

Auth Speak - Lance Easley

## **Stand Tall: Make The Right Call**

A bank vice president moonlighting as an NFL referee makes a Monday Night Football game-deciding call that would be known as the worst call in NFL History. To some, the call was controversial; to others, it was worth threatening Lance Easley's life. Whether you're defending a controversial call on the Today Show, or making difficult decisions at work, how can we be prepared to make the right call?

Growing up in Southern California, Lance "the Bronco" Easley was an athlete who excelled across the board. An injury led to Lance's sports career and Marine Corps service quickly halting. But throughout Lance's many ventures, he continued to shine and thrive with his "win mentality."

Lance Easley shares the story of dealing with infamy. His awe-inspiring talk is built on principles of preparation, handling crises, and reeling reactions. When you have to defend your call will you fold under pressure or hold a strong foundation?

Learner Objectives:

- Acknowledging Crisis
- Reel Your Reactions
- Hold A Strong Foundation

## **Quick Bio**

Lance Easley was born in Southern California, one of two kids, raised by parents who were college professors and introduced to sports at an early age. Known by my nickname "Bronco," he excelled in football, basketball, baseball, and golf. Due to several foot surgeries, his athletic career and military career were quickly halted. While attending UCLA, he began his officiating career.

Lance's early career includes several accolades in various business roles. Some of the external highlights of his early career include the starting of his loving family.

The NFL recruited Lance during the 2012 officiating lockout, which led to the infamous controversial call on Monday Night Football. The outcry blasted through the media while Lance endured death and bomb threats. He shared my story on major media outlets, including the Today Show, NFL Today, and Print.

Following the media campaign, Lance was recognized as a public speaker. The requests for the "Fail Mary" story rolled in, with inquiries about surviving such a media bomb. Accompanying his public speaking journey, he authored the book, "Making the Call/Living with your Decisions." His speaking career was extended as the officiating expert guest on Fox Sports College Game Day.

After a short hiatus from speaking due to significant health issues, including a bout with cancer, Lance is again speaking full-time. With family, friends, and church support, Lance continues a vibrant life as a grandfather and golfer.



We all have to make controversial decisions in our lives, mine happened on Monday night football watched by millions of people as an NFL official. How do you deal with the calls in your life? Thank God I was prepared for what happened that night and what happened afterwards. My message shows you how to create the mindset to handle the difficult decisions and have inner peace with a strong foundation

When crisis and chaos come, are you prepared with the right mindset?

Are you ready for the 8 seconds in your life to make the right decisions?

Making Calls and living with the decisions from a strong foundation and mindset.

Learner Objectives:

- See the crisis
- Sift your reactions to it
- Stand with a strong foundation and mindset.

The A to B = C:

- A) On Monday Night Football I made a Call that shook the world.
- B) The chaos that followed was overwhelming and life threatening.
- C) A strong foundation and mindset led me to peaceful resolution.

Unique New York:

Growing up as the son of a Coach and Educator, I was intensely involved in sports until my health failed my dreams of becoming a professional athlete. I turned to officiating and was successful enough to be selected by the NFL as a replacement official which led me to make one of the most controversial calls in Sports History. The outcry that followed, including death threats and being the butt of every late night comedian's jokes, created an intense, chaotic and overwhelming atmosphere. Turning to the foundation and mindset I had learned from mentors and experience, I was able to remain calm and not affected. My unique message has helped others to evaluate and be prepared for crisis and chaos that will eventually come knocking on their doors. The feedback I have received from those who have had a mindset shift from my message encourages me to continue sharing and making a difference.

Born in Southern California, one of two siblings, raised by parents who were college professors and introduced to sports at an early age. Known by my nickname "Bronco", I excelled in football, basketball, baseball and golf. Due to several foot surgeries my athletic career was cut short and even cut my military career short in the Marine Corps. While attending Ucla I began my officiating career. I was also the campus rep for the Miller brewing company earning the president's award twice.

Post college-after a brief career as an actor I went on to work as a swimming pool designer, got married and had my son. Then moved to the central coast of California as the regional manager for family

entertainment network. As they went out of business, I worked for several different companies while continuing my officiating career as an advocate, while also coaching college football for 8 years. NFL and speaking-I was recruited by the NFL during the 2012 officiating lockout which led to me making a famous controversial call on Monday Night Football. The outcry went throughout all the media while I endured death threats and bomb threats. I was asked by major media outlets to share my story, including the Today Show, NFL Today and print. Next came the requests for Speaking about how I endured and survived this major life event, known as the "Fail Mary". As I started speaking I became an author of "Making the Call/Living with your Decisions".

I also was the officiating expert guesting on Fox Sports College Game Day while doing hundreds of radio interviews and talk shows. After a short hiatus from speaking due to major health issues, including a bout with cancer, I'm back speaking full time with the support of my family, friends and Church. I'm currently married, a proud grandfather, love sports, playing golf, spending time with my family and pets while living in Gallatin Tennessee.