



FOR IMMEDIATE RELEASE

Date: November 25, 2025

Contact: Taryn Retzlaff

NSAA Phone: 402-489-0386

LINCOLN, NE — The Nebraska School Activities Association is proud to recognize Mr. Bill Kechely of Lincoln East High School as this week's Above and Beyond Award nominee. A fixture in Spartan athletics for over five decades, Mr. Kechely's service to students, coaches, and the school community is nothing short of extraordinary.



Bill's connection to Lincoln East began in 1973 when he student-taught at the school. He joined Lincoln Public Schools officially in 1975, began coaching football as a volunteer shortly after, and was hired as a paid coach in 1977. Since then, he has served as a football and baseball coach, event supervisor, score table operator, and lifelong mentor to generations of athletes and coaches alike.

Even after retiring from LPS in 2020 during the COVID pandemic, Bill's commitment didn't waver. He returned immediately as a volunteer football coach and remained actively involved in nearly every facet of East athletics—supervising baseball games and tournaments, working the basketball scorer's table, and stepping in wherever he's needed. For Bill, it's never been about titles or recognition—it's about showing up for kids and helping programs thrive.

He has been a steady and supportive presence for decades, serving as a mentor not just to student-athletes, but also to new and veteran coaches. His wisdom, humility, and perspective have made a lasting impression on many—

including those who never coached directly alongside him. He has a way of guiding others with calm confidence, offering insight that's grounded in experience and shaped by genuine care.

Perhaps one of the most powerful examples of his dedication came this past year, as Bill faced personal health issues and underwent treatment. Even throughout his treatments, he never stepped back from his responsibilities. He showed up—on the sidelines, at the scorer's table, at every opportunity—to continue doing the great work he's known for. His strength and consistency in the face of adversity have inspired those around him and are a testament to his unwavering character.

Bill Kechely is more than a coach or a volunteer—he is a Spartan institution. He is respected by his coaching family and beloved by his school community. He embodies humility, integrity, and a servant heart.

The NSAA is honored to recognize Mr. Bill Kechely for going above and beyond—and for giving generations of students the best of himself, year after year.

The NSAA's Above and Beyond Program is designed to recognize the hidden gems of communities across Nebraska. [Click here to nominate someone today!](#)