

Southwestern Christian College

Office of the President



FOR IMMEDIATE RELEASE

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SOUTHWESTERN NAMES NEW ATHLETIC DIRECTOR

Terrell, Texas—He is a blend of education and energy, fiercely devoted to developing the brains and bodies of young men and women under his tutelage. Coach Kendrick Bryson has been named new Athletic Director for Southwestern Christian College and began his official duties in late March.

Bryson attended high school in Amarillo. After winning scholarships to play basketball for Howard College, Bryson graduated from West Texas A&M University and began a coaching career shortly after. Whether he was leading a pro basketball men’s team (Rockwall 7ers), or working as owner of Elite Individual Skills Program, to help some of the top players in the NBA, WNBA, and others, reach their potential, Coach Bryson has left an indelible mark.

“We are thrilled to have him here with us,” Dr. Seamster said, “and hope the city of Terrell and all of our supporters in Kaufman County and beyond will welcome Coach Bryson as their new neighbor and our new Athletic Director at Southwestern.”

Bryson, who has nearly 15-years-experience, is a man of faith, a man grounded by family. Happily married to wife, Katie, they have three children: Knox, Kopelynn, and Kannon.

