

The Ethics of Service

The following incident might not make the next edition of the *Be an 11 Guidebook*, but it did make me think a lot about how some businesses have a hard time distinguishing between right and wrong.

Last Labor Day I found a screw in the sidewall of one of my tires that was responsible for a slow leak. I filled the tire and brought the car to a local auto repair shop, which is part of a nationwide chain that my family and I have done business with for nearly three decades. The salesclerk told me that the position of the screw was such that the tire would have to be replaced. I agreed and had the service done immediately.

The following day I saw that the tire was low, and upon inspection found that the screw was still there – they had replaced the wrong tire! I brought the tire back to the service center. The manager agreed that their staff had made a mistake but said he was not authorized to give me a new tire. Say what?

I called the national customer service number and was told that they would back up the decision of the store manager and that if I was still unsatisfied I should contact the corporate office. Because I could not drive the car, I agreed to have the tire replaced.

Then I wrote the letter from hell to the corporate office. I explained that even though it would cost me more in legal fees and time away from work than the cost of the repairs, I would submit a complaint to small claims court so this incident would become a matter of public

record. The result was that the corporate office refunded all my labor costs and gave me two new tires, with the stipulation that I not publicly name the auto center. Still, it was enough to make me think twice about continuing to be a loyal customer.

I share this story because one trait that has always impressed me about BFS is that we will do whatever it takes to satisfy our customers – even if correcting a mistake means losing money. This commitment to customer service is one reason BFS has been in business for 34 years and is still surviving in this troubled economy, whereas many of our competitors have gone bankrupt.

Regarding this issue, we are featuring many high schools that have embraced the principles of the BFS program and have gone on to achieve tremendous success on the playing field. Also included is the final installment in our Six Absolutes series, a feature on the deadlift, and an interesting editorial by sport/liability expert Dr. Marc Rabinoff on what it takes to be considered an expert in athletic training. And check out some of the updates on

BFS athletes in our What's Happening section – these outstanding young men and women are great role models for America's youth.

Enjoy!

Kim Goss, MS

Editor in Chief, *BFS* magazine

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A junior at Alta High School in Sandy, Utah, Baylie Divino has a 4.0 GPA and has been a model for many BFS training articles. She recently made a verbal commitment to Southern Utah University. Congratulations!



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DEPARTMENTS

2 ■ From the Editor

The Ethics of Service

4 ■ What's Happening

News and highlights from the world of athletic fitness

BFS SUCCESS STORIES

10 ■ Irish Football Goes Green

A great success for Rosemount High School

14 ■ Parish Episcopal: State Champions!

How these young football players from Texas earned their way to the top

18 ■ Of Tribes and Triumphs

BFS helped make everyone a winner at this Idaho school

BFS PROGRAM

22 ■ A Closer Look at Absolute #6

Why it's important to keep your eyes on the prize

26 ■ Rethinking the Deadlift

Questions and answers about a great, but often neglected, exercise

30 ■ Meet the Clinician: Rod Mergardt

A closer look at our newest BFS clinician

FEATURE

32 ■ Top 11 Ways to Build a Championship Program

Take your athletic program to the next level and keep it there

TRAINING AND EQUIPMENT

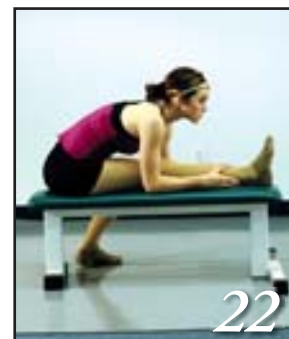
40 ■ Boot Camp Basics

The tools you need for maximum performance

PHYSICAL EDUCATION

46 ■ The Dark Side of Sports: Who Is an Expert?

Practical advice on determining whom you should listen to



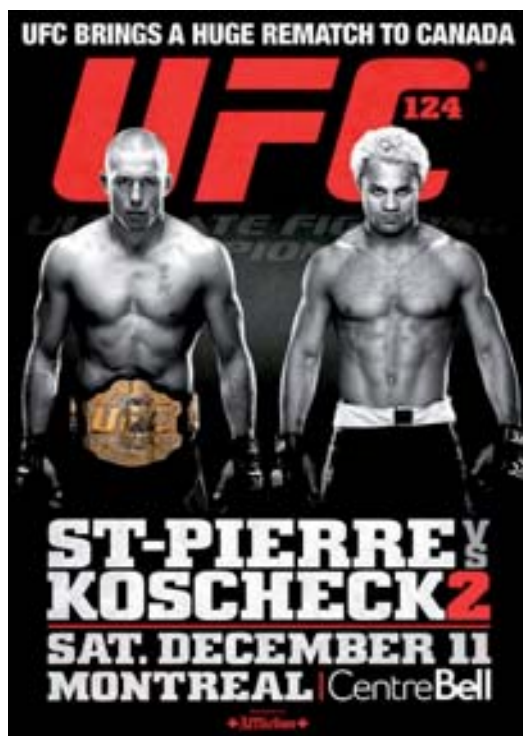
2011 Power Clean Champs Set for Vegas



The 7th Annual National High School Power Clean Championships will be held on May 14 at Bonanza High School in Las Vegas, Nevada. Val Balison is the meet director; for more information contact him at vjbalison@cox.net.

The 2010 event resulted in two men's and five women's records broken.

The best men's lifter was Josh Gilbert of Global High School, who cleaned 270 pounds in the 136.5-pound bodyweight class. This lift is considered the best lift, pound-for-pound, in the history of this competition. On the women's side, the best lifter was Jesse Patryson of Green Valley High School, who cleaned 140 pounds.



Georges St. Pierre Continues MMA Run

The fastest-growing sport in the world is mixed martial arts (MMA), and one of the most dominant fighters is UFC world welterweight champion Georges St. Pierre. And at UFC 124, held in Montreal, St. Pierre once again defended his title, this time over Josh Koscheck in a unanimous decision (50-45, 50-45, 50-45).

In St. Pierre's corner is posturologist and rehab specialist Paul Gagné, a regular contributor to *BFS* magazine. If you would like to learn more about how the best MMA fighters in the world stay healthy and in shape, check out "Training Secrets of Mixed Martial Arts Fighters," which appeared in the March/April 2009 issue of *BFS* magazine.

Charles Writes Checks!

Strength coach Charles Poliquin, in partnership with USA Weightlifting, has established a reward incentive program for USA athletes who break American, Pan American and World records, both at the junior and senior levels. A world record earns \$10,000, a Pan American record \$2,500, and an American Record \$1,000. Coach Poliquin recently got out his checkbook.

At the American Open Weightlifting Championships, held December 10-12 in Cincinnati, Ohio, two athletes broke a total of five junior records. In the 56-kilo class, Darren Barnes clean and jerked 122 kilos and totaled 219, breaking the records held by Bryce Yamauchi. In the 94-kilo bodyweight class, Jared Fleming clean and jerked 186 and 190 for two records, and totaled 340 for another. These records were held by Norik Vardanyan, the son of the famous Russian Olympic champion Yuri Vardanyan.

Thanks for your great support of our future Olympians, Coach Poliquin!



Photo by John Broz



Just call her Dr. Tiara!

Team BFS weightlifter Tiara Lusk is an adjunct professor of business at Brigham Young University-Idaho. Recently we heard that she has been accepted to Pepperdine's Ed.D program in Educational Leadership, Administration, and Policy. Congratulations!



Squats Are Back!

Ivan Abadjiev was a Bulgarian who became a world power in weightlifting and whose training methodology created a paradigm shift in the way weightlifters trained. One of Abadjiev's first students was Alexander Krychev. Krychev won a silver medal in the 110-kilo bodyweight class at the 1972 Olympics, and in

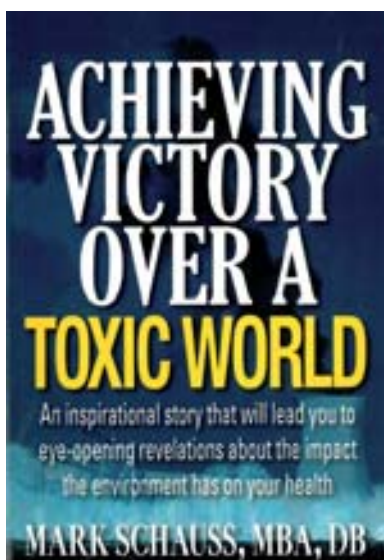
Pat Mendes photo by John Broz



1977 he was hired as Ivan Abadjiev's first assistant coach. Recently *BFS* editor in chief Kim Goss had a chance to interview Krychev.

When asked about some of the controversial

statements that were being made about Bulgarian training, such as squats being replaced by step-ups and lunges, Krychev replied, "During the time of communism, Bulgarian coaches visited other countries with the supposed intention of helping develop the sport. These coaches were instructed to mislead as much as possible to keep the true methodology a secret." Krychev also said that the power snatch and the power clean are sufficient to develop explosiveness for athletes who are not weightlifters.



BOOK REVIEW:

Achieving Victory over a Toxic World

Mark Schauss, MBA, DB, the author of *Achieving Victory over a Toxic World* (AuthorHouse 2008), has spent the last 27 years of his life researching the effects of toxins on our lives. Schauss says toxicity “occurs when something from the outside gets into our system that our bodies view as being foreign and destructive and causes negative effects.”

Schauss says that Americans are “are exposed to about 80,000 chemicals,” and “in a study by an environmental group on people not working in industry, such as teachers and journalists, the researchers found that the blood of the subjects contained nearly 100 chemicals that did not exist 40 years ago.”

If you want to learn more about the effects of toxicity on the body and what to do about them, pick up a copy of Schauss’s book today!



PLAYER PROFILES

Emily “Scooter” Stone



Emily “Scooter” Stone is a 13-year-old eighth grader at Trinity Presbyterian School in Montgomery, Alabama. She began playing softball as a 6-year-old Dixie Darlings League player. Her pitching career began at age 10 when she attended a pitching camp at Florida State University led

by legendary FSU softball coach Joanne Graf. Scooter was named Most Improved Pitcher at the FSU camp.

She has been a Dixie All-Star at every level she has played: Darlings, Angels, Ponytails and Belles. Her Angels All-Star team played in the state championship game and was runner-up. Her Ponytails All-Star team won the subdistrict and district tournaments and played at the state level. She primarily pitches and plays centerfield. She also plays second base.

Highlights include pitching a no-hitter and being selected as the starting pitcher in the championship game of the state tournament. She played-up as a Belles League All-Star, meaning she was still eligible for the younger Ponytails league.

Scooter began playing travel ball with the Dirt Devils

of Auburn as a sixth grader, where she worked her way up to becoming the starting pitcher. This past school year she began playing with the Trinity Junior Varsity team and pitched all but three innings of their 2010 season. She was voted by her teammates for the Leadership Award at the end of the season. She was added to the Trinity varsity roster (as a seventh grader) at the end of the JV season and played in the state playoffs.

Currently, she is playing travel ball with Southern Belles Fastpitch of Pike Road, Alabama. She is the starting pitcher for the 14U league team. She will be playing both varsity and JV for Trinity in the 2011 season. She is also a frequent participant in pitching and hitting camps such as the University of Florida camps hosted by Coach Tom Walton.

Scooter is also a straight-A student, an official hostess at her school and an officer in the Student YMCA organization; she’s also very active in her church. She is the daughter of Gordon and Ellen Stone of Pike Road, Alabama.

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