



2020 NSCA COACHES CONFERENCE & LIVESTREAM



#Coaches20

CONFLICT OF INTEREST STATEMENT

I currently have, or have had in the past two years an affiliation or financial interest with [company name(s)] around this presentation, including:

- Consulting
- Employment
- Stock holder or stock options
- Royalties or licensing fees
- Honoraria
- Promotional fees
- Research funding
- Corporate laboratory funding
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- Other(s)

CONFLICT OF INTEREST STATEMENT

I have no actual or potential conflict of interest in relation to this presentation.

DISCLAIMER

- *LICENSED IN TEXAS AND ALABAMA.*
- *LEGAL SITUATION IN YOUR STATE MAY BE SUBSTANTIALLY SIMILAR OR DIFFERENT THAN OTHER STATES.*
- *CONSULT WITH GENERAL COUNSEL OR OTHER RETAINED ATTORNEY.*

DUE DILIGENCE IN THE STRENGTH AND CONDITIONING PROFESSION

*-REED WAINWRIGHT, CSCS*D., RSCC*D, JD*

THE PRESENTATION CONTAINS CASES OF “ALLEGATIONS”

*A CLAIM OR ASSERTION THAT SOMEONE HAS DONE SOMETHING ILLEGAL
OR WRONG, TYPICALLY ONE MADE WITHOUT PROOF.*

*UNTIL THEY CAN BE PROVEN, ALLEGATIONS REMAIN ONLY ASSERTIONS
AND NOT THE TRUTH.*

VALID AND RELIABLE

- *BE SURE YOUR PROGRAM IS BASED ON VALID AND RELIABLE: 1) PRODUCTS; 2) RESEARCH AND 3) EXPERIENCE.*
- *NOT BASED ON PROMOTIONS, GIMMICKS OR EXPERIMENTS.*
- *DON'T INVEST YOUR TIME AND MONEY INTO ANYTHING THAT IS NOT PROVEN.*
- *YOU ARE DEALING WITH STUDENT-ATHLETES AND THEIR HEALTH AND SAFETY SHOULD BE TOP PRIORITY.*
- *BE ABLE TO ANALYZE A SITUATION TO DETERMINE IF SOMETHING IS VALID AND RELIABLE.*
- *YOU CAN MAKE NUMBERS SAY JUST ABOUT ANYTHING YOU WANT.*

DALLAS MAVERICKS OWNER MARK CUBAN AGREES WITH LOAD MANAGEMENT

- *“THE BEST THING TO EVERY HAPPEN TO THE LEAGUE.”*
- *“I’M ALL FOR LOAD MANAGEMENT.”*
- *“IT’S ALL DATA DRIVEN.”*
- *“WE SPEND SO MUCH MONEY, NOT JUST FOR ANALYTICS FOR PREDICTIVE REASONS, BUT ALSO FOR BIOMETRICS SO WE KNOW HOW SMART WE CAN BE.”*
- *“THE DUMB THING WOULD BE TO IGNORE THE SCIENCE.”*
- *MARK CUBAN QUOTES TAKEN FROM ESPN.COM ARTICLE—11/13/2019*

NBA LOAD MANAGEMENT: WHAT WE KNOW AND DON'T KNOW

- *“EDITOR’S PICK” IN THE PREVIOUS MARK CUBAN ARTICLE.*
- *LOAD MANAGEMENT IS A PROGRAM EMPLOYED BY NBA TEAMS AND PLAYERS TO MONITOR THE PHYSIOLOGICAL STRESS (OR LOAD) A PLAYER ENDURES DOING ANY NUMBER OF ACTIVITIES.*
- *ALL THIS INFORMATION IS FED INTO THE LOAD MANAGEMENT PROGRAM, AND A GROUP CONSISTING OF THE PLAYER, TRAINING STAFF, SPORTS SCIENTISTS, COACHES, MANAGEMENT, AND, OFTEN, OWNERSHIP COLLABORATE TO LOOK AT THE BIOMETRIC DATA AND DETERMINE WHEN THAT PLAYER IS BUMPING UP AGAINST HIS LOAD CAPACITY.*
- *YET EVEN THE MOST KNOWLEDGEABLE SPECIALISTS WILL ATTEST THAT ARGUMENTS STILL EXIST IN THE LITERATURE, WHETHER THAT’S OVER THE FIELD’S ABILITY TO PREDICT SOFT-TISSUE INJURIES OR HOW RELIABLE A MEASUREMENT SUCH AS THE REACTIVE STRENGTH INDEX (RSI) IS FOR GAUGING FATIGUE BY HAVING AN ATHLETE PERFORM JUMPS USING A FORCE PLATE OR INERTIA SENSOR.*
- *ABOVE TAKEN FROM ESPN.COM ARTICLE DATED WEDNESDAY, NOVEMBER 13, 2019.*

HOT BUTTON ISSUE? MAVS OWNER MARK CUBAN CALLS LOAD MANAGEMENT 'THE BEST THING THAT EVER HAPPENED' TO NBA"

- *"POP DID IT JUST TO (EXPLETIVE) WITH PEOPLE," CUBAN SAID. "I DON'T THINK THEY WERE USING DATA AS A DATA-SCIENCE ISSUE. WE'RE TRYING TO MAKE IT A DATA SCIENCE ISSUE."*
- *IN 2017, AS PART OF THE MOST RECENT COLLECTIVE BARGAINING AGREEMENT, THE NBA FORMED THE WEARABLES ADVISORY COMMITTEE, CONSISTING PRIMARILY OF LEAGUE OFFICIALS AND PLAYERS UNION REPRESENTATIVES. THE COMMITTEE ANALYZES BIOMETRICS DATA GATHERED FROM GPS TRACKERS THAT PLAYERS WEAR DURING GAMES. THE COMMITTEE'S RESPONSIBILITY IS TO MANAGE AND REGULATE THE USE OF BIOMETRICS AND BIOMETRIC DATA. CUBAN IS THE ONLY NBA OWNER ON THE COMMITTEE. IN FACT, HE IS THE ONLY REPRESENTATIVE OF ANY NBA TEAM, OWNER, PLAYER OR OTHERWISE.*
- *BY BRAD TOWNSEND, DALLAS MORNING NEWS, NOVEMBER 12, 2019.*

THROUGH STRATEGIC MOVES, CATAPULT SPORTS REMAINS INDUSTRY LEADER IN WEARABLE TECHNOLOGY

- *SO, AFTER A SERIES OF EMAILS AND PHONE CALLS WITH CUBAN, THE DALLAS MAVERICKS OWNER JOINED CATAPULT AS BOTH AN INVESTOR AND ADVISOR.*
- *CUBAN NOT ONLY UNDERSTOOD THE VISION FOR HOW CATAPULT AND ITS GPS TRACKING WEARABLE TECHNOLOGY WOULD IMPACT SPORTS, BUT ACCORDING TO SHIFFMAN (FOUNDER OF CATAPULT SPORTS), HE WAS “EMOTIONALLY COMMITTED TO THE BUSINESS” AS WELL, WITH THE MAVERICKS BEING ONE OF THE EARLY ADOPTERS.*
- *ABOVE INFORMATION BY MARK J. BURNS, SPORTSMONEY, 11/5/2014*
- *CATAPULT LISTED ON MARKCUBANCOMPANIES.COM ON 11/14/2019.*

VALIDITY AND RELIABILITY OF AN ACCELEROMETER-BASED PLAYER TRACKING DEVICE

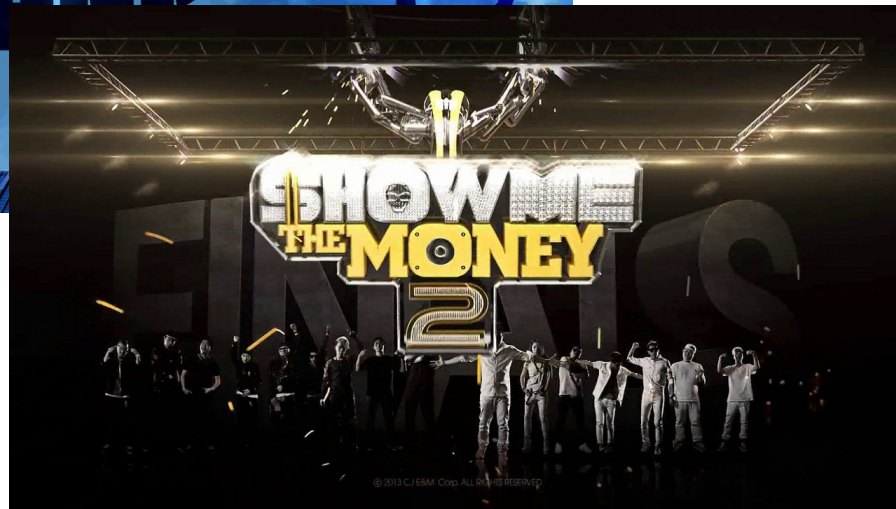
- A TOTAL OF NINETEEN PORTABLE ACCELEROMETERS (CATAPULT OPTIMEYE S5, CATAPULT INNOVATIONS, TEAM SPORT 5.0, MELBOURNE, AUSTRALIA) WERE ANALYZED IN THIS STUDY.*
- WITHIN THE SPORTS COMMUNITY, THERE LACKS A GOVERNING BODY RESPONSIBLE FOR DEFINING AND MAINTAINING STANDARDS FOR SUCH DEVICES. THEREFORE, IT IS THE RESPONSIBILITY OF THE PRACTITIONERS (E.G., SPORTS SCIENTISTS) TO DETERMINE BOTH THE VALIDITY AND ACCURACY OF DATA PROVIDED BY THESE DEVICES. FURTHERMORE, WITHOUT DEFINED PROCEDURES AND REPORTS BY MANUFACTURERS THAT CAN BE USED BY THE FINAL CONSUMER TO REPLICATE AND QUANTIFY THE ACCURACY OF WEARABLE DEVICES, THE USERS MUST EITHER TAKE ACCURACY CLAIMS AT FACE VALUE, OR MUST CONDUCT THEIR OWN EXPERIMENTS TO VERIFY THESE CLAIMS.*

VALIDITY AND RELIABILITY OF AN ACCELEROMETER-BASED PLAYER TRACKING DEVICE (CONTINUED)

- *IT IS RECOMMENDED THAT THE SAME DEVICE BE USED FOR THE SAME ATHLETE OVER THE COURSE OF A SEASON (OR LONGER) IN ORDER TO PROVIDE A CONSISTENT BASIS FOR COMPARISON AND TO AVOID INTERDEVICE VARIABILITY AFFECTING THE COLLECTED DATA.*
- *IT IS RECOMMENDED THAT WEARABLE DEVICES UNDERGO PERIODIC RELIABILITY AND VALIDITY ASSESSMENTS USING CALIBRATED AND WELL DEFINED METHODS. AS SUCH, WE RECOMMEND THAT THE COMMUNITY DEVELOP AND ADOPT DEVICE VERIFICATION, VALIDATION, TESTING, AND REPORTING STANDARDS SO THAT PRACTITIONERS CAN RELIABLY, CONFIDENTLY, AND INTERCHANGEABLY USE DEVICES FROM VARIOUS MANUFACTURERS IN THEIR PROGRAMS.*
- *PLOS ONE, NICOLELLA, DANIEL; TORRES-RONDA, LORENA; SAYLOR, KASE; SCHELLING, XAVI; FEBRUARY 8, 2018.*

LET'S SUMMARIZE

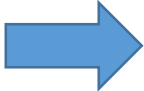
INVESTIGATE



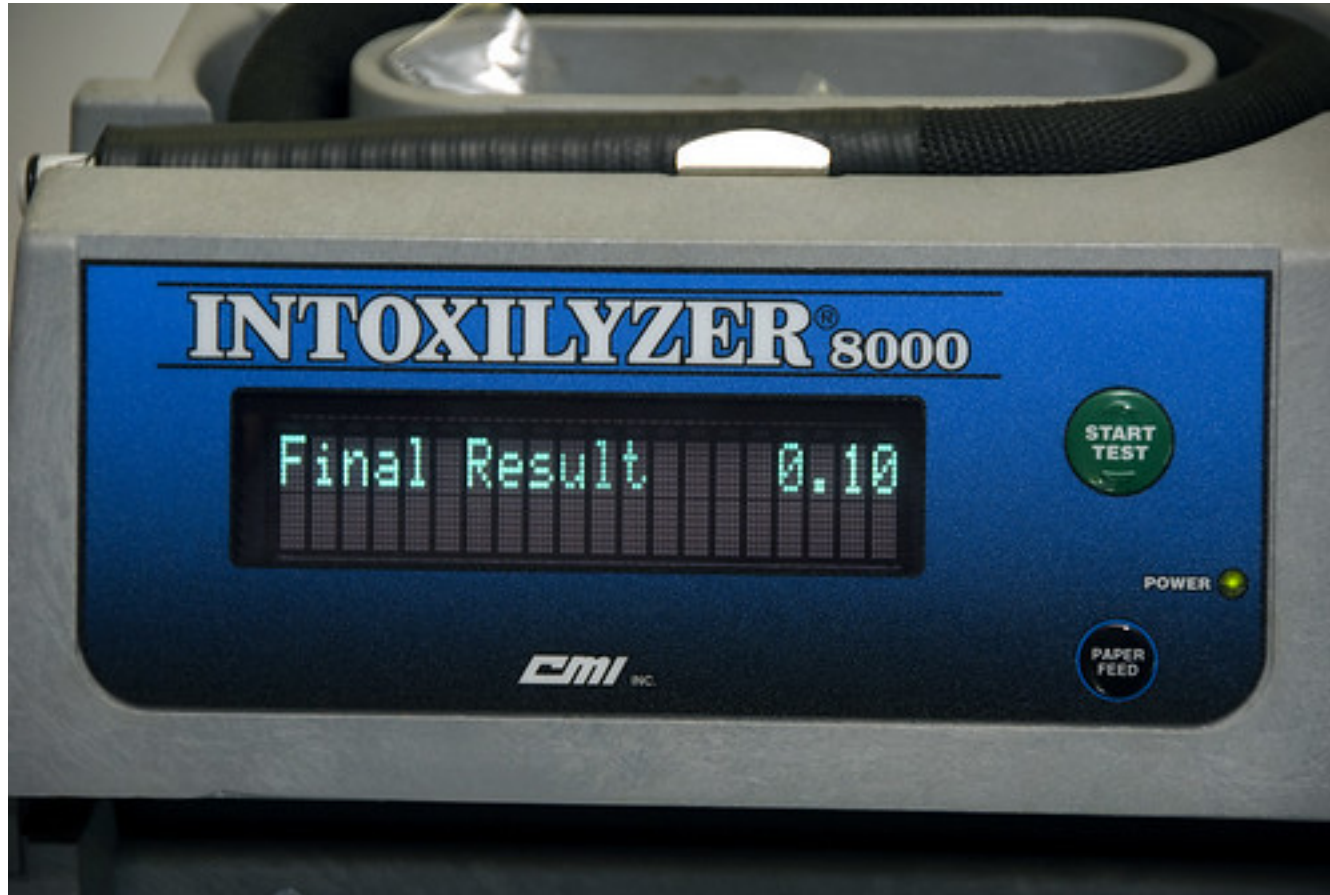
RELIABLE?



VALID?



CALIBRATE...DATA SHOULD BE SUBSTANTIATED



UPDATES FOR THE PROFESSION

NSCA—ADVANCING THE STRENGTH AND CONDITIONING PROFESSION.

- *ENDORSED THE MENTAL HEALTH BEST PRACTICES OF THE NCAA SPORTS SCIENCE INSTITUTE.*
- *NSCA ALLOWS NUMEROUS PROFESSIONS TO BE MEMBERS.*
- *NSCA GIVES THE OPPORTUNITY TO BE CERTIFIED WITH DISTINCTION.*
- *NSCA HAS THE RSCC CREDENTIAL.*
- *NSCA HAS BEEN PROACTIVE IN MAINTAINING THE CSCS AS A SUPERIOR CERTIFICATION WITH 3RD PARTY CONFIRMATION.*
- *NSCA COMES TO THE FOREFRONT IN ADDRESSING ISSUES THAT DEAL WITH TRAGEDY.*
- *NSCA HAS AN EXCELLENT EXECUTIVE DIRECTOR, MICHAEL MASSIK, AND QUALIFIED, PASSIONATE STAFF.*

CONFIRMING CSCS CERTIFICATION IN THE HIRING PROCESS

- *NCAA DIVISION I: 11.1.5 STRENGTH AND CONDITIONING COACH CERTIFICATION. A STRENGTH AND CONDITIONING COACH SHALL BE CERTIFIED AND MAINTAIN CURRENT CERTIFICATION THROUGH A NATIONALLY ACCREDITED STRENGTH AND CONDITIONING CERTIFICATION PROGRAM. (ADOPTED 04/24/14 EFFECTIVE 08/01/15).*
- *STRENGTH AND CONDITIONING PROFESSION. THE COMMITTEE DISCUSSED THE ROLE OF STRENGTH AND CONDITIONING COACHES AT MEMBER INSTITUTIONS AND THE KEY ISSUES REGARDING EH DELIVERY OF STRENGTH AND CONDITIONING. THE COMMITTEE AGREED THAT IT WOULD BE BEST IF THERE WAS AN ESTABLISHED BASIC LEVEL OF TRAINING WITH POTENTIAL PARALLELS TO THE MENTAL HEALTH BEST PRACTICES. A POTENTIAL TASK FORCE WAS SUGGESTED. NCAA COMMITTEE ON COMPETITIVE SAFEGUARDS AND MEDICAL ASPECTS OF SPORTS REPORT, JUNE 7-9, 2017, PAGE 8.*

CONFIRMING CSCS CERTIFICATION IN THE HIRING PROCESS—CONTINUED

- *NCAA DIVISION II: 11.1.7 STRENGTH AND CONDITIONING COACH CERTIFICATION. ANY INDIVIDUAL DESIGNATED AS A STRENGTH AND CONDITIONING COACH BY THE INSTITUTION MUST BE CERTIFIED THROUGH A NATIONALLY RECOGNIZED STRENGTH AND CONDITIONING PROGRAM. IF THE INSTITUTION DOES NOT DESIGNATE A STRENGTH AND CONDITIONING COACH, SUCH CERTIFICATION IS REQUIRED OF ANY INDIVIDUAL WHO CONDUCTS STRENGTH AND CONDITIONING WORKOUTS (EXCLUDING INDIVIDUALS WHO CONDUCT CONDITIONING ACTIVITIES RELATED TO PRACTICE). (ADOPTED 01/16/16 EFFECTIVE 08/01/16)*

CONFIRMING CSCS CERTIFICATION IN THE HIRING PROCESS—CONTINUED

- *NCAA DIVISION III. 11.1.6 SPORTS-SAFETY TRAINING. EACH HEAD COACH, AND OTHER COACH WHO IS EMPLOYED FULL TIME AT THE INSTITUTION AND EACH CERTIFIED STRENGTH AND CONDITIONING COACH THAT CONDUCTS VOLUNTARY STRENGTH AND CONDITIONING ACTIVITIES OUTSIDE THE PLAY SEASON IN ACCORDANCE WITH BYLAW 17.02.1.1.1.4 SHALL MAINTAIN CURRENT CERTIFICATION IN FIRST AID, CARDIOPULMONARY RESUSCITATION (CPR) AND AUTOMATIC EXTERNAL DEFIBRILLATOR (AED) USE. (ADOPTED 1/17/09 EFFECTIVE 8/1/09; REVISED 1/14/12 EFFECTIVE 8/1/12; REVISED 1/18/14 EFFECTIVE 8/1/14)*

CONFIRMING CSCS CERTIFICATION IN THE HIRING PROCESS—CONTINUED

- *THEREFORE, INSTITUTIONS SHOULD IDENTIFY A PARTICULAR AGENCY OR AGENCIES THAT MEET THEIR INSTITUTION'S EXPECTATIONS FOR DEVELOPING AND CONDUCTING APPROPRIATE WORKOUTS FOR INTERCOLLEGIATE STUDENT-ATHLETES . WHEN CONSIDERING COMPONENTS FOR APPROPRIATE STRENGTH AND CONDITIONING CERTIFICATIONS, INSTITUTIONS SHOULD NOTE WHETHER THE CERTIFYING AGENCY: 1) IS ACCREDITED BY AN OVERSIGHT ORGANIZATION (E.G,. NATIONAL COMMISSION FOR CERTIFYING AGENCIES-ACCREDITED); 2) REQUIRES AND UNDERGRADUATE COLLEGE DEGREE; 3) REQUIRES A CONTINUING EDUCATION COMPONENT; AND 4) REQUIRES CURRENT FIRST AID, CPR AND AED USE CERTIFICATION. NCAA SPORTS MEDICINE HANDBOOK, P. 31.*

CONFIRMING CSCS CERTIFICATION IN THE HIRING PROCESS—CONTINUED

- *HIGH SCHOOL, MIDDLE SCHOOL, ETC.—LOOK TO DISTRICT, UIL, CONFERENCE OR SCHOOL POLICIES AND PROCEDURES.*
- *NAIA—NOT ADDRESS IN GUIDELINES.*

RECENT CERTIFICATION-RELATED INCIDENTS

- *KENT STATE UNIVERSITY—DEATH OF A PLAYER.*
- *UNIVERSITY OF OREGON—RHABDOMYOLYSIS INCIDENT.*

UNITED STATES REGISTRY OF EXERCISE PROFESSIONALS—USREPS

- *CAN VERIFY CERTIFICATIONS BOTH IN THE US AND INTERNATIONAL.*
- *MADE UP OF COALITION FOR THE REGISTRATION OF EXERCISE PROFESSIONALS (CREP) IS A NOT FOR PROFIT 501(C)6 CORPORATION COMPOSED OF ORGANIZATIONS (6) THAT OFFER NCCA ACCREDITED EXERCISE CERTIFICATIONS.*
- *THE MISSION OF CREP IS TO SECURE RECOGNITION OF REGISTERED EXERCISE PROFESSIONALS FOR THEIR DISTINCT ROLES IN MEDICAL, HEALTH, FITNESS AND SPORTS PERFORMANCE FIELDS.*
- *3RD PARTY REGISTRY TO CONFIRM THAT A PERSON IS CERTIFIED.*

MEDICAL APPROVAL

- *UNIVERSITY OF KANSAS—REPORT TO DOCTORS AND MEDICAL PROFESSIONALS INSTEAD OF KU ADMINISTRATORS. KANSAS HEALTH TEAM, A THIRD PARTY HEALTHCARE GROUP WILL BE CHARGED WITH OVERSEEING THE PRACTICES AND PROCEDURES UTILIZED BY KU'S SPORTS MEDICINE PROFESSIONALS. THIS INCLUDES STRENGTH AND CONDITIONING COACHES. LONG, THE AD, STATED, "IT WILL JUST BE THAT THEIR TRAINING REGIMENS AND SUCH WILL BE OVERSEEN BY MEDICAL PROFESSIONALS AND APPROVED AND OK'D BY THEM. K2SPORTS.COM, BY MATT TAIT, MAY 22, 2019.*
- *UNIVERSITY OF MARYLAND—TRANSITIONED TO NEW HEALTH CARE MODEL. FOLLOWED RECOMMENDATIONS FROM AN INVESTIGATION AFTER A PLAYER'S DEATH. 8 PERSON TASK FORCE FOUND THAT STRENGTH AND CONDITIONING COACH WAS ABUSIVE AND EFFECTIVELY ACCOUNTABLE TO NO ONE. STRENGTH AND CONDITIONING COACHES REPORT TO ADMINISTRATOR AND NOT A COACH. DBKNEWS.COM, BUT ANDY KOSTKA, MAY 23, 2019,*

EQUALITY

- *TITLE IX OF THE EDUCATIONAL AMENDMENTS OF 1972 – A FEDERAL STATUTE GENERALLY PROHIBITING SEX DISCRIMINATION AND HARASSMENT BY EDUCATIONAL FACILITIES THAT RECEIVE FEDERAL FUNDS. BLACK’S LAW DICTIONARY, 7TH EDITION, BRYAN GARNER, EDITOR IN CHIEF, WEST PUBLISHING COMPANY, 1999, P.1494.*
- *Title VII of the Civil Rights Act of 1964—a deferral law that prohibits employment discrimination and harassment on the basis of race, sex, pregnancy, religion, and national origin, as well as prohibiting retaliation against an employee who opposes illegal harassment or discrimination in the workplace. Black’s Law Dictionary, 7th Edition, Bryan Garner, Editor in Chief, West Publishing Company, 1999, p. 1494.*
- *The enforcement schemes of Title IX and Title VII overlap in the area of employment discrimination. Title IX Legal Manual, US Department of Justice Civil Rights Division, 2001, p. 75.*
- *OFFICE OF INSTITUTIONAL EQUITY—Designated office responsible for coordinating the University’s compliance with Title IX. Leads investigations into complaints.*

INTERNSHIPS—PRIMARY BENEFICIARY TEST

- *US DEPARTMENT OF LABOR ABANDONED OLD 6-PART TEST IN JANUARY 2018 WHEN IT RELEASED THE PRIMARY BENEFICIARY TEST.*
- *7 FACTORS ANALYZED ON A CASE BY CASE BASIS: 1) NO EXPECTATION OF COMPENSATION; 2) TRAINING SIMILAR TO EDUCATIONAL ENVIRONMENT; 3) TIED TO INTERN'S FORMAL EDUCATION; 4) CORRESPONDS WITH ACADEMIC CALENDAR; 5) BENEFICIAL LEARNING; 6) INTERN'S WORK COMPLEMENTS, RATHER THAN DISPLACES, THE WORK OF PAID EMPLOYEES; 7) NO ENTITLEMENT TO A PAID JOB.*
- *NO SINGLE FACTOR IS DETERMINATIVE.*
- *DO NOT PAY HOURLY WAGE FOR "X" AMOUNT OF HOURS AND HAVE INTERNS WORK MORE THAN THAT!*

DRUG TESTING

- CHAIN OF CUSTODY
- CONTAMINATION



POLICIES AND PROCEDURES

- *EMERGENCY ACTION PLAN;*
- *LIGHTENING SAFETY PLAN;*
- *CATASTROPHIC INCIDENT GUIDELINES;*
- *PRIVACY;*
- *SCHEDULED MEETINGS WITH STRENGTH STAFF AND TRAINING STAFF;*
- *EQUIPMENT UPKEEP AND CLEANING GUIDELINES (OSHA);*
- *STUDENT-ATHLETE MENTAL HEALTH CONSIDERATION PLAN;*
- *ACCESS TO FACILITIES;*
- *WORKOUT PROGRESSIONS AFTER CONCUSSIONS, RHABDOMYOLYSIS, HEAT-RELATED PROBLEMS AND DEHYDRATION;*
- *SUPERVISION;*
- *DRUG TESTING POLICY AND GUIDELINES;*
- *STRENGTH AND CONDITIONING PROGRAMS/ATHLETIC PERFORMANCE TRAINING (DETAILED AS POSSIBLE); AND*
- *GET APPROVAL FROM GENERAL COUNSEL OR OTHER RETAINED ATTORNEY*

NOTE: THE ABOVE ARE SUGGESTIONS, BUT NOT AN EXHAUSTIVE LIST.

CONTACT INFORMATION AND QUESTIONS

- *LAW OFFICE OF REED WAINWRIGHT*
- *STREET ADDRESS: 101 WEST WALKER*
- *MAILING ADDRESS: PO BOX 447*
- *BRECKENRIDGE, TX 76424*
- *PHONE: 254-212-8090*
- *CELL: 817-715-1934*
- *FAX: 817-704-4520*
- *EMAIL: WAINWRIGHTLAW@HOTMAIL.COM*
- *WEBSITE: WAINWRIGHTATTORNEY.COM*