

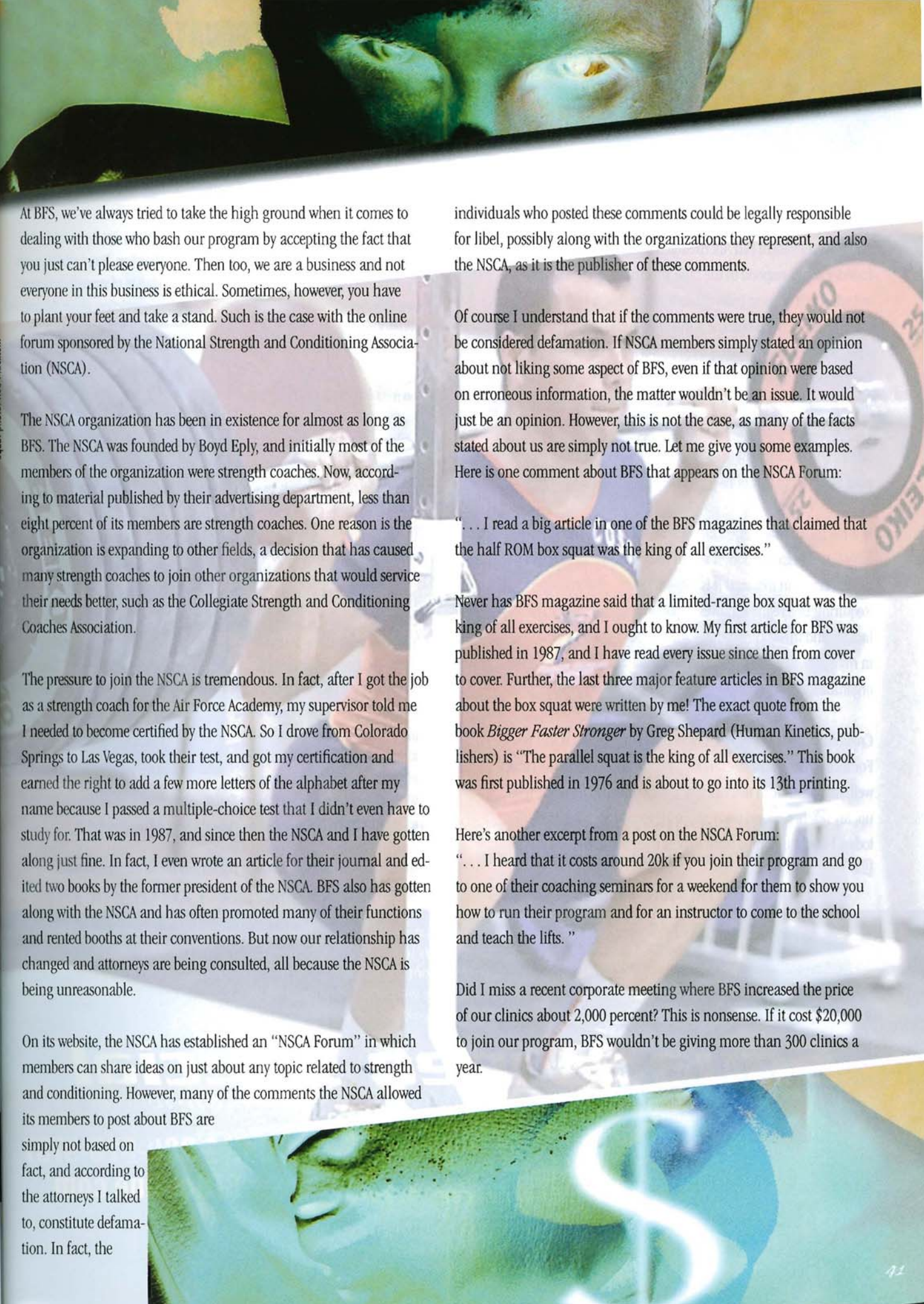
Ignorance Is Not Bliss

SOMEWHERE
ALONG THE
ROAD THE
NSCA FORGOT
HOW TO
DISTINGUISH
BETWEEN
RIGHT AND
WRONG

BY KIM GOSS

20 years ago one of my journalism professors gave me a bit of wisdom that has stuck with me ever since: "The only way you can change a person's opinion is if that opinion is based on ignorance." If that individual's opinion doesn't change after hearing the facts, then there's nothing you can do. Some people prefer to remain stupid.

Some coaches, for example, don't like the BFS program because they believe power cleans and plyometrics are dangerous. If they take us to task with a phone call or letter, we explain our position with a combination of research studies and testimonials. If they still insist that these exercises are dangerous and as such our program doesn't cut it, well – they're entitled to their opinion.



At BFS, we've always tried to take the high ground when it comes to dealing with those who bash our program by accepting the fact that you just can't please everyone. Then too, we are a business and not everyone in this business is ethical. Sometimes, however, you have to plant your feet and take a stand. Such is the case with the online forum sponsored by the National Strength and Conditioning Association (NSCA).

The NSCA organization has been in existence for almost as long as BFS. The NSCA was founded by Boyd Eply, and initially most of the members of the organization were strength coaches. Now, according to material published by their advertising department, less than eight percent of its members are strength coaches. One reason is the organization is expanding to other fields, a decision that has caused many strength coaches to join other organizations that would service their needs better, such as the Collegiate Strength and Conditioning Coaches Association.

The pressure to join the NSCA is tremendous. In fact, after I got the job as a strength coach for the Air Force Academy, my supervisor told me I needed to become certified by the NSCA. So I drove from Colorado Springs to Las Vegas, took their test, and got my certification and earned the right to add a few more letters of the alphabet after my name because I passed a multiple-choice test that I didn't even have to study for. That was in 1987, and since then the NSCA and I have gotten along just fine. In fact, I even wrote an article for their journal and edited two books by the former president of the NSCA. BFS also has gotten along with the NSCA and has often promoted many of their functions and rented booths at their conventions. But now our relationship has changed and attorneys are being consulted, all because the NSCA is being unreasonable.

On its website, the NSCA has established an "NSCA Forum" in which members can share ideas on just about any topic related to strength and conditioning. However, many of the comments the NSCA allowed its members to post about BFS are simply not based on fact, and according to the attorneys I talked to, constitute defamation. In fact, the

individuals who posted these comments could be legally responsible for libel, possibly along with the organizations they represent, and also the NSCA, as it is the publisher of these comments.

Of course I understand that if the comments were true, they would not be considered defamation. If NSCA members simply stated an opinion about not liking some aspect of BFS, even if that opinion were based on erroneous information, the matter wouldn't be an issue. It would just be an opinion. However, this is not the case, as many of the facts stated about us are simply not true. Let me give you some examples. Here is one comment about BFS that appears on the NSCA Forum:

"... I read a big article in one of the BFS magazines that claimed that the half ROM box squat was the king of all exercises."

Never has BFS magazine said that a limited-range box squat was the king of all exercises, and I ought to know. My first article for BFS was published in 1987, and I have read every issue since then from cover to cover. Further, the last three major feature articles in BFS magazine about the box squat were written by me! The exact quote from the book *Bigger Faster Stronger* by Greg Shepard (Human Kinetics, publishers) is "The parallel squat is the king of all exercises." This book was first published in 1976 and is about to go into its 13th printing.

Here's another excerpt from a post on the NSCA Forum:

"... I heard that it costs around 20k if you join their program and go to one of their coaching seminars for a weekend for them to show you how to run their program and for an instructor to come to the school and teach the lifts."

Did I miss a recent corporate meeting where BFS increased the price of our clinics about 2,000 percent? This is nonsense. If it cost \$20,000 to join our program, BFS wouldn't be giving more than 300 clinics a year.



THE PARALLEL SQUAT The King of All Lifts!

by Dr. Greg Shepard

CEO and Founder of Bigger Faster Stronger

"The parallel squat is the king of all lifts."

I asked NSCA's media representative Rebecca Milot-Bradford and NSCA president Bill Allerheiligen if our president or our founder could respond to the false statements on the NSCA website. Both of these individuals told me that a BFS representative would have to become a member of the NSCA (by paying a fee, which is about \$90). I then sent a letter of complaint to their ethics committee (by certified mail), but at the time of this writing I have yet to receive a response. A week after I sent the letter, however, I received correspondence from the NSCA's advertising department inquiring if BFS would be interested in placing an ad in one of its publications!

Is it too much to assume that because the NSCA is an academically-based organization, it would be interested in correcting factual errors in material it is responsible for publishing? Requiring BFS representatives to pay the NSCA to correct fallacious and misleading information presented on its website, in my opinion, is ludicrous and questions the credibility of the organization.

Credibility used to be a precious commodity; at BFS it still is. For those who persist in clinging to ignorance despite the facts, well, my journalism teacher was right: some people never wise up. My teacher passed away about 10 years ago. If he were alive today, I doubt that he'd want to be a member of the NSCA.



I have said this continually since 1968. I have said it in articles published in BFS magazine, on our BFS posters and in our BFS videos. Every athlete needs to commit to doing parallel squats. It is the foundation of strength and speed development. I have never varied from this strong conviction about the parallel squat — never!

We parallel squat once per week, no matter what, all year-round, in-season and off-season. We also perform a squat variation once a week — all year-round. BFS-approved squat variations are the box squat and the front squat. However, neither of these variations is "king" of anything, and I have never said they were. The parallel squat is the king.

The parallel squat we teach is a low squat that most strength coaches teach, including many Division I colleges. We teach a true parallel squat and demand that athletes squat deep so that the top of the thigh is parallel to the floor. We have even developed a "Safety Squat" device that beeps when an athlete reaches true parallel.

To rephrase an old-time axiom, "The king is not dead!" The parallel squat is still the king of all lifts.



These photo stills are from the video clips used at BFS clinics to teach proper squatting technique. At top is the proper depth of the parallel squat, and at bottom is the lift performed with spotters.

The box squat segment in this video is absolutely awesome. Every coach and athlete needs to see it! In addition, detailed instruction is given on the parallel squat and front squat. I guarantee every coach will be able to coach better and every athlete will be able to squat better.

~ Dr. Greg Shepard, BFS Founder/CEO

Squat Video Special

\$19.95

DVD or VHS

#322035 • 52 minutes

Call 1-800-628-9737

BFSonline.com

Fax (801) 975-1159 • biggerfasterstronger.com • 843 West 2400 South • SLC, UT 84119

THE BEST WAY TO GET STARTED ON THE BFS PROGRAM!

THE TOTAL PROGRAM PACKAGE



Now Includes the BFS Clinic Exercise Instruction DVD!

THE BFS TOTAL PROGRAM PACKAGE

JUST \$99

325087 VHS • 325187 DVD

100% MONEY BACK GUARANTEE!!



1. BFS Clinic Exercise Instruction DVD.
2. BFS Total Program 2-Video Set VHS or DVD
3. ALL NEW! BFS Total Program Book. Contains the complete BFS Program -Completely redone from cover to cover!
4. Set Rep Log & Record Card. The record keeping book for all athletes. It has instructions and a complete chart to record sets, reps, records, times and more. Each book is designed to last one year.
5. A One-Year Subscription to *BFS Magazine*. BFS: a quality magazine unlike any other. Inspirational stories, technique articles, products, motivation and more! Published six times a year. Includes the BFS catalog!
6. Be An 11! Guidebook For Success.
7. BFS Online Web Site Access.

AVAILABLE ONLY FROM BFS. CALL NOW: 1-800-628-9737

Fax (801) 975-1159 • biggerfasterstronger.com • 843 West 2400 South • SLC, UT 84119

Develop explosive lateral quickness!

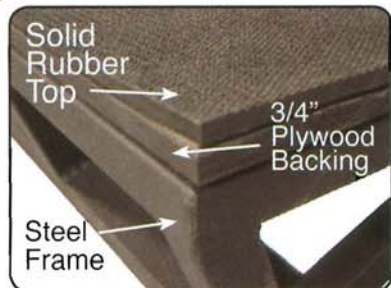
HOW TO USE
FREE VIDEO
THE PLYO RAMP



~~\$349~~
\$299

Hurry! Sale price only good through August 31, 2005!

#400270



- ✓ Fun and easy to use
- ✓ Safe and stable steel frame
- ✓ Non-slip rubber top
- ✓ Great for all athletes, all levels
- ✓ Effective rehab tool

TRAINING TIP

All team sports require that athletes move quickly and explosively, not just forward but also laterally (and sometimes backward). So it just makes sense to include lateral plyometrics in your complete plyo package. BFS has the answer: the BFS Plyo Ramp.



DRILLS 1 & 2: Right & Left



DRILL 3: Up & Back



DRILL 4: Side to Side



DRILL 5: Quarter Eagle



DRILL 6: Round the World

AVAILABLE ONLY FROM BFS. CALL NOW: 1-800-628-9737