



COACH JOE BURTON

Joe Burton of Omaha, NE, has transformed Omaha into more than just a place he resides; he's made it his cherished home, a place of personal investment and ownership. Born and raised in Nebraska, Joe grew up surrounded by both parents and two younger siblings, learning early on the values of role modeling, strong work ethic, and keeping his faith and love for people at the forefront of his life.

Graduating from Millard West High School, Joe faced adversity head-on, alongside the challenges of his fellow COVID-era seniors. Undeterred, Joe used this adversity as a springboard to explore various interests aligned with his passions and values. Although college presented its own unique hurdles, Joe was no stranger to overcoming obstacles. His athletic background prepared him well for navigating life's challenges.

While Joe's athletic dreams were cut short due to medical reasons, he embarked on a journey at South Dakota State, contributing as a student coach. Later, Joe transitioned to online studies at Grand Canyon University (GCU), earning a degree in Sports Management. At GCU, Joe immersed himself in the evolving field of NIL (Name, Image, Likeness), working closely with standout athletes from the University of Kentucky football team. This experience provided Joe with invaluable insights into high-level college athletics.

In addition to his sports pursuits, Joe served as a youth pastor intern, demonstrating leadership across various age groups within his community. From mentoring middle and high school students to leading groups of young adults and seasoned leaders, Joe's commitment to service extended beyond the field into organizations like Youth for Christ, FCA, and Heart Heroes. Here, Joe's grit, determination, and work ethic from his athletic days translated into wins off the field, fostering growth and positive impact within his community. Joe is also a licensed chaplain, furthering his ability to provide spiritual guidance and support.

Now, Joe embarks on a new chapter, mentoring the next generation of athletes to become not just elite players but exemplary leaders. He believes that true success on the field starts with cultivating a winning mindset. Joe is excited to empower young athletes to embody character, grit, integrity, and confidence, guiding them to victory both on and off the field.