

Broz Knows! Another Weightlifting Phenom on the Horizon

Photos: John Broz



In our March/April 2009 issue we reported how John Broz of Las Vegas has been working with two-time National High School Power Clean Champion Pat Mendes. Still a teenager, Mendes has made some amazing lifts in training, including a 407-pound snatch, a 486-pound clean and a 600-pound front squat. Well, trainer Broz has done it again! His newest protégé is Rob Adell.

Only 18 years old and weighing only 207 pounds, Rob Adell has snatched 319 pounds, cleaned 407, clean and jerked 385, back squatted 550, front squatted 462, and bench pressed 425. In 2010 Adell plans to compete in the National Junior Championships and break all the Junior

National records in the 94-kilo (207 pounds) bodyweight class.

Adell is a freshman at UNLV and was a high school honor student at Green Valley High School in Henderson, Nevada. He has a 41" vertical jump, no step, and runs the 40-yard dash in 4.4. Says Broz, "Rob is the most intense kid I have ever seen – his focus is unrivaled. He was able to snatch more than bodyweight after only eight days of learning the lift!"

Adell is a past winner of the National High School Power Clean Championships, a competition that is held every May in Las Vegas.

State Champs! McDonell Central High's Volleyball Team

This issue features a great story about the success of McDonell Central High School's football team. Not to be outdone, during

the fall their girls volleyball team won the WIAA Division 4 state championships, defeating Wausau Newman 3-1. This is the Macks'

first state championships since 1999. Congratulations to head coach Kat Roesler for a job well done!

Photos: Tami See



DOUBLE TAKES

Parma, Keep on Rolling!

Parma High School in Parma, Idaho, was featured on the cover of the March/April 2009 issue of *BFS*. This was a great turnaround story, because in 2004 they'd won just two games and the following two years they only won a total of five games. Then in 2007 the program took off with eight wins, and the following year they won 11 games in an undefeated season and the 2A state championship! This year the football team once again went undefeated. And it's not just football that is winning at Parma. The volleyball team and the girls tennis team each won their second state championship this fall; the wrestling team won the district title; and the school was awarded the State School of Excellence Award for athletics, academics and sportsmanship. Can't get much better than that!



SWIMMING Anatomy

IAN MCLEOD

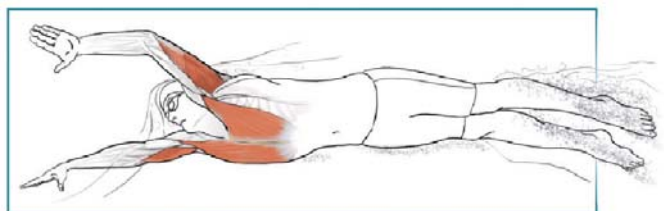


Your illustrated guide for swimming strength, speed, and endurance

Book Review: *Swimming Anatomy*

How can you effectively coach swimming or design a resistance training program for it if you don't know how the muscles work? If you have a copy of *Swimming Anatomy* (Human Kinetics, 2009), you won't have to try to answer that question.

Written by Ian McLeod, a certified athletic trainer who was on the medical staff at the 2008 Summer Olympic Games, this book shows how the muscles work during starts and turns during the freestyle, breaststroke, butterfly and backstroke. It also includes 74 illustrated exercises for swimming that feature color highlights of the primary muscles used in their performance. If you work with swimmers as a sports or strength coach, you definitely need a copy of *Swimming Anatomy* on your bookshelf.



Rock-Solid BFS

Stability. Credibility. Passion. Those are the qualities that have led to the success of BFS, both as an educational body and as a manufacturer and distributor of quality exercise equipment. It's also enabled us to not only survive but also thrive in these harsh economic times. How well?

This October was our best sales month for an October in the history of our company. And November was equally impressive, by beating our sales of last November. Contrast that with our competitors, many of which have lost 40 percent of their business or have gone bankrupt. Further, our upcoming clinics and certifications are filling up fast (check out our website to make your reservations early).

We have stayed solid by offering quality customer service, paying our bills on time and avoiding fads. We also made a decision to keep products in the USA, by means of our 50,000-square-foot manufacturing plant in Utah. Many competing suppliers have gone through China and are now offering questionable steel products and long delays in shipment. But we are stepping up our efforts to support US-made companies along with USA workers.

At BFS, we are taking this opportunity to thank our customers for their support and for believing in our company.



Team BFS weightlifter Chloe Van Tussenbroek

CLINIC CORNER

BFS Swedish Style!



Tobias Olsson

BFS Vice President John Rowbotham recently received this great letter and several photos from Tobias Olsson, who is with the Sodertalje American Football Club in Sweden. Here is what Mr. Olsson had to say.

John,

"I want to thank you for the clinic in Sweden late October organized by Arlanda Jets. It was very giving and I have actually now tested the BFS program myself for 6 weeks, and yes, I must say that it's much better than the more conventional bodybuilding-related program I have used before – the results are over my expectations.

I have not yet implemented the Dot-drill in the workout, run 10 minutes instead, but I run the whole off-season program and also the 1-2-3-4 stretching program. And I must say it's great and a easy way to work out and keep track of the progress.

Me and Sixten who were there have convinced the board in our club (Sodertalje American Football Club) that we should run the BFS program, so all athletes that are interested are free to sign up for instructions from me or Sixten. An order for 30 BFS Set-Rep Log Books will be placed by the club as a starter. The implementation will be on "no strings attached" for the athletes and it's totally up to them if they want to go on the program so to say.

Kind regards,

Tobias Olsson

Sodertalje American Football Club
Sweden





Looking Ahead: USA Weightlifting CEO Visits BFS

On October 20, USA Weightlifting CEO Rick Adams visited BFS headquarters in Salt Lake City to meet with BFS President Bob Rowbotham and BFS Editor in Chief Kim Goss. The purpose was twofold. First, Mr. Adams wanted to learn more about our company and see how our two organizations can work together to help make the United States a world power once again in weightlifting. Adams believes that one key to success is getting the sport introduced at the high school and middle school levels.

During his visit Adams toured our production and distribution facilities, in addition to the editorial offices in Salt Lake City. Adams says he was impressed with what he saw and has included BFS as part of USA Weightlifting's *High Performance Plan*. Shown are several photos from his visit.



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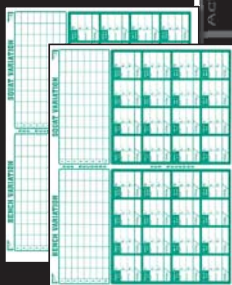
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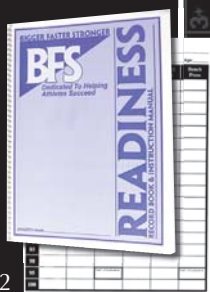
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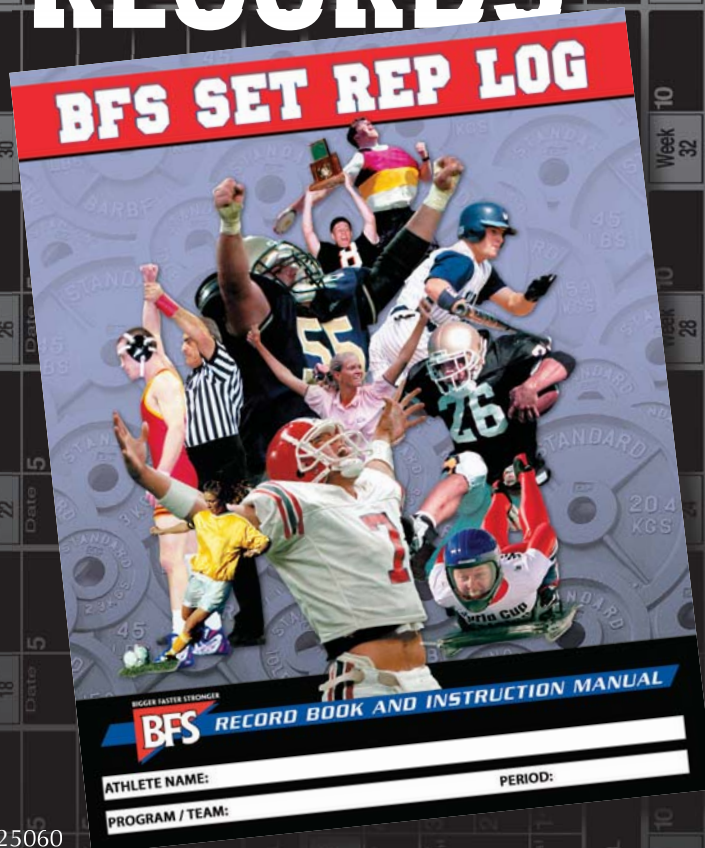
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