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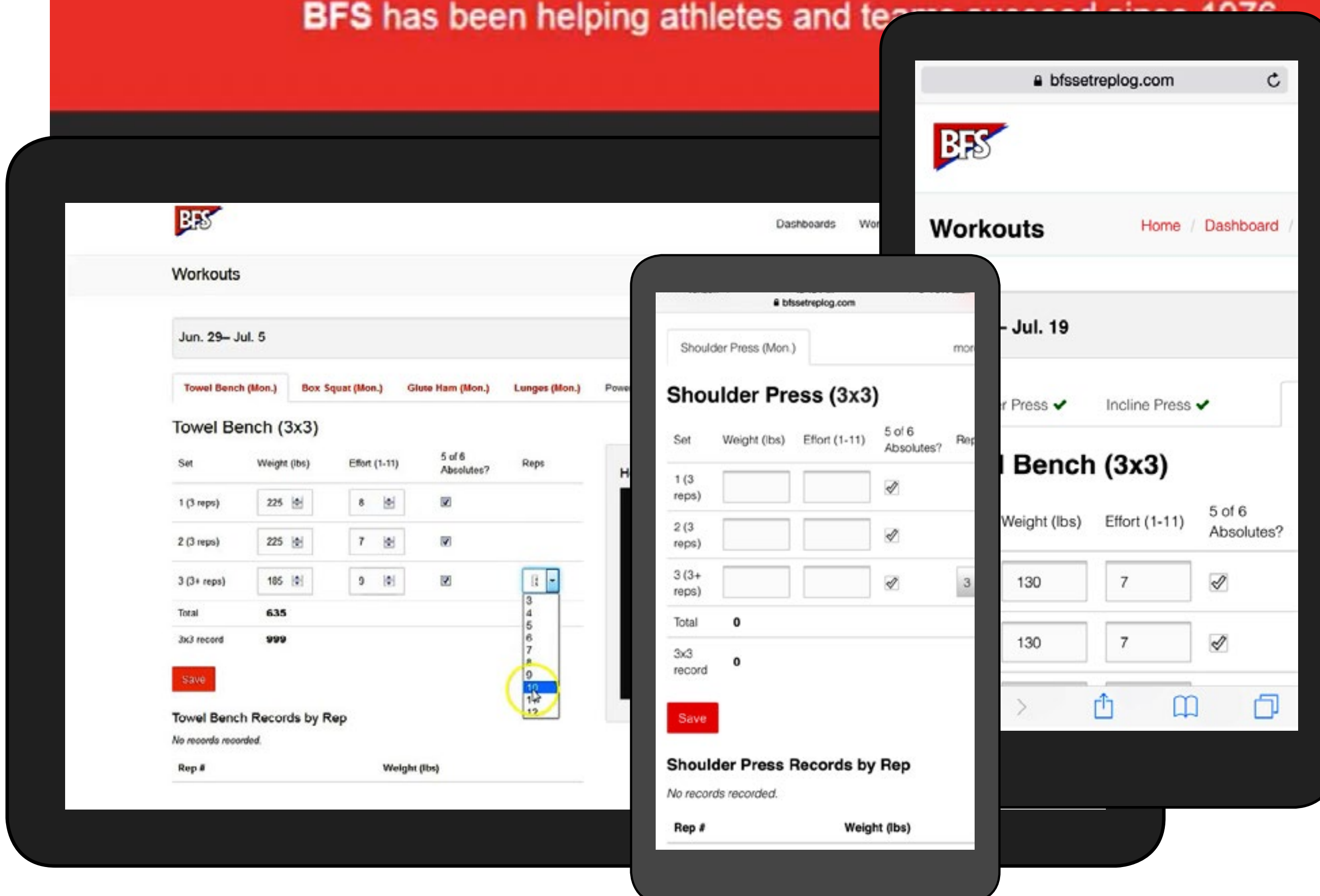
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*New Mexico's BFS Approach to Coaching
Coaches and Kids pg13*

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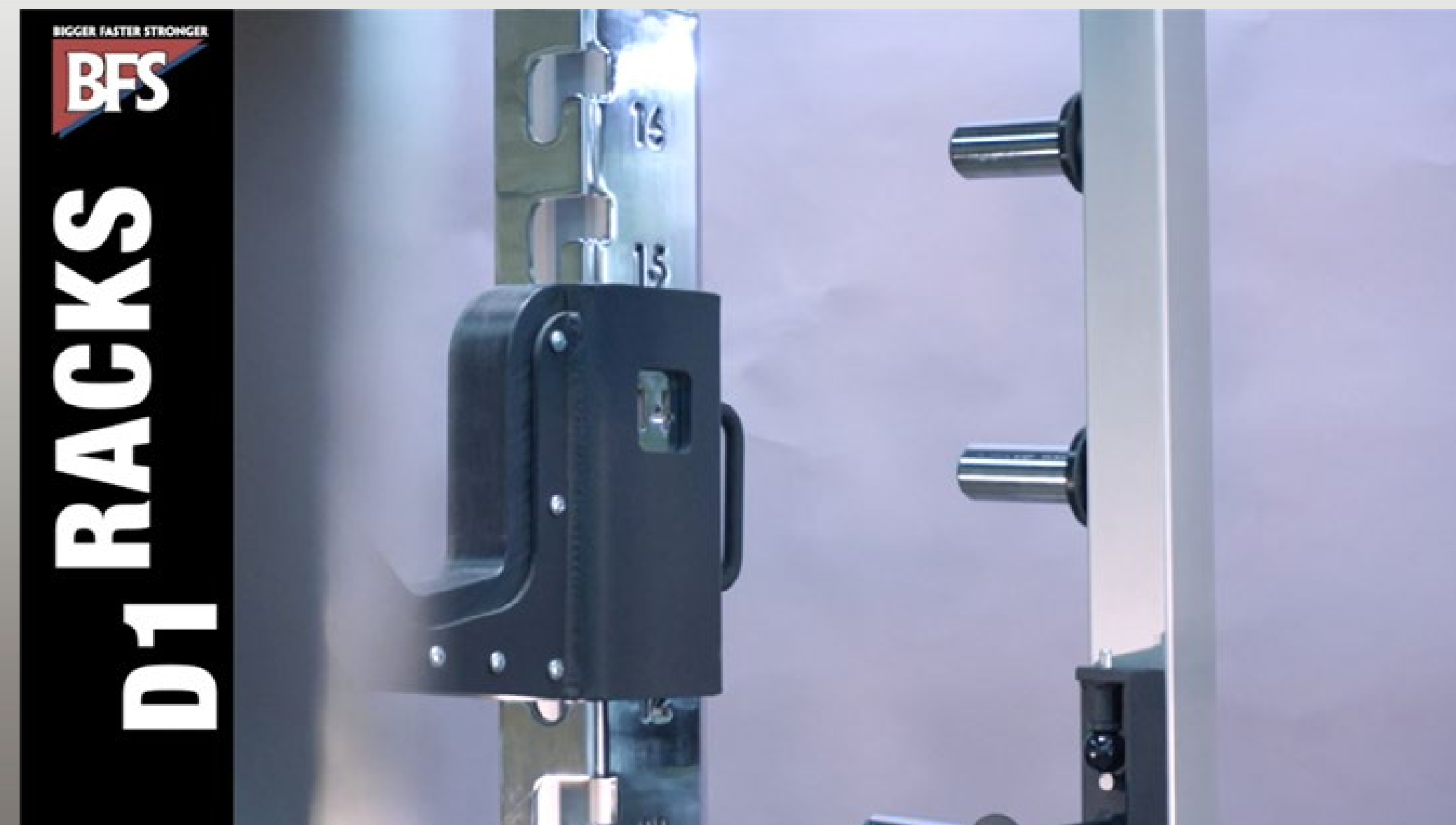
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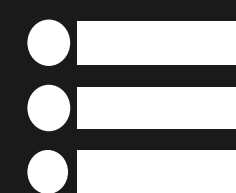


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Trends in Youth Coaching

“What changes have you seen in your profession since you started coaching?” is a question I often ask veteran high school coaches. Although their answers are influenced by where they have coached and the size of their schools, there are several agreed upon trends I’d like to share with you. Here are four of them:

1. Fund raising is a priority. With a struggling economy, those schools needing to trim their budgets often start with their sports programs. Travel is restricted, such that some schools with play nearby schools more than once in a regular season. Some schools have also instituted “pay to play” programs that make it a financial challenge for kids to play multiple sports, and sometimes any sport at all. For these reasons, coaches must fund raise year-round.

2. More parents must be involved for a sports program to succeed. Gone are the days when parents only needed to be present at competitions in the stands to cheer on their kids. With more being expected out of educators, it’s difficult for coaches to get help from their administration and other staff members to fulfill all the many requirements of holding sporting events.

3. Fewer teachers are coaches. In the past, almost all the coaches were also teachers, and as such

often saw their players in the classroom. Now many coaches, even head coaches, only see their players during practice and games, and as such are less involved in their lives. And because these coaches are not teachers, they often need extensive mentoring to ensure they behave as professionals.

4. More pressure on kids to play sports outside the school.

Many parents believe that the best way for an athlete to earn a starting position on a team, or a possible scholarship, is to play their sport year-round. As such, many athletes play on teams outside the school and many only play on one school team a year. This approach adversely affects a school’s total athletic program, especially in smaller schools that need their best athletes playing multiple sports.

The one thing that hasn’t changed that all veteran coaches agree upon is that the kids are the same. Sure, they are more distractions today with all the technology available, but the kids are the same. If you behave as a professional and take an active interest helping young people succeed, you



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

will make a positive impact on their lives – and perhaps win a few championships on the way!

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

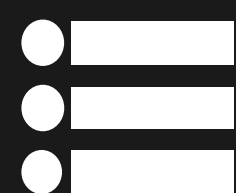


Table of Contents



Up Front

Trends in Youth Coaching **1**

What's Happening

Coaching Great Lavell Edwards Passes On **3**

BFS Feature Story

Amanda Vestri: Running Strong the BFS Way **6**

BFS Feature Story

New Mexico's BFS Approach to Coaching Coaches and Kids **12**

Training and Equipment

Hex Bar Training for Athletic Superiority **17**

BFS Magazine

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School District in New Mexico

MAGAZINE DESIGN: Steve Kinslow

PUBLISHER: Bigger Faster Stronger, Inc.

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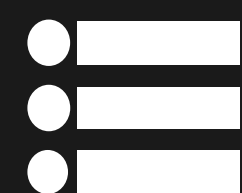
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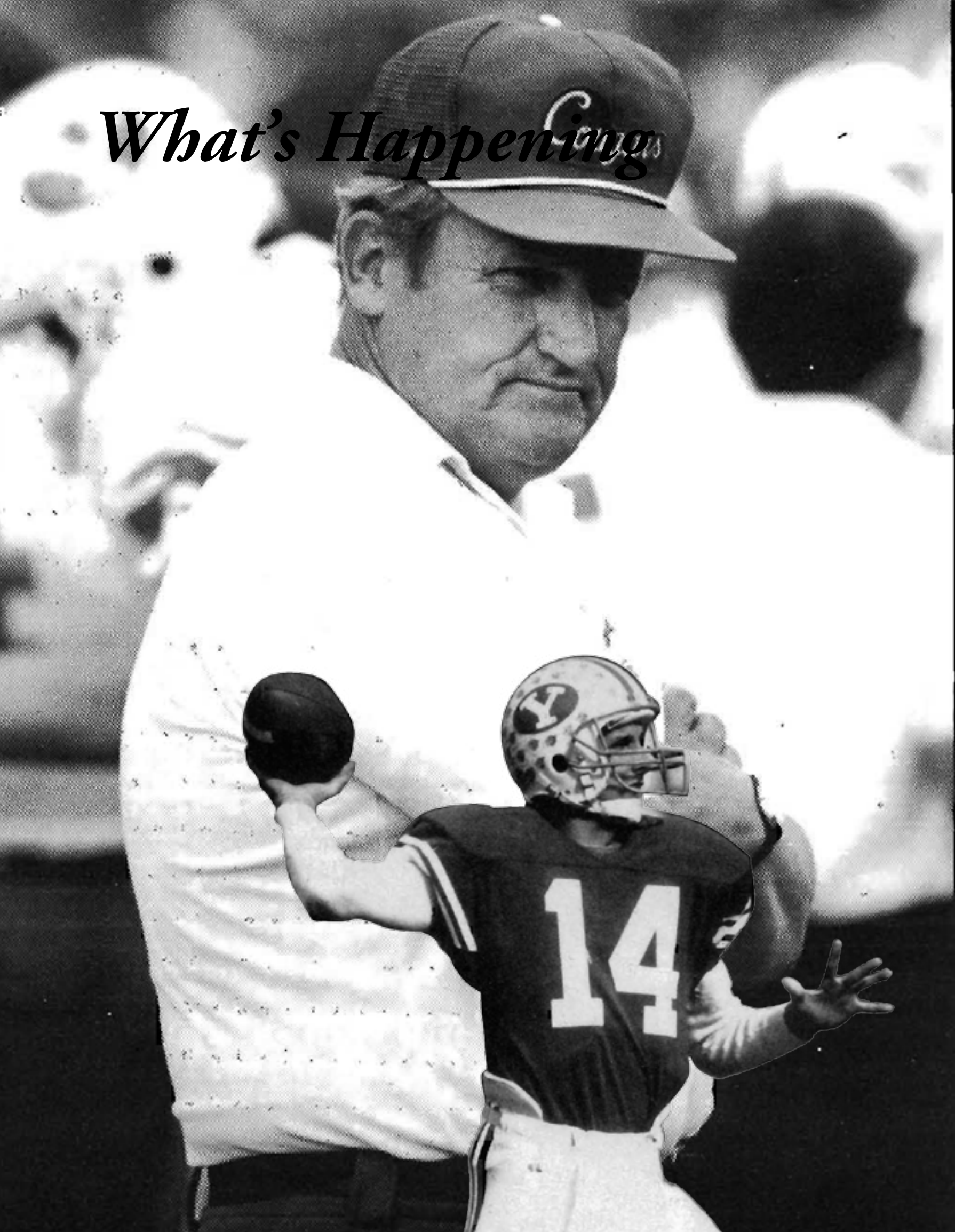
Salt Lake City, Utah 84104

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Coaching Great Lavell Edwards Passes On

Former BYU head football coach LaVell Edwards passed away this year, but he left behind a legacy of championship teams that will ensure his place as one of the best-ever college coaches.

On many occasions BYU football players have appeared in BFS magazine after Edwards, a defensive coordinator for the team, took over the head coaching position in 1972. Before 1972, the Cougar's only racked up 173 wins over the previous 49 seasons, winning the conference only once.

In his 29 seasons at BYU, Edwards compiled a record of 257-101-3; his teams were known for their innovative and high-scoring passing attacks. Twice Edwards as named National Coach of the Year and was inducted into the College Football Hall of Fame in 2004. His athletes included 1990 Heisman Trophy winner Ty Detmer, two Outland Trophy winners, seven Sammy Baugh Trophy winners, and 10 consensus All-American athletes.

Twice Edwards as named National Coach of the Year and was inducted into the College Football Hall of Fame in 2004.

In their first season under Edwards, the Cougars finished with a 7-4 record. In 1974 the team began a streak of 27 straight non-losing seasons that included 10-straight WAC Championships (1976-1985). In 1984 the Cougars had a 13-0 season and was crowned National Champions with their 24-17 victory over Michigan in the Holiday Bowl.

Edwards is the eighth of 14 children. He was an all-conference lineman at Utah State University. He and his wife Patti have three children, Ann (Cannon), John and Jim. He died in his home at age 86 on December 29, 2016.

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Dr. Marc Rabinoff
Professor, Human Performance and
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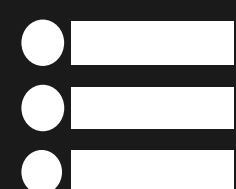
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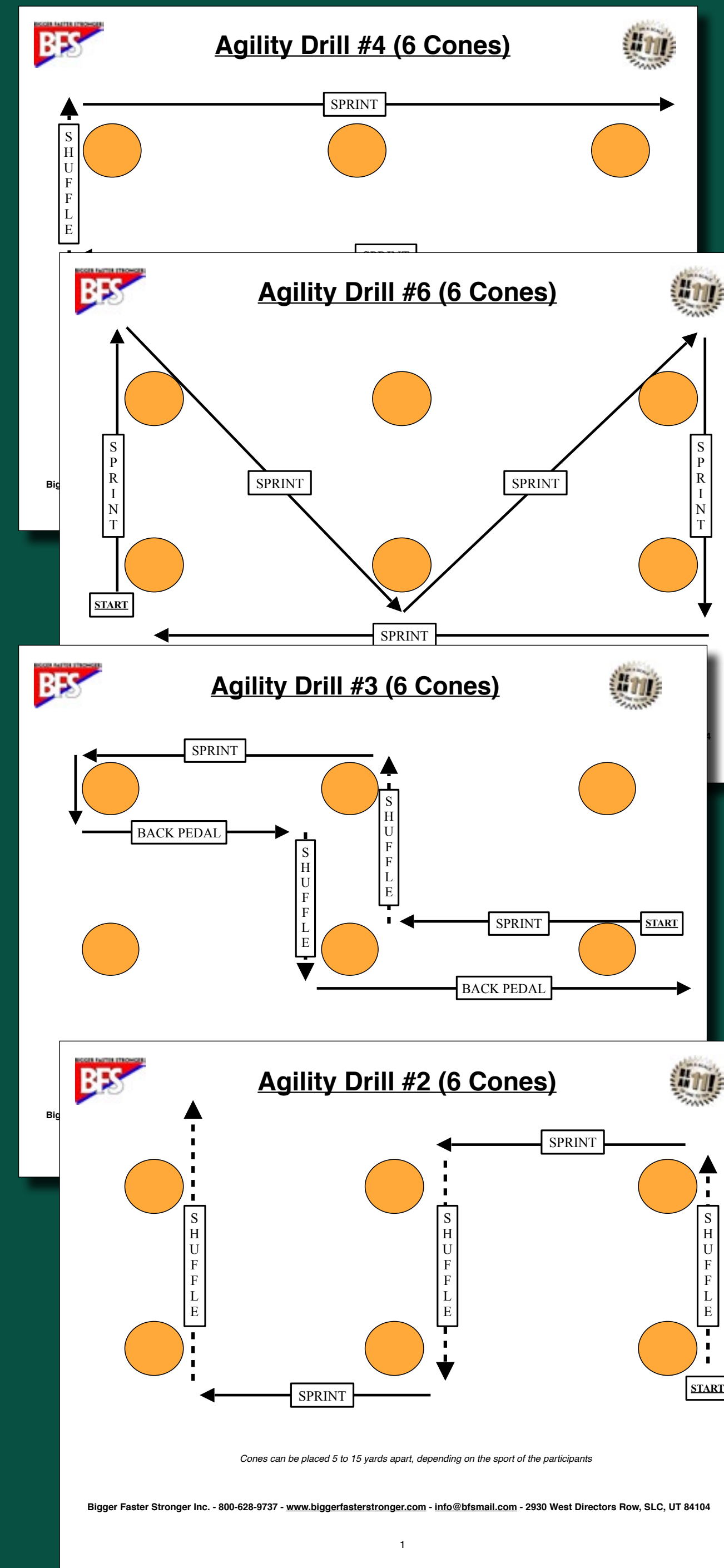
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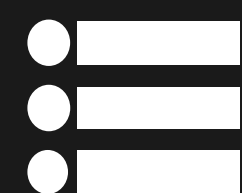
FOR EVERY ATHLETE

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Amanda Vestri: Running Strong the BFS Way



Amanda Vestri: Running Strong the BFS Way

by Paul Dick

Last December a father from a rival school contacted me to see if I would work with his daughter who is a cross country and distance runner. As a freshman at Webster Thomas High School in New York, Amanda Vestri had been very successful. Unfortunately, over the next two years she had completely plateaued, improving just 5 sec-

onds in the 3000 meters and .7 seconds in her championship 5K cross country races. Her father said that while she longed to win a regional championship, she also had a lifelong dream to qualify for the Nike Cross Country National Championships in Oregon.

Both Amanda and her dad seemed highly motivated, so I agreed to do what I could. I diagnosed that in maturing from a little girl into a

“I diagnosed that in maturing from a girl into a young lady, Amanda had lost her strength-to-weight ratio. I put her on a typical BFS routine: squats, deadlifts, stiff leg deadlifts, Olympic lifts, plyos and dot drills.

Guess what happened?”

Although Amanda was talented, she had never placed better than third in a Rochester area regional championship. Her prospects of qualifying

young lady, Amanda had lost her strength-to-bodyweight ratio. I put her on a typical BFS routine with squats, deadlifts, stiff leg deadlifts, both Olympic lifts, plyos and dot drills. I also did some small auxiliary lifts but the aforementioned exer-

“What Amanda has done this year is pretty remarkable, the addition of strength training was the final piece,” Jim Brunswick, Webster Thomas cross country coach

BFS Program



Amanda became well known for taking races out extremely fast and having the strength and toughness to hold off challengers, an intimidating tactic during a 5K / 3.1 mile race.

cises made up probably 90 percent of the work. Guess what happened?

After only improving her 3k time by 5 seconds from 9-11th grade, she improved nearly 8 seconds in January then another 17 seconds in February! March saw her improve an additional 8 seconds helping her win her first ever Rochester

Area regional championship! In summary, she had gone from running a 10:45 to 10:13 in just over three months!

Excited, both she and her father announce that she had set a new goal to break the 10-minute barrier during the Outdoor season -- I nearly choked! April comes and she improves just under

8 seconds; May and she drops nearly 8 more to break 10 minutes with a 9:57.64! At this point she is starting to draw some attention from schools such as Syracuse and Penn State, so she sets a new goal to run under 9:50. Meanwhile, coaches are telling me not to expect it to continue.

“Lifting actually increased Amanda’s metabolism, helping her to lose almost 12 pounds in the process, so much for worrying about distance runners bulking from lifting!”

June comes and she not only wins the outdoor regional title but improves another 8 seconds running a tremendous 9:48.84 to take an 8th place medal in an extremely talent state championship final! But the story doesn’t stop there!

Amanda commits to train like an animal over the summer, completely determined to leaving no stone unturned. (As an interesting side note, the lifting actually increased Amanda’s metabolism, helping her to lose almost 12 pounds in the process, so much for worrying about distance runners bulking from lifting!) Fall comes and Amanda enters the cross country season a completely different runner but to accomplish her goals she would face defending County



On October 1st Amanda placed 2nd out of over 3,000 girls at The prestigious McQuaid invitational which attracted 300 teams from ten different states and Canada

and Rochester regional cross country champion Sammy Watson.

Now Sammy Watson is not just any runner. In 2015, as a 16-year-old, sophomore she won the 800 meter Junior World Championships, and later that summer she went on to represent the US at the Pan American Games. This past summer at only 17 years of age, Watson won the 800 meter Under Twenty World Championships in Bydgoszcz Poland before placing 17th in the US Olympic trials!

To say that Amanda faced an uphill battle to realize her dreams would be the understatement of a lifetime. Watson was not only the reigning county and Rochester area regional champion, but she has the heart of world-class athlete and had beaten Amanda by over 14 seconds on the



It wasn't unusual for Amanda to find herself running alone this season.

same county championships course the previous year. As if that isn't enough to overcome, at this year's championship race, Watson would come in and run a lifetime best on the course, shaving an additional 14 seconds off last years time!

Given the fact that Amanda had only improved .7 seconds from 9-11th grade on the same county championship course, you can image the stir it caused when Amanda Vestri ran a 43.5 second personal best, dominating the race from start to finish, beating Sammy Watson by a full 15 seconds!

When the Rochester paper did a post-race interview they asked Amanda what her strategy had been and she said, "Sammy has that tremendous track closing speed, so I just knew I had to put as big a gap on her as possible," I nearly broke a rib

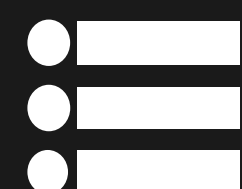
laughing at that statement. I wondered if she realized just "who" she was talking about putting a gap on? Apparently not?

The following weeks saw more of the same as Amanda won a Rochester regional championship for the third consecutive season, this time increasing her margin of victory to 19 seconds. Three weeks later at the NIKE national qualifier, Amanda's dream of running in the NIKE national championships became a reality.

Setting a 50-second personal best on the national qualifying course, she bettered Watson by 38 seconds and earned that free trip to the national meet where she placed 27th out of two hundred girls, defeating 41 state champions in the process. She has accepted a full scholarship to the Big 12 Conference Champions Iowa State and was selected Runner of the Year by the Rochester sports writers. As they said at BFS, Amanda Vestri is a true 11 Athlete! 🏃‍♀️



Amanda has accepted a full scholarship to the Big 12 Conference Champions Iowa State and was selected Runner of the Year by the Rochester sports writers.



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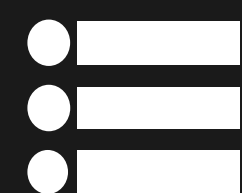
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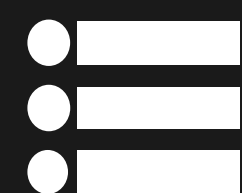
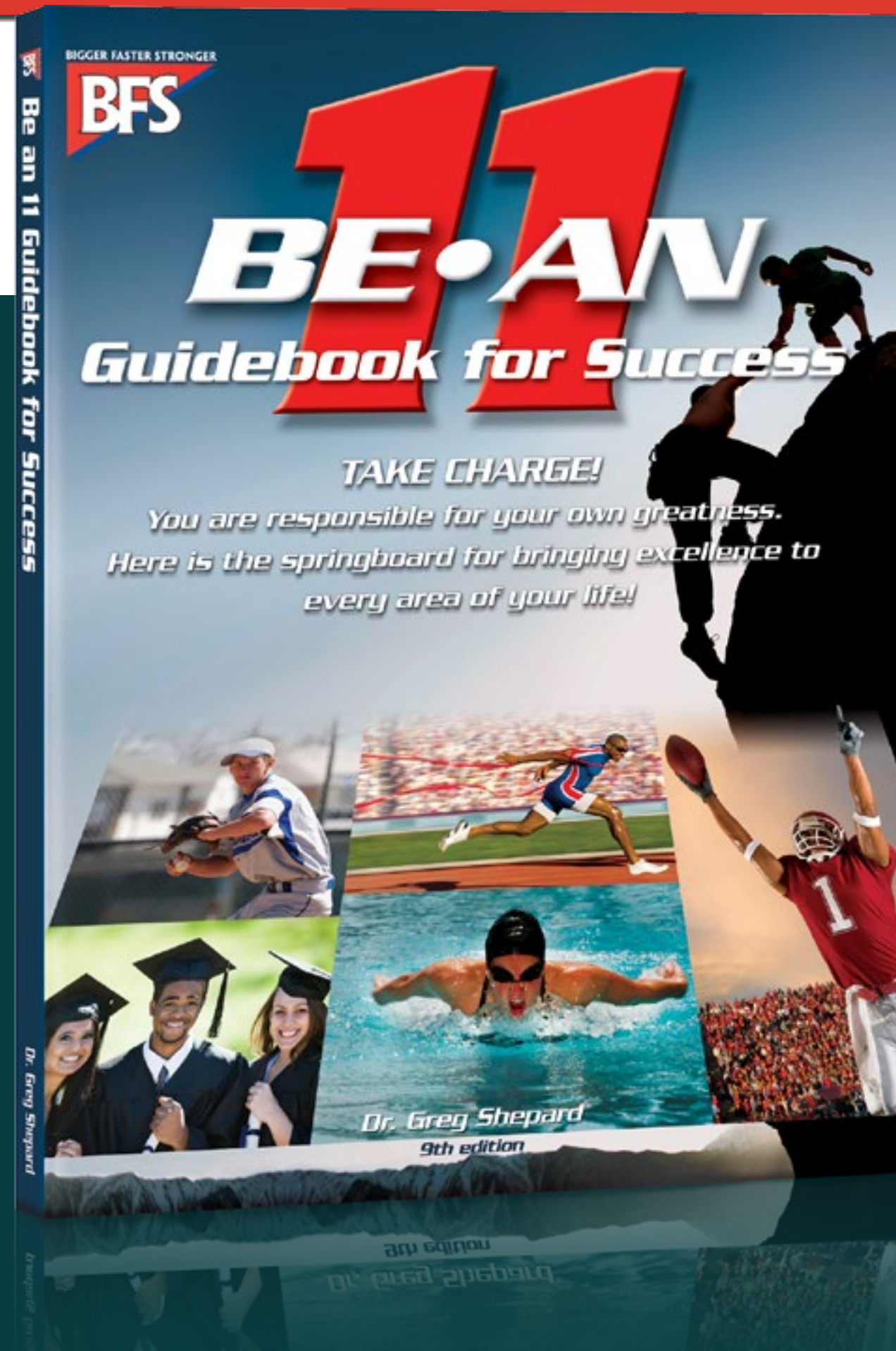
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New Mexico's BFS Approach to Coaching Coaches and Kids

Commitment and cooperation are making a difference in New Mexico

When challenges such as shrinking budgets and staff for physical fitness and athletic fitness training happen to a school district, administrators look for creative answers. The Central Consolidated School District in New Mexico found such an answer with the BFS Unified Program.

Ben Tensay is a district athletic director who works for this school system that contains 15 schools (3 high schools, 6 secondary schools, and 9 elementary schools) spread over 3,000 square miles. Tensay primarily works for schools in the northwest part of New Mexico. Two of the high schools in this area located on reservations.

In addition to hosting BFS Certifications for their teaching and coaching staffs, Tensay arranged to have BFS perform six weight room consultations for six of the schools in the district. As a result, they will be implementing BFS in three middle schools and three high schools.

Tensay says one of the challenges in the public school system in New Mexico is dealing with ever tightening budgets for physical education

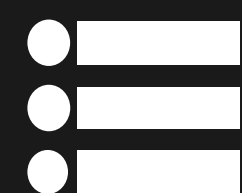
BFS Program

and athletics – and he says it’s a misconception that all schools with a high Native American population have enormous wealth. Because oil and gas drive the economy in their area, recent decreases in demand for these products require that compromises had to be made in the state budget. “While core classes are safe, our mid school PE classes have a lot of students with only one PE teacher, sometimes that can be difficult to run an organized weight training program during those classes.”

For many reasons including an understanding that student-athletes are students first, it’s best to have head coaches who are also teachers. This is a challenge in New Mexico. “We have them, but not for every sport because some teachers don’t want the additional responsibility or don’t believe they have the experience.” For this reason, Tensay says he has been helping coaches who are not teachers learn how to handle the day-to-day responsibilities of the position. That said, Tensay says there are many exceptional individuals who have helped with the school district’s athletic and physical fitness program. One such individual he singled out is Dr. Deborah Waters. A physician who specializes in sports medicine, Dr. Waters and has volunteered her services to Shiprock High, Kirtland Central High, and Newcomb High.



On the court, on the field and in life the young men and women of the The Central Consolidated School District are benefiting from the dedication of committed teachers and coaches. BFS is proud to have the chance to work with these exceptional teaches, coaches and students and look forward to all they will achieve.




BFS Program



Central Consolidated School District in New Mexico contains 15 schools (3 high schools, 6 secondary schools, and 9 elementary schools) spread over 3,000 square miles.

The previous school Tensay worked at used BFS, which is how he was introduced to the program. Tensay has also attended a BFS certification and was impressed with the BFS approach to unifying athletic programs and also physical education programs.

Although Tensay does not have a background in strength and conditioning, it's his experience as a coach and administrator that those schools that do BFS are more focused on developing the total athlete rather than sport-specific training. For this reason, these schools tend to have more overall success in their sports programs. He says many coaches still focus on sport specific programs but says that at this level it's more important to develop well-rounded athletes. For this reason, Tensay has focused on getting all his head coaches BFS certified.

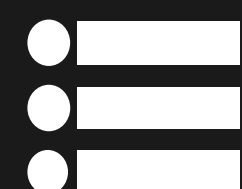
Tensay says that non-teachers who are coaches often struggle because they do not possess the methods of teaching. He says those coaches coming in from the outside with no teaching background struggle, "because they are spending more time on X's and O's and forget to actually be an educator 'teacher.' In my experience, when I ask, 'What do you coach?' the general response is 'baseball' or 'basketball' or the name of another sport. My response to any of these answers is, **"No, you coach people!"** 



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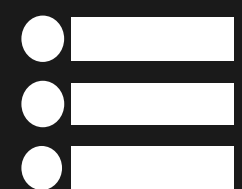


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To ensure the highest levels of competence among coaches and physical educators, we offer a Hands-On Certification Course that includes a continuing education program. Further, almost all our instructors are certified teachers, and 95 percent are currently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

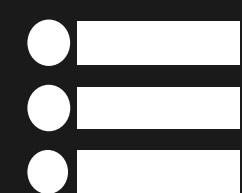
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Hex Bar Training for Athletic Superiority

Forty years ago the deadlift was one of the core exercises we encouraged athletes to perform year-round. BFS pushed this great core exercise in our early years because it was unparalleled in developing the glutes, hamstrings, and lower back. We still believe that, but the fact is that we soon played less emphasis on it because we

found something better.

What we've learned in working with young athletes is that regardless of what type of deadlift and athlete does, the exercise must be performed with the lower back "locked in" to protect the spine. When record poundages are used, there

is a tendency for the athlete to round the lower back, thereby diverting some of the load from the muscles onto the connective tissues and disks. A belt helps, providing postural feedback to the lifter that he or she is breaking form, but the best insurance for protecting the lower back is to use a hex bar.

BFS Training and Equipment

The hex bar places less stress on the lower back and more stress on the legs. Consider the following study: “A Biomechanical Analysis of Straight and Hexagonal Barbell Deadlifts Using Submaximal Loads,” published in the July 2011 issue of the Journal of Strength and Conditioning Research. The researchers found that compared to the straight bar deadlift, the hex bar deadlift produced “significantly greater peak force, peak velocity and peak power values.”

A research study published a year later showed that the hex bar is a superior method of performing not just deadlifts, but also squat jumps. The study was called, “Effect of Load Positioning on the Kinematics and Kinetics of Weighted Vertical Jumps.” It was published in the April 2012 issue of the Journal of Strength and Conditioning Research.

Finally, a study published in 2016 found that compared to a straight bar confirmed the research of the 2011 study. Researchers said that “the hexagonal barbell may be more effective at developing maximal force, power, and velocity.” This article was titled, “An Examination of Muscle Activation and Power Characteristics While Performing the Deadlift Exercise with Straight and Hexagonal Barbells,” and was published in the May 2016 issue of the Journal of Strength and Conditioning Research.

To perform the deadlift with the hex bar, the lifter steps into the center of the hexagon and assumes the BFS jump stance. The lifter then squats down and grabs the handgrips on both sides of the bar. Make sure the hands are placed squarely in the middle of the handles for balance. The lifter should lower the hips, spread the chest, lock the lower back in place, keep the head up with eyes forward, and position the knees directly over the feet. Now the lifter lifts the bar straight up through the power line using the legs.

Once the lifter has stood up completely, the first repetition is complete and the lifter is ready for the next rep. The lifter should now proceed to squat back down, again keeping the lower back locked in, chest spread, and eyes forward. To keep back strain to a minimum, the athlete should bounce the weights slightly off the floor when doing repetitions. Do not pause or relax your lower back muscles in the down position between reps, and the head should be up and chin stretched away from the chest. If the chin touches the chest, the whole body will come dangerously out of position.

As with all BFS core lifts, it’s important to keep records and set goals. For male athletes, the BFS Varsity Standard for the Hex bar deadlift is 400 pounds, the All-State Standard is 500 pounds, and the All-American Standard is 600 pounds.



Made in the USA version of our Classic Model Hex BarThe best way to perform deadlifts and shrugsHex Bar Design offers greater stability than triangle design



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BFS Training and Equipment

Female athletes have a Varsity Standard of 235, an All-State Standard of 325, and an All-American Standard of 415.

One interesting phenomenon we've found is that with stronger athletes there is less of a difference between the Hex bar deadlift and the straight bar deadlift. So if an athlete can straight bar deadlift 200 pounds, they may be able to Hex bar deadlift 300 pounds. However, if an athlete straight bar deadlifts 600 pounds, they may be able to manage only 650 on the hex bar.

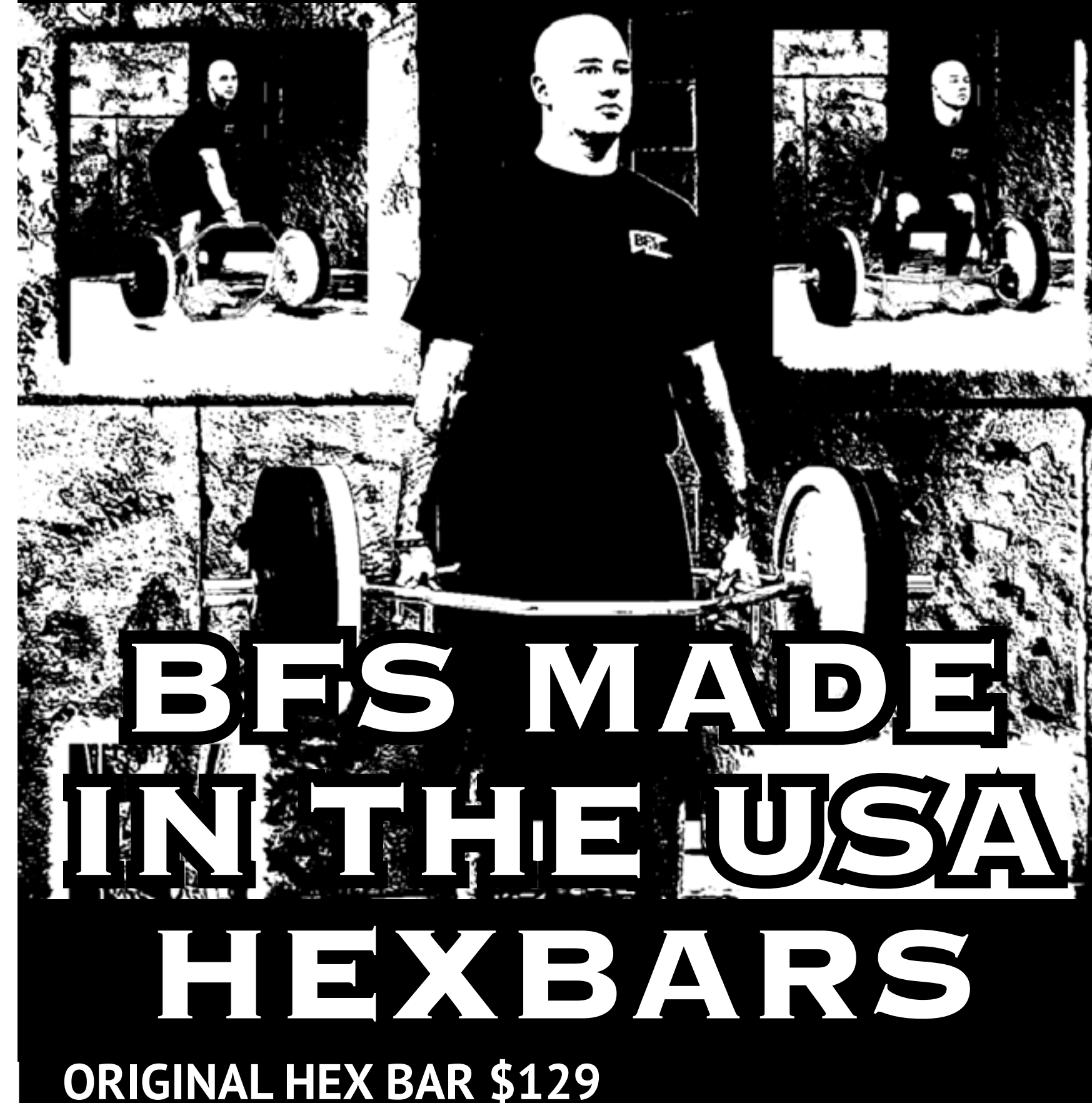
The deadlift is not the only exercise that can be performed with a hex bar: shoulder shrugs can also be performed, and, in fact, the hex bar is the single best tool to perform shrugs. In the 80s, Iron Game journalist Paul Kelso wrote number articles about how using a triangle-shaped bar increased the effectiveness of shoulder shrugs because there is no bar contact with the thighs. We found, however, that the Hex bar was easier to balance and that there was more leg room for larger athletes when they stepped inside the hexagonal shape to perform deadlifts.

A great variation of the hex bar is the high hex bar. They are identical except the high hex bar has elevated handgrips. The higher starting position allowed by the high hex bar makes executing exercises easier for tall athletes because

they won't need to bend their knees as much as with a regular hex bar.

Although some programs have no problem with having both regular and high hex bars, for those with limited space we offer the combo hex bar. By simply flipping the bar over, you can perform either the regular hex or the high hex. If you have a large weightroom with numerous hex bar stations and want to save a few bucks, a combination of regular hex bars and high hex bars may be the way to go. If you have a smaller facility, the combo hex is a more logical choice.

With free weights making a return to the general fitness and sports conditioning markets, we have seen a resurgence in the popularity of the deadlift. To be clear, there is no question that the straight bar deadlift is a great core exercise for any athlete. However, based upon our experienced and the results of current research, we believe that the hex bar deadlift is just a bit better. ▶



**BFS MADE
IN THE USA
HEX BARS**

ORIGINAL HEX BAR \$129

The best way to perform deadlifts and shrugs
Weighs 45 lbs with solid, 2" Olympic sleeves
Holds five 45 lb Slim-line plates with collars

HIGH HEX BAR \$149

Handles are 4" higher than original, accommodate taller athletes.
Weighs 45 lbs with solid, 2" Olympic sleeves
Holds five 45 lb Slim-line plates with collars

COMBO HEX BAR \$179

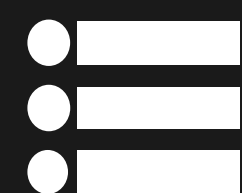
Simply flip to change starting position
Weighs 50 lbs with solid, 2" Olympic sleeves
Holds five 45 lb Slim-line plates with collars

MEGA HEX BAR \$209

Built for the biggest and strongest athletes Weighs 75 lbs
2" Olympic sleeves and a thicker steel frame
Holds up to nine 45 lb Slim-line plates per side
Combines the High-Hex and regular Hex bars in one bar

YOUTH HEX BAR \$159

Great for teaching perfect technique
Weighs only 15 lbs. Slightly smaller in diameter, shorter sleeves
Ideal for rehab and upper body exercises
Used in the BFS Readiness Program





The Centerpiece of 100s of Championship Weight Rooms The 2015 BFS Elite Plus Half Rack

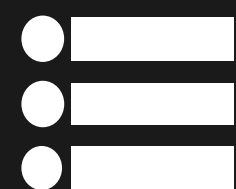
2"x 3" 7 Gauge Steel Construction

Starting at \$1,995
Free Shipping on
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Available with modular
platform to maximize
space and efficiency.

Call BFS to learn all
the options 800-628-9737



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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,

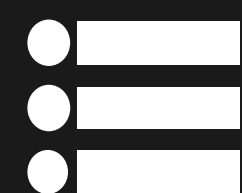
Program Implementation Details, Safety & Liability Details, Weight Room Evaluation, Core Lifts, Auxiliary Lifts, etc... WRSC includes one year of online video training support. See page 48 to learn more!



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 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	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 5

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

Pricing and Savings

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE
BE AN 11 SEMINAR \$2990	\$1495
1 DAY TPC \$3490	\$3490
IN-SERVICE CERT. \$3195	\$1495
IMPLEMENTATION 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	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 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	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 5
Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

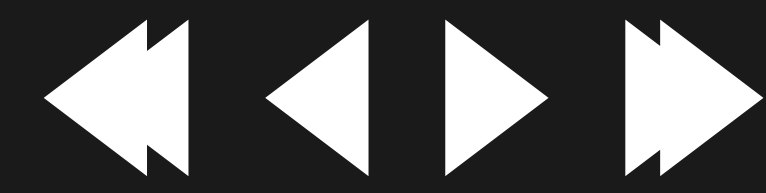
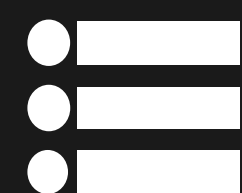
K Be An 11 Seminar
50 Athletes \$2,990
Product # 800K
Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

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
 PEARLY 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!

Table of Contents

Departments

From the Editor
 Obama Gets a Heads-Up on Concussions

What's Happening
 News, highlights and a book review from the world of athletic fitness

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

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