

Parker Mathis,
Valdosta HS



Dustin Dillard,
Churchville-Chili HS

High School Football Power Clean Record Breakers

Because the power clean is one of the best total-body core lifts for football, BFS has developed a keen interest in those schools that have achieved the highest standards in this exercise. We look at the number of players on a team who can clean 225, 250, 275 and even 300 pounds. BFS clinician Rick Tomberlin, now the head football coach at Valdosta High School in Valdosta, Georgia, has always managed to dominate all these categories. Until this year.

Paul Dick, head football coach at Churchville-Chili High School in Churchville, New York, has achieved the highest number of football players cleaning 300 pounds – with eight athletes to Valdosta's five. However, Tomberlin still has the lead in the other categories – with 20 players at 275, 20 at 250, and 77 at 225. Great work at both schools!



Strong from the Start

BFS clinician Jeff Sellers is starting kids young with a BFS Youth Football Club in Fort Branch, Indiana. Boys range from second grade to fourth grade, and pictured is the original core team. The club has grown to 23 boys. "We meet once per week and follow BFS training for youth and the Be an 11 program," says Sellers, who originated the club. "The club's dream is to win the Indiana State Championship in football when they eventually play high school football for Gibson Southern High School."

Disruption of the Iron Game

Steel prices increased by more than 85 percent in the past year, and as a result many of our competitors closed down their US factories and moved their manufacturing to China. For some of them this strategy provided a quick fix, as they were able to provide products below the cost of most US manufacturers, but often that strategy backfired: The quality of these products often left much to be desired, and China started buying more steel from the US. And with the increasing fuel prices, the cost of shipping these products from China has eaten up much of their profits.

BFS president Bob Rowbotham says that by purchasing large quantities of steel and creating a large inventory of products in our 70,000-square-foot warehouse, BFS has always been able to offer high-quality, American-made products at the best prices. However, because steel prices will continue to climb and necessitate upcoming price increases,



BFS president Bob Rowbotham with warehouse manager Martin Colunga.

Rowbotham is encouraging BFS customers to consider this fact in their buying decisions.



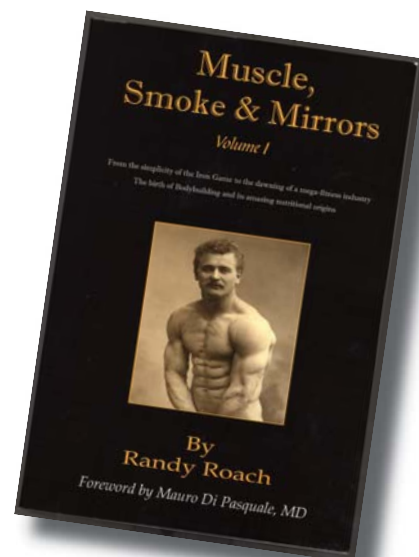
BFS Going Japanese...Again

This year BFS was an official sponsor of the GD Global Challenge Bowl held March 22 in Kawasaki, Japan. Team USA consisted of 40 players selected from 12 states and 27 high schools, and the event attracted 5,000 fans. Next year BFS will be fully sponsoring one athlete to travel to Japan to participate in this exciting event. The selection process will be conducted by BFS clinician Jeff Scurran, who can be reached at coachscurran@yahoo.com. We will provide more details about this event in upcoming issues of *BFS* magazine. For more information on how to apply for this sponsorship, contact BFS at 800-628-9737

BOOK REVIEW:

Muscle, Smoke & Mirrors

Randy Roach has written one of the most extensive and objective histories of bodybuilding with his book *Muscle, Smoke & Mirrors, Volume 1*. A 562-page, extensively referenced text that took the visually impaired Roach five years to write, this volume is part of a 400,000-word, two-volume collection that will set the record straight on how bodybuilding has evolved into a worldwide phenomenon. What is also unique about *Muscle, Smoke & Mirrors* is that it presents a history of bodybuilding nutrition with specific attention to the sports supplement industry. Although this is a self-published book, it is available through major booksellers such as *Amazon.com* and *BarnesandNoble.com*.



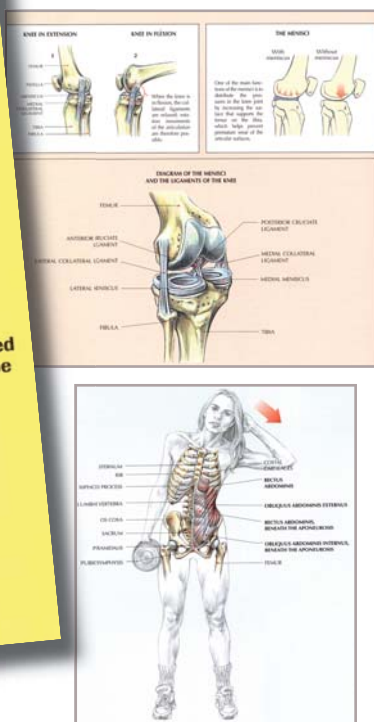
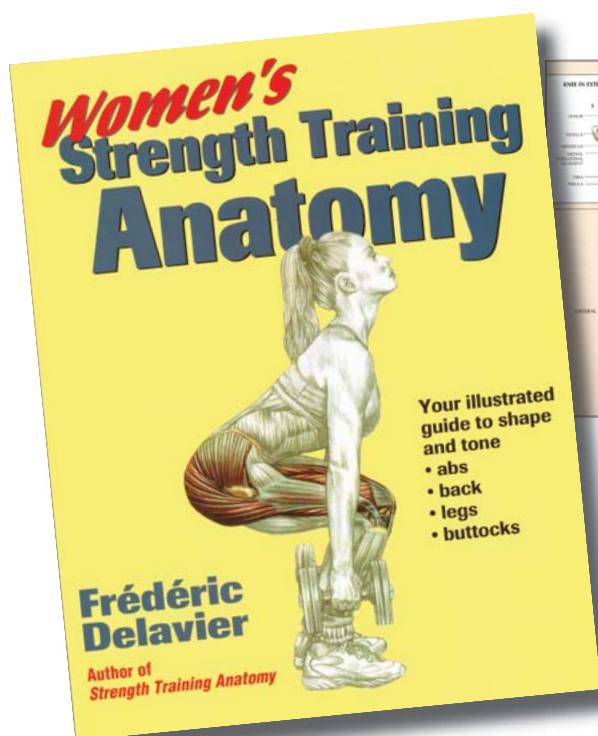


BFS National Convention 2008: Two Decades Strong

On July 24–26 BFS held its annual convention for our staff of more than 50 BFS clinicians. In addition to discussing new products and reviewing policies, clinicians took the opportunity to share their experiences and introduce new ideas. BFS has held this event for more than 20 years, and we are looking forward to our 2009 event.

Jenison High Gets Attitude Adjustment

On August 6 Jenison High School in Jenison, Michigan, held a Be an 11 seminar to kick off the formation of a new Leadership Academy program in its school district. The seminar was conducted by BFS clinician Roger Freeborn and was organized by school superintendent Tom Tenbrink and football coach Irv Siglar. Shown are the outstanding young men and women who attended.



BOOK REVIEW: Women's Strength Training Anatomy

As a followup to his best-selling text *Strength Training Anatomy*, Frédéric Delavier submits for your consideration *Women's Strength Training Anatomy* (humankinetics.com). This dynamic, full-color reference book provides detailed anatomical drawings of 104 popular strength training exercises. It also discusses, in lay terms, some of the major anatomical differences between men and women that apply to strength and conditioning programs.

BFS Magazine Article Treasure Chest

Our website programmer, Greg Minear, has been hard at work uploading past *BFS* magazine articles onto our website, www.biggerfasterstronger.com. To date, Minear has uploaded 1,200 articles going as far back as 1988. You can access these articles for free, and many are provided in a PDF format that you can easily download to your computer and print. For those who enjoyed the Olympics, you can find many feature articles about athletes who competed in the Olympics, for example: Natalie Coughlin (swimming), Spring 2003; Allyson Felix (track), Fall 2003; and Adam Nelson (track), Summer 2004.



PRODUCT SPOTLIGHT

BFS Towel Bench Pad Gets an Upgrade

The towel bench press has been an integral part of the BFS program for more than three decades. Rather than folding a towel and stuffing it under your shirt, you can make the exercise easier to perform with a roller pad called the BFS Towel Bench Pad. We recently upgraded this product with more-durable foam and a sturdy, 100 percent neoprene cover that is easily cleaned. Available through BFS.

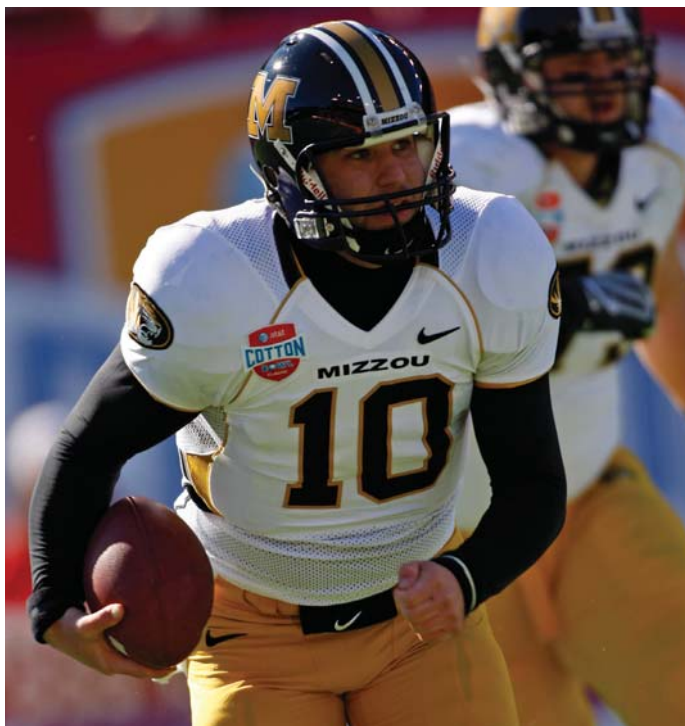


Photo: Mizzou Media Relations

Coming Next Issue

Next issue will focus on college football, with such great athletes as Heisman candidate Chase Daniel of the University of Missouri. We also will announce our BFS High School of the Year. If you believe your school deserves this honor for 2008, which includes a major feature story in *BFS* magazine, please contact *BFS* editor in chief Kim Goss at kim@bfsmail.com. BFS

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**"Every school in the nation should schedule a Be An 11 Seminar today!
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- Coach T. Cox

**"Be An 11 has
changed my life!
I WILL BE AN 11!"**
- Katie Heinlen



**"This is exactly what our school
and community needed."**

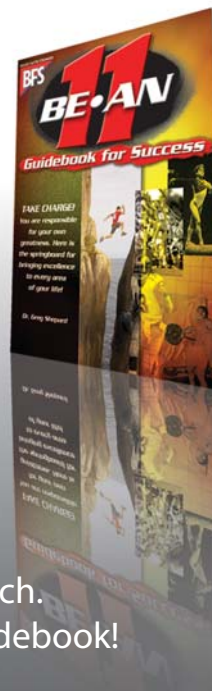
- Coach Fox

Here's How it Works

A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!

**(Interested schools can
request free Be An 11 Book &
Seminar literature)**

The cost is only
\$1,400 up to 50 athletes.
Add'l athletes only \$15 each.
Includes the Be an 11 Guidebook!
*Christian B11 is also available



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/ 1 Day & Be an 11 Seminar / 1 Day Clinic / Certification Clinic

If a B11 Clinic is combined with a 1 or 2-day BFS Clinic,
the cost is only \$15 per athlete, no minimum.

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