



Alabama Goes BFS!



How this Southern state is leading the field in coaching certification

BY **LANCE NEVEN**,
BFS CLINICIAN

Strength and conditioning certifications are a relatively new educational offering in the United States that grew out of the demand for more specialized training in this field. While the college educational system provides a sound method of learning the sciences that form the foundation of physical education, what have been missing are the details of how to design safe and effective ath-

letic fitness programs for young men and women. There is no such course as Plyometrics 101, and that's where continuing education programs such as the BFS certification come in.

A BFS certification is designed to help fill the gaps in physical and athletic fitness programs by teaching coaches how to apply their basic knowledge of the sciences in designing strength and conditioning programs for multi-sport athletes. Then, unlike many other certification programs, our team of more than 50 clinicians, with over 20 having masters degrees, goes a step further by scheduling hands-on, learn-

by-doing training sessions.. This means that participants not only learn how to perform the exercises themselves but also are shown how to teach others how to perform them. Being "book smart" is great – and BFS offers excellent multimedia resources as part of our certification; however, we want coaches to be effective in the real world, and that means providing a more comprehensive method of instruction.

The cumulative effect of this approach to certification training is that our graduates are qualified to do what they were hired to do. A student who is taught by a certified BFS coach

We are in full support of BFS certifications in our state, and we are entrenched with the strength and conditioning and sales programs that BFS offers. We are especially excited about the BFS safety program as far as helping coaches stay clear of lawsuits. Alabama has been at the forefront of athletics, and I think this is another opportunity to show the nation that our state is a leader in educating its coaches.

Steve Bailey

Director of the AHSADCA



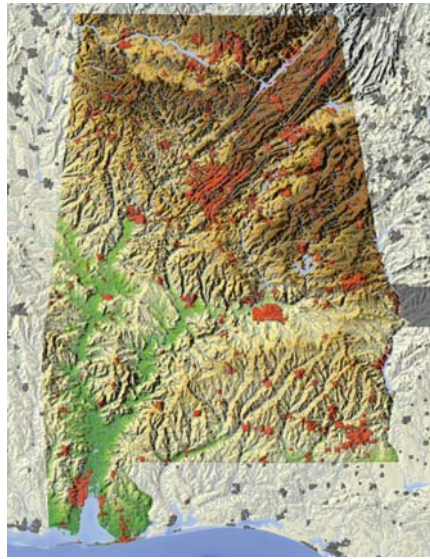
BFS SUCCESS STORY

will learn the proper way to squat...to power clean...to stretch...and much, much more. And although there is unfortunately no way to completely eliminate the possibility of being named in a lawsuit, a BFS certification provides a formidable defense that will hold up in a court of law that a coach or physical education instructor was qualified to teach these skills.

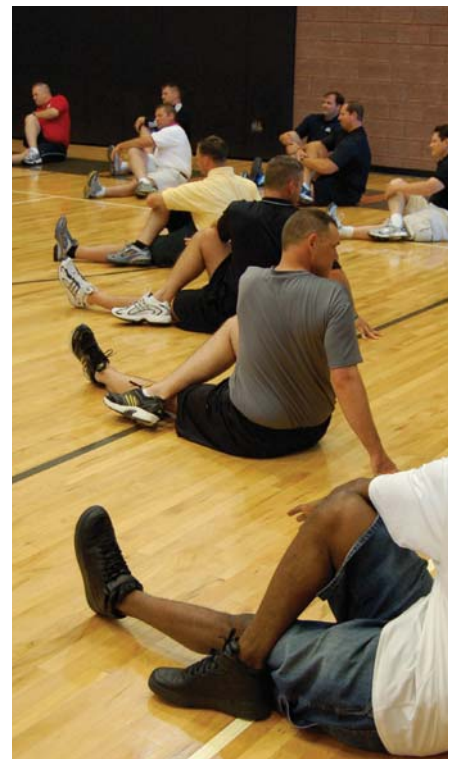
Sharing the BFS vision of superior instruction is the state of Alabama.

The Go-To State

One of my goals when I became



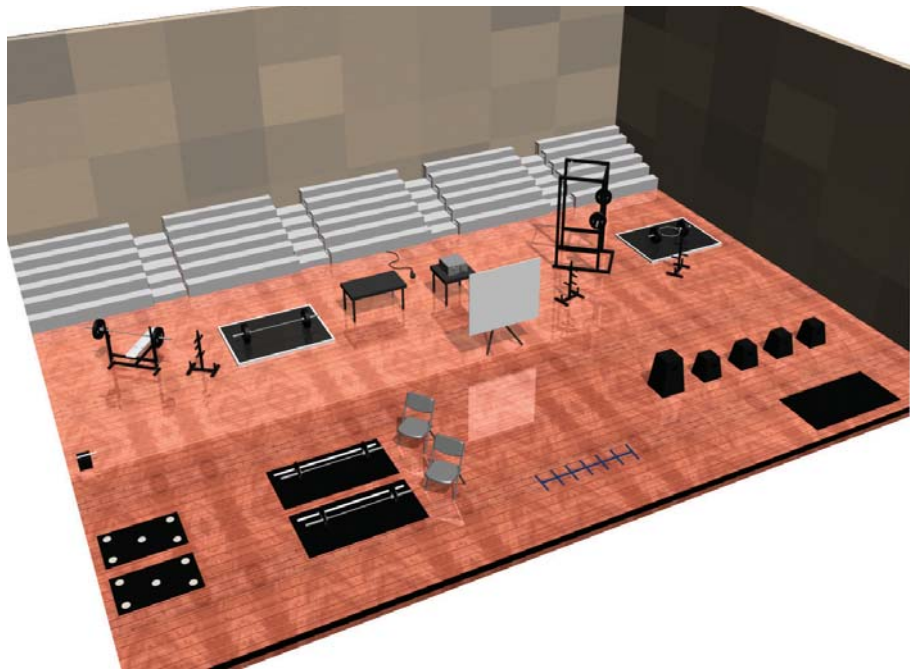
a BFS clinician was to make my home state of Alabama the “go to” state for college recruiters. I wanted to approach the Alabama High School Athletic Directors and Coaches Association (AHSADCA) with this idea, which turned into a meeting with BFS president Bob Rowbotham and our director of certification, Roger Freeborn. They loved the idea, and we came to an agreement where we were going to be working over the next few years with the Alabama Athletic Directors and Coaches Association, which is a division of



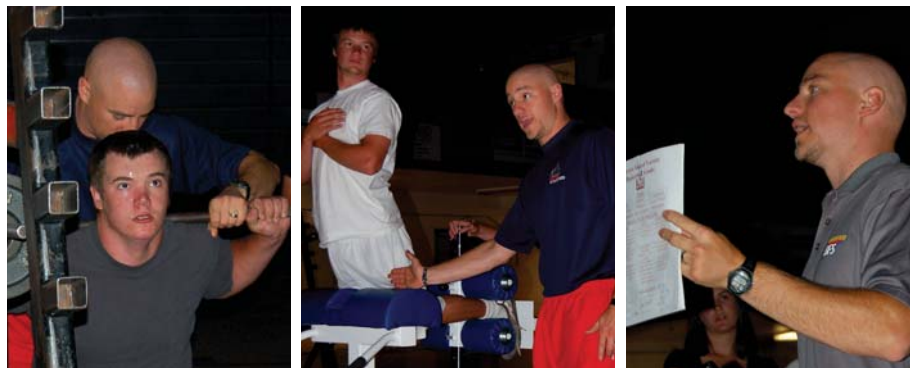
TYPICAL CERTIFICATION TIMELINE

7:30 REGISTRATION, 8-12 CLINIC, 12-12:30 LUNCH, 12:30-5 CLINIC

BFS INTRO
SAFETY & LIABILITY
THE SECRET
TOTAL PROGRAM
BE AN 11 INFORMATION
DIFFERENT GAMES
PARADIGM SHIFT
6 ABSOLUTES
BLUEPRINT FOR SUCCESS
BFS GOALS
DOT DRILL
FLEXIBILITY
BOX SQUAT
PARALLEL SQUAT
LUNCH BREAK
NUTRITION
WEIGHTROOM SAFETY
BENCH PRESS
TOWEL BENCH
HEX BAR DEADLIFT
PROGRAM OPTIONS
OFF-SEASON / IN-SEASON PROGRAM
SETS & REPS
POWER CLEAN
CERTIFICATION RENEWAL
AUX. LIFTS - RULES
CLOSING



A BFS certification is a professionally run workshop that includes an informative multimedia presentation along with live demonstrations and hands-on training.



the Alabama High School Athletic Association.


Our recommendation was to have high school and middle school coaches certified throughout the state. Already, I was strategically going throughout the state certifying coaches on a monthly basis through in-service training. This was, and is, in conjunction with doing certifications here in the Montgomery area, where I have access to a great facility that features BFS equipment. The result is that we now have two basic ways for coaches to get certified: in-service, where BFS clinicians come to a school; and regional, where coaches

from all over the state come to get trained at a specific location.

Another great service we offer is weightroom safety evaluations. These evaluations are especially important, as many lawsuits are the result of having facilities that were not designed according to industry standards that have been established by such respected organizations as the American Society for Testing and Materials.

Often, school administrators are surprised at what they read in our safety evaluations and become motivated to take immediate action. For example, during one of my recent evaluations I found that seven of the 14 Olympic

barbells in the weightroom were defective, a problem that could result in injuries through negligence. The principal immediately took steps to acquire the funds to replace the defective equipment.

This gives you an idea of what our certifications are about and the work BFS is doing in Alabama. Hopefully our success is going to influence other states. It's the next step in physical education. 

BFS clinician
Lance Neven.



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▶ CO - Highlands Ranch - 3/28/2009

▶ IN - Ft. Branch - 3/28/2009

▶ MS - Jackson - 3/28/2009

▶ MA - Fitchburg - 5/2/2009

▶ GA - St. Simons Island - 7/13/2009

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