

BFS

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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 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!

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 50

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 50

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 PACKAGE	\$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 50
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 PACKAGE	\$2500	\$0
TOTAL:	\$9185	\$5235

Save Over \$3,950!

1 Day Clinic: \$30 per student over 50
WRSC: \$349 per coach over 50
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

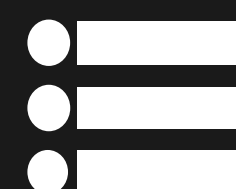
Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

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



Holly Holm: An 11 Experience



Holly Holm's dominating win over Rhonda Rousey was unquestionably one of the biggest upsets in MMA history. It created renewed interest in the sport of boxing and created a paradigm shift in how female MMA fighters should train. But what particularly attracted our attentions at BFS was Holm's heavier before, during and after the fight.

Before the fight, Holm had nothing but praise for Rousey's fighting skills and dominate run inside the octagon. In several interviews said that if it wasn't for Rousey's efforts to popularize wom-

en's MMA, their fight would never have happened.

Rousey said she was looking forward to the fight and was confident of a victory, but as the match got nearer the attitude changed. At the weigh-in, Rousey got into a scuffle with Holm and said accusingly, "All that respect all that everything, all you being sweet, I see right now that it's fake and you're going to get it on Sunday." She

topped that display during the fight by refusing to follow the tradition of touching gloves with Holm, a sign that many experts in the fight game saw as a display of poor sportsmanship.

Immediately after delivering the devastating kick to the head that ended the fight, Holm knelt alongside her opponent to see if she was OK. Then, after having her hand raised in victory by the ref, Holm embarrassed Rousey and said, "I really admire you for being such a great, dominant champion. None of us would be here without you, so I appreciate you."

In an interview with Larry King after the fight, Holm was all class when asked if Rousey was a "bad sport." Holm took the high road, "Everybody has their own ways of dealing with their emotions in the sport."

Holm has every reason to gloat about her victory but has remained humble. She's an inspiring role model for young athletes and a classy representative of her sport. Holly Holm is a true eleven.

As this is the beginning of a new year, we decided to try out something new with the magazine, First, and this is especially exciting, is that we will be published monthly, rather than bi-monthly. News in the world of athletic and physical fitness just happens too fast. Plus, each issue will have a theme, focusing on one aspect of character education or strength and conditioning. This issue will focus on the importance of year-round training. Let's get started!

Kim Goss, MS
Editor in Chief, BFS magazine
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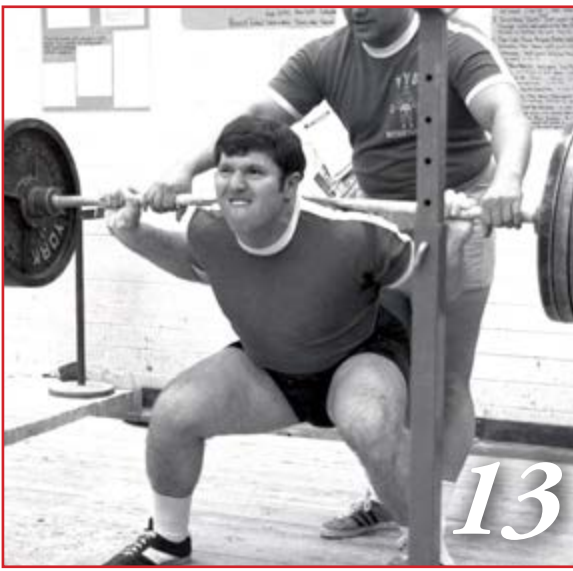


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BFS Magazine

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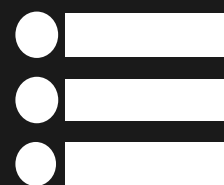
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BFS COACH'S MARKETPLACE

NEW PRODUCTS FROM BFS CAN HELP YOU EXPAND YOUR PROGRAM TO THE NEXT LEVEL!

NEW PRODUCTS

SAVE 25% on BE AN 11 Seminar! Call 800-628-9737

Our dynamic seminar presenters will infuse your athletic program with a greater vision. Along with that vision, they will teach your athletes how to set higher goals, work harder and become better people as they create their own value system with higher standards.

Be An 11 : \$2990.00 For 50 Students Price Includes Travel, Air Fare and Expenses For 50 Athletes -Each Athlete will receive a Be An 11 Guidebook and more! -(Additional Athletes Over 50 Only \$30.00 Each)



Hand Armor Liquid Chalk (2 oz) \$4.95 USD

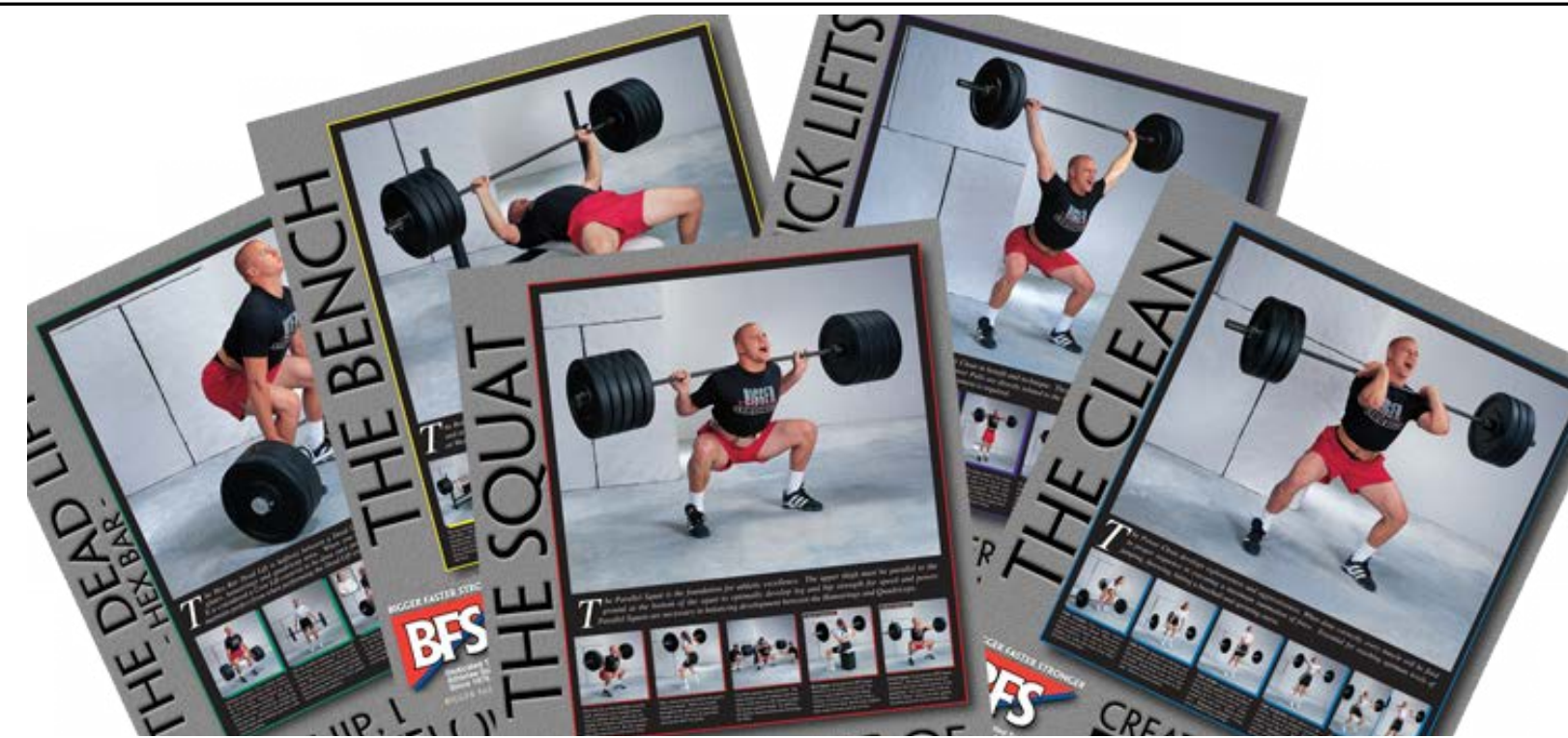
Antibacterial- Kills 99.9% germs and bacteria such as staph, H1N1, MRSA, Ringworm, etc. Last up to 10 times longer than regular chalk. Better Grip.



TruFit \$199.00 USD

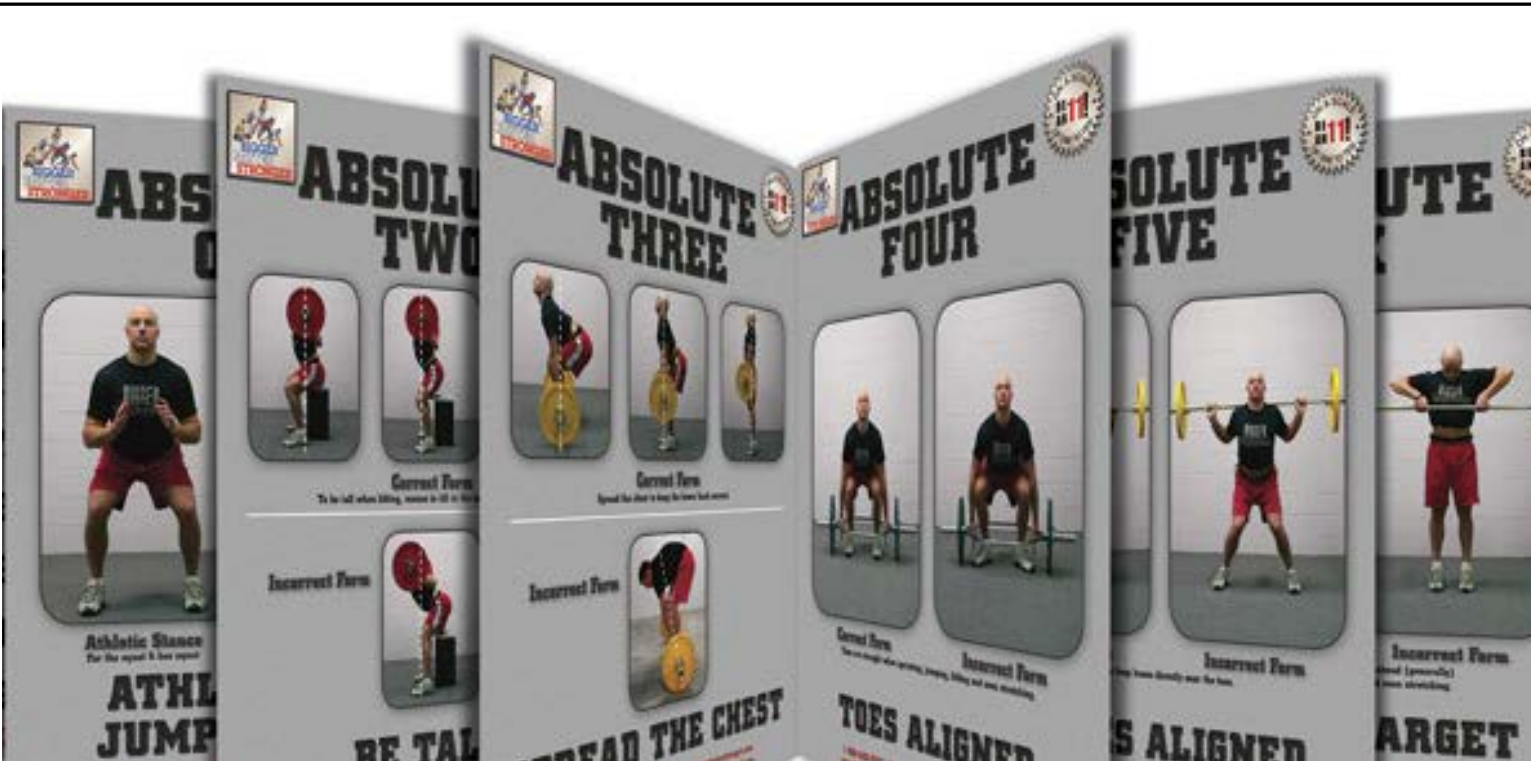
UNIT™ 2.0 Main Features, Dual Anchor Attachment
Allows for unilaterally off-load of the resistance.

POSTER SETS



Training Posters 5 Poster Set

Squat • Bench Press • Power Clean • Quick Lifts • Hex Bar/Dead Lift All BFS Poster and Chart Sets are Printed on 22" x 28" Extra-Thick, Glossy, Stock.



BFS Six Absolutes Posters!

Teach Perfect Sport and Lifting Technique with this 8 Poster Set. All BFS Poster and Chart Sets are Printed on 22" x 28" Extra-Thick, Glossy, Stock.



Safety Posters

Knee Safety • Hamstring Safety • Back Safety , 3 Poster Set

GREAT ASSETS

Slackline Fitness Stand (10 ft.)

The Slackstand is a completely freestanding, portable structure allowing set-up indoors or out without the need for trees or other anchors. The Fitness Slackstand includes a 12 foot slackline, elastic workout band and a workout poster to help guide you through some exercises. Steel construction provides a solid base and sleek design keeps the unit as lightweight and compact as possible. Easy to assemble and it also breaks down into two sections for convenient storage.

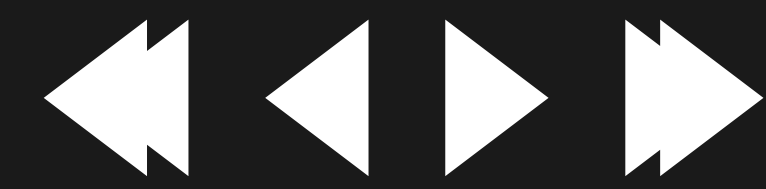
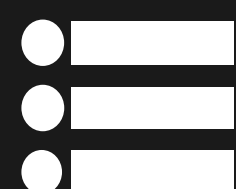
THE FUEL Nutrition

PERFORMANCE. RECOVERY. HEALTH.

That's what it all comes down to in sports. Your training, your diet, and your nutritional supplements must all support these goals. Sacrificing one for another is not acceptable. These three components are all ingredients needed for success. THE FUEL Nutrition products are designed to optimize both performance and recovery while also supporting the long-term health of the athlete. Being safe, effective, and certified to be free of any banned substances, coaches and players alike can feel confident that they are making the best choices to optimize results, both on and off the field.

In-Service WRSC Certification! Educate and protect your staff and students Call 800-628-9737

In-Service Certification can be scheduled by any school, district or institution and BFS comes to your facility and certifies your teachers and coaches. Learn more about how to get your whole staff, any one who instructs in the weight room, certified and on the same page regarding maintaining an effective and safe weight training program. Learn more



What's Happening



2016 marks the 40th anniversary of Bigger Faster Stronger. Founded by Dr. Greg Shepard (top), the leadership now rests in the hands of CEO Bob Rowbotham (right) and President John Rowbotham (bottom).

The mission of Bigger Faster Stronger is to encourage positive changes in the lives of young people, which we do through clinics, seminars, certifications and our multi-media network. It also offers several lines of equipment to fulfill the needs of any physical fitness or athletic training program. We've been going strong for 40 years, and we are looking forward to 40 more!

Moritz Klatten Trains World Champions

Strength coach Moritz Klatten recently sent this great photo of Jack Culcay performing hex bar deadlifts. Culcay is the 2015 WBA Light Middleweight World Champion, 2009 World Amateur Boxing Champion, and a 2008 Olympian. Klatten, who has trained seven world champions, has written a book about his training methods that will be available by spring of this year. We'll have more about Coach Klatten in future issues of *BFS* magazine.





Riley Sharp is a leader on and off the field

Riley Sharp Inspires All

It's always a great feeling to share a wonderful story in BFS magazine – it's even better when we can share it twice! Such is the case with Riley Sharp, a senior at Skyline High School in Salt Lake City, Utah.

In our May/June 2015 issue, we shared Laura Peterson's inspiration Be an 11 story, Eagles for Ava. Peterson explained how Riley Sharp played a key role in helping to raise \$4,300 for Ava Manwaring, a young girl who has been fighting a type of

cancer called neuroblastoma. Said Sharp about the experience, "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."

As for Sharp, a 220-pounder who plays linebacker and tight end, his varsity totals include 1600 receiving yards, 20 touchdowns, and 10.5 sacks and 4 interceptions. His success on the gridiron attracted the attention of Air Force, Nevada,

Southern Utah, UNLV, Weber State and the college he eventually committed to, Oregon State. "I was so excited. Pac-12, Oregon State, I was very stoked about it," said Sharp in an interview for the Oregonian. "I love all of the coaches at Oregon State and I think it'd be a great place to play."

A leader on the field and off of it, Riley Sharp is a true 11.

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



CLICK

Learn More
Online

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

BFS will come to your school
and will spend up to three
hours inspiring, motivating and
educating your athletes

Only \$2,990 for 50
athletes. Additional
athletes only \$30 each.
Includes Be an 11
Guidebooks!

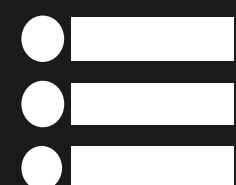
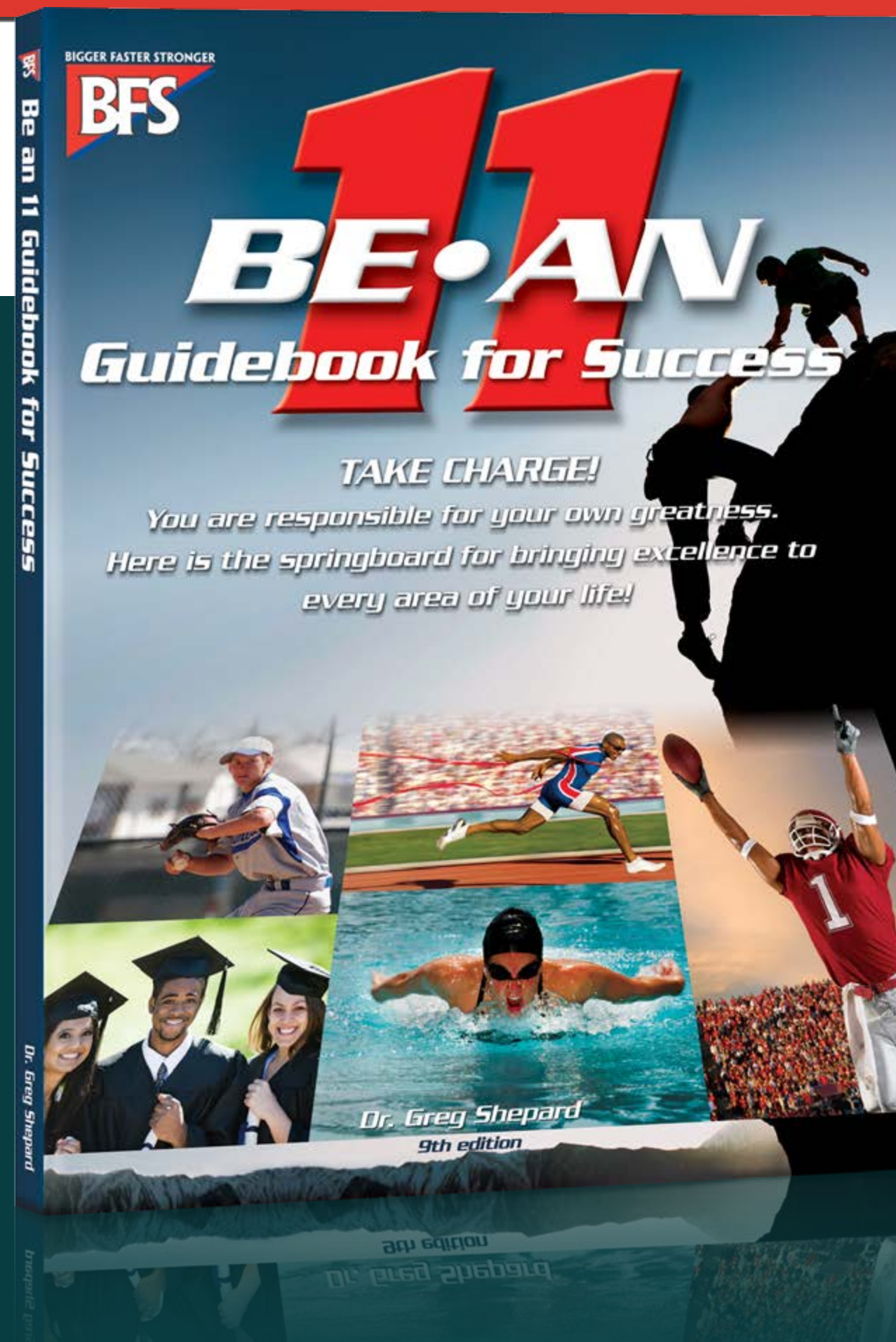
All travel fees included in
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Book your dates now!
First come - First Serve.

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. See page 26 to
learn about how to bundle and save on BFS camps!

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





The Centerpiece of 100s of Championship Weight Rooms

The 2015 BFS Elite Plus Half Rack

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Free Shipping on
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Available with modular
platform to maximize
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Call BFS to learn all
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Learn More Online



BFS Year Round Training

TSet up a long table. On one side of the table have Stephen Curry, Floyd Mayweather, Roger Federer, and Tom Brady take a seat. On the other side of the table, put a 12-year-old girl who has never played sports. Then have all of them place a few rounds of sport stacking, the game in which plastic cups are stacked in specific sequences into pyramids. Who do you think will win?

Most likely, these great athletes will win whatever version of these stacking games are played. Talent prevails. Now test all of them again in six weeks, with the difference being that the girl practiced this skill one hour a day, every day. Who do you think will win?

Despite her age and lack of athletic background, most likely the girl who spent 42 hours stacking

plastic cups will beat all these sport superstars. The point of this example is that one of the keys to success in sports is practice, and the more you practice, the better you can become – even to the point of defeating genetically superior opponents. It's a philosophy that BFS believes in because it works, time and time again – just ask Jeff Scurran.

BFS Program

A BFS clinician, Jeff Scurran is one of our most successful coaches, having turned around numerous losing football programs at both the high school and college level. One example was Santa Rita High School in Tucson, Arizona. In March of 2007 Scurran took over the Eagle's football program that had won just one game in two years, and which had 28 players declared academically ineligible at the start of the summer. Nevertheless, that first year his team finished the regular season with a 9-1 record, then added two more wins in the playoffs.

Asked about the keys to his success, Scurran replied that you don't win championships with superstars, "I believe that there are "X" numbers of great athletes per 100 kids, whatever that number may be. Every school has great athletes. I've always felt that these athletes cancel each other out, and that the way you win is by taking your average athletes and elevating them to competitive status. And in that process, some of them will become overachievers."

One way Scurran was able to turnaround so many football programs was by having athletes train hard, year-round, even during the athletic seasons. The result is that every day his athletes lifted they made personal records, and those numbers translated into exceptional performances on the gridiron.



BFS Clinician Jeff Scurran has developed a reputation of being about to turn around struggling athletic programs. Year-round training is one reason for his success.

Although BFS recommends training year-round, the programs used off-season and in-season must be different. During the off-season maximum focus can be placed on all the basics components of athletic fitness, especially strength and power. On Monday, Wednesday and Friday the athletes hit the iron; on Tuesday and Thursday the focus is on speed, agility and plyometrics.

During the season, the program is reduced to two days a week and focuses on weight training, as playing a sport and performing the sport-specific conditioning drills associated with that sport will help improve other aspects of athletic fitness.

The bottom line is that athletes continue to make improvements in all areas of strength and

conditioning, not just in the off-season. Research supports this concept.

A study published in the Journal of Strength and Conditioning in 2011 involving Norwegian professional soccer players found that significant differences in leg strength and 40-meter sprint times between a group of athletes who weight trained once a week versus those who trained once every two weeks. Whereas the athletes lifting once a week was able to increase their back squat by 19 percent and lower their sprint time in-season by 1.8 percent, the group training every other week saw a 10 percent decrease in their squat and a 1.1 percent increase in their sprint time.

Consider these were high-level athletes, and as such their conditioning base enabled them to make progress with such a minimal amount of training. For younger athletes, such as those in high school, we believe two training sessions in-season is necessary to continue making progress.

BFS Founder Dr. Greg Shepard acknowledges that college athletes may do better on a maintenance program in-season as they often only compete in one sport and have a long off-season. He says such an approach not, however, optimal for multiple sport high school athletes as most of the school year is spent in-season. "Let the competition stagnate," says Shepard. "High school

athletes should go for progress during the season and shouldn't be satisfied with simply maintaining."

Why train your body to be weak? Train hard and

train smart year-round with the BFS Total Program. Doing so will not only enable athletes to fulfill their athletic potential, but often enables them to defeat more talented opponents.

POWER + SPEED

The Formula for Success Develop Powerful LEGS and HIPS



BXI Dog Sled
\$265



Heavy Duty BFS Push/Pull Sled
Dual Olympic Plate Holders
\$295
With Harness and
Lead
\$345



Sprint Sled
\$199

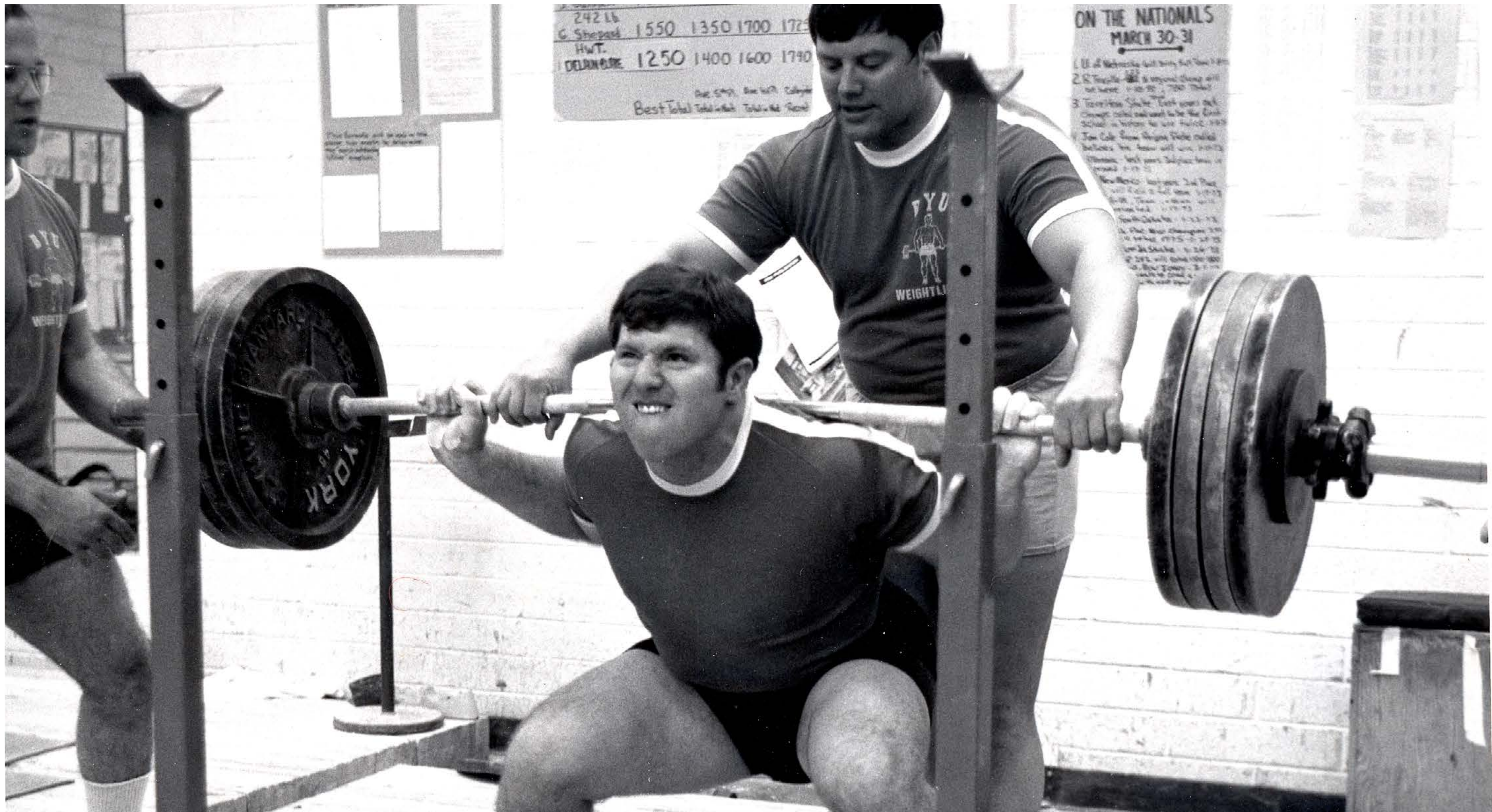


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3/8" Solid, Non-Slip Rubber Tops Unparalleled Safety

Varsity Set Includes: Three 20" Boxes • One 32" Box with Booster



BFS: 40 Years and Growing Stronger

There is no shortage of social media outlets that promise you the best athletic training system for young athletes. There are good programs, and there are some that are...well, not so good. What separates BFS from all of them is our 40-year history of success. That's right – four decades!

Dr. Greg Shepard founded BFS in 1976, and his vision has been carried on by CEO Bob Rowbotham and his son, BFS President John Rowbotham. Joining them are a team of clinicians that include certified teachers and active coaches. These clinicians know the difference between the type of optimal

training used by Olympians and professional athletes, and the reality of working in the school environment with multi-sport athletes.

The mission of Bigger Faster Stronger is to encourage positive changes in the lives

BFS Success Story

of young people, and it does this through a three-tiered approach to meet the needs of athletes, coaches and school administrators.

For athletes and physical education students, we offer seminars and clinics on character education and athletic fitness training. For coaches and physical educators, we offer certification programs and continuing education materials that teach how to increase the safety and effective-

The mission of Bigger Faster Stronger is to encourage positive changes in the lives of young people,

ness of their sports and physical education programs through the concept of unification. For administrators and gym owners responsible for making equipment-purchasing decisions, we offer the highest-quality exercise equipment that fits any budget along with a knowledgeable sales staff to take them facilities from concept to completion.

One key to our long-term success is our emphasis on unification. Unification is the concept that all high school and middle



BFS clinics exposed thousands of high schools to the BFS Total Program.

school athletes will adhere to the same basic training philosophy. This means that all athletes, from football players to basketball players to swimmers, perform the same core weight training exercises, the same speed and agility exercises, and the same flexibility and plyometric exercises. Such organization improves athletic performance and reduces teaching time, as well as preventing many administrative hassles and personality conflicts.

One aspect of unification is our promotion of Six Absolutes, which are training

principles that are amazingly effective in teaching perfect technique not only in the weightroom but also in any sport. One reason the BFS Six Absolutes are so effective is that they encourage all coaches to use the same terminology when teaching weight training and sport skills.

Another important part of our organization is the BFS Readiness Program. This is a complete strength and conditioning system designed for those who are not yet ready to engage in weight training programs performed by more physically mature athletes.

BFS Success Story

The focus of the BFS Readiness Program is on developing perfect technique in all the basic components of athletic fitness, giving athletes a head start when they graduate to the BFS Total Program.

To help young people fulfill their potential in all areas of their life, BFS offers a character education program called Be an 11. This program 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.

In the world of social networking, since 1980 Bigger Faster Stronger has been the official magazine of our company. A bi-monthly, full-color print publication, BFS is full of inspirational success stories, advice from top coaches and sport scientists, and the latest information on liability and safety. BFS also has an outstanding website that answers all your questions about our programs and athletic training equipment, and also provides a link to the BFS Online Learning Center for the latest in multime-

dia education for strength and athletic fitness training.

For strength training, athletes need free weights: power racks, benches, barbells, and dumbbells. For speed, must-haves included plyometric boxes, pulling sleds, and systems for measuring speed and jumping ability. At first, our single line of equipment was enough, as the focus was on providing high school coaches with quality equipment at the lowest price. Later, we expanded our products to serve the needs of all athletic and physical fitness programs. We have our highest quality D1 line, our heavy duty functional Varsity line, our bold Oval line, and most recently our BXL line that includes the racks, rigs and strongman training accessories to accommodate the popular “boot camp” workouts.

There’s a vast number of strength and conditioning programs available currently, and coaches no doubt will be exposed to many more programs during their careers. But with its proven track record that spans four decades, BFS stands apart as the leading company in helping young athletes succeed.



The BFS Commitment to Coaches
A message from the BFS CEO, Bob Rowbotham, Every 2015 BFS issue free to coaches, students, admins and parents


The Full magazine download is a large file and may take 2 to 5 minutes to download. We highly recommend using WiFi on a mobile device to save your data plan

2015 November December Download



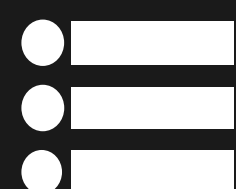
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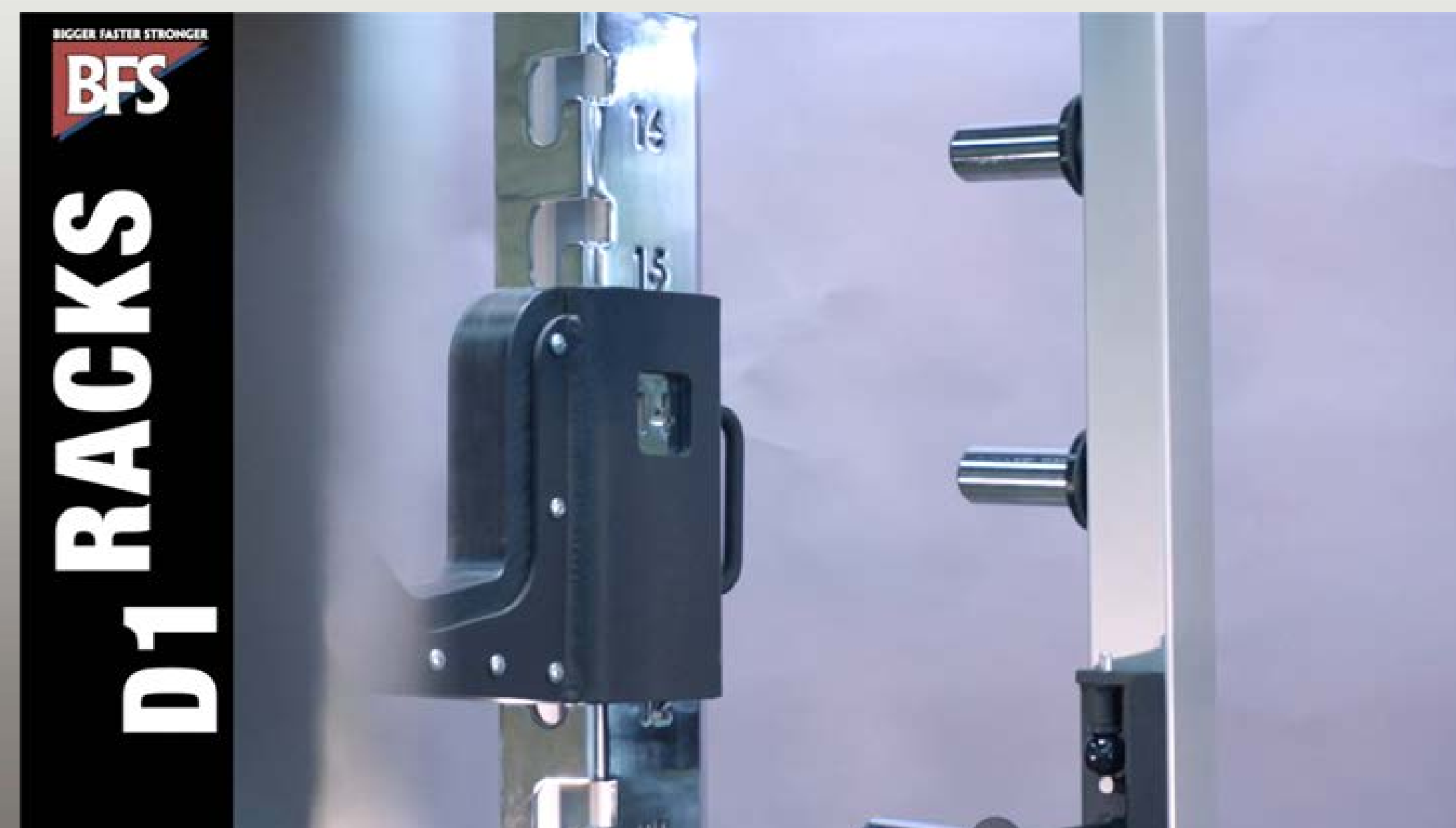
BFS magazine was founded in 1981. It was published four times a year, but has grown to a monthly magazine that is supported by a strong Internet presence.



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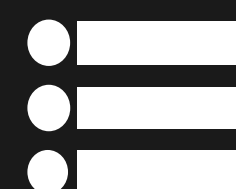


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BFS Clinician Anne Shadle Goes the Distance



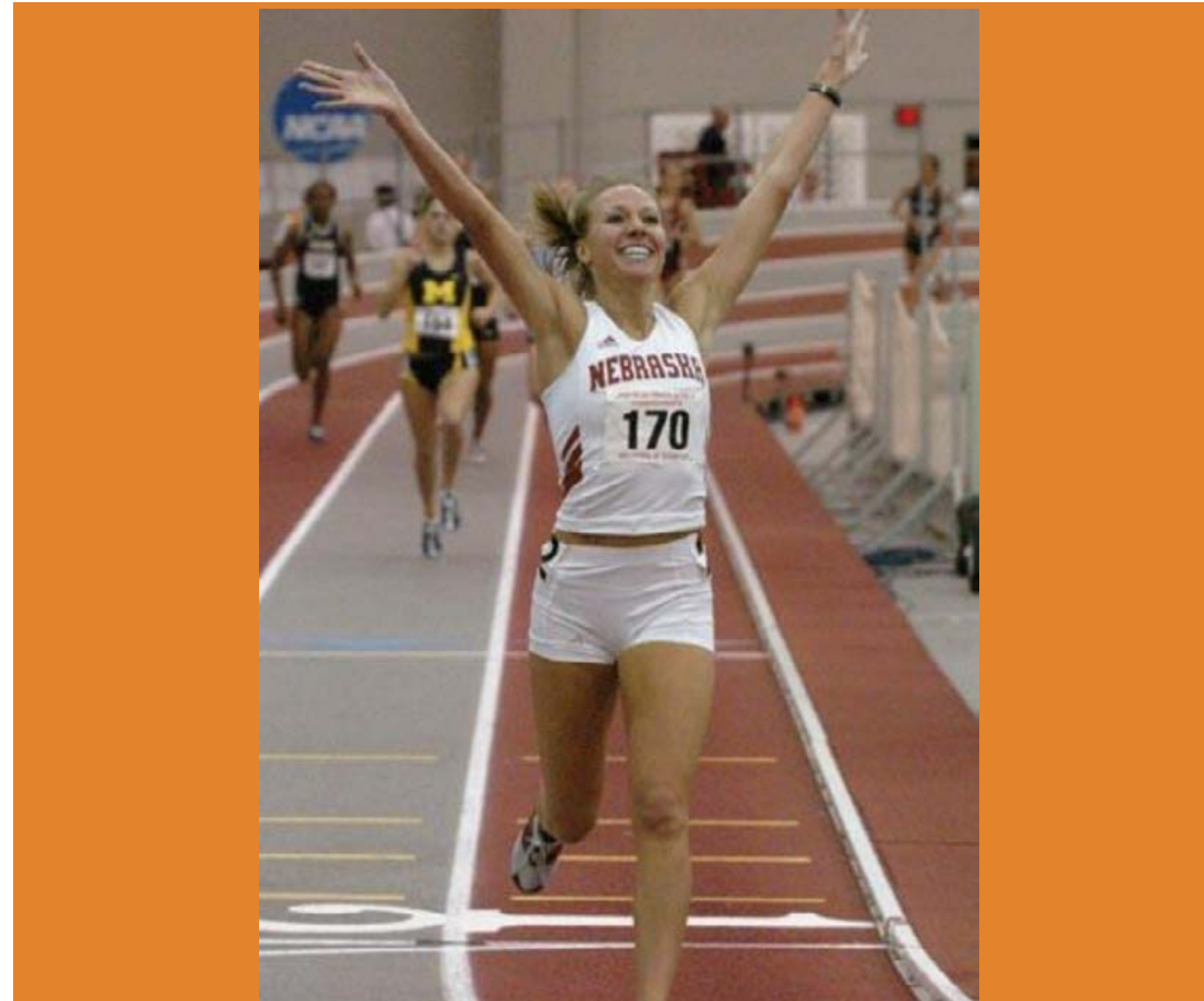
BFS Founder Dr. Greg Shepard says one of the qualities of being an Eleven is “a willingness to continually to raise your personal bar of excellence.” Anne Shadle, Ph.D., is such an individual, and her efforts to improve herself and set the highest

goals in all aspects of her life has put her at the top of our list for new BFS clinicians.

Shadle entered her first cross-country competition in the eighth grade at the urging of her friends. Shadle was a dancer in junior high school, but soon discovered that she loved distance running even more, describing it as her “release from the world.” Her father recognized her daughter’s passion, and started coaching her and kept working with her throughout high school.



BFS Program



Shadle was a three-time Big 12 Champion, a four-time Big 12 All-Academy Team member, and competed in the 2008 Olympic Trials.

The father-daughter team was a good one as she became a six-time state champion in both track and cross-country. Such talent earned her an athletic scholarship in 2001 from the University of Nebraska, a track and field powerhouse.

In 2005, her senior year with the Huskers, she was the surprise winner of the NCAA National Championships in the indoor mile in the 1500 meters, finishing with a time of 4:38:23. She followed that with the rare accomplishment of winning the outdoor championships in the same event, proving that her indoor victory was no fluke. Her time of 4:11.47 was nearly two seconds faster than the runner-up and more than 15 seconds faster than her personal best as a junior. She also was reached a national level in the

steeplechase, an event she says is like a merge between cross country and 5K and is a challenge “that just beats you up.” Her best time in this event was 10:32.

Shadle finished her athletic career with the Huskers as a two-time All-American, a three-time Big 12 Champion, a four-time Big 12 All-Academy Team member, and an eight-time All Big 12 Conference Team member. She broke numerous school records, and still holds three of them. But completing her NCAA career didn't mean that Shadle had crossed her last finish line as an athlete.

Reebok picked up Shadle to run for them professionally for three years, training with the Missou-

ri team when she could but also training alone when she had conflicts in her schedule or when she felt she needed to break to be alone with her thoughts. Shadle's discipline and talent enabled her to compete in the 2008 Olympic Trials. Asked to describe her approach to competition, Shadle says she calls it “honest,” going to the front early and racing hard to stay there.

As a student, Shadle earned a bachelor's degree in exercise science at the University of Nebraska, then transferred to the University of Missouri. She served as an intern with Dr. Rick McGuire in Missouri's Department of Intercollegiate Athletics' Sport Psychology program, working with athletes in several sports. She also helped to create the leadership team for the Department's Social

BFS Program



Shadle was a three-time Big 12 Champion, a four-time Big 12 All-Academy Team member, and competed in the 2008 Olympic Trials.

Responsibility initiative, a program that focused on encouraging and empowering student athletes.

After completing a master's degree in counseling psychology, she went on to earn her Ph.D. in health education with an emphasis in sports psychology. Her research focus was developing an understanding of the psycho-emotional challenges, preparations and responses of Olympic champions. In other words, she wanted to learn why the best athletes win.

As an educator at the University of Missouri, Shadle taught an undergraduate course called, "Psychological Perspectives of Sport," taught a

master's-level course in applied sport psychology, and co-taught a masters-level sports psychology course. She also developed a gender issues in sport course for the college's online master's degree program in Positive Coaching. As if that wasn't enough to fill her plate, in 2007 Shadle began serving as an event leader for the USA Track and Field Athletes Advisory Committee.

It was while attending South Sioux City High School in South Sioux City, Nebraska, that Shadle learned about the BFS Total Program. "A BFS clinician came to our school, set up our weight-room, and taught our coaching staff how to implement the program," says Shadle. "I liked the BFS program, and thought it helped me stay healthy and set up a strong structural foundation for my future athletic career.

Distance runners often have reservations about lifting weights, but this wasn't the case with Shadle's high school coaches. "The message I got from my coaches was that performance is all about the strength-to-weight ratio." She says that not only did the BFS program fulfill her goals of being a faster and stronger runner, but also helped keep her injury-free. "Weight training for a distance runner is much more than just strengthening bones," says Shadle.

"Research has shown that athletes who level weights develop stronger tendons and ligaments,

and that weight training can help balance hormones and improve recovery ability," says Shadle. "A lot of track coaches try to increase the volume of their distance runners to improve performance, but they can't handle it. BFS makes you structurally strong so you can deal the greater volume of training."

After college Shadle reintroduced to BFS through Dr. Peter Gorman, a pioneer in concussion research who developed the BFS Balance Training Protocols. As she goes through the program she didn't realize how much detail goes into it. "The attention to detail on what equipment to use, how to use it, and how to structure workouts – every aspect of the program is extremely detailed. I was also impressed with their long history of success in the industry."

Shadle says her message to young people is that a key to success in any sport is to become a well-rounded athlete, which requires participating in a strength and conditioning program that addresses all aspects of athletic fitness. "With a foundation of general training you have the physical tools to become any single sport."

Anne Shadle is a true eleven, and we have no doubt that she will become an outstanding BFS clinician who will inspire young men and women to achieve their goals.

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D1 Half Rack

3" x 3" 11-gauge steel construction.

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Includes 2 Safeties and 2 Bar Catches

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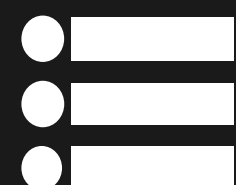
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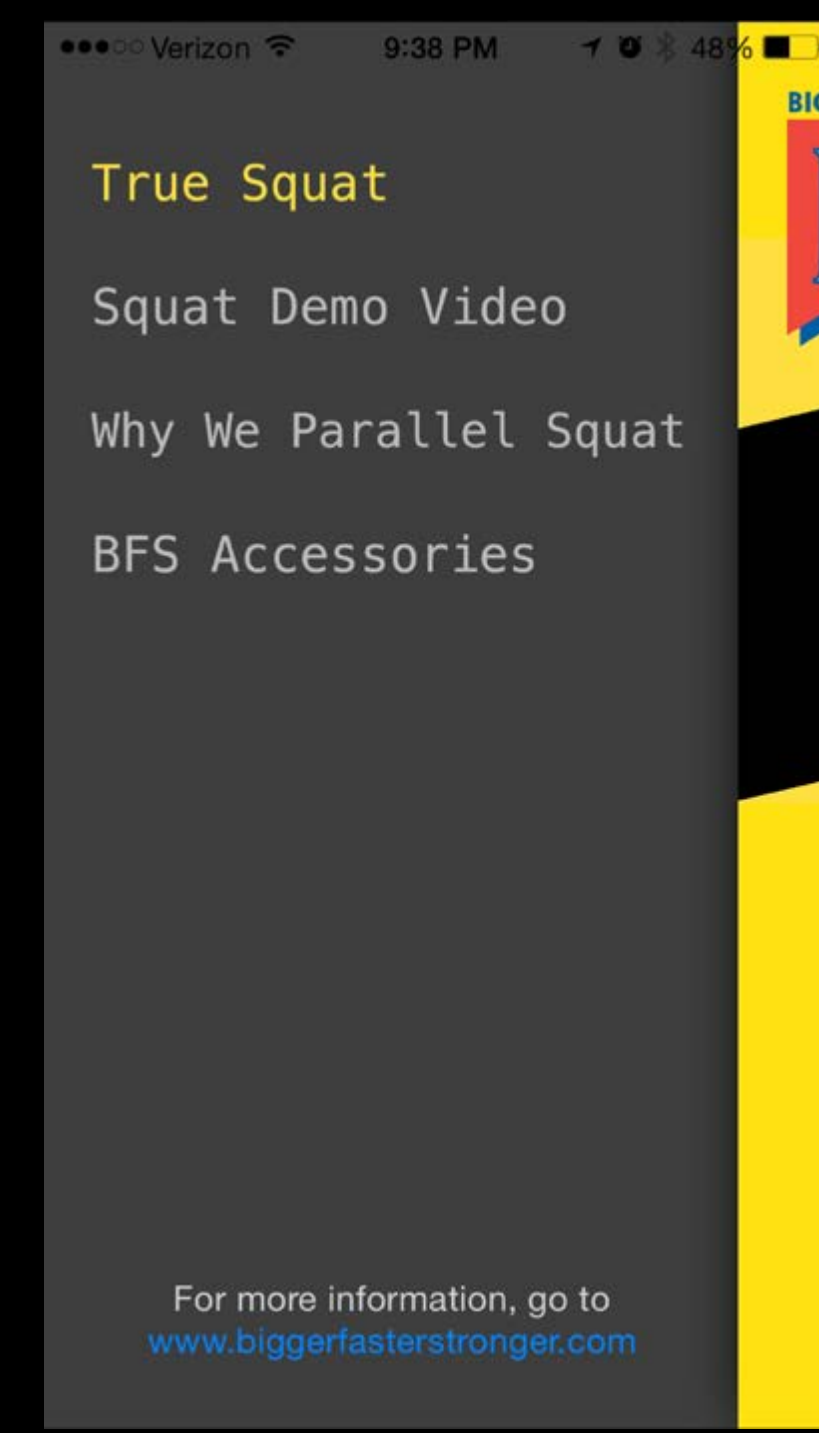
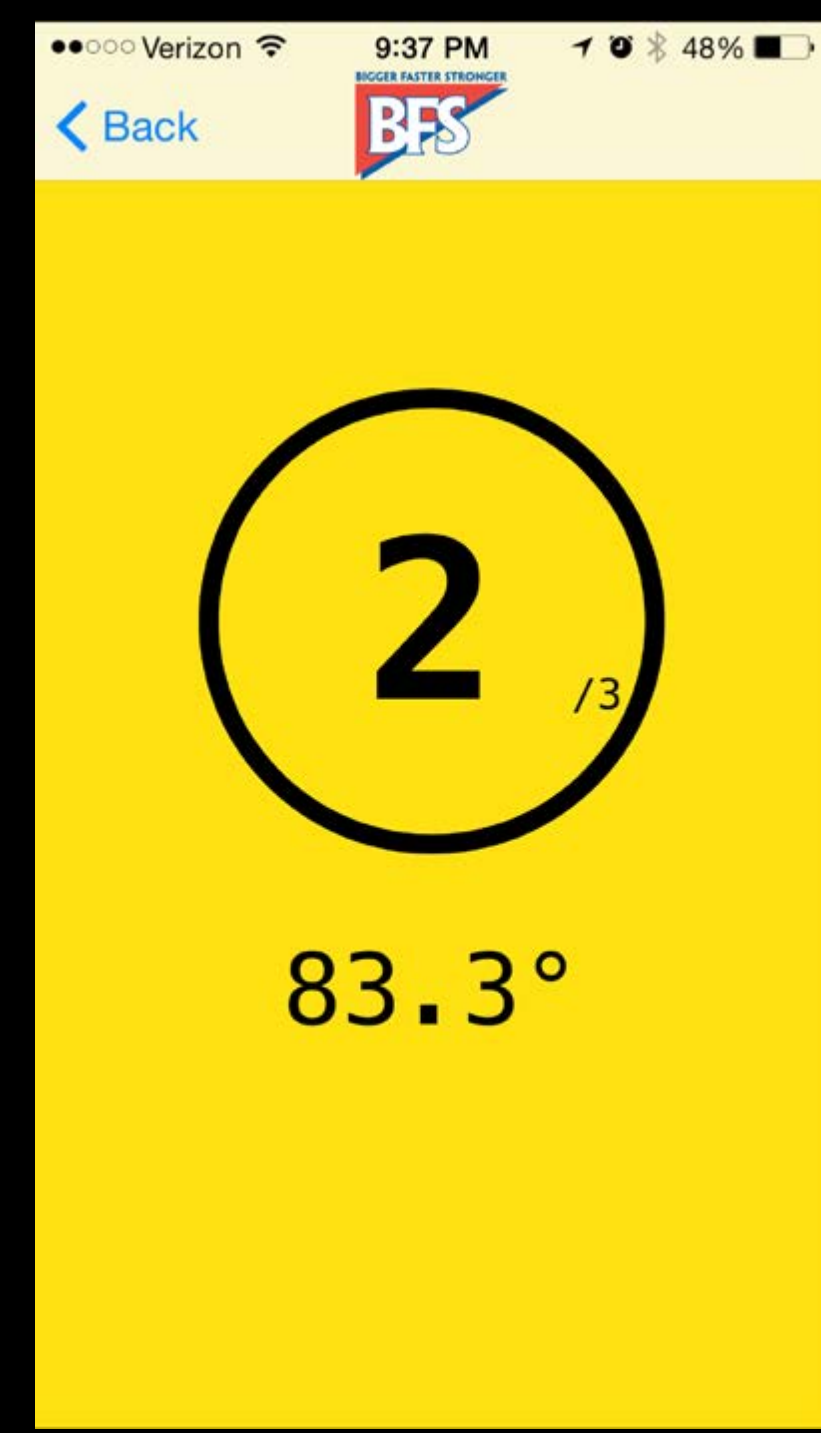
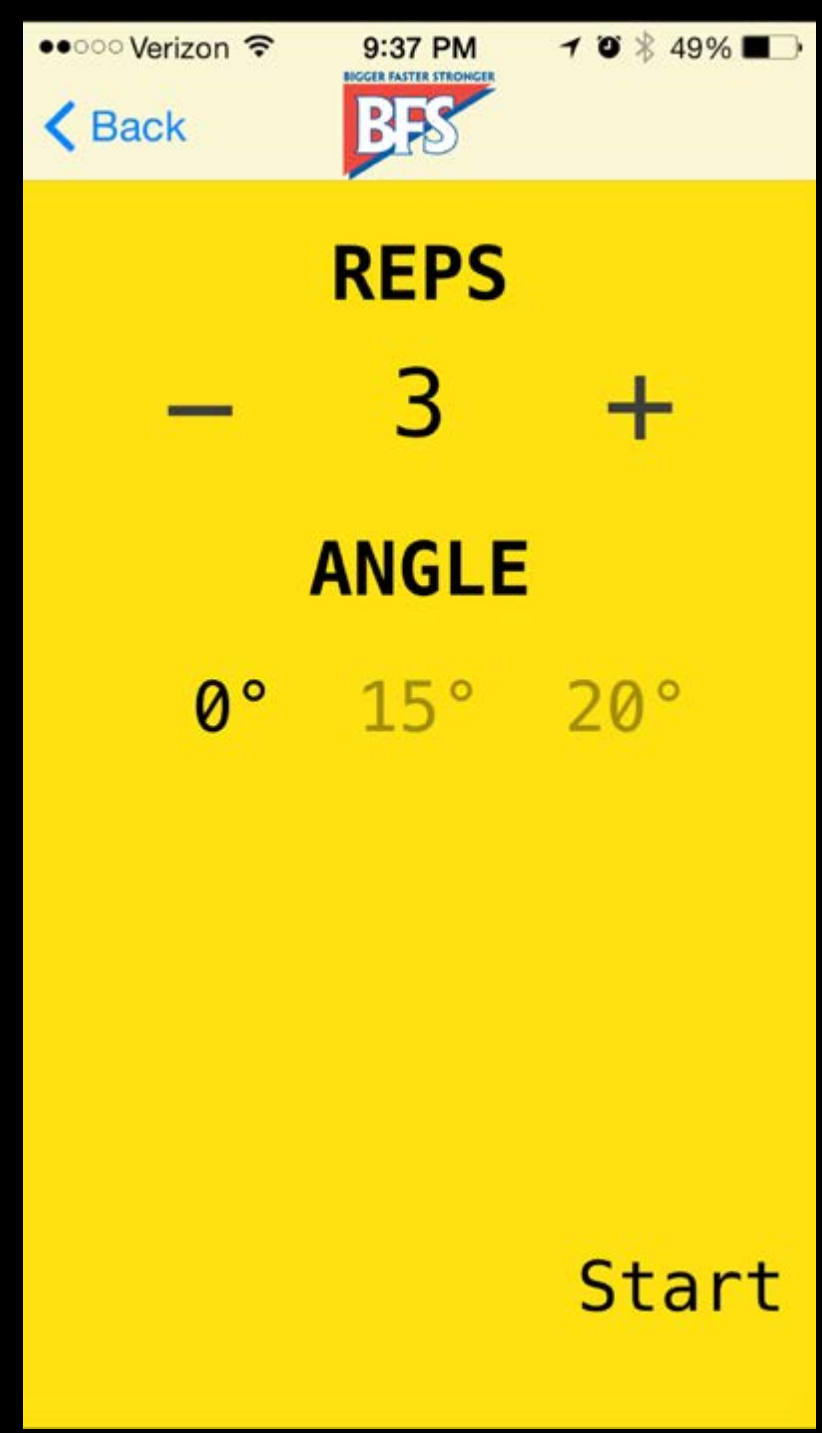
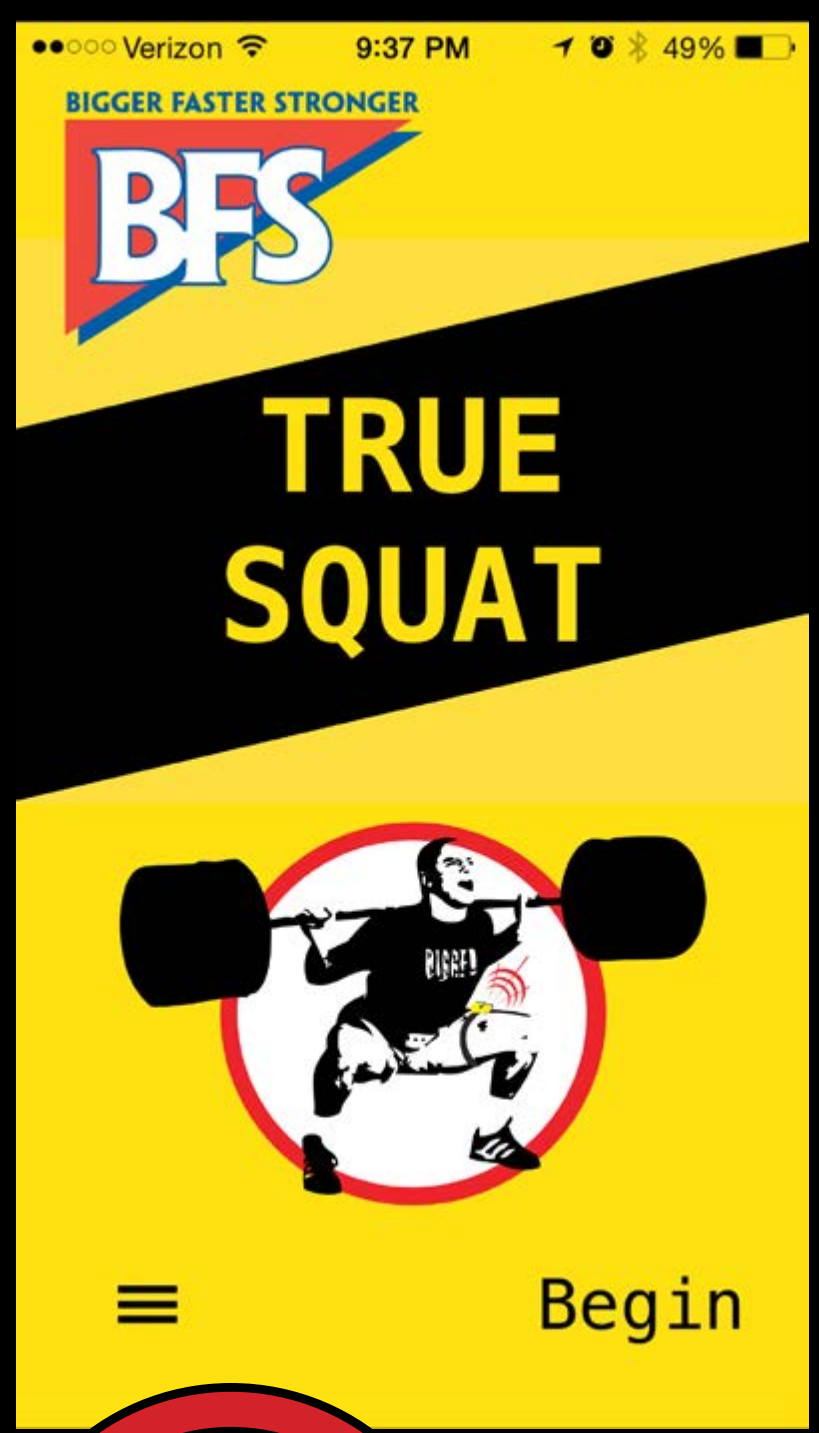
BFS Designs our lines of equipment with specific criteria in mind, one of these solutions is designed with you in mind. Each line has multiple racks and benches so you can get a complete weight room and know that your equipment is commercial grade and built to be a foundation for a growing and expanding program.

Call a BFS coach to find the best answer to your questions 800-628-9737





BFS TRUE SQUAT: The App and the STRAP



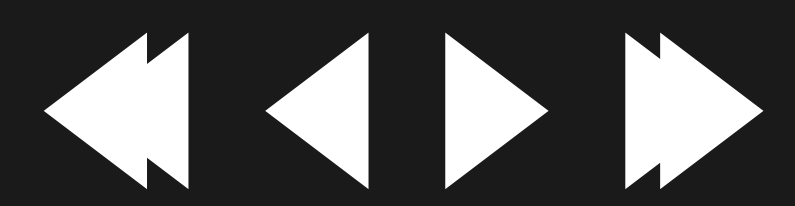
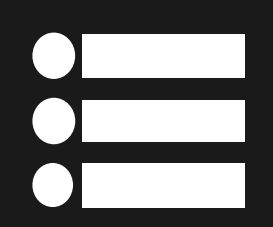
Launch the app, press "Begin."

Select the reps and angle. 0° being a true parallel squat.

Bell sounds at parallel.

Teaching aids and comprehensive technique video included.

Find the latest lifting performance aid from BFS on the Apple App Store. Strap it on with our custom squat strap and maximize the return on your parallel squats.





There is no such thing as a high school weight-room that is just too big. With the increasing popularity of weight training for all athletes, coaches have to pay particular attention to not only scheduling training sessions, but also organizing workouts so that as many athletes can get through their workouts quickly, efficiently, and safely.

exercise were not performed in a row.

Here is an example: 1) Leg Press, 2) Leg Curl, 3) Bench Press, 4) Dumbbell Row, 5) Triceps Press-down, 6), Dumbbell Biceps Curl. After one set of each exercise is performed, the sequence is repeated. The number of times a sequence is re-

Using BFS Rotation System for Weight Room Efficiency

In the 70s, many schools designed their weight rooms into circuits, based upon a training concept introduced to the sports science community in 1953 by physiologists at the University of Leeds in England. The purpose of this so-called “circuit training” was to integrate several components of fitness into a single training session. It involved performing all the exercises in a workout in sequence, such that two or more sets of a single

peated depends on how many exercises are performed and how much time is allotted for the workout. In the commercial gym setting, often customers want to get through a workout in 30 minutes so only perform one or at the most two circuits.

Using circuit training is one way to get a lot of people through their workouts quickly, and with hydraulic equipment is a popular strength training system in elementary schools. It is not, however, the best way to develop maximum strength or power. And because of their technical nature, it is also not an effective way to perform core exercises that are technically complex, especially Olympic lifting movements such as the power clean.

Rather than circuit training, athletes should perform all the sets of a core exercise before moving onto another exercise. This is technically referred to as “station training.” The key to getting athletes through all their exercises efficiently and safely is to develop a rotation system. Let’s go through two examples of athletes performing the squat, one station involving four athletes and another station involving five.

BFS Core Station Rotation



The four-person rotation enables each athlete to perform 4-5 sets of squats in about 15 minutes.

The four-person rotation enables each athlete to perform 4-5 sets of squats in about 15 minutes.

The components of the rotation are the lifter (Position 2), right spotter (Position 4), left spotter (Position 3), and back spotter (Position 1). This rotation is shown in the accompanying photo.

Here is the progres-
sion:

1. The lifter completes the lift, and the spotters follow the bar to the supports to ensure that it's safely replaced.

2. The lifter exits the rack and records their performance in their BFS Set/Rep Logbook, and based on that result determines how much weight they want for their next set.

3. The back spotter (Position 1) moves Position 2 to become the lifter. He or she tells the side spotters how much weight they want on the bar.

4. The left spotter (Position 3) and right spotter (Position 4) change the weight on the bar.
5. The lifter (Position 2) now moves to the left to become the left spotter (Position 3).

6. The left spotter (Position 3) moves to the right to become the right spotter (Position 4).

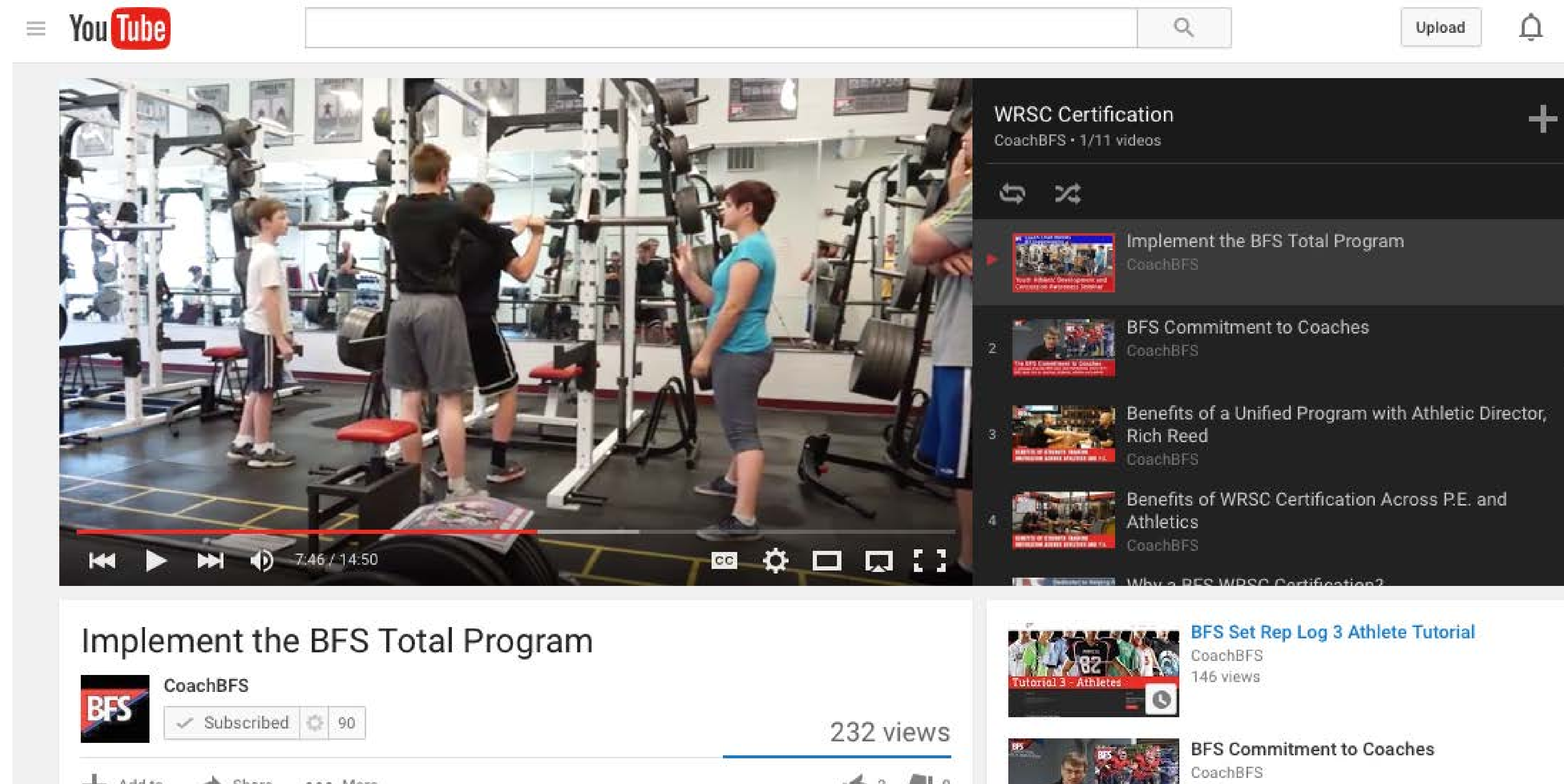
7. The right spotter (Position 4) moves to the back spotter position (Position 1).

The rotation is complete, and the new lifter is ready to remove the weight from the rack to begin their lift.

Now let's look at this rotation with five lifters, which will enable all these athletes to complete 4-5 sets squats, and one auxiliary lift, in 20 minutes or less. Here is the progression:

1. The lifter completes the lift, and the spotters follow the bar to the supports to ensure that it's safely replaced.
2. The lifter exits the rack and records their performance in their Set/Rep Logbook, and based on that result determines how much weight they want for their next set.
3. The back spotter (Position 1) moves Position 2 to become the lifter. He or she tells the side spotters how much weight they want on the bar.
4. The left spotter (Position 3) and right spotter (Position 4) change the weight on the bar.
5. The lifter moves out of the group to perform an auxiliary lift or a flexibility exercise.

BFS Feature



6. The lifter (Position 2) now moves to the left to become the left spotter (Position 3).
7. The left spotter (Position 3) moves to the right to become the right spotter (Position 4).
8. The right spotter (Position 4) moves to the back spotter position (Position 1).

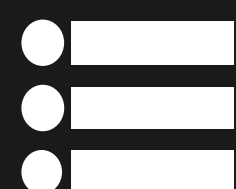
Although this rotation may at first seem complex, it is extremely easy to implement. Coaches should

start with a demonstration of how it's done, and then have athletes perform it without any weight to master the rotation. This system is taught in our BFS seminars and is used in our Readiness Program to ease these young athletes into the regular BFS Program.

Colonel John "Hannibal" Smith was the leader of a group of special soldiers in a TV show called the A-Team. After a successful mission he would often

Follow the CoachBFS channel on Youtube to learn more about moving your athletes through the BFS Rotation to efficient and effective use your time in the weight room!

say, "I love it when a plan comes together!" Use the BFS Rotation System in your weightroom and when you see how fast and efficient your program is working, you'll be saying it too!





In-Service Certification From BFS

CLICK

The importance of certification

“What certification does is give you a formidable defense to prove that you were well trained and knew what you were doing. And it’s a lot easier to prove that if you’ve gone through a training program.”

Dr. Marc Rabinoff
Professor, Human Performance and
Sport Department, Metro State College
Denver, Colorado

In-Service WRSC In-Depth Information

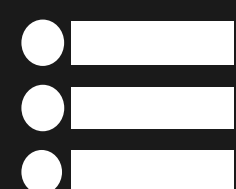
The BFS WRSC In-Service presentation is a full-day, hands-on practicum with a multimedia presentation. The certification goes from 8:00 a.m. to 5:00 p.m., with a 30-minute lunch break. To see the tools included with your BFS WRSC [Click Here](#).



Listen to legendary BFS Clinician Rick Bojak explaining the benefits of a BFS WRSC. The value of having a hands-on certification in your school cannot be over stated!

Call BFS today and get started on your championship journey! 800-628-9737

The BFS WRSC is also offered at over 10 dates and locations around the country in Regional Certifications open to teachers, coaches, trainers and administrators. Anyone involved in teaching in a weight room environment.





BFS President John Rowbotham ready to answer questions at the BFS booth at a SHAPE America convention in New York.



BFS clinicians provide hands-on, learn-by-doing presentations at a SHAPE America convention.

BFS Committed to SHAPE America

The Be an 11 program discusses the concept of dream keepers, which are people that your associate with who help you achieve your goals. BFS considers SHAPE America a dream keeper.

Although the name SHAPE America is new, the organization was founded in 1885 and called the Association for the Advancement of Physical Education. Among its accomplishments is developing

the first national physical education standards for K-12. The organization is supported by 20,000 members with affiliates in 50 states. Its mission "...is to advance professional practice and promote research related to health and physical education, physical activity, dance, and sport."

Throughout the year, BFS crisscrosses America to share its training philosophy with these out-

standing educators. In addition to lectures that focus on the importance of unification in physical fitness and athletic training, BFS clinicians provide hands-on workshops on stretching, BFS balance protocols, and safe lifting techniques.

BFS and SHAPE America – a great team that is helping to keep America strong!



All New Online Set Rep Log App

You can't break records if you don't keep records! Now as an athlete you can keep track of weight room progress on your phone, tablet or computer. As a coach you can keep up with the progress of your whole team or even your entire school. Simply logging in and entering athlete allows for recording sets, reps, weights and tracks record breaking activity every workout! With this web app every device with a web browser can take advantage the BFS Total Program and nearly 40 years of championship building protocols that has lead 1,000s of teams to winning seasons in nearly every state!

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BFS Magazine comes to you 12 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 39 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!



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