



Ryan Ayrock,
Waterloo HS

*The Bench
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Friend or Foe?
p34*

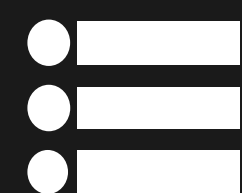
*Eagles for Ava
p9*

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Difference:
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Bulloch High Academy Wrestlers Stand Tall

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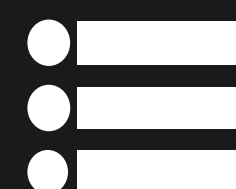
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A Message from BFS Editor Kim Goss, MS

BFS Check-Up



In addition to publishing a bi-monthly online magazine, BFS also publishes a print magazine once a year that reviews the best articles throughout the year.

A year ago we announced that BFS magazine would be moving primarily to an online publication that would have a format suited for tablets and even smart phones. This decision came as a bit of a shock to our long-time followers, as the first issue of *BFS* magazine was published in 1981 and many of our readers prefer print-only magazines. As such, we decided to make a compromise.

At the end of 2014 we published the first *BFS Annual Review*. This print publication is a collection of the best articles published during the year. Nearly all our major success stories appear in this issue, and there are minimal advertisements to make space for more articles. What this means is that many of our best stories are printed twice, once earlier in the year in an online format and once more at the end of the year in a printed format.

Switching to primarily an online magazine gives us many advantages over print. For one, there is not the delay that you have between the time a magazine is finished and printed and mailed – a delay that can often take weeks. With an online magazine, the day we finish the magazine is the day it is available online.

The online format also gives us more opportunities to share success stories because the photo quality does not have to be as high as with an online magazine. With a print publication, lower quality photos will come out grainy or out of focus – with an online magazine, often we can use cell phone photos to support the articles. In fact, after the publication of an article in the online

magazine, a coach can send us better photos that we can use for the annual review.

What's also exciting about the online format is that we can embed hyperlinks and videos into the articles. When we reference another article in *BFS* magazine, for example, you can just click on the highlights passage or tab and your computer will take you directly to the information. With these videos, for example, after reading about an interview we did with a top coach, you can click on the accompanying photo and watch a video. This is also a great feature for instructional articles about strength and conditioning techniques – after all, you can only grasp so much from still photos.

The feedback we've received about our online publication and annual review have been extremely positive. It was a big change for BFS, but we believe it's one for the better.

Kim Goss, MS

Editor in Chief, *BFS* magazine

kim@bfsmail.com

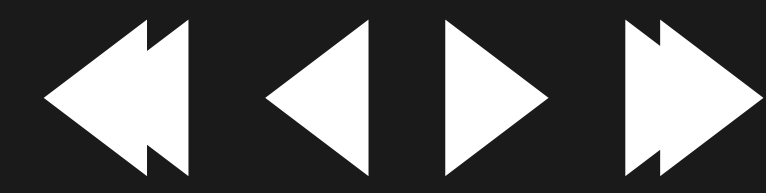


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BFS Magazine

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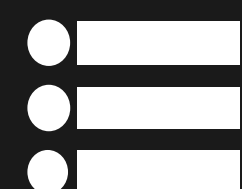
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Bryan Heater photos



Deandre broke the state high school record in the power clean with a best of 330 pounds. Here he is shown in training with a heavy lift.

BFS Player Profile



Wynne High School in Wynne, Arkansas was featured in our March/April 2015 issue, but one multi-sport athlete who deserves special recognition is Deandre McGill.

When the feature on Wynne's football program was published, Deandre had power cleaned 320 pounds at a bodyweight of just 198 pounds. Recently he moved that personal best to 330 pounds in the 220-pound bodyweight division at the Arkansas High School State Power Lifting

Championships in Alma, Arkansas. It was a state record. Says Head Football Coach Chris Hill, "The power clean is our number one lift in the weight room. It's all about being explosive, and it's the most athletic lift an athlete can do." Deandre has proven this to be true.

A three-year starter for the Yellow Jackets, Deandre was awarded the defensive MVP at the Max Emfinger All-American Bowl, is the Wynne's all-time leading tackler, and is the recipient of the Player of the Year award. "Deandre is a big reason for our 33-6 record over the past three years," says

Hill. "He also came in fifth in the state in the shot put." Academically, Deandre hits the books hard and as such scored 26 on the ACT and earned a 3.6 GPA. He is also a member of the National Honors Society and the Fellowship of Christian Athletes.

"Deandre McGill is an outstanding student and an outstanding young man," says Hill. "He has an unbelievable work ethic who has a passion for the game. He will definitely be hard to replace."

What's Happening

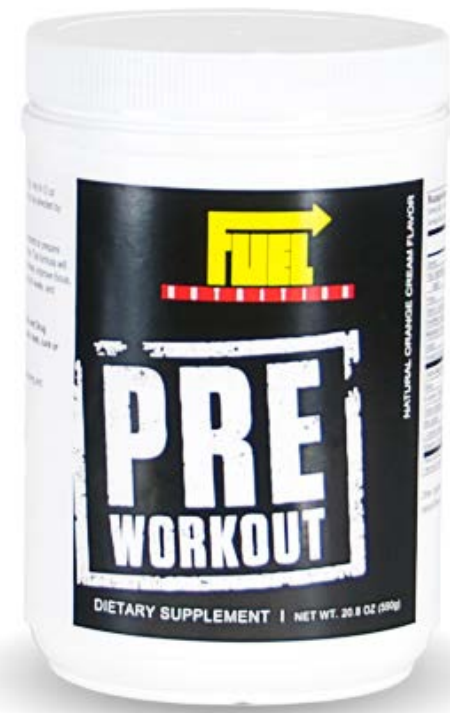
BFS Introduces NSF Certified for Sport® Performance Supplements

At a seminar on doping control that was held in April at the European Weightlifting Championships, research was presented showing that 15 percent of 634 over-the-counter supplements tested would produce a positive result in a drug test. In the US this February, the New York State attorney general's office demanded that four major retailers remove several herbal supplements from their shelves because they did not contain the ingredients on their labels. Such disturbing reports is why BFS has teamed with THE FUEL Nutrition, LLC to offer a line of supplements that have the NSF Certified for Sport® label.

The NSF was founded in 1944 and has set the industry standard for sports supplements. The NSF Certified for Sport label is recognized by the NFL, NFL Players Association, MLB, MLB Players Association, PGA, LPGA and Canadian Centre for Ethics in Sports.

The NSF Certification for Sport endorsement helps protect against the adulteration of products and verifies label claims against product contents. NSF screens supplements for more than 165 substances banned by most major athletic organizations as well as undeclared ingredients including stimulants, narcotics, steroids, diuretics, beta-2-agonists, and masking agents.

BFS is currently offering the following performance formulas with the NSF Certified for Sport® label:



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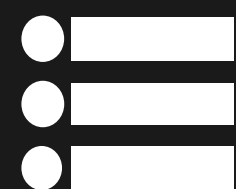


POST WORKOUT. Promotes muscle protein recovery and synthesis by using three nutritional supporters of protein anabolism -- essential amino acids, BCAAs and easily-digestible whey protein. POST WORKOUT also contains electrolytes that support optimal recovery after strenuous exercise. It works best when taken as soon as possible after exercise.

Purchasing products with the NSF Certified for Sport® endorsement gives athletes the confidence that their sports supplements they use are not tainted and contain the ingredients claimed on the label.

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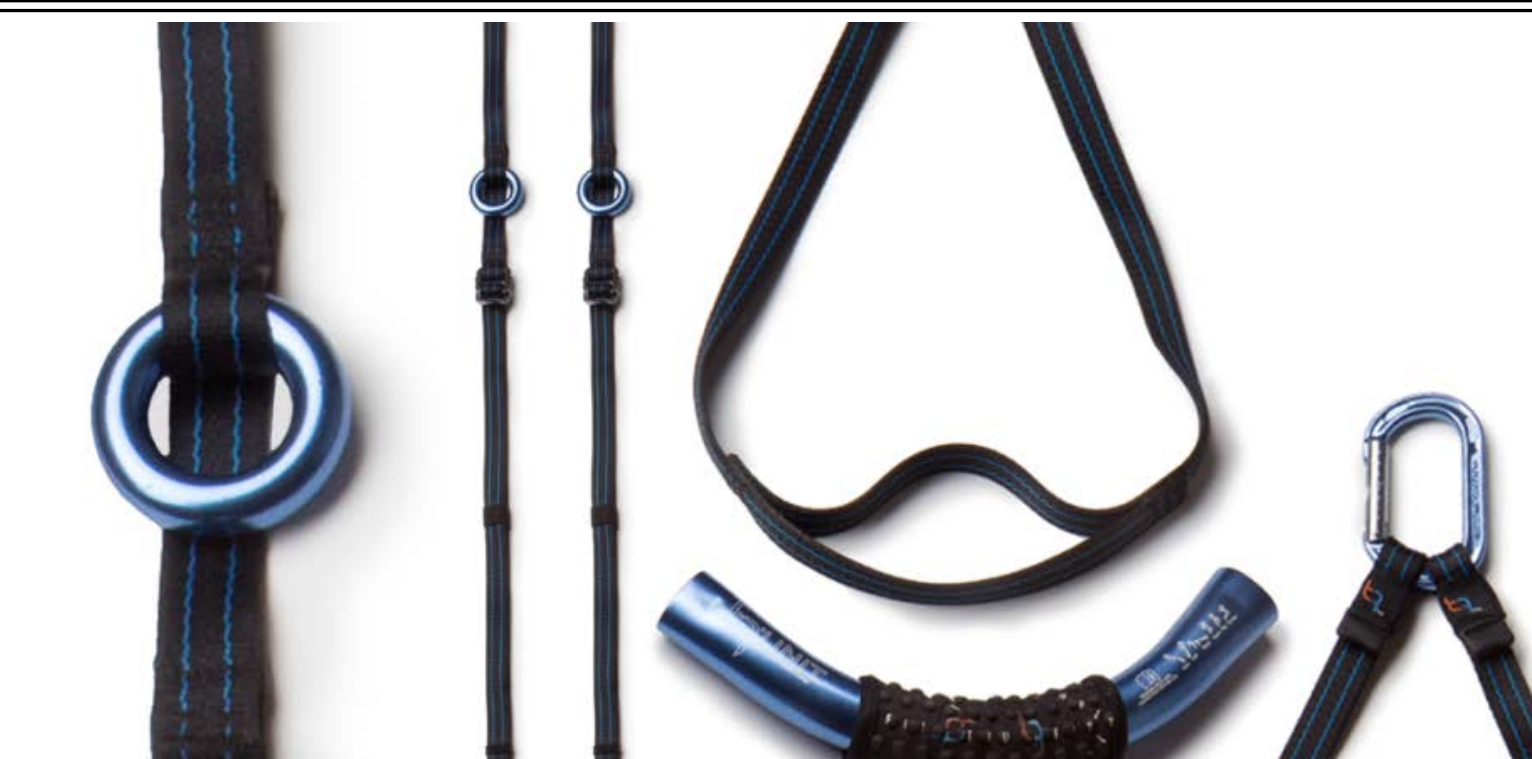
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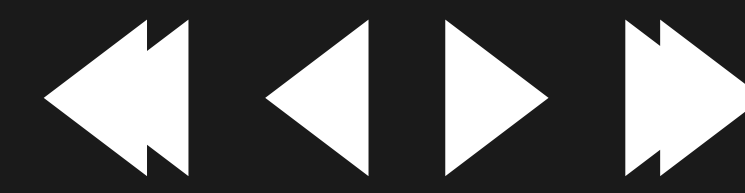
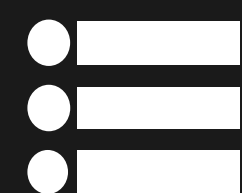
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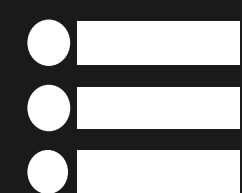


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“Eagles for Ava”

by Laura Peterson

Braxton Chipman (#4), Parker Bowles (#11), Aleck Russon (#30), Riley Sharp (#6), Ava, Coach Thompson walking to the coin toss.

How a challenge from a coach at a BFS “Be an 11” seminar impacted a team, a girl battling cancer and an entire community.

At every Be an 11 seminar goals are set. Each team is challenged to set a team goal, a school goal and a community goal. Last spring that same challenge was given to the Skyline High School Football Team in Salt Lake City, Utah.

What unfolded through this process is the type of thing that changes lives forever.

Braxton Chipman, one of the Eagles team captains, said, “The Eagles For Ava project came

about with the BFS program and our coaches challenge to give back to our community.” The team took the challenge to heart and had many meetings to determine just what kind of community project they should tackle. One of the junior team members, Riley Sharp, had an idea. I quickly jumped into the conversation and told everyone about a four-year-old girl named Ava Manwaring,

BFS Success Story

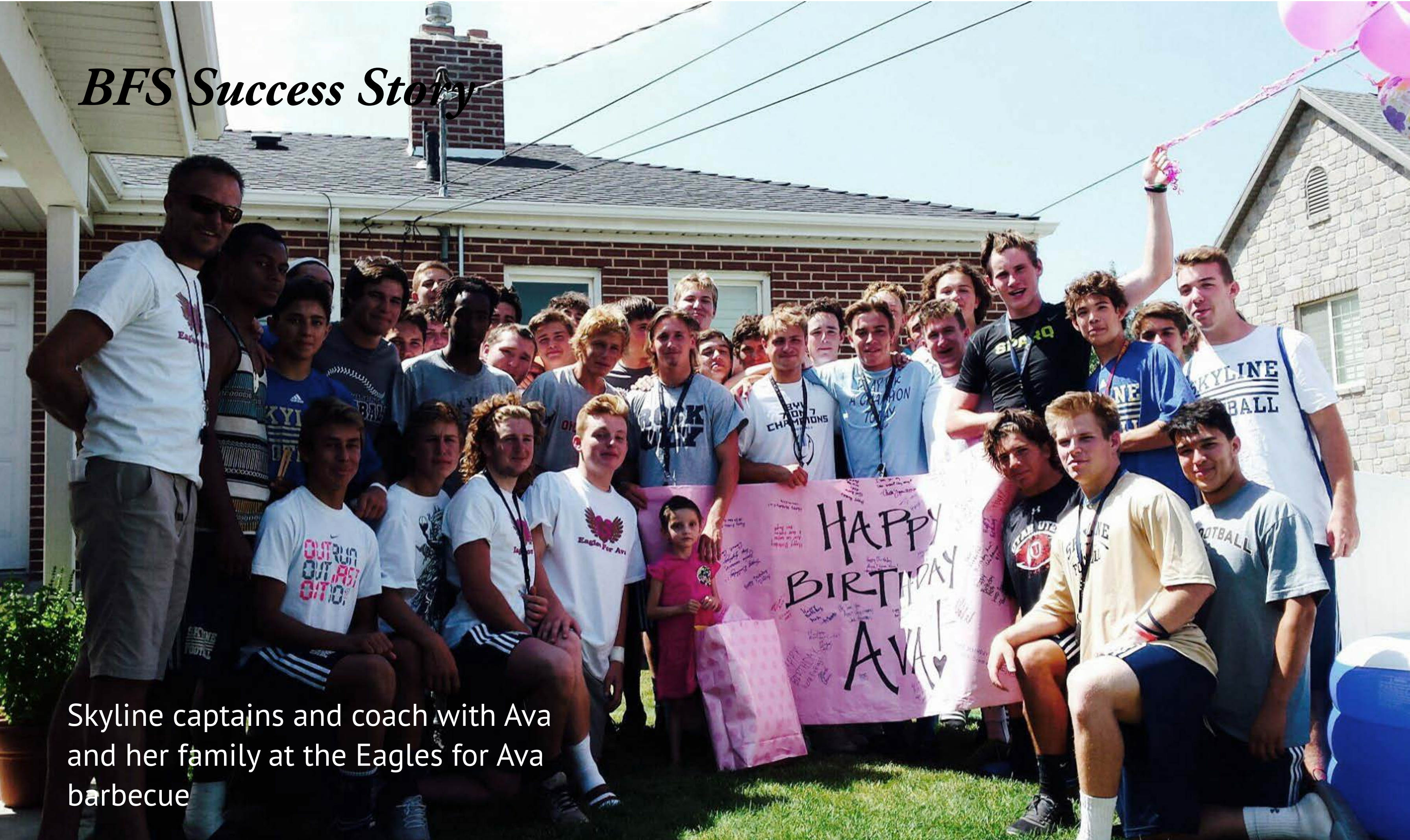
Aleck Russon (#30), Ava, Riley Sharp (#6), Parker Bowles (#11) at the Eagles for Ava white-out game.



who at the time had stage 4 high risk neuroblastoma and was fighting for her life”.

As the project began to build momentum, the boys decided to create “Eagles for Ava” T-shirts and bracelets to sell to the school and community. They also put together a massive community barbecue at the school to raise money for the Manwaring family. Lisa Bowles, mom of Team Captain Parker Bowles, described the barbecue by saying, “It was an awesome event, one that the boys did solely on their own. She became their little sister. They cared about her progress and her outcomes. They learned compassion.” After the barbecue, the Skyline Football players were able to present a check for over \$4,300 to the Manwaring family to help with Ava’s medical bills.

After the barbecue the players continued to check in with Ava and follow her progress closely. They visited her on her fifth birthday. They brought balloons, a picture, and they sang a rowdy version of “Happy Birthday” in her yard. Ava’s mom, Jennifer, lovingly refers to the players as “Ava’s football brothers”. She later posted on the “Ava’s Army” Facebook page, “These young men put on an incredible fundraiser, I’m just in awe of their goodness! They are a reminder to all of us of what is right and good in the world. What an incredible group of young men this community has raised!”



Skyline captains and coach with Ava and her family at the Eagles for Ava barbecue



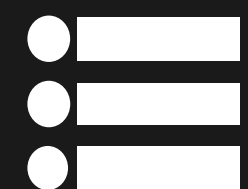
As the fall began and the boys transitioned into football season, they continued to support Ava and her family. The team and school community decided to dedicate a football game to Ava. The players wore all-white uniforms, the crowd sported their “Eagles for Ava” shirts and Ava walked onto the field with the captains and did the coin toss. There was not a dry eye in the stadium as four strong football players walked the center line with a tiny 5-year old girl between them -- it was a special moment for everyone present. Captain Parker Bowles said, “I think it helped our team open their eyes and see that football

isn’t the only hard thing in this world. People all around us need help and that helping others makes you feel good.”

Ava’s statement, “I am brave. I am strong. I can do hard things!” became a motto for the team as they worked through the “Eagles for Ava” project. “I learned that there will always be difficulties and challenges in your life but with a good support system and staying mentally/physically strong, you can accomplish or pass any obstacle that approaches you,” said Eagles Captain Aleck Russon. “I really tried to apply that to my own

life,” added Riley Sharp. “When there is adversity in football or life in general, there is always something we can smile about and keep pushing ourselves to be the best we can be.”

Thankfully, Ava is now in remission but continues to impact those around her daily! Braxton Chipman said it best, “Ava, and her entire family taught me and everyone else involved in this project what it means to be strong, tough, and brave. Ava was, and still is, a true inspiration for our football team and our community.”



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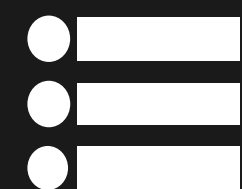
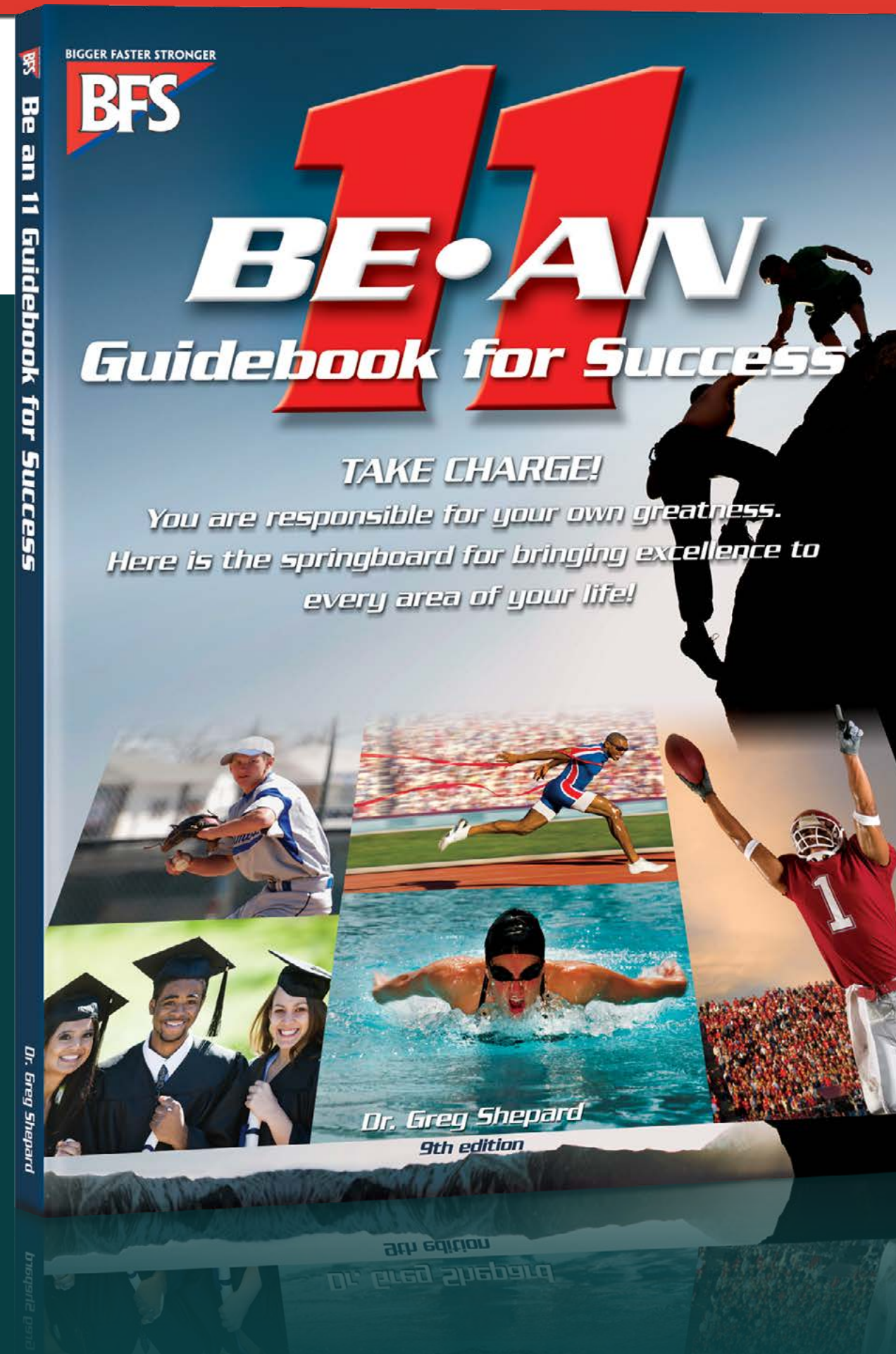
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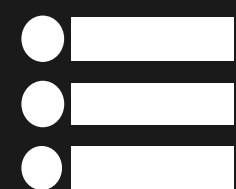


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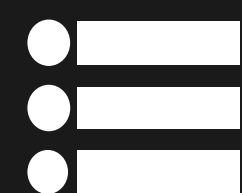
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Bulloch Academy High Wrestlers Stand Tall

Justin Lane
State Champion 132 pounds

Football and basketball get the most attention in high schools, but wrestling is still a major sport that schools and the student body want to excel at. It's also a great cross training sport, supporting the idea that it's best for high school students to participate in multiple sports. That

being said, one school that has established itself as a wrestling powerhouse in the Southeastern region of the United States over the past decade is Bulloch Academy in Bulloch County, Georgia. (Statesboro, GA).

The Bulloch Academy Wrestling Program began in 2005, and Coach Andy Tomlin took over as head coach in 2007. He started with a bang with 12 of his Gators qualifying for the GISA State Tournament by his second year at the helm. The 2008 team distinguished themselves when they upset

BFS Success Story

Dylan Stuckey
State Champion 182 pounds



George Walton Academy in a home dual meet, that season's eventual State Champions, 38-34, and the next two years they placed fourth in the state tournament.

By the 2010-11 season, the Gators won the Region Championships for the first time and had their highest finish in state as the state traditional runner-up. This team included 3 State Champions: Codi Johnson in the 189lb division, Daniel Hendrix at 112lbs, and Mitchell Ball at 103lbs. The Gators would fall short of winning the state tournament by just 22 points, but reloaded the following year with their first state championship title, defeating the runner-up team by 85 points. This team also featured three individual state champions, Daniel Hendrix at 126, Caleb Bohannon at 170, Codi Johnson at 195.

Despite having only three seniors available for the 2012-13 Season, the Gators qualified their entire team for the State tournament, put five grapplers in the finals, and took the runner-up position. With a seasoned squad posed for the 2013-14 Season, the Gators finished with a 20-1 dual record, capturing the GISA AAA State Duals Championship, but fell short of the team traditional title by a mere 5.5 points. On this squad was senior Mitchell Ball, a four-time state champion who accumulated a 139-5 record.

The 2014-15 season was filled with even more triumph and victory as the Gators would be al-



126 - Billy Tillman, State Champion

lowed to compete in a crossover-type schedule set in place by the help of new guidelines between the GISA and the GHSA, which allows non-power ranking sports to cross over and compete against one another. The 14'-15' team would compile a dual meet record of 25-6 with most of their schedule against significantly larger schools in Georgia. This team would feature a pair of aces in Dylan Stuckey and Justin Lane who both put together records of over 85 varsity wins and 3 individual State Titles apiece. Also worth noting is freshmen Kyle Samuels, who finished the year undefeated at 42-0 as a freshman, also capturing his first state title.

The 2014-15 team would rally at the state tournament by placing all 14 of the allowed 14 weight classes, including 6 Individual State



Bulloch Academy amass 266 points at state championships

The 2014-15 Bulloch Academy State Results

106 - Kyle Samuels, State Champion

113 - Hunter Marlowe, 3rd Place

120 - Lawson Anderson, 5th Place

126 - Billy Tillman, State Champion

132 - Justin Lane, State Champion

138 - Joshua Bohannon, State Runner Up

145 - Drew Salter, 3rd Place

152 - Skyler Shuman, 3rd Place

160 - Jake Hagan, 4th Place

170 - Garrett Williams, State Runner Up

182 - Dylan Stuckey, State Champion

195 - Seth Conner, 4th place

220 - Tyce Lovett, State Champion

285 - GC Kimbrell, State Champion

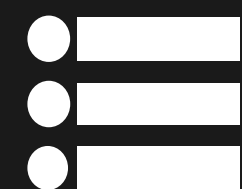
Champions, 8 finalists, 3 third Place finishes, 2 fourth place finishes, and a fifth. The team would amass an outstanding 266 points, 95 points greater than the State Team Runner Up.

That summarizes some of the accomplishments of The Bulloch Academy Wrestling program – now let's take a look at how Coach Tomlin did it.

BFS Success Story



“The sport of wrestling requires many years of skill and preparation, but it all begins in the weight room.” Coach Andy Tomlin



BFS Success Story



285 - GC Kimbrell, State Champion



220 - Tyce Lovett, State Champion

“The sport of wrestling requires many years of skill and preparation, but it all begins in the weight room,” says Tomlin. “Since 2007, I have implemented the BFS system with all of my wrestlers who not only hold state records and championships on the mats, but on the weight boards as well.” Asked how he became interested in BFS, Tomlin says he was introduced to BFS Clinician Rick Tomberlin through his high school coach in the late 1990’s followed by 5 years of proven success through the implementation of the program at his high school.

Since 2007, Tomlin has compiled a dual win record of 145-16, Coached 20 Georgia Independent School Association (GISA) State Champions, 74 State Place Winners, 103 State Qualifiers, 43 Region Champions, was named GISA State Wrestling Coach of the Year in 2012 and 2015, and

was a 4x Region Coach of the Year. “All of this, BFS had a huge part in,” says Tomlin.

Weight training has been a subject of controversy in wrestling, as coaches don’t like working the lower body for fear of the added muscle forcing them into a higher weight class. They believe the bench press and chin-ups are enough. Tomlin disagrees, “I’m sorry, but that type of thinking is foolish. In wrestling I coach moves and positions that require the athlete to get down low, and the back squat is one exercise that will make you strong in that low position.” He adds that the power clean is also valuable because it’s such an explosive exercise and wrestlers have to be explosive!

Tomlin, a 4x Region Coach of the Year, believes that wrestling and football complement each

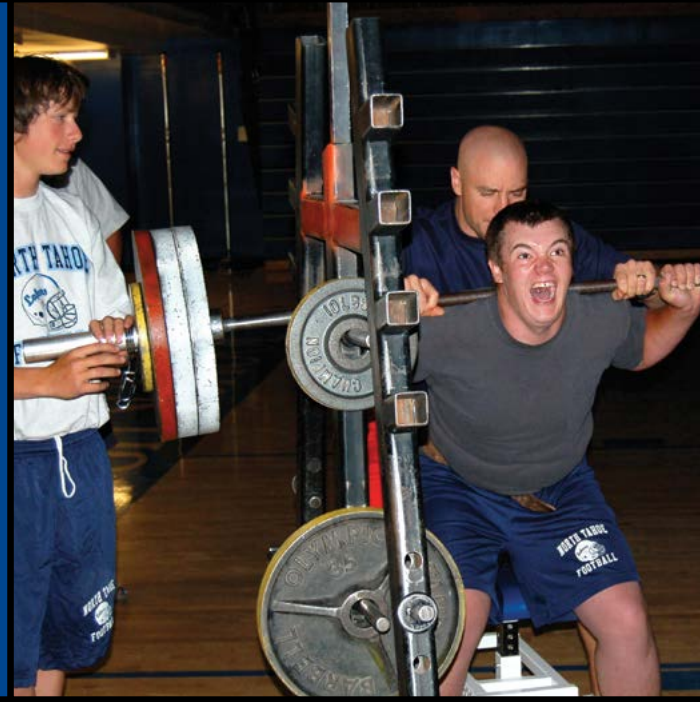
other, but says many coaches are concerned that when an athlete wrestles they lost a lot of muscle so don’t like it. He states that the National High School Association and the GISA/Georgia High School Association have mandatory weight assessments at the beginning of each season to determine a wrestler’s ideal weight class for the season. Parents, and when necessary even medical professionals, are consulted to assure that if a wrestler wants to drop a weight class they can do so safely.

“What they don’t understand is that participating in wrestling is building so much lean muscle and cardiovascular endurance,” says Tomlin. “I would choose a kid who has a wrestling background on the football field over someone who just puts the pads on and say I want to play football. In fact, our strongest football players are our wrestlers, and this has been like this for the past eight years!” He adds that he believes it’s valuable for wrestlers to play team sports such as football, to understand how teams work together as well as other sports offered by the school.

Bulloch Academy has become a major force in high school wrestling in the Southeastern region of the United States and their success reflects positively on the school’s entire athletic program. And based upon the work and reputation of Coach Any Tomlin, we can expect this tradition of excellence to continue.

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, aux lifts, speed, plyos, etc. Coaches-only break out session starts off the clinic to ensure you are able to immediately put the Total Program in use. A BFS instructor will show you how to unify your athletic program so athletes can progress year-round. The 2-day clinic provides 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!

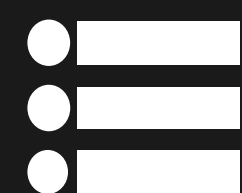
WRSC: (In-Service or Regional Certifications Available) A BFS Weight Room Safety Certification provides a minimum of 8 hours of Hands on Teaching Protocols, Program Implementation Details, Safety & Liability Details, Weight Room Evaluation, Core Lifts, Auxiliary Lifts, etc... WRSC includes one year of 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!

All Pricing Includes Travel, Air Fare and Expenses



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

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 so you can take charge of your program immediately after your Championship Camp!

Includes:

Complete Weight Room Evaluation, 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, WRSC Support for certified coaches and 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

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

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

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

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

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

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

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

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

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

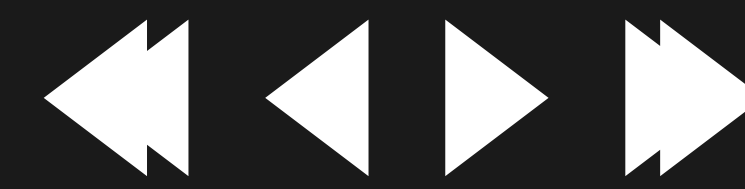
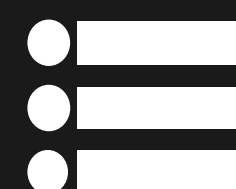
Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

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.



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

Combine your clinics and save!
Call 800-628-9737 to learn about bringing BFS to your school



The BFS Difference: Clinics, Seminars and Certifications



Many coaches and athletes know BFS because of our highest quality strength and conditioning equipment, and having the right tools to prepare athletes for competition is an essential aspect of athletic fitness. However, the heart of BFS is our clinics, seminars and certifications, because having the right tools for a job is worthless if you don't know how to use them.

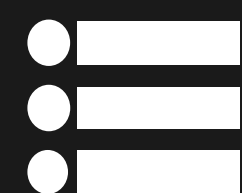
Since our company was founded in 1976 by Dr. Greg Shepard, BFS has been teaching BFS clin-

ics to help athletes learn how to train effectively and efficiently. During these clinics he believed it was equally important to teach coaches how to improve their teaching skills, and to help administrators learn how to improve the overall quality of both their athletic and physical education programs.

In the early years of BFS, Coach Shepard was the only clinician, and eventually he gave clinics in every state in the country! Coach Shepard is only

one man, however, and after a few years he had to recruit and train a staff of clinicians to fulfill the demand for clinics. This was not an easy task.

First, Coach Shepard looked for certified teachers who were actively coaching, as these individuals would best be able to relate to the challenges facing coaches. He also looked coaches who had been using the BFS program with their athletes for several years. Coach Shepard would mentor these candidates, have them attend several



BFS Program

BFS Championship Camp

2 Days, 50 Athletes \$5485

Product # 800B

Be an 11 Seminar combined with a
2 Day Total Program Clinic

Pricing and Savings

RETAIL PRICE: 50 STUDENTS	PACKAGE
BE AN 11 SEMINAR \$2990	\$1495
2 DAY TPC \$3990	\$3990
IMPLEMENTATION PACKAGE \$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!

Presentation Details

Be An 11 Seminar:

Up to 3 hours of Character Education, Goal Setting, Team Building Activities, Community Support, Unification, etc... A Be An 11 seminar can inspire your teams and student body!

2 Day Total Program Clinic:

Up to 12 hours of Hands-On Strength & Conditioning Training for Athletes and Coaches, Core Lifts, Auxiliary Lifts, Speed, Plyometrics, Flexibility, Program, etc...

2 Hour Coaches Clinic: Teaching Protocols, Program Implementation Details, Safety & Liability Details, etc...



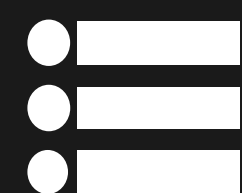
One of the most popular BFS presentations is the Championship Camp (format B), which is a two-day BFS total program clinic with a Be an 11 Seminar.

clinics as an assistant, before he would award them the status of being a BFS clinician and release them to conduct clinics on their own. For over three decades BFS has maintained a staff of about two dozen clinicians who “walk the talk” by being exceptional teachers who have a track record of success in coaching.

A BFS clinic involves not only having our clinicians work with athletes but also helping coaches refine their coaching skills. For many schools, this was enough – for others, they needed some-

thing more. That something was the Be and 11 seminar.

The Be an 11 seminar could be considered a character-education workshop for athletes, but it’s much more. Says Coach Shepard, “A Be an 11 seminar helps young people fulfill their potential, inspires them to set worthy goals, both athletic and personal, and helps them develop action plans to achieve those goals. Along the way, they learn about the importance of making positive choices, keeping their self-respect and being



BFS Program



Veteran BFS Clinician Jeff Scurran leads a Total Program Clinic in Snowflake, Arizona.

team players and role models for others. The Be an 11 program is about being a successful in all areas of life.”

To ensure success with these seminars, not only are coaches encouraged to attend, but also the parents of athletes. School administrators love the Be an 11 program because they understand how athletes are often looked upon as role models. As such, after young athletes go through a Be an 11 clinic and start putting into practice what they learned, it has a trickle-down effect on the entire student body.

For these reasons, one of our most popular BFS presentations is our “B” format (#800B), which is a two-day BFS total program clinic with a Be an 11 Seminar. This BFS experience starts on a Friday evening with a three-hour Be an 11 Seminar for 50 athletes, followed by two days of a BFS total program clinic. BFS offers a significant discount for this presentation as it is a combination format.

In addition to BFS clinics and Be an 11 seminars, BFS also offers a BFS Weightroom Safety Certification for coaches. At BFS, we take the

approach that a certification will help take a coach’s knowledge to a higher level. To ensure the highest quality of our graduates, our program goes beyond offering simply a self-paced theory course: BFS certifications include hands-on instruction to ensure that coaches not only can demonstrate what they are taught but also can teach it. We also offer graduates a one-year free access to our BFS Online Learning Center to future continue their educational experience.

The practical portion of BFS certification can be conducted over a single day, but often many coaches like to combine it with other programs. One popular presentation is our “C” format (#800C), which offers a Be an 11 seminar followed a one-day BFS clinic for 50 athletes, and a BFS certification on Sunday for five coaches. As with all our clinics, we can accommodate more participants. Call BFS at 800-628-9737 and talk to a sales representative for details.

Strength and conditioning programs have attracted an increasing number of students in recent years. To accommodate the need to administer effective, practical, and safe athletic fitness programs, BFS offers a proven system taught in our clinics, seminars and certifications that have been proven successful for over 39 years. Isn’t it about time you join us and take your program to the next level?



REDUCE LIABILITY WITH CERTIFICATION.

Join coaches in your area, learn how best to train your students and athletes with the proven BFS program. Learn techniques to improve the safety of training for every sports program and PE class.



2015 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

Cert. Date	Location	City	State
5/9/15	Dulaney High School	Timonium	MD
5/16/15	Ripon College	Ripon	WI
6/11/15	Ferris High School	Ferris	TX
6/10/15	Knox College	Galesburg	IL

- Improve Weight Room Safety
- Perfect Your Technique

- Learn Proper Spotting
- Understand Liability

- Protect Your Athletes
- 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 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."

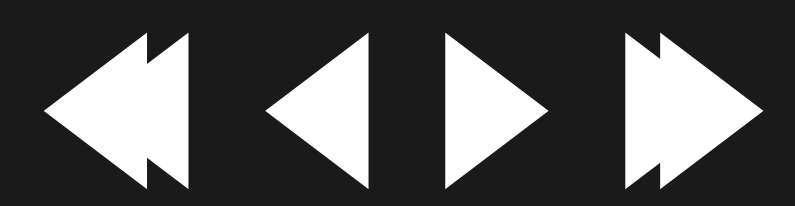
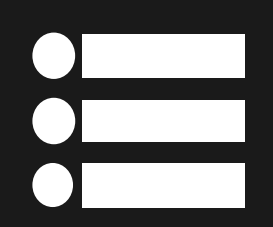
Joseph Trongone, Head Coach, North High School

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

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



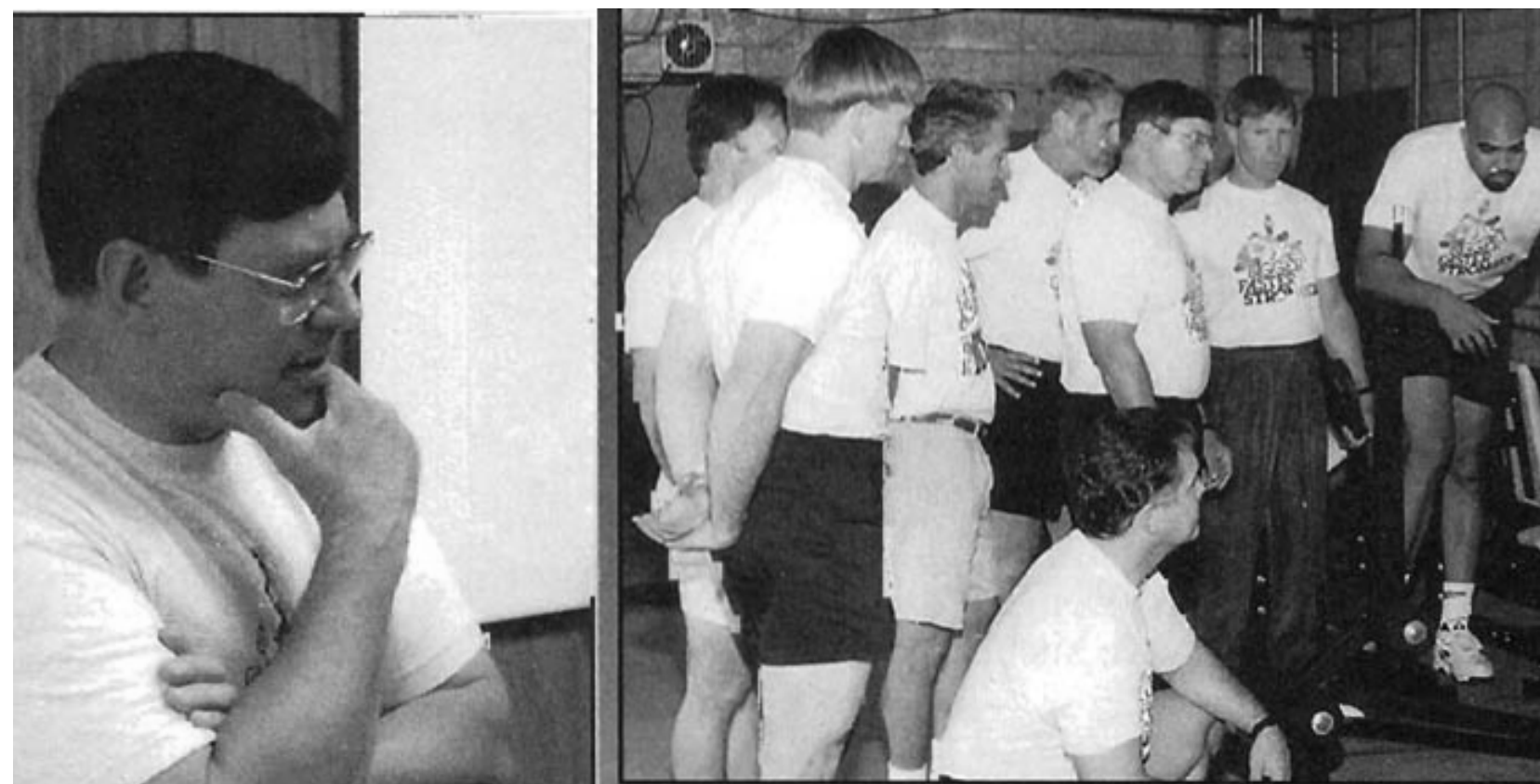
1-800-628-9737
email us at info@bfsmail.com



BFS Feature Story



Since the company was founded in 1976, over 300,000 students have experienced a BFS clinic.

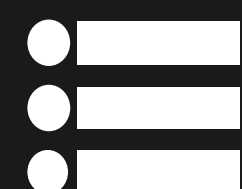


BFS Founder Dr. Greg Shepard inspired a generation of committed coaches - many still with BFS

BFS: 39 Years and Growing Stronger

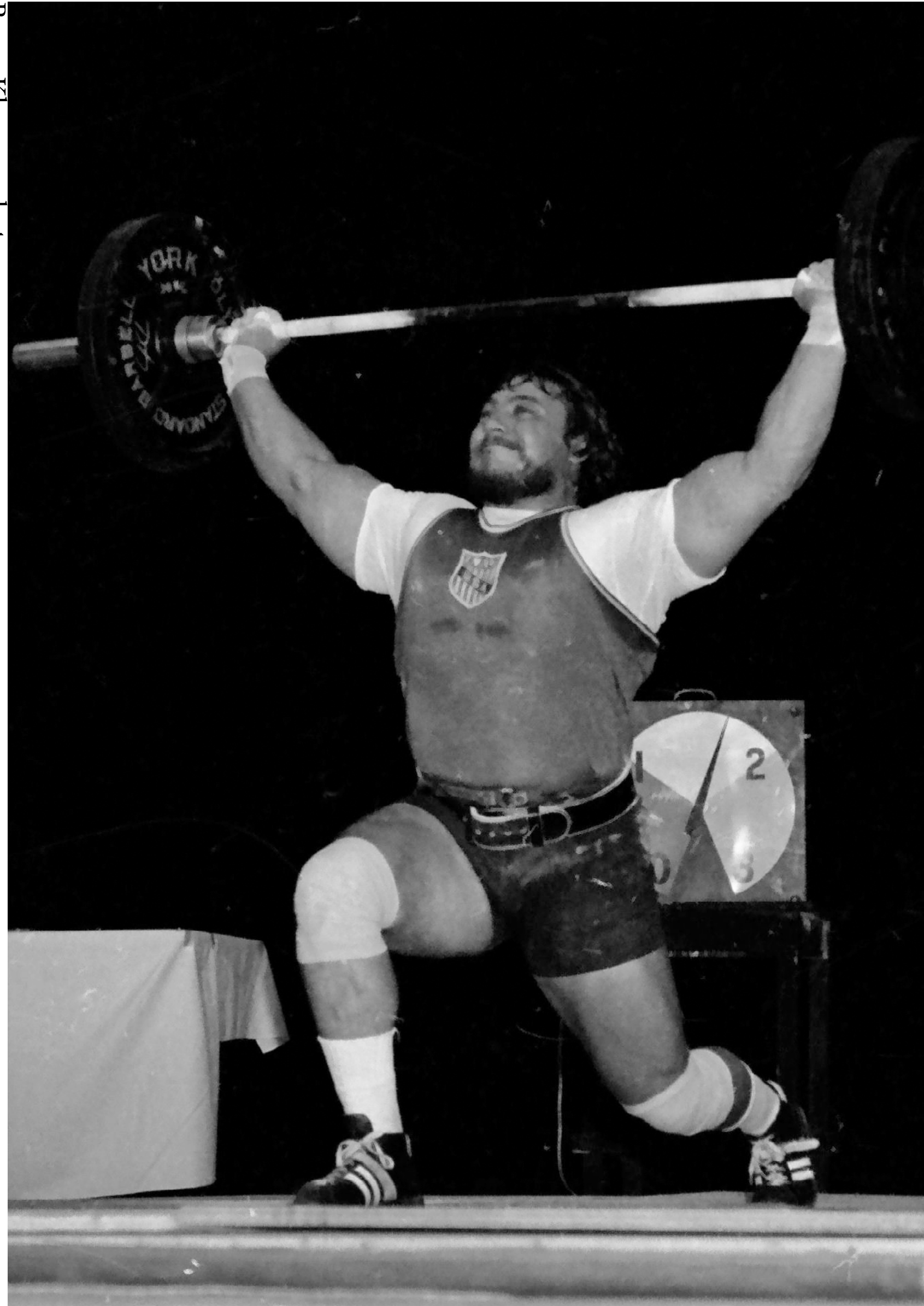
A recent university study found that one fourth of all small business fail during their first year, one third by their second, one half by their fourth, and three-fourths by 10 years. Facing such odds, you can understand why BFS is thrilled to be soon celebrating its fourth decade of being a leader in the field of athletic and physical fitness.

Although the majority of BFS's income comes from selling high quality exercise equipment to fulfill every athlete's need and every coach's budget, the cornerstone of BFS has been the BFS Total Program. Over 300,000 students have experienced a BFS clinic, and the program has been implemented not just with athletes, but also the physical education curriculum. We've even had



BFS Feature Story

Bruce Klemens photo



The training methods of great athletes such as the late Jon Cole were part of the inspiration for the BFS program. Cole threw the discus 231 feet, put the shot 71'4", ran the 100-yard dash in 9.9, threw a baseball 43 feet and kicked a football 68 yards. He was the first man to total over 2,300 pounds in powerlifting, and had the following best lifts: squat 905, deadlift 885, bench press 580, Olympic press 430, snatch 340, and clean and jerk 430.

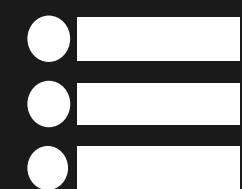


The box squat is a unique exercise that BFS helped popularize. Shown is Zach George, a football player and shot putter at Waterloo High School in Waterloo, Wisconsin.

entire school districts make the BFS program mandatory in both their athletic and physical education departments.

Having being around for so long, some have forgotten how the BFS program got started in the first place. Our story begins with Dr. Greg Shepard, the founder of BFS. Shepard starting coaching football at the high school level in the mid-1960s and later progressed to being a strength coach at three universities and also at the professional level, working with the Utah Jazz. He also paid his dues academically, eventually earning a doctorate in physical education.

One of the qualities that set Coach Shepard apart from his colleagues was his ability to turn around struggling programs. As a football coach in Idaho, he had inherited a team that was 0-6 and had lost homecoming 72-0. "The kids were so dispirited that they just quit, forfeiting their last three games," says Shepard. "We trained hard, and the following year our team won the country championships and scored a fantastic 29-16 victory over the team that had beat us 72-0." Many other coaches found that by following Shepard's system, they too were able to make such impressive improvements – you can read about hundreds of these programs in the magazine archive section of our website."



BFS Feature Story

What influenced Shepard the most in the development of the BFS program was watching the training of world class throwers, including George Frenn in the hammer, and Jon Cole and Stefan Fernholm in the discus. All these athletes possessed exceptional strength and power. Frenn and Cole broke world records in powerlifting, and Fernholm displayed levels of power, jumping ability and sprinting that were unheard of for a man his size. Shepard said the “secret” to the success of these types of athletes was simple.

“Stretch, lift hard with free weights, vary your workouts, and concentrate on the big multi-joint lifts that develop the legs and hips,” says Shepard. “You’ve got to do that, plus add sprinting and jump training. This means all athletes, regardless of their sport, should focus their strength training on the squat and the power clean. These lifts may be augmented by doing a few, but only a few, auxiliary lifts. And the lifting and stretching should be complemented by doing speed and plyometric jump drills.” That’s the basics – let’s take a closer look at some of the details:

Rotational Set-Rep System. Many weight train-

ing programs fail because their exercise prescriptions are too monotonous -- the body adapts to them and is therefore no longer stimulated to make progress. The BFS rotational set-rep system rotates the weekly set-rep prescriptions so athletes can break personal records on a daily basis.

Unification. Unification is the concept that all high school and middle school athletes will adhere to the same basic training philosophy. This type of organization reduces teaching time, prevents administrative hassles and personality conflicts, and improves athletic performance.

Six Absolutes. BFS has developed six training principles, or absolutes, that help coaches teach perfect technique not only in the weightroom but also in any sport. One reason the BFS Six Absolutes are so popular and useful is that they encourage all coaches to use the same terminology when teaching weight training and skills for sports.

Readiness Program. The BFS Readiness program

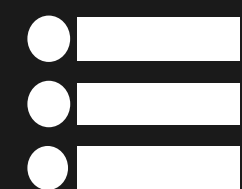
was designed for those individuals who are not yet ready to engage in heavy weight training. The focus is on developing perfect technique in all the essential components of athletic fitness.

Be an 11. To help young people fulfill their potential, BFS has developed a character education program called Be an 11. This program, which we teach as a separate seminar, is designed to inspire student-athletes to set worthy goals, both athletic and personal, and then help them develop action plans to achieve those goals. Along the way, they learn about the importance of making positive choices, maintaining their self-respect, and being team players and role models for others.

BFS is a popular and effective training method with a 39-year history of success. It’s here to stay, and our success confirms that the BFS Total Program is perfect for any young athlete who wants to achieve the highest levels of physical fitness and athletic performance.



The developer of the BFS Total Program and founder, Dr. Greg Shepard, has given more than 500 BFS clinics in 50 states. He was the Strength Coach of the Utah Jazz from 1981 to 1997. He was also a Strength Coach at Oregon State, the University of Oregon and Brigham Young. As a high school football coach, he turned around two high schools with previous winless records into instant champions. Dr. Shepard has a doctorate in exercise physiology from BYU.





BFS has the expertise to take your weight room from Concept to Completion Planning, building, equipment and program implementation

BFS offers regional and on-site strength and Conditioning Clinics, and a complete line of multimedia educational materials to teach coaches and athletes how to exercise for maximum performance with minimal risk of injury. We also offer a character education program called Be an 11, which will have a positive impact on all aspects of your students' lives.

To ensure the highest levels of competence among coaches and physical educators, we offer a Hands-On Certification Course that includes a continuing education program. Further, almost all our instructors are certified teachers, and 95 percent are currently employed in high schools.

Because we offer a large inventory of more than 800 quality products, we can offer you low prices and ship any stock item within 48 hours. BFS is one of the few companies in the industry to manufacture in the

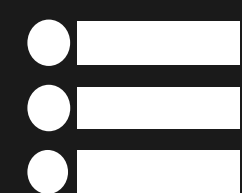
United States (at our own factory) Institutional-Grade Strength and Conditioning Equipment. Our equipment is unique in that it is designed by experienced educators for educators to use in educational settings, and is backed by the best warranty in the business.

Our design professionals provide both 2D and 3D renderings so you'll see exactly what your facility will look like upon completion. In addition, you will have the assurance that the room is designed according to current safety guidelines and industry recommendations. We can also assist in the installation of your equipment.

Please contact us today and start taking your program to the next level of physical superiority.



1-800-628-9737
email us at info@bfsmail.com





The Shape of the Future: BFS Absolute Line

The Samurai sword was one of the most treasured weapons by ancient warriors. It was characterized by a long, single-edged curved blade of the finest steel available. Such is the inspiration of the new free weight equipment BFS calls its Absolute Line.

In the early days of weight training, free weight

benches and racks were simple designs of steel rods that were formed into square and rectangular frames. The ends of these steel rods had holes drilled into them so the pieces could be bolted together, and as such they could easily be easily shipped and then reassembled. In fact, at one time muscle-building magazines sold details plans to enable home-gym trainees to build

all the major types of equipment with wood. Of course, such equipment is not recommended for schools because it presents a serious liability issue, but for home trainees with basic carpentry skills it often got the job done.

The next improvement in the manufacturing process of exercise equipment was welds, which



A look at the unique manufacturing progress used to make BFS oval free weight equipment

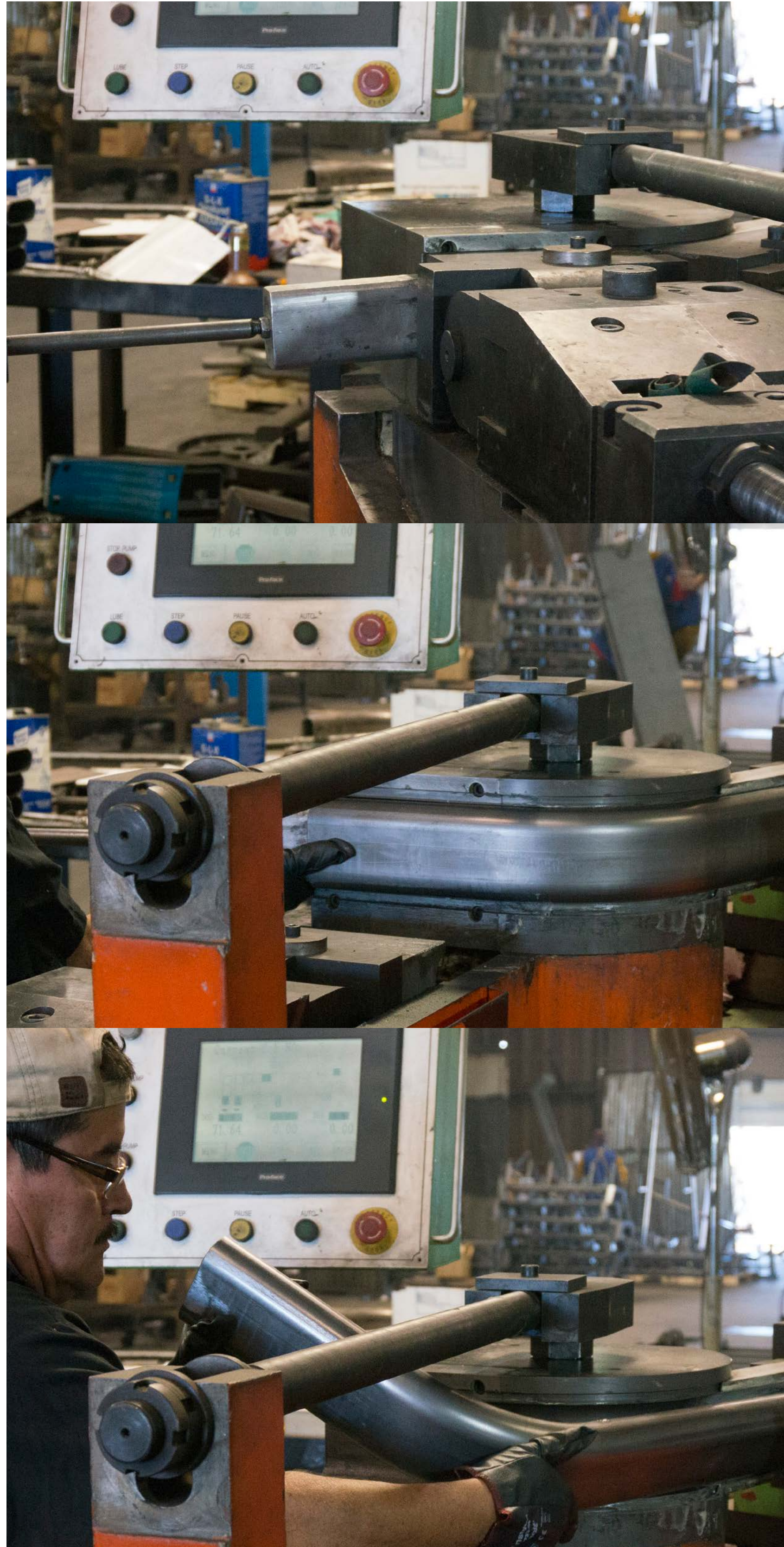
reinforced the strength of the frames – bolts can often become loose or even break -- and allowed for more elaborate designs. Welds were also often used with plate dumbbells. At BFS, our clinicians have seen countless weightrooms with dumbbells that had to be reinforced with a weld for when the bolts came loose during regular use (and often abuse). As such, many schools we worked with preferred to purchase our hex-

shaped dumbbells that did not have bolts.

Most free weight equipment today uses a combination of bolts and welds, such that it can be easily shipped. Some customers like to have their equipment shipped already assembled, and in many cases this can be done if the customer is willing to pay the extra shipping costs.

About 15 years ago BFS looked into expanding its product line to include oval equipment. Rather than welding the end of the steel beams, the steel is bent with a heavy duty piece of manufacturing equipment called a bender. Because such equipment was not in high demand for our target markets at the time, we could not justify purchasing such a machine. Even a used bender back then would still have a six-figure price tag.

BFS Training and Equipment



The only financially-feasible solution would be to outsource this process to other companies, which would significantly increase the manufacturing price. BFS had such an opportunity to outsource our equipment at a reasonable cost with a plant in Mexico. We decided to keep our manufacturing business in the US until the demand for oval equipment increased and we could justify such an investment.

When looking at the manufacturing process, oval equipment has many advantages over welded and bolted equipment. Manufacturing oval equipment can often be a much faster process because it requires fewer holes to drill, cuts to make, bolts to secure, and welds to make. The downside, of course, is that you have a bender to bend the steel. If not, you have to outsource, which can add additional delays in getting the finished product to the customers.

At BFS, we have been often been able to ship out even the largest orders of stock equipment within 48 hours. Outsourcing steel to be bent will significantly slow down the fulfillment process – and if it's made in other countries, notably China, delays can be even months. It will also add to cost of the product, as opposed to doing all the manufacturing in-house. The only way to get around this issue is for these companies to have a large inventory, which is not an attractive option for tax purposes and again can lead to high-

er product costs, and not to offer custom options.

BFS has overcome all of these obstacles by purchasing a bender, enabling to make in-house virtually any design on the market. We call this oval equipment the BFS Absolute Line. We have all basic racks and benches used in most strength and conditioning programs, and our designers are continuing coming up with new specialty equipment.

One final advantage of oval equipment is aesthetics – as with the example of the Samurai sword, the equipment looks modern and matches the design of much of the cardio equipment used in commercial gyms. Having matching equipment makes it easier for school administrators to justify sole-source purchases. BFS can also help sell the equipment to booster clubs and other supporters by offering 2D and more realistic 3D renderings of what a facility would look like with oval equipment.

The ancient Samurai Warriors found that curved steel made for a superior sword – likewise, oval equipment has many advantages over conventional equipment. If your vision is to outfit your gym with oval equipment, the BFS Absolute Line should be in your future.

The Absolute Oval Line

The Shortest Distance to Fitness is not exactly a straight line

Absolute Olympic Incline Bench

30 degree angle
7 position adjustable seat
Bar Catch at 37" and 46"

\$985

Absolute Olympic Bench

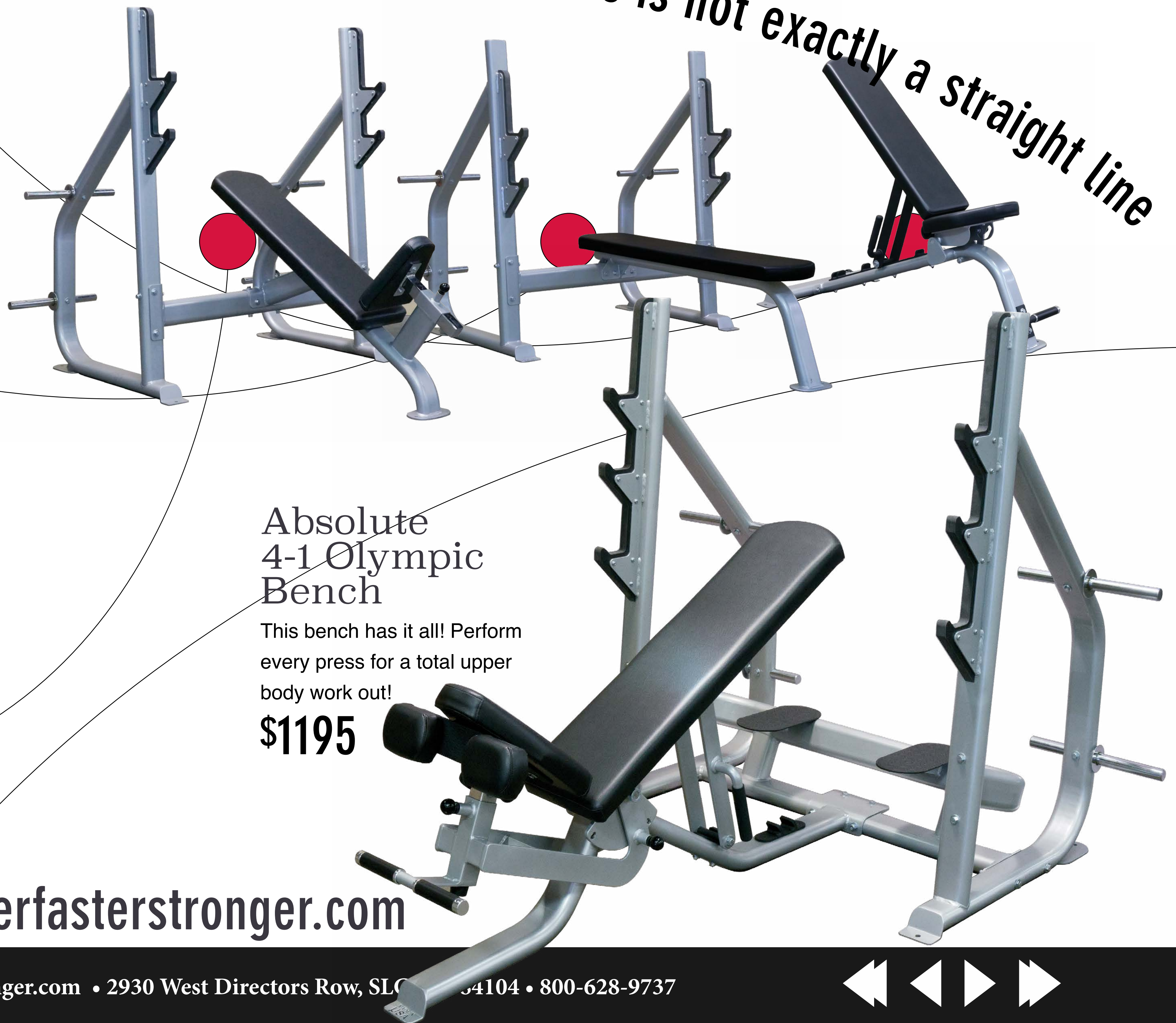
The Absolute Olympic Bench performs with grace and power

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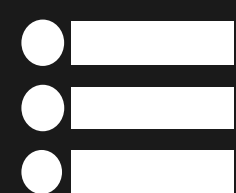


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The Bench Press: Baseball's Friend or Foe?

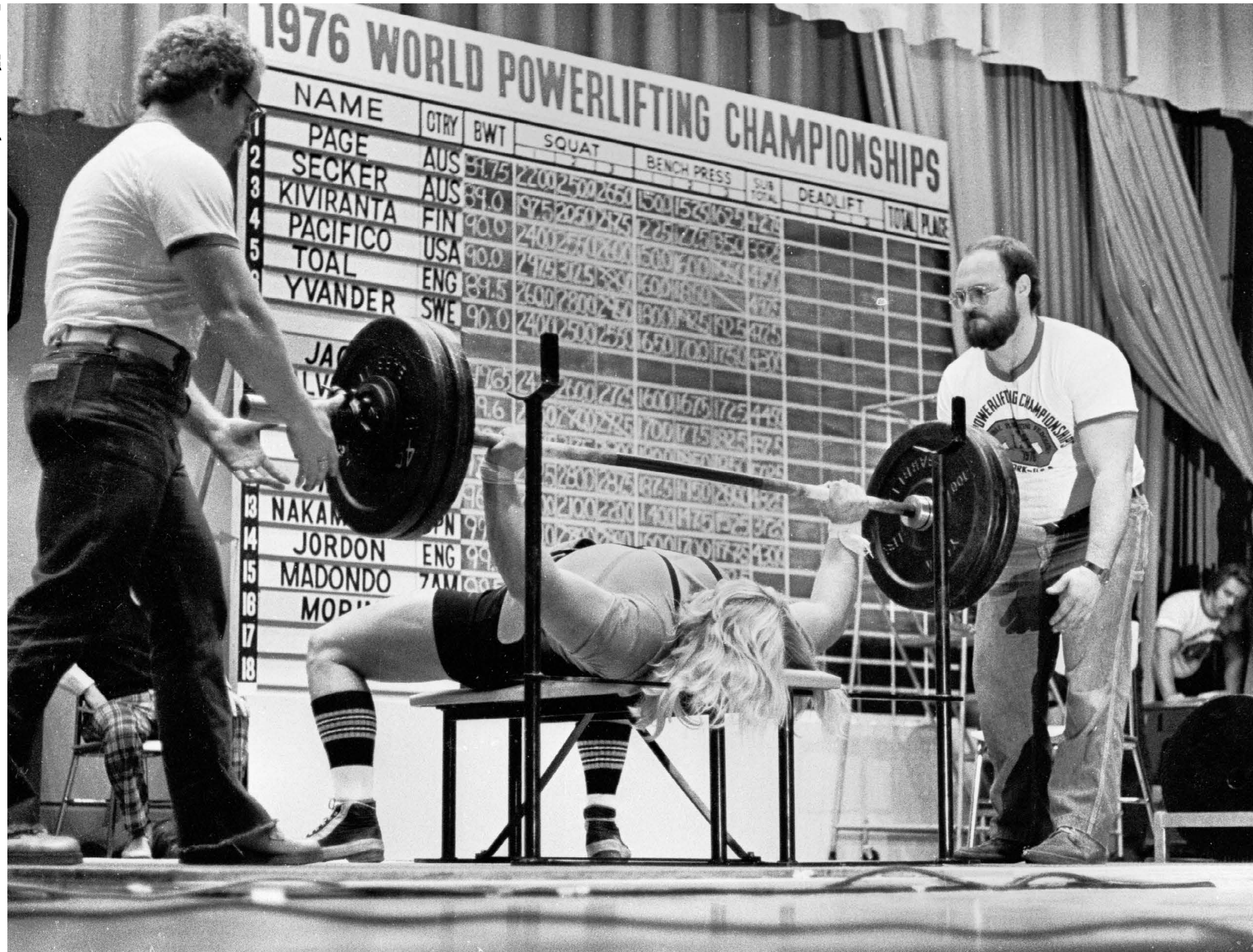


Photo by Bob Haentzler

With accusations that it would make athletes slow and cause knee injuries, the back squat was unquestionably the most controversial weight training exercise in the 70s and 80s. After numerous research studies were eventually published about the relative safety and positive effects of the squat, the myths about this valuable exercise have been busted. Now it seems the exercise of choice to pick on is the bench press, especially if you coach baseball.

Many baseball coaches believe that the bench press can hinder athletic performance and place the athlete at a high risk of shoulder injuries. Coaches still believe this popular lift will tighten up the upper body muscles and thus affect a player's ability to swing a bat or throw a ball. Along the way, it will also injure the rotator cuff muscles of the shoulder. With that background, let's begin by looking at some of the research that is giving many coaches the impression that the bench press is bad news.

Ryan Aycok is a player on one of the most successful baseball programs in the country is run by Mark Vogel, the head coach at Waterloo High School in Waterloo, Illinois. Coach Vogel teams have won over 400 games, and their story will be appearing soon in BFS magazine.



The bench press is one of the most popular weight training exercises among athletes, and one of the greatest bench pressers in the world is Mike McDonald. McDonald held world records in the lift in four different weight classes at the same time!

With these odds, plus the persistent myths about bench pressing making athletes muscle bound, it's understandable that any baseball coach would think twice about performing an exercise such as the bench press that was rumored to be associated with a high risk of injury.

One specific concern about the bench press is that it forces the shoulder joint into a position of extreme internal rotation that places the joint at a high risk of injury. Not quite. Yes, at the top of the movement when you press the bar towards eye level there is a minor degree of internal rotation, but this is also the part of the lift where you are the strongest.

What should also be considered is that the majority of the power produced by the upper body in a throw occurs at the start of the movement, with the end range being devoted more towards deceleration. As such, an athlete needs to perform the lift throughout a full range of motion and perform the lift with resistance at the start. Problems can occur in the bench press if the grip is too wide or the athlete bounces the barbell off their chest, techniques that we do not recommend.

In 2001 a study was published in *Medicine and Science in Sports and Exercise* that looked at 298 youth pitchers over two seasons. It was found that 32 percent of these athletes complained of shoulder pain, followed by elbow pain at 26 percent. This was followed by a study published

in *Pediatrics* in 2008 that looked at high school baseball players over two seasons in which 131,555 injuries were reported. The body part that suffered the most injuries was the shoulder (17.6 percent).

BFS Training and Equipment



Waterloo High School strength coach Dan Rose ensures all this athletes use perfect technique and have well-trained spotters when performing the bench press.

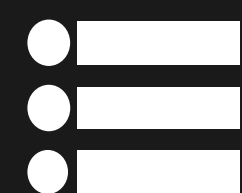
Can you overdo the bench press? Certainly, and there are numerous published studies that found among powerlifters the shoulder was the body part most likely to be injured. In 2011 a study on 245 powerlifters representing 97 powerlifting teams was published in the September 2011 edition of the *International Journal of Sports Medicine*. The shoulders and elbows were the body parts mostly likely to be injured, but there is a catch.

When you look closer at the study, you'll see that the injury rate was only .3 injuries per athlete per year – this translates into one injury per 1,000

hours of training. According to a CDC-sponsored study involving 100 high schools between the 2005-06 school years, the average overall rate of injury for nine major sports studied was 2.44 for 1,000 athletic exposures (practices or competitions).

Another point to consider is that many individuals who perform the bench press do not have balanced programs, and as such their training can cause muscle imbalances that can create a round-shouldered posture that can increase the risk of shoulder impingement issues and possibly shoulder dislocations.

Two important muscles in regards to maintaining structural balance in the shoulder are the lower trapezius, back muscles that pull the shoulders down, and the rhomboids, back muscles pull the shoulders together. These muscles are worked aggressively in exercises such as the power clean and the power snatch. It also follows that a lack of eccentric strength to efficiently decelerate the throwing and batting motion could contribute to shoulder problems in baseball. For some examples of eccentric exercises to work the shoulders, check out "Positive Results with Negative Train-



BFS Training and Equipment

ing,” which was published in the Mar/April 2011 issue of *BFS* magazine. This article is available for free viewing and download in the archives section of our website.

What about the idea that weight training can affect throwing velocity, and that there are better methods of increasing this ability, such as upper body plyometrics with medicine balls. This question was answered in a study published in 1994 the *Journal of Strength and Conditioning Research*.

The study involved 24 junior development baseball players divided into three training groups: medicine ball training, weigh training, and a control group. The bench press was one of the exercises performed, which makes sense because many of the muscles (such as the pectoralis major, subscapularis and serratus anterior) are involved in accelerating the arm in the throwing motion. After 8 weeks, the weight training group improved their throwing velocity by 4.1 percent, whereas the two other groups showed no significant increase in throwing velocity. If you were a high school baseball coach and knew of an 8-week program that could make a 76 mph pitcher an 80 mph pitcher, would you be interested?

Studies on throwing velocity have also been conducted with higher-level players, one being published in 1998 in of the *Journal of Strength and Conditioning Research*. This study involved 19 college baseball players who were divided

into a weight training group and a control group. The study lasted 8 weeks. The authors said that the training group “showed a significantly higher mean throwing velocity” and concluded, “The implication is that college baseball layers can improve throwing velocity via a structured strength training program.”

The bench press is a key exercise in the BFS program, but the workout is certainly not the optimal program for powerlifters. For powerlifters, the bench press is a sport and these athletes often perform the lift year-round with a high number of sets – one Russian powerlifting guru prescribed training the exercise four days a week with workouts of 20 sets or more! Such training certainly increases the risk of overuse injuries. Also, the BFS program is flexible in that should a baseball player have a history of shoulder injuries, specific auxiliary exercises could be included in the program to correct muscle imbalances caused by sport-specific training.

The BFS program was designed for multi-sport athletes, especially at the high school level. Certainly we encourage making steady improvements in this lift, but not at the expense of other exercises. Become a better athlete in any sport is not just a matter of training hard, but training smart.



Towel bench presses are a core exercise in the BFS program, and such variety is one reason this workout system places minimal stress on an athlete's body.

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Easy to move with handle and wheels

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Olympic Benches

Varsity Olympic Bench

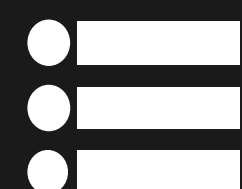
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Varsity Olympic Incline Bench

Built to last

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Sprint Sled

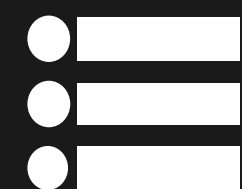
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Comfortable, yet durable, nylon harness
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Dual Olympic Plate Holders
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BFS Physical Education

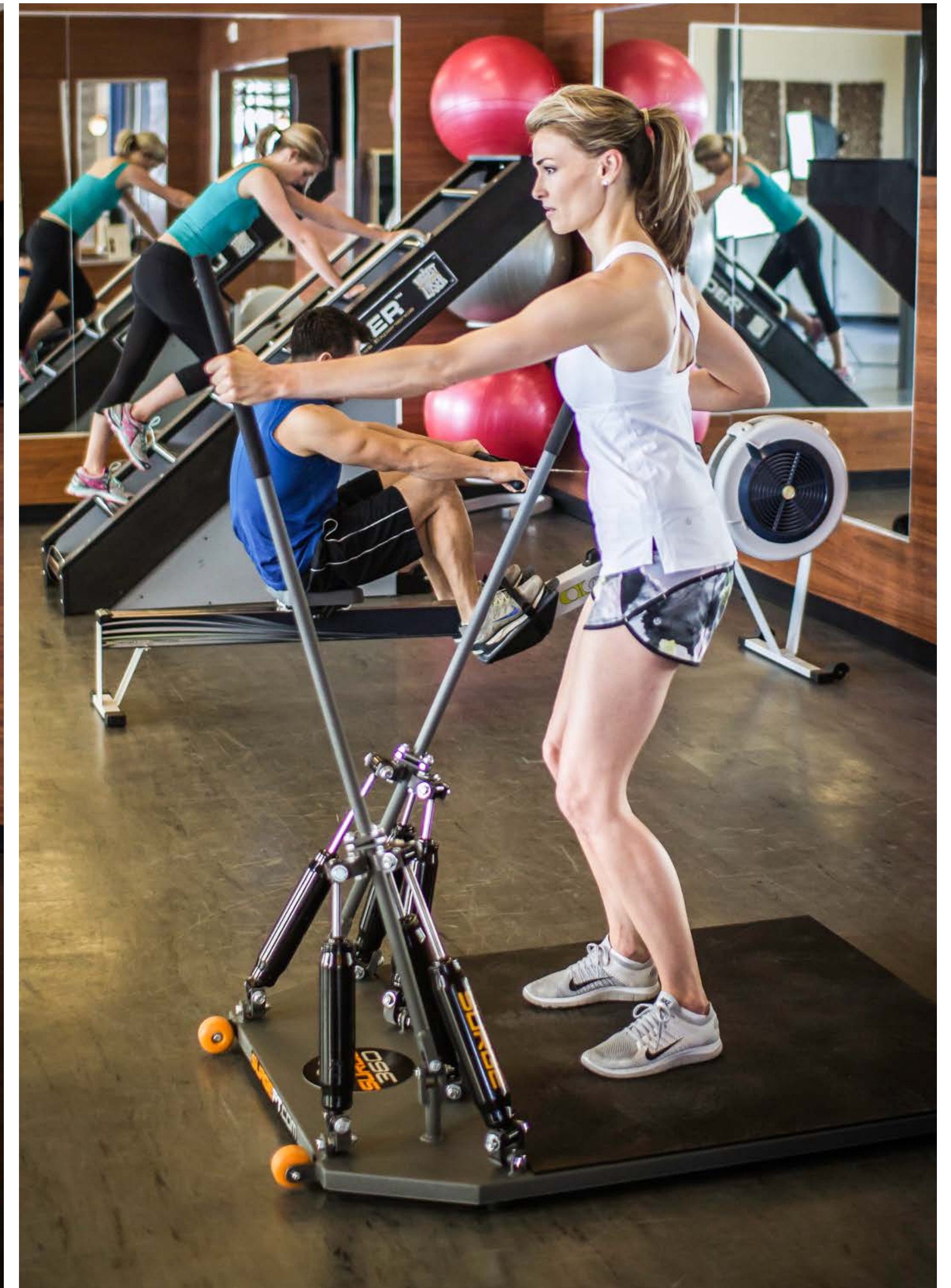
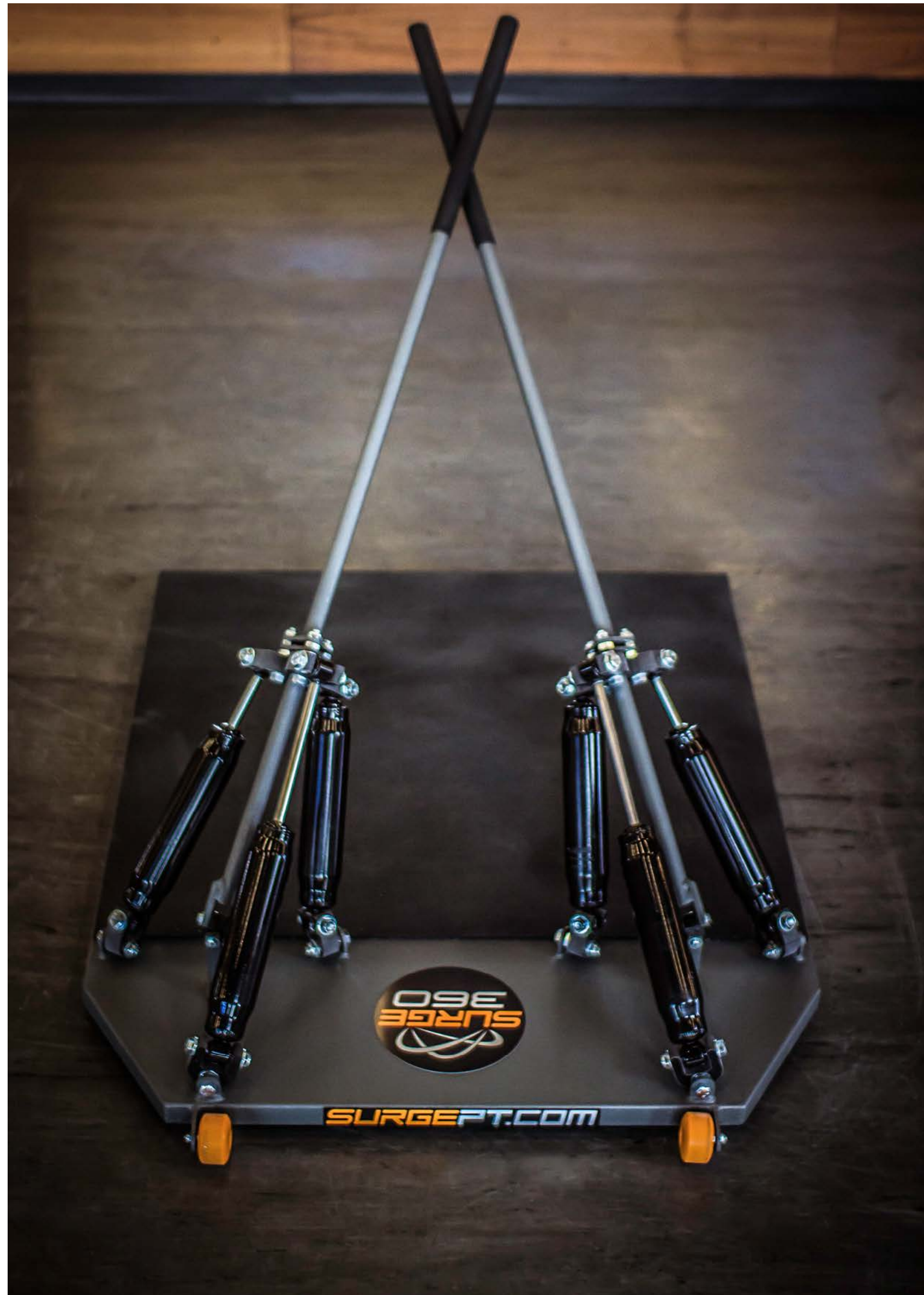
Surge: Ground-Based Fitness and Performance Training Breakthrough

The popular TV show Shark Tank show enables entrepreneurs to pitch their ideas to investors who have the financial resources grow their business. Some of these ideas are good, some bad, and some (such as an alarm clock that wakes you up with the smell of bacon?) are a bit ridiculous. Likewise, at BFS we are often pitched products to manufacture or sell, some that are great and some that are....well, not so great. One of these great products is the line of Surge Performance exercise equipment.

There are two types of Surge equipment, the twin-handled Surge 360 and the single-handle Surge 180. They can be described as portable platforms with poles attached to swivel-mounted, industrial-grade hydraulic pistons. The poles stabilize the trainees as they exercise to enable them to train harder and longer. Also, the pistons provide resistance that match the strength curves of their muscles – in other words, the harder you push and pull, the harder the pistons



The Surge 360 and Surge 180 are all proudly manufactured in the USA and built for athletes across the world



Beautiful design allows for easy placement of the Surge 306 - From home to spa to sports facility, Surge 360 is an increasingly valuable tool

push and pull back. The configuration of the pistons enable the user to perform numerous resistance-training exercises that are often not possible with conventional equipment.

The Surge 360 is considered the flagship product in that it enables the user to perform a wide vari-

ety of total-body, full-range exercises using both arms. The Surge 180 is a single-handled unit that is designed specifically to improve rotational power, core strength, stability, and balance. It is the perfect sports-specific tool for golfers, baseball players, and athletes in the fighting sports.

Surge equipment is by independent laboratory research and has grown a client list that includes NFL, NHL and MLB players; Olympic teams, world-class combat athletes, bodybuilders, and even action movie stars. Among the first clients using Surge equipment were NFL strength and conditioning coaches who wanted to train



The Surge 360 can handle a wide variety of workouts from athletes at any level! Shown is a functional exercise to develop core strength.

their high-profile athletes with explosive, functional movements safely. “The 360 is a very well designed piece of equipment that has numerous applications in any strength and conditioning program,” says Ted Rath, strength coach of the Detroit Lions. “I love the 360’s functionality in particular as a warm up and recovery tool.” A.J. Hawk, a linebacker for the Green Bay Packers, agrees. “Go as hard as you can for 30 seconds – it’s a full body workout.”

Radical Cardio Training with Surge

Hydraulic piston training is ideal for high-intensity interval training (HIIT). HIIT is the type of exercise characterized by high-intensity work for

brief periods (think sprinters and soccer players). This is in contrast to steady state aerobic training that uses low-intensity work for long periods (think marathon runners). Both types of training have been used in fat loss and physical fitness programs, but HIIT has many advantages over aerobic-type training.

In a study published in 2012 in the *Journal of Obesity*, not only did HIIT training produce significant decreases in total body fat, but the authors concluded that the minimal time commitment of HIIT “...has implications regarding subject compliance with exercise interventions.” The researchers also concluded that HIIT appeared to

be superior to steady-state aerobic training to reduce visceral fat. Visceral fat is the type of fat stored in the surround your internal organs in your abdominal cavity; as such, it strongly influences insulin resistance, blood pressure, cholesterol levels, and the risk of heart disease.

The athletes who consistently record the highest levels of aerobic fitness are cross-country skiers. One reason is that their sport vigorously uses the legs and arms, as compared to sports such as swimming (primarily upper body) or soccer (primarily lower body). Surge also aggressively works the upper and lower body, making it superior to traditional treadmill, elliptical and cycling work-

BFS Physical Education

outs. In research introduced at the 2013 National Strength and Conditioning Conference in Las Vegas, the following findings about the effectiveness of Surge training were shared:

- **Burns 49 percent more calories than typical weight lifting workouts lasting 30 minutes;**
- **Burns 14 percent more calories than other cardio workouts lasting 30 minutes;**
- **Burns as much as 47 percent more calories than other cardio workouts lasting 30 minutes;**
- **Burns as much as 81 percent more calories than typical weight lifting workouts lasting 30 minutes;**
- **Burns more calories than a 30-minute cardio or lifting workout doing only 10.6 minutes of actual exercise**

For athletes who are seeking a practical method to develop physical superiority quickly, here are several specific benefits of Surge training:

1. Functional Movement. Surge piston training is characterized by natural, athletic movements that improve balance and posture by working both agonist and antagonist muscle groups. These qualities make it Surge training perfect for sports specific training. “The 360 is better than any other machine on the market, when it comes to developing strength, power and endurance for a wrestler’s hand fighting and pum-

meling skills,” says Steve Fraser, Head Coach USA Olympic Wrestling. “This machine allows for a wrestler to condition their body in a way that most emulates the act of wrestling. I see the 360 being in every wrestling room in the country, if not the world very soon.”

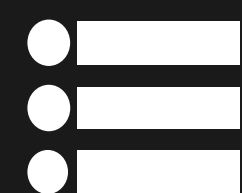
- 2. Speed and Power.** Piston technology enables the athlete to apply maximum force throughout the entire range of motion in a wide variety of exercises. The result is that every point of an exercise can be performed with the most intense effort, safely. This intensity develops the power and speed athletes want. “Go as hard as you can for 30 seconds, it’s a full body workout,” says A.J. Hawk, linebacker for the Green Bay Packers.
- 3. Ground-Based Movements.** Surge training is ground-based, resulting in a greater force transfer as the intensity of the workout increases. The reason is that virtually every sport is played on your feet, and as a result exercising from a standing position is generally superior to exercises performed from a seated position.
- 4. Core Training.** Surge’s ground-based design activates the core muscle chain for almost any athletic movement, including rotational movements performed in natural diagonal patterns.
- 5. Injury Rehabilitation.** Surge equipment is especially valuable for injury rehabilitation – just ask Ben Velazquez, managing partner at Sports

Lab in New York City. “We are currently using the 360 to condition our lower body rehab patients that can not yet load their lower bodies dynamically. We are also using the 360 with shoulder patients that are in the last phases of rehab. The apparatus provides us with a tool that helps improve range of motion (multi-planar) and strength endurance without the stress of eccentric loading.”

With relatively small footprints (51in x 40in x 60in for the Surge 360 and 30in x 47in x 60in for the Surge 180), Surge equipment is ideal for schools, commercial gyms, and home use. There is nothing like it on the market, and no other single piece of cardio equipment comes close to improving athletic and physical fitness so quickly. Whether your goals physical and athletic fitness or you just want to a fast and effective way to lose bodyfat, the best investment you can make is Surge Performance Training Equipment.



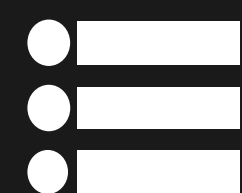
A growing number of strength and conditioning coaches are using Surge training with their athletes.





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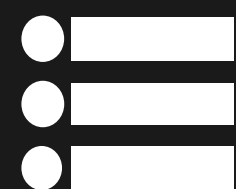


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