



## Three-Peat State Champions *Ithaca High School*

Insight into a great football program that went 42-0!

**B**uild it and they will come,” that memorable line from the film *Field of Dreams*, brings to mind what happened at Ithaca High School in Michigan. In 2012 the school finished a \$1 million renovation on their football stadium. The difference is that the athletes were already there. And they were winning.

It’s the nature of high school sports

that with fluctuations in talent every year, it’s difficult to stay on top. Just about every team, at some point, has a shot at a state championship. The 2010 season was such a year for the Yellowjackets when they went 14-0 and captured the state title – but the story doesn’t end there.

In 2011 they again went 14-0, and then again in 2012, becoming the only

high school football team in the state to go undefeated. Their 42 straight wins add up to the longest winning streak in the playoff era of the Michigan High School Athletic Association, putting Ithaca in a three-way tie for the fifth-longest winning streak in the country.

We asked head football coach and athletic director Terry Hessbrook if there had been any concern that the

athletes would become complacent in their training after winning their first state championship. Coach Hessbrook replied, “Our coaching staff and our kids just don’t have that mentality. We have a blue-collar approach that our kids really bought into. We show up for practice every single day, check in and check out, and try to outcondition everybody else. Our kids don’t do curls to look good on the beach. They squat and deadlift, even though it’s hard, because they know that this is an athletic workout. If someone is going to beat us, they will have to be willing to outwork us. And we like to think that we won’t be outworked by anyone!”

The team’s work ethic is an attitude the community appreciates. “We have fans show up two hours before kickoff to ensure they get the spots they want to sit at during the game,” says

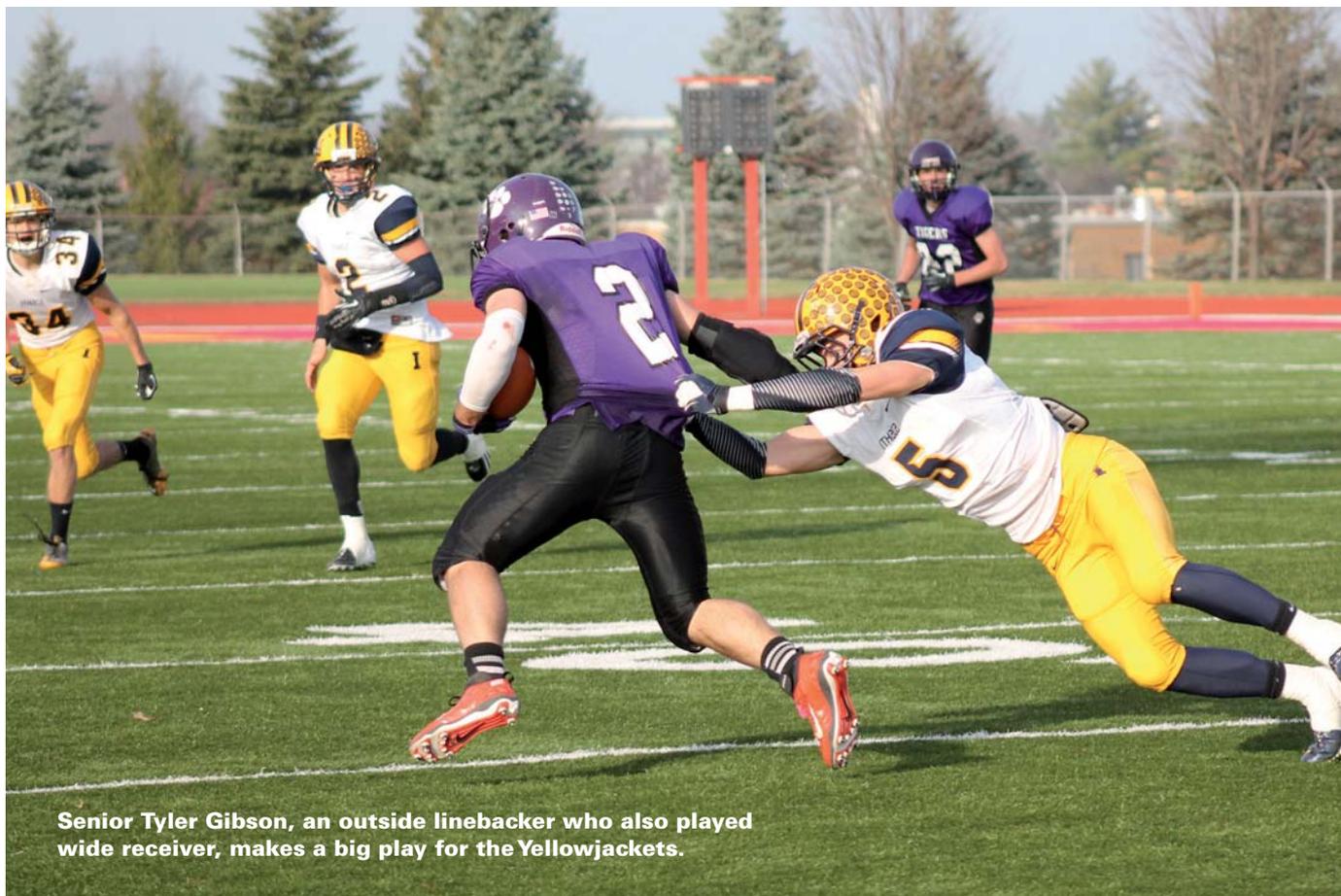
Hessbrook, who has seen up to 5,000 people fill the stands. “Our football team has a tremendous following – in fact, the same can be said for all our athletic programs.”

Another reason for the success of Ithaca athletes is their workout. Hessbrook, who graduated from Ithaca in 1985, attended a BFS clinic in 2001 and convinced the school board to put the BFS program into the school curriculum the following year. “We offer the BFS program as a class. Some trimesters we offer girls-only classes; some trimesters we offer coed classes. We do the six core lifts and the dot drill, we use the BFS cards and we try to test them every month. It has gone over quite well.”

Because Ithaca is a small school with only 400 students, Coach Hessbrook’s coaching staff encourages all their athletes to play multiple sports. He

says, “Because of the size of our school we need to have as many of our kids as possible playing multiple sports.” He adds that the auxiliary lifts in the BFS program allow for flexibility and sport-specific applications, but that they always focus on the core lifts, year round.

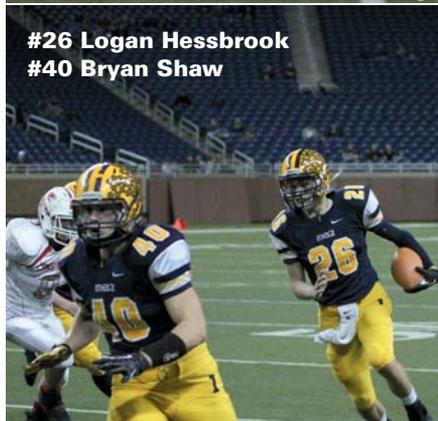
As for the new stadium, an incredible facility that includes a jumbotron, it was a project that was accomplished entirely through private donations. Steve Smith is an Ithaca graduate who has three grandsons who play football, including Yellowjackets quarterback Travis Smith. He and another Ithaca alumni, Dan Macha, helped the school organize a fundraising committee to finance the renovations. According to Coach Hessbrook, Smith not only helped with the committee but also agreed to match funds for any money raised.



**Senior Tyler Gibson, an outside linebacker who also played wide receiver, makes a big play for the Yellowjackets.**



**#23 Luke Bunting**



**#26 Logan Hessbrook  
#40 Bryan Shaw**



**#10 Caden Kipp  
#22 Dakota Reeves**



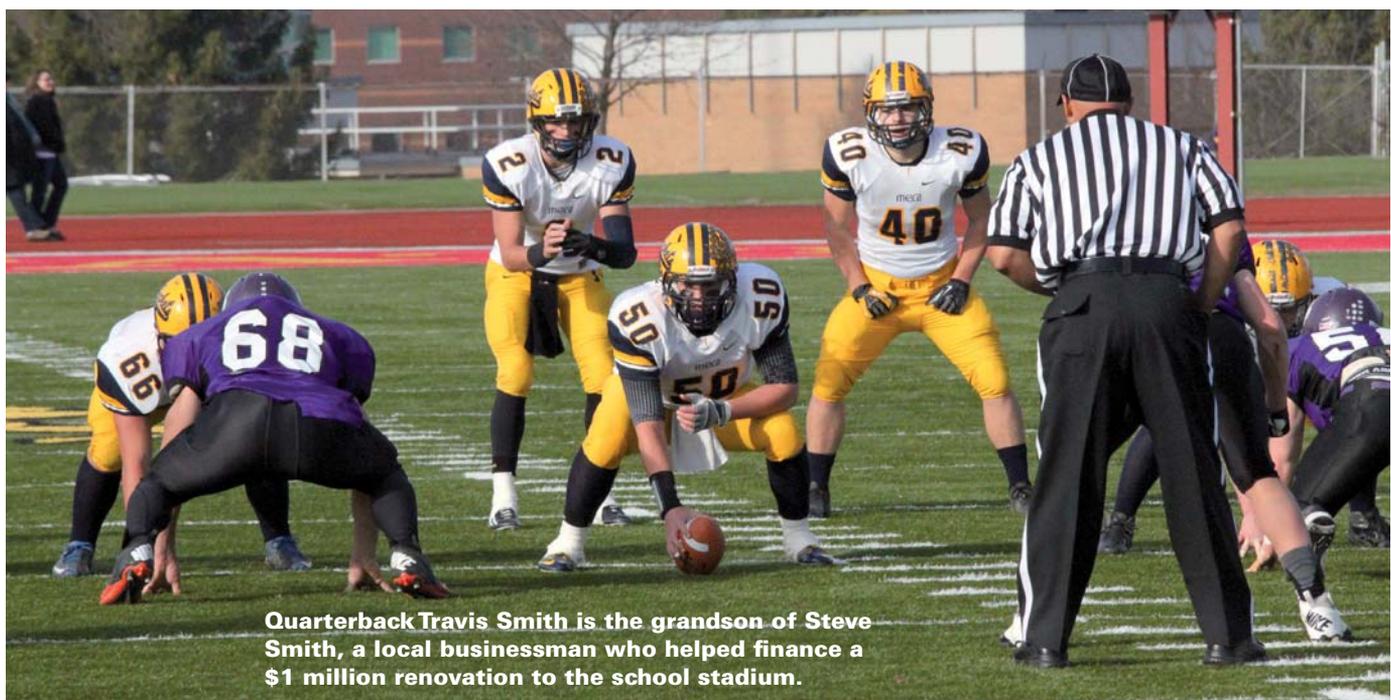
**#55 Josh Capen**

A few of the hard-working players who were a part of Ithaca's 42-0 winning streak!

Hessbrook and his coaching staff have very high expectations for the 2013 season, with many talented athletes coming back, including a returning starting quarterback. With

or without a full slate of returning players, Ithaca's prospects are excellent for another dream season – after all, the school won those three state championships with three different

quarterbacks. As Hessbrook says, “At Ithaca our kids have bought into what we are selling; they believe in the coaching staff, and the coaching staff believes in them!” **BFS**



**Quarterback Travis Smith is the grandson of Steve Smith, a local businessman who helped finance a \$1 million renovation to the school stadium.**

## Sets & Reps DVD \$29

- See how to record lifts correctly and track progress
- Watch how to break 8 or more records every week!
- 63 minutes of instruction

#322039

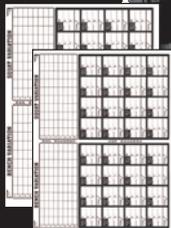


## Record Cards 99¢

Minimum 50

- 100 pack \$99
- 50 pack \$49.50
- Track 16 weeks

#325061BK



## Readiness Book \$5

- 1: \$5 • 2-19: \$4 ea • Over 20 \$3 ea
- The BFS Readiness Program introduces athletes to weight training by emphasizing perfect technique. A solid foundation for all athletes!



#325050

## Readiness

## Cards 75¢

Min. 50

#325062BK



## Custom Logbooks

\$4.50 each

(50 minimum)  
Build team pride!

BFS set rep cards, books and videos are TRADEMARKED Products. It is illegal to reproduce these items in full or in part.



BIGGER FASTER STRONGER

# BFS

# BREAK 8 RECORDS A WEEK GUARANTEED



#325060

#325040

# YOU CAN'T BREAK RECORDS IF YOU DON'T KEEP RECORDS

Track 1 Full Year • Includes Instruction  
Record sets, reps, times, broken records & more!

1 book - \$5.00    2-19 books - \$4.00 ea    Over 20 - \$3.00 ea

DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

OVER ONE MILLION SOLD! - CALL 1-800-628-9737

online at [www.biggerfasterstronger.com](http://www.biggerfasterstronger.com) • email us at [info@bfsmail.com](mailto:info@bfsmail.com)  
843 West 2400 South, Salt Lake City, UT 84119 • Fax (801) 975-1159

# 8' POWER RACK AND PLATFORM

**MADE WITH AMERICAN PRIDE!**

**AND PLATFORM**



# PRIDE!

## + SAFEST RACK AND PLATFORM COMBINATION

You need to capitalize on your training program by getting maximum results from your athletes within a limited schedule. BFS can help with versatile equipment designed to make the most of the space you have in the time you have. Features such as pre-fixed bar catches and variable grip pull up bars on the 8' Power Rack With Platform will help you move athletes and students through their workouts quickly and efficiently. Call a BFS professional to learn how proper weight room configurations can improve safety and efficiency in your program. **MAXIMIZE YOUR SPACE & MAXIMIZE YOUR VALUE - ONLY \$2595**

BIGGER FASTER STRONGER



*COACHES HELPING COACHES*

BFS steel equipment is proudly designed and manufactured in the USA

**CALL NOW 1-800-628-9737**

[www.biggerfasterstronger.com](http://www.biggerfasterstronger.com) • email us at [info@bfsmail.com](mailto:info@bfsmail.com)  
843 West 2400 South, Salt Lake City, UT 84119 • Fax (801) 975-1159

**Rotational Body Weight Training**  
**CrossCore 180**  
Expand Your Rack!  
Add Body Weight,  
Rotational Training  
to your rack for only  
**\$249.99**

# POWER CENTER



The Bench is the Heart of Your Upper Body Program



## Olympic 4-in-1 Bench

Highest quality construction - period

Easily adjusts between Olympic decline, Olympic bench, Olympic Incline and Olympic military (-20, 0, 30, 85 degrees)

Built sturdy for your strongest athletes

**\$645**

I-67" w-48" h-57"

Flat



Military



Military (shoulder press)



Flat



Decline



Mobile



## Flat Bench With Incline

Easily adjusts from flat to military: 0, 30, 35, 45, 85 degrees

Heavy-duty: Built to last

Easy to move with handle and wheels

**\$415**

I-51" w-30" h-18"

BIGGER FASTER STRONGER



BFS steel equipment is proudly designed and manufactured in the USA

**GET STARTED! 1-800-628-9737**

online at [www.biggerfasterstronger.com](http://www.biggerfasterstronger.com) • email us at [info@bfsmail.com](mailto:info@bfsmail.com)  
843 West 2400 South, Salt Lake City, UT 84119 • Fax (801) 975-1159