



The *ROAR* of the Grizzlies

How Fruitland High developed its new winning tradition

The 2012 Fruitland football season began with the bar set extremely high. Coming off six straight appearances in the Idaho 3A Championships, this Idaho high school team was expected to return for a seventh appearance with a team that included two Division I Boise State University recruits and a third captain with college potential as well. But it wouldn't be easy.

The schedule for 2012 would be the most difficult in Fruitland's history,

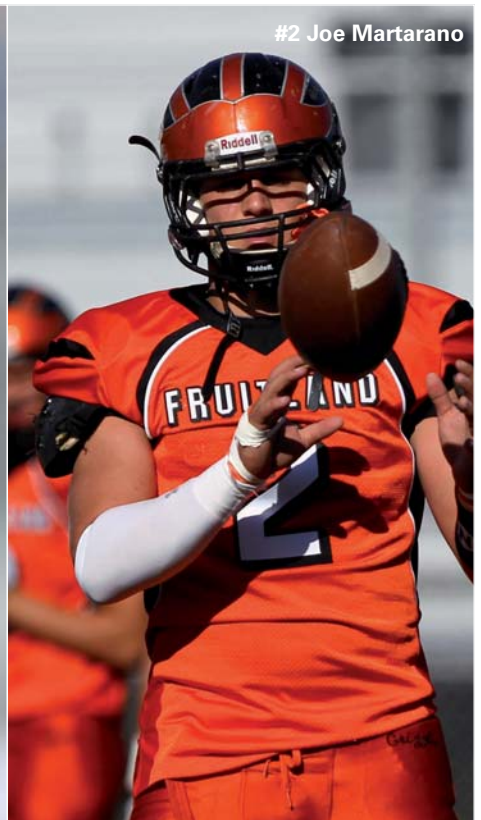
with games against Baker City, eventual Oregon 4A state champions, and Middleton (Idaho) High School, the Idaho 4A finalist. These challenges, as well as those from perennial Snake River Valley Conference powerhouse Weiser High School, meant their 2012 schedule would be the most trying they'd ever had, especially considering that only four out of 12 games would be home games.

"As coaches, we felt our preparation for this season would be the litmus test for our program," says head

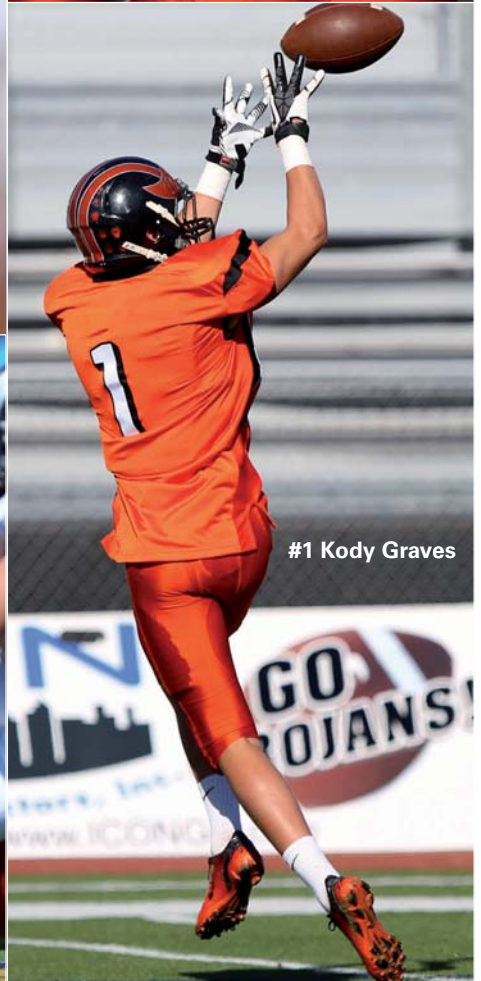
football coach Bruce Schlaich. "We prepared our athletes like we have for the last 12 seasons, with the BFS Beat the Computer program as the foundation for our strength program. With so many different strength and conditioning programs to choose from, we have always used BFS as our foundation," says Schlaich. "The results of this commitment include state championships in 2006 and 2010 and runner-up trophies in the other years for seven consecutive seasons!"



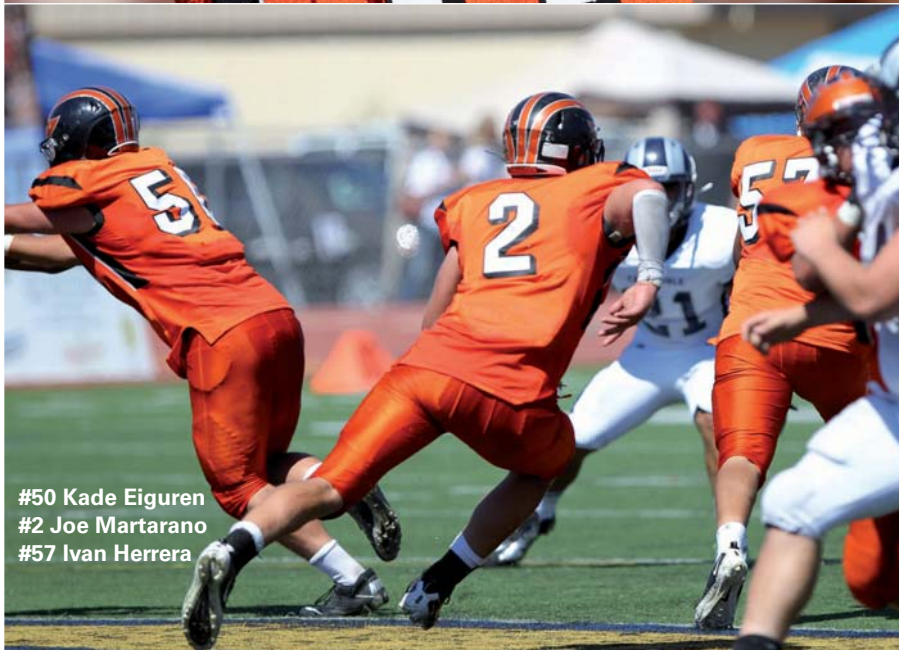
#11 Harvey Ware



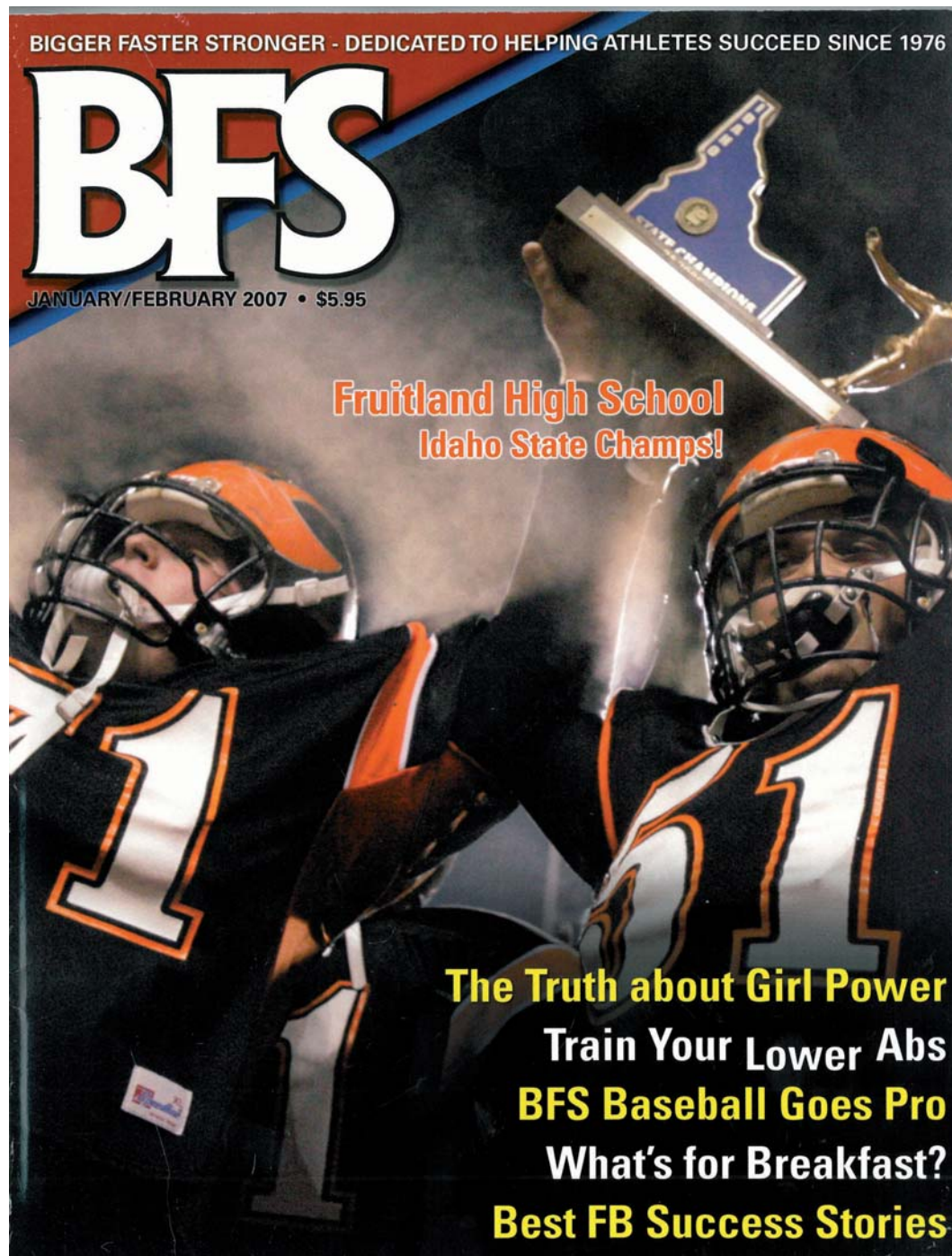
#2 Joe Martarano



#1 Kody Graves



#50 Kade Eiguren
#2 Joe Martarano
#57 Ivan Herrera



The Grizzlies appeared on our January/February 2007 cover when they won the Idaho State Championships.

What that translated into was that beginning in mid-June, the Fruitland athletes met at 7 a.m. five days a week to prepare for the game schedule ahead of them. One unique motivational tool the Fruitland coaches used in the weight-room was a “countdown clock” for the opening game to reinforce the idea that every second wasted is an opportunity

for your opponent to get better.

So how did the 2012 season turn out for the Fruitland Grizzlies? They achieved an 11-1 season, with their only loss coming to a very talented Shelley (Idaho) squad in the championship game. What’s more, this tradition of athletic excellence at Fruitland High School athletics is not limited to its football

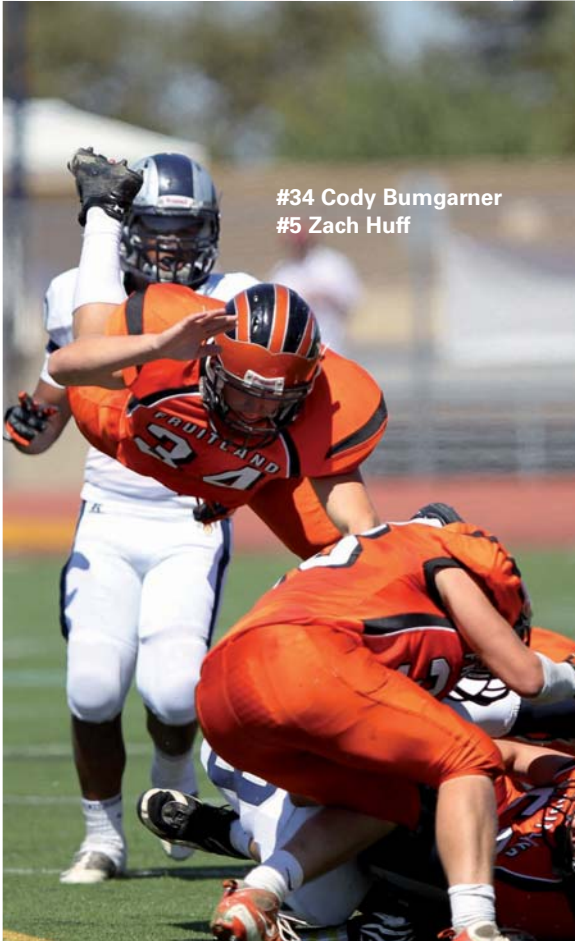
program. In 2011 and 2012 Fruitland won state championships in boys basketball, softball, women’s tennis, women’s volleyball and baseball. “Our continued success is attributable to a number of key factors. We have been blessed with great talent, great assistant coaches, great community and the rock of our success: the Bigger Faster Stronger program!” BFS



#2 Joe Martarano



#31 Eric Corona



#34 Cody Bumgarner
#5 Zach Huff



#32 Chase Fiddler

TOTAL PROGRAM CLINICS & CHAMPIONSHIP CAMPS



Exercise Instruction
Character Education
Coaches Sessions
Weight Room Safety
Weight Training,
Weight Room
Evaluation



Bring BFS into your School

BFS PRESENTATIONS IN 4 FORMATS COMBINE FOR 11

A BFS Championship Camp & Coaches WRSC

2 Days, 50 Athletes & 5 Coaches:
\$6980 Product # 800A

Be an 11 Seminar • 2 Day Total Program Clinic • In-Service Weight Room Safety Certification

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE	
BE AN 11	\$2990	\$1495
2 DAY TPC	\$3990	\$3990
IN-SERVICE WRSC	\$3195	\$1495
IMPLEMENTATION PACK-AGE	\$3500	\$0
TOTAL :	\$13,675	\$6980

Save Over \$6695!

WRSC: \$299 per coach over 5
Camp: \$40 per student over 50

Implementation package

Valued at over \$3,500 the implementation package contains equipment, instructional materials and ongoing support to allow you to take charge of your program immediately after the conclusion of your Championship Camp!

Includes:

Complete Weight Room Evaluation and 2D weight room layout design, Set Rep Logs, Youth Training Bar Package, Total Program DVDs, Be An 11 books, camp t-shirts, 4 month magazine subscription for all athletes and students attending, WRSC Support for certified coaches and much, much more!

Experience, Tradition, and Value:

The BFS Championship Camp delivers a winning culture to your school - in athletics and in life!

B BFS Championship Camp 2 Days, 50 Athletes \$5485

Product # 800B

Be an 11 Seminar • 2 Day Total Program Clinic

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL PRICE: 50 STUDENTS	PACKAGE	
BE AN 11 SEMINAR	\$2990	\$1495
2 DAY TPC	\$3990	\$3990
IMPLEMENTATION PACK-AGE	\$2500	\$0
TOTAL:	\$9480	\$5485

Save Over \$3995!

Camp: \$40 per student over 50

Implementation package valued at over \$2,500. Includes Set Rep Logs, Weight Room Evaluation, Total Program DVDs, Be An 11 books, camp t-shirts and much more!

G Be An 11, Coaches WRSC 50 Athletes & 5 Coaches:

\$4735 Product # 800G

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE	
BE AN 11 SEMINAR	\$2990	\$2990
IN-SERVICE WRSC	\$3195	\$1745
IMPLEMENTATION PACK-AGE	\$2500	\$0
TOTAL:	\$8685	\$4735

Save Over \$3950!

Be An 11: \$30 Per student over 50
WRSC: \$349 per coach over 5

C Be An 11, Coaches WRSC 1 Day Total Program Clinic,

50 Athletes & 5 Coaches: \$6480
Product # 800C

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

RETAIL: 50 STUDENTS & 5 COACHES	PACKAGE	
BE AN 11 SEMINAR	\$2990	\$1495
1 DAY TPC	\$3490	\$3490
IN-SERVICE CERT.	\$3195	\$1495
IMPLEMENTATION PACK-AGE	\$3000	\$0
TOTAL::	\$12,675	\$6480

Save Over \$6195!

Be An 11: \$20 per student over 50
1 Day Clinic: \$20 per student over 50
WRSC: \$299 per coach over 5

Implementation package valued at over \$3,000. Includes Set Rep Logs, equipment, Total Program DVDs, Be An 11 books, WRSC Support and much more!

H Coaches Weight Room Safety Certification

10 Coaches Minimum
\$5190 Product # 800H

Pricing

INCLUDES TRAVEL, AIR FARE AND EXPENSES

10 COACHES
10 COACHES X \$399 - \$3990 + 1200 DEPOSIT
Total: \$5190

WRSC: \$399 per coach over 10
Implementation package worth over \$2,300.

START YOUR CHAMPIONSHIP JOURNEY HERE!

4 Building Blocks are the Foundation of the BFS Camps Clinics and Certification program. With two flavors of the **Total Program Clinic**, the character education benefits of the **Be An 11 Seminar**, and the Strength, Conditioning and Safety instruction of the **WRSC** you can find the combination that your program needs!

2 Day Total Program Clinic: Up to 12 hours of Hands on Strength & Conditioning Training for Athletes & Coaches, Core Lifts, Auxiliary Lifts, Speed, Plyometrics, Flexibility, Nutrition, Program, etc... Coaches only break out session starts off the clinic to ensure you are able to immediately put the total program in use for your team. In a 2 day clinic, a BFS instructor will come to your school and show you how to unify your athletic program to ensure athletes will progress, year-round. The two-day clinic permits more hands-on instruction and additional time for our clinicians to answer your questions to make this a more complete, personalized experience.

1 Day Total Program Clinic: Up to 6 hours of Hands on Strength & Conditioning Training for Athletes & Coaches, Core Lifts, Auxiliary Lifts, Speed, Plyometrics, Flexibility, Nutrition, Program, etc... Coaches only break out session starts off the clinic

Be An 11: Up to 3 hours of Character Education, Goal Setting, Team Building Activities, Championship Attitude Activities, Community Support, Unification, etc... See **page 24** of this magazine to learn how a Be An 11 seminar can inspire your teams and student body!

WRSC: (In-Service or Regional Certifications Available) A BFS Weight Room Safety Certification provides a minimum of 8 hours of Hands on Teaching Protocols, Program Implementation Details, Safety & Liability Details, Weight Room Evaluation, Core Lifts, Auxiliary Lifts, etc... WRSC includes one year of online video training support. See **page 48** to learn more!

OPTIONS TO COVER YOUR UNIQUE SITUATION

D Be An 11 Seminar, 1 Day Total Program Clinic

50 Athletes: \$4985

Product # 800D

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

	RETAIL PRICE: 50 STUDENTS	PACKAGE
BE AN 11 SEMINAR	\$2990	\$1495
1 DAY TPC	\$3490	\$3490
IMPLEMENTATION PACK-AGE	\$2500	\$0
TOTAL	\$8980	\$4985

Save Over \$3995

Be An 11: \$20 per student over 50

1 Day Clinic: \$20 per student over 50

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, Be An 11 books, and much more!

I 2 Day Total Program Clinic, 50 Athletes \$3990

Product # 800I

PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

2 Day Clinic: \$30 per student over 50

Implementation package worth over \$1,500.

E 2 Day Total Program Clinic, Coaches WRSC

50 Athletes & 5 Coaches: \$5735

Product # 800E

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

	RETAIL PRICE: 50 STUDENTS	PACKAGE
2 DAY TPC	\$3990	\$3990
IN-SERVICE CERT.	\$3195	\$1745
IMPLEMENTATION PACK-AGE	\$2500	\$0
TOTAL:	\$9685	\$5735

Save Over \$3,950!

2 Day Clinic: \$30 per student over 50

WRSC: \$349 per coach over 5

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

J 1 Day Total Program Clinic, 50 Athletes \$3490

Product # 800J

PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

1 Day Clinic: \$30 per student over 50

Implementation package worth over \$1,500.

F 1 Day Total Program Clinic, Coaches WRSC

50 Athletes & 5 Coaches: \$5235

Product # 800F

Pricing and Savings

INCLUDES TRAVEL, AIR FARE AND EXPENSES

	RETAIL PRICE	PACKAGE
1 DAY TPC	\$3490	\$3490
IN-SERVICE CERT.	\$3195	\$1745
IMPLEMENTATION PACK-AGE	\$2500	\$0
TOTAL:	\$9185	\$5235

Save Over \$3,950!

1 Day Clinic: \$30 per student over 50

WRSC: \$349 per coach over 5

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

K Be An 11 Seminar 50 Athletes \$2,990

Product # 800K

PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

Be An 11: \$30 per student over 50

Implementation package worth over \$1,000.

Package Details and Information: All camps and clinics offered come with implementation packages containing instructional materials, many worth more than \$3,000. For complete details on these packages and what you can expect from your camp, clinic or seminar visit www.biggerfasterstronger.com/camps. Here you will also find helpful hints and instructions on what you can do to prepare for your BFS clinics. All dates must be booked 30 days prior to clinic date. **Book early to lock in your preferred dates.**



Questions? Call 1-800-628-9737

online at www.biggerfasterstronger.com • email us at info@bfsmail.com

843 West 2400 South, Salt Lake City, UT 84119 • Fax (801) 975-1159