

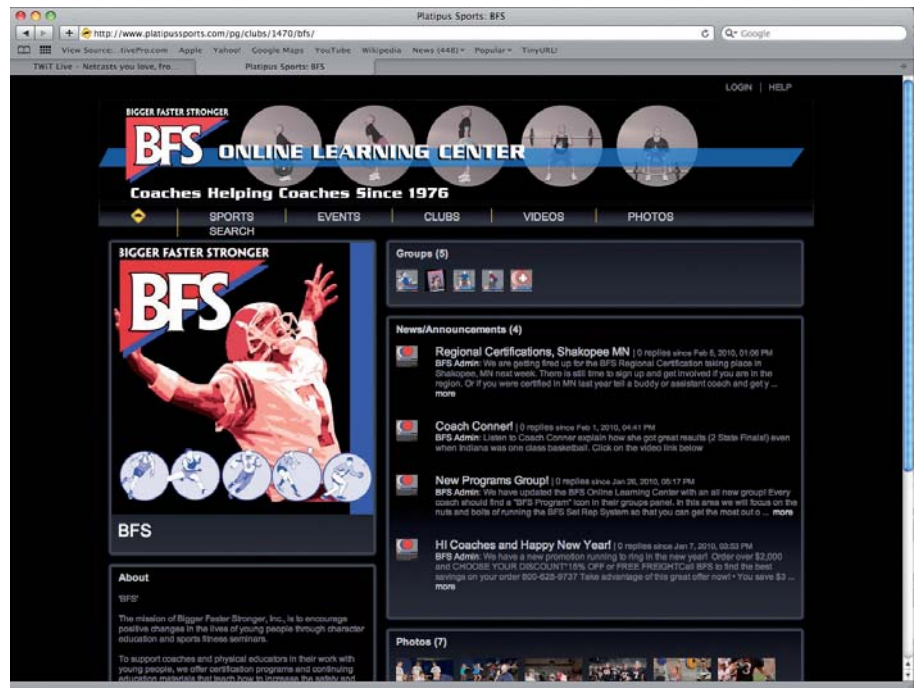
Online Learning Center

BFS's ultimate social networking site for coaches

One of the problems we have had in the past is hearing that a coach was using the BFS program at their school and had poor results. What we often find is that the coach never attended a BFS clinic, but simply read some of our materials and thought that was enough to get started. Well, not quite.

To ensure that a school is using the BFS program the way it was intended ever since BFS was founded over 33 years ago, we have offered clinics in which we come to a school and work with the coaches and athletes. Six years ago we expanded that to regional clinics, in which we come to one location and work with coaches from different schools. Our next step occurred four years ago with a hands-on certification program in which we just focused on working with coaches. But we decided that we needed to take things one step further. And that step occurred one year ago with the launch of the BFS Online Learning Center.

The Online Learning Center is a membership-only website that offers a multimedia approach to continuing education. For example, if you want to learn how to spot the squat correctly, you'll find a video clip of our vice



president, John Rowbotham, performing the lift while being spotted by BFS clinicians. By linking a computer to a video projector, coaches and physical education instructors can share this material with their students. And there are more videos being added on a regular basis.

In addition to being a great educational opportunity, the Online Learning Center serves as a social networking tool for BFS certified coaches

to connect with their peers. Coaches can share their own videos with other clinicians, discuss their successes, or simply use it to keep track of their progress.

For a preview of what's in store for you, go to the Certification section of our website, www.biggerfasterstronger.com/certification, where you will find a link to the BFS Online Learning Center. Welcome to the future! BFS

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