

The Power of Hope

This story has special importance to me because I've known Don Reed for 34 years and he was primarily responsible for inspiring me to be a writer. If it were not for Don, you would probably not be reading this editorial.

A former champion weightlifter for the York Barbell Club and former editor of *Strength and Health* magazine, Don Reed wanted to help his son Roman fulfill his dream of playing in the NFL. And he did this by helping Roman become brutally strong and wicked fast. At age 19, the 6'4" 225-pounder was putting up numbers any pro scout would appreciate – such as a 375-pound power clean, a 425 bench press and 4.52 in the 40! His dream came to an end on September 10, 1994, when he broke his neck.

While Roman was lying in his hospital bed, his doctors told him that he would never walk or use his arms again and he would never father a child. Roman not only regained the use of his arms, he went on to get married, father two children and graduate from the University of California at Berkeley. And the story gets better.

Since his accident, Roman has worked with his father to help raise money for research on spinal cord injuries. The result was Assembly Bill 750, the Roman Reed Spinal Cord Injury Research Act, which was passed in September 2000 and provides \$1.5 million from general funds each year for spinal cord research.

These funds support research at a facility named after Roman, the Roman Reed Core Laboratory, located in the

Reeve-Irvine Research Center at UC Irvine. When I first wrote about Roman in our September/October 2006 issue, the bill had already raised \$4.5 million dollars.

I recently received an e-mail from Don, and he said the act has raised \$14 million so far, and that outside matching donations will add another \$60 million, for a total of \$74 million. Further, the money raised has funded 175 peer-reviewed research papers.

Don, Gloria and Roman continue to work tirelessly to find a cure for spinal cord injuries. Speaking about Roman's attitude, Don said, "He won't give up. It has been 15 years, and he is still just as determined as he was the first day of the accident, when we were riding in the emergency van and he said: "Don't worry, Dad. This is just temporary. We'll get out of this." As we say at BFS, Don, Gloria and Roman Reed are true Elevens!

On to this issue: Our September/October issue places a greater emphasis on training women. One great article you don't want to miss is by

Canadian strength coach and posturologist Paul Gagné on the differences between training men and training women. There are also many other articles that you won't find anywhere else, such as Dr. Marc Rabinoff's piece on background checks and another in our continuing series on the Six Absolutes. It's a keeper!

Enjoy!
Kim Goss, MS
Editor in Chief, *BFS* magazine
kim@bfsmail.com



Roman, Gloria and Don Reed do a remarkable job in fundraising for spinal cord research.

Photo by BayAreaEventPhotography.com



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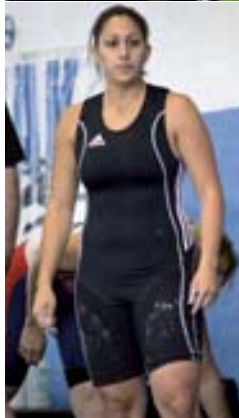
Photo: Mike Ridenour

Janelle Avila: Coming on Strong for Team BFS

The newest member of the Team BFS Weightlifting Team is Janelle Avila, who exploded on the weightlifting scene by winning the Outstanding Lifter award at the 2010 Connecticut Olympic Weightlifting Championships on August 1st in Stamford. She hopes to qualify for the 2011 Senior National

Championships this fall. Avila was a scholarship athlete at the University of Louisville and was on the Under 21 National Field Hockey Team, and she is currently the PICP Director of Development at the Poliquin Strength Institute in East Greenwich, Rhode Island. Welcome to the team!

Photos: Matthew Epstein, www.itakethepicture.com



PRODUCT SPOTLIGHT



The Truth about Protein Bars

The name *protein bar* borders on false advertising,” says Charles Poliquin, who has designed workouts for world record

holders in 10 different sports and professional athletes in the NBA, NFL, NHL, MLB and UK Premier League.

“I say that because it is simply not possible to design a protein bar that makes a significant contribution to daily protein requirements.” As proof, Poliquin provided the protein content (in grams) of the following health food bars: BTU Stoker, 10; Clif Bar, 5; Exceed Sports Bar, 12; Edgebar, 10; Forza, 10; Gator Bar, 3; K-Trainer, 10; PowerBar, 10; Thunder Bar, 10; Tiger Sport, 11.

“But take these numbers with a grain of salt. ConsumerLabs evaluated 30 health food bars and found that 18 of them did not contain the levels of nutrients reported on their labels!” says Poliquin.

Poliquin says the problem with making a protein bar taste good is that protein is not sweet, and that to make a protein bar with a significant amount of

A food bar provides a balance of the three macronutrients (protein, carbohydrates and fats) and is designed to be a healthy snack and an “occasional, low-calorie meal replacement.” The earliest promotion of energy bars was provided by the US space program.

“In the late 1960s Dr. Howard Bauman, a food scientist at the Pillsbury Company, worked with NASA to develop a nutrient-dense food bar that could be used in zero gravity to replace the squeezable tubes of food used before,” says Poliquin. “It was cylindrical, approximately four and a half inches long, and contained just 44 calories. Although there is a question as to whether any of Pillsbury’s Space Food Sticks™ made it into orbit, a type of food stick *was* used in the 1973 Skylab 3. Nevertheless, Pillsbury developed a commercial version of the product called Space Food Sticks, which were wrapped in foil, not plastic, as that’s what the astronauts would use.”

Although food bars used by astronauts are a good idea, BFS has found a way to make them better. And the result is what we call Primal Bars™.

According to Poliquin, “Primal Bars are food bars that present a healthy nutritional alternative to the food bars usually offered in grocery stores. Their primary value lies not in falsely claiming to be an ideal way to help you gain muscle, lose fat or replace meals – whether here or in space – but to stabilize blood sugar levels.”

Poliquin says that most health bars on the market contain fructose, which causes a high spike in blood sugar that is associated with an insulin crash that

causes drowsiness and carbohydrate cravings. Poliquin says excess consumption of fructose products is considered a contributor to insulin resistance and the obesity epidemic in America. This is why instead of containing fructose or artificial sweeteners, Primal Bars contain



Primal Bars™ do not contain fructose, which causes a high spike in blood sugar that is associated with an insulin crash that causes drowsiness and carbohydrate cravings. These food bars are now available through BFS.

polyols that occur naturally in fruits and vegetables.

Primal Bars do not contain soy, which Poliquin points out is associated with hypothyroidism and attention deficit disorder, and blocks mineral absorption and decreases testosterone levels in men. Also, two types of Primal Bars, the uncoated chocolate and uncoated coconut/almond varieties, are dairy free and are made with rice protein. Rice protein is the least allergenic of all protein sources available and is easy to digest. Also, all Primal Bars are free of wheat, corn, trans fats and hydrogenated fats.

With great taste and healthy ingredients, Primal Bars represent an honest end-point in the evolution of the health food bar. To order go to the BFS e-store at biggerfasterstronger.com.



In the late '60s the Pillsbury Company developed a food bar called Space Food Sticks™ designed to be used in zero gravity.

protein “the product would be so dense it would taste like a hockey puck.” As an alternative, Poliquin recommends food bars.

BFS Clinician Bitten by the Weightlifting Bug

After BFS clinician Jeff Sellers and his son Nick attended a seminar by Canadian weightlifting coach Pierre Roy in April at the Poliquin Strength Institute (PSI), Jeff decided to recruit several lifters for Team BFS. The result was he sent four athletes to the USA Weightlifting National School Age Championships, held June 25-27 in Foster City, California. In the team photo are, l-r, Nick Sellers, Jeff Sellers, Cody Pohl, Griffin Scheller and Sam DeLong. In the PSI photo are, l-r, Pierre Roy, Jeff Sellers, Nick Sellers and Team BFS member David Kandell. Kandell is 13, and won the 56 kilo (123 pound) class in the 2010 Connecticut Olympic Weightlifting Championships on August 1st in Stamford.

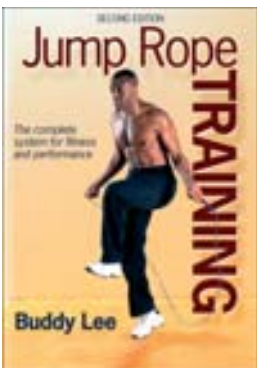
“All four boys are from our town of Ft. Branch, Indiana, population 1,400,” says Jeff. The four boys have

been doing a BFS Youth Workout once per week for the last three years. Cody, Griffin and Sam are 12 years old, and Nick just turned 13. The boys qualified for National in March, and all four went on to finish top 10 in the nation. Cody won a silver medal and Scheller won the bronze, also winning a special award for making all six attempts.

Says Cody, “I love BFS – I guess you can say it has changed my whole life. About one year ago the guys on my street who were doing BFS once per week asked me to join BFS. I was surprised they asked – I was always in fights, in trouble at school, fighting on the bus, cussed nonstop, hated school/homework/grades(all C’s and D’s). After one BFS workout, it was my favorite thing to do every week. I stopped fighting, stopped cussing, and in six weeks I got all A’s and B’s on my report card. I



even tell my mom I love her every time I say goodbye to her on the phone – the other BFS members taught me to do that.”



BOOK REVIEWS: Jump Rope Training BY BUDDY LEE

If anyone could be considered the guru of jumping rope, it's Buddy Lee. A 1992

Olympian in wrestling and a retired Marine, Lee has put on over 6,000 jump rope demonstrations in 50 countries. He is the author of *Jump Rope Training*, which is now in its second printing (2010, Humankinetics.com).

Although it's a training method that has been forgotten or at least neglected by those interested in developing physical and athletic fitness, Lee says that jumping rope offers many benefits, including the following:

- Increased wrist, ankle and knee strength
- Conditioning of your back, shoulders and chest
- Increased gripping strength
- Improved posture
- Increased proprioception in your feet and ankles
- Increased strength in your calves and quadriceps
- Improvements in vertical leap, lateral shifting and start speed
- Stimulation of your vestibular system, which improves balance
- Reduced stretch-shortening cycle, which reduces the time it takes the muscles to contract, leading to improved reaction times, speed, quickness and power
- Increased burning of fat through recruitment of multiple muscle groups and engagement of multiple energy systems
- Improved concentration, which reduces your energy expenditure, increases your endurance and improves your performance

Jump Rope Training is divided into three parts: Jump Rope Training Progression, Jump Rope Training Programs, and Supplemental Uses for Jump Rope Training. Included are sport-specific training programs for more than 40 sports.

So what are you waiting for? Run, don't walk (or skip), to your local bookstore and pick up a copy of Buddy Lee's *Jump Rope Training!*

Getting Her Just Rewards: Amy Elizabeth Medina



The recipient of the 2010 BFS Female High School Athlete of the Year is Amy Elizabeth Medina, who graduated this year from Mountain View High School in Loveland, Colorado. Her story was featured in the July/August 2010 issue of *BFS* magazine.

This annual award is presented to a young woman who combines excellence in athletics with outstanding academics and who is an all-around great individual serving as a role model for others. Medina is one of the best multi-sport athletes in Colorado. She was a member of her school's 2007 state championship



Amy Elizabeth Medina is shown, above, receiving her award for being named the 2010 BFS Female High School Athlete of the Year. From left to right: Gary Luster (high jump coach), Amy, Kevin Clark (head track coach), Rick Logan (Mountain View athletic director).

team in volleyball, and she also won 13 medals in state championships in track, five of them gold. The follow-

ing are the school records she has set in track:

100-Meter Dash: 12.73

200-Meter Dash: 26.10

4 x 200-Meter Relay: 1:43.30

4 x 100-Meter Relay: 49.92

800-Meter Sprint Medley: 1:43.30

Long Jump: 17' 9"

Triple Jump: 38' 02 3/4"

High Jump: 5' 7 1/4"

Medina credits the BFS total program for helping her achieve so many goals in high school. We wish her well as she begins her college experience this fall at Colorado State University, for which she received a track scholarship.



Coming Next Issue

On July 28 and 29 BFS president Bob Rowbotham met with regional and national leaders of firefighters at the 2010 Annual Leadership Conference in Phoenix, Arizona, to discuss the strength needs and requirements of firefighters. While in Phoenix, Bob Rowbotham was also able to certify more than a dozen firefighters from Phoenix, Glendale and Buckeye. Look for more about this meeting in our November/December 2010 issue of *BFS* magazine.

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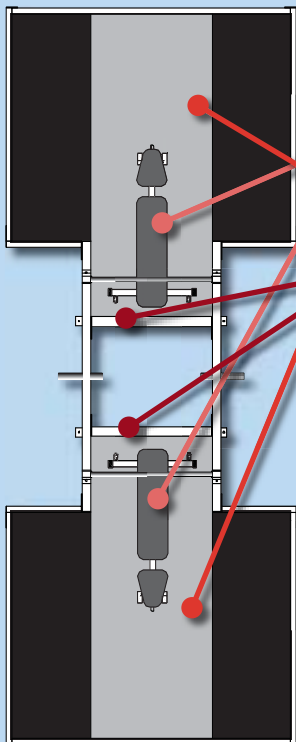


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