



Staying Strong with BFS: **McDonnell Central High**

The Macks are on top of their game

Action photos by Lisa Tenold.



Quarterback Andy Davis hands off to Alex Hiess, who rushed for over 1,000 yards in the Macks' 10-win season.

When you take over a program that is successful, major changes are usually the last thing on your mind. As they say, "If it ain't broke, don't fix it." This was the case for Todd Brown, who took over as head coach for McDonnell Central High School

in Chippewa Falls, Wisconsin. But Brown did see opportunities to do some tweaking.

"We upgraded our weightroom with equipment from BFS to better implement the BFS program," says Brown. "The weight program wasn't a real strength with this team – they just

got by with having good athletes. But in today's age, especially in football, you need a good weight training program to compete at the highest levels."

Brown took over in 2008 a program that had been run by Mark Maloney since 2002. In four of the previous six seasons Coach Maloney



The Macks have been state champions in many sports.

had made the playoffs; in his final season Maloney took the team to a 7-5 overall and a 5-2 conference record. This year, the Macks got into the state championship game and finished with a 10-4 record, being edged out by Chippewa Falls, 27-15. The team also

had a 1,000-yard rusher in Alex Hiess, whose 1,013-yard season included 15 touchdowns.

Brown says that in his first year as head coach, he focused on developing a wide-open offense, which he thought “would be more fun for the



Head football coach Todd Brown

kids.” Brown expected that it would take some work and time to get his



#5 Jake McIlquham
#44 Austin Hiess
#70 Tony LaMartina
#19 Landon Bresina



#24 Luke Ryba
#11 Lucas Roth



#7 Derek Watton

players to believe in the system and have success, but the team surprised him by finishing 7-4 and 5-3 in the conference. “I didn’t expect it to happen so quickly and get this deep in the playoffs.”

“I told the kids that there is strength in numbers, and if they worked hard as a team, they could get to the state championship.”

In addition to upgrading the weightroom, in January of 2007 McDonell Central held a BFS clinic and a Be an 11 seminar with veteran clinician Bob Bozied. These events provided a head start for Brown, who said one of his primary goals was to get more kids into the weightroom. “I told the kids that there is strength in numbers, and if they worked hard as a team, they could get to the state cham-

pionship.” To inspire all his athletes, Brown chose the motto “The Sky Is the Limit.”

The increased year-round participation at McDonell Central has also impacted other sports. This fall,


the girls volleyball team won the state championships, the boys soccer team made it to the state semifinals, and the boys cross-country team also became state finalists. Brown says that he encourages his athletes to play as many sports as they can in high school and to not focus on just one. “I tell the kids that you may not get the opportunity to play these team sports after high school, so why not play as many

as you can and see what happens?”

Although the athletes on the football team are proud of their recently completed season, Brown doesn’t believe they will become complacent in their work ethic. “It’s the one thing I

~ COACH TODD BROWN

don’t worry about with these kids. They understand that with the caliber of teams we play, we have to be at the top of our game every year.”

Brown says that the local community has been tremendously supportive of his coaching philosophy and that the families of the athletes want to do whatever they can to help their kids. It all comes down this: At McDonell Central, success is the name of the game. 



A strong weight training program based upon the BFS principles is key in the Macks’ success. Shown is Beau Mondeau performing the hex bar deadlift.

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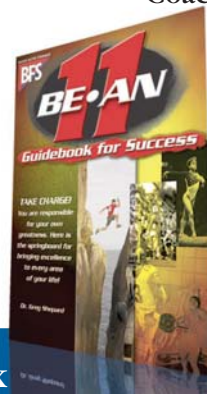
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