

Big Men Can Squat

In the 1980s when BFS staff began training the Utah Jazz, they immediately found that these extremely tall athletes often had trouble performing basic exercises such as the squat and the power clean. It's one thing to coach an athlete who stands six feet tall, but it's a whole 'nother ballgame to coach someone a foot taller. But these athletes persisted, and the BFS coaching staff saw players such as Blue Edwards cleaning 300 pounds and squatting over 400. Such dedication also played a role in the ability of the Jazz to play hard and stay healthy – in 1989 Coach Greg Shepard reported that the Jazz had the fewest number of injuries for eight of the previous nine years.

One college strength coach who is continuing to set new standards in training elite basketball players is Coach Preston Greene, strength

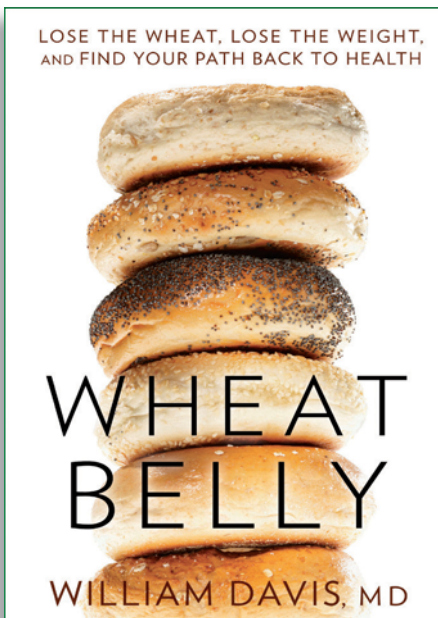


Photo courtesy of Travis Kwok, Florida

and conditioning coordinator at the University of Florida. His story appeared in the January/February 2012 issue of *BFS* magazine, and he recently sent us an update on his team's off-season progress.

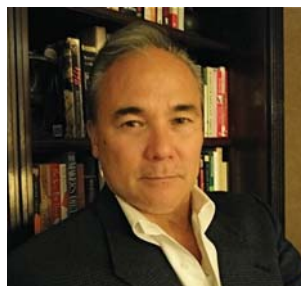
To help his athletes get low in the squat, Preston says he started with a progression of single-leg exercises such as step-ups and split squats, plus soft-tissue body work and changing

the strength curve of the exercise with apparatus such as chains. "I think there is a mutual level of respect between the players and strength staff; thus they are more inclined to trust and believe in the coaching cues. Perhaps at first they give you a look of confusion, but by taking time performing many warm-up sets at a low rep bracket, they become accustomed to it."



BOOK REVIEW: *Wheat Belly*

Dr. William Davis is on a personal crusade to eliminate wheat from our diets, believing that it will not only help us lose weight but also prevent and resolve numerous health issues, especially those involved with digestion. His research is presented in the #1 New York Times Bestseller *Wheat Belly* (Rodale 2011). Backed by extensive research and his own work as a cardiologist, Dr. Davis makes a convincing argument that wheat – not sugar or a sedentary lifestyle – is at the root of America's obesity epidemic.



Hammer Champ Lindsey Spencer Joins Team BFS

Lindsey Spencer is the newest member of the Team BFS Weightlifting Club. A former track athlete who this summer converted to weightlifting, she qualified for the 2014 Senior National Championships in just her second competition. In 2013 Spencer graduated from Utah State University with a master's degree in physical and sports education.

As a student-athlete at USU, Spencer competed in the shot put, weight throw, hammer throw and discus events. Spencer's specialty was the hammer (just like the Norse god Thor), and she won the Western Athletic Conference Championship in 2012. Along the way she set school records in the outdoor discus (178-09) and hammer throw (203-04).

After a month of being trained long distance by *BFS* Editor-in-Chief Kim

Goss, Spencer moved to Rhode Island to train with Coach Goss on a fulltime basis. In addition to representing Team BFS, Spencer is sponsored by the Poliquin™ Group.

Sarah Valentine photo



BFS Magazine moves into the digital age



BFS Magazine is expanding our format for 2014. We will be moving to an online format for summer issues to make the BFS Magazine more accessible to our readers throughout the year. The school year issues will remain as a printed magazine and be delivered to our subscribers just as always during the first week of November, January and

March. Now however the May, July and August issues will available online through our BFS eStore.

We are very excited to be able to offer our readers the convenience of a magazine delivered to them during their busiest time of year. During the months school is out electronic issues will be available through online distribution.

BFS will be able to take advantage of the wide variety of options that an electronic publication offers. We project moving into a media rich environment where the online version will reach coaches athletes and teachers away from the school, keeping you in touch with the world of BFS throughout the year.

The all new BXI line of weight room equipment BFS has the answer for maximizing a weight room

BXI powered by BFS is an all new line of equipment built from the ground up with the idea of providing the essentials to your weight room efficiently and economically. The BXI Power Rack is a perfect example. It comes in a bolted or welded together option for ease of installation in even the tightest weight room. Additionally this power rack comes in two depths, 36" or 30", to further ensure compatibility.

Well reasoned accessories include the Mobile Bumper Rack on castors to easily move from station to station and the 9 Bar Storage with vertical design to maximize space. Combined with accessories like the Dog Sled and Farmer's Walk bars BXI deserves consideration for new weight rooms or even a personal garage or basement set up. Think about it!

BXI

Powered by BFS



BFS WRSC Certified Coaches get their own branded line of apparel

Being a BFS Certified coach puts you in a select group whose members have demonstrated their commitment to their students and profession. Becoming certified with a BFS WRSC takes an effort of time and energy that

we feel should be acknowledged.

BFS is proud to launch a line of WRSC logo tee shirts, polo shirts, warm up jackets and more. These stylish articles are only available to coaches and teachers who have

completed the WRSC course and have received their certification and access to the BFS Online Learning Center, the hub of all the valuable training and video aids that come with being WRSC certified..

To peruse the selection of clothes available simply log into the OLC today.

SALE

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\$500 EACH
PLUS SHIPPING**

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ONLY 1 EACH**

NEW LOOK

New look QuickWrap lifting straps are the ultimate weight lifting strap! Now available at biggerfasterstronger.com



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Retail Price \$1,965 White & Blk



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White & Blue Retail Price \$1,995



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Retail Price \$1,995 Wht & Blk -
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Color Coded Belts: 7 sizes.
Available in 4", 6" and Power Belt
thickness. 1/4" Top grain leather with
steel buckles. Starting at \$27.95

NEW PRODUCTS Resistance Bands

| | | | | | | | |
|-------------------|------------|---------|---------|----------------|------------|---------|---------|
| 1. Purple Mini | 1/2 Inch | #315050 | \$9.00 | 5. Black Large | 2 1/2 Inch | #315054 | \$27.00 |
| 2. Red Super Mini | 13/16 Inch | #315051 | \$13.50 | 6. Purple XL | 3 1/4 Inch | #315055 | \$42.00 |
| 3. Blue Small | 1 1/8 Inch | #315052 | \$18.00 | 7. Red Monster | 4 Inch | #315056 | \$52.50 |
| 4. Green Medium | 1 3/5 Inch | #315053 | \$22.50 | | | | |



Resistance Bands Sets

| | | |
|--------|--|---------------------------------|
| 315057 | Readiness Band Set Pairs 1, 2, 3 | \$75.00 Save \$6.00 |
| 315058 | Varsity Band Set Pairs 1, 2, 3, 4 | \$115.00 Save \$11.00 |
| 315059 | Elite Band Set Pairs 1, 2, 3, 4, 5 | \$160.00 Save \$20.00 |
| 315060 | D1 Band Set Pairs 1, 2, 3, 4, 5, 6 | \$230.00 Save \$34.00 |
| 315061 | Pro Band Set Pairs 1, 2, 3, 4, 5, 6, 7 | \$315.00 Save \$54.00 |

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
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