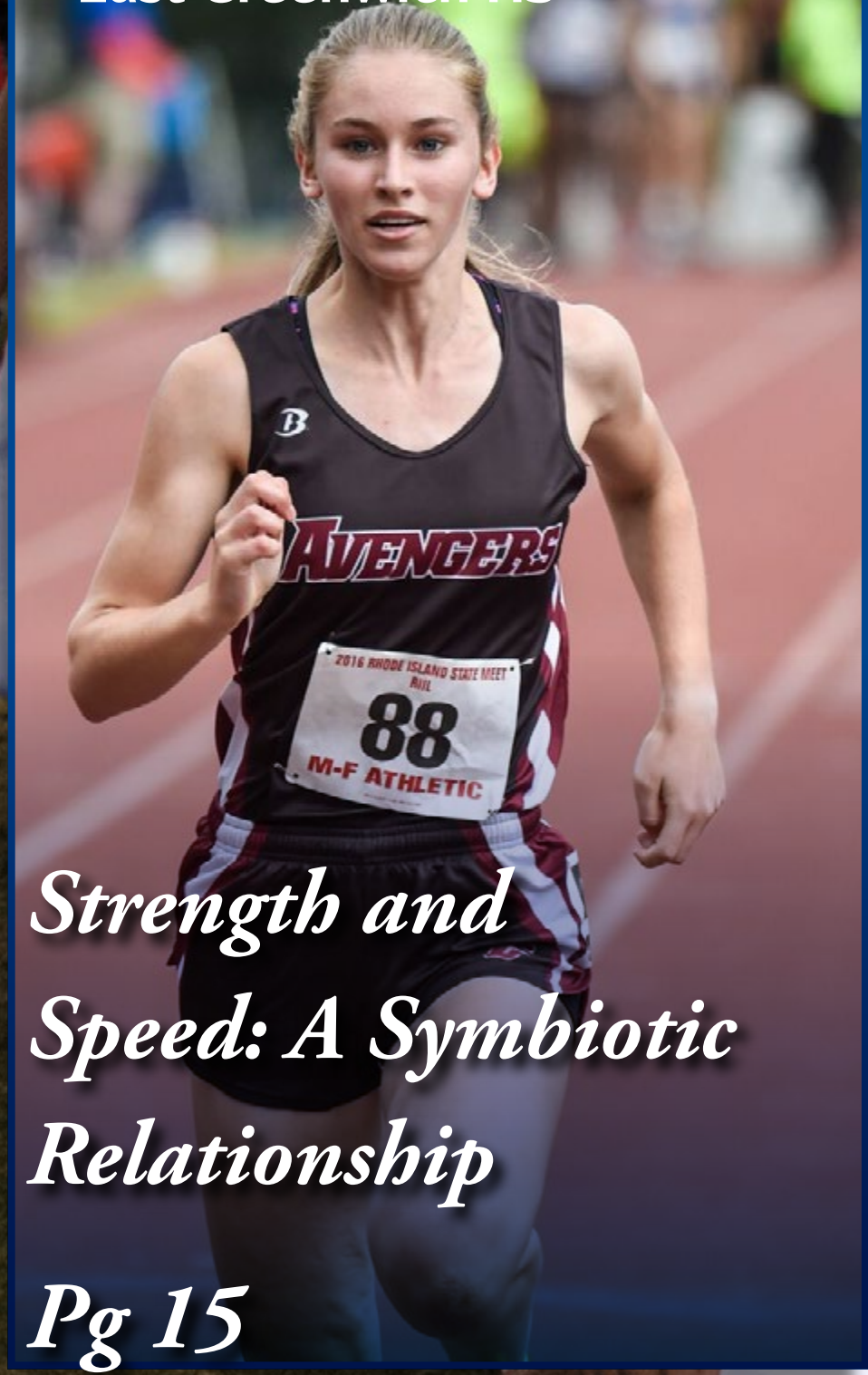


BFS

Laura Murphy
East Greenwich HS

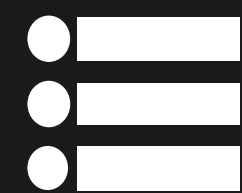


*Strength and
Speed: A Symbiotic
Relationship*

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Spanning Generations The Story of Centennial's Incredible Success





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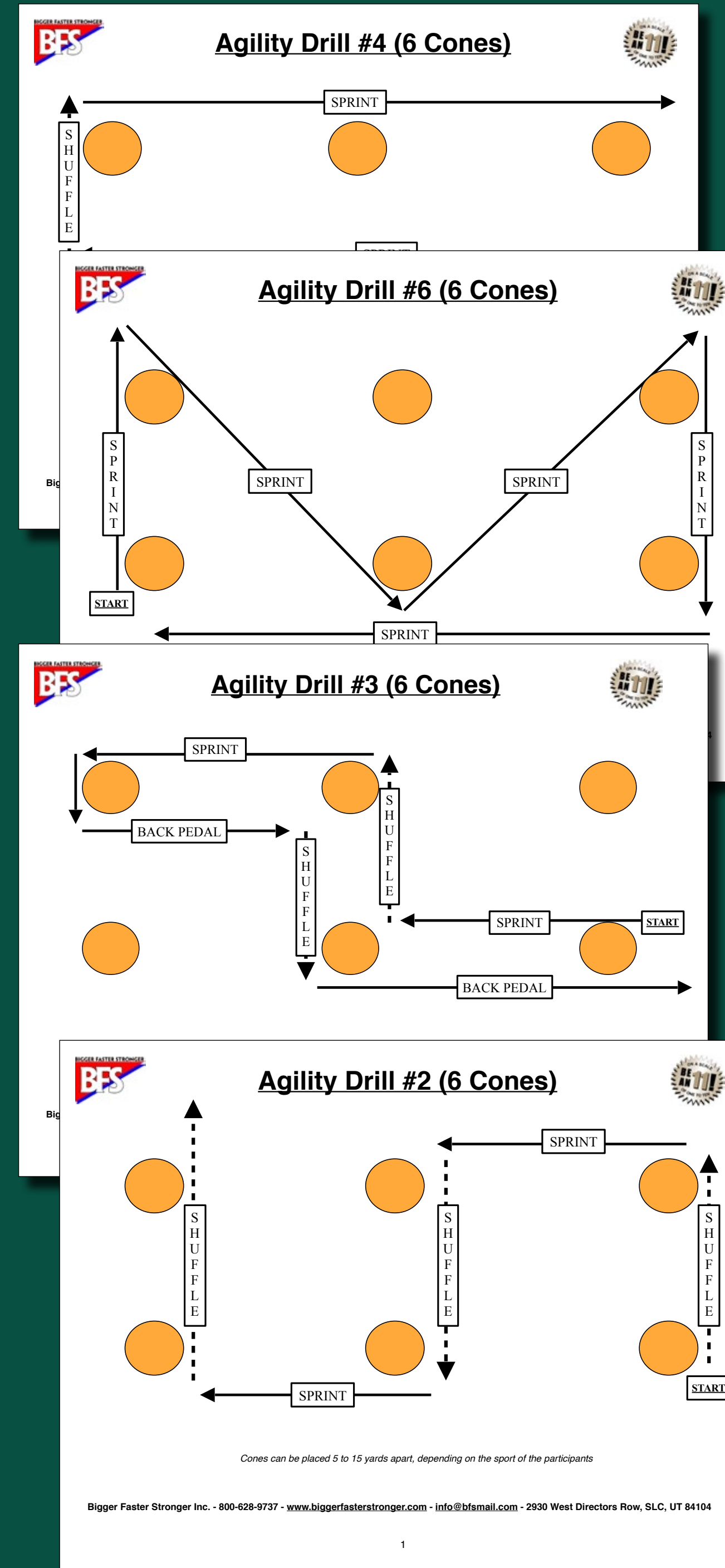
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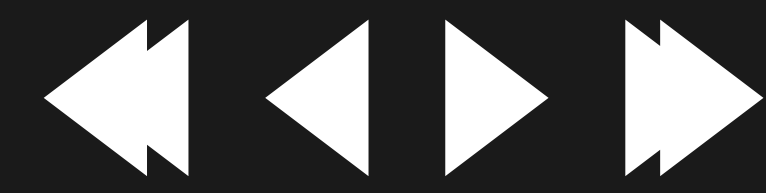
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Up Front

Stretching the Truth

One challenge I have been facing in working with sports coaches in my area is having them understand that not all research can be directly applied to sports performance, or for that matter should be. Let's take stretching.

The majority of young athletes I've worked with over the past year come from programs that do not have their athletes stretch on a regular basis. When I've asked them why, the answer I get is that static stretching makes you weak and slow – an argument that is easy to prove.

Using a vertical jump device such as the BFS Just Jump and Run, have an athlete test their vertical jump, then have them stretch their legs for about 10 minutes. Test their vertical jump again, and you'll find that they will probably have lost an inch or more in the jumping ability. Because the vertical jump is a test of power and the ability to initiate movement, the conclusion is that stretching before practice or a game will adversely affect performance. Let's look at the research.

In 2012 the Clinical Journal of Sports Medicine published a review of 106 articles on static stretching. The authors said that stretches performed for 60 seconds or more longer could reduce power and strength if they were done

immediately before the activity. Two points. First, the studies showed that stretches lasting 30 seconds or less may not have a significant effect on performance. Second, the effects wear off – stretches performed after practice or in the morning may not have any influence on power or strength. If it did, then how to you explain that the fastest men and women in track and field stretch?

Can stretching prevent injuries? Consider that a study published in 1982 in the American Journal of Sports Medicine found that link between muscle tightness lower body strains and tendinitis (overuse) injuries. Tendinitis is one of the most frustrating types of injuries for an athlete because one of the common recommendations is to stop playing sports.

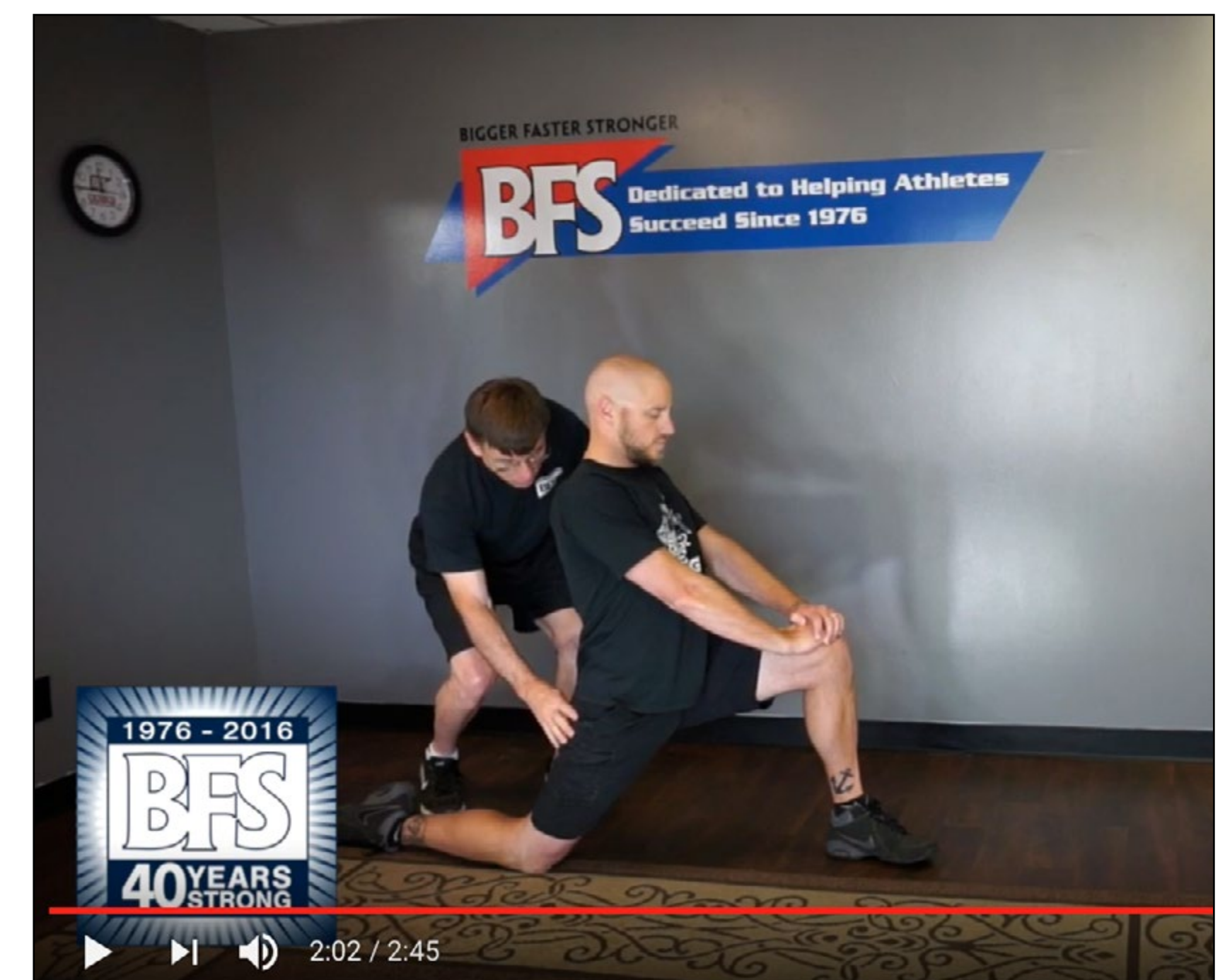
In an observational study involving 10,393 Australian basketball players (3421 men and 6972 women) during competition, the researchers found that the number of significant ankle injuries was 3.85 per 1000 participations (such as a practice). The average time missed from practice was 2.2 weeks. The researchers found that those who did not stretch before playing their sport were 2.6 times more likely to injure an ankle compared to those who did stretch. That's a pretty strong sales pitch for stretching.

For over 40 years BFS has recommended that all athletes stretch, and we still believe so. Yes, we

accept the research that says that a long session of static stretching immediately before practice or a game may adversely affect performance, but that certainly doesn't mean stretching has no value. Stretch after practice, stretch in the evening, or even stretch in the morning. Just stretch!

Kim Goss, MS Editor in Chief, BFS magazine

kim@bfsmail.com 



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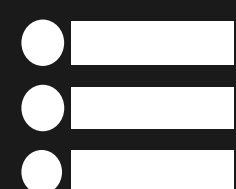


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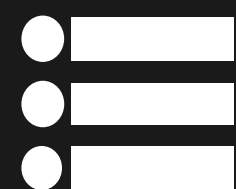
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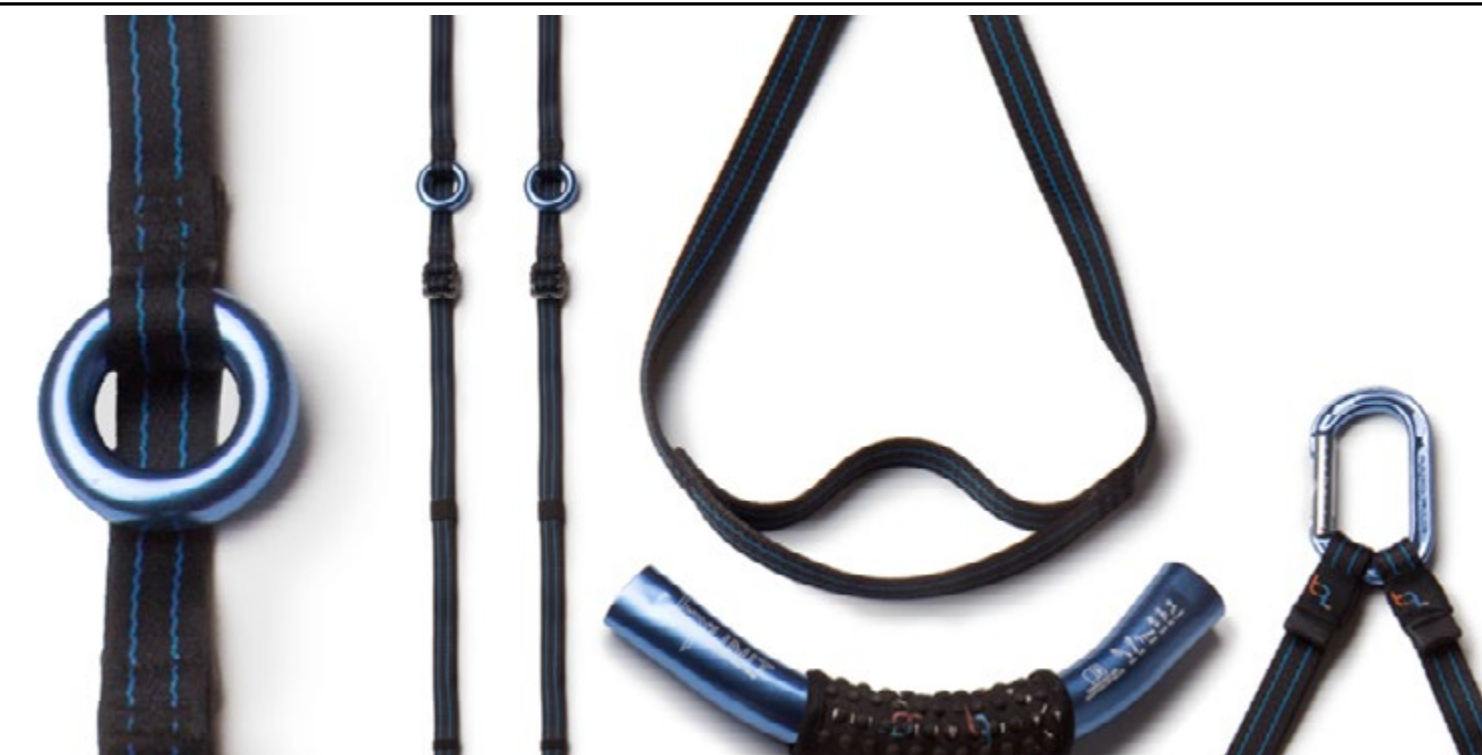
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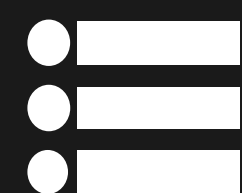
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What's Happening



Team BFS Goes to the Arnold

Everybody who is anybody in the Iron Game and athletic fitness community goes to the Arnold Sports Festival, and Team BFS is no exception.

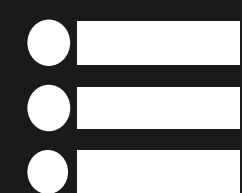
This year “The Arnold” was held on March 2-5 In Columbus, Ohio. The annual event attracted 20,000 athletes from 80 nations who competed in 70 sports. It’s popularity has enabled it to expand to the following continents: Melbourne; São Paulo, Brasil; Johannesburg, South Africa; Hong Kong; and Barcelona, Spain.

What's Happening



“I look forward to continuing my worldwide fitness crusade in 2017 as we again travel to all six continents to promote the Arnold Classic multi-sports festival – the largest multi-sports festival in the world,” Schwarzenegger said.

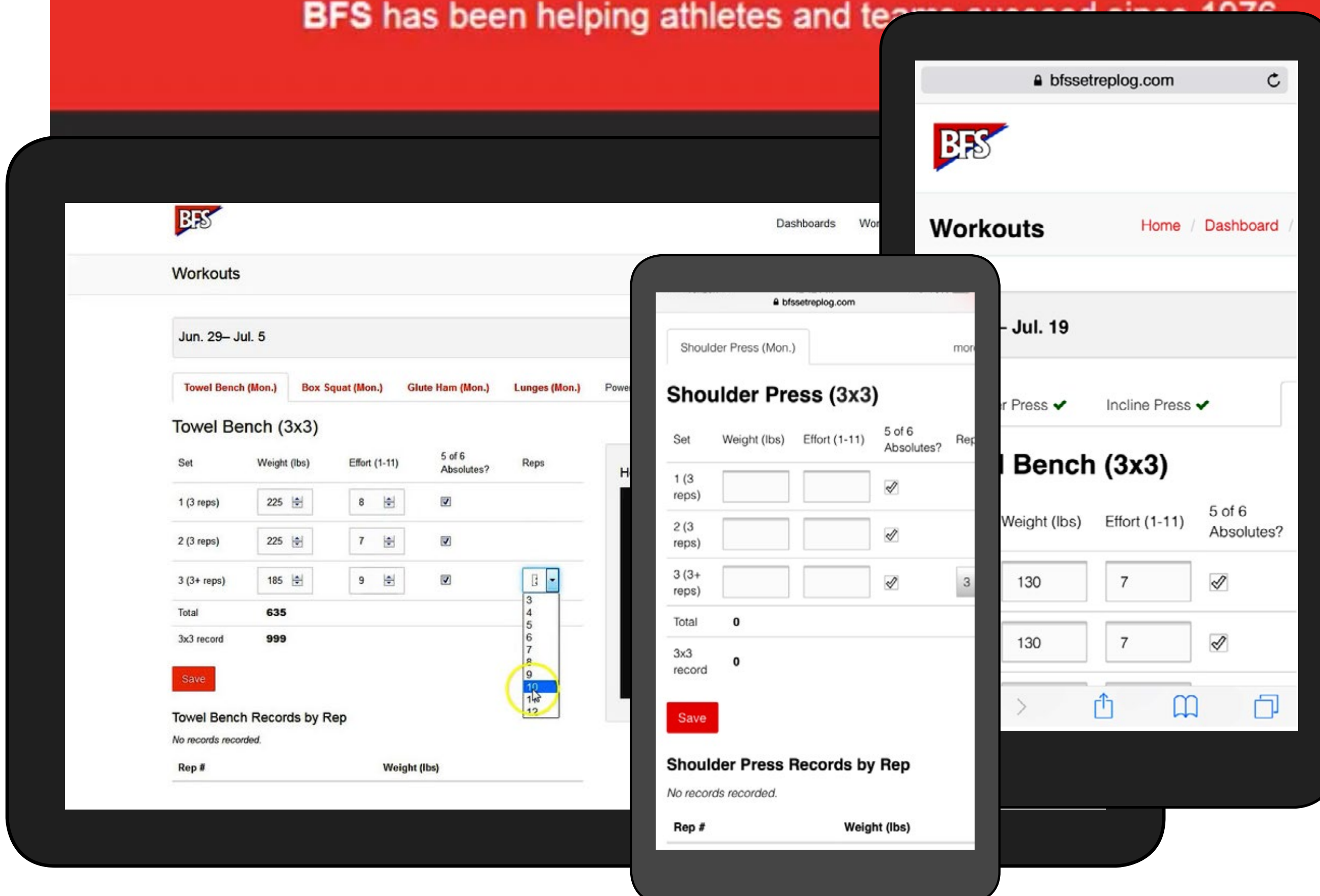
Competing in the weightlifting event and mingling with the athletes were Team BFS weightlifters Sesely Omlri (top right) and Nicole Patruno (top left). Here are some photos of Nicole and Sesely taking a workout in the training hall, participating in many of the events, and posing with meet director Mark Cannella (top row), 3x weightlifting Olympian Fred Lowe, (bottom middle) and 25-time Grand World Jump Rope Champion Tori Boggs (bottom right).



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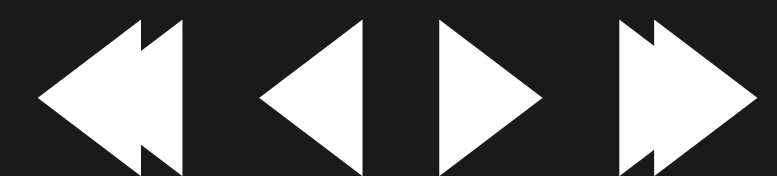
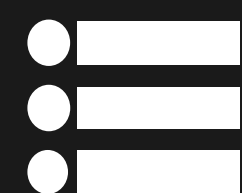
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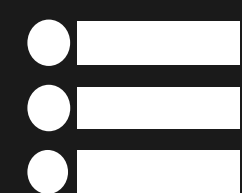
From Ohio to Arizona: A BFS Success Story

by Andrew Taylor

As the Centennial Coyotes football team celebrated its 5th state championship in November 2015, many people could not remember a time that Centennial was not a football powerhouse. Centennial, led by Coach Richard Taylor, had just competed in its 8th state championship game since 2005. However, this run of success seemed like a dream in the early years of the program.

Centennial High School is in Peoria, a suburb of Phoenix. It opened in the 1990s surrounded by well-established football programs, as thus it was a struggle to get the program off to a successful start. But Centennial did have one advantage. The Coyotes had used the BFS program since the opening of the school, being first implemented by Coach Taylor and Coach Jim Coleman.

I know the BFS program quite well because it is the first program I used as an athlete and as a player for Coach Taylor's teams in the 1990s. This is first and foremost a great BFS success story about Coach Taylor and Centennial football. Additionally, this is a story that spans nearly four decades, two states, involves several critical points of struggle, and a father-son football relationship. You see, Coach Taylor is my father. I



BFS Program

feel uniquely qualified to tell this story because I have experienced the BFS program from the point of view of a son of a head coach, as a player and athlete in the 1990s, and also a coach and instructor in the 2000s-present.

The Centennial football teams in the 1990s had some success and were always strong and tough, but couldn't quite break through to win championships. When I graduated college in 2000, I was hired at Centennial HS to teach history and coach football -- I became the defensive coordinator in 2001. Our teams steadily improved. One of the main reasons was that we improved physically -- we became bigger, stronger, and faster because we utilized BFS in a more specialized manner.

My father and I continually talked about ways to improve how we were using BFS and began implementing these ideas. One of the great things about BFS is its flexibility. We moved lifting days around and experimented with different orders of lifts and running days. For example, we've used a three-days-a-week system and also a four-days-a-week system. No matter what, we stayed true to utilizing 3x3, 5x5, 54321 and 10/8/6 (4/4/2) on the core lifts.

We also created more accountability and personalization in our BFS program. We created a grading system for our athletes in which they'd



Dedrick Young (now a starting linebacker at Nebraska), established our all-time 3 Lift Total record of 1359 (Bench-415, Squat- 625, Power Clean-319)!

Here Dedrick breaks free for game securing td run 2014 champ game demonstraing Centenials commitment to a bigger faster and stronger team!

BFS Program

earn a letter grade by the end of the summer. The letter grade established a pecking order for many activities, such as lines for food and choice of jersey number. We made sure the weight room was open and productive year-round. We designed our charts and tables to fit exactly what we were trying to achieve: a Bigger, Faster and Stronger football team. “Just like Novocain,” became a mantra in the weight room (one of my dad’s favorites). Just put in the work, give it some time, and BFS will work -- just like Novocain.

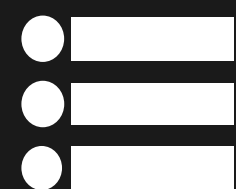
By 2003 our team won the division championship and went 10-2. In 2005, we made it to the state championship and narrowly lost. Finally in 2006, we won the state championship, defeating Tucson Sunnyside 34-0. It was an awesome moment. I will always remember my father saying, “Hard work pays off...eventually.”

We went on to win the state championships in 2007 and 2008. We were proud to coach some hard-working and talented young men, and our program was bolstered by several great assistant coaches including Joe McDonald (OL), Hal Borhauer (DL), Kyle Hofmann (DBs), and Kris Lee (WRs). This level of success can be a double-edged sword. Because once championships have been won, anything less than winning the state championship feels like a failure. Perhaps that shouldn’t be so, but it is human nature.



Brett Tonz

In 2015 Centennial had 26 players squat 400 or more. Much of the Coyote’s power was provided by RB/LB Dedrick Young and a two-way lineman, Brett Tonz (now at Colorado).



BFS Program

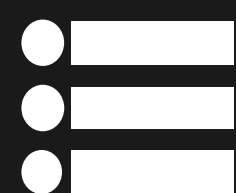
Centennial had great teams from '09 to '13. We were strong, fast and hard-working. Despite making it to the championship game in '10 and '12, victory on the biggest stage had grown elusive. Our '13 team lost in the quarterfinals, which was the worst showing for Coach Taylor's program since 2003. Suddenly there were questions, rumors and challenges. Of course, some parents wanted us gone. Now, for many teams, going 10-2 would be a great achievement. At Centennial, 10-2 was good enough to have some people calling for your resignation!

Some people wondered if Centennial football had its glory days and it was all over. Some people wondered if there was something wrong with the lifting program, BFS. Was it too old-fashioned, not up to date? Can you still win with BFS? Important decisions had to be made. Coupled with these issues was the fact that some of the problems were generated by teachers and coaches at our own school. In short, one of them in particular had become a cancer and was doing everything possible to veer athletes away from BFS (and football).

Before I explain what we did, I'd like to go back in time, because this difficult period had occurred before in Coach Taylor's career. Let's go back to the 1980s, and to another part of the country, Coach Taylor's home state of Ohio. Before leading the Coyotes in Arizona, Coach Taylor led the Roughriders of Western Reserve High School in a



In 2015 20 Centennial players power cleaned 250 or more (led by Randy Rodriguez at 314).



BFS Program

rural area of northern Ohio. Coach Taylor's early 1980s teams struggled to establish themselves against teams in the area that were just bigger and stronger and faster.

In early 1983, with the support of assistant coach Barry Pickens, Coach Taylor contacted BFS Founder Dr. Greg Shepard about hosting a clinic at the school. Even though I was quite young, I remember this clinic mainly because Dr. Shepard brought Stefan Fernholm, a world class discus thrower from Sweden. Stefan, an incredibly big and explosive athlete, demonstrated the bench, squat, power clean, jumping (dunking the basketball) and challenged the fastest players in the school in sprints (Stefan won easily, by the way). Dr. Shepard and Stefan made it clear that performing these lifts, with heavy weights, was vital to athletic development.

The clinic was a lightning rod for the players and coaches; the program was energized and the team rapidly improved. In 1984 the Roughriders, representing a rural school of 400 students, won their conference championship and made it to the 2nd round of the Ohio State Football Playoffs.

It was clear to Coach Taylor that in tough times, you don't abandon your core principles. Instead of abandoning BFS, those who were not on board began to disappear. We met with the players and explained that BFS was our way and that

we were going to do it our way. Everyone, players and coaches alike, needed to be pulling the rope...together. We did.

This rededication to BFS refocused our energies and our off-season lifting before the 2014 season was awesome. Bolstered by new assistant coaches such as Steve Isaac and Ian Comes, we shattered most of our all-time lifting records. One athlete in particular, Dedrick Young (now a starting linebacker at Nebraska), established our all-time 3 Lift Total record of 1359 (Bench-415, Squat- 625, Power Clean-319)! Our 2014 team rediscovered our football identity. We were tough and physical. We could run the ball on offense and stop the run on defense. Much of that power was provided by RB/LB Dedrick Young and a two-way lineman, Brett Tonz (now at Colorado). We won the state championship against our rival, Liberty HS, 26-14.

Our 2015 team adopted Coach Taylor's mantra, **"TEAM-TEAMMATES-self"** and played like it. This team was incredibly strong -- our all-time best. We had 30 players bench press 300 or more (led by Chris Jules at 460); 26 players squat 400 or more and 20 players power clean 250 or more (led by Randy Rodriguez at 314). Similarly focused, this squad also won the state championship against Desert Ridge HS, 26-6. This was a special honor as our program (due to its success, not enrollment numbers) had been moved to the highest-level classification in the state. I



Andrew Taylor (left) and Richard Taylor and 2016 team photo

can't adequately explain what a deep sense of pride and accomplishment this gave everyone involved. And to go through this Centennial football journey with my father, was and is a tremendously gratifying and bonding experience.

Although our 2016 team came up just short in the state championship, we intend to be back soon. With our use of BFS, you can expect a Centennial Coyotes team that is bigger, faster and stronger than last year.

I asked my father for a closing comment about BFS, and he replied, "BFS has saved my job twice. I do not believe I'd still be coaching if not for BFS. BFS is simply the best system to prepare high school athletes, particularly in football, but across the board."



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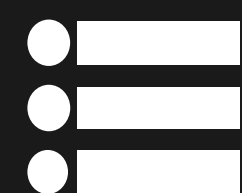
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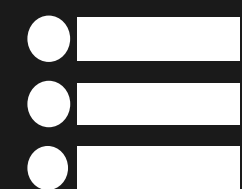
Running Faster: What the Research Says

“Talent prevails” seems to be the motto of many sports coaches when it comes to running faster, whether it be for a 40-yard dash or a 5K run. While it true that genetic gifts enable athletes to run fast without any special training, it’s also true that any athlete, at any level of experience and for any distance, can improve their speed with a smart weight training program.

Let’s start by recognizing the fact that there is a relationship between strength and speed. The Journal of Experimental Biology published a paper in 2005 that assessed the physical qualities of the faster runners from 1990 to 2003. The researchers looked at eight events in track and field, from 100 to 10,000 meters. What the researchers concluded -- to no surprise -- was that

the athletes with the most muscle run between distances of 100 to 400 meters.

The reason sprinters with more muscle mass can run faster is because they can apply more force into the ground. When an athlete applies more force into the ground, they increase their stride length. In 1991 Carl Lewis broke the world re-





cord in the 100 meters with a time of 9.86 seconds, covering the distance in 43 steps; in 2009 Usain Bolt ran that distance in 9.58 but only took 41 steps. With every step, Bolt was able to apply more force into the ground and thus propel himself further every step – in other words, he covered more ground with each step.

The downside of increasing muscle mass is that the extra weight reduces vertical height during a run. Test your vertical jump, and then test it again while wearing a 5-pound weight vest and you will see a significant decrease in jumping height. For this reason, an athlete who wants to run faster needs to focus on developing the type of

Paul Dick's weight training program at Churchville-Chili High School in New York was featured in our September/October 2007 issue. Here he is shown working with Amanda Vestri, a high school senior who has run the 3000m in 9:48.84 and the 1500m in 4:44.01.

muscle fibers that would contribute the most to force production.

There are two types of muscular hypertrophy. The first is called myofibrillar hypertrophy and the second is called sarcoplasmic hypertrophy. When you perform relatively low reps with heavy weights, which is myofibrillar

“Although most track coaches would accept the idea that sprinters can increase their speed by becoming stronger, distance coaches are less responsive.”

hypertrophy and is what weightlifters do, you increase the size of the powerful

fast twitch muscle fibers. When you perform relatively high reps, which is sarcoplasmic hypertrophy and is what bodybuilders do, you are focusing on the less powerful slow twitch muscle fibers along with many other substances that increase bodyweight but do not contribute to power production. In other words, dead weight. Likewise, athletes who want to run fast need to maintain low levels of bodyfat – as many coaches are fond of saying, “You can't flex fat!”

Another way to run faster is to decrease ground contact time, which re-

BFS Feature Story



Laura Murphy is a junior from East Greenwich High School in Rhode Island is trained by BFS Editor Kim Goss. Her best times include 7.43 in 55m (indoor), 12.3 in 100m, 25.6 in 200m, 41.33 in 300m (indoor), and 58.2 in 400m. She has vertical jumped (no step) 25.1 inches, cleaned 25 pounds over bodyweight, and hex bar deadlifted over double bodyweight. (Track photo by Milesplit.com)

fers to how much time is spent on the ground with each step. If an athlete has poor sprinting mechanics, such as landing with excessive plantar flexion (i.e., toe landing), they will not be running efficiently. If they are relatively weak in the glutes, hamstrings, and calves, they will have to spend more time on the ground to stabilize the leg. One reason BFS has promoted the glute-ham raise is that it effectively works all three muscles, including both the hip extension and knee flexion functions of the hamstrings – in fact, the technical name for the exercise is the glute-hamstring-gastrocnemius raise.

Although most track coaches would accept the idea that sprinters can increase their speed by becoming stronger, distance coaches are less responsive. Often, they believe that the best way to train a distance runner go faster is to have them run more – in many high schools, the cross country runners often put in more than 50 miles a week! However, a study published in the May 1999 issue of the *Journal of Physiology* found a better approach.

This study involved distance runners who reduced their training time on the track by 32 percent and replaced it with

an “explosive-strength training program” that include heavy weight training exercise such as leg presses. Again, this experimental group was running 32 percent less than the control group. A 5K time trial was performed at beginning and end of the experiment, and only the experimental group showed significant decreases in their running times.

Stride rate refers to how quickly an athlete can turnover their legs when they run. This factor has the least amount of trainability, especially after an athlete reaches puberty. For this reason, it’s important to get young athletes started with a good foundation strength and conditioning program that involves sprinting and plyometrics, such as the BFS Readiness Program.

Knowing how to run faster is the first step in developing better athletes, and the next step is to put these ideas into practice. To get you started in the right direction, consider BFS. Hundreds of thousands of young athletes have been using the BFS Total Program for over four decades to help them run faster and develop total athletic fitness, so consider BFS first.

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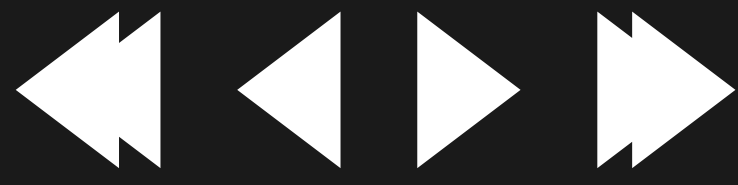
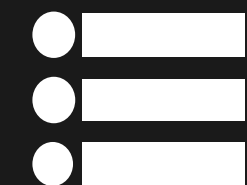
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Start Your Championship Journey With BFS!

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!

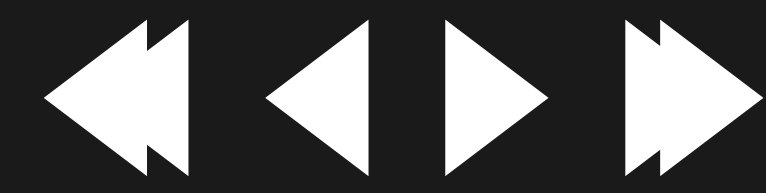
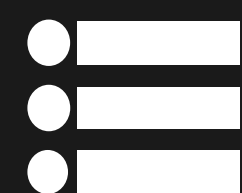
K Be An 11 Seminar
50 Athletes \$2,990
Product # 800K
Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

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

Galesburg, MO:

5/20/2017 9:00 AM to 5:00 PM

Knox College
2 East South Street
Galesburg, IL 61401
Contact: Dennis Moon dmoon@bfsmail.com
EARLY REGISTRATION -
30 days prior = \$100 OFF!!

Paris, TX:

6/8/2017 9:00 AM to 5:00 PM

North Lamar High School
3201 Lewis Lane
Paris, TX 75460
Contact: Jim Brown jbrown@bfsmail.com
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 next month!

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