

Are You a Philanthropist?

It's not personal, Sonny. It's strictly business," is an expression said by gangster Michael Corleone, portrayed by actor Al Pacino, in the 1972 film classic *The Godfather*. Although the primary purpose of a business is to make a profit, that expression is often used to justify actions that could be considered unethical – a free pass, if you will. And certainly this is true in Michael Corleone's case, as he and his associates tended to solve business problems by killing people.

The late Milton Friedman, a recipient of the 1976 Nobel Prize in Economics, has said that a business has only one social responsibility: "...to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud." In this sense, a business has no social responsibility, and its focus should be on making as much money as possible for the owner and its employees. Strength coach Charles Poliquin and BFS share a different perspective.

In the advanced levels of his certification program Poliquin has a segment on how to run a successful personal training business. According to Poliquin, the average graduate of his lower-level certification program doubles their income in the first year. (In fact, Ashley Wiltgen, who competed in the 2008 Olympic Trials and who was featured in our January/February 2010 issue, told me that her income more than doubled in the past year and that she and her husband plan to open a functional medicine clinic.) But what is especially interesting is that one principle of business success that Poliquin teaches in his certifications is the importance of philanthropy.

Poliquin believes that giving to charitable causes is not just a nice thing to do but also pays back in business success

many times over. As a result, he donates up to 10 percent of his business profits to causes he believes are important. One example: Poliquin established and is fully funding the record incentive fund for USA Weightlifting to motivate athletes to fulfill their physical potential. In this program American



Junior American record holder Darren Barnes with OTC coach Zygmunt Smalcerz at a training camp held at the Olympic Training Center in Colorado Springs.

Photo: Nichole Jomanta

athletes will receive money for breaking American, Pan American and world records, both on the junior and senior level. A world record earns \$10,000, a Pan American record \$2,500 and an American record \$1,000. And after the American Open Weightlifting Championships last December, Poliquin gave Darren Barnes and Jared Fleming checks for \$2,000 each for their record-breaking performances.

Likewise, BFS recently awarded Chloe Van Tussenbroek a scholarship to attend college in Rhode Island and train for national weightlifting competitions. Van Tussenbroek, who lifted the most weight of any female competitor in the 2008 National High School Power Clean Championships, will continue to represent Team BFS. BFS has been one of the sponsors of this power clean competition because we believe it is a great way to help identify talent for weightlifting. In fact, two of America's top weightlifters, Rob Adell and Pat Mendes, participated in these competitions – last year in training Mendes exceeded the junior world record in the snatch with a successful lift of 456 pounds, and Adell placed second in the National Juniors behind Jared Fleming.

At BFS we've learned that supporting good causes and being successful in business go hand in hand. It all adds up to an offer you can't refuse!

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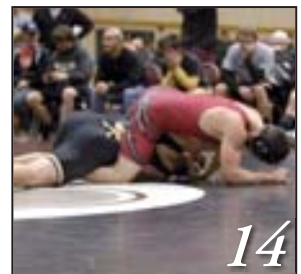


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Fitness Pioneer Jack LaLanne Dies at 96

The physical fitness industry lost an icon on January 23 when Jack LaLanne passed away due to complications from pneumonia. If you've ever used a leg extension machine or slipped a pin into a selectorized weight stack, then you know something of his work because these were his creations.

François Henri LaLanne was born in San Francisco on September 26, 1914, and received the nickname "Jack" by his brother Norman, who lived 97 years. Although Jack was a self-proclaimed "sugarholic" and "junk food junkie" in his youth, when he was 15 he devoted his life to health and fitness after hearing a lecture by nutritionist Paul Bragg. Jack's passion for learning about athletic and physical fitness led him to attend and graduate from chiropractic college.

When he was 21, Jack opened a gym in Oakland, California. He called it LaLanne's Physical Culture



LaLanne as he appeared at his peak of physical fitness and muscular development.

Studio, but many health care professionals warned their patients that lifting weights would make them susceptible to heart attacks, and would make women develop a manly physique. Sport coaches also warned their athletes that training with Jack LaLanne would make them muscle-bound. But Jack's program was a success, and as he built his business, he created many unique training exercise devices, including the leg extension

machine and the selectorized weight stack.

The *Jack LaLanne Show* debuted on television in 1951; it was an exercise show that went into syndication and aired for 34 years. To promote his show and health club business (which eventually grew to 200 clubs), Jack would perform feats that required tremendous muscular endurance. In 1956 at the age of 42 he did 1,033 push-ups in 23 minutes. In 1959 he did 1,000 jumping jacks and 1,000 chin-ups in one hour and 22 minutes. And in 1984, at the age of 70, he swam, handcuffed and shackled, one mile while towing 70 rowboats.

During his career Jack developed many inspirational mottos, which he called "LaLanneisms." Here are a few: "Your waistline is your lifeline," "Ten seconds on the lips and a lifetime on the hips," "People don't die of old age; they die of inactivity," "You eat every day, you sleep every day, and your body was made to exercise every day" and "If man makes it, don't eat it."

Jack LaLanne was an inspiration, and his teachings will live on.



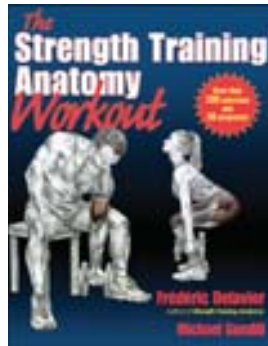
Jack LaLanne looking fit and healthy at his 90th birthday. Shown left to right are *BFS* writer Laura Dayton, strongman/bodybuilder Mike Dayton, Jack and his wife, Elaine.

BOOK REVIEW:

The Strength Training Anatomy Workout and *Ask Coach Poliquin*

Two new books have just hit the market and will be of interest to anyone involved in strength and conditioning. The first one deals with proper exercise form and anatomy, and the second one deals with just about everything.

The first offering is by Frédéric Delavier and Michael Gundill. Delavier's *Strength Training Anatomy* book sold over one million copies, and as a follow-up he has written *The Strength Training Anatomy Workout* (Human Kinetics).



Using a combination of photographs and Delavier's dynamic illustrations, this work shows the proper performance of over 200 exercises. To design strength training programs, it makes sense for a coach to have a basic understanding of musculoskeletal anatomy. Rather than trying to memorize areas of the body by looking at photographs of cadavers, you'll get a much better picture from the real-world examples of functional movement in *The Strength Training Anatomy Workout*. This approach should not only help coaches learn basic musculoskeletal anatomy but also enable them to



Photo: Milos Sancev

better retain that knowledge.

The second book is *Ask Coach Poliquin*. This book has a BFS connection – it was edited by BFS magazine editor in chief Kim Goss.

Because of the constant demand for his expertise,

Coach Poliquin has participated in countless Q&A columns for fitness magazines, websites and audio and video productions in the past two decades. Through his website, *Charlespoliquin.com*, Coach Poliquin reaches an even larger audience with his Q&A columns.

This tremendous body of work, amassed over more than 20 years, presents updated versions of the countless Q&A columns strength coach Charles Poliquin has written for popular fitness and bodybuilding magazines such as *Muscle Media*, *Muscular Development*, *Iron Man*, *Mind and Muscle Power* and *Muscle Insider*. Now, in this compilation you have convenient and economical access to all Coach Poliquin's question-and-answer columns.

DOUBLE TAKES



LUSIA ANGILAU

A frequent sports model for *BFS* magazine, Lusia Angilau is now attending Southern Utah University on a volleyball scholarship. Lusia is 5'10" and plays middle blocker. Lusia was a three-year varsity letter winner at Hunter High School in Salt Lake City, Utah. She holds the record for most digs in a season (211) and was team captain and served as senior class president at Hunter. Says Hunter head volleyball coach Pam Olson, "Lusia is a versatile player who can be put in different positions on the court and excel." Congratulations, Lusia!

Chloe Van Tussenbroek

BFS Weightlifting Scholarship Winner



Chloe Van Tussenbroek is a senior at West Jordan High School in West Jordan, Utah. She is also the recipient of the 2011 BFS Weightlifting Scholarship, which provides \$15,000 towards attending the college of her choice. The scholarship includes special financial incentives for record-breaking performances, along with nutrition supplements and medical benefits for sports medicine care.

Chloe is a level 10 gymnast at Black Diamond Gymnastics in South Jordan/ Park City, Utah. She has



competed at the Junior Nationals, has a background in dance and choreographed her floor routines. Chloe's results in the National High School Power Clean Championships were the highest in the women's division (and she plans to compete again this year). She has also competed in the School Age National Weightlifting Championships. She has a 27.5-inch vertical jump.

After graduation Chloe will be attending the Community College of Rhode Island in Warwick, Rhode Island; she will train at the Poliquin Strength Institute in East Greenwich. She then will transfer to a four-year degree program to pursue a career in sports medicine.



She has



Vicki and Chloe Van Tussenbroek pose with Robert Cipolla, Assistant Dean of Student Development/Assessment at the Community College of Rhode Island.



BFS President Bob Rowbotham congratulates Chloe.

Photo: Preston Norris

Photo: Timeless Images Photography

Last Call for 2011 Power Clean Champs

May 5 is the entry deadline for the 7th Annual National High School Power Clean Championships, which will be held on May 14 at Bonanza High School in Las Vegas, Nevada.



The competition will include eight men's weight classes and seven women's weight classes; each school is allowed 10 athletes for team scoring. There is no entry fee, but entries are limited to the first 200 applicants. Val Balison is the meet director; for an entry packet contact him at vjbalison@cox.net or call 702-672-8168.



Dustin Dillard, 3x National Champion, *photo by John Broz*

PLAYER PROFILES

JD (John David) Strawbridge

A junior at Trinity Presbyterian School in Montgomery, Alabama, JD Strawbridge is a kicker who has achieved great results with the BFS program. His strength coach is BFS clinician Lance Neven, with whom he trains twice a week. At 6'1" and 162 pounds bodyweight, this past year Strawbridge has kicked 54 punts for a total of 2,031 yards (37.61-yard average). His longest punt is 74 yards (4th longest in Alabama high school history), and he's made 17 punts land inside the 20. He has letters of interest from LSU and Miami, and carries a 2.9 GPA.



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