

# 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

November 19 and 20, 2016

Natural performance enhancement and injury prevention for the sport of baseball and other overhead athletes



Presented by the LIFE Sport Science Institute (LSSI) in collaboration with the Professional Baseball Chiropractic Society (PBCS) on the campus of Life University  
[LSSI.LIFE.edu](http://LSSI.LIFE.edu)

November 19 and 20, 2016  
Saturday Nov. 19 7:30 a.m.–7:00 p.m.  
Sunday Nov. 20 7:30 a.m.–2:30 p.m.

**LIFE**<sup>®</sup>  
Sport Science Institute

## Conference Chair

**Mark Kovacs**, PhD, FACSM, CSCS\*D, CTPS, MTPS  
Director of the LIFE Sport Science Institute & Associate Professor  
at Life University

## Purpose

This outstanding conference is designed to explore in detail natural performance enhancement and injury prevention strategies for the sport of baseball and other overhead athletes. Due to the collaboration between the LSSI and the PBCS, we have been able to bring together some of the leading experts in baseball from multiple perspectives.

We will have more than 10 Major League Baseball (MLB) teams represented that include Chiropractors, Athletic Trainers, Physical Therapists, Strength & Conditioning Professionals, Biomechanists, Coaches and Researchers, all presenting on different aspects of baseball and helping the individual athlete play at their best. This conference will provide continuing education credits through the major associations and is a unique opportunity to learn and network with the best in the baseball industry.

## Learning Objectives

- Developing Rotational Power
- Adjustment Techniques for Shoulder and Upper Thoracic Region
- Baseball-specific Shoulder Stability Training Program
- Adjustment Techniques for Lower Back and Hips
- Training the Overhead Athlete: The Importance of The Kinetic Chain
- Speed Training for Base Running
- Global Mechanical Assessment and How to Apply It to Athletes
- Lessons From Working In Professional Baseball — Panel Discussion
- Training the Young Baseball Athlete — Understanding the American Development Model
- Developing the Skills and Career Progression to Work in Professional and Collegiate Baseball — Panel Discussion
- Functional Neurology and the Application to Baseball
- Virtual Reality and Motion Reality and the Application to Baseball

# 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

## Faculty & Speakers



**John Downes, DC**

Executive Director Emeritus—LIFE Sport Science Institute

Vice President of Global Initiatives, Life University



**Shawn Caldwell, DC**

Team Chiropractor, Colorado Rockies



**Ralph Filson, DC**

Former St. Louis Cardinals team chiropractor



**Steve Donohue, ATC**

Head Athletic Trainer, New York Yankees



**Sue Falsone, PT, ATC**

Former Los Angeles Dodgers athletic trainer

First female head athletic trainer for an MLB team

Current owner of Structure & Function

[suefalsone.com](http://suefalsone.com)



**Alan Palmer, DC**

Arizona Diamondbacks & Asst. Director of the Professional Baseball Chiropractic Society



**Andrew Hauser, ATC, CSCS**

Director of Player Health Performance,  
Atlanta Braves



**Michael Hall, DC, CCCN, CCST,  
DABCN, FIACN**

Executive Director, NeuroLIFE Institute



**Mark Kovacs, PhD, FACSM, CSCS\*D, MTPS**

Director, LIFE Sport Science Institute

Associate Professor in the Sport Health Science  
Department, Life University



**Michael Longyear, DC**

Chiropractic Neurological Clinician,  
NeuroLIFE Institute

# 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

## DAY 1: Saturday, November 19, 2016

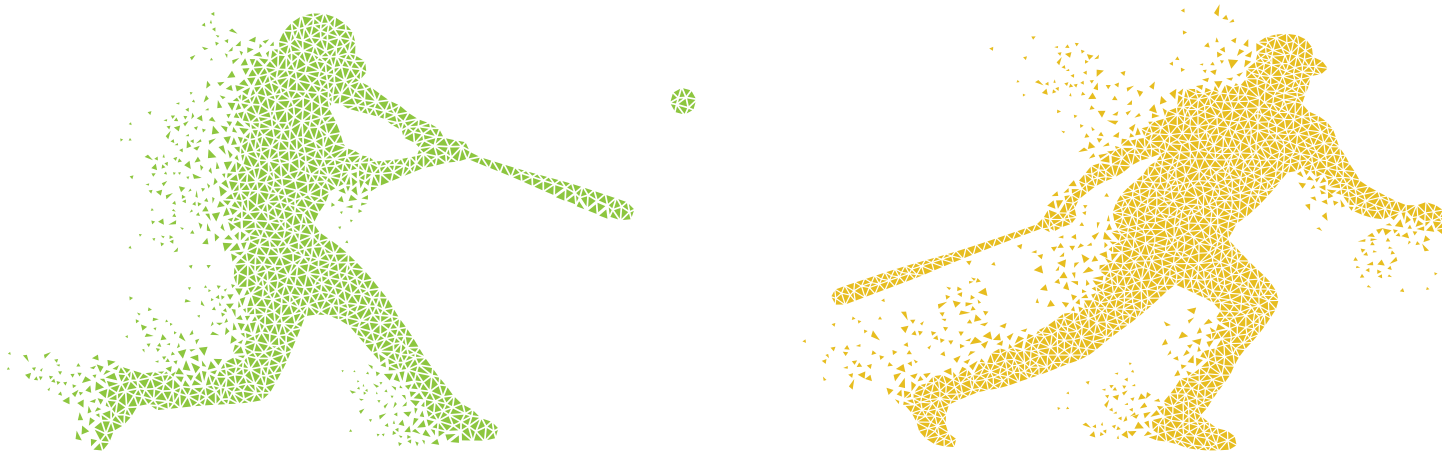
TIME		SPEAKER
7:30–8:30 a.m.	<b>Check-In &amp; Registrations, Breakfast &amp; Exhibitor Networking</b> (Registration Desk Between C1 & C2)	
8:30 a.m.	<b>Introduction to the Conference</b> — President of PBCS and Director of LIFE Sport Science Institute	
8:45 a.m.	<b>Training the Overhead Athlete: The Latest Sport Science &amp; Medicine Update</b>	Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute, Life University)
9:30 a.m.	<b>The Latest in Baseball Specific Sports Medicine</b>	Steve Donohue, ATC (NY Yankees)
10:30 a.m.	<b>The Reciprocating Pelvis: Relationship to the Throwing Shoulder</b>	Andrew Hauser, ATC (Director of Player Health & Performance, Atlanta Braves)
11:30–12:30 p.m.	<b>Lessons from Working In Professional Baseball Panel:</b> Steve Donohue (NY Yankees); Andrew Hauser (Atlanta Braves); Alan Palmer (PBCS & Arizona Diamondbacks)	Moderator: Kovacs
12:30 p.m.	<b>Lunch &amp; Exhibitor Demonstrations from the Field (C2)</b>	
1:30 p.m.	<b>Advanced Arm Care for Baseball</b>	Sue Falsone (First Female Head Athletic Trainer For Major League Baseball – LA Dodgers)
2:15 p.m.	<ul style="list-style-type: none"><li>• <b>Developing Rotational Power For Hitting:</b> Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute) (30 min + Q&amp;A)</li><li>• <b>Adjustment Techniques for Shoulder and Upper Thoracic Region:</b> Ralph Filson, DC (Former St. Louis Cardinals) (30min + Q&amp;A)</li><li>• <b>Adjustment Techniques for Lower Back and Hips:</b> TBD</li><li>• <b>Core Training for Baseball:</b> Anthony Connally (LIFE Sport Science Institute) (30 min + Q&amp;A)</li></ul>	
5:30–7:00 p.m.	<b>Social &amp; Networking Event With Exhibitors</b> (Beer, Wine and Light Hors d' Oeuvres provided)	

# 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

## DAY 2: Sunday, November 20, 2016

	TOPIC	SPEAKER
7:30–8:30 a.m.	<b>Breakfast and Exhibitor Networking</b>	
8:30 a.m.	<b>Training the Young Baseball Athlete—Understanding the American Development Model and Preparation for Collegiate and Professional Baseball</b>	Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute, Life University)
9:45 a.m.	<b>Global Mechanical Assessment: Understanding the Nervous System of Athletes</b>	John Downes, DC (LIFE Sport Science Institute, Life University)
10:30 a.m.	<b>Applied Treatments for the Shoulder, Cervical and Thoracic Spine: ART, Adjustments, MAT</b>	Shawn Caldwell, DC (Colorado Rockies)
11:15 a.m.	<b>How to Get and Keep the Job with the Team (30 min + Q&amp;A )</b>	Alan Palmer, DC (PBCS & Arizona Diamondbacks)
12:00–12:30 p.m.	<b>Functional Neurology and the Application to Baseball</b>	Michael Hall, DC & Michael Longyear, DC (NeuroLIFE Institute, Life University)
12:30–12:45 p.m.	<b>Conference Summary and Closing Remarks</b>	
1:00–2:30 p.m.	<b>Lunch &amp; Networking</b>	

*Schedule/speakers may change before the event*



# 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

## TUITION/REGISTRATION/CANCELLATION

The tuition fee includes welcome bag and attendee gift, breakfast and lunch on Saturday and Sunday, social/networking event on Saturday early evening, course syllabus, continuing education credits (where applicable) and other amenities in making this a rewarding learning and networking experience. Life University reserves the right to add/change or cancel the program and return fees.

	LIFE UNIVERSITY STUDENT RATE (proof of student status needed at sign-in)	STUDENT RATE –NON LIFE UNIVERSITY (proof of student status needed at sign-in)	PBCS MEMBER OR LIFE UNIVERSITY FACULTY OR STAFF	ALL OTHER PROFESSIONALS
<b>PRICE</b> (before September 15)	\$55	\$75	\$149	\$169
<b>PRICE</b> (after September 15)	\$70	\$99	\$169	\$189

Please register at [LSSI.LIFE.edu/events/baseball-and-sports-performance-conference](http://LSSI.LIFE.edu/events/baseball-and-sports-performance-conference)

## Continuing Education Credits

Continuing Education Credits are in the process of being obtained through the National Strength & Conditioning Association (NSCA), National Athletic Trainers Association (NATA), Chiropractic Continuing Education (certain states), International Tennis Performance Association (ITPA). A slight additional charge may be required for certain continuing education credits.

## Sponsorship & Exhibitors

Thank you for your interest in the 2016 Baseball & Sports Performance Conference presented by LIFE Sport Science Institute and the Professional Baseball Chiropractic Society on the campus of Life University. We have two tiers of sponsorship that are still available:

**GOLD LEVEL SPONSOR (X 1):** Provided with 2 vendor booths, the sponsor logo and URL will be positioned on the Conference website; sponsor will be allowed a welcome banner to be positioned outside or inside the main hall (maximum size 16' x 3'); sponsor will also be allowed up to 4 pop up banners (maximum 7' x 3') to be located in strategic areas approved onsite; sponsor logo will be positioned on all print and electronic marketing material; breakfast sponsorship will be included in this package and the ability to highlight products on the screens throughout the entire breakfast period on either Saturday or Sunday. Product placement/advertisements in each participant's welcome bag.

**SILVER LEVEL SPONSOR (X 1):** Provided with 2 vendor booths, the sponsor logo and URL will be positioned on the Conference website; sponsor will be allowed a welcome banner to be positioned outside or inside the main hall (maximum size 16' x 3'); sponsor will also be allowed up to 4 pop up banners (maximum 7' x 3') to be located in strategic areas approved onsite; sponsor logo will be positioned on all print and electronic marketing material; Faculty/Speaker/VIP dinner on Saturday evening. This will allow the sponsor to speak directly

# 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

to the faculty/speakers for 10 minutes at the beginning of the dinner, and this includes the dinner meal along with the ability to more closely network with the influential speakers from more than 10 MLB teams. Product placement/advertisements in each participant's welcome bag. Investment = \$1500. Please contact us directly for more details.

**BRONZE LEVEL SPONSOR (X 8):** Provided with 1 vendor booths, the sponsor logo and URL will be positioned on the Conference website; sponsor will be allowed up to 2 pop up banners (maximum 7' x 3') to be located in strategic areas approved onsite; sponsor logo will be positioned on all print and electronic marketing material. Product placement/advertisements in each participant's welcome bag. Investment = \$500.

To register for sponsorships, visit the event website at: [LSSI.LIFE.edu/events/baseball-and-sports-performance-conference](http://LSSI.LIFE.edu/events/baseball-and-sports-performance-conference)

## Hotels & Lodging

Please contact hotel and ask for the Life University rate.

DoubleTree Hotel by HILTON—Marietta  
2055 South Park Place  
Atlanta, Georgia 30339-2014  
770.272.9441  
[www.hilton.com/search/hi/us/GA/marietta](http://www.hilton.com/search/hi/us/GA/marietta)  
A shuttle is available to Life University

Drury Inn & Suites Atlanta Northwest  
1170 Powers Ferry Place  
Marietta, Georgia 30067  
(I-75 & Delk Road)  
770.612.0900  
[www.druryhotels.com/PropertyOverview.aspx?Property=0083](http://www.druryhotels.com/PropertyOverview.aspx?Property=0083)

Hyatt Regency Suites  
2999 Windy Hill Road  
Marietta, Georgia 30067  
770.956.1234  
<http://atlantasuites.hyatt.com/en/hotel/home.html>

Marriott Courtyard—Cumberland Center  
3000 Cumberland Boulevard  
Atlanta, Georgia 30339  
770.952.2555  
[www.marriott.com/hotels/hotel-photos/atlcu-courtyard-atlanta-cumberland-center/](http://www.marriott.com/hotels/hotel-photos/atlcu-courtyard-atlanta-cumberland-center/)

Country Inn & Suites—Atlanta NW  
4500 Circle 75 Parkway  
Atlanta, GA 30339  
800.830.5222  
[www.countryinns.com/atlanta-hotel-ga-30339/gawindy](http://www.countryinns.com/atlanta-hotel-ga-30339/gawindy)

Atlanta Marriott Northwest at Galleria  
200 Interstate Parkway, SE  
Atlanta, GA 30339  
770.952.7900  
[www.marriott.com/hotels/travel/atlno-atlanta-marriott-northwest-at-galleria/](http://www.marriott.com/hotels/travel/atlno-atlanta-marriott-northwest-at-galleria/)



# Life University

1269 Barclay Circle  
Marietta, GA 30060

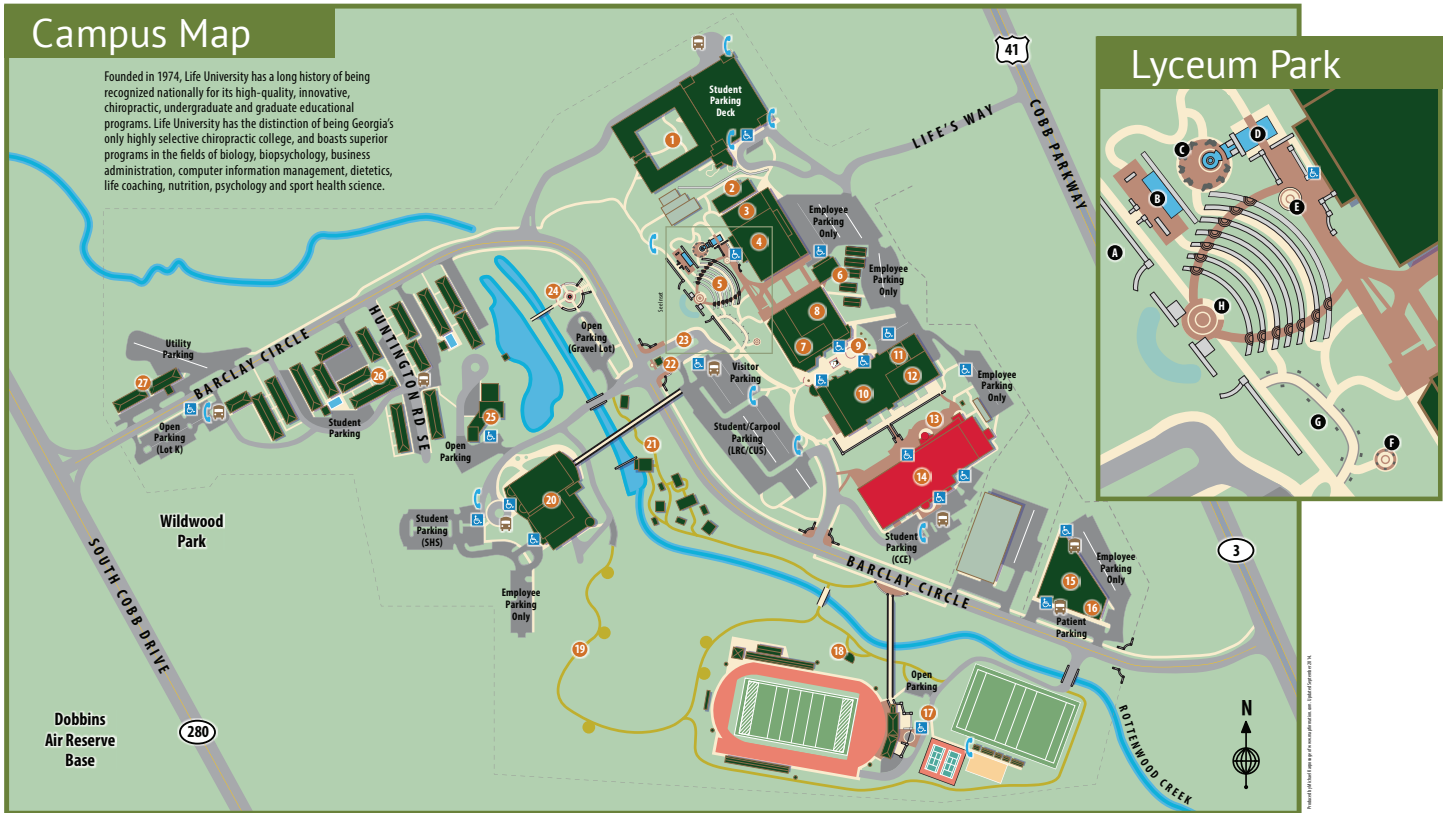
Room CCE2

Parking available on the upper level

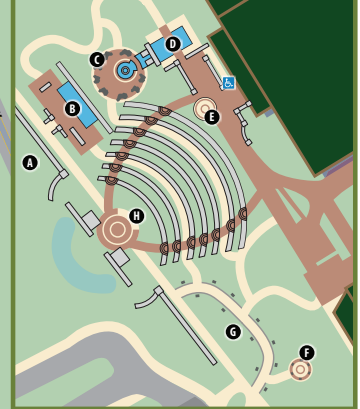
Campus Map: <http://www.LIFE.edu/about-pages/basic-information/campus-map/>

## Campus Map

Founded in 1974, Life University has a long history of being recognized nationally for its high-quality, innovative, chiropractic, undergraduate and graduate educational programs. Life University has the distinction of being Georgia's only highly selective chiropractic college, and boasts superior programs in the fields of biology, biopsychology, business administration, computer information management, dietetics, life coaching, nutrition, psychology and sport health science.



## Lyceum Park



**LIFE**  
University

### Campus Map Key:

Shuttle Stops   Emergency Call Boxes   Handicap Accessible   Property Line

- |   |   |   |
|---|---|---|
| <ol style="list-style-type: none"> <li>1. LIFE Village Retreat</li> <li>2. Auxiliary Building No. 7</li> <li>3. Campus Center for Health &amp; Optimum Performance (C-C-HOP)</li> <li>4. Administration Building <ul style="list-style-type: none"> <li>• Diagnostic Imaging Alignment (DIA)</li> <li>• Dr. Sid E. Williams Research Center</li> <li>• Operations &amp; Finance</li> <li>• University Administration</li> </ul> </li> <li>5. Lyceum Park (See Park Key)</li> <li>6. Auxiliary Buildings No. 1-6 <ul style="list-style-type: none"> <li>• Campus Safety</li> <li>• Clinical Sciences</li> <li>• ESOL Services</li> </ul> </li> <li>7. Drs. Sid E. &amp; Nell K. Williams Library</li> <li>8. Learning Resource Center <ul style="list-style-type: none"> <li>• Center for Excellence in Teaching &amp; Learning (CETL)</li> <li>• Enrollment Services</li> </ul> </li> </ol> | <ul style="list-style-type: none"> <li>• Student Advocacy Center</li> <li>• Financial Aid</li> <li>• Progressive Advisement for Student Success (PASS)</li> <li>• Registrar</li> <li>• Student Accounting</li> </ul> <ol style="list-style-type: none"> <li>9. Rose Krantz Memorial Garden</li> <li>10. Center for Undergraduate &amp; Graduate Studies <ul style="list-style-type: none"> <li>• Purchasing/Receiving</li> </ul> </li> <li>11. Campus Bookstore</li> <li>12. Socrates Cafe</li> <li>13. Celebration Plaza <ul style="list-style-type: none"> <li>• Chiropractic Founders Memorial</li> </ul> </li> <li>14. Center for Chiropractic Education <ul style="list-style-type: none"> <li>• Postgraduate/Continuing Education</li> <li>• Student Success Center</li> </ul> </li> <li>15. Center for Health &amp; Optimum Performance (C-HOP)</li> <li>16. LIFE Functional Neurology Center (FNC)</li> <li>17. Sports Complex <ul style="list-style-type: none"> <li>• Rugby Fields</li> <li>• Tennis Courts</li> <li>• Track &amp; Field</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>18. William M. Harris, D.C. Memorial</li> <li>19. Fitness Trail</li> <li>20. Center for Athletics &amp; Sport Health Science <ul style="list-style-type: none"> <li>• Alumni Relations</li> <li>• Gyms</li> <li>• LIFE Sport Science Institute (LSSI)</li> <li>• Student Services</li> <li>• TIC Auditorium</li> <li>• University Advancement</li> <li>• Wellness Center</li> </ul> </li> <li>21. 19th Century Village</li> <li>22. Bell Tower</li> <li>23. Sidney E. Williams, D.C. Memorial</li> <li>24. Tolerance</li> <li>25. Ian Grassam Treehouse</li> <li>26. The Commons</li> <li>27. Auxiliary Services <ul style="list-style-type: none"> <li>• Facilities &amp; Grounds</li> <li>• Human Resources</li> <li>• Institutional Effectiveness, Planning and Research</li> <li>• Marketing &amp; Communications</li> </ul> </li> </ol> |
|---|---|---|

### Lyceum Park Key:

- A. Lasting Purpose
- B. Vitalism Pool
- C. Eight Core Proficiencies
- D. Reflection Pools
- E. Soap Box
- F. Wellness Portfolio
- G. Path of Heroes
- H.  Standard Process Amphitheatre

**2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE**

**LIFE**  
Sport Science Institute

LSSI.LIFE.edu