Blueprint to Bluechip™

Press Kit

The Athlete Character Standard. **We measure what matters most.**

MEDIA CONTACT

info@blueprintbluechip.com
blueprintbluechip.com

INSIDE

About Blueprint · Fact sheet · Co-founders · Talking points · Quotes & appearances · Speaker one-sheet

ABOUT BLUEPRINT

Character is the standard. Performance is the proof.

SHORT DESCRIPTION · 100 WORDS

> Blueprint to Bluechip is The Athlete Character Standard. Co-founded by Erin Sarles and Thomas Roe, the company helps athletes, teams and families build the character, habits and physical foundation that coaches recruit and life rewards. Its work rests on the CADI Framework™ (Character Over Clout, Accountability Over Excuses, Discipline Over Motivation, Integrity Over Image) and is measured by the Blueprint Score™, a 40-item composite assessment of athlete character. Programs include Blueprint Foundation™, a 365-day training and mindset program; live camps, combines and team testing; and Locker Room Standard™ for schools and athletic departments.

For directories, event programs and introductions

LONG DESCRIPTION · 300 WORDS

Blueprint to Bluechip was built on a simple conviction: an athlete's worth is never determined by a scoreboard, a scholarship or a ranking. Co-founder and CEO Erin Sarles started the company after watching what her own children faced in youth sports: the pressure, the noise, and the message that a highlight reel is a person. She joined forces with co-founder Thomas Roe, a performance specialist with more than 25 years in sports performance, rehab and recovery, to create a standard that develops the whole athlete.

Today Blueprint positions itself as The Athlete Character Standard. Its foundation is the CADI Framework™: Character Over Clout, Accountability Over Excuses, Discipline Over Motivation and Integrity Over Image. Its measure is the Blueprint Score™, a 40-item composite assessment that gives athletes, coaches and families a clear picture of character, not just talent.

Blueprint is character-first and performance-proven. Blueprint Foundation™, the company's 365-day program, pairs short daily videos with weekly workouts, nutrition, sleep, recovery and injury-prevention plans, and weekly mindset work, with the CADI Framework applied across all of it. Blueprint Live Experiences bring camps, combines and team testing to schools and clubs. Locker Room Standard™ helps high school and college athletic departments build cultures that hold when the season gets hard. Erin also leads coach clinics and parent workshops.

The company produces three shows: The Standard Podcast™, Path to the Pros™ and 15 in 15. Erin and Thomas presented at the 2026 National Conference of the National High School Athletic Coaches Association (NHSACA).

Blueprint's purpose, in Erin's words, is to raise the standard of the people shaping the next generation. And its operating rule is just as clear: if it ever has to choose between profitable and right, Blueprint chooses right.

FACT SHEET

Blueprint at a glance

COMPANY	Blueprint to Bluechip, LLC (a Wyoming LLC)
FOUNDED	2024
LOCATION	Ranchester, Wyoming. Team based in Utah and Colorado; programs delivered online and on the road.
CO-FOUNDERS	Erin Sarles, Co-Founder & CEO Thomas Roe, Co-Founder, Performance Architect & Joint Longevity Specialist
POSITIONING	The Athlete Character Standard
TAGLINE	We measure what matters most.
ASSESSMENT	Blueprint Score™, a 40-item composite assessment of athlete character
PROGRAMS	**Blueprint Foundation™**: 365-day training and mindset program for athletes **Blueprint Live Experiences™**: camps, combines and team testing **Locker Room Standard™**: culture and character work for high school and college athletic departments Coach clinics and parent workshops
SHOWS	The Standard Podcast™ · Path to the Pros™ (live Thursdays, 6 p.m. MT) · 15 in 15
AUDIENCES	Athletes and families · teams and clubs · high schools · college athletic departments · coaches
ONLINE	blueprintbluechip.com · Instagram @blueprint.to.bluechip · facebook.com/blueprinttobluechip · LinkedIn: Blueprint to Bluechip · YouTube @thestandardpodcast2
MEDIA CONTACT	info@blueprintbluechip.com

Character
Over Clout

Accountability
Over Excuses

Discipline
Over Motivation

Integrity
Over Image

CO-FOUNDERS

The people behind the standard



Erin Sarles

Co-Founder & CEO

Erin Sarles is a speaker, consultant and author who challenges performance culture with one conviction: the truth of who you are has never changed. Over 15+ years she led multi-unit operations for Starbucks, 24 Hour Fitness, Athleta and Orangetheory Fitness, overseeing up to 15 locations and $13M+ in sales and earning Athleta's Fisher Award for Outstanding Leadership.

She is the founder of Ignite.Elevate.Ascend Consulting and a Certified Professional Co-Active Coach (CPCC, ACC). She is writing a memoir, *Remembering You: A Soul's Journey Back to Truth*, and a companion book, *You Can Call Me Mom*. She lives in Utah, where she's a sports mom first.



Thomas Roe

Co-Founder · Performance Architect & Joint Longevity Specialist

Thomas Roe leads the physical training side of Blueprint across every program. He brings 25+ years in health, sports performance, physical rehab and recovery, and a clinical background in biomechanics and physical therapy.

His work centers on injury-proofing athletes: joint resilience, tendon integrity and ACL prevention. He practices what he teaches, with 55+ extreme endurance events completed, including marathons, triathlons, cross-country cycling and Spartan races.

WHY THEY BUILT IT

Erin brings the character, culture and leadership side; Thomas brings the body. Together they built Blueprint so athletes would be developed as whole people, trained hard and measured on what lasts.

FOR INTERVIEWS

Talking points

1. **Youth sports has a character problem, not a talent problem.** Coaches recruit and keep athletes who are accountable, disciplined and coachable. Most development programs train everything but that.
2. **NIL and rankings are teaching kids that their value is their market value.** Blueprint gives young athletes an identity that doesn't rise and fall with a stat line.
3. **Character can be measured.** The 40-item Blueprint Score™ gives families, coaches and programs a shared language and a baseline to grow from.
4. **Character and performance aren't separate tracks.** Blueprint Foundation™ trains strength, recovery and injury prevention alongside mindset, every week.
5. **The drive home matters.** Parents shape an athlete's identity more than any coach. Blueprint equips them with what to say, and what not to.

FOUNDER QUOTES

> **"Blueprint was created to raise the standard of the people shaping the next generation."**
>
> Erin Sarles, Co-Founder & CEO

> **"Every athlete should know their worth is never determined by a scoreboard, a scholarship or a ranking."**
>
> Erin Sarles, Co-Founder & CEO

> **"There are no shortcuts. Talent might get you noticed, but the work is what gets you ready. You have to do the work, every day, especially when nobody is watching."**
>
> Thomas Roe, Co-Founder

ORGANIZER ENDORSEMENTS

> **"Coaches and athletic directors repeatedly shared how much they appreciated the practical ideas, authentic stories, and leadership lessons."**
>
> Scott Garvis, C.M.A.A., President, National High School Athletic Coaches Association

> **"We are extremely grateful for your time and wealth of information so applicable to what is going on at the high school and collegiate level."**
>
> Matt Harris, Assistant Principal & Athletic Director, Queen Creek High School

> **"I learned so much from your team and found the information to be invaluable."**
>
> Ann Pierson, School Counselor, Queen Creek High School

APPEARANCES

NHSACA National Conference (2026): Erin Sarles and Thomas Roe, presenters · **Queen Creek School District**: Blueprint team presentation · **Educational AD Podcast**: guests · **Press coverage**: add as it comes in

ASSETS

Logos, photos and files

Everything below is in the shared press kit folder. Please use the logos as supplied and credit photos to Blueprint to Bluechip.

LOGOS

- The Built B: stacked and horizontal versions (SVG)
- Color, white and black versions
- Brand colors: Blue #3C61F6 · Orange #FF4E00 · Yellow #FFC300 · Cream #FEFFEA · Black #000000

DOCUMENTS

- This press kit (PDF)
- Erin Sarles speaker one-sheet (PDF, next page)

PHOTOS

- Headshots: Erin Sarles (2) and Thomas Roe
- Training photos (5)
- Camp photos: coming soon

SHOWS

- The Standard Podcast™
- Path to the Pros™, live Thursdays at 6 p.m. MT
- 15 in 15

Media inquiries

Interviews, guest requests, speaking and partnership inquiries. We'll reply within two business days.

info@blueprintbluechip.com
blueprintbluechip.com



Erin Sarles

SPEAKER · CONSULTANT · AUTHOR

She spent 15 years making teams perform for Starbucks, Athleta and Orangetheory. Now she tells athletes, coaches and leaders the truth about performance culture.

AUDIENCES

- Coaches & athletic directors
- Schools & districts
- Parents & youth sports clubs
- Corporate & leadership teams
- Athletes & student assemblies

FORMATS

Keynote (30–60 min) · Half- or full-day workshop · Coach & staff clinic · Parent night · Fireside chat or panel · Virtual

BOOK ERIN

erin@erinsarles.com
303.748.6956
erinsarles.com

Worth isn't earned. It's remembered.

Erin Sarles is a speaker, consultant and author who challenges performance culture with one conviction: the truth of who you are has never changed. A former multi-unit executive who led up to 15 locations and $13M+ in sales for Starbucks, 24 Hour Fitness, Athleta and Orangetheory Fitness, she is Co-Founder & CEO of Blueprint to Bluechip, founder of Ignite.Elevate.Ascend Consulting, a Certified Professional Co-Active Coach (CPCC, ACC), and a sports mom.

SIGNATURE TALKS

Worth Isn't Earned: Leading Beyond Performance Culture

Conferences · corporate · leadership events

- Why output-based identity drives burnout and turnover
- The leader as the team's weather
- Holding a high standard without holding people hostage to it

Character Over Clout

Athletes · coaches · athletic directors

- The CADI Framework™ standards in daily practice
- What coaches actually recruit for
- A locker room culture that doesn't depend on the scoreboard

You Are Not Your Stat Line

Athletes · teams · student assemblies

- Separating identity from performance
- What a bad game actually means
- A personal brand built on character, not clout, in the NIL era

Raise the Person, Not Just the Player

Parent nights · clubs · school districts

- What to say on the drive home
- The difference between support and pressure
- Loving the kid more than the outcome

PAST STAGES

NHSACA National Conference (2026)
Queen Creek School District
Corporate leadership events

PODCASTS

Guest: Educational AD Podcast
Host: The Standard Podcast™ · Path to the Pros™ · 15 in 15

WHAT ORGANIZERS SAY

> **"Coaches and athletic directors repeatedly shared how much they appreciated the practical ideas, authentic stories, and leadership lessons."**
>
> Scott Garvis, C.M.A.A. · President, National High School Athletic Coaches Association

> **"We are extremely grateful for your time and wealth of information so applicable to what is going on at the high school and collegiate level."**
>
> Matt Harris · Assistant Principal & Athletic Director, Queen Creek High School

TRAVEL
Based in Utah. Available nationwide and virtually.

AV
Wireless lavalier mic, projector with HDMI, slide clicker. Confidence monitor preferred.

FEES
Fees on request. Tailored to audience and format.