

BFS CLINICS & CERTIFICATIONS



WIN WITH BFS

BIGGER FASTER STRONGER

BFS

COACHES HELPING COACHES

FROM THE CLINIC TEAM

Every day we hear from coaches across the country that have honest concerns and genuine interests in improving the lives and athletic performances of their athletes.



UTAH
DR. GREG SHEPARD
CEO/Founder



UTAH
BOB ROWBOTHAM
President, BFS

As coaches, we're constantly looking for that special "something" to motivate and inspire our athletes to work harder, set higher goals and reach for that "next level"! Many of these athletes are at the same time looking for direction and a solid foundation on which to build their lives.

As coaches we are fortunate to have many temporary "sons and daughters" to work with and influence on a daily basis. Remember the last time you spent an extra minute or two with that "son or daughter," trying to explain a play, formation, or strategy...then suddenly seeing the "light" go on? It finally clicked! They understood the new concept, or the team finally came together. Those moments are priceless! These are the type of experiences that happen on a regular basis during and following our BFS Clinics and Seminars.

BFS Clinics and Seminars are designed to help coaches reach the "hearts" of these great young athletes and show them what it takes to be "Winners"! In this booklet you will find information on our One & Two-Day Clinics, The BFS Total Program, Coaches Certification and our Be An "11" Seminars. Please use this information to help inform the coaches on your staff, your administration, and your community support groups.

We are anxious to assist you in any way with setting up a BFS Clinic, Coaches Certification or a Be an "11" Seminar, or just getting the Program started in your school. Call BFS at our main office (1-800-628-9737) between 7:30AM and 4:30PM, Mountain Standard Time, Monday through Friday.

Sincerely,

Greg, Bob, Kelly, John, Blaine, Doug and Kam

The BFS Coaching Staff



BIGGER FASTER STRONGER

BFS CLINICIANS



UTAH
JOHN ROWBOTHAM
Vice President



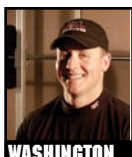
INDIANA
JEFF SELLERS
Midwest
Director



OREGON
ROGER FREEBORN
Certification
Director



ALABAMA
LANCE NEVEN
Southeast
Director



WASHINGTON
EVAN AYRES
West Coast
Director



UTAH
DOUG KAUFUSI
Clinician/Rep



UTAH
RICK BOJAK
Clinician/Rep



ARIZONA
JEFF SCURRAN
Clinician/Rep



MISSOURI
JIM BROWN
Clinician/Rep



MICHIGAN
MIKE GLENNIE
Clinician/Rep



MINNESOTA
DOUG EKMARK
Clinician/Rep



VIRGINIA
ERIC GOBBLE
Clinician/Rep



GEORGIA
RICK TOMBERLIN
Clinician/Rep



COLORADO
BOB BOZIED
Clinician/Rep



WISCONSIN
ERICH MACH
Clinician/Rep



MISSOURI
MANDY EDDY
Clinician/Rep



MASS.
RAY COZENZA
Clinician/Rep



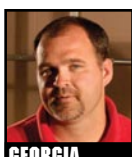
FLORIDA
LEN WALENCIKOWSKI
Clinician/Rep



COLORADO
PATTI HAGEMeyer
Clinician/Rep



OHIO
BOB DOYLE
Clinician/Rep



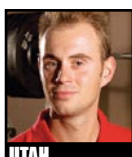
GEORGIA
STEVE PRICE
Clinician/Rep



IOWA
TOM WILSON
Clinician/Rep



KENTUCKY
TOM SULLIVAN
Clinician/Rep



UTAH
ROILAND BRATEANU
Clinician/Rep



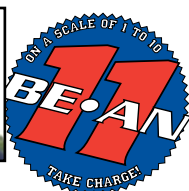
ARKANSAS
P.J. BROWN
Clinician/Rep



ARKANSAS
RANDY WALKER
Clinician/Rep



OHIO
TROY EVERHART
Clinician/Rep





INTRODUCTION TO BFS

Bigger Faster Stronger, Inc. (BFS) currently has a staff of over 30 Clinicians who conduct athletic-training clinics in every state and abroad. Every year hundreds of schools sponsor a BFS Clinic. Dr. Greg Shepard, BFS Founder and CEO, began doing clinics on request back in 1976. Even today, BFS Clinics remain the backbone of the Company.

Thousands of programs have benefited from BFS Clinics; they've been taken to the next level. After a BFS Clinic, teams reach a higher level of performance. Many teams have stormed on to the State Championship field ready to compete for the goal they have worked so hard to attain. Women and men's sports alike look to the BFS Program for something new, exciting and a tool to help athletes break personal records.

It is amazing what can happen for teams when they experience a BFS Clinic. As a coach, it is great to see the underdogs rise to the top, and watch the great teams achieve excellence. Although, there is one thing that tops them all, being part of a team, coaching staff, school, or community that becomes united in a common goal, to strive for greatness in all areas of life.

Our lives have been changed seeing the power of people uniting together. There are thousands of stories that we could tell you about individuals and teams overcoming great odds, but we will save those for the clinic. If there is anything we can do to help you and your team reach your goals and become unified, let us know. We are dedicated to helping athletes and coaches succeed!

**“LEAD YOUR STUDENTS
TO GREATNESS IN ATHLETICS,
AND IN LIFE”**

BFS CLINICIANS**PG. 1**

Meet the BFS Team

BFS TWO DAY CLINIC**PG. 4**

2 Day Clinic Emphasis

BFS CERTIFICATION**PG. 6**

Weightroom Safety and Education

BE AN 11 SEMINAR**PG. 8**

What is an 11?

BFS ONE DAY CLINIC**PG. 10**

1 Day Clinic Emphasis

EXPECTATIONS**EXCEEDED**

Read more on page 12

RONALD J. DAYTON - SUPERINTENDENT OF SCHOOLS

I have had more positive comments on the BFS/Be AN 11 presentation than any other single presentation in the 5 years I have been here as superintendent. The coaching Staff is alive with enthusiasm and ideas for the positive impact this will have on our athletes and on our programs. Parents have expressed their support and desire to make this program a vital part of how physical, mental and emotional preparation in representing our school. The goal setting segment was superior. It reminded us all that we need to support one another across athletic programs, support our school, support our community.

Finally, the very specific and detailed instruction into the lifting and weight training techniques sent a powerful message to coaches and athletes alike about attainable goals through commitment to methodology and dedication.

On behalf of the entire Cambridge Community, Who will benefit for years to come, I offer my thanks and gratitude.

CAMBRIDGE, WI**ANDREW KING - STUDENT ATHLETE**

I am a student athlete at Park High School in Cottage Grove, Minnesota. Since the day I stepped into the weight room I have been taught the BFS program. I would like to thank you for creating this program. Your program has helped me become someone I thought I could never be. Even though I am only a sophomore I am able to see the difference in my body and in my playing on the field. Every day I feel good about myself. I think your program gives me the motivation I need to be an 11. I do not know where I would be or be able to recognize my potential had I not been able to use the BFS Program.

Thank you!

COTTAGE GROVE, MN

Read more on page 12

THE BFS TOTAL PROGRAM

The Bigger Faster Stronger Total Program consists of Core Lifts, auxiliary Lifts, Flexibility, Speed, Plyometrics, Agility and more.

CORE LIFTS

These are those exercises that are deemed to be the most important for developing athletic potential. Core Lifts are the “Big” exercises that work more than one muscle group and require a greater emphasis of time and energy. The basic Core Lifts are: The Squat, The Power Clean, The Bench, The Dead Lift/Hex Bar Dead Lift, The Box Squat and the Towel Bench.

AUXILIARY LIFTS

These are also important to the development of athletic potential; however, these exercises usually involve one muscle group and require less time and energy than The Core Lifts. Examples of common auxiliary Lifts are: Straight Leg Dead Lifts, Glute Ham Developers, Neck Exercises, Lat Pulls, Hip Sled, Leg Curls, Etc.

FLEXIBILITY

Flexibility exercises should be done every day all year long. A stretching program should not be used solely for warm-up for other activities. It is an exercise regimen in itself like lifting and running. The BFS 1-2-3-4 Flexibility program is easy to learn, very effective, and takes just 10 minutes a day. The complete 1-2-3-4 Flexibility program can be found in the Total Program Book, The BFS Flexibility manual or the BFS Total Program Videos.

SPEED AND PLYOMETRICS

Speed and Plyometrics should be done twice a week as part of a normal practice schedule. The BFS 8-point Speed Program is an excellent way to cut tenths off your times. Plyometrics can bridge the gap between strength and power as explosiveness is created. Accurate records on the vertical jump, standing long jump, and box jumps should be kept.



PROGRAM OVERVIEW

The **Bigger Faster Stronger** Total Program is a training program which allows every athlete regardless of sport, age or gender to make great gains and break many personal weightlifting and performance records each week, both in and off season. The Total Program involves training all year round. Each athlete is in an Off-Season or an In-Season program. The BFS Set-Rep System is a vital key to the overall success of the Total Program. It is absolutely imperative that sets and reps be varied from workout to workout. This prevents the plateau effect that rapidly occurs with many other training programs.

The BFS Set-Rep System creates unbelievable intensity and progress in the weight room. We guarantee that every athlete will break at least eight personal records per week - week after week, month after month, year after year. No other training program even comes close!



HANDS ON INSTRUCTION IN THE CORE TENENTS OF THE BFS TOTAL PROGRAM:

STRENGTH TRAINING

Core Lifts (6)

Auxiliary Lifts – Sport Specific

YEAR ROUND TRAINING

In-Season (2 – 30 min. Workouts a week)

Off-Season

(Numerous Options – 2, 3, 4, or 5 Days a week)

RECORD KEEPING

Set Rep Log Books & Record Cards

Beat the Computer Pro

SPRINT TRAINING

BFS 8 Point System

AGILITY TRAINING

BFS Dot Drill

ENDURANCE TRAINING

BFS Conditioning Program & Endurance Test

FLEXIBILITY TRAINING

BFS 1-2-3-4 Flexibility Program

PLYOMETRIC TRAINING

Box Jumping Drills

Ground Based Jumping Drills

REST & NUTRITION

Recovery

Nutritional Plan

SKILL TRAINING

Sport Specific Skills

GOAL SETTING

Team Goal Setting

Individual Goal Setting

TEAM BUILDING

Unification – Athletes & Coaches



WHY GET A BFS CERTIFICATION?

For over 30 years BFS has been the number one source of information on strength and conditioning for the nation's athletes and coaches. BFS founder and CEO Dr. Greg Shepard encourages all coaches and instructors who supervise programs of strength and conditioning to become certified for these reasons:

1. Liability. A certified strength and conditioning coach has proof in a court of law that he or she has reached a specific level of proficiency, and any school district or college will find that desirable.

2. Education. The process of becoming certified tends to motivate most coaches to learn more about strength and conditioning. Hence, they become better and everyone benefits—the athletes most of all.

3. Confidence. Being certified breeds more confidence among athletes, parents and other coaches. The handsome certificate that BFS issues makes a statement of professionalism and will look great when framed and displayed in your office.

4. Career. Being certified can help you get a job, as many schools and health clubs make certification a prerequisite for employment. Don't miss out on this opportunity to certify as a BFS Total Program Coach. You'll be bringing the latest in training techniques back to your school and empowering your athletes.

To view the current confirmed certification clinic schedule go to www.biggerfasterstronger.com and check the web site calendar. If you have any questions please call 1-800-628-9737.

PRACTICAL COURSE

- A. Be at least 18 years of age
- B. Attend and participate as a coach at a BFS Certification Clinic.
 - 1. Coach athletes during the breakout session of the certification Clinic.
 - 2. Demonstrate correctly the BFS Coaching techniques during the break out session.
- C. Purchase, or have available to review the following materials:
 - 1. The BFS Total Program Book
 - 2. The Set Rep Log Book - Men's or Women's
 - 3. The Total Program Video or the Clinic Exercise Instruction Video
 - 4. The Safety and Liability Manual

THEORY COURSE

- A. Study the BFS "Total Program" Book
- B. View the Clinic Exercise Instruction video and the total Program video.
- C. Have available to review a BFS Set Rep Log Book - Men's or Women's
- D. Have a copy of the Be An 11 Guide Book to Success
- E. Have access to the online Supplementary study materials (website archives)
- F. Review the information contained within the Total Program Study Guide
- G. Complete the BFS Certification Test

CERTIFICATION

Although it would be great to say that once a person is BFS certified they are done with it, such a practice would be frowned upon in a court of law. Weight training instructors, as with any teachers, need to show proof that they are participating in continuing education. The primary methods of updating certification theory and procedures are through BFS magazine and email announcements, as these materials introduce and reinforce proper coaching and safety techniques. So instead of pushing large certification renewal fees on you as other organizations do, all we ask of you to remain certified by us is to renew your subscription to BFS magazine every year!

Maintaining your membership will keep BFS magazine coming to your current address as well as keeping your email address up to date in our system for immediate communication, thus satisfying common criteria for personal liability protection. To re-new your certification, go to www.biggerfasterstronger.com.

WHAT IS AN 11?

WHAT IS AN 11?

A person who envisions & unlocks potential.

WHO ARE 11S?

Individuals who make great choices based on noble goals.

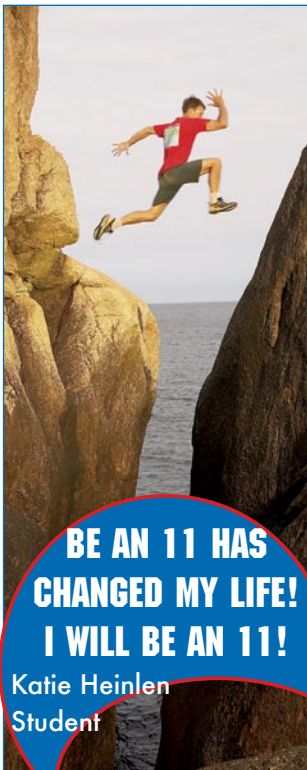
CAN EVERYONE BE AN 11?

Yes! It's simply a matter of attitude. Elevens constantly strive to raise their bar of personal excellence.

WHY HAVE A

BE AN 11 SEMINAR?

On a scale of one to ten, each participant will Be An Eleven athlete, student, communicator, community member and leader. Each Seminar lasts between Two & Three hours. It is aimed at changing lives and winning championships.

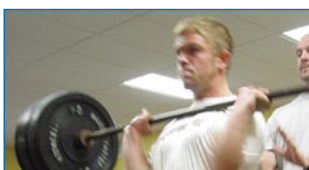


**BE AN 11 HAS CHANGED MY LIFE!
I WILL BE AN 11!**

Katie Heinlen
Student

TAKE CHARGE!

CHARACTER 101



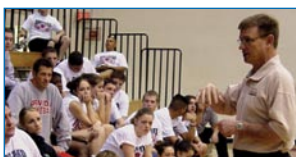
HIGHER GOALS



LEADER



WORK HARDER



GREATER VISION

CHRISTIAN BE AN 11 SEMINARS ARE ALSO AVAILABLE CALL 800-628-9737 TO LEARN MORE

A BE AN "11" SEMINAR WILL GIVE YOUR ATHLETES THE WINNER'S EDGE IN LIFE!

This motivational seminar lasts 2 to 3 hours. It is aimed at changing lives and winning championships. Each seminar participant will receive his/her own copy of the Be An 11 Guidebook For Success.

Our dynamic seminar presenters will infuse your athletic program with a **greater vision**. Along with that vision, they will teach your athletes HOW to set **higher goals, work harder, and become better** people as they create their own value system with **higher standards**. On a scale of 1 to 10, each participant will Be An "11" **athlete, student, communicator, community member and leader**. Wouldn't it be wonderful to have a high school generously peppered with "11's", both in the classroom and on the athletic field?

Like most educators and parents you are no doubt constantly seeking ways to **encourage, motivate and inspire** achievement. That's why we wanted you to know about this inspirational teaching tool. This seminar is an excellent way to kick off a new school year or season by presenting new concepts and motivational stories to provide a vision for even the very best student athletes to do even better. If held in conjunction with BFS Clinics, the Be An "11" Seminar is often held the night before. It is also a superb follow-up seminar for previously held BFS Clinics, or can be held as a stand-alone event.

Please share the Be An 11 Guidebook with your Athletic Director, teachers and administrative staff.



There are two requirements to having a Be An "11" Seminar. **First**, you and your athletes must have a desire to have this seminar and, on a scale of one to ten, to be elevens. **Second**, each athlete must pay something for this opportunity. The athletes are encouraged to pay all or some portion of the Per Athlete Fee. This will be left to your discretion. If provided at no cost for the student/athlete, the seminar is not as effective for the athletes.

For further details about content, cost and scheduling call our BFS Coaching Staff at **1-800-628-9737**. Please note that the seminar also presents a powerful prevention message for drugs, alcohol and tobacco. Funding for the seminar can come from prevention grant monies.

Following your Be An "11" Seminar, you will be hearing comments like, "That was an '11' effort," and, "That decision was an '11'". You will also find that coaches will use the guidebooks in their classrooms and on the athletic field as motivational tools. Your staff and student athletes will look to the Be An "11" Seminar as a cross roads and change point in their lives! I hope that time and circumstances allow you to host this powerful seminar and that we can help you Be An Eleven school.



THE BFS TOTAL PROGRAM

The **Bigger Faster Stronger** Total Program is a training program which allows every athlete regardless of sport, age or gender to make great gains and break many personal weightlifting and performance records each week, in and off season. The Total Program involves training all year round. Each athlete is in an Off-Season or an In-Season program. The BFS Set-Rep System is a vital key to the overall success of the Total Program. It is absolutely impera-

tive that sets and reps be varied from workout to workout. This prevents the plateau effect that rapidly occurs with many other training programs.

The BFS Set-Rep System creates unbelievable intensity and progress in the weight room. We guarantee that every athlete will break at least eight personal records per week - week after week, month after month, year after year. No other training program even comes close!

CLINIC EMPHASIS

STRENGTH

Getting stronger to become more powerful in all sports

SPEED

Stealing bases, running the length of the court, covering a receiver

FLEXIBILITY

Increasing speed and range of motion plus injury prevention

EXPLOSIVENESS

Jumping for a spike, hitting a tennis ball, coming out of blocks

PLYOMETRICS

Jumping, quick movements, utilizing strength and power

NUTRITION

Making correct choices to maintain a healthy diet, water before soda

ENDURANCE

Both for muscular training and cardiovascular training, soccer, track

UNIFICATION

Unifying all sport programs, so athletes can progress year round

This training applies to all sports and can help your students reach their goals as athletes and people.

PROGRAM OVERVIEW

The Bigger Faster Stronger Total Program consists of Core Lifts, auxiliary Lifts, Flexibility, Speed, Plyometrics, Agility and more.

CORE LIFTS

These are those exercises that are deemed to be the most important for developing athletic potential. Core Lifts are the “Big” exercises that work more than one muscle group and require a greater emphasis of time and energy. The basic Core Lifts are: The Squat, The Power Clean, The Bench, The Dead Lift/Hex Bar Dead Lift, The Box Squat and the Towel Bench.

AUXILIARY LIFTS

These are also important to the development of athletic potential; however, these exercises usually involve one muscle group and require less time and energy than The Core Lifts. Examples of common auxiliary Lifts are: Straight Leg Dead Lifts, Glute Ham Developers, Neck Exercises, Lat Pulls, Hip Sled, Leg Curls, Etc.

FLEXIBILITY

Flexibility exercises should be done every day all year long. A stretching program should not be used solely for warm-up for other activities. It is an exercise regimen in itself like lifting and running. The BFS 1-2-3-4 Flexibility program is easy to learn, very effective, and takes just 10 minutes a day. The complete 1-2-3-4 Flexibility program can be found in the Total Program Book, The BFS Flexibility manual or the BFS Total Program Videos.

SPEED AND PLYOMETRICS

Speed and Plyometrics should be done twice a week as part of a normal practice schedule. The BFS 8-point Speed Program is an excellent way to cut tenths off your times. Plyometrics can bridge the gap between strength and power as explosiveness is created. Accurate records on the vertical jump, standing long jump, and box jumps should be kept.

THE BFS SET-REP SYSTEM CREATES UNBELIEVABLE INTENSITY AND PROGRESS IN THE WEIGHTROOM



THOMAS G. AYCOCK - HEADMASTER

Words like extraordinary, inspirational, and terrific come to mind when I begin to describe the BFS Clinic. One of the most amazing observations for me was that our athletes, both boys and girls, came away with such excitement and enthusiasm.

As educators we are always looking for programs that are positive and bring out the best in our students. In that regard, BFS was a grand slam home run!

Thank you.

Trinity Episcopal School

RICHMOND, VA

MARK A COOK - PROUD BOARD MEMBER

I attended the "BFS Be An 11" seminar at our high school. What a great message!!! More than 120 student athletes attended this learning experience and many shared this event with their parents. I could have been expecting a very good message but it was far better than I could have hoped for. It promoted respect and responsibility, leadership, teamwork, sportsmanship, citizenship, academics, planning, goal setting, friendship, pride, love, faith and community loyalty.

It was great!

CAMBRIDGE, WI

ANTHONY BAZARNIK - STUDENT ATHLETE

Hey, whats going on? Hows Salt Lake City? Just writing to you to let you know that we are 3-3 for our season record. We would have won 2 out of the 3 losses but the officiating crew made bad calls that cost us the game, but there's no excuses. The team lifting is going great, we are all impressed with the amount of focus that occurs. Me personally, my squat as of 9/25/07 is 405 parallel (I only hit that once then an injury occurred during a game that set me back but I'll get back there) and my bench is 265 max. I'm impressed with my bench! Once again saying thanks for coming to our school cause it really helped out a lot. If you came back here again for the underclassmen and gave the same speech to them that would be awesome. I would definitely show up for that because I enjoyed and benefitted from you program. Well will keep in touch and let you know how things are going.

"Expect To Win"

NORWICH, NY

THE ALL NEW RESOURCE FOR A WINNING PROGRAM

biggerfasterstronger.com

BFS Home

Login Shopping Cart Check Out Help

BFS

BIGGER FASTER STRONGER

Dedicated to Helping Athletes Succeed Since 1976

FEATURED PRODUCT



eStore Products



Programs

QUOTE OF THE DAY

Quote of the Day
"Everyone thinks of changing the world, but no one thinks of changing himself."
- Leo Tolstoy

WHATS HAPPENING BLOG

Keep Up With What's Happening at BFS!
[RSS](#) [XML](#)

FAST AND ACCURATE CENTRAL NAVIGATION

ESTORE

EQUIPMENT / PRODUCTS

View Cart | Checkout | Account | Login

Toll Free 1-800-628-9737 --- Fax 1-801-975-1159
Order Online and Receive a 5% Discount on Select BFS Products
If Ordering Outside United States Call 1-800-628-9737

BFS -- 30 Years of Consecutive Growth -- Fastest Shipping in the Industry

- Most Stock Items Ship within 48 Hours
- Most Custom Items Ship within 4 to 6 Weeks

Custom Color Builder

Custom Color Builder

Look for this Link to Customize Your Equipment Colors

Download the All-New 2008 Bigger Faster Stronger Catalog in PDF Format
[Click here](#)



PURCHASE TOP OF THE LINE EQUIPMENT

FEATURED PRODUCT



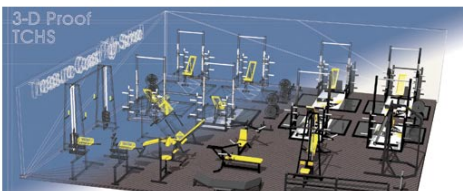
BFS BASEBALL DVDS

BFS MAGAZINE

SUBSCRIPTIONS

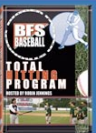
ARCHIVES

Concept to Completion



WEIGHTROOM DESIGN AND CONSULTATION

FEATURED PRODUCT



BFS BASEBALL DVDS

BFS MAGAZINE

SUBSCRIPTIONS

ARCHIVES

Certification Home

IMPROVEMENT THROUGH EDUCATION



PROGRAM SAFETY AND CERTIFICATION

FEATURED PRODUCT



BFS BASEBALL DVDS

BFS MAGAZINE

SUBSCRIPTIONS

Athletes Home



TOOLS FOR COACHES AND ATHLETES

EXPLORE WWW.BIGGERFASTERSTRONGER.COM TODAY

1-800-628-9737

BIGGER FASTER STRONGER

BFS



**THE
TOTAL
PROGRAM**

BIGGER FASTER STRONGER

843 WEST 2400 SOUTH

SALT LAKE CITY, UT 84119