



The Heart of Coaches Outreach

by Butch Smith
President

Change is inevitable in this fallen world. Knowing Jesus and growing in intimacy with Him is a beautiful change we hope to stimulate in all who are so faithfully involved in Coaches Outreach. With change comes new opportunities and hope as well. Our Fall Coaches Bible Study entitled, ***God's Champion: David's Triumphs and Tragedies***, considers the life of this powerful and imperfect leader. We all like winners, but before he was a winner in public, David's own family missed and questioned his greatness. God didn't, because he looked beyond age, appearance, and even expectation, into David's heart, a heart after God's. With our God, there is always great hope and opportunity for positive change.

Man rejected David, "*But the Lord said to Samuel, 'Do not look on his appearance or on the height of his stature, because I have rejected him. For the Lord sees not as man sees: man looks on the outward appearance, but the Lord looks on the heart.'*" (1 Samuel 16:7, ESV). Isn't that exciting? God knew and saw David's heart to obey Him. That never changed, even though David often got knocked down by sin, as our study honestly shares.

There have been some changes at Coaches Outreach, but the heart of our ministry remains the same. God has called us to do a powerful, exciting ministry to coaches and their spouses that ultimately impacts student-athletes with the gospel and God's

Word. You see, the heart, passion, and essence of what God called Tommy Maxwell to start is still exactly the same.

It is an honor to be the new President of Coaches Outreach. Following a visionary founder like Tommy Maxwell is not easy, but was made easier by the fact that Coaches Outreach is a simple, gospel-centered ministry, with an effective staff and faithful supporters like you; people who are passionate about showing God's love and teaching God's Word to coaches and their spouses. We are privileged to work together in a ministry driven by God's heart for people to know and live for Him.

Following Tommy is also made easier by the fact that Tommy is doing well. He is filling his time with his grandchildren, going on vacation to Colorado, and even going to the UCLA game with other Aggies, where, again, he got to stay with Janice and spend time with family. In a recent radio interview, he talked about being the "grandfather" of the ministry too, giving help, support, and wise counsel. His passion for the ministry is a gift as he continues to cast the vision and share the Coaches Outreach story every chance he gets. What a blessing he is to us and so many throughout this nation!

Coaches Outreach is still passionate about biblical discipleship, helping everyone involved to grow in intimacy with a God who changes hearts. Coaches matter because sports are an

integral part of our culture. We are devoted to and passionate about helping them know God's Word and having great marriages. What an honor it is to meet so many who are not only successful coaches, but also passionate about our Bible Studies and Marriage Retreats. God has given us great favor.

With that said, we still have challenges as a small ministry. One is that many people, even in Texas, know little or nothing about what God is doing through Coaches Outreach. We have developed a simple plan to change that. It involves you! How? Please share the story of Coaches Outreach. In this Point After, you will be reminded about the impact of our Marriage Retreats, The Reach, and the way God uses Field Reps to start new Bible Studies. Start with others you know; tell your friends, family, business associates who love Jesus and have been impacted by coaches and sports. Many of them would love to be a part of Coaches Outreach in some way, so please share the ministry with them on social media and at church.

Then, think about your talents or skills, extra time to pray, volunteer, or even sharing unexpected financial gains you have enjoyed this year. As you read further, you will see clearly



Summer Marriage Retreat Update

The 2017 Summer Marriage Retreat Season is in the books! The retreats were held in five locations this summer – at the Marriott Grand National in Opelika, AL; T Bar M Resort in New Braunfels, TX; Hilton Garden Inn in Granbury, TX; The Chancellor Hotel in Fayetteville, AR and DeGray Lake Resort in Bismarck, AR. Over 260 couples from 13 states enjoyed an amazing time of fellowship, teaching, praise and worship.

As a direct result of this special weekend, 21 new coaches' Bible Studies have already started this fall and over 100 coaches' wives signed up to be a part of The Reach (see Anne Ryon's article). Coaching couples left the retreat knowing that Coaches Outreach is not about a single "event". We are about building relationships and sharing life together. From the coaching couples and staff, a very special thank you to all of the donors that made these incredible weekends possible. We are with them 365 days a year. Below are some quotes from those who attended:

"One of the best things we have done as a couple. Very important ministry to coaches and their wives."

"Thank you! It is very obvious that the Board and Staff have a true love for coaches and their spouses and work tirelessly to rejuvenate and restore us before we go back to the mission field! Saved, strong, and healthy marriages are needed more and more every year!"

"Blessed to have been able to attend. Might save my marriage."

"Thank you, Coaches Outreach, for another amazing weekend. It's unbelievable what God will tell you when you slow down & listen."



ROBERT IRION
*Director of
Information and
Planning*





"This was a great thing for me and my wife. I truly feel this will have a great impact on our marriage and am looking forward to coming back. I was a little skeptical about coming, just because I didn't know how intimate it would be. It exceeded my expectations. One thing that was very beneficial

was the personal videos that were shown on the first night that were explaining what to expect. That was really good information. Thank you for all you do for coaching around the country."

"This weekend does so much for my soul. Fellow coaches & spouses encouraging each other and diving deep into God's word. Encouragement, love, laughter, new friendships, and lots of good food!"

"This weekend was much needed for our marriage. It was nice to be around others who understand your lifestyle and struggle with the same things. It was refreshing for my husband and I, and definitely what we needed to refocus our attention and prioritize each other in our busy life. Thank you for providing a weekend like this for us. It meant a lot to me...more than I can say in the words I have written."



"Loved the weekend. It's funny how Coaches Outreach has evolved from us needing to hear encouragement when we were first starting out and very young in our marriage. To now, where we are the veteran couple that is encouraging the younger couples and we still receive encouragement through the younger coaches and their wives. We love Coaches Outreach and this ministry. Thank you for all the organizing and planning and preparation that goes into the weekend. It was wonderful!"



"Love the ministry and what God is doing with the leadership and the staff of CO. This ministry is true to the Bible and God's plan and heart toward marriage."

"Coaches Outreach has been great for my marriage and in all aspects of my life. We will attend the Marriage Retreat until my coaching days are over! Thanks and God Bless!"



Experiencing and Expressing a Heart for God

I've been waiting for two years for our coaches to do this study! That's how long it's been since I read the first draft of Dr. Bob Chisholm's very personal and encouraging study entitled, *God's Champion*. It covers David's experiences with God (1 Samuel) and his expressions toward God related to those experiences (selected Psalms). Like so many students of the Word, I've been a big fan of David ever since, as a child, I learned of his bold victory over Goliath. Our current study in *1 Samuel* and *Psalms* excites me because, like David, I'll never forget the moment when my heart needed to understand my experience in order to express my soul before the Lord.

The Spirit of God had convicted me that my walk with Christ had drifted. Not quickly, into open rebellion, but very slowly, away from the treasured and consistent intimacy that once so clearly and powerfully marked my life. As I knelt in prayer, a portion of his Word came back to my soul, so perfectly expressing my spiritual experience. I simply *had* to read the entire passage out loud.

So I turned to the letter to the

Ephesians. No, not the one that Paul wrote while in prison. I needed to read the one that Jesus himself dictated to the very same church, roughly 40 years after Paul's letter. Here's the key part that expressed my experience:

I know your works as well as your labor and steadfast endurance, and that you cannot tolerate evil. You have even put to the test those who refer to themselves as apostles (but are not), and have discovered that they are false. I am also aware that you have persisted steadfastly, endured much for the sake of my name, and have not grown weary. But I have this against you: You have departed from your first love. (Revelation 2:2-4)

Ouch! Christ's powerful and accurate diagnosis cut through my broken heart, moving me to tears. Thankfully, the passage continues with an equally powerful remedy (2:5) which I joyfully applied. At that time, I needed to understand my experi-

ence, express it, and recover from it. That short letter met that need.

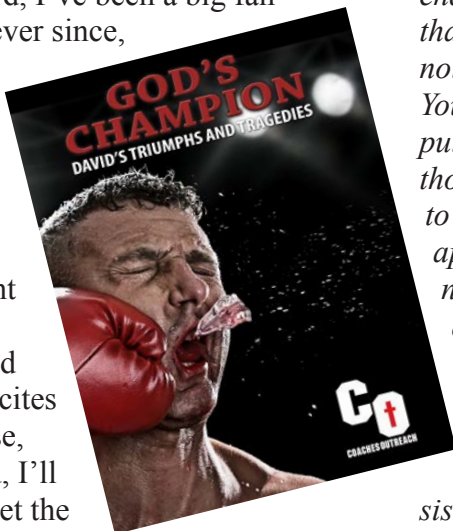
Similarly, my prayer for *God's Champion* is that God would use it to teach us two things. 1) How to *experience* life as God desires. 2) How to *express* our heart to our Father with the level of candor and vulnerability that he also desires. In short, I pray it will help all of us connect our daily *experience* with God to our personal *expression* toward him.

We'll see a tender-hearted, teenage warrior engaged with God and confident in combat. We'll also see a spiritually-calloused murderer and adulterer express his brokenness and heartfelt repentance before the Lord. We'll see a sobbing father, mourning over the death of a wayward and rebellious son, express his sorrow before his heavenly Father. We'll also see a joyful father, delighting in the future of a wise and wealthy son, express his gratitude just as passionately.

Through it all, we'll learn that *God's Champion* doesn't spend most of his (or her) time in photo shoots or parades. He gets hit. Sometimes he gets his clock cleaned. But he stays in the ring and fights back in the strength of the Lord, whose mercy endures forever!



MARK CHALEMIN
Director of Education



The Heart of *The Reach*

While pondering “The Heart of *The Reach*,” I took a moment to reflect on the function of our physical heart. Although I am certainly not a scientist, nor a biblical theologian, I knew the basics. This vital organ, essential to living, has two upper and two lower chambers. The upper chambers receive incoming blood, while the lower chambers pump blood out to the body. Considering this physical beating heart, revealed the spiritual mission of *The Reach*: to intentionally connect coaches’ wives while filtering everyday life through the word of God.

Like the heart’s *upper* chambers, a coach’s wife is constantly receiving. Most importantly, our coaches’ wives need to receive salvation through faith in Jesus Christ. Mixed in with her faith, she continually receives a large variety of experiences in her life. Every day, she collects both healthy and destructive scenarios. These need to be sifted through the word of God to nurture and mature her. This perpetual receiving develops her into Christ’s image through God’s workmanship as he develops her role.

Simultaneously, like the heart’s *lower* chambers, pumping blood outward to the body, life flows out of a coach’s wife. She improves health, gives strength, fights infections, and heals injuries. While speaking of her own experiences, a coach’s wife provides wis-

dom and insight. As she applies God’s word, she provides oxygen to the minds and hearts of others.

King David offers us a prescription for a healthy heart, “*Create in me a new heart, O God, and renew a right spirit within me*” (Psalm 51:10). David recognized his prior sin with Bathsheba became a clogged artery, collecting many other sins. Throughout this Psalm, David pleads with God to cleanse this vital organ. He asks God to repair his heart’s decay and corruption, and then provide him a renewed spirit to establish his effectiveness for God’s calling on his life.

How about you, dear coach’s wife? Would you consider humbly asking the Lord to cleanse your heart to revive others? Would you like to intentionally connect with a small group of coaches’ wives, while developing genuine friendships, filtered through God’s word? If your heart beats in rhythm with this movement, please email me at anne@coachesoutreach.org or find “The Reach” on social media.

Fall 2015: 50 DFW Wives

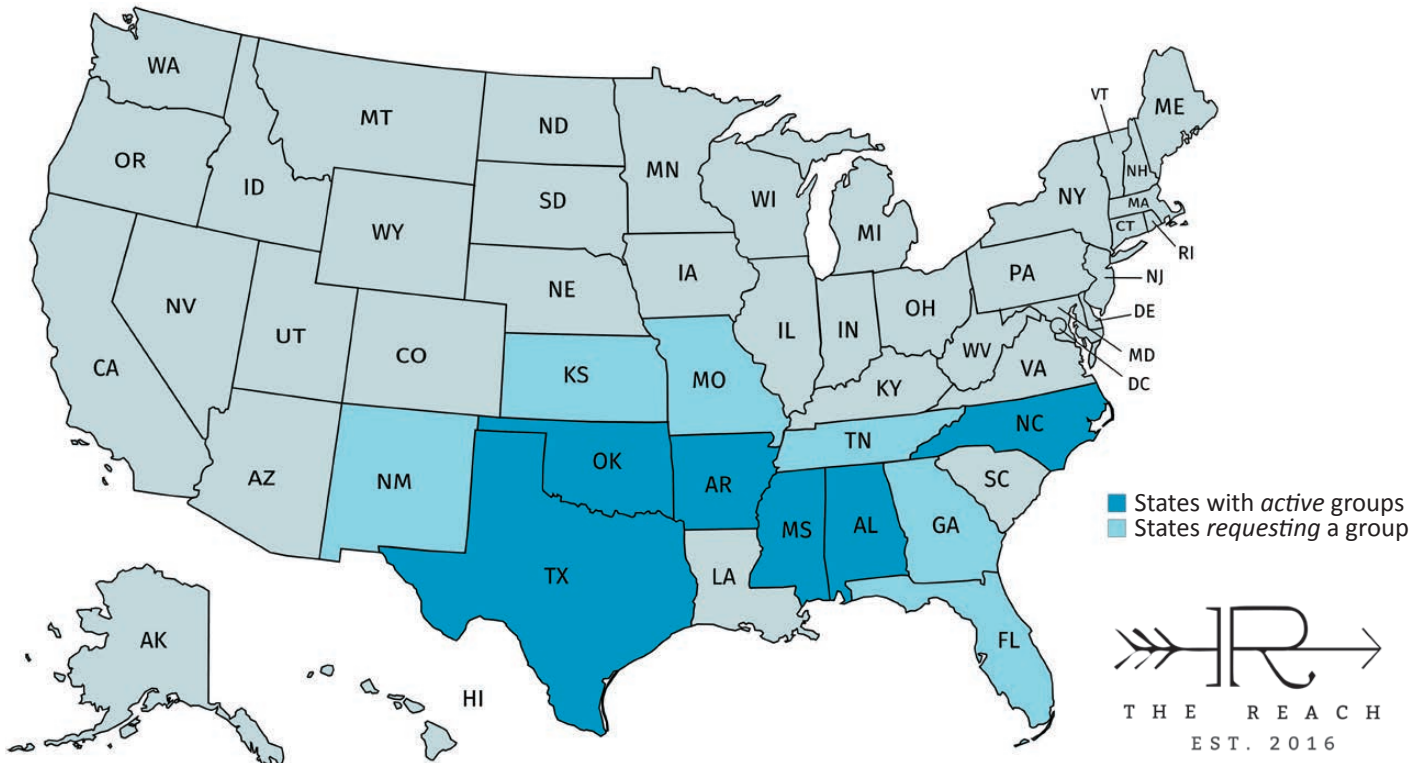
Fall 2016: 279 Wives across Texas

Fall 2017: 525 Wives across the nation



ANNE RYON

*Director of
Women's Ministry*



The Heart of a Field Rep

Coaches Outreach is growing! The greatest human factor in that growth is our 19 Field Reps serving throughout the country. God has blessed us with some very faithful men—retired coaches—who have felt the call to serve coaches and Lay Leaders. These active agents exemplify the heart of our ministry while advancing our mission. Many of them have been involved with the ministry for many years and have witnessed God’s amazing work in the lives of hundreds of coaches first hand.

The mission of a Coaches Outreach Field Rep is to: 1) Start up Bible Studies and 2) Intentionally build relationships with coaches in their areas. Their role is designed to meet the spiritual needs of coaches. They do this by looking for men in their communities who have a desire to facilitate a CO Bible study with those coaches and establish long-lasting relationships with them. A Field Rep shepherds studies ranging from a handful of schools to 50-plus schools. These faithful men have seen 45% growth in this area over the last 5 years. What difference does it make to have a Field Rep on the ground in a new area? Let me share one personal story.

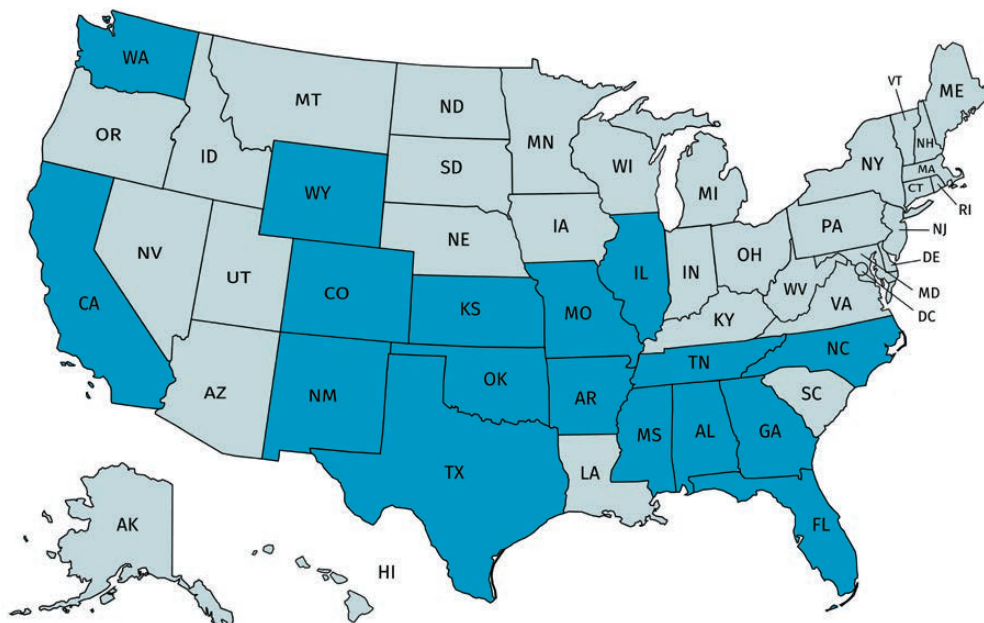
In the fall of 2016, retired Arkansas high school coach, Don Phillips, started serving our ministry as a Field Rep for the state. Prior to the fall of 2016, we had 6 studies in that state. Due to his stellar reputation among the coaches in Razorback Country and a great work ethic, the Lord has increased our studies in the fall of 2017 to 41 and growing. We’re grateful for Don as he continues to serve the coaches and Lay Leaders and expand Coaches Outreach in Arkansas.



MIKE BREEDEN
Director of Central Outreach

We still find it true, like in Jesus’ day, that the multitudes were ready enough to welcome the good news; the difficulty was to meet the pressing demand of the time factor for the life of a coach. The harvest, the grain—ready for reaping—was plentiful, but the laborers are few. We need laborers! We are always looking for amazing volunteers who can facilitate Bible studies with coaches!

550 Studies



in 17 states

how to pray and a list of needs and opportunities for you to give your time, talents, and even treasures to help further the message and ministry of Coaches Outreach.

As David's life shows us, life on earth as a man after God's own heart is not easy. David did not live a perfect life, yet, he allowed God to use the experiences of his life—even his failures and sin—to perfect and humble him. He ultimately wanted to obey God, to be God's man. It is such great news that God makes his champions from imperfect people like David—people like you and me.

Enjoy and consider what you read and see on these pages. New opportunities await you! As you read the articles from our leadership team, enjoy learning the heart, passion, and essence of each aspect of what we do to join God in what He has called us to do as a ministry. Rejoice with us in that passion! You are an important part of all this, already, so we are simply asking you to prayerfully consider how you can further join Him through your faithful prayers, service and giving so that even more coaches and their spouses will be helped impact lives for Jesus Christ throughout this nation. That is our same heart, our devoted passion even amid change!

Praying and changing with you for God's glory,

Butch

VOLUNTEER OPPORTUNITIES AVAILABLE

If you have skills or abilities in any of these areas, or you know someone who might be willing to donate their time and talent, please contact our office to see how you might be able to serve Coaches Outreach.

Phone: 214-654-0042

Email: info@coachesoutreach.org

- Data entry (in office)
- Phone calls (can be done offsite) –
Contact Lay Leaders in your area to help us keep up to date information
- Office network assistance – Help keep us running
- Microsoft Access programming
- Database migration to Cloud
- Graphics Design – Website & Marketing materials
- Social Media experts
- Prayer Team
- Lay Leaders
- Retired coaches

For the Refrigerator

Let's pray continually for our coastal coaching families, schools and others who have been and are still being impacted by the hurricanes, floods and tornados. Pray for God's favor in the recovery.

October

- Bible studies
 - Pray the David Bible study challenges and encourages the hearts of all our coaches.
- Coaches
 - Pray for the safety of all students participating in athletic events this school year.
- Marriages
 - Pray that the Lord keeps their marriages strong during this busy time of the year.
 - Pray *The Reach* impacts coaches' wives in a powerful, lasting way.

November

- Bible study leaders
 - Pray for those leading Bible studies, that they would be an encouragement to their coaches and that the Lord would bless them for their service. Also, pray that the Lord will continue to bring new leaders to Coaches Outreach. Those who will understand our mission and want to get involved somehow with the ministry, whether through leading a study or becoming an area Field Rep.
- Bible studies
 - Continue to pray for our fall Bible studies.
 - Pray for strength and boldness for coaches as they impact thousands of youth in the name of Jesus Christ.

December

- End-of-year funds
 - Pray that the Lord will bring in the necessary funds for all upcoming events, such as the spring Bible studies and the 2018 Summer Marriage Retreats.
- Bible studies
 - Pray that the Bible studies will finish strong and the coaches and Lay Leaders will grow closer to the Lord as a result.

January

- Pray for our Celebrating Coaches Banquet
- Bible studies
 - Pray for the spring Bible study starting and for the Holy Spirit to work in coaches' lives as they work through the new study.

February

- Lay Leaders
 - Pray for the men and women leading Coaches Outreach Bible studies across the United States. Ask God to bless their service and help give them the right words to facilitate the studies each week.

March

- Summer Marriage Retreat
 - Pray that registration for the Marriage Retreat goes smoothly.
 - Pray that at-risk couples hear about the conferences and are led to sign up to attend.

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Charles Kreger

David and Ashley Hall

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In Memory of...

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Karl and Julie Apfel

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Cory and Kyla Lynch

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Kathy Cavalier

Dave Smith

Judy Smith



THANK YOU!