

BIGGER FASTER STRONGER

#157 2nd Digital Issue!
July/August 2014
\$2.99

BFS

*The BFS Program: 28
Years and Still Going
Strong*

p12

*Records Fall at Power
Clean Championships*

p16

*Defying the Odds:
The Davis Twins*

p20

*Jersey Shore High School
From 0-10 to District Champs!*

p8



DISCOVER THE THE BXI WEIGHT ROOM

All new and built for the heaviest workouts in a space conscious design. Power racks, built in two depths and in bolted or welded

together options, are massive 3" X 3" steel. With 30 settings for bar catches and safeties this rack accommodates every athlete.

Well thought out weight room storage keeps bars and bumpers close at hand but out of the way.

BXI auxiliary equipment includes heavy duty dog sled and framer's walk bars. See the ad on pg 8 even more add-ons to extend your workouts!

36" Bolted BXI Power Rack



9 Bar Storage



Farmers Walk Bars



36" Welded BXI Power Rack



Dual sided Dog Sled



Mobile Bumper Rack



BXI POWER RACKS 4 OPTIONS

WELDED SIDES 36" DEEP	\$775
----------------------------------	--------------

BOLT TOGETHER 36" DEEP	\$800
-----------------------------------	--------------

WELDED SIDES 30" DEEP	\$700
----------------------------------	--------------

BOLT TOGETHER 30" DEEP	\$725
-----------------------------------	--------------

BXI WEIGHT ROOM STORAGE

MOBILE BUMPER RACK	\$90
---------------------------	-------------

BXI 9 BAR STORAGE RACK	\$115
-------------------------------	--------------

BXI AUXILIARY EQUIPMENT

BXI FARMER'S WALK, PAIR	\$150
--------------------------------	--------------

BXI DOG SLED	\$265
---------------------	--------------

GET STARTED

Head right on over to biggerfasterstronger.com and check out the full line of BXI equipment.

Call a BFS coach at 800-628-9737 with any questions and we can get your weight room started today!

BIGGER FASTER STRONGER



BXI Series is proudly designed and built in the USA

CLICK

See the complete BXI Series Online!



BFS COACH'S MARKETPLACE

Save 25% Off Many Varsity Items at www.BFSale.com
Only While Supplies Last - Limited to stock on hand!

NEW PRODUCTS



Ab Wheel

Item #: 314059
\$16.95
15% Off at BFSale.com
Promo Code: 0714MGNP1



CHB-S7X Indoor Cycle 1

Item #: 314062
\$565.00 USD
15% Off at BFSale.com
Promo Code: 0714MGNP1



CHB-S2002 Indoor Cycle 2

Item #: 314063
\$345.00 15% Off at BFSale.com
Promo Code: 0714MGNP1



Fitness Mat

Item #: 314060
\$25.95
15% Off at BFSale.com
Promo Code: 0714MGNP1



Hand Grip

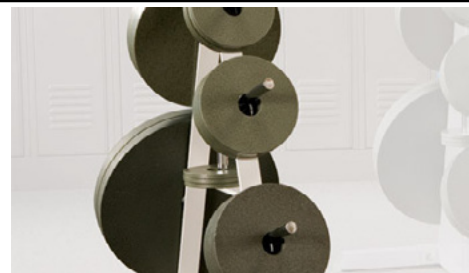
Item #: 314056
\$13.95
15% Off at BFSale.com
Promo Code: 0714MGNP1



Adjustable Weight Vest - 20lbs

Item #: 314056
\$69.95 15% Off at BFSale.com
Promo Code: 0714MGNP1

SALE ITEMS WHILE SUPPLIES LAST



Olympic Plate Rack

Item #: 52844
Promo Code 0414WETS1



Angled Squat Rack

Item #: 50142
Promo Code 0414WETS1



Arm Curl Bench

Item #: 51011
Promo Code 0414WETS1



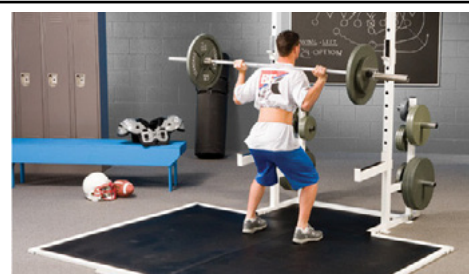
Varsity Power Clean Platform

Item #: 60154B
Promo Code 0414WETS1



Unilateral Power Press

Item #: 50195A
Promo Code 0414WETS1



Varsity Half Rack with Platform

Item #: 60198
Promo Code 0414WETS1



D1 Olympic Bench

Item #: 50401A
Promo Code 0414WETS1



45 Degree Hyper Extension

Item #: 51331
Promo Code 0414WETS1



Varsity Olympic Decline

Item #: 50403
Promo Code 0414WETS1

BFS is the complete solution!

BFS is the go to resource for equipment for every institution. Our Varsity line of racks, benches and platforms is top quality equipment designed to get the most out of even a limited budget. Right now many items from this line are on sale at even lower prices!

Many specialty, or individual use products on sale! Many weight rooms cater to specific training methods for specific results. BFS has the machines to fill these niches and right now many of these products are on sale at 25% off!

[Go to BFSale.com for complete list of sale items!](http://www.BFSale.com)



A Message from BFS Editor Kim Goss, MS



Obama Gets a Heads-Up on Concussions

BFS is a leader in educating physical education and sports coaches about the dangers of concussion. It's a serious problem that now has the attention of the president of the United States.

On May 29 President Obama opened a daylong summit about concussions. The event attracted more than 200 attendees, including coaches, athletes, parents, representatives of pro sports leagues, and medical professionals. For President Obama, the issue was personal.

“When I was young and played football briefly, there were a couple of times where I'm sure that that ringing sensation in my head and the need to sit down for a while might have been a mild concussion,” said Obama. “At the time you didn't think anything of it. The awareness is improved today, but not by much. So the total number of young people who are impacted by this early on is probably bigger than we know.”

How serious a problem is the incidence of concussion among athletes? It's estimated that brain injuries now result in approximately 250,000 emergency room visits annually by young athletes. As a result, fewer youths are participating in football – and lawsuits are on the rise.

The NFL is a litigant in a \$765 million settlement involving more than 4,500 former players who have suffered brain trauma from the game. The National Hockey League is also facing a major class-action lawsuit as a result of head injuries that occurred on the ice.

On the positive side, the May 29 summit highlighted an array of financial support from entities that are taking a proactive approach to the concussion issue. There is a \$30 million joint research effort by the Department of Defense and the NCAA for a concussion study involving 37,000 college athletes, and a

\$10 million concussion program funded by New York Giants co-owner Steve Tisch at UCLA to develop a concussion database. The NFL has been a big supporter in helping deal with this issue. They are providing \$25 million of funding over the next three years to work with the National Athletic Trainers Association to increase the number of athletic trainers in high school, \$16 million to the National Institutes of Health to fund a study on the effects of repetitive concussion, and \$1.5 million in funding to USA Football for its concussion recognition and awareness program.

Although there is a long way to go in the prevention and treatment of concussion, the White House Summit is a great start.

Kim Goss, MS
Editor in Chief, *BFS* magazine
kim@bfsmail.com

Table of Contents

Departments

From the Editor

Obama Gets a Heads-Up on Concussions 2

What's Happening

News, highlights and a book review from the world of athletic fitness 4

BFS Success Stories

Jersey Shore: From 0-10 to District Champions.
A struggling east coast team learns how to win. 8

BFS Program

Stay the Course with BFS.
The proven way to achieve unified success in any athletic program 12

Training and Equipment

2014 National High School Power Clean Championships.
National records were shattered once again at this major event 16

For Women Only

The Davis Twins: Defying the Odds.
These remarkable girls prove that it's never too young to start training. 20

BFS Magazine

FOUNDER: Dr. Greg Shepard

CEO: Robert Rowbotham

PRESIDENT: John Rowbotham

EDITOR IN CHIEF: Kim Goss, MS

ART DIRECTOR: Steve Kinslow

VP OF SALES: Doug Kaufusi

COVER PHOTO: Jersey Shore High School

MAGAZINE DESIGN: Steve Kinslow

PUBLISHER: Bigger Faster Stronger Inc.

BIGGER FASTER STRONGER

2930 West Directors Row

Salt Lake City, Utah 84104

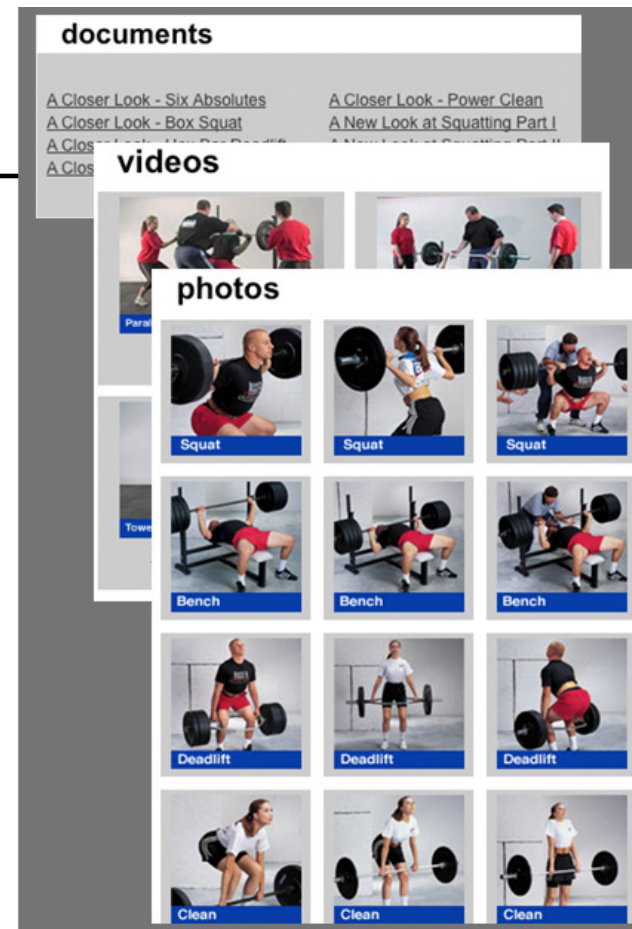
1-800-628-9737 • Fax 801-975-1159

info@bfsmail.com • biggerfasterstronger.com

This is an official publication of Bigger Faster Stronger, Inc. It is published bimonthly. Subscriptions are \$19.95 per year and can be ordered at 1-800-628-9737. No part of *Bigger Faster Stronger* magazine may be reproduced in any form without the express written consent of Bigger Faster Stronger. Prices quoted in this issue are subject to change without notice. All equipment will be shipped the most economical way, F.O.B. Salt Lake City, unless otherwise noted by Bigger Faster Stronger ©2014. The material presented in *BFS* magazine is not meant to provide medical advice; you should obtain medical advice from your private healthcare practitioner.



What's Happening



BFS at Home

Safety and Strength Training

BFS at Home is an initiative to help young athletes train throughout the year. The BFS Total Program has built-in muscle confusion and recovery days that make it an ideal system for year-round development.



To this end BFS has published a series of videos through YouTube on the [CoachBFS channel](#) and on the [biggerfasterstronger.com](#) website. Utilizing the same work area BFS president John Rowbotham and his teammates used to lead Skyline High School to three state championships, Bob Rowbotham guides home workouts in the 6 Core Lifts. Stressing proper technique and demanding proper spotting, these videos are “must watch” viewing!

The BFS Online Learning Center

Bigger Faster Stronger has been a leader in weight training for athletes for over 38 years. The commitment to working with coaches, teachers and athletes means that BFS is employing every means to get our information to WRSC certified coaches and teachers.

Once certified, coaches and teachers have immediate access to a complete range of videos covering every core lift and the proper execution of each. Spotting techniques are of course also extensively covered to maximize safe weight room protocols and behaviors.

The Online Learning Center is a growing resource with articles, position papers, presentation slides, coaching tips and of course the video resources. We encourage every certified coach to take advantage of the knowledge that is literally at their fingertips. At the beginning of each new season or class semester, review and share this information to keep your program headed to the next level!

To learn more about becoming a WRSC certified coach contact BFS at info@bfsmail.com



Player Profile

Team BFS's Triple Threat



Polliquin Group™ photos

Kaitie McHugh

Lisa Maas

Sarah Evers

Welcome to the newest members of the Team BFS Weightlifting Club: Sarah Evers, Lisa Maas, and Kaitie McHugh. Evers has a degree in health promotion and wellness and was a scholarship soccer player, Maas has a degree in exercise science and was a scholarship tennis player, and McHugh has a degree in sports

medicine. Among the nine members of the current team, three have master's degrees, four have bachelor's degrees, and two were high school honor students who are pursuing bachelor's degrees.

Book Review

One Game One Time



Jeff Scurran is a veteran BFS clinician with a reputation for turning around high school football programs and helping athletes move on to the college level; many of his athletes have gone on to play in the NFL. If you want to know how Coach Scurran works his magic, pick up a copy of his new book, *One Game One Time*, which can be ordered through Amazon.com.

One Game One Time is based upon Scurran's work in preparing the 2004 Pima Community College football team for the Pilgrim's Pride Classic. It focuses on Scurran's struggle to build a winning team with minimal funding – in fact, after earning a shot in a bowl game he had to single-handedly raise \$50,000 for travel expenses. This was a tough sell, as the team's competitor, Kilgore, was a 42-point favorite.

Want a taste of why Scurran was such a success? Consider this: Before stepping onto the field at the bowl game, Scurran told his team: "If we play these guys 10 times, we lose nine. But we don't play them 10 times. We play them once."



TOTAL PROGRAM CLINICS & CHAMPIONSHIP CAMPS



Exercise Instruction
Character Education
Coaches Sessions
Weight Room Safety
Weight Training,
Weight Room
Evaluation



BFS PRESENTATIONS IN 4 FORMATS COMBINE FOR 11 OPTIONS TO COVER YOUR UNIQUE SITUATION

Bring BFS into your School



4 Building Blocks are the Foundation of the BFS Camps Clinics and Certification program. With two flavors of the **Total Program Clinic**, the character education benefits of the **Be An 11 Seminar**, and the Strength, Conditioning and Safety instruction of the **WRSC** you can find the combination that your program needs!

2 Day Total Program Clinic: Up to 12 hours of hands on strength & conditioning training for athletes & coaches, core lifts, auxiliary lifts, speed, plyometrics, etc... Coaches only break out session starts off the clinic to ensure you are able to immediately put the total program in use for your team. A BFS instructor will come to your school and show you how to unify your athletic program so athletes can progress year-round. The 2-day clinic permits more hands-on instruction for every coach, teacher and student/athlete.

1 Day Total Program Clinic: Up to 6 hours of Hands on Strength & Conditioning Training for Athletes & Coaches, Core Lifts, Auxiliary Lifts, Speed, Plyometrics, Flexibility, Nutrition, Program, etc... Coaches only break out session starts off the clinic

Be An 11: Up to 3 hours of Character Education, Goal Setting, Team Building Activities, Championship Attitude Activities, Community Support, Unification, etc... See **page 24** of this magazine to learn how a Be An 11 seminar can inspire your teams and student body!

WRSC: (In-Service or Regional Certifications Available) A BFS Weight Room Safety Certification provides a minimum of 8 hours of Hands on Teaching Protocols, Program Implementation Details, Safety & Liability Details, Weight Room Evaluation, Core Lifts, Auxiliary Lifts, etc... WRSC includes one year of online video training support. See **page 48** to learn more!

Explore your options

Find a complete list of available camps clinics and certifications on page 7



Learn More about the Total Program at www.biggerfasterstronger.com



TOTAL PROGRAM CLINICS & CHAMPIONSHIP CAMPS

Start Your Championship Journey With BFS!



A BFS Championship Camp & Coaches WRSC
2 Days, 50 Athletes & 5 Coaches: \$6980 Product # 800A
Be an 11 Seminar • 2 Day Total Program Clinic • In-Service Weight Room Safety Certification

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE
BE AN 11 \$2990	\$1495
2 DAY TPC \$3990	\$3990
IN-SERVICE WRSC \$3195	\$1495
IMPLEMENTATION PACK-AGE \$3500	\$0
TOTAL: \$13,675	\$6980

Save Over \$6695!

WRSC: \$299 per coach over 5
Camp: \$40 per student over 50

Implementation package

Valued at over \$3,500 the implementation package contains equipment, instructional materials and ongoing support to allow you to take charge of your program immediately after the conclusion of your Championship Camp!

Includes:
Complete Weight Room Evaluation and 2D weight room layout design, Set Rep Logs, Youth Training Bar Package, Total Program DVDs, Be An 11 books, camp t-shirts, 4 month magazine subscription for all athletes and students attending, WRSC Support for certified coaches and much, much more!

Experience, Tradition, and Value:

The BFS Championship Camp delivers a winning culture to your school - in athletics and in life!

B BFS Championship Camp
2 Days, 50 Athletes \$5485 Product # 800B
Be an 11 Seminar • 2 Day Total Program Clinic

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL PRICE: 50 STUDENTS	PACKAGE
BE AN 11 SEMINAR \$2990	\$1495
2 DAY TPC \$3990	\$3990
IMPLEMENTATION PACK-AGE \$2500	\$0
TOTAL: \$9480	\$5485

Save Over \$3995!

Camp: \$40 per student over 50

Implementation package
Valued at over \$2,500. Includes Set Rep Logs, Weight Room Evaluation, Total Program DVDs, Be An 11 books, camp t-shirts and much more!

G Be An 11, Coaches WRSC
50 Athletes & 5 Coaches: \$4735 Product # 800G

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE
BE AN 11 SEMINAR \$2990	\$2990
IN-SERVICE WRSC \$3195	\$1745
IMPLEMENTATION PACKAGE \$2500	\$0
TOTAL: \$8685	\$4735

Save Over \$3950!

Be An 11: \$30 Per student over 50
WRSC: \$349 per coach over 5

C Be An 11, Coaches WRSC
1 Day Total Program Clinic,
50 Athletes & 5 Coaches: \$6480 Product # 800C

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE
BE AN 11 SEMINAR \$2990	\$1495
1 DAY TPC \$3490	\$3490
IN-SERVICE CERT. \$3195	\$1495
IMPLEMENTATION PACK-AGE \$3000	\$0
TOTAL: \$12,675	\$6480

Save Over \$6195!

Be An 11: \$20 per student over 50
1 Day Clinic: \$20 per student over 50
WRSC: \$299 per coach over 5

Implementation package valued at over \$3,000. Includes Set Rep Logs, equipment, Total Program DVDs, Be An 11 books, WRSC Support and much more!

H Coaches Weight Room Safety Certification
10 Coaches Minimum
\$5190 Product # 800H

Pricing

INCLUDES TRAVEL, AIR FARE AND EXPENSES

10 COACHES
10 COACHES X \$399 - \$3990 + 1200 DEPOSIT
Total: \$5190

WRSC: \$399 per coach over 10
Implementation package worth over \$2,300.

D Be An 11 Seminar,
1 Day Total Program Clinic
50 Athletes: \$4985 Product # 800D

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL PRICE: 50 STUDENTS	PACKAGE
BE AN 11 SEMINAR \$2990	\$1495
1 DAY TPC \$3490	\$3490
IMPLEMENTATION PACK-AGE \$2500	\$0
TOTAL \$8980	\$4985

Save Over \$3995

Be An 11: \$20 per student over 50
1 Day Clinic: \$20 per student over 50

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, Be An 11 books, and much more!

I 2 Day Total Program Clinic,
50 Athletes \$3990 Product # 800I

PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

2 Day Clinic: \$30 per student over 50
Implementation package worth over \$1,500.

E 2 Day Total Program Clinic, Coaches WRSC
50 Athletes & 5 Coaches: \$5735 Product # 800E

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL PRICE: 50 STUDENTS	PACKAGE
2 DAY TPC \$3990	\$3990
IN-SERVICE CERT. \$3195	\$1745
IMPLEMENTATION PACK-AGE \$2500	\$0
TOTAL: \$9685	\$5735

Save Over \$3,950!

2 Day Clinic: \$30 per student over 50
WRSC: \$349 per coach over 5
Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

J 1 Day Total Program Clinic,
50 Athletes \$3490 Product # 800J

PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

1 Day Clinic: \$30 per student over 50
Implementation package worth over \$1,500.

F 1 Day Total Program Clinic, Coaches WRSC
50 Athletes & 5 Coaches: \$5235 Product # 800F

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL PRICE	PACKAGE
1 DAY TPC \$3490	\$3490
IN-SERVICE CERT. \$3195	\$1745
IMPLEMENTATION PACK-AGE \$2500	\$0
TOTAL: \$9185	\$5235

Save Over \$3,950!

1 Day Clinic: \$30 per student over 50
WRSC: \$349 per coach over 5
Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

K Be An 11 Seminar
50 Athletes \$2,990 Product # 800K

PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

Package Details and Information: All camps and clinics offered come with implementation packages containing instructional materials, many worth more than \$3,000. For complete details on these packages and what you can expect from your camp, clinic or seminar visit www.biggerfasterstronger.com/camps. Here you will also find helpful hints and instructions on what you can do to prepare for your BFS clinics. **All** dates must be booked 30 days prior to clinic date.
Book early to lock in your preferred dates.

Combine your clinics and save!

Call 800-628-9737 to learn about bringing BFS to your school



Learn More about the Total Program at www.biggerfasterstronger.com





Jersey Shore: From 0-10 to District Champions

A struggling east coast team learns how to win

by Kim Goss, MS

“Stay humble, stay hungry” is the usual advice Coach Tom Gravish gives to his football team from Jersey Shore High. The first part was easy two years ago when his team lost every single game in the season. Now, after winning the district championships last season, they will have to double their

focus on staying hungry.

Jersey Shore High is a Class AAA school in North Central Pennsylvania. In 2012 the team was 0-10, and the season could not have been considered a rebuilding year, as the Bulldogs had only won a total of five games in the past five years and had not won a district title since 1997. However, Grav-

ish believed his team had a shot at the district title because his team had many athletes returning from the previous team, possessed a good work ethic, and were motivated by the fact that no one believed in them . . . except for the Bulldog coaching staff. Unfortunately, the season started off with some bad luck.

First, due to construction the team had to practice on the baseball field or in the gym when the weather got bad, and these restrictions prevented them from using much of the larger equipment, such as



BFS Success Story



Starting quarterback Jordan Tawney injured his hand in the second game of the season and could not throw, but was able to play safety on defense and running back on offense.

football sleds. Then, on the second game of the year, starting quarterback Jordan Tawney broke a finger and could not throw; he played with a cast on his hand and ran the ball and also played defense. Eight games into the season the team had only won two games, but things got better. Much better.

Despite having to play on the road against the top three seeded teams, including a team that had scored 63 points on them the previous year, the Bulldogs won the next four games in a row. What's more, their 6-6 record earned them a shot at the district title against the Seals of Selinsgrove High. The Seals had a psychological edge, as the Bulldogs had beat them only twice in the past three decades. That edge ended quickly in the first quarter when Tawney ran 64 yards into the end zone for the first score of the game. Their confidence wavered in the third quarter when the Seals came back to lead 16-14, but the victory was sealed with four minutes left in the fourth quarter when Bulldogs' quarterback Logan English hit Troy Rowan on a 13-yard pass to end the scoring at 20-16.

In the playoff for the state championships the Bulldogs faced the Bison of Clearfield, who were undefeated and had averaged 334 yards per game rushing. Clearfield won that game, 27-8, but the score doesn't truly reflect how close the game ac-

BFS Success Story

ually was – three times the Bulldogs were in the red zone, once fumbling on the 1-yard line. What’s more, Jersey Shore established themselves as a gridiron force to be respected.

“The turnaround in individual, team, and community support has come quickly and is unmatched for a program that hasn’t been good for so long, with so many circumstances working against us,” says defensive coordinator Alex Jackson. Jackson added that the theme going into this season was “Dog Soldiers: Stand Beside or Step Aside.”

For Jackson, this season was especially satisfying because from 1995-2001 he had been an assistant coach at Jersey Shore under coach Dick Delaney. Later, he coached for several years at nearby Lock Haven University, in Lock Haven, Pennsylvania, and then joined up with Coach Delaney again, this time at Loyalsock High School in Loyalsock, Pennsylvania. Jackson became head coach in 2008. He stayed with Loyalsock until 2011, and the school was featured in the Sep/Oct 2007 issue of *BFS*.

Jackson became a believer in the BFS program, and when he took over the strength and conditioning program at Loyalsock, the team went from 3-7 to 6-4 and then a playoff berth, a level the team had not attained since 2001. As head coach, Jackson

continued the winning tradition by capturing a district championship and eastern conference championship. With such success, when he returned to Jersey Shore and took over the strength and conditioning program, Jackson’s first order of business was getting back on track with BFS.

Coach Gravish, who was also on board with BFS, says that one aspect of the program that he particularly likes is that it instills accountability among the players and helps them set performance goals every time they step foot in the weightroom. Jackson especially likes the BFS focus on striving to set personal records with every workout, as well as the fact that BFS is not a “football specific” workout but one that works for all types of athletes.

Gravish also supports the concept of a unified program and encourages his players to compete in multiple sports to become well-rounded athletes. It’s a sound philosophy, as during the 2013-2014 season the Jersey Shore boys won several district championships; they also made the state playoffs in football, wrestling and baseball, and got into the state playoffs for basketball for the first time in five years.

Jackson says the Bulldogs’ remarkable achievements this season have earned them respect from



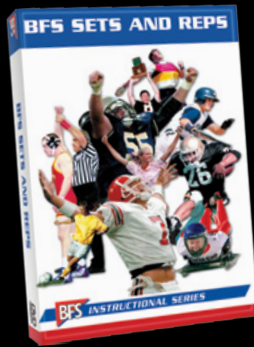
In the offseason, the Bulldogs kept up their football skills by participating in a 7-on-7 tournament. Shown standing (l-r): Dominic Loffredo, Brody Smith, Cameron Boughter, Stephen Baier, Troy Rowan, head coach Tom Gravish. Shown kneeling: assistant coaches Bob Lundy and Eric Eiswerth, players Chris Bashaw, Jordan Tawney, Logan English, and Derek Leese, and assistant coach Alex Jackson.

the student body and the football district. The Bulldogs have turned around their program, and we can expect even more from them in the coming years because, yes, they are still hungry.

BREAK 8 RECORDS A WEEK GUARANTEED

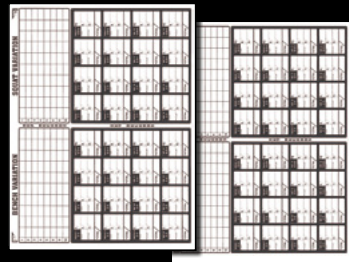
Sets & Reps DVD \$29

- See how to record lifts correctly and track progress
- Watch how to break 8 or more records every week!
- 63 minutes of instruction



Record Cards

- 100 pack \$99
- 50 pack \$49.50 **99¢**
- Track 16 weeks #325061BK

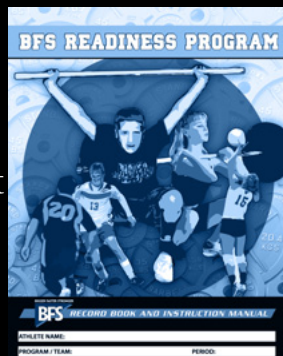


Minimum 50

Readiness Book \$5

- 1: \$5 • 2-19: \$4 ea • Over 20 \$3 ea

The BFS Readiness Program introduces athletes to weight training by emphasizing perfect technique. A solid foundation for all athletes!



Readiness Cards 75¢

Minimum 50

Custom Logbooks

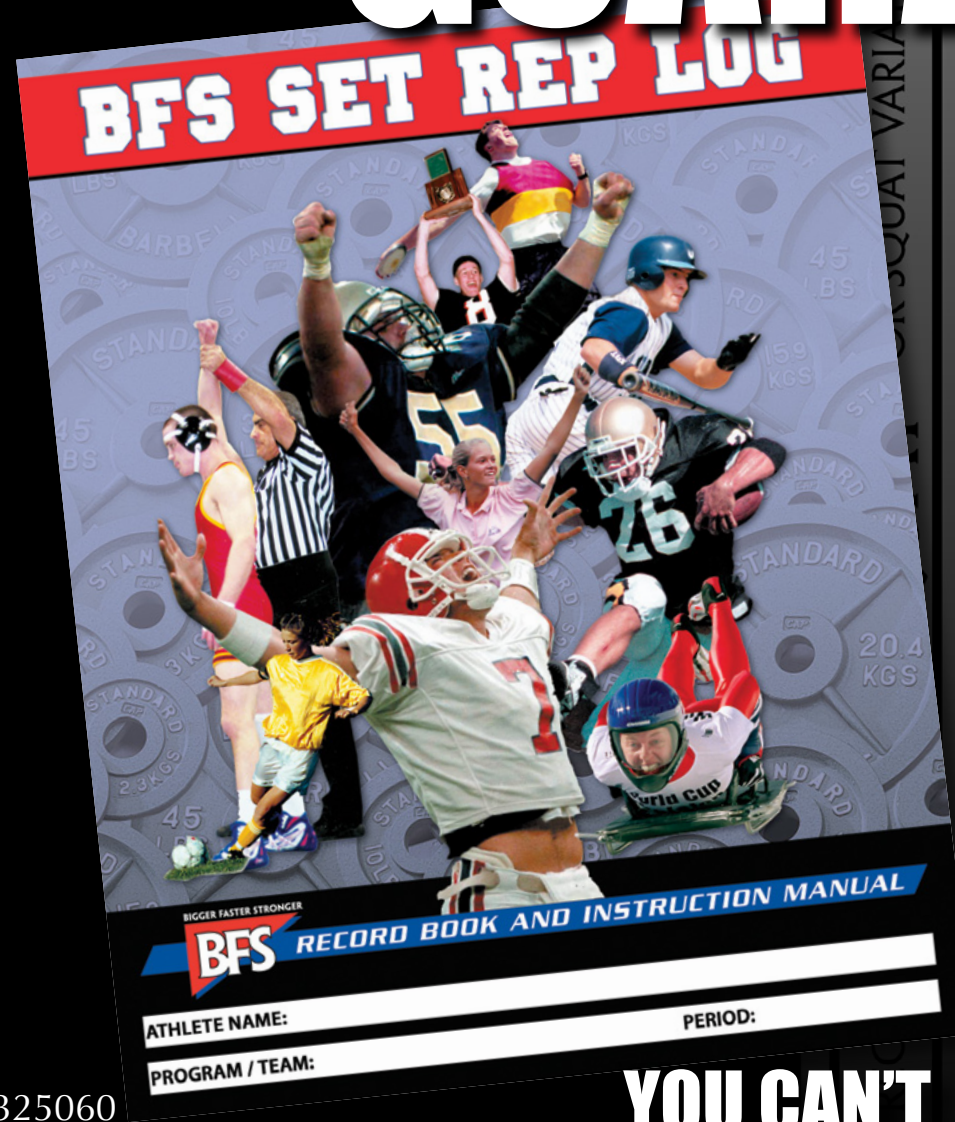
\$4.50 each

(50 minimum)
Build team pride!

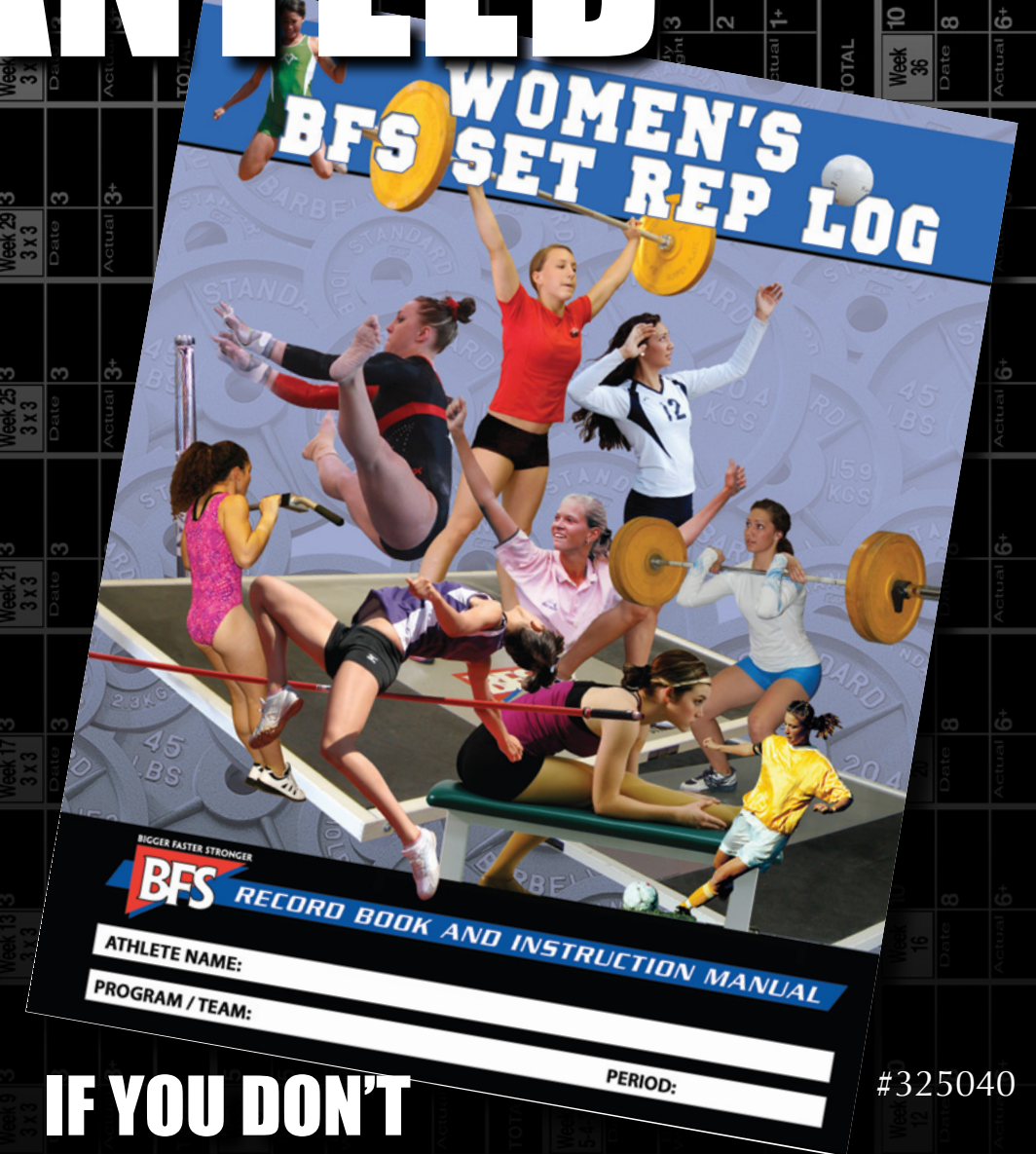


BFS set rep cards, books and videos are TRADEMARKED Products. It is illegal to reproduce these items in full or in part.

Learn More Online



#325060



#325040

YOU CAN'T BREAK RECORDS IF YOU DON'T KEEP RECORDS

Track 1 Full Year • Includes Instruction

Record sets, reps, times, broken records & more!

1 book - \$5.00

2-19 books - \$4.00 ea

Over 20 - \$3.00 ea





Photo by Shawn Core

BFS Program

Stay the Course with BFS

The proven way to achieve unified success in any athletic program

When it comes to strength coaching programs in college football, the best way to describe most of them is by a children's game: follow the leader.

Whatever the best college teams do, other teams are sure to follow. Currently there is a big interest in what Florida State is doing; before that, it was Alabama, and before that, Auburn and Florida. It didn't matter if the championship game was won by three touchdowns or a field goal, strength coaches want to know what the winners have been doing so they can improve their own programs. Perhaps the answer turns out to be strongman training, or suspension training, or maybe doing special running drills in sand.

Not to take anything away from the coaches who developed these championship teams, but at the college level, there are many factors that contribute to success on the gridiron – or for that matter, any other sport. One obvious one is having superior facilities that attract the more talented athletes. Further, while strength coaches can make a big difference

Braden Smith, the 2014 BFS High School Male Athlete of the Year, is an example of what intelligent strength training and hard work can produce.



BFS Program



Core lifts such as the back squat are part of the BFS Total Program.

in the success of any sports program, sometimes the stars align over a team of gifted athletes who demonstrate that “talent prevails.”

At the high school level the playing field is more level, as schools are categorized according to the size of the student body. Another major difference is that most athletes at the high school level are multisport athletes – with the result that the strength and conditioning programs used at the college level (which are characterized by long off-seasons) are not practical in grades 9-12. Further, training methods that are appropriate at the high school level may not be appropriate at the middle school or even elementary school level. BFS understands these differences.



Photo by NBAE/Getty Images

Elena Delle Donne plays for the Chicago Sky, and was profiled in our Sep/Oct 2013 issue. She represents the type of role model we encourage young athletes to become in our Be an 11 character education seminars.

The BFS Total Program was developed nearly four decades ago by Dr. Greg Shepard, a sport and strength coach with a successful career at both the high school and collegiate level. The BFS Total Program is flexible and can be used by single-sport athletes, even at the college level. The program proved especially effective in the high school environment, and Coach Shepard even developed a variation for athletes at the middle and elementary school level

called the Readiness Program.

One key tenet of the BFS Total Program is that a successful athletic fitness program requires balance. Bench presses are performed in the strength section of the BFS program, but not so much that it takes away time from power cleans or other valuable lifts. BFS makes athletes stronger and more powerful in the weightroom, but it is not designed to train power-



BFS Program

lifters or Olympic lifters. Likewise, while the BFS program includes many training methods used by track and field athletes, such as plyometrics and repeat sprints, it is not a track and field workout. Again, the key is balance.

BFS also offers many educational resources that teach coaches how to implement the BFS Total Program, including clinics, certifications, print publications and an online learning center. Here are the basic components of the BFS Total Program:

BFS Rotational Set-Rep System

BFS In-Season Training

BFS Readiness Program

Six Absolutes of Perfect Technique

BFS Core Lifts

BFS Auxiliary Lifts

BFS Agility Training and the BFS Dot Drill

BFS 1-2-3-4 Flexibility Program

Be an Eleven

Finally, and this is one aspect of the BFS Total Program that sets it apart from all others, is the concept of unification. BFS believes that all sports programs offered at a school should adhere to the same basic



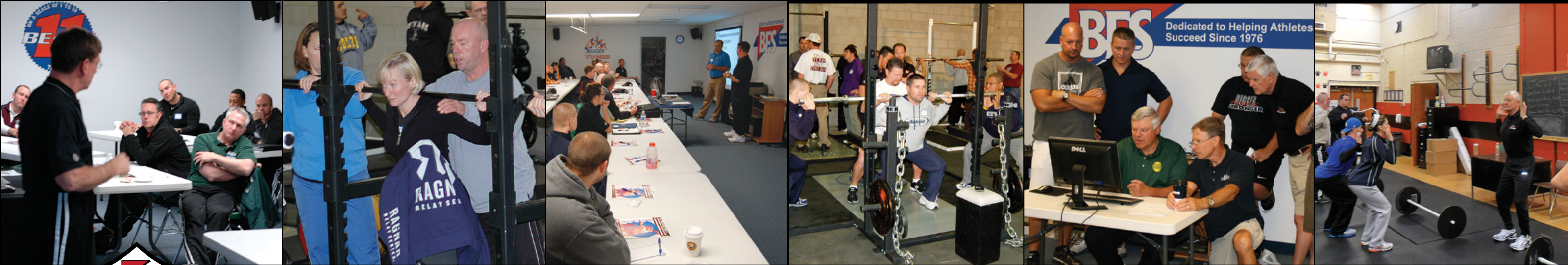
Austin Ryf was our 2010 BFS High School Male Athlete of the Year. Shown here when he began the BFS Total Program as a freshman, and as a senior, when he earned many postseason honors in multiple sports and excelled academically.

training philosophy. This approach reduces teaching time and personality conflicts, and improves athletic performance. Coach Shepard said it best:

“When coaches adopt the BFS system, all athletes perform the same basic program throughout the entire school year and during the summer. Confusion disappears, coaches enjoy a spirit of teamwork with

their colleagues, and athletes more easily achieve their goals.”

As a leader, you naturally want the best training program for your athletes. With nearly 40 years of proven success, BFS is that program.



2014 WEIGHT ROOM SAFETY CERTIFICATION

YEAR ROUND SUPPORT

STREAMING DEMONSTRATION VIDEOS • MAGAZINE SUBSCRIPTION POSITION PAPERS • INSPIRATIONAL AND MOTIVATIONAL TECHNIQUES REGULAR UPDATES • SETS AND REPS RECORD KEEPING

Date	Location	City	State
11/20/13	NYSAPERD	Verona	NY
1/18/14	St. Olaf College	Northfield	MN
1/18/14	White Plains HS	White Plains	NY
1/18/14	Bryant High School	Bryant	AR
1/26/14	SUNY Cortland	Cortland	NY
2/1/14	Monte Vista	Spring Valley	CA
2/10/14	Mont City HS	Mont. City	MO
2/22/14	Dulaney HS	Timonium	MD
2/22/14	St.Marys HS	Medford	OR

Date	Location	City	State
3/22/14	Manchester HS	Manchester	MI
3/22/14	Shorecrest HS	Shoreline	WA
4/26/14	Fitchburg HS	Fitchburg	MA
5/17/14	Ripon College	Ripon	WI
5/31/14	Ferris HS	Ferris	TX
6/30/14	Knox College	Galesburg	IL
JUST ADDED!			
7/19/14	Seaside HS	Seaside	OR
Check the BFS calendar for updates biggerfasterstronger.com			

- Improve Weight Room Safety**
- Learn Proper Spotting**
- Protect Your Athletes**
- Perfect Your Technique**
- Understand Liability**
- Protect Your Coaches**

100's CERTIFIED EVERY YEAR!

"We just clinched the league title with one more regular season game left until playoffs. First time North has won league Championship since 1973. Your program along with the clinic has definitely changed the attitude and helped my football program. Other sports are coming to me asking me about the BFS program after seeing our success."

Joseph Trongone, Head Coach, North High School

REDUCE LIABILITY WITH CERTIFIED COACHES AND TEACHERS

Join coaches in your area to learn how best to train your students and athletes with the proven BFS program. Not only will this BFS Weight Room Safety Certification (WRSC) ensure that you know how to improve athletic performance, you will learn techniques to significantly improve the safety of training for every sports program and PE class.

This is a hands-on, learn-by-doing certification

Visit www.biggerfasterstronger.com to register

\$299 per coach with early registration
\$399 regular price within 30 days of certification

Keep up with **NEW** or **UPDATED** events with the online calendar page

Practical & Theory Course - 1 Day, Hands on Practicum & Online Exam. WRSC includes continuing education through one year of online video training through the BFS Online Learning Center as well as one year of the BFS Magazine and the "What's Happening" Email

Lead with knowledge 1-800-628-9737

online at www.biggerfasterstronger.com • email us at info@bfsmail.com
2930 West Directors Row, Salt Lake City, UT 84104 • Fax (801) 975-1159





2014 National High School Power Clean Championships

National records were shattered once again at this major event

The power clean is one of the fundamental exercises in athletic training, and in fact is one of the BFS core lifts. That's why BFS has always had an interest in the National High School Power Clean Championships, held in May for the past 10 years.

Although the name of the competition is "power clean," competitors can also perform the split clean and squat clean styles. Because more weight can be lifted in the squat style, this year most competitors used it to perform their lifts. There were both men's and women's divisions, and each athlete was allowed four attempts, with the best single lift counting for the results. The major rules were that the athletes could not touch their elbows to their knees or fail to

Eric Sorto of Chaparral High School broke the national record and exceeded double bodyweight with this lift of 300 pounds. Chaparral, which is located in Las Vegas, Nevada, won both the men's and women's team championships.



Training and Equipment



Photo: Average Broz



Photo: Average Broz



Winker Photography

Laurence O'Hare (left) of Riverside Poly shattered the all-time record in the clean and jerk and won the heavyweight division with this success of 380 lbs. Mark Jones of Chaparral High School cleaned 370 lbs and attempted 385 for the win.

lift the weight to their chest in one motion, which are unsafe techniques that the meet directors did not want to encourage.

In the women's division, athletes broke records in four weight classes. Tasha Rasmussen cleaned 110 pounds in the 106-pound class, Monique Long made 125 at 128, Kelsey McFarland made 150 at 139, and Alejandra Macias made 195 at 152. Macias's 195-pound lift was the most any woman has ever lifted in any weight class in this competition.

Competitors in the men's division displayed high-quality lifting in every class, with lifts of 300 pounds or more being exceeded in six of the nine classes. Erick Sorto cleaned 300 pounds for a new record, but because Sorto only weighed 143 pounds, his lift represents more than double body weight. In the 207-pound class Hector Montenegro racked a record 340 pounds but could not rise. Then there were the heavyweights.

Laurence O'Hare got the show started with 340 pounds, and Mark Jones of Chaparral High School an-

Alejandra Macias of Chaparral High School established an absolute record of 195 pounds.

swered with 350. Both made 360 for their second attempts, lifts that exceeded the current record. O'Hare missed 370, but Jones took the same and made it. O'Hare jumped to 380 for his final attempt and made it. Because Jones weighs more than O'Hare, Jones moved to 385, but he missed it forward. Wow!

In the team competition, Chaparral High School won the women's title, Arbor View was second, and Foothill and Cimarron-Memorial tied for third. Chaparral also won the men's division, with Bonanza second and Las Vegas third.



Training and Equipment

2014 National High School
Power Clean Championships Winners
May 11, 2014, Chaparral High School, Las Vegas, Nevada

TEAM COMPETITION

Women's: Chaparral

Men's: Chaparral

WOMEN

BODY WT	NAME	SCHOOL	WT LIFTED
106	Tasha Rasmussen	Cimarron-Memorial	110
117	Rebekah Sylcott	Chaparral	110
128	Monique Long	Chaparral	125*
139	Kelsey McFarland	Foothill	150*
152	Alejandra Macias	Chaparral	195*
165	Christiene Perry	Arbor View	120
HWT	Keyara McKinsey	Chaparral	130

*national record

MEN

BODY WT	NAME	SCHOOL	WT LIFTED
110	Antonio Pena	Chaparral	190
123.5	Justin Bonaparte	Las Vegas	250
136.5	Shayne Marquez	Las Vegas	250
152	Erick Sorto	Chaparral	300*
169.5	Lalo Macias	Chaparral	315
187	Tyler Penkalski	Bonanza	305
207	Hector Montenegro	Bonanza	330
231	Sam Martin	Foothill	335
HWT	Laurence O'Hare	Riverside Poly	380*

*national record



Photo: Average Broz

Tyler Penkalski won the 187-pound class and Hector Montenegro won the 207-pound class. Both athletes are from Bonanza High School, a school that has been involved with this competition since it was first held 10 years ago.



Winker Photography

Justin Bonaparte lifted 250 pounds in the 123.5-pound bodyweight class. He was one of the two champions representing Las Vegas High School.

*Congratulations to
Bill Froman for holding
another outstanding event.*



BED BROOK FOUNDATION

Proudly Made in the USA

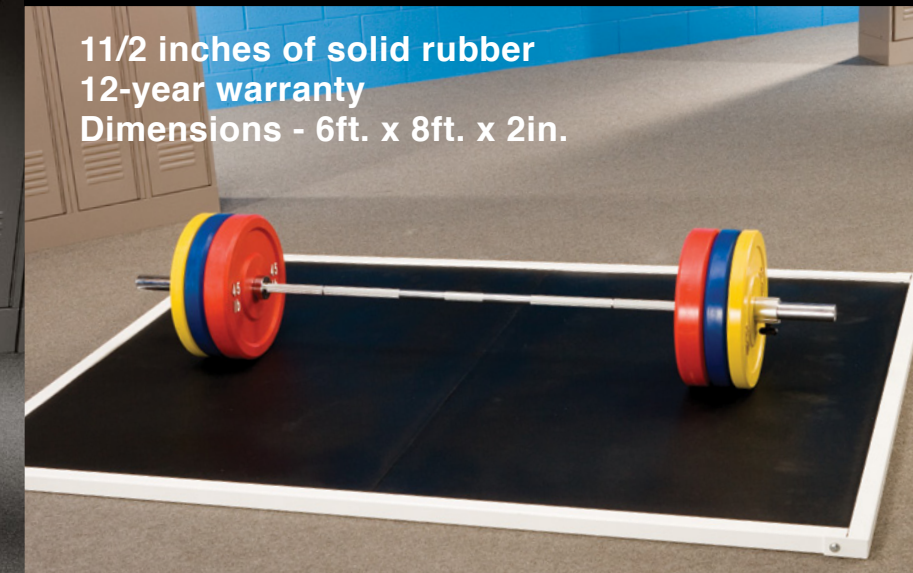


Dimensions - 6ft. x 8ft. x 2in.
Custom Logo \$299

VARSITY POWER CLEAN PLATFORM

- ▶ An affordable platform for years of reliable use

1 1/2 inches of solid rubber
12-year warranty
Dimensions - 6ft. x 8ft. x 2in.



INTRODUCING THE **\$1595** D1 PLATFORM

- ▶ Massive 3" X 3" Steel Frame
- ▶ Maple Lifting Surface



ELITE POWER CLEAN PLATFORM

- ▶ Features ProtectAll™ long-lasting vinyl surface
- ▶ No warping. No wood. Solid rubber. Non-slip.
- ▶ Our most popular power clean platform

STARTING AT JUST

\$995

CLICK



For Women Only



The Davis Twins: Defying the Odds

These remarkable girls prove that it's never too young to start training

Barrett and Mary Catherine Davis are athletic twins who started weight training in middle school to help them become better athletes. Not only did they have a head start pumping iron many years before most coaches would consider allowing a young athlete in the weightroom, they had an early start in life: The Davis twins were premature babies, born more than two months early!

BFS learned about these two remarkable young women from their father, Jeff Davis, a teacher and basketball coach at Princeton High School in Princeton, North Carolina. His wife, Nicole, is the athletic director and a volleyball coach at North Johnston High School, a rival school in nearby Kenly.

At 29 weeks into her pregnancy Nicole was diagnosed

Mary Catherine (left) and Barrett Davis are twins who overcame serious health problems at birth to become remarkable athletes.

For Women Only



The twins are multisport athletes who compete in soccer, basketball, and volleyball.

with preeclampsia, a condition that can threaten the lives of mothers and their unborn babies. The twins were due on January 28 but were born November 16. Mary Catherine weighed 2 pounds 5 ounces; Barrett weighed 2 pounds 14 ounces.

Barrett stayed in intensive care until March 19; she was on a respirator for six weeks and had a brain bleed, seizures, and an eye issue that required her to wear corrective lenses after her first birthday (she now wears contacts). She also had three holes in her heart that eventually repaired themselves.

Mary Catherine, whose life-threatening conditions improved faster than Barrett's, came home earlier, in February. Even so, she had a condition called external hydrocephalus (a condition characterized by excess fluid in the skull) that affected her balance to the extent that she could not walk until she was 18 months old. Also during childhood she dealt with severe reflux and a structural problem with her right foot that has continually improved.

Until they were four years old, both girls received occupational and physical therapy for poor muscle tone and tightness. After that they were able to participate

in regular physical exercise and eventually sports.

In March 2012, when the girls were in middle school, they started weightlifting using the BFS program under the direct supervision of their father. Because of his daughters' size and strength, Jeff invested in a 15-pound barbell and 5-pound bumper plates. He even purchased 1-pound weight plates, as it was problematic to increase weights in 5-pound increments. Jeff says the program has helped them become athletically fit for sports. "Mary Catherine, always a little girl, weighed 67 pounds when we started, and Barrett around 82. They now weigh 108

For Women Only



and 112 and have improved their strength tremendously.” Case in point: They can both bench press nearly body weight, and can hex bar deadlift more than double body weight.

Jeff points out that because young athletes all mature at different rates, it’s important to have a positive, supportive environment in the weightroom. He says, “Often the kids who need to be in the weightroom the most are those who are most afraid of it because they feel they will be embarrassed when they try to lift.” Jeff says he does not allow anyone to be made fun of in the weightroom. Also, he says that the powerlifting community provides a positive experience for the girls and encourages them to succeed.

The twins also compete in volleyball, basketball and soccer – they both have played major roles in conference championships. They also compete in powerlifting, and between them they hold 47 state and 11 national USAPL records in the 10-to-13- and 14-to-15-year age groups. Jeff says that although the twins use the standard Olympic barbell in competition, for training they use the hex bar deadlift, as he believes it is safer on their lower backs at their age. “As a competition nears, I will have them switch to a standard barbell to get used to it, but the majority of our work is with the hex bar.”

Using the BFS program, the twins compete in powerlifting and collectively have broken 11 national USAPL records.



Jeff and Nicole Davis proudly pose with their daughters, Mary Catherine and Barrett.

While Jeff realizes that as the twins’ father, he is obviously biased about the significance of their accomplishments, he believes their story of success after survival needs to be told. He looks forward to seeing them fulfill their potential not just in sports but in all areas of life. What is certain is that by strengthening themselves to meet so many challenges in their young lives, Barrett and Mary Catherine Davis are ready for a great future.

“Be An 11 has
changed my life!
I WILL
BE AN 11!”
- Katie Heinlen

“The most inspiring night of my life!”
~ Kyle Meyers, Rutherford B. Hayes High, OH

BE AN 11 Seminars!



“Every school in the nation should schedule a Be An 11 Seminar today!
It is without a doubt the best thing that has happened to our school.”
- Coach T. Cox

“Reaffirmed the reason I entered coaching 25 years ago.”
- Coach Al McFarland

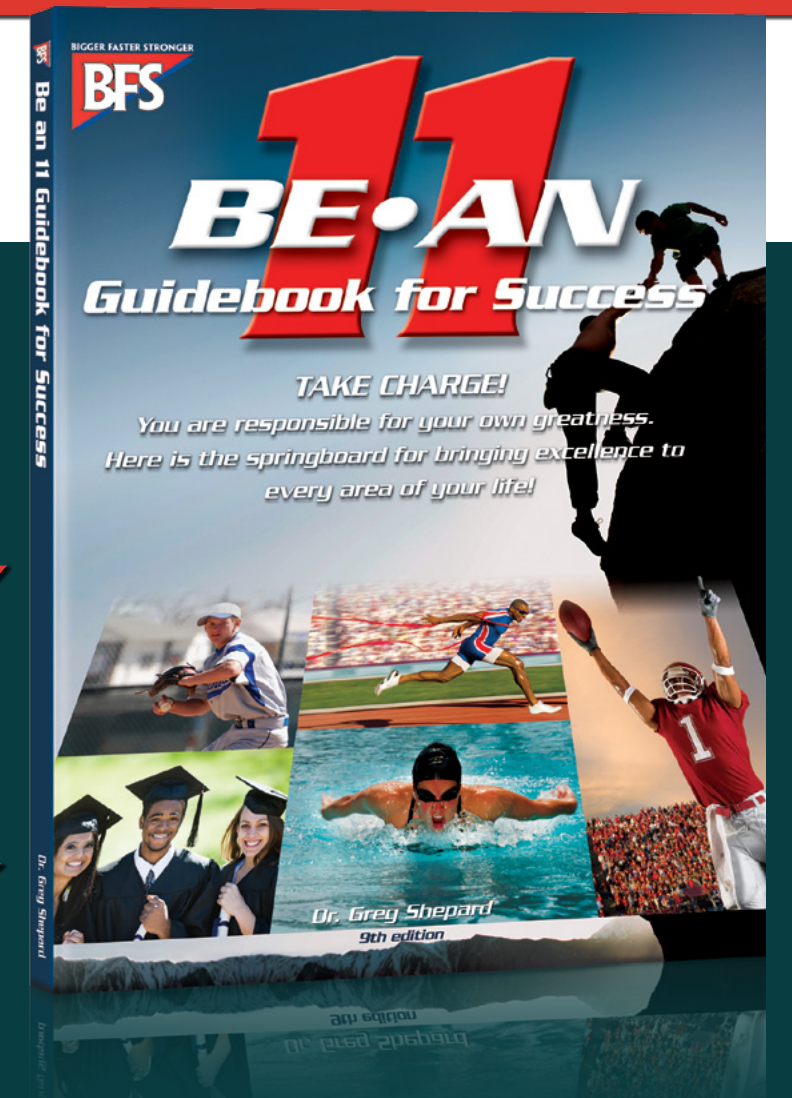
“This is exactly what our school - and community - needed.”
- Coach Fox

HERE'S HOW IT WORKS - BE AN 11 SEMINAR \$2,990 ITEM #800K

- ▶ A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!
- ▶ The cost is only \$2,990 for 50 athletes. Additional athletes only \$30 each. Includes the Be an 11 Guidebook!
- ▶ All travel fees included in price. No hidden fees!
- ▶ Book your dates now! First come - First Serve.

INTERESTED SCHOOLS CAN REQUEST A FREE BE AN 11 BOOK & SEMINAR LITERATURE

- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS
- ▶ Package your Be An 11 Seminar with a Total Program Clinic or a BFS Weight Room Safety Certification (WRSC) and save while bringing the BFS program to your school. See the inside front cover of this magazine to learn about how to bundle and save on BFS camps and clinics!



Learn More
Online





Path To Success

5 POUND TRAINING PLATES

\$69 PAIR

Teaching Only - Do Not Drop.
Do Not Use With Iron Plates



SOLID RUBBER BUMPERS

10 lb. pair*	\$69	35 lb. pair	\$119
15 lb. pair	\$89	45 lb. pair	\$139
25 lb. pair	\$99	Full Set	\$499

DECA DISC TRAINING PLATES

\$45 PAIR

Teaching Only - Do Not Drop.
Do Not Use With Iron Plates



HITECH PLATES

#380211	5 lb. pair	\$139
#380212	10 lb. pair	\$159



THE MOST DURABLE TRAINING PLATES MADE!

REMEMBER,
IT'S NOT HOW MUCH YOU LIFT
IT'S HOW MUCH YOU LIFT WITH PERFECT TECHNIQUE!

Training plates are a long term investment in championship training. Get your athletes started right with technique training and your progression to a bigger, faster, stronger, team is on the BFS Path to Success!

We encourage coaches and players to visit www.biggerfasterstronger.com/archives to review over thirty years and 1600 magazine articles, many covering championship programs that utilize the BFS Total Program.

With our emphasis on perfect technique we believe there is no safer or more effective route to building a winning tradition at your program!



D1 FULL CAGE: \$2795

#5D196 l-80" w-66" h-104"

PREMIUM RACKS & PLATFORMS FROM BFS



MADE IN THE USA



BFS is producing the finest weight room equipment available. With the D1 line our exceptional value for dollar is increased.

D1 is made for the most demanding, high profile programs. Built in the USA with 3" by 3", 11 gauge steel tubing and chromed and laser cut guides D1 racks, platforms and benches are a must see addition to the BFS universe!

Racks and Benches built from massive 3" x 3", 11 gauge steel for the demanding environments of training team sports and commercial facilities.

Loaded with top of the line features like laser etched and numbered guides, chromed plate storage pegs and versatility enhancing band hold downs the D1 line has it all.

Add expansion items such as swivel handle chin-ups and "land mine" Olympic bar fulcrums to fully customize your racks for your individual requirements.

STANDARD FEATURES



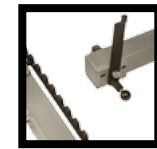
▶ 7-gauge chrome-plated adjustment system with laser cut numbering



▶ 4 upright Olympic bar holders



▶ Chrome-plated Olympic plate size horns angled for safety



▶ Bench Docking System for use with Bench #5D107



▶ Multi-grip pull-up bar



▶ Multiple pegs on each side for band resistance exercise

PACKAGE OPTIONS



▶ **A. Swivel Handle Chin Up Option:** \$145



▶ **B. Dip Attachment:** \$225



▶ **C. Land mine option for fulcrum lifts:** \$205



▶ **D. D1 Bench with docking system** \$605



▶ **E. Modular Power Clean Platform:** \$1745

▶ Custom Logo Available \$299 Call BFS





Quality, sustainability and eco-consciousness are the name of the game at Intenza. 100% green manufacturing practices produce eco-friendly cardio equipment of the highest performance.

“Our Taiwan plant shatters the common perception of overseas manufacturing,” says President/Managing Partner, Eric Snowden. “First, it’s immaculate. Second, it’s almost completely automated and runs 100 percent off solar power. Rainwater is used to water the grounds creating a sustainable, environmentally-friendly facility that is 99% paperless, almost zero waste is created.”

intenza
 AUTHORIZED SALES PARTNER

INTENZA - PURE PRODUCT PURE PRICE PURE GENIUS.

BFS welcomes Intenza and is proud to be an inaugural authorized sales partner!

Salt Lake City’s **Intenza Fitness North America** is geared up to enter the U.S. commercial cardio industry armed with revolutionary products, exclusive distribution rights and a leadership team widely acknowledged as strategic, visionary and driven to win.

Already a dominating player in the international market, Intenza’s partners include Germany Gym 80 and

Australia Avanti. The cardio equipment is currently used in Microsoft’s China offices, Singapore’s Civil Defense Force and on Australia’s The Biggest Loser reality television show and YMCAs. The scheduled launch into the North American market is a natural step for HealthStream, Intenza’s parent company, and ODM (Original Design Manufacturer) since 1998.

Intenza’s Vice-President of Sales/Managing Partner Dan Toigo brings 24 years of industry experience in the commercial fitness and strength market.

“We’ve been in the industry a long time. We know what needs to be fixed and how to fix it,” says Toigo. “Ultimately, the market deserves well-built, high quality, easily maintained equipment at a fair price. Intenza provides all that with a philosophy of respect to the environment and to the buyer.”

Contact BFS to learn how to get this top quality, revolutionary Intenza equipment in your gym or weight room at price you won’t believe. info@bfsmail.com

CLICK

Learn More online



Manfeed Pro

ManFeed Pro is an all-natural muscle builder that produces unmatched results for elite athletes. ManFeed Pro is the healthy alternative to chemical laden supplements, isolates and other body building and weight gain products that hurt your body as much as help.

ManFeed Pro unmatched results for elite athletes. ManFeed Pro is built on three natural products, Rice, Soy and Chia. Our proprietary combination of these products is proven to produce real results through muscle mass gain and fat loss.

These core ingredients are so powerful that nutritionists are calling them Super Foods.

Call BFS to learn more 800-628-9737

“ManFeed Pro helped me get to the next level in the NFL, adding muscle through all-natural ingredients without the fat.”

Paul Kruger, DE, Baltimore Ravens

BFS Magazine comes to you 6 times a year

Packed with valuable stories on successful teams *BFS Magazine* is your resource for motivation, training and inspiration.

Each issue addresses various issues dealing with the latest training methods and helps coaches and athletes focus on what is effective in their unique environment. Helping coaches separate fads from efficient, effective work outs *BFS Magazine* is an ongoing resource for every coach in any sport. High School coaches have known for years that the BFS Total Program is safe and effective for training the developing young athlete, regardless of their sport or gender.

For over 37 years *BFS Magazine* has been a publication dedicated to helping athletes succeed through strength training and character development. So whether you are a BFS WRSC certified coach, a magazine subscriber or an individual athlete you can trust that BFS is committed spreading our knowledge to help you get the most out of your athletics and your life

BFS Magazine “Coaches Helping Coaches”

See you in September!

Table of Contents

Departments

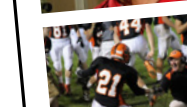
From the Editor

Obama Gets a Heads-Up on Concussions



What's Happening

News, highlights and a book review from the world of athletic fitness



BFS Success Stories

Jersey Shore: From 0-10 to District Champions. A struggling east coast team learns how to win.



BFS Program

Stay the Course with BFS. The proven way to achieve unified success in any athletic program



Training and Equipment

2014 National High School Power Clean Championships. National records were shattered once again at this major event



For Women Only

The Davis Twins: Defying the Odds. These remarkable girls prove that it's never too young to start training



3



www.biggerfasterstronger.com • 2930 West Directors Row, SLC, UT

Subscribe Online

