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Nov 2016
Issue #173
Digital

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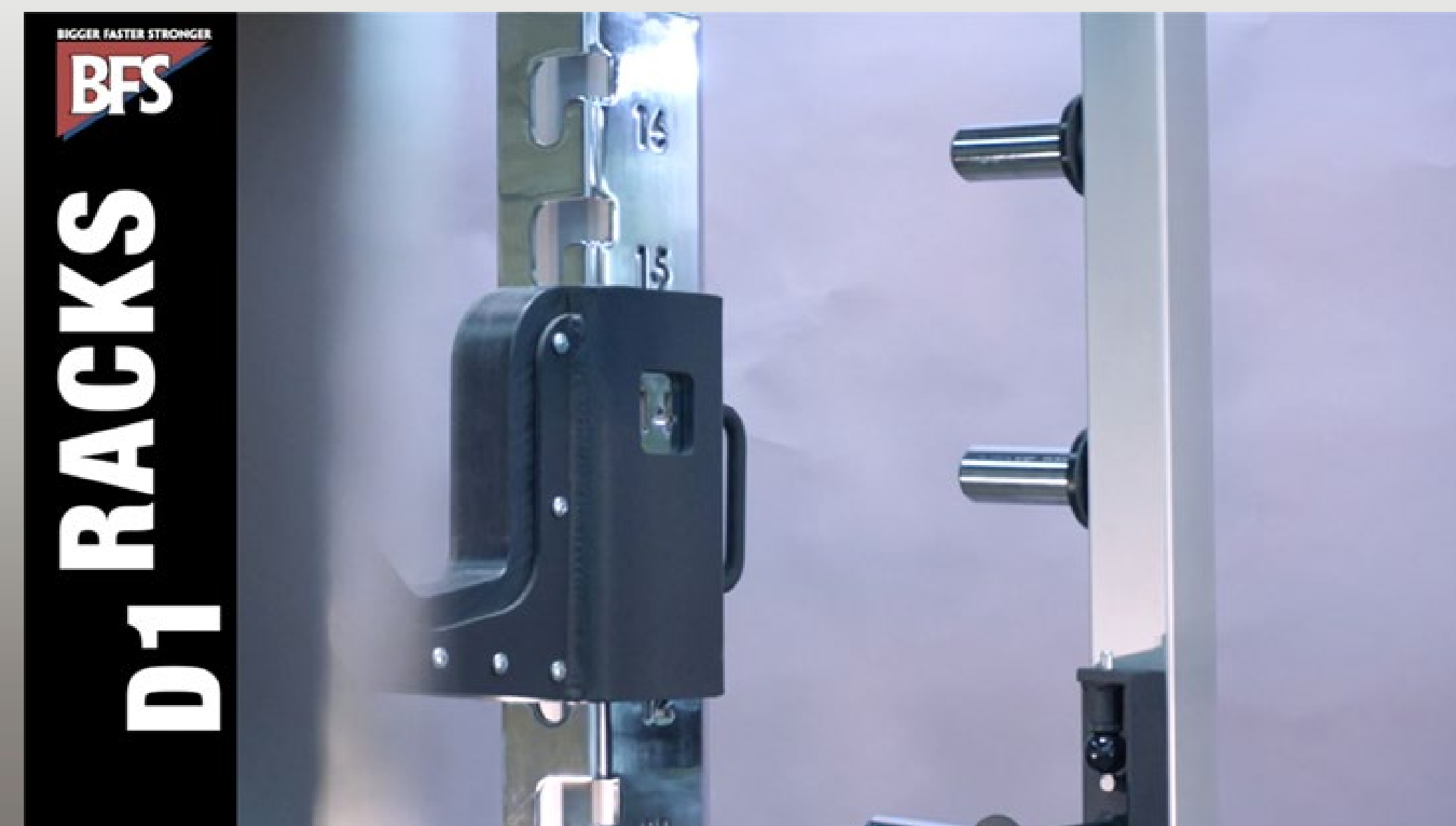


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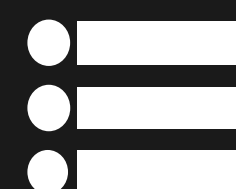


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A Message from BFS Editor Kim Goss, MS



BFS President John Rowbotham, shown here with his son Trace, loves the game of football.

Practice Makes Perfect

Originally Published October 2014

Through its publications, clinics, certifications, and special presentations, BFS is a leader in educating coaches, athletes, and parents about the dangers of concussion. One of the most exciting developments being researched today is the use of the OptoJump™ system to objectively and scientifically determine when an athlete who has suffered a concussion can safely return to play. Hoping to reduce the incidence of concussion in sport, the NCAA recently recommended a cap on the number of contact practices that can be

performed by college football players during the preseason, in season, and during spring ball. If approved, this recommendation is sure to work its way to the high school level, an action that is cause for concern.

Commenting on the NCAA's recommendation is Scott Anderson, president of the College Athletic Trainers' Society, in an AP story published on July 7, 2014: "We're acting on what we know. The more contact, and the more intense the contact, the more likely that a concussion is to occur." Point taken, but we still have to consider the lack of overwhelming scientific evidence that having fewer contact practices results in fewer concussions. Especially worrisome is the likelihood that by limiting the amount of time football players spend in full-contact practices in a controlled environment, the players will be less prepared to encounter the conditions that occur in the game.

In this regard, an analogy can be made between football and the evolution of the sport of mixed martial arts. In the early days of MMA, many serious injuries occurred because the competitors usually were specialists in only one discipline. So, a boxer might be pitted against an expert in karate. The problem with such match-ups is that the fighters often did not know how to defend themselves; for example, boxers are skilled at being able to take blows to the head, whereas kara-

te practitioners seldom experience such training. As the sport developed, MMA fighters practiced a variety of disciplines so they could take a punch, counter a single-leg wrestling takedown, block a judo throw, and know when it was time to tap out of an arm bar. The eventual result of such training was a significant reduction in the risk of serious injury during competition.

We applaud the NCAA for addressing the issue of concussion, and we support many of its attempts to deal with the problem, such as its suggestion that colleges hire independent doctors to evaluate athletes who have sustained this type of brain injury. However, we question the wisdom of limiting the number of practices that can be performed in a game-type environment if the outcome is that players wind up inadequately prepared for the rigors of competition. To borrow a popular slogan used in the military, "Train the way you are going to fight!"

Kim Goss, MS

Editor in Chief, BFS magazine

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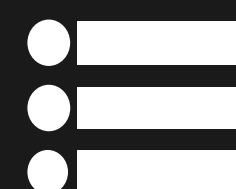
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BFS Program



In this remarkable sequence of photos taken by Pam Tabone, Myles McKinney demonstrates tremendous jumping power. McKinney is the starting tailback and leading receiver at Churchville-Chili, a high school near Rochester, New York, which was featured in our September/October 2007 issue. In one game this season against an undefeated team ranked in the top five in the state, McKinney scored three times, including a 92-yard touchdown run. He is a three-sport athlete who back squats double body weight for 5 sets of 5, power cleans nearly 100 pounds over body weight, and snatches over body weight.

Balance of Power

What coaches need to know for developing explosive athletes

During a weight training class taught by track coach Dr. Donald Chu in the early 1980s, two college football players were training alongside other athletes. Chu gave the football players a 1-pound medicine ball and told them to throw the ball with a chest pass, a motion similar to the bench press. One of the players could bench press 400 pounds and the other 370, and they

threw the ball 28 and 33 feet respectively. Impressive results. Also in the class was an elite javelin thrower who in 1984 earned a spot on the US Olympic Team, but his physique was unimpressive and he weighed significantly less than the football players. When Coach Chu gave the ball to the javelin thrower, he tossed the ball 42 feet – and it hit the wall! What this athlete had in abundance, and which the football players were deficient in, was power.

The universally accepted sports science definition of power is “Force x Distance/Time.” Using

this definition, coaches can determine the best exercises to make their athletes more powerful. This is exactly what sports scientist Dr. John Garhammer did.

Garhammer was the first person to earn a Ph.D. in biomechanics from UCLA, and he went on to do pioneering research in weightlifting, specifically in the area of power production. He published several papers on this subject, using theoretical models as well as video analysis of world-class powerlifters and weightlifters. What he found was that the Olympic

BFS Program



lifting exercises, such as the snatch and even partial movements such as the power clean, produced significantly higher power outputs than basic strength lifts such as the squat and deadlift.

Further, in a practical test published in 1999 that measured how quickly athletes could develop force, researcher Jeffrey M. McBride and his colleagues found that powerlifters were as strong as the Olympic lifters they tested, "...but scored significantly lower in tests for power and explosive performance." In studies published in 2003, Dr. Andrew Fry found that weightlifters had a higher ratio of Type II fast-twitch muscle fibers to Type I slow-twitch muscle fibers compared to powerlifters, as well as a higher percentage of the most powerful muscle fibers, which are




The universally accepted sports science definition of power is “Force \times Distance/Time.”

called Type IIX. Fry also found that the muscles of bodybuilders contained predominantly slow-twitch fibers.

Getting back to our example of the javelin thrower versus the football players, most coaches would rightly conclude that the football players needed to work more on explosive movements such as power cleans and plyometrics. Likewise, because the javelin thrower was already explosive, the most effective way to increase his power would be to increase his strength. Plus, he would need to perform pow-



erlifting movements to add some muscle if he were to play a collision sport such as football. So regardless of the percentage, an optimal training program to develop the highest levels of power should combine strength lifts, explosive lifts, plyometrics, and sprinting.

When Dr. Greg Shepard came up with the BFS Total Program nearly four decades ago, he recognized that athletes needed a variety of training methods to develop optimal performance. Balanced training is essential for athletic excellence, and that's why the BFS Total Program includes not only squats and deadlifts but also power cleans, plyometrics, and sprinting. 

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Charles Cook of Parish Episcopal High School is using the concept of “Eyes on Target” to make a big play. This Texas school was featured in our January/February 2011 issue.

Upgrade Your Coaching with the Six Absolutes

A simple way to teach optimal lifting and sports technique

In the coaching profession there is an overwhelming amount of information available about biomechanics. If you want to know the optimal position of your thumbs at the start of a 40-yard dash, you could probably find some research study on it. Although these details are important at the highest levels of competition, most coaches simply need to know the basics of human movements. That is where the Six Absolutes come in.

Rather than presenting complex science terms and mathematical equations, BFS offers a simple way to teach basic biomechanics for athletes. It's called the BFS Six Absolutes, created by BFS founder Dr. Greg Shepard.

The Six Absolutes are six training principles that are amazingly effective in teaching perfect technique, not just in sports but also in the weightroom. Coaches who practice the BFS Six Absolutes can dramatically elevate their athletes' strength and their own coaching ability.

What are the Six Absolutes? Here they are:

- 1. Use an Athletic or Jump Stance**
- 2. Be Tall**
- 3. Spread the Chest (lock-in the lower back)**

4. Align the Toes

5. Align the Knees (knees over toes)

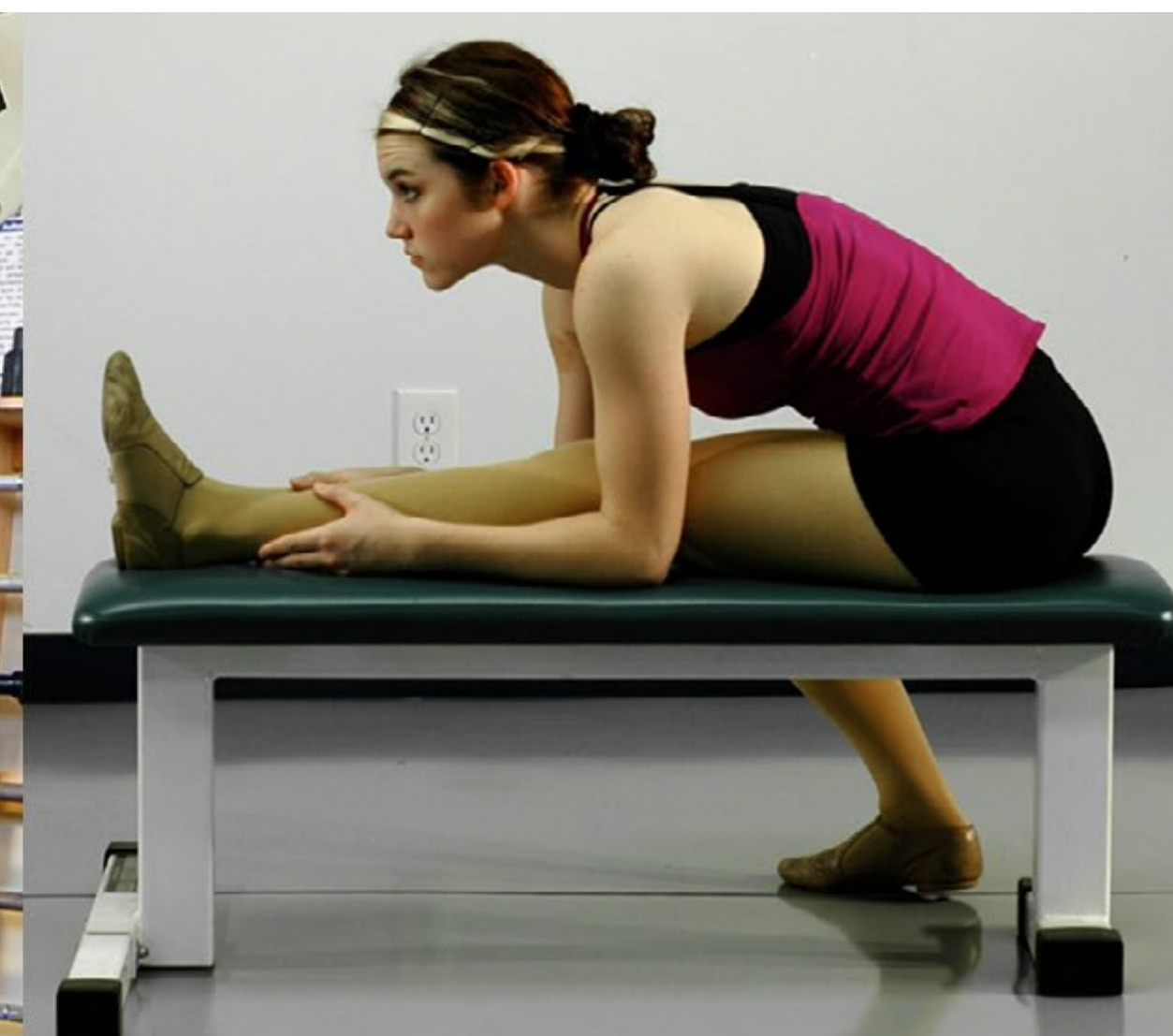
6. Eyes on Target

As with the BFS concept of developing a total program for all athletes, the Six Absolutes are used to unify the terminology coaches use when training athletes, whether it's on the court, on the playing field or in the weightroom. Let's say an athlete is performing a deadlift. One coach may say, “Stick out your chest!” and another may say, “Pull your shoulders back.” Instead, both coaches can say, “Spread the chest!” Likewise, when a batter is slumped over the plate, a coach can shout, “Spread the chest!” to help the athlete get into a better hitting posture. The Six Absolutes are discussed in detail in our clinics and certifications. For now, here is a quick overview of each Absolute.

1. Use an Athletic or Jump Stance. In most sports and weight training exercises there are two basic foot stances, a jump stance and an athletic stance. With a jump stance the feet are directly under the hips, and this is the best stance for generating speed and jumping power. An athlete would use this type of stance when performing a vertical jump or a deadlift. With an athletic stance the feet are approximately

BFS Program

The concept of the Six Absolutes was created by BFS Founder Dr. Greg Shepard shown here spotting as a strength coach at Brigham Young University.



The Six Absolutes can be applied to lifting and stretching. In the snatch lift, for example, the athlete moves from a jump stance to an athletic stance. In the hamstring stretch shown, both the toes and knees must be in alignment to get the desired effect from the exercise.

shoulder-width apart, which is the best stance for providing stability. When an athlete catches the bar in a snatch or clean, an athletic stance will provide more stability.

2. Be Tall. Good posture improves athletic performance and reduces the risk of injury. An athlete can't slump or lean forward outside their center of gravity and expect to perform well. The Be Tall Absolute should be used with most lifts in the weightroom. When performing the hex bar deadlift, focusing on being tall throughout the entire lift helps ensure that the spine is in proper alignment and that the legs are being properly used during the lift. Outside the weightroom, the Be Tall Absolute should be used as often as possible. For example, after athletes reach full speed in sprinting, they should be sprinting "tall" (Be Tall).

3. Spread the Chest (lock-in the lower back). The

lower back must assume a concave position, or "neutral spine," which is how exercise physiologists refer to this position. When athletes spread their chests, the lower back will start to lock in properly in a concave position. When an athlete performs a back squat, spreading the chest helps ensure that the spine is in this safe, neutral position. When a baseball player steps up to the plate, spreading the chest will position their upper body to generate the most power to their swing.

4. Toes Aligned. Athletes should always strive to have their toes in optimal alignment. When using a jump stance, the toes should be straight ahead; when using an athletic stance, the toes should be pointed slightly out to improve balance. This principle of Toes Aligned can also be used with stretching, jumping and sprinting.

5. Knees Aligned (knees over toes). In addition

to having the toes in alignment, athletes must also keep their knees aligned with their toes. In jumping, landing with the knees buckled inward places the athlete at a high risk of injury. Likewise, not having the knees aligned will reduce speed and power.

6. Eyes on Target. Eyes on Target refers to the importance of focusing the eyes on the athlete's immediate goal. Eyes on Target is a useful tool to use in the weightroom because the spine will follow the head, and the head will follow the eyes. If an athlete looks down during a deadlift, their head will drop and their spine will round, placing their lower back at risk of injury.

The study of biomechanics is complex and ever expanding, but a great place to start is by applying the Six Absolutes. Give them a try and you'll see significant improvements in weight training technique and athletic performance.

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High school athletes come in all sizes, but their training should be unified. Braden Smith, far left, is the 2014 BFS High School Male Athlete of the Year and will be playing for Auburn University.

Physical Superiority Made Simple

The advantages of using logbooks for multisport athletes

When the strength coaching profession was in its infancy in the 1970s, it was difficult to find information about periodization. Much of the material appeared only in articles published in expensive journals or a few hard-to-acquire books, many not available in English. All that has changed in today's computer age, but easier access comes with its own set of problems.

For starters, much of the information available about periodization has been poorly translated. For example, here is an excerpt from a textbook written by one of the foremost experts on periodization, the late sport scientist Yuri Verkhoshansky: "The perfecting of a basketball player's technical-tactical arsenal is also associated with the growth of their functional preparedness and the rise in the stability of the specific motor habits towards the developing fatigue, during the intense conditions of competition." It's a pain to decipher phrasing like this, and any coach reading it will quickly lose interest.

Another problem is that much of the material available about periodization is geared towards powerlifting or Olympic lifting. Within these sports, the focus is on reaching a peak only a few times a year, and the programs of the elite com-

petitors in this sport often leave little time or energy to work on other aspects of athletic fitness, such as running or agility. While it's easy to find information about periodization for track and field athletes, it's difficult to determine how to apply this knowledge to team sports.

At the high school level the BFS program is great for all athletes, but it's uniquely suited for multisport athletes, due in large part to the BFS Set-Rep System and logbooks. There are several advantages for young athletes who elect to play multiple sports, even those who aspire to earn college scholarships.

First, college recruiters tend to prefer multisport athletes. One reason is that seeing how they perform in other sports gives them a better idea of their overall athletic abilities. If an athlete just plays football and only one position, what happens when the player goes to college and due to the needs of the team is moved to another position? Also, unless the athlete is one of the few who earn scholarships, focusing on just one sport means missing out on many opportunities to enjoy other sports and interact with other athletes. As for the coaching side of things, when

BFS Program

coaches have access to multisport athletes, it eliminates the power struggles between coaches of different sports because they aren't competing to recruit the best athletes in the school.

The challenge in working with or being a multisport athlete is that for the majority of the school year, there is no off season for these athletes. Following an aggressive strength and conditioning program in-season, such as is performed in the summer for football, will leave athletes over-trained and unable to compete at their best. This is where the concept of periodization comes in.

Periodization is a solution to the problem of multisport fatigue, because it's not possible to work on all aspects of sport preparation at the same time. This means that during the season coaches must modify the workouts so athletes won't become weakened and sore from hard lifting workouts and will have enough energy to perform at a high level in competition. However, coaches can't put multisport athletes on maintenance workouts of light weights or they will never get strong. The BFS Set-Rep System manages fatigue by reducing the number of strength training sessions performed, and lets the sport training and competitions take care of other aspects of conditioning, such as running. The system is also flexible, such that it can adapt to the needs of athletes



Multisport high school athletes should squat year-round and strive to break personal records in the exercise year-round. Lusia Angilau (spotting, left) and Clotile Harris both graduated from Hunter High School, which was featured in our Jan/Feb 2010 issue. Angilau earned a volleyball scholarship at Southern Utah, and last year appeared in 24 matches with 17 starts.

BFS Program



Dulaney High School's unified PE and physical education curriculum created access to physical and athletic fitness for all its students and earned the school the distinction of being named 2011 BFS High School of the Year. Dulaney's story was featured in our Jan/Feb 2012 issue.

who compete in only one sport or as many as four sports a year.

Another characteristic of periodization is that the training process is divided into specific fitness phases that are cyclical in nature, meaning they repeat. The BFS program fulfills this requirement of periodization with four set-rep workouts, each

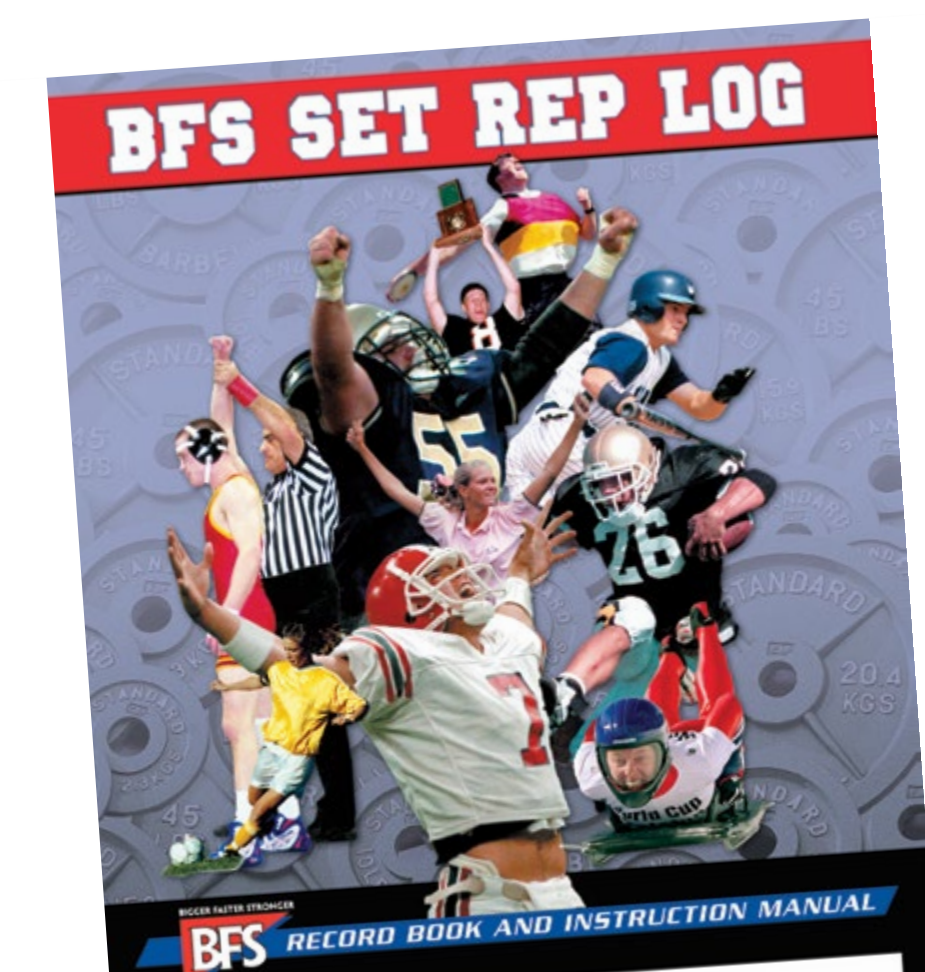
lasting one week; after four weeks, the training cycle repeats. In one year athletes would complete 12 training cycles.

Those are some of the administrative and physical advantages of using the BFS Set-Rep System and logbooks. There are also psychological benefits. Psychologist David Schlenoff evaluated the results of a research study involving students at Dulaney High School in Timonium, Maryland, who used the BFS program. The personality test administered was the Piers-Harris 2, which provides insight into an individual's self-concept and is often used to help identify at-risk youth. Schlenoff found that the girls using the BFS workout experienced significant improvements in many areas that fell under the category of happiness, such as cheerfulness.

During this period of evaluation Dulaney's athletic teams experienced success virtually across-the-board for both boys and girls sports, including a state championship. Here are some examples of win-loss records in the 2103 season: girls volleyball, 21-0 (state champions); boys basketball, 13-3; girls softball, 13-3; girls lacrosse, 11-4; coed tennis, 9-3; girls field hockey, 13-6; girls basketball, 9-5; boys baseball, 13-9; coed wrestling, 8-3; boys lacrosse, 10-6; boys soccer, 8-4-2. Especially noteworthy is cross-country runner Isabel Griffith, who won the state championships. With such great results from using the BFS Logbook system

as well as the prospect of benefiting from BFS's extensive collection of teaching resources, the next step was a natural: BFS was integrated into Dulaney's curriculum as a for-credit class.

One hallmark of programs such as BFS that are successful in making athletes bigger or stronger is a thoughtful balancing of all aspects of conditioning. A big part of a record of achievement that spans 38 years is the BFS Set-Rep Logbook – it's a training tool that has proven essential in managing the challenges of working with young multisport athletes to fulfill their physical potential.



The BFS Set-Rep Logbook is a great system to monitor training and maximize progress.



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About Us

The image shows three devices displaying the BFS Set Rep Log app interface. The computer screen shows a 'Workouts' page for the date range 'Jun. 29 - Jul. 5'. It lists exercises like 'Towel Bench (Mon.)', 'Box Squat (Mon.)', 'Glute Ham (Mon.)', and 'Lunges (Mon.)'. The 'Towel Bench (3x3)' section shows a table with columns for Set, Weight (lbs), Effort (1-11), 5 of 6 Absolutes?, and Reps. The data shows three sets of 3 reps each, with weights of 225, 225, and 185 lbs, and effort levels of 8, 7, and 9 respectively. The total weight is 635 lbs, and the 3x3 record is 999 lbs. The tablet and phone screens show the 'Shoulder Press (3x3)' section, which has a similar table structure. The phone screen also shows a 'Save' button and a 'Shoulder Press Records by Rep' section.

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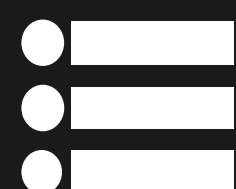
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Braden Smith, the 2014 BFS High School Male Athlete of the Year, is an example of what intelligent strength training and hard work can produce.

Stay the Course with BFS

The proven way to achieve unified success in any athletic program

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

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

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

strength coaches can make a big difference in the success of any sports program, sometimes the stars align over a team of gifted athletes who demonstrate that "talent prevails."

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

The BFS Total Program was developed nearly four decades ago by Dr. Greg Shepard, a sport and strength coach with a successful career at both the high school and collegiate level. The BFS Total Program is flexible and can be used by single-sport

BFS Program



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



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



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

athletes, even at the college level. The program proved especially effective in the high school environment, and Coach Shepard even developed a variation for athletes at the middle and elementary school level called the Readiness Program.

One key tenet of the BFS Total Program is that a successful athletic fitness program requires balance. Bench presses are performed in the strength section of the BFS program, but not so much that it takes away time from power cleans or other valuable lifts. BFS makes athletes stronger and more powerful in the weightroom, but it is not designed to train powerlifters or Olympic lifters. Likewise, while the BFS program includes many training methods used by track and field athletes, such as plyometrics and repeat sprints, it is not a track and field workout. Again, the key is balance.

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

BFS Rotational Set-Rep System

BFS In-Season Training

BFS Readiness Program

Six Absolutes of Perfect Technique

BFS Core Lifts

BFS Auxiliary Lifts

BFS Agility Training and the BFS Dot Drill

BFS 1-2-3-4 Flexibility Program

Be an Eleven

Finally, and this is one aspect of the BFS Total Program that sets it apart from all others, is

the concept of unification. BFS believes that all sports programs offered at a school should adhere to the same basic training philosophy. This approach reduces teaching time and personality conflicts, and improves athletic performance. Coach Shepard said it best:

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

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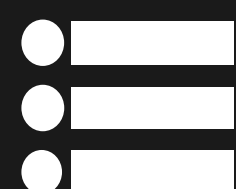


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BFS Program

Getting Young Athletes Ready to Win

The BFS Readiness Program is intended for those who are not yet ready to engage in weight training programs performed by more physically mature athletes. The focus is on developing perfect technique in all the basic components of athletic fitness, giving these athletes a head start when they graduate to the BFS Total Program. That's the Readiness Program in a nutshell – now let's take a closer look as to why we believe this program is so important.

In a study published in the September 2009 issue of *Pediatrics*, researchers reported that injuries in physical education classes increased by 150 percent from 1977 to 2007. In athletics, an estimated 70 percent of children quit organized sports by the age of 13. There are many reasons for these troubling trends in physical and athletic fitness, one being that many of our youth are not adequately prepared for vigorous physical activity. This is where the BFS Readiness Program can help.

The preponderance of research in strength and conditioning shows that weight training is the single best way to improve an athlete's speed, strength, body composition and muscular endurance. Besides improving performance, athletes who are physically fit are less likely to

get injured and if they do get injured, recover faster.

Weight training is a key aspect of the BFS Readiness program, but it is performed with light weights as its purpose is to teach athletes perfect technique. That way, when they are physically mature enough to lift heavy weights, they can do so safely. There is a concern that lifting weights at a young age is associated with a high risk of injury. However, research shows that even competition weightlifting movements such as the snatch and the clean and jerk can safely be performed by middle school athletes.

The challenge is that athletes mature at different rates. Thus, in a group of 13-year-old boys, you could have some boys with the physical maturity of an 11-year-old and some with the physical maturity of a 15-year old. In fact, at the 2014 Senior National Weightlifting Championships, a 14-year-old CJ Cummings broke the senior American record in the clean and jerk, lifting 337 pounds at a bodyweight of just 136 pounds.



BFS had developed an extensive multi-media package to teach coaches and physical education teachers how to implement the BFS Readiness Program.

BFS Program



Young athletes mature at different levels. Shown is 14-year-old CJ Cummings, one of America's most promising weightlifters.

With that background, here are the fundamental components of BFS Readiness Program:

BFS 1-2-3-4 Flexibility Program. Specifically, this flexibility program consists of 10 stretches, chosen because they work the major muscle groups. The stretches are divided into four groups, performed in the following order: 1) On a bench, 2) Standing, 3) On a wall, and 4) On the floor.

Speed and Plyometrics. Jumping and running are two basic skills of athletic development, and the BFS Readiness program teaches proper running mechanics and introduces them to a safe and progressive jumping program involving plyometric boxes.

BFS Dot Drill. The dot drill is a challenging warm-up drill that improves balance and agility. It is used at the beginning of every workout.

Weight Training. The focus of the weight training program in the BFS Readiness Program is to teach young people how to lift properly and also to spot properly. Weight is not important at this time, and often we have young people start with a light, 15-pound technique bar. For example, in judging the technique of a bench press, we want the athlete to learn how to form a solid base to press from without excessive arching of the lower back. As they lower the bar it should touch the chest, and then be driven upward with even extension. Only when the athletes can perform two

sets of 5 or 10 reps (depending on the exercise being performed) is the weight increased.

The entire workout takes only 45 minutes and is performed two times per week. Here is how BFS founder Dr. Greg Shepard describes the program in his book, *Bigger Faster Stronger* (Human Kinetics, 2009): "A maximum of five athletes should use one barbell, allowing one to lift, three to spot, and one to get ready. The athletes should rotate in order. If the program is part of a physical education class, the class could be divided into three groups, with the groups rotating every 15 minutes. For example, group 1 does core lifts, group 2 does auxiliary lifts, and group 3 does agility and running skills."

Graduation from the BFS Readiness program is based upon performance standards that BFS has established for both boys and girls. The lifts tested are the squat, bench press, and the hang clean (a variation of the power clean). These lifts were chosen because they are basic core lifts that BFS believes should be used throughout an athlete's career.

The BFS Readiness program is a quick, easy-to-administer workout. With nearly four decades of enthusiastic results, BFS is convinced that this is the optimal workout program to give young people a head start on a lifetime of safe physical and athletic performance.

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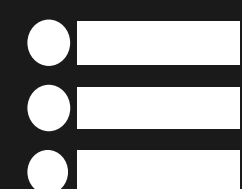
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BFS: A Parent's Perspective

What BFS has taught an athlete's mother about teamwork and character

by Laura Peterson

As a former high school and collegiate athlete, I attribute much of the way I live my life to my experience in sports. As a parent of young athletes, I often think about what I want my kids to gain from their athletic experience. As a mom, former physical education teacher, youth coach, high school strength and conditioning coach and BFS employee I feel passionate about creating those life-shaping opportunities for my athletes and my kids. The question is, "How do we foster this

in the high school sports arena?" I believe the answer is the BFS Total Program.

The first thing I want my kids to gain from sports is character! The BFS Be an 11 program teaches that "On a Scale of 1-10, be an 11" in all aspects of life. This idea is precisely the mindset kids today need – not the quick gratification, the "easier the better" attitude that seems to dominate our society.

I want my athletes to strive to do their personal

best as a student, friend, family, and community member. I want my kids to fulfill the definition of an 11 athlete, which is "to hold themselves to the highest possible standards to achieve his or her personal destiny and to help others achieve their true destinies." They set goals, struggle, experience successes and failures and are forced to work with others. These experiences allow athletes to build character as they learn to overcome challenges.

BFS Program



I also want my kids to experience different sports, coaches, and teams. It seems there is a trend to push “sports specification” at younger and younger ages, but I feel it is crucial for kids to participate in different sports because each teaches unique lessons. BFS also believes strongly in the idea of “unification.”

What does unification look like in the high school environment? It is simply an athletic

training program for all athletes, regardless of sport. Athletes flow through the program between “in-season” and “off-season,” but continue to see progress and break personal records throughout an entire year. Unified athletes are stronger, faster, more agile, more likely to play multiple sports, better competitors, and possess a high level of school pride from training together. ESPN’s 2014 Quarterback Survey by Kevin Seifert found that of 128 current and retired NFL quar-

terbacks surveyed, 125 participated in at least two sports in high school. Unification is the key to a successful sports program!

Lastly, as I look at the most important aspects of participating in high school sports, I believe that the simple act of being on a team is one of the most impactful. I want my kids to learn to work as a member of a team. I want them to be unselfish, to lead, to

BFS Program



follow, to fail, and to succeed. These are all qualities that have a direct correlation to their success in the future; whether it be as a part of a company, a family, or a community. The BFS program emphasizes teamwork through goal setting, spotting, encouraging, peer coaching, etc. The design of challenging plyometric, running, agility and team-building exercises bring individuals together.

Parents, coaches and teachers the future is in our hands – let's prepare the next generation by teaching character, unification, and teamwork. Let's get passionate about creating "11's" and allow our kids to excel in life because of their participation in athletics.

These photos depict the 2014 season in which the Skyline Eagles implemented the BFS Total Program and the athletes made remarkable strides in their progress as students, athletes and young men of character

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



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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

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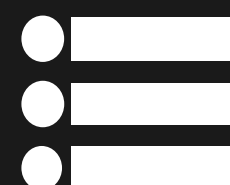
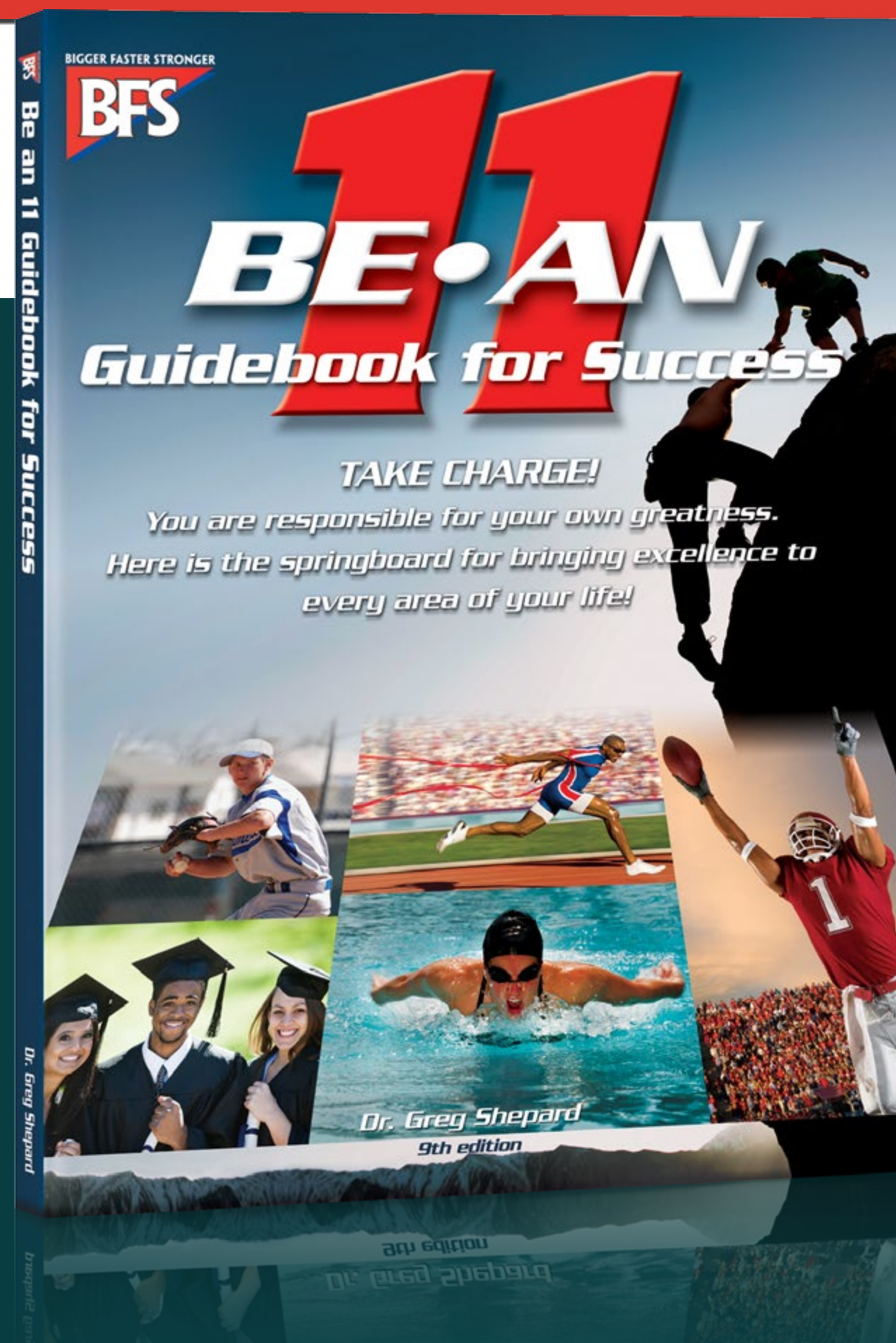
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Rutherford B. Hayes High, OH



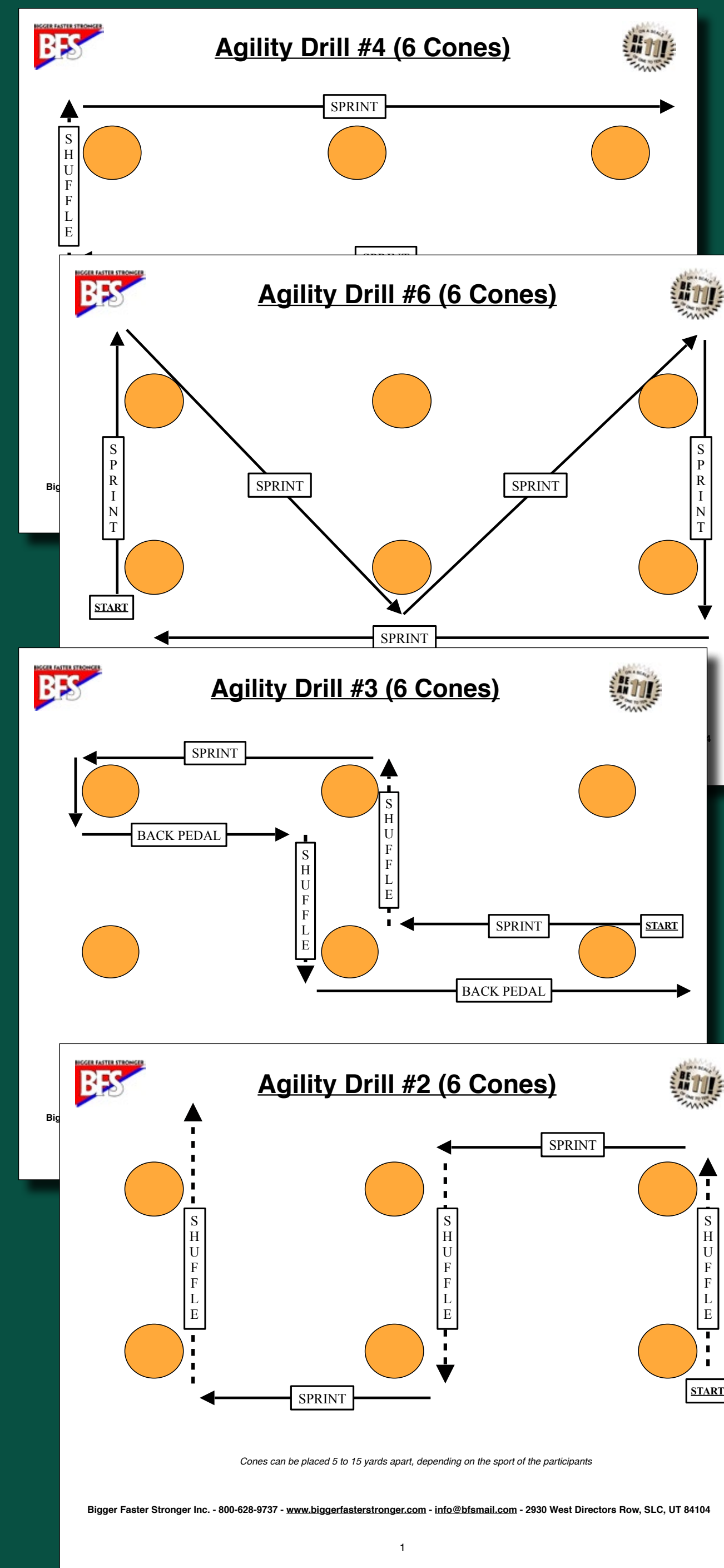


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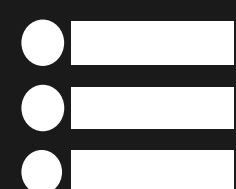
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FOR EVERY ATHLETE

The BFS Total Program is dedicated to developing students and athletes in all sports and activities maximize their potential. Agility is one component and is a skill that can be enhanced through measurable drills record keeping.

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25 drills for developing students and athletes in all sports and activities. Agility is one component and is a skill that can be enhanced through measurable drills record keeping. Use these drills and a stop watch and make some records!



The BFS Dot Drill Pad is the warm up foundation to all the work we do in the BFS Total Program. The BFS Dot Drill gives athletes a perfect start to get their muscles firing before a work out while building the agility and foot speed to compete on the field of play. We recommend two Dot Drill pads for every work out station. **ONLY \$49 EACH**



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

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Product # 800B

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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 something 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?



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.

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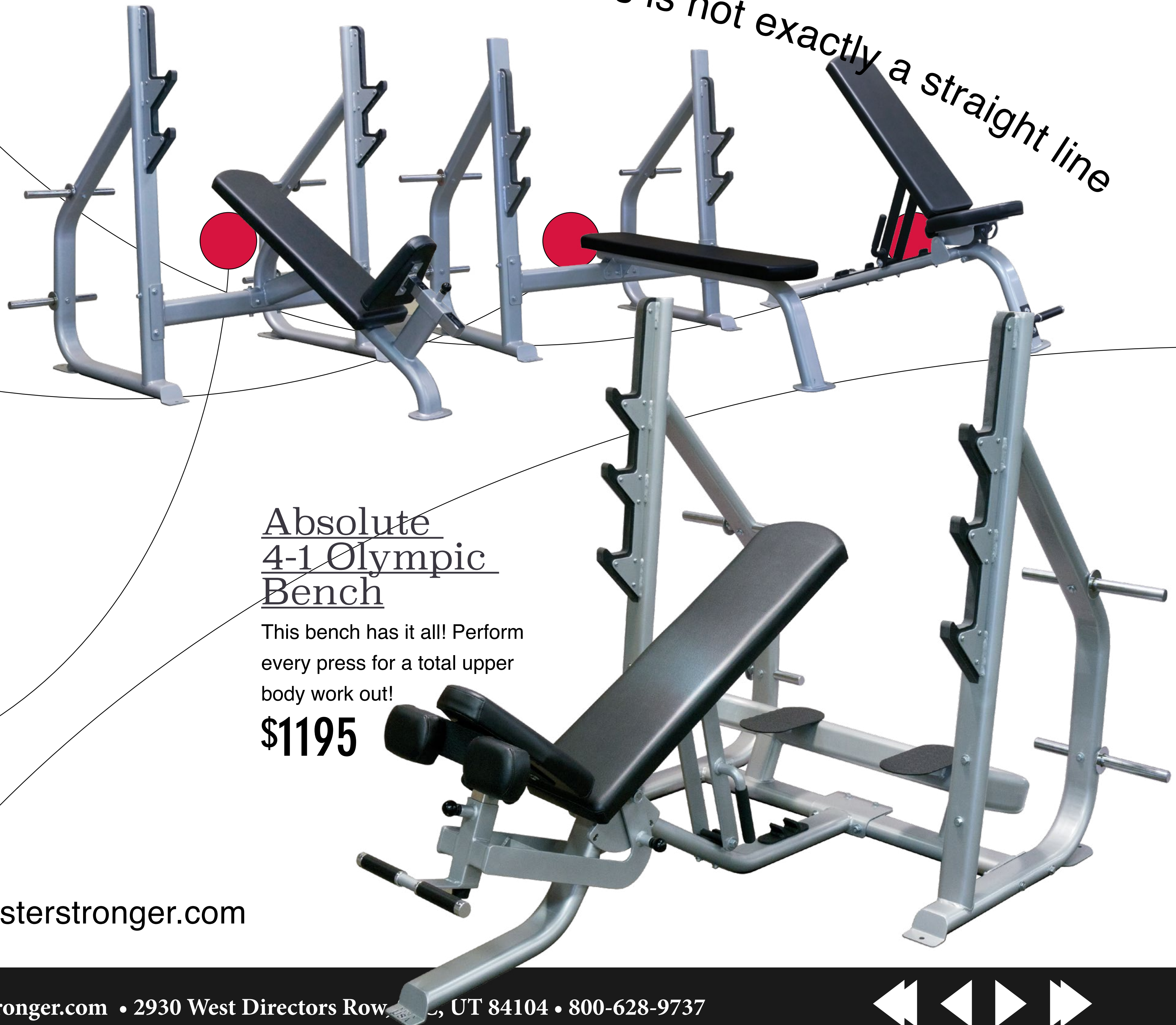
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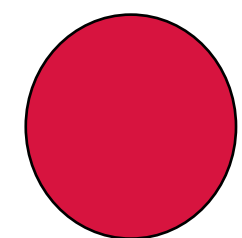
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Home Training: The BFS Way

What you need to know about working out at home

At a commercial gym athletes can try out all the latest high-tech exercise machines and take advantage of “extras” such as tanning beds – one popular gym chain has a monthly pizza night. These clubs are also a great place to meet old friends and make new ones. If you’re out of school, or still in school but on a summer or holiday break without a place to train, there’s no place like home.

One of our most popular articles in *BFS* magazine was “Bob’s Basement,” published in our Spring 2003 issue. BFS CEO Bob Rowbotham and his son John, who later became the president of BFS, trained in the basement of their home when John played football at Skyline High School in Utah. When John’s teammates saw his amazing progress, they asked Bob if they could join them.

BFS has numerous instructional videos online at the CoachBFS Channel on YouTube. Six of these are coached by Bob Rowbotham himself alongside John Rowbotham, the original success story of this BFS At Home program!

Learn how to safely get started with The Box Squat, The Parallel Squat, The Power Clean. The Bench Press and more.

In his senior year John’s team won the state championships and he moved on to college, but the program in Bob’s basement continued. Among the first 30 athletes who trained with Bob, four power cleaned 300 pounds or more

BFS Program



This “BFS Space Saver Rack” is the same remarkable piece of equipment that still inhabits the basement in the Rowbotham household. Folding down to just about two feet thick and standing just seven feet tall, this rack fits almost anywhere yet still includes an integrated weight stack for sport specific auxiliary lifts while covering all the BFS Core Lifts!

at an average bodyweight of just 205 pounds. Said Bob, “Everyone breaks at least eight personal records every week. Actually, breaking eight records is nothing—they always break more than that. All the athletes are really focused on breaking records and running faster.”

When you train at home, you enjoy the convenience of being able to workout whenever you please, without having to wait to use the equipment. If you’re on a tight schedule, consider that you will save many hours a week by not having to travel back and forth to the gym. Parents of young athletes will especially enjoy this benefit. In fact, for some athletes such as gymnasts and figure skaters who may spend 20 or more hours a week in sports specific training, home workouts are not only the best option, it’s the only option.

Building a Better Home Gym

The first step in starting a home gym is finding a specific place to work out. A living room is usually not a good choice for many reasons, one being that you have to schedule around other family activities. An attic may not have the structural integrity to support a gym, especially heavy core lifts such as squats and deadlifts. One option is a guest room. By installing a roll-away or small daybed, you can change a guest room into a home gym within a few minutes. The most popular choice, however, is a garage.

The major issue with using a garage is that installing a power rack will often prevent you from

parking your car. The BFS solution is the BFS Space Saver Rack (SSR). The SSR enables you to convert your garage into a heavy-duty gym and convert it back into a garage where you can park your vehicles.

The Space Saver Rack contains full-size power rack (49 inches by 48 inches by 84 inches) that in about 30 seconds can fold up into an area that is only 24 inches by 9 feet! The SSR is built with 2-inch, 11-gauge steel tubing, which is the industry standard for heavy-duty free weight equipment. It has super-tough, 4,000-pound aircraft cable for its adjustable pulley system, and a 400-pound weight. The SSR comes with a heavy-duty bench that can also fold up against a wall for easy storage, and can be adjusted to upright, flat, decline and incline positions. With the combination of free weights and cables, you can perform hundreds of exercises on this rack.

Whatever equipment you decide to purchase, here are a few tips to ensure success with your home gym:

1. Make a Workout Appointment. Schedule a specific time for your workouts. Often, the best time to workout is the first thing in the morning, and in fact many high school coaches report that they get their best attendance by offering “Brawn and Dawn” workouts for the athletes. One reason is that there is a greater risk of “something coming up” in the afternoon or evening that can interfere with your training.

BFS Program



The Varsity line from BFS is another fantastic selection for equipping your home gym. Built to commercial specifications and used in countless high schools your investment will last for years. But this rack is sized to fit easily in most homes with a 7 foot height, built-in plate storage and matching benches you can start breaking records without breaking your budget! Look for BFS Coach Kam Shepherd on the CoachBFS YouTube channel and see this best selling rack in action!

2. Workout in Gym Clothes. Going through the ritual of putting on workout clothes will get in the proper mindset to workout. Also, exercising in street clothes could restrict your range of motion on many exercises, especially squats and flexibility movements, thus reducing the effectiveness of the workout. What's more, if your workout area is unusually cold or hot and you are not dressed appropriately, you increase your risk of injury.

3. Train alone or with a serious training partner. Unless they are acting as spotters, it's usually not a good idea to allow family or friends to watch your train (oh, and turn off your cell phone!).

Conversations with friends and family can ruin your concentration, training pace, and may even distract you and cause an injury. Training partners who are as serious as you are about achieving results, as were the young men who trained with Bob Rowbotham, can inspire you to break more personal records and serve as spotters and coaches. Here is what Bob said about this subject. "I have several rules. First, I want each athlete to make sure his teammate's technique is better than his own. Second, if the technique is not correct, the athlete is required to tell his teammate. Then, if he does not adjust his technique, the teammate must put the bar away.

4. Chart your progress. By filling out all the details of their workouts in a professional training log you can not only measure your progress, but give yourself specific goals for your next workout. Bob Rowbotham says that he established a goal for his basement athletes to break at least eight personal records a week."

If you make the switch to home training, start by letting BFS help you plan the most effective gym for you that fits your training environment and your budget.



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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.

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

BFS Program

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 between 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

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Learn more about all aspects of the BFS Total Program including year round training on the [CoachBFS YouTube Channel](#)

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.



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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

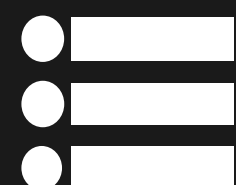
The BFS WRSC In-Service presentation is a full-day, hands-on practicum with a multimedia presentation. The certification goes from 8:00 a.m. to 5:00 p.m., with a 30-minute lunch break. To see the tools included with your BFS WRSC [Click Here](#).



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.



Training and Equipment

Boot Camp and Strongman Training on a Budget

The BXI line of rigs and racks is revolutionizing an industry

At the college level, strength coaches often purchase equipment to impress new recruits and booster club sponsors. Fancy details such as chrome framing and custom logos certainly improve the esthetics of exercise equipment, but they don't improve their function or durability. Getting max benefits at a lower cost makes better sense for the majority of programs. That's the inspiration for offering commercial-grade equipment at a BFS price.

If you're on a budget and can't afford all the bells and whistles associated with ultra expensive equipment, consider BXI equipment. This line of equipment now includes many of the racks and rigs associated with popular "boot camp" programs used for general physical fitness, and with specific types of conditioning required in athletic fitness programs.

BFS has always promoted the off-season and in-season use of basic multijoint exercises that work the major muscle groups,

such as squats and power cleans. However, we also encourage the use of auxiliary exercises, such as those performed on chin-up stations and with strongman equipment. In strength and conditioning programs, for example, many strongman exercises are used as "finishing" exercises to improve muscular endurance.

One example of a strongman exercise is the farmer's walk, an exercise that originated in agricultural Scotland hundreds of years ago. At that time there were many events at local festivals and fairs designed to test strength, and the farmer's walk was one of the most popular.

The BXI farmer's walk implements have two heavy-duty handles that are attached to two large cylinders – the entire unit is made of heavy-duty steel designed for both indoor and outdoor use. The sleeves on each end of the cylinders allow for adding additional resistance in the form of weight plates. The BXI cylinders are designed to fit Olympic-standard bumper plates – which are a must if they are being used indoors to protect the floor – and Olympic-standard steel plates. Collars will prevent the plates from slipping.

A farmer's walk consists of simply picking

BXI racks and rigs are built with primarily 3-inch x 3-inch steel tubing for maximum durability.

Training and Equipment



The BXI farmer's walk implements are made of heavy-duty steel designed for both indoor and outdoor use.



The BXI Dog Sled offers a great way to develop sprinting power, running speed, and muscular endurance.

up the cylinders and walking with them. The cylinders are much better for this purpose than dumbbells, which can bang against your thighs and also adversely affect your walking mechanics; likewise, hex bars are not recommended because their design restricts your stride length.

The distance you carry the implements in the farmer's walk depends upon your goal. If increased strength is your primary goal, shorter distances and heavier weights should be used. If increased muscular endurance is your goal, lighter weights and longer walking distances are the appropriate protocol. One indicator that the weight is too heavy for you is poor biomechanics, such as looking down and rounding your shoulders. As a point of reference, consider that in competition Canadian strongman Hugo Girard carried two cylinders, each weighing 374 pounds, a distance of 25 meters in 21.39 seconds!

Push sleds are also great equipment for athletic conditioning. The BXI dog sled is just the tool for this type of training, made of heavy-duty steel designed for both indoor and outdoor use. When you push a sled, your arms are stationary, thereby enabling you to focus more on your leg drive. To increase resistance, in the middle of the sled there is a post that fits Olympic-sized plates.

How much weight you use with the BXI dog sled determines the training effect. When you push heavy weights, you develop strength and power; when you use light weights, you can focus on perfecting your sprinting technique. You can also use a form of contrast training to develop speed, such as by pushing a sled for about 10-15 yards, releasing the handles and then taking off into a sprint. Here's what happens with this type of contrast training: When you push the sled, you activate the powerful fast-

twitch muscle fibers, and these fibers are still activated when you release the sled. Athletes who use this method often report that when they release the handles, it's as if someone was pushing them from behind to make them run faster.

The BXI line also includes a complete line of racks and auxiliary equipment designed for the strongest athletes. The racks are built primarily with three-inch by three-inch steel tubing for maximum durability. If you're on a budget but don't want to compromise on quality, check out the BFS online store to see the wide variety of functional and economical BXI equipment.

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,

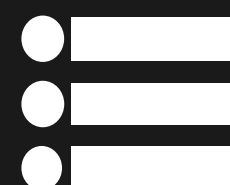
Program Implementation Details, Safety & Liability Details, Weight Room Evaluation, Core Lifts, Auxiliary Lifts, etc... WRSC includes one year of online video training support. See page 48 to learn more!



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	PACK-AGE
BE AN 11 \$2990	\$1495
2 DAY TPC \$3990	\$3990
IN-SERVICE WRSC \$3195	\$1495
IMPLEMENTATION PACKAGE \$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	PACK-AGE
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 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	PACK-AGE
BE AN 11 SEMINAR \$2990	\$1495
1 DAY TPC \$3490	\$3490
IN-SERVICE CERT. \$3195	\$1495
IMPLEMENTATION PACKAGE \$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	PACK-AGE
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	PACK-AGE
2 DAY TPC \$3990	\$3990
IN-SERVICE CERT. \$3195	\$1745
IMPLEMENTATION PACKAGE \$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	PACK-AGE
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 5
Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

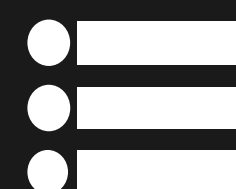
K Be An 11 Seminar
50 Athletes \$2,990
Product # 800K
Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

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.

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



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





**Register Early • Weight Room
Strength and Conditioning Certification from BFS
CERTIFIED COACHES CREATE
CHAMPIONSHIP ENVIRONMENTS**

UPCOMING CERTIFICATIONS 2017

Montgomery City, MO:

2/13/2017
Montgomery County High School
418 North Highway 19
Montgomery City, MO 63361
Info Contact: jbrown@bfsmail.com
Onsite registration: 8:30am
2/13/2017 - Regional Certification -
All Attendees - Time: 9:00 AM to 5:00 PM
PMEARLY REGISTRATION
30 days prior = \$100 OFF!!

Timonium MD:

4/22/2017
Dulaney High School
255 East Padonia Road
Timonium, MD 21093
Info Contact: john@bfsmail.com
Onsite registration: 8:30am
4/22/2017 - Time: 9:00 AM to 5:00 PM
Additional Information:
EARLY REGISTRATION
30 days prior = \$100 OFF!!

CALL NOW 800-628-9737
Online Early Registration Saves \$100

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.

Early Registration, 30 days prior to event: \$299, Regular price: \$399
Practical and Theory Course • 1 Day,

Hands on Practicum • Online Exam
Each Coach receives a Certification Implementation Package including all study materials to complete the course
• Access to BFS Online Learning Center with complete technique and training video library to teach the BFS Total Program!

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 40 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 2017!

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