

Be East #family

In the Spring of 2017, the South Lyon East Football Coaching Staff was making their final plans for the upcoming season. In one of several meetings leading up to the football season, the coaches dedicated their time to discuss the team's motto and vision for the year. During one particular meeting emerged the concept and phrase, "Be East". The football community created a blueprint for what they felt



would best represent South Lyon EAST High School. The football program focused on four key cultural characteristics; engagement, accountability, selflessness, and toughness. This new "Be East" identity and team motto has been further embraced by the Athletic Department and the school as a whole. This began a new era of athletics and leadership at EAST.

Principal Fisher, Athletic Director Michaels, and the Lakes Valley Athletic Conference have further signified this new beginning. Karen Fisher took the helm as Principal, following the retirement of Principal, Dr. Dave Phillips. Greg Michaels, replaced former Athletic Director Adam



Beutel, Together these two have lead the school in its first year as a member of the Lakes Valley Conference.

East started the 2017 school year in the unique position of having new leadership, a new athletic conference, and a sense of " new beginnings".



This has presented a unique opportunity for South Lyon East Administration to capture the energy and bring forward the concept of "Be East" to the entire South Lyon East School Community.



"Be East" also carries "#family" to exemplify our schools commitment to create a sense of community for all members of South Lyon East High School. This commitment has helped drive the vision for building culture in every facet of Teaching & Learning, Arts, Athletics and our Community. "#family" is symbolic in the way we strive to teach our students the core values of integrity, honesty, and respect. (See video - **Origination of Be East**) [BE EAST VIDEO](#) Be East #family can carry any message and/or meaning for those individuals who are a part of South Lyon East High School Community.



The administration at East is very proud of its school, and building culture. Be East epitomizes the positive aspects of our students, staff, and community. It embodies the very essence of our school.



The origination and now history of Be East #family will carry our school's vision and culture for years to come! **"Be East #family"**

GM - 2017