

# 1/4: WHO'S WHO?

Introduction to S&C Influencers, Organizations, and Competitors

# TOP S&C ORGANIZATIONS

- NSCA: National Strength and Conditioning Association
- CSCCa: Collegiate Strength and Conditioning Association
- NHSSCA: National High School Strength Coaches Association
- USAW: USA Weightlifting
- CrossFit
- ACE: American Council on Exercise
- NASM: National Academy of Sports Medicine
- IYCA: International Youth Conditioning Association

# NSCA

One of the largest, most respected and most traditional S&C Organizations at play.

Their main certification is [CSCS](#)

Their national conference will be buttoned up and very science focused. More formal and put together than most conferences.

Performance center is located in Colorado Springs

They don't play nicely with CrossFit

Who to Know: [Scott Caulfield](#), CSCS,\*D, RSCC\*D, Coaching Education Manager/Head Strength Coach

Suggestion: Make a meeting with them and go to their performance center for a training session. Scott's a nice, quiet guy who is extremely well respected in the biz. Get to know him.

IG: @coachcaulfield

Twitter: @scottcaulfield



# CSCCa

Organization for college strength coaches

Their conference is more like a tradeshow where you'll have big players like Sorinex and PLAE competing to be the loudest. Lots of assistant coaches, free t-shirts and competition for screen time. Most traffic will go to Sorinex or PLAE so requesting to be by their booths is ideal.

Fun Fact: The top guys here are mormon so you won't find alcohol at their events. Last year they had after parties hosted by PLAE and another by Sorinex.

Who to Know: You will usually deal with different assistants vs a main person here.

I suggest becoming buddies with a top college strength coach who uses Teambuildr, before their national conference and have him host a talk at your booth or even stay at your booth for an hour.



# NHSSCA

Fairly new high school association

#Family on social media

Join their facebook group for members

Various regional conferences that are small and intimate. Jump into the groups at these. Don't just sit on the side with the sponsors.

Who to Know:

Rich Gray, Executive Director, handles sponsorships

Gary Schofield, Founder, also is the director of Southeast Sales at PLAE

Kevin Vanderbush, Founder

Their [Board of Directors](#) along with their other leadership, reach out to the state directors for the blog. They usually don't charge and will speak at future NHSSCA events. Get the speakers as clients so they vouch for you in their presentations.

Spotlight: I use to work with John Garrish a lot, he has a big IG following and is a high school coach in Florida at North Broward Prep. He's definitely up and coming and would be great to partner with.



# USAW

Pronounced U-S-A-W, they hate when you call it “You-Saw”

Their official software is TrainHeroic

Located in Colorado Springs

Put on a new [coaching conference](#) this past year with the top coaches from all around the country and some international.

They’ve upped their national events significantly with the American Open Series, University/Under 25 Nationals, American Open Finals/Championships, Nationals

Who to Know:

**Phil White**, CEO, 719-866-3386

**Kevin Farley**, Marketing, 719-866-3043

**Mike Gattone**, Director of Sports Performance & Coaching Education, also a top coach

**Pyrros Dimas**, Technical Director and one of the greatest olympic weightlifters of all time.

Top Coaches to Know:

Greg Everett, Catalyst Athletics

Dave Spitz, California Strength

Danny Camargo, Oly Concepts

Ursula Garza, Texas Barbell Club, IWF VP

Dr. Kyle Pierce, Kendrick Farris’ Coach



# CROSSFIT

Functional Fitness Community

Went through a major rebranding this past year to refocus on their roots and less on the CrossFit Games' Athletes

Has an ongoing lawsuit with the NSCA

Who to Know:

There are SO many CrossFit gyms and coaches, they aren't the most reliable clientele as they open and close gyms all the time.

**Greg Glassman**, Founder and CEO

**Dave Castro**, Director of CrossFit Games

There are plenty of big players like:

**Ben Bergeron**, CrossFit New England

**CJ Martin**, CrossFit Invictus

The CrossFit logo is displayed in white text on a black rectangular background in the bottom right corner of the slide. The word "CrossFit" is written in a bold, sans-serif font, with a small registered trademark symbol (®) at the end.

# ACE and NASM

Both are personal training certifications

Depends who you ask which one is better, but they're not very difficult to get thus are not as respected as a CSCS (NSCA Cert)

Who to Know:

Most, if not all, of the top coaches will have their CSCS instead of these.

Here is their Exec board:

<https://www.acefitness.org/about-ace/our-team/executive-team>

We'll discuss top personal trainers later on





# IYCA

## For Youth Coaches

Fun Fact: Jim has an interesting background, had all sisters growing up and was forced to take dance classes. He's known for using this in his programming and apparently is one of the best in the biz.

Who to Know:

[Jim Kielbaso](#), Director, I suggest reading his bio, he's very educated and respected in the industry, he also owns the [Total Performance Training Center](#)

They also have a list of top coaches as their [directors](#)

Spotlight:

Ron McKeefery, Mike Robertson, Eric Cressey, Wil Fleming



# OTHER COACHES TO KNOW

- Gunnar Peterson, Director of strength training for the Lakers, PT for celebrities
- Max Schmarzo @Strong\_by\_science, Resilience Code
- Joel Smith, Just Fly Sports Performance
- Micah Kurtz, 2016 NSCA Coach of the Year
- Angelo James, PLAE
- Cal Dietz, TriPhasic Training Author
- Kelly Starrett, The Supple Leopard
- Phil White (Ghost Writer for Kelly Starrett and Fergus Connolly, etc)
- Jason Ferruggia, PT and S&C Coach (Private Sector)
- Joe DeFranco, Industrial Strength Podcast
- Carl Valle, Writer, Well connected
- Loren Landow, Landow Performance
- Brett Bartholomew, Conscious Coaching, Bartholomew Strength
- Michael Boyle, Strength Coach Podcast
- Mike Robertson, Robertson Training Systems

# TOP S&C PLAYERS

## Competitors

- True Coach (Formally Fitbot)
- CoachMePlus
- TrainHeroic
- Rack Performance
- Volt Athletics
- PLT4M
- Bridge
- Microsoft Excel
- Excel Training Designs

## The Loud Ones

- SORINEX, SummerStrong
- PLAE (Big dispute happening with Sorinex, tread lightly)
- \*These are the two orgs I know the best and are extremely well connected to all the other organizations

# COMPETITORS SNAPSHOT

## Let's go through them:

- True Coach (Formally Fitbot)
- CoachMePlus
- TrainHeroic
- Rack Performance
- Volt Athletics
- PLT4M
- Bridge
- Microsoft Excel
- Excel Training Designs

Pretty much all of these have free trials or demos. I suggest going through them.

Most coaches are still stuck on Excel.

Popular article comparing them:

<https://simplifaster.com/articles/buyers-guide-athlete-management-system-software/>

# ACTION ITEMS

- Follow everyone on social media, mostly Twitter and Instagram
- Read 65 Most Influential S&C Coaches Guide
- Go through competitors trials and use the product or book a demo call with them
- Identify speakers at upcoming conferences and reach out to them