

Coach Andrea Hudy's Path to...

Andrea Hudy is a hands-on strength coach whose collegiate basketball teams have played in two Final Fours.



... Basketball Greatness

How this D1 strength coach produces champions at the University of Kansas

BY **LAANNA CARRASCO, MA**

A desire to motivate and improve those around her sets University of Kansas head strength and conditioning coach Andrea Hudy apart from her peers. Her success is the proof: Hudy's teams have played in two Final Fours and have won nine national Division 1 championships and numerous Big 12 and Big East championships. The athletes she's coached include 66 past and present professional basketball players.

Hudy's sole concern is to develop her athletes to get better every day. Although she has worked successfully with 33 NBA players and 30 WNBA players, Hudy chooses to remain in the collegiate coaching field because she likes the year-round opportunity to influence her athletes. Collegiate sports allow Hudy to coach teamwork, camaraderie and mental toughness every day. Working with sport coaches as well as with the sports medicine and nutrition departments, Hudy enjoys helping the athletes develop the building blocks that will bring them success in physical competition and in their future lives.

"It's great to be a part of the teams. Every day is an accomplishment, and I thank God for the opportunity to work with these amazing groups of people toward a certain goal," says Hudy, who is an integral part of two of the most successful D1 athletic programs in the country.

She started her career as a strength coach at the University of Connecticut, where she earned her master's in

biomechanics and studied with Dr. William Kraemer. But it was Hudy's loyalty to the athletic director there, Lew Perkins, that brought her to UConn. "I



What makes Hudy a rarity is her dynamism, loyalty and intelligent application of scientific principles in her training methods.

had signed my letter of intent to attend Maryland when Perkins was there. Perkins ended up at KU, and he convinced Coach Self [the men's basketball coach at KU] to give me a shot," Hudy says. "Coach Self took some convincing, but he got a lot of feedback from players I've worked with about how healthy they

stayed throughout the season."

When you take a close look at Hudy's coaching triumphs (she was just named National College Strength and Conditioning Coach of the Year by the National Strength and Conditioning Association) and commitment ("I'm on call for the athletes 24/7, and I try to make it fun for the athletes to train"), you realize that what makes Hudy a rarity is her dynamism, loyalty and intelligent application of scientific principles in her training methods.

Still, the fact remains that nearly 85 percent of Division 1 strength and conditioning coaches are male, and Hudy's place in that world is unique – she is the only female director of a D1 sports performance department in the country. Has gender played a role in Hudy's success? The answer might come by looking at the traits that make the most effective leaders.

Mind over Basketball Matters

Social psychology theorist Alice Eagly suggests that women are more likely than men to possess the leadership qualities that are associated with success. Eagly thinks women are more "transformational" than men and care most about developing their followers, inspiring them, listening to them and challenging them to think outside the box.

This quality is apparent in Hudy, who has inspired her athletes by showing she cares about who they are as people. When it comes to the weightroom, Hudy does whatever it takes to motivate

her athletes. Further, she's in shape, can demonstrate lifts with impressive weight on the bar, and regularly conditions with the players. Hudy's got the competitive mindset of a winner and a mentor, which allows her to figure out what each individual needs to excel. She's also got the technical expertise to be progressive with training methods and has brought emerging technology into the weightroom.

For example, the day-to-day philosophy of strength training and conditioning used by Hudy and her coaching team embodies this theme of elite leadership. Hudy uses a flexible periodization model that allows her to adapt training to the complicated basketball schedule and target the individual needs of each athlete. "How you respond each day allows you to train better and play better," Hudy says.

Two of Hudy's primary goals for her athletes are achieving muscular balance and increasing power output as measured by the vertical jump. Hudy's interest in power started early. For her master's thesis at UConn, Hudy conducted one of the earliest studies looking at the negative effect of static stretching on power output. Today, Hudy works with exercise scientist Dr. Andrew Fry, conducting research on power output, performance measurements, and the cortisol stress response that athletes experience during the season. She's presently most interested in training methods for increasing peak power, an athletic skill that applies directly to basketball players who need to have a quick first step or to outjump an opponent for a rebound.

During the season, the basketball players train for high power output in the weightroom with heavy loads. Almost all of their conditioning is done in practice, and Hudy's main focus during the season is to make sure her players don't lose muscle, decrease power or get



Coach Hudy is the only female director of a D1 sports performance department in the country

run-down. The basketball teams don't do any aerobic or "cardio" training.

With mentors and colleagues that include William Kraemer, Andrew Fry, Lew Perkins and Gerard Martin, Hudy continues to rise to the challenges in the strength and conditioning field. Despite gender bias – or irrespective of it – Hudy has used her drive, compassionate

coaching and technical expertise to create a remarkable career.

She offers the following advice for young women who are interested in a career in collegiate strength coaching: "Be persistent and competitive, work hard, learn to effectively communicate with all types of people and always be available for the athletes." **BFS**

BOUND FOR SUCCESS



VARSITY PLYO BOX SET \$695



Set includes: 1-32" box
3-20" stackable boxes
1-booster
Plyometric box
jumping DVD.



\$259 42" Box
\$219 32" Box
\$139 20" Box
\$119 10" Box

INDIVIDUAL BOXES AVAILABLE
ALL PLYO BOXES CONSTRUCTED WITH BFS SOLID SIDED DESIGN TO REDUCE THE RISK OF TRIPPING OR STEPPING THROUGH INJURY

BIGGER FASTER STRONGER

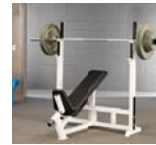


BFS plyo boxes are proudly designed and manufactured in the USA

BFS COACH'S MARKETPLACE



BFS Baseball DVDS. 5 DVD set includes weight-lifting and baseball skills instruction. **Only \$20** Includes Shipping and Handling. www.bfssale.com Promo Code 0313MGBB1



Olympic Incline Bench Like New. **\$200 + shipping.** Limited Quantity. Retail \$515 - **Phone Only 800-628-9737**



Medicine Balls. 4, 6 and 8 lbs only \$10 each plus shipping. Call **800-628-9737** to take advantage of this offer. Limited Quantities - Order Now

BFS CHAMPIONSHIP CAMPS. Two full days of BFS Program instruction in weight room technique and safety. You will have the tools to become Bigger- Faster - Stronger! Book your dates early for best selection. See page 14 of this magazine for details



Sideline Cycle. New in the box - Over inventory items must be sold - Only two left in house!

Sale Price: \$400 + Shipping. Retail: \$995 **Phone Only 800-628-9737**



Weight Room Rules Poster. Keep your athletes safe and efficient with BFS Posters 800-628-9737 See biggerfasterstronger.com for more poster sets!



Manta Ray. Aid in performing Back Squat \$44.95 Available on www.biggerfasterstronger.com



Fat Grips. Add to your barbells for phenomenal increases in your grip strength! \$44.95 800-628-9737 www.biggerfasterstronger.com



Tiger Tail. Smooth Rolling muscle recovery system. Starting at \$24.99



Chalk Ball. \$6.99 Keep your grip with this essential weight room accessory.



Color Coded Belts From BFS. Seven sizes Small through XXXL. Available in 4", 6" and Power Belt thickness. 1/4" Top grain leather with steel buckles these belts are made for high use weight rooms in the toughest environments. Starting at \$27.95 www.biggerfasterstronger.com



\$100 + Shipping - Sit Up Bench. Scratch and dent item only one in stock at this low price! **Phone Only 800-628-9737**



\$500 + Shipping Power Press. Retail \$1345. Scratch and dent item only two in stock at this low, low price! Perfect working order, some cosmetic flaws these are an essential add on to any football training program First come first served. **Phone Only 800-628-9737**



Dream the Biggest Dream. The inspirational novel by Dr. Greg Shepard a must read for athletes and coaches! \$12.95 biggerfasterstronger.com



Coaching Youth Football Series with Jeff Scurran. This \$79, 3 DVD set is designed to help a coach on any level of Youth Football understand how to organize their practice, get more out of their limited preparation time in all aspects of the game. See results that will pay off in game situations. Available exclusively on www.biggerfasterstronger.com/estore



Lock Jaw Collars. Now with locking tab to secure the heaviest weights. \$37 per pair www.biggerfasterstronger.com



Tri Trap Bar. \$129 A versatile addition to your auxiliary lifting program. www.biggerfasterstronger.com



BFS Leather Gloves. Essential for the weight room. Only \$16.95 www.biggerfasterstronger.com



Adjustable Incline Bench. Scratch and Dent Item. Two in stock. Only \$100 +shipping. Retail \$355 **Phone Only 800-628-9737**



Order your free 84 page BFS catalog today! 800-628-9737. Racks, Benches, Upper Body, Lower Body, Selector Machines - Everything you need to build a championship caliber weight room is available from the experts at BFS.

Don't Forget to inquire about the BFS Be An 11 Seminars. This Character building presentation can take your athletes, coaches, teachers, teams and the whole student body to the next level - on the field and in life!

Bigger Faster Stronger 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

BIGGER FASTER STRONGER



PRSR STD
US POSTAGE
PAID
Bigger Faster Stronger



1-800-628-9737

Fax (801) 975-1159
843 West 2400 South
Salt Lake City, UT 84119
info@bfsmail.com

biggerfasterstronger.com



D1 Half Rack Total Package

\$3,475
Save \$200

#6D197 • 1-57" w-66" h-104"

- ▶ Includes D1 Bench!
- ▶ Includes Optional - 1 Land Mine, 1 Pair Dip Handles, 1 Pair Swivle Handles, 1 D1 Bench
- ▶ 3" x 3" 11-gauge steel construction.
Powder coated frame tubing



All New Order Now Call 800-628-9737

Included Optional Equipment:



▶ Land mine option for fulcrum lifts:



▶ Swivle handle chin-up option



▶ Dip Attachment option



Follow @CoachBFS on Twitter for inspirational quotes and ideas on how to Be An 11!



Friend Bigger Faster Stronger online at Facebook to keep up with "What's Happening" around planet BFS

30
FAQ'S ABOUT BFS
Information about the company and its program

42
SQUAT VARIATIONS
A closer look at the king of exercises

Photos: Bryce Klemens

46
COACH HUDY'S PATH TO BASKETBALL GREATNESS
How this D1 strength coach builds champions

GSA Bigger Faster Stronger is a GSA approved vendor
GSA# GS-03F-0001W