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

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.
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

Ralph Filson, DC
Former St. Louis Cardinals team chiropractor

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

Andrew Hauser, ATC, CSCS
Director of Player Health Performance,
Atlanta Braves

Mark Kovacs, PhD, FACSM, CSCS*D, MTPS
Director, LIFE Sport Science Institute
Associate Professor in the Sport Health Science Department, Life University

Shawn Caldwell, DC
Team Chiropractor, Colorado Rockies

Steve Donohue, ATC
Head Athletic Trainer, New York Yankees

Alan Palmer, DC
Arizona Diamondbacks & Asst. Director of the Professional Baseball Chiropractic Society

Michael Hall, DC, CCCN, CCST, DABCN, FIACN
Executive Director, NeuroLIFE Institute

Michael Longyear, DC
Chiropractic Neurological Clinician, NeuroLIFE Institute

LSSI.LIFE.edu
DAY 1: Saturday, November 19, 2016

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td>7:30–8:30 a.m.</td>
<td>Check-In &amp; Registrations, Breakfast &amp; Exhibitor Networking</td>
<td>(Registration Desk Between C1 &amp; C2)</td>
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<tr>
<td>8:30 a.m.</td>
<td>Introduction to the Conference — President of PBCS and Director of LIFE</td>
<td>Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute)</td>
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<tr>
<td>8:45 a.m.</td>
<td>Training the Overhead Athlete: The Latest Sport Science &amp; Medicine</td>
<td>Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute, Life University)</td>
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<td>9:30 a.m.</td>
<td>The Latest in Baseball Specific Sports Medicine</td>
<td>Steve Donohue, ATC (NY Yankees)</td>
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<td>10:30 a.m.</td>
<td>The Reciprocating Pelvis: Relationship to the Throwing Shoulder</td>
<td>Andrew Hauser, ATC (Director of Player Health &amp; Performance, Atlanta Braves)</td>
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<td>11:30–12:30 p.m.</td>
<td>Lessons from Working In Professional Baseball Panel:</td>
<td>Moderator: Kovacs</td>
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<td>Steve Donohue (NY Yankees); Andrew Hauser (Atlanta Braves); Alan Palmer</td>
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<tr>
<td>12:30 p.m.</td>
<td>Lunch &amp; Exhibitor Demonstrations from the Field (C2)</td>
<td>Sue Falsone (First Female Head Athletic Trainer For Major League Baseball – LA Dodgers)</td>
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<td>1:30 p.m.</td>
<td>Advanced Arm Care for Baseball</td>
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<td>2:15 p.m.</td>
<td>• Developing Rotational Power For Hitting:</td>
<td>Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute) (30 min + Q&amp;A)</td>
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<td></td>
<td>• Adjustment Techniques for Shoulder and Upper Thoracic Region:</td>
<td>Ralph Filson, DC (Former St. Louis Cardinals) (30 min + Q&amp;A)</td>
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<td></td>
<td>• Adjustment Techniques for Lower Back and Hips: TBD</td>
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<td></td>
<td>• Core Training for Baseball:</td>
<td>Anthony Connally (LIFE Sport Science Institute) (30 min + Q&amp;A)</td>
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<tr>
<td>5:30–7:00 p.m.</td>
<td>Social &amp; Networking Event With Exhibitors (Beer, Wine and Light Hors</td>
<td>(Beer, Wine and Light Hors d’ Oeuvres provided)</td>
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<td>d’ Oeuvres provided)</td>
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## 2016 BASEBALL & SPORTS PERFORMANCE CONFERENCE

### DAY 2: Sunday, November 20, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>7:30–8:30 a.m.</td>
<td>Breakfast and Exhibitor Networking</td>
<td>Mark Kovacs, PhD, FACSM, CSCS*D (LIFE Sport Science Institute, Life University)</td>
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<tr>
<td>8:30 a.m.</td>
<td>Training the Young Baseball Athlete—Understanding the American Development Model and Preparation for Collegiate and Professional Baseball</td>
<td>John Downes, DC (LIFE Sport Science Institute, Life University)</td>
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<tr>
<td>9:45 a.m.</td>
<td>Global Mechanical Assessment: Understanding the Nervous System of Athletes</td>
<td>Shawn Caldwell, DC (Colorado Rockies)</td>
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<td>11:15 a.m.</td>
<td>How to Get and Keep the Job with the Team (30 min + Q&amp;A)</td>
<td>Michael Hall, DC &amp; Michael Longyear, DC (NeuroLIFE Institute, Life University)</td>
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<tr>
<td>12:00–12:30 p.m.</td>
<td>Functional Neurology and the Application to Baseball</td>
<td>John Downes, DC (LIFE Sport Science Institute, Life University)</td>
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<tr>
<td>12:30–12:45 p.m.</td>
<td>Conference Summary and Closing Remarks</td>
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<td>1:00–2:30 p.m.</td>
<td>Lunch &amp; Networking</td>
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*Schedule/speakers may change before the event*
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.

<table>
<thead>
<tr>
<th>LIFE UNIVERSITY STUDENT RATE (proof of student status needed at sign-in)</th>
<th>STUDENT RATE—NON LIFE UNIVERSITY (proof of student status needed at sign-in)</th>
<th>PBCS MEMBER OR LIFE UNIVERSITY FACULTY OR STAFF</th>
<th>ALL OTHER PROFESSIONALS</th>
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<td><strong>PRICE</strong>(before September 15)</td>
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Please register at 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
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

**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
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

**Hyatt Regency Suites**
2999 Windy Hill Road
Marietta, Georgia 30067
770.956.1234

**Marriott Courtyard — Cumberland Center**
3000 Cumberland Boulevard
Atlanta, Georgia 30339
770.952.2555
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

**Atlanta Marriott Northwest at Galleria**
200 Interstate Parkway, SE
Atlanta, GA 30339
770.952.7900
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.