



Coach Clint Morgan and Coach Travis Absher celebrate during the obligatory Gatorade shower after their 34-30 state championship victory.

Staying Strong: Frederica Academy

How a great prep school created a championship football program from scratch

On November 30, 2012, Frederica Academy won its 58th state championship title. This particular title was historic – it was the school’s first-ever football state championship and they won it in the program’s first year of postseason eligibility. Frederica Knights Football had been in existence less than 18 months when it won the 2012 GISA Class A State Football Championship.

Founded in 1969, Frederica Academy is a coeducational, independent college preparatory day school located on Saint Simons Island, Georgia. In April 2011 Frederica hired Clint Morgan to start a football program. Before taking the helm at Frederica, Coach Morgan had compiled extensive football coaching experience, with a 55-27-1 record as head football coach at Bulloch Academy and an overall high

school coaching record of 72-45-1.

Frederica Academy’s ties to high school football were significantly less evident. When Coach Morgan was invited to attend the school assembly announcing the new football program, he was asked to bring a football with him to use for the ceremonial photo opportunity. At the time, the school did not own a single football. “I realized when I had to bring my own football

that we were starting this program from scratch and recognized that it would be a struggle to get the players strong enough to compete right away,” recalls Coach Morgan.

To help address his concerns about player strength and conditioning, Coach Morgan recruited Travis Absher to join him on the new Frederica coaching staff. Coach Absher is a BFS certified weightlifting instructor who was certified in Damascus, Georgia, by BFS clinicians Beau Johnson and Roger Freeborn.

Before football was added to Frederica’s athletic programs, the school had been without a formal weightlifting program and a proper weightroom. In June 2011 the school purchased BFS equipment and Coach Absher implemented the BFS program for Frederica’s new football players. Most of the players had never lifted weights and many had never played organized



#7, Eli Yarborough

#7 senior running back Eli Yarborough rushed for 990 yards and nine touchdowns during the year.

football. They responded quickly to the 1-2-3-4 Flexibility Program and the set-rep system.

“We knew it would be very exciting to come to Frederica Academy to start the program, but we knew it would also be hard to do,” said Absher. “We knew it

would be a challenge to build a competitive team since most of these kids had never even put on pads. The two main reasons for our early success is having quality kids who want to work hard and compete and implement the BFS system by the book. I came in and did exactly



15 Landon Barrow



Shaun Tatum (has the ball)

what Coach Freeborn and Coach Beau taught me at the certification clinic, and the results have been awesome. There is no way we would have been good enough to win a regional and state championship in our second year of existence if it wasn't for our kids' hard work in the weightroom. Our kids run faster, jump higher and are more explosive because of their hard work. Their success in the weightroom helped build their confidence on the playing field and helped them develop a real sense of purpose and perseverance."

Their perseverance served them well when it counted the most. After going 6-2 in 2011 when it played a non-region, exhibition schedule, Frederica started the 2012 season with a 2-2 record. The Frederica Knights' losses were against perennial powerhouse Memorial Day School and Pinewood Christian Academy, a highly regarded

AAA football program. The Knights won their next eight games in a row, sweeping their region opponents and convincingly winning their first two playoff games.

For the state championship game, Frederica hosted region-foe Robert Toombs Christian Academy in a rematch of a game Frederica had won 28-0 earlier in the season. Robert Toombs entered the title game much better prepared and played with much more drive and focus than it had during the regular season matchup. It dominated the Frederica team for the first three quarters. With less than eight minutes to play, the Frederica Knights were down 30-7. The Knights then scored 27 unanswered points. They took the lead on a touchdown run by quarterback Max Bourne. With 37 seconds left in the game, Frederica's Landon Barrow intercepted a Robert Toombs pass to

seal a 34-30 win and give Frederica an 11-2 season – and the school's first state football championship.

Reflecting on the championship win, Coach Morgan states, "Coach Absher has worked with our kids every day to make them bigger and stronger. Having a BFS certified strength coach on staff is what made the difference in our team's success. Travis started working with the kids as soon as we got here and stressed the importance of the weightroom – and the rest is history."

Perhaps even more gratifying for the coaches is how the players responded to their championship win. The Monday morning after the last game the underclassmen met with Coach Absher to pledge their commitment to the weightroom during the off-season and vowed to be in great shape when they take the field in 2013 to defend their state title. **BFS**



After their 18-month commitment in the weightroom to the BFS system these seven seniors earned state championship rings. They are joined by the senior varsity cheerleaders.

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| 2 DAY TPC \$3990 | \$3990 |
| IMPLEMENTATION PACK-AGE \$2500 | \$0 |
| TOTAL: \$9480 | \$5485 |

Save Over \$3995!

Camp: \$40 per student over 50

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

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| 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

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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

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10 COACHES X \$399 - \$3990 + 1200 DEPOSIT
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WRSC: \$399 per coach over 10
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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

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| 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

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

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PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

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E 2 Day Total Program Clinic, Coaches WRSC

50 Athletes & 5 Coaches: \$5735

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| IN-SERVICE CERT. | \$3195 | \$1745 |
| IMPLEMENTATION PACK-AGE | \$2500 | \$0 |
| TOTAL: | \$9685 | \$5735 |

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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!

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PRICING INCLUDES TRAVEL, AIR FARE AND EXPENSES

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Implementation package worth over \$1,500.

F 1 Day Total Program Clinic, Coaches WRSC

50 Athletes & 5 Coaches: \$5235

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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

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