjoys spending time with family and friends, traveling, and embracing adventure. As a hiker, hunter, fisherman, and skier, he finds God's beauty in every experience.



JIM WYLAND
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Jim Wyland is the founder of WealthStone Family Office, Inc., where he has dedicated over 50 years to his passion for guiding remarkable entrepreneurs as their business and wealth consultant. A graduate with honors in accounting and finance from The Ohio State University, Jim is also a Charter Financial Consultant. He resides in Florida but splits his time among a beach condominium in Naples, an Amish-style post and beam house on ten wooded acres in Powell, Ohio, and a mountain home in Keystone Ranch, Colorado. Jim is the proud father of four sons, who live across the country, and he has four grandsons, making for a lineage of nine Wyland boys! In his free time, he enjoys golfing and taking walks along the beach to meet his daily step goals.

JOIN THE TEAM!

Are you ready to make a difference? SportsLife Leadership invites you to transform sports communities through faith and leadership development. Whether you're an athlete, coach, or sports leader, there are three powerful ways to engage in this mission for Kingdom impact.

By joining our team, you'll invest your time, influence, and skills to drive real life-change. Your involvement amplifies the impact, building relationships and multiplying resources.

◆ PRAY

Become a Prayer Warrior! Commit to regular intercession for our ministry. Your prayers are the spiritual backbone that transforms lives and sports communities.

◆ SERVE

Be the Change! Work directly with athletes, coaches, and leaders, modeling servant leadership. Whether you volunteer, coach, mentor, or support events, countless opportunities await you. Be the hands and feet of our mission, creating spaces for leaders to grow in faith and character.

◆ GIVE

Fuel the Mission! Your financial support extends our reach, providing essential resources and training. Your generosity directly funds our life-changing work around the world.

Join us today! Your action can spark transformation in sports communities everywhere. Are you in?



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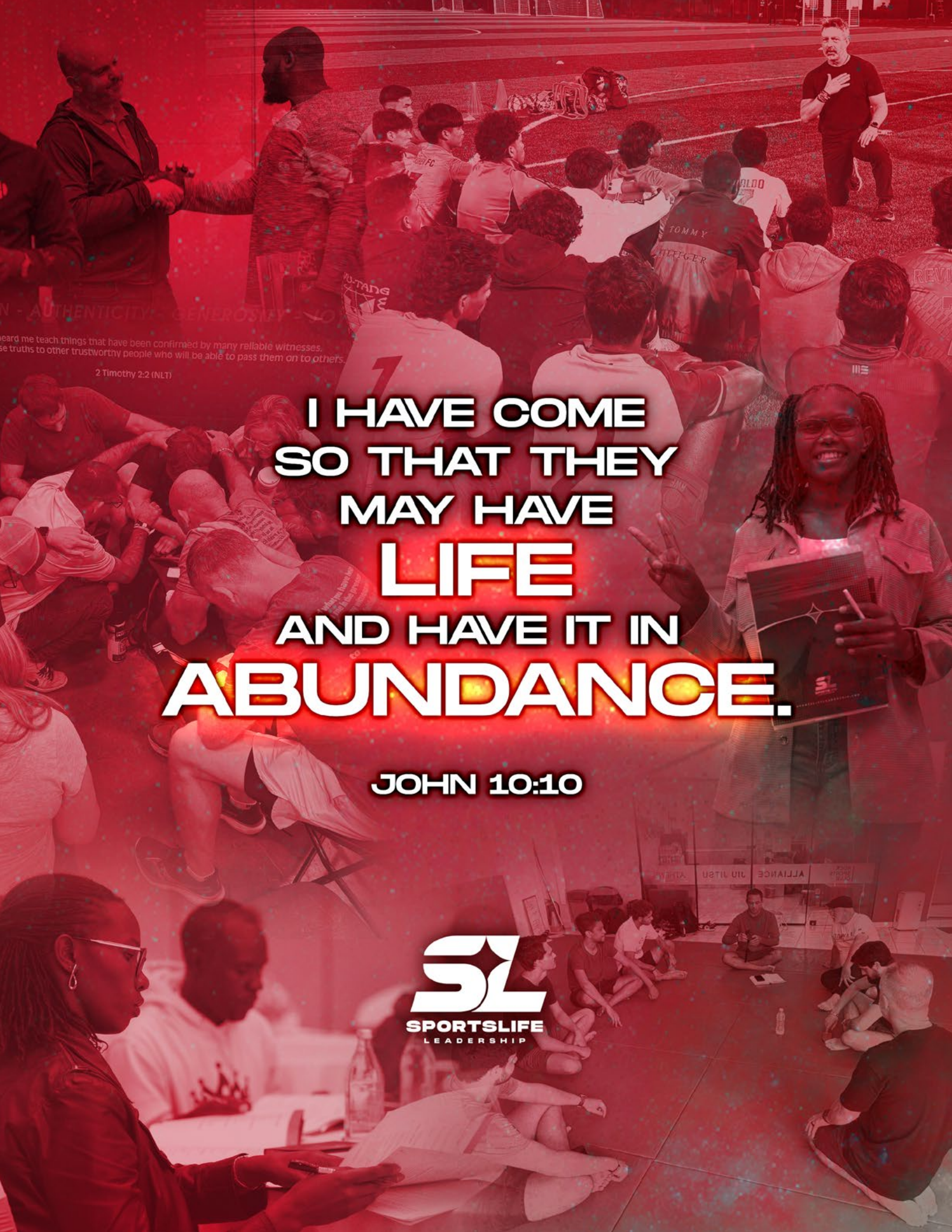
...N - AUTHENTICITY - GENEROSITY - JO

...heard me teach things that have been confirmed by many reliable witnesses.
...se truths to other trustworthy people who will be able to pass them on to others.

2 Timothy 2:2 (NLT)

**I HAVE COME
SO THAT THEY
MAY HAVE
LIFE
AND HAVE IT IN
ABUNDANCE.**

JOHN 10:10



INFUSING
LIFE
INTO SPORTS



SPORTSLIFELEADERSHIP.COM

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