



2020 NSCA COACHES CONFERENCE & LIVESTREAM



#Coaches20

CONFLICT OF INTEREST STATEMENT

I HAVE NO ACTUAL OR POTENTIAL CONFLICT OF INTEREST IN RELATION TO THIS PRESENTATION.

HOW TO BECOME A PROFESSIONAL-LEVEL STRENGTH COACH

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CINCINNATI REDS

OVERVIEW

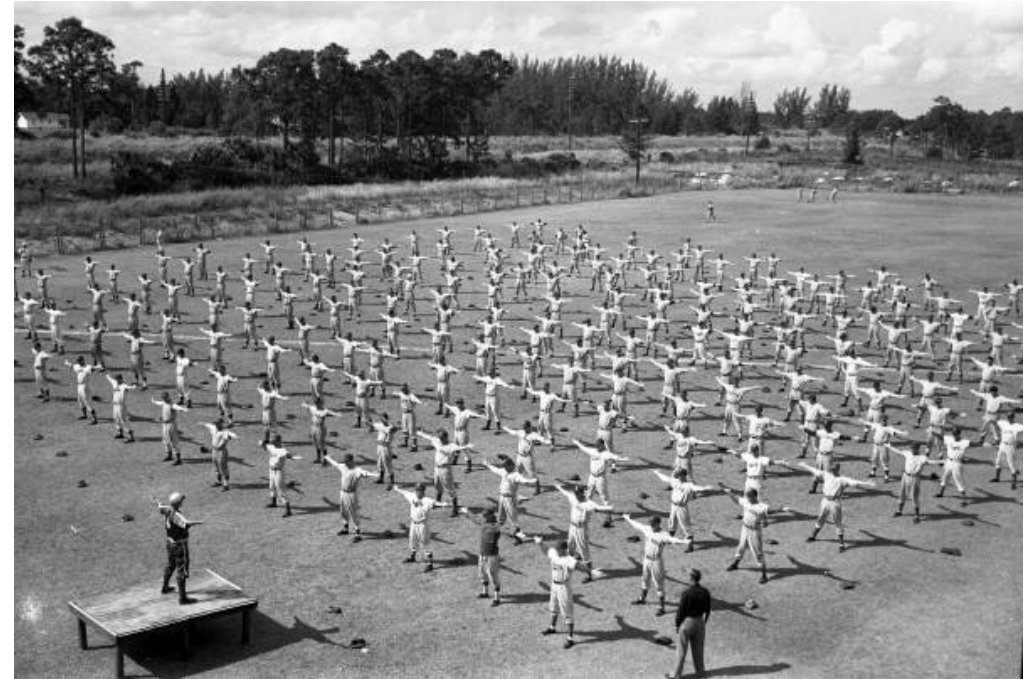
- *WHERE WE STARTED AND WHERE WE ARE NOW*
- *HOW OUR JOB MARKET HAS EVOLVED*
- *HOW OUR PROFESSIONAL DUTIES HAVE AND ARE EVOLVING*
- *NUTRITION AND SUPPLEMENT FACTORS*
- *HOW TO PREPARE YOURSELF FOR A CAREER IN BASEBALL*
- *WHAT CAN YOU EXPECT IN THIS PROFESSION*
- *WHERE TO LOOK FOR THESE OPPORTUNITIES*



HOW FAR WE'VE COME

WHERE WE STARTED

- FIRST MLB STRENGTH COACHES HIRED IN LATE 1970S
- FIRST PBSCCS MEETINGS HELD IN MID 90S



- PBSCCS MEETINGS HELD WITH MLB WINTER MEETINGS IN 2005

JOB COMPARISON THRU THE MINOR LEAGUE SYSTEMS

2010

- *OF ALL MINOR LEAGUE ORGANIZATIONS-*

- 94% Had Primary Strength and Conditioning Coaches per team in their minor league system
- 32% were full time salaried positions
- 70% received additional housing on top of salary

2019

- *OF ALL MINOR LEAGUE ORGANIZATIONS-*

- 99% Have Primary Strength and Conditioning Coaches per team in their minor league system (5% increase)
- 86% are now full time salaried positions (54% increase)
- 97% receive additional housing on top of salary (27% increase)

JOB COMPARISON CONTINUED

COMPENSATION

- MLB Average
 - 2010 - \$81,908
 - 2019 - \$121,125
 - **Increase of ~48%**
- Minor League Coordinator Average
 - 2010 - \$50,728
 - 2019 - \$68,753
 - **Increase of ~32%**
- Minor League Strength Coach Average
 - 2010 – Not enough data to provide an average number
 - 2019 - \$47,430

JOB CREATION

- MLB ASSISTANTS
- REHAB COORDINATORS
- LATIN AMERICAN COORDINATORS

CAREERS

- CONTRACTS
- BENEFITS
- COMPETITIVE PAY

WHERE WE ARE NOW

- CBA MANDATES CSCS CERTIFIED STRENGTH COACHES AT ALL LEVELS IN PROFESSIONAL BASEBALL
- CBA MANDATES RSCC CERTIFICATION FOR ALL MAJOR LEAGUE STRENGTH COACHES, MINOR LEAGUE STRENGTH AND CONDITIONING COORDINATORS, AAA, AND AA STRENGTH COACHES
- SPORTS SCIENCE POSITIONS
- FACILITY IMPROVEMENT
- NUTRITION GUIDELINES
- REGULATED SUPPLEMENTATION
- PROGRAMMING

SPORTS SCIENCE



- USE OF MULTIPLE TYPES OF TECHNOLOGIES TO PROVIDE IMMEDIATE DATA AS WELL AS DATA OVER TIME (SEASONS, YEARS)
- USE OF DATA AGGREGATION PLATFORMS TO HELP NOT ONLY GATHER INFORMATION BUT TRACK THE ATHLETE AT ANY LEVEL THEY ARE AT WITH IMMEDIATE REAL TIME INFORMATION FOR THE ON SITE COACH TO ACCESS

FACILITIES



- SPRING TRAINING FACILITIES



- DOMINICAN REPUBLIC FACILITIES



NUTRITION

- WE HAVE EVOLVED FROM STRENGTH COACHES BEING THE GO TO FOR NUTRITIONAL INFORMATION AND EDUCATION
- WE NOW HAVE A MIX OF REGISTERED DIETICIAN CONSULTANTS AND FULL TIME DIETICIANS AT BOTH THE MAJOR LEAGUE AND MINOR LEAGUE LEVELS
- EVEN THOUGH WE ARE STILL A PART OF THE NUTRITION DECISIONS IN OUR ORGANIZATIONS, WE AS AN INDUSTRY ARE STARTING TO SEE A SHIFT IN THIS AREA TO MORE OF A SPECIALIZED SPORTS DIETETICS POSITION
- THESE POSITIONS ARE SHIFTING TO MORE FULL TIME POSITIONS AT ALL LEVELS IN PROFESSIONAL BASEBALL

SUPPLEMENTATION

- STRENGTH COACHES ARE STILL REQUIRED TO OVERSEE THE SUPPLEMENTS PROVIDED TO THEIR ORGANIZATION AFFILIATES
- THESE SUPPLEMENTS ARE REQUIRED BY MLB TO BE NSF CERTIFIED FOR SPORT
- SUPPLEMENT CATEGORIES THAT WE ARE REQUIRED TO PROVIDE OUR PLAYERS PER THE PLAYERS CBA

Required Nutritional Supplement and Functional Food Categories

1. Multi-Vitamin/Antioxidant
 - a. Food Form Multi-Vitamin/Antioxidant (at least one)
 - b. Regular Multi-Vitamin/Antioxidant (at least one)
2. Omega 3/Fish Oil (at least two)
3. Pre/Probiotic (Enzyme/Digestive Aid)(at least two)
4. Protein
 - a. Protein Powder (at least two)
 - b. Protein Bar (at least one)
 - c. Ready to Drink Shake (at least two)
5. Amino Acid (at least two)
6. Electrolyte/Minerals (Fluid Replacement/Hydration)(at least one)
7. Joint Aid (at least one)
8. Energy
 - a. Energy Carbohydrate (at least one)
 - b. Energy Caffeine/Nitrate/Buffer (at least one)
9. Creatine (at least one)
10. Cognitive, Sleep and Vision Support (at least one of each category)

PROGRAMMING

- OLD SCHOOL MENTALITY IS NEARLY GONE
- SPORTS SCIENCE EDUCATION
- BETTER TECHNOLOGY
- MORE EXPERIENCED STRENGTH COACHES TO BETTER UNDERSTAND SPORTS SPECIFIC PROGRAMMING BOTH IN SEASON AND OFF SEASON



THE 5 ESSENTIAL STEPS TO BECOMING A PROFESSIONAL STRENGTH AND CONDITIONING COACH

- EDUCATION
- CERTIFICATION
- INTERNSHIP/GRAD ASSISTANTSHIP
- NETWORK TO FIND A JOB
- COMMITMENT

EDUCATION

- **CHOOSE A COLLEGE OR UNIVERSITY PROGRAM THAT OFFERS AN EXERCISE SCIENCE TRACT**
 - *Exercise Physiology*
 - *Kinesiology*
 - *Sports Medicine*
- **BECOME A MEMBER OF THE NSCA AS A STUDENT**
 - *Access to Development Centers*
 - *Eligibility for Grants and Scholarship application.*
 - *Educational content for the coaching professionals.*
 - *Access a library of online publications and videos*

CERTIFICATION

- *ESSENTIALS TEXT/ONLINE INFORMATION*
- *MUST OBTAIN CSCS TO WORK IN MLB/MILB*
- *REGISTERED STRENGTH AND CONDITIONING COACH (RSCC)*
- *SHOWS A LEVEL OF EDUCATION, KNOWLEDGE, AND PROFESSIONALISM*
- *LIABILITY INSURANCE*
 - *Protects you*
 - *Protects the Organization*

INTERNSHIP/GRAD ASSISTANTSHIP

- *NEED TO GAIN EXPERIENCE*
- *PUT YOUR KNOWLEDGE INTO PRACTICE*
- *LEARN BY WATCHING AND THE TUTELAGE OF A CERTIFIED STRENGTH COACH*
- *ALTHOUGH MOST CURRICULUMS REQUIRE INTERNSHIPS AS PART OF YOUR DEGREE, YOU WILL NEED MORE*
 - *Target specific experience*
 - *Find opportunities that will challenge you*
 - *High School, College, or Professional Settings*

NETWORK TO FIND A JOB

- *YOU HAVE YOUR EDUCATION, CERTIFICATION, AND YOUR INTERNSHIPS/GRAD ASSISTANTSHIPS*
- *TIME TO GO TO WORK*
- *NSCA CONFERENCES*
- *INTRODUCE YOURSELF TO OTHER PROFESSIONAL STRENGTH COACHES AND SPORTS MEDICINE PROFESSIONALS*
- *JOB LISTINGS*
 - *NSCA Website Career Services*
 - *Professional Baseball Strength and Conditioning Coaches Society website (PBSCCS)*

COMMITMENT

- *YOU HAVE YOUR DEGREES, CERTIFICATIONS, AND EXPERIENCE*
- *LONG HOURS*
- *NO DAYS OFF*
- *MODEST SALARIES (BUT THEY ARE IMPROVING!!!)*
- *LIMITED FAMILY TIME DURING SEASON*
- *ADMINISTRATIVE DUTIES AWAY FROM THE WEIGHT ROOM/FIELD*

PROFESSIONAL WORKING RELATIONSHIPS

- NO LONGER A TEACHER-STUDENT RELATIONSHIP
- REALIZE THEY ARE PROFESSIONALS EARNING A SALARY JUST LIKE YOU
- IF YOUR STYLE OF COACHING IS EXPECTING YOUR ATHLETES TO FOLLOW YOU WHILE YOU ARE BARKING ORDERS, THE PROFESSIONAL LEVEL IS NOT FOR YOU
- EARN THE TRUST OF THE PLAYERS, COACHES, FRONT OFFICE, AND MEDICAL STAFF
- THE ORGANIZATION AND THE PLAYERS NEEDS TO BELIEVE THAT YOU HAVE THEIR BEST INTEREST AT HEART

MAROHN'S EXPERIENCE

- *FIREFIGHTER/EMT*
- *BS EXERCISE PHYSIOLOGY*
- *INTERNSHIP WITH OAKLAND A'S*
- *MS IN HUMAN PERFORMANCE/SPORTS MEDICINE*
- *GRADUATE ASSISTANTSHIP AT UNIVERSITY OF TENNESSEE*
- *VOLUNTEERED WITH PRE SEASON TESTING NASHVILLE PREDATORS*
- *INTERNSHIP MILWAUKEE BREWERS*
- *PITTSBURGH PIRATES-FIRST FULL TIME CONTRACT*
- *CINCINNATI REDS AAA STRENGTH AND CONDITIONING COACH-2 YRS*
- *CINCINNATI REDS MINOR LEAGUE STRENGTH AND CONDITIONING COORDINATOR-2005 TO 2013*
- *CINCINNATI REDS DIRECTOR OF STRENGTH AND CONDITIONING 2014 TO PRESENT*

JOBS IN BASEBALL

- EDUCATION AND CERTIFICATION
- COVER LETTER, RESUME, REFERENCES
- NETWORK NETWORK NETWORK
 - NSCA Website Career Center
 - www.baseballstrength.org
 - Conferences
- ENTRY LEVEL/STARTING AT THE LOWER LEVELS
- BE READY TO MOVE
- BE AWARE OF THE SALARIES
- BE AWARE OF THE BASEBALL SEASON

THANK YOU

- ZACH GJESTVANG FOR HELPING ME WITH THE INFORMATION GATHERING
- RYAN STONEBERG FOR THE YEARS OF SALARY SURVEYS FOR MLB/MILB
- MATT KRAUSE, BOB ALEJO, JOHN STUCKY, CHRIS CARLISLE, ZACH GJESTVANG, AND ALL THE STRENGTH COACHES I HAVE WORKED WITH OVER THE PAST 20+ YEARS FOR HELPING ME DEVELOP INTO THE STRENGTH COACH I AM TODAY
- MY WIFE JESSICA, DAUGHTER ELIZABETH, AND SON JAKE FOR SACRIFICING SO MUCH SO I CAN DO THE JOB I LOVE.

QUESTIONS