

RALPH “ROCKY” E. SNYDER III, CSCS, NSCA-CPT

Education

1990 – Bachelor of Arts in English Literature – University of Massachusetts at Amherst

Personal Bio

Rocky Snyder, an NSCA member since 1993, brings over 30 years of professional expertise as a personal trainer and human movement expert. Recognized with the 2023 NSCA Personal Trainer of the Year Award, his dedication to the industry is unwavering. Rocky is not only the author of several influential books on strength & conditioning but also serves as the host of the Zelos Podcast, which has aired for 14 seasons and garnered thousands of listeners.

Rocky has sat on advisory boards for both Northern and Southern California, providing invaluable insights. He is also a leading contributor to the Personal Trainers Development Group, enriching the professional growth of his peers.

Rocky's commitment to education extends to his role as a presenter at numerous state clinics, regional conferences, and prestigious events such as the National Conference and the Personal Trainers Conference. Through educational workshops, he empowers professionals across various fields including personal training, coaches, manual therapy, chiropractic, and physical therapy.

Moreover, Rocky has over 10 years of experience in tactical strength & conditioning, currently serving as a consultant to 7 fire stations and over 100 firefighters in Santa Cruz County. His dedication to improving the performance and well-being of these first responders underscores his commitment to community health and safety. Rocky dedicates time to mentoring numerous young personal trainers about both business and training strategies, nurturing the next generation of fitness professionals. Residing in Santa Cruz, California, Rocky finds joy in surfing and cherishes time spent with his wife and two children.

NSCA Involvement

- NSCA Personal Trainer of the Year Award recipient (2023)
- NSCA Foundation Challenge Scholarship recipient (2023)
- California (north) Advisory Board, Member (2015 – 2021)
- California (south) Advisory Board, Member (2011 – 2015)

Vision Statement

Transforming Excellence in Multi-Disciplinary Performance

With over 30 years of personal training experience and 28 years as a business owner, I find the National Strength and Conditioning Association at a pivotal moment. The landscape of fitness and performance is evolving, and our commitment must extend beyond traditional strength and conditioning to encompass Tactical Strength & Conditioning (TSAC), Sport Science, Personal Training, and Special Populations. In navigating this evolution, my vision is to maintain a unified and impactful presence across these diverse domains. Balancing growth with the risk of dilution is the

challenge we face. The expansion into TSAC, Sport Science, Personal Training, and Special Populations demands a strategic approach to maintain efficacy and prevent potential implosion. There are also key pieces of legislation that would benefit from NSCA involvement and potential endorsement, such as the PHIT Act that incentivizes physical activity, and Project 435 which gives the fitness industry a voice in Congress. It is my vision to have the NSCA leadership create a position statement regarding these two issues.

Specific Goals:

- **Equal Recognition for Certifications:** Drawing from my decades of experience, my primary goal is to ensure that certifications in TSAC, Sport Science, Personal Training, and Special Populations achieve the same recognition as the prestigious Certified Strength and Conditioning Specialist. These certifications should stand as universally acknowledged gold standards in their respective fields.
- **Member Involvement:** Leveraging my experience, I aim to empower our members actively. By fostering a sense of community, providing skill development opportunities, and amplifying the collective voice of our diverse membership, we can shape the future of each discipline.
- **Collaboration and Networking:** With an extensive network developed over decades, I envision strategic alliances and networking initiatives with other agencies, institutions, and organizations to amplify the impact of each discipline. This includes forging partnerships with armed forces, police, and fire for TSAC, medical fitness organizations and hospitals for Special Populations, collegiate and professional sports, the corporate world for Sport Science, and community colleges and universities for Personal Training.

Achieving Goals:

- **Certification Recognition:** Utilizing my business ownership experience, I propose devoting resources to promote business development, business management, and market certifications in each discipline, emphasizing their unique value propositions. Implementing comprehensive education and outreach campaigns will ensure widespread acceptance and recognition within the industry.
- **Member Empowerment Programs:** My vision involves invigorating mentorship programs, expanding educational workshops, and diversifying online platforms that empower members to contribute to the growth of their respective disciplines actively. By sharing best practices and innovative approaches, we can collectively elevate the standards in each area.
- **Strategic Collaborations:** I will actively seek collaborations with fellow board members, relevant agencies, and organizations to expand the reach of each discipline. Developing targeted initiatives to connect with armed forces, police, fire departments, medical fitness organizations, corporate entities, and institutes of higher learning will foster mutually beneficial partnerships.