



Introducing: Jarett A. Rhoads, MEd., ATC, CSCS – Head Athletic Trainer/Assistant Athletic Director for the East Irondequoit Central School District

Jarett Rhoads is the head athletic trainer and assistant athletic director for the East Irondequoit Central School District, where he is responsible for providing all levels of athletic training care for a New York Public High School Athletic Association (NYSPHSAA) Class A Secondary School in Rochester, NY.

Rhoads has been an athletic trainer for 19 years. But, prior to college, he had never even heard of the profession. “I grew up in middle of nowhere USA, I had never heard of an athletic trainer. Where I was from, if it wasn’t broke, or you weren’t bleeding, then you weren’t hurt. But I always had a love of biology, anatomy, and medicine, and am a huge sports junkie! During my college freshman orientation, the advisor flipped open a book and showed me the definition of an athletic trainer. Sports, and medicine, together?! I was sold! As they say, the rest was history.”

In addition to being an athletic trainer, Rhoads took an active role in New York State Athletic Trainers’ Association. His positions included Public Relations/Governmental Affairs Committee Chair (2004-05), Governmental Affairs Chair (2005-08), Secretary (2008-15), Secondary Schools Committee Chair (2015-present), and NYSATA Region 6 Representative (2020-present). While Jarett admits he initially got involved with NYSATA to impress his first professional boss (who was also NYSATA’s president that year), he maintains that it was one of the best decisions he’s made.

“I suppose that wasn’t the best of intentions at the time, but it began the path of my journey to today. From day one, I embraced the philosophy of our association’s purpose, created relationships with some of the most wonderful human beings (who just happen to be athletic trainers) across the state and have worked hard to improve our profession in New York. The path may have been unconventional, but I wouldn’t change a thing.”

In addition to his passion for advancing the athletic training profession throughout New York State, Rhoads’ greatest love is working with his secondary school athletes at a remarkably diverse school. “Many of our kids have extremely challenging home lives (single parents, financial straits, etc). It is my passion to be a mentor, a role model, or just an ear to listen for these young men and women,” said Rhoads. “My goal is to provide leadership in the effort that when they leave me they are already on a path to success beyond high school. If that involves athletics, great! But, mostly, it is attempting to provide the tools in their toolbox to achieve in life after they graduate.”

When asked about the advice he would give to aspiring athletic trainers or young professionals, Rhoads said: “I encourage all athletic trainers in the state, especially our young professionals, to get engaged with our (NYSATA) association. Be a part of improving your profession in New York! You won’t regret it! But also, strive to get better every day. Learn something new and get to know your athletes and patients. Create a relationship of trust. Be their mentor, role model, or just a sounding board. This is vital as your athletes/patients deserve to get your best.”