

## Audio file

[NKP - Barry Church.m4a](#)

## Transcript

Hello and welcome to the Newton Knowledge podcast. My name is Mark Singer partner Newton Advisors. Our goal is to provide meaningful content to our valued advisor community and clients who are interested in learning more about sophisticated insurance related topics, focusing on estate planning and executive. Benefits Newton One is a national life insurance planning firm delivering customized solutions structure to help clients and their advisors engaged in solving estate planning, wealth transfer, business succession and executive benefits challenges. We are a member of the end Financial Group offering our clients access to the nations most prestigious insurance carriers and innovative products. Available only through our. Network joining us today is Barry. Church 9 year NFL, along with the Cowboys and Jaguars following his lengthy and star-studded career, he's now an NFL analyst for ESPN, SiriusXM radio, host of the Players Lounge Podcast and Co host on Special edition hit sticks and the pre and post game show for the Cowboys. His greatest accomplishment by far is beautiful. I had the privilege of playing playing ball with Barry as teammates during our college years, and he's been gracious enough today to share his thoughts and his first hand perspective on what planning looks like in the league, as well as planning afterwards. So that's no further ado, Barry, my man, how are you?

Man doing amazing man and that book singer out here. They don't look at you. Man.

We're all grown up.

You're grown up now. We're grown up now. And man, it's it's super dope to just see the man that you become, man. I mean, just from when you was, you know, a young man coming into Toledo, man, to the guy you are now and the beautiful. What do you have now? It's it's extremely dope just to just to see the growth that you've that you've accomplished so far in your life and and I'm sure you still got a bunch of bunch more growth coming in coming your way man, but dude it's it's, it's awesome. It's awesome hearing from you again and just awesome for me being on your show man, I'm super proud of the guy. That you've become dude. Yeah, you're too.

Kind. I brought you on here just to talk. Nice of that one. So I. Appreciate that, man. Before we. Jump into this. I have a personal question, so I thought what better time to ask this to in? A public setting so. When I would hold back, I made that catch. What coverage were you guys in and I'm guessing?

Man, you, you know, you know that you know.

It was. Free.

The answer to that.

Question, but I knew it. I knew it. I knew it.

You already know we were in man free and you already understand. You played the position. You know, I was just showing the good range. That's all I was showing up in the middle of the field. I was able to get to that.

I knew it.

Yeah.

You were. There you saw it. You're the best, best few, right?

You know the the the hell of a catch. It was one hand, dude. Falling back in my corner. Brandon Carr was holding and he still was able to get the job done, but. There. In no way shape or. Form where we had covered two or anything like that where I was supposed to be over top. That was a man man coverage and I was just coming over to try to provide a little bit of help. But he ended up catching that thing. Man. That was an amazing catch. So it was. It was a wild experience, but we did win the.

So my.

Again.

Game you did you.

Did so. My assumption was right. I was like that had to be manned for or something because you were coming late to the pick. And probably center of the field and I saw a different angle. Someone was filming from the the stands and that. Catch was just. It was. It was unbelievable. It really was crazy. So you and I, we talked, what, two months ago? Maybe we were. We were scheduling this. We we talked about what we did.

It was ridiculous, not ridiculous.

Hmm.

But we do ensure some or worked with some professional athletes in regards to. Ensuring them a couple NBA prospects, most of them in the G League for ensuring their potential future earnings as well as their agents because they don't want to make any money if they if they don't make it. If you overdraft. It, but we haven't dealt with any NFL guys, but this situation with the more handling, how it happened a couple weeks after you and I spoke. You know, I haven't watched the play and I really there's really not interested in watching it, but I know you have. So what's what's your take on the entire situation?

Yeah. So you know, I was, I was watching the game, you know, me and my wife. We were sitting here. I think it was a I want to say with a Monday night maybe. And we were sitting there just watching the game. And as you see the. Play unfold it was. A routine you know, just regular tackle, like being who have both made hundreds of these routine tackles. You go in there, you have your face. And it wasn't like his his head was down and his neck was exposed or anything like that. It was a routine regular tackle wrap up and he dragged. The guy down. And that to me, is what made this whole situation so much scarier, man, because. It was a routine play that you see guys get up a million times and he was able to get up and kind of shrug it off like it was nothing. And then 2.5 seconds later, he just caught like body just dead weight just collapsed and he falls back on his head and you know, me and my wife were sitting there and, you know, as well with with the rest of the

nation. ESPN and we're sitting there looking like. Man, what the? Heck, was that you know what's going on and then you see, you know, the sun looks on both the Bengals players as well as the Buffalo players. And you see guys crying and you see, you know, Josh Allen and Joe Burrow sitting there in disbelief. And I'm like, man, what's really going on because they won't really talking about it on the broadcast and then. Once you see these players crying and then you see ambulance come out and we're like, oh man, this is something serious because we didn't look that bad and I'm thinking, OK, maybe it's like the Ryan says your situation where maybe you know something in his back or spinal or maybe, you know, it's it's paralyzed or something to where he just collapsed like that. But then you hear over, you know, the announcements that, you know, this guy had to get resuscitated twice. You know, they're bringing out. They're bringing out the, you know, the a shape or whatever jacks your heart back up. And they have to do it twice, cause the man's heart stopped beating. You know, he couldn't get that circulation or that that air flow, that oxygen to the brain.

Cheese.

And it was just unbelievably scary because usually, you know, once they have you in the Gurney or once. Have you load you up into the ambulance? You'll see the player give. A thumbs up or wave his. Hand or something? Along that nature, but there was nothing. I mean, the guy was literally lifeless on the field. Like he literally passed away on the field. Which was super. Scary and luckily you know the NFL and you know the. Ambulance and the you know, healthcare providers were able to act extremely fast because if that was, you know anywhere else, I mean I'm sorry, but the man probably would. Have passed away. But they were they were able to react fast, get his heart back going, you know, help him breathe. Cause he couldn't breathe on his own. You know, took him to the hospital and he was, you know, able to make a full recovery, which, you know, that's a blessing in its own. But it just goes to show you, man, how dangerous and violent. You know, the sport can be. And it's scary, man, cause they still don't have a legit answer. A legit reason to why that happened. You know, they say it happened cause, you know, it was just the perfect timing of the hit. And the heartbeat or whatever the case may. Be, but they still have a. Definitive answer, man, that's just that's scares the living crap out of me, man. So that whole situation. It was, you know, it was devastating and, you know, thank God, he was able to pull through. And make a A. Full recovery. But man, I'm telling you what, that that thing was scary, man.

I have so many questions too. It's like, are they going to try and change the pads? I mean, how long has football been around? And this is the first time this has happened, right? In football, it's I feel like it may have has it. Has it happened in other sports that maybe lacrosse or baseball?

Yeah.

I mean, it's really.

Where? Where?

You've seen you've seen some guys, you know, maybe you have cardiac arrest, but usually that was from underlying symptoms like something, you know, underlying this all was, you know a.

Yes. Yeah.

100% healthy. From what they say, and I mean, it's just scary, man, just how that happened. And then you you talk about, you know changing pads and all that stuff and and they could, I mean it's, you know the science behind you know the.

Yes.

Then for footballs getting better and better each and every year, but also the guys are getting bigger, faster, stronger, these collisions are getting more and more. Island, you know, as the the league gets going. So it's just man, you know, I don't know what you can do. I mean, you can always coach, you know, better tackling habits. But the guy had a great corn Taco, you know, it was, it was a cooling tackle. So it's extremely scary and I'm looking forward to what the league is gonna do this off season. As far as you know. Studying the prevention of something like this happening, you know, maybe like you said, maybe it's equipment. Maybe it's, you know, the way they they teach the game. I I have no idea, but they gotta figure out something cause you know another incident like that and you know, things. Things can go downhill extremely fast.

No, I think you're spot on. I mean it is a, it's a collision sport. They're doing a lot to to change it. I would say from a physicality standpoint, but it is if they're like minor little car accidents in certain circumstances, are there plans or some form of planning in place when you enter the league for situations that if you're not able to. Why? If you are injured or if you're injured indefinitely? Do they have any form of insurance coverages through the league, through the NFL to protect their players? Is that all on an individual basis based off of a a certain plan that you? Have to go out on. Your own and and and work with.

And. And I'm gonna tell you this more because I think it needs to be known. But the NFL man, when it comes to life insurance or disability or anything that help their players after football or if they have a crazy injury to where they can't play football anymore. There's no plan like there's there's no plan in place. Like when you, when you come into the league to or you automatically, you know, have.

Yeah.

This life insurance. Or you automatically get disability or you you'll have healthcare for your remaining years. That's not the case. And to me, I think the NFL probably has been worse. I mean of all sports, because if you look at it, you know, the only way you can get some insurance once you're done playing is if. You have to. Play over five years. You have to become a vested veteran and to be honest with you, we all understand the NFL stands for not for long. And if you look at it, that the. The average career of an NFL player is maybe 3-2 to three years.

And then after.

That's done. You know. What are you looking at like? What if you suffer? A catastrophic injury. To where you know you, you got a permanent limp for you. You can't walk for the remaining. Of your days, you. Know how are you supposed to set your family up for that? How are you supposed to be successful afterwards when you've already had maybe two or three years of collecting checks for the National Football League? So it's it's it's extremely tough situation because when you come in, at least this is how it was when I was. And they might have changed it. You know, these past couple of years. But when I was coming in, there was no talk of life insurance. There was no talk of. Alright. You know, you're gonna get these health benefits once you play because even after you get, you

know, those first after you become a best and veteran once you get to that. Point you still once you retire, you only get five years of coverage. After that you get only five years of coverage from a place called Cigna. To make sure you're taking care of all your your health needs after that.

And that's that's health, that's health benefits. So it's is it life life or disability.

Not even life or disability. That's just health benefits. You only get that you. That's it.

For five years, that's it. And then how old are these? Guys when they get out 27 maybe.

If you did it, if you did the. Average NFL career you're done at, you know 24/23/24 and you have no public after that because you're not a vested veteran. And even if you were a vested veteran, you're done after you're 2526. By the time you're 3031, your health insurance is done and you gotta start coming, you know, paying out a packet.

Yeah, yeah.

Which is, you know, it's it's it's, it's. It's wild to me. And and and it you know it all goes back to, you know, these players and what they value and what their importance is to them. You know, because they had an opportunity because the CBA, the collective collective bargaining agreement between the players and, you know, the owners and all that good stuff happens every 10 years after the 10 years they had them. An opportunity to renegotiate and try to get, you know, more health benefits. Try to get. Life insurance. Just. Reality for those guys that don't that don't have the Aaron Rodgers career or the Tom Brady career, whether making a boatload of money after football off the field. They had an. Opportunity to go ahead and try to get more in that direction, but instead they chose to, hey, we don't want to. Get tested for. Marijuana like to me.

Yeah, that's what are we doing. And and those are the players that need those are the players that need.

Just. You've got to plan better.

But I mean, the other guys can reinsure they don't need the and there are. And as you know just we know there are so many players that are those friends you guys or even 2 even 4 like you said if they're not vested I I would love to know the percentage of non vested NFL players.

Exactly.

Yeah.

Got to be extremely high.

Man, because those are the ones that because they have their. Your life, you. Know you have this tunnel vision. You're. Going to make. It and everything's gonna be OK. Or at least everything will be really good financially. For a few years. Maybe, depending on how you invest it or how your your financial plan is set up when. 2425 you'll be OK for a duration of time, but these guys are coming out and they're still someone are still kids and there's nothing in place. There's nothing protection wise. There's nothing planning wise to them. First of all, you have to go and figure out a a legitimate career after that. It's not like you sign a contract for 2-3 years and you don't have to work anymore, especially in regards to how you.

Right.

Exactly.

Any money? I mean, that's fascinates me, that there's nothing in place. I mean, are there people calling on you guys like Wealth Advisors, financial planners? That are are. Continuously calling on on, I'll call them fringe NFL athletes like what was your experience? Because I know you've done plans, you've always been extremely smart before thinking so. I know you've done planning, you know, what is the process like for you and other players?

Well, look, I'm gonna be honest, cause when I came out, you know, undrafted and and you're right. You know, I, you know, I I was able to think a little bit into the future or you know, I wasn't as tunnel vision or tunnel minded as you know a lot of cats coming in cause some guys other first round draft picks are thinking oh you know just small things I you know I'm a first rounder so it's it's going to happen. Me. I'm gonna be this. You know, star on the field and off the field. And if you look at it, man, I wouldn't. I would guarantee at. Least 85. Percent if you're a first round or. Second round, it doesn't even matter. Only a few of those guys really get to those second contracts. What they're getting paid a Boo cool amount of money on and off the field. The remainder of those guys. What's the rookie contract is done? You know, they gotta they. They they gotta figure things out for. Me. I got lucky because.

You didn't get lucky. You worked.

Really hard and.

You. Yeah. Yeah. And I don't expect I.

Yeah, I just. I worked really hard and.

Just saw the wrong career.

Yeah, exactly. Yeah. You're not lying about that. So I had to work really hard, but my financial guy who I've had since my senior year at Toledo by the name of Don Sherwood, he, you know, works for Alcon wealth.

Are you working with him while you were at Toledo or you were connected with him, please?

Yeah. My so my yeah, I was connected with my senior year. You know, I sat down, we became, you know, brought him to my house in Pittsburgh and, you know, family got to meet him and, you know, really, you know, they they really like the guy. And he seemed really trustworthy. And he is. I mean, I've been working it for him for, you know, almost 15 years now. So we got that. We got that great relationship.

That's great.

Kind of like a uncle and nephew type relationship where. You know, he looks. He looks after me so. Long story short. He's the guy that kind of put it in my mind that, hey, man, you know, if things don't really work out the way you planning it to, you gotta have a fall back. You gotta have something to make sure that you know to physically assure yourself like that, that making sure that you know you. Have something after football? So he's the one that. Gonna talk me into. You know, getting the

Pacific life insurance and making sure, you know, I got a Plan B because, like, we all know football it's not gonna last forever. And you know, 90% of those guys aren't gonna get second and third contracts. So he was really the one that talked me in to making sure I have a. Backup plan for. Myself. And then when I started having my family, you know, making sure that they're taken care of. Anything, God forbid? What happened to me? And so. That was my, you know, my experience with it, you know, I got a financial guy, I was really trustworthy and really forward thinking and helps me, you know, kind of get over that hump. But you see it happen hundreds and hundreds and thousands of times where people don't have that good financial guy. You know, some people just, you know, the financial guy, come to you talk to you. Two second. And then, hey, when the moment you don't bring in, you know, hundreds and thousands of dollars to him and his hair, you know? They'll stop talking. To you so you know a lot of those guys, they don't have that same experience that I had and it's really tough though, because not only is their career, you know, was their career a lot shorter than mine and and money, you know, as far as money is concerned. But you know after that you got. To think you know where am I going to get this health insurance for my family? You know, we're not gonna get these benefits. Something has to happen. So you know, I'm that that's the reason I say I got lucky because I had a lot of great people in my corner to help me get over that hump and to help me realize that life is bigger than just, you know, playing on a football field. You got to make sure. Or you go out there and handle it yourself and your family as well and. I say you know it. Changed a lot of mindsets. You know, when I played, because when I played, it was all football, football, football. That's it. Now you see, you know, a lot of these cats, a lot of these young football players, they're like building brands and they're building businesses, entrepreneurs.

Entrepreneurs, right? Yeah, exactly. Yeah.

And you see it, you see it all the time. Now these NFL teams are setting. These young guys. Up with, you know, internships here, internships there so. So I believe it's starting to turn for the better. But when I first got in there, there was none of that. There was none of that building of a brand or you gotta, you know, it's more than just a game. You gotta have these businesses offside. Outside of football, there was none of that. It was all tunnel vision. And what can you do for your NFL team? But now it's starting to change a little bit. They're starting to realize that, hey, yourself. You know, you gotta look at yourself as a brand. Look at yourself as a business and try to maximize them as much as you can from yourself as well as others around.

You that was almost like centered upon. If you were doing other things outside of just. Trying to be a better football. There, and I mean even in college. But now it's it's almost like you have to strike while the iron is hot, right? You you're you're a player and you can set up a A side business doing whatever. If you're whatever. These guys are some of these people are doing now. But it's interesting to hear how it's changed during because you played nine years right.

Ohh you know it, you know it. That's it.

Isn't that yeah.

Yeah, I was 20/20/10 and then to 2019. So yeah, it was. Ohh actually I'm sorry 2018. So yeah, it was nine years, nine years.

I wonder if it was almost better or in your favor to be kind of the. You know, under the radar you you were good enough. I mean, you obviously you you were good enough to play in the league, but to not be a high a high, you know a second or third. 3rd rounder but. Get a chance to, because then you get those advisors who are more relationship driven versus we need to. We need to plan for for the Aaron Rodgers or those guys. And if those assets don't follow through, it may not be worth their, you know, the juice isn't worth their their squeeze so. They're on to the next. So almost, you know, I wonder if that was beneficial in your favor, being that that guy who was on the fringe and then obviously having. The lengthy career you had.

100% right. I mean you look at it you, you got a lot of those guys that big time first rounders or you know, they're big time, you know, prospects coming out and they signed with these agents slash financial guys who. Don't really have their best interests at heart. You know, I I got like I said, I got lucky because my financial guy was more family oriented and it was only me. And maybe, you know, six other guys. So we got his full, undivided attention. You see a lot of these guys when they come in, they go with their financial guy and they have, you know, 100 or 150 different clients. So you know, I only talk to him here once a month. And to me that's that's ridiculous. Like I call my guy. At least, you know, once, maybe even twice a week. I gotta know what's going on. Actually, I gotta know everything like look and that's just how I am. Like I, you know, I don't want to do too many things, you know.

Yeah.

I'm not a great. Multitasker. But you put maybe one or two. You know things in front of me. Alright, I can make sure this is right. And that's right. And then we go from there. But yeah, a lot of these guys and then they sign with these big time, you know, firms and. They get treated if you're not the top dog. Got that hurt. You know, you get kind of thrown to the wayside and I've seen it happen, you know, hundreds and hundreds of times. So like you said, I, you know. I got 100% lucky with that with the great. To be able to, you know, basically guide my career until I got to the point where, OK, Now I can understand this a little bit better. So we're more like partners now instead of just like mentorship, so.

That's the way it should be, man it, regardless of the business you're in. I mean, I've been in the industry like the insurance industry now for 10/10 plus years and I've seen both sides of it. I've seen those transactional types of engagements and discussions and it's just it, it may work for a bit. But in terms of cultivating true meaningful relationships. And sustaining it and building a business and a practice that that's fruitful for you and your clients, it's got to be relationship driven and you truly got to care and it's got to be comprehensive planning. So I want to talk about your the leader of your family, Marcia. She's the, she's the captain. She owns her. She just opened her own.

Yes.

Practice right speech pathology. That's fantastic.

Yeah. So yeah, going on a year now, yeah, she started her own private practice. She's a speech. Language. But that was just got her. Masters and all that. And and before I even. Better down here. You know she was working for a business called Therapy 2000, which basically she was in charge of all the Dallas Independent School District. She would be the ones that go in there and evaluate



these kids and make sure, you know, hey, do they have she can, you know, tell if they had autism or they needed some just they were just slow. Developing or, you know, maybe they, you know, something else is going on in there. So she was able to go in there and do all that. And she did that for a number of years. And then we got to the point where, you know, my football career, it started to take off. And, you know, we wanted to start to have a family. So. We sat down, we talked a little bit and and I wanted to know that, hey, you know, right now we have the opportunity just because, you know, I'm playing good, things are going well to where when we have these kids, you know, I would prefer if you were to, you know, stay at the house and raise them because you know nothing wrong with daycares or anything like that. I was raised in the daycare. But you know, I wanted my kids to be around my wife, so I wanted that to happen from when they're little to where, you know, then they go to school. But we were able to do that. And so, you know, she put her career on hold for me, you know, thank God. And their kids grew up with her and grew up with myself in the house. And then, you know, now they're able to go to school and she's able to start her private practice. And thankfully, you know, things went well for my career and I was able to be that, you know. Financial backer for her for her business to start a business. To kick it off. And you know the first couple of months, Rocky, just because you know she she's the first time business owner, you know, she worked for therapy 2000 all those years. But it wasn't her. Company. So now that it's become her company, you know those first couple of months, they're a little rocky, you know, was always kind of how I need more money for this or all I need more money for that. But then once she got her client, you know, base up and she started getting these schools and these preschools to pay her to come in and do all the work by herself in it took off. And it took off unbelievably. And now she's to the point where she has so many clients that she has to get employees. So she has about three or four employees now. When the company is really taking off because if you look at it, I mean there's always going to be a need for speech, you know, a speech pathologist out there. You know, there's always going to be a need for that. So her company is taking off, great. And I'm super proud of the mom and the business woman that she's become.

Oh, for sure and some you. Guys are a good team to no surprise, which is.

Ohh yeah, I mean she she holds me down there.

She's she's. Which is huge. So what's so what's what's? What we're coming up? On 30 minutes and I want to I wanted to. Let's you plug anything. What? What's new for Barry Church? Aside from all this Co hosting with ESPN and the pre and post game show for the Cowboys, what what else is in store for you and your family?

You know I love my what I'm doing now is analyst. You know, just to stay around football because, I mean, you made a little work in the field that, you know, you've had so many reps up. So I, you know, I love what I'm doing as far as being an analyst for ESPN XM Radio, being a Co host for all those Dallas. Shows, but now I'm starting to, you know, get little Dibble a little bit into real estate. So got a couple of properties, got a couple of properties down here in Dallas and I'm renting out. And then I got some land out here as well that I'm buying. And holding just. To see you know if I can get my foot in that game and just to see what's. Going on on that, that aspect of the. Business so. I'm looking forward to it, man looking really forward to it. So far it's been going great. You know, my tenants are great. You know, it brings me a. Nice little return each and every. Month. So to me it you know it all comes down to multiple streams. You know multiple streams of income because you

never want to be caught if someone you know crazy would have happened at one job or you're no longer working there, you don't want to have all your eggs in one basket. And so to me, it's all about multiple streams of income and starting to fulfill that now.

Diversification man truly thank him. Barry Church always on to the next. I will do this is this has really been great. I appreciate you coming around and it's always good to catch up. Please tell the family I said hey and we will we'll catch.

All day, every day. So.

Up soon.

Hatchet man, we gotta have you and the fan down here in Dallas. Man. We gotta have y'all.

Check us out, man. What's the what's the playoffs over and everything. You guys, you guys beat up on Brady. So once the Eagles, you know, you know the Cowboys, you know, we'll see what happens. I appreciate it. Bye.

No, man.

Let's go. Here we go.

We'll catch up soon. Thanks again.

No, man, anytime you need me. Give me a call, brother. I'm done.

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