

2007 BFS National Convention

The BFS family came together for its annual meeting

BFS is headquartered in Salt Lake City, but we have approximately 50 clinicians spread across the country. Thanks to cell phones, e-mails and text messaging, our representatives are always in touch with the front office. True, but there's nothing like face-to-face meetings to share experiences, introduce new ideas and – when all is said and done – make certain that everyone at BFS is on the same page. That's why for over two decades BFS has conducted a national convention to bring the entire BFS family together.

This year's event was held June 21-23; and every day was packed with lectures, meetings, workshops and demonstrations. Every aspect of BFS project management and training was carefully reviewed to make certain we adhere to our motto, "The Nation's Leader in Athletic Fitness."

Opening the event was BFS President Bob Rowbotham, who took on the role of master of ceremonies for the convention and welcomed everyone personally and detailed the numerous activities to come. His welcome was followed by BFS Founder/CEO Dr. Greg Shepard, who gave an inspirational talk with practical tips on how to stay focused for success.

As always, Senior Vice President Rick Anderson showcased some exciting and original products that BFS is considering adding to its catalog. There is still some field testing left to do, so we can't reveal them just yet; but we can assure you that our customers will be rewarded with some great new catalog items.




BFS President Bob Rowbotham welcomes our clinicians to the 2007 BFS National Convention, an event that has taken place for over two decades.

improvements in posture with a local weightlifter, BFS Team Member Gina Smith.

One of the highlights of the meeting was a presentation by Canada's Paul Gagné on posturology. Gagné's innovative training methods have been featured in numerous articles in *BFS* magazine (check out the archives section in our website!), and our clinicians were excited to see his methods demonstrated firsthand. As part of the demonstration, he showed how he could make immediate

The event ended with a Hawaiian-inspired (i.e., lots of amazing food) pool party at President Rowbotham's home. At the end of the day everyone was comfortable, entertained and well fed – a fitting end to another great BFS National Convention.

We can't wait until 2008! 



Master Clinician Jim Brown



Master Clinician Ray Cosenza



Certification Director Roger Freeborn



Regional Sales Director Lance Neven



Regional Sales Director Evan Ayres



Youth Football Director Jeff Scurran



Nutrition Director Jeff Sellers



Senior Vice President Rick Anderson



Convention Director Rick Bojak

Posturologist
Paul Gagné
and BFS
Team Member
Gina Smith



IT Director
Richard Knowley
(left), Vice
President John
Rowbotham
(center),
Webmaster
Greg Minear

CHART YOUR PATH TO SUCCESS

TOP 10 MOTIVATIONAL BOARDS AND DEPTH CHARTS

BFS **TOP 10 RANKINGS**

PARALLEL SQUAT	BENCH PRESS	POWER CLEAN	HEXBAR DEADLIFT	40 YARD DASH	20 YARD DASH	DOT DRILL	VERTICAL JUMP

LARGE 8' X 3.5' BOARDS • HIGH CONTRAST BFS COLORS • TEN PRINCIPLE BFS CATEGORIES
MOVEABLE NAME TAGS
STOCK BOARDS USUALLY SHIP IN 48 HOURS

BFS TOP 10 BOARDS \$1099 INTRODUCTORY PRICE STOCK ITEM

LINEMEN POWHATAN FOOTBALL

BENCH PRESS	SQUAT	CLEAN	40 YD DASH	BENCH	SQUAT	40 YD DASH

8' X 3.5' BOARDS • ADD YOUR SCHOOL OR TEAM NAME
CHOOSE YOUR 10 CATEGORIES • MOVEABLE NAME TAGS
FULLY CUSTOMIZABLE COLORS
CUSTOM BOARDS USUALLY SHIP IN 2 TO 4 WEEKS

CUSTOM BOARDS STARTING AT \$1249 INTRODUCTORY PRICE

WESTERN FOOTBALL OFFENSE

WE	WT	C	IG	OG	ST	TE	Z	C

EMORY DEFENSE

QUAT	HANG CLEAN	TOTAL	40 YD DASH	ZLB	WLB	MLB	SLB	FS	C	C	P

4' X 3.5' BOARDS • ADD YOUR SCHOOL OR TEAM NAME
CUSTOMIZE BY POSITION • MOVEABLE NAME TAGS
FULLY CUSTOMIZABLE COLORS
CUSTOM BOARDS USUALLY SHIP IN 2 TO 4 WEEKS

DEPTH CHARTS CUSTOM ONLY \$699 INTRODUCTORY PRICE



DRY-ERASE NAME TAGS ARE VELCRO BACKED FOR EASY REARRANGING AND UPDATING AS YOUR ATHLETES IMPROVE!



A MUST HAVE TOOL FOR ANY SPORTS TEAM

BIGGER FASTER STRONGER



DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

CALL NOW 1-800-628-9737

online at www.biggerfasterstronger.com • email us at info@bfsmail.com

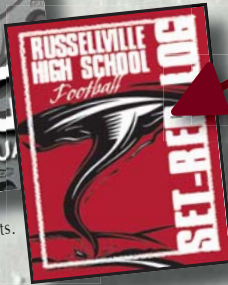
843 West 2400 South, Salt Lake City, UT 84119 • Fax (801) 975-1159

Over 1 Million Sold!



BFS set rep cards, books and videos are TRADEMARKED Products. It is illegal to reproduce these items in full or in partial form.

- Lasts 1 school year (40 weeks)
- Technique and Instruction
- Record sets, reps, times, broken records & more
- Custom Logbooks \$5.50 each (100 minimum)



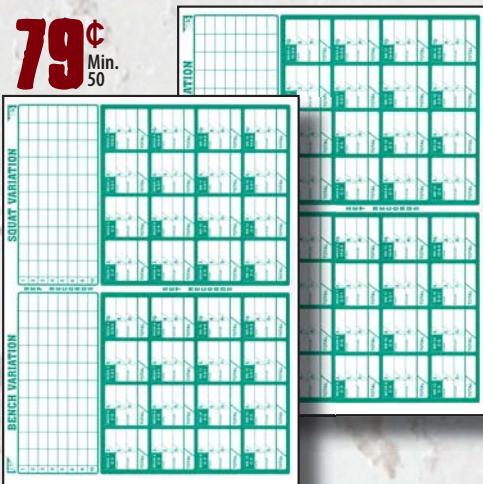
\$2.25 Set Rep Log
25+ price
#325060

1:\$4.00 • 2-9:\$3.00 ea • 10-25:\$2.50 ea
1-800-628-9737

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

Record Cards

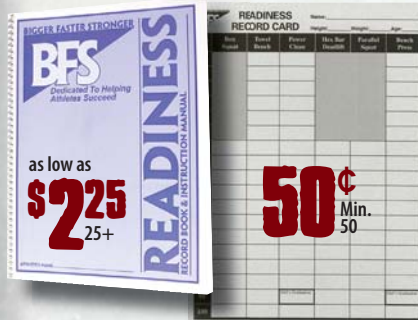
79¢
Min.
50



- 100 pack \$79 / 50 pack \$39.50
- Keeps 16 weeks of records
- Black, Blue, Green or Red
- Other colors available for only \$1.00 each (100 min.)
- Printed on sturdy card stock

Record Cards
(100 pack) #325061
(specify color)

Readiness Book & Cards



as low as
\$2.25
25+

50¢
Min.
50

1:\$4.00 • 2-9:\$3.00 ea • 10-25:\$2.50 ea

The BFS Readiness Program was designed by BFS for junior high school athletes. The emphasis is on the technique of each lift. When athletes achieve the graduation standards, they are ready to move on to the BFS Set-Rep Program.

Readiness Book #325050
or Cards #325062

Sets & Reps Video DVD

\$29



- See how to record lifts correctly and track progress
- Watch how to break 8 or more records every week!
- 63 minutes of instruction on sets & reps

BFS Sets & Reps
DVD #322039
or VHS #322139