



BFS founder Dr. Greg Shepard is shown at one of his inspirational Be an 11 seminars, a character education program he created.

Character Education *Now!*

What coaches, athletes and parents will experience at a Be an 11 Seminar

Those who know about the BFS organization associate it with strength and conditioning, and it's true that the BFS Total Program is a great workout for young athletes. But there is much, much more to like about BFS, one aspect being the Be an 11 program.

Every year BFS clinicians visit numerous schools and youth organizations to give presentations that guide young people in setting worthy goals, both athletic and personal, and then help them develop action plans to achieve these goals. BFS shows young people the importance of making positive choices, maintaining their self-respect and being team players and role models for others. The Be an 11 program is simply about being a success in all areas of life.

The Be an 11 program grew out of an idea Dr. Greg Shepard had years ago while giving BFS Total Program clinics. To demonstrate how the support of teammates can produce greater intensity, Coach Shepard would ask a football player, usually a junior, to perform a maximal box squat. He would load a heavy weight on the barbell and ask the athlete to perform as many reps as he could with his teammates cheering him on. The athlete would always do considerably more reps or lift more weight than he could otherwise.

At first Coach Shepard conducted these exhibitions primarily with football teams. One year he did a seminar for the Springhill High School football team in Louisiana. He had the barbell loaded to 400 pounds, and before the athlete attempted

the lift he asked the team how many games there were in a football season in Louisiana. They said 14. Then he said, "It's really hard to go 14 games, and this young man here is going to show us how hard it is to go 'all out' for 14 games by doing 14 reps on the box squat with this weight." Choosing a motivational goal this way worked great until Coach Shepard started doing clinics for other sports.

In basketball a high school team may play 26 games in a season, and in baseball, 30. Coach Shepard's initial question before the box squat challenge changed to, "On a scale of 1 to 10, what kind of effort should we give – what do you want to be known for?" Immediately one of the athletes would say, "10!" but inevitably someone else would top it by shouting, "11!" Says

Shepard, "I would roar back at them, '11?' What a great idea! So let's vote on it. On a scale of 1 to 10, how many of you want to be known as a team that gives a 10? How about an 11? Their response would unanimously be '11!' That's how Be an 11 came to be."

Who Is an Eleven?

Here are some of the many qualities that define an Eleven:

- Elevens are trustworthy and dependable.
- Elevens are people you can always count on.
- Elevens are goal oriented and make success happen.
- Elevens are morally strong.
- Elevens pull others up spiritually, mentally and physically.
- Elevens are pleasant to be around in every situation and among all groups of people.
- Elevens are loving and respectful to others, especially their family members. Elevens make every effort to be great students.
- Elevens are leaders.

The bottom line is that Elevens are young men and women who try to do the right thing all the time, even if criticized. They follow and believe in these three rules for success:

Rule #1: I am worth my highest goal. I deserve success. I will walk, talk, think and act like that successful person I want to be.

Rule #2: I will surround myself with positive people, places and things. I refuse to associate with any person, place or thing that creates negativity or mediocrity.

Rule #3: Nothing, absolutely nothing, will stop me from being an Eleven!

Who can be an Eleven? Anyone. It's simply a matter of attitude. It's not about talent or intelligence, but a willingness to try continually to raise your personal bar of excellence. Changing your attitude will change your life. You can guarantee yourself success with the right mental attitude. A sign in the Dallas Cowboy weightroom states, "It takes no talent to hustle." Those who give it their all every day are Elevens!



Elena Delle Donne, an Olympian who plays for the Chicago Sky, represents the type of role model featured in *BFS* magazine. Delle Donne's story appeared in our Sept/Oct 2013 issue, in which she said, "I hope to be able to use my talents to have a positive effect on the lives of people with disabilities through camps, clinics and volunteer work."



One example of an Eleven individual is the late John "Nellie" Nelson. Nellie's inspirational life story is shared at every Be an 11 seminar.

The John "Nellie" Nelson Story

One example of an Eleven is John "Nellie" Nelson. The life story of Nellie, who passed away on August 30, 2009, is shared at every Be an 11 seminar. Nellie was an assistant football coach for 20 years at Pacific Lutheran University (PLU) in Tacoma, Washington. One of his players was John Rowbotham, who would eventually become the president of BFS.

On Sunday, September 6, 2009, more than 1,500 people whose lives were touched by Nellie attended a service to honor him. For their opening game, the football team placed a silhouette of Nellie on their helmets with a sticker that stated some of Nellie's last words: "I am not afraid."

Nellie was born with arthrogryposis, a disease that locked all his joints from the neck down, and doctors did not believe he would reach the age of 30 – but Nellie's love of life enabled him to make it to 44. John Rowbotham, current president of BFS, developed a close relationship with Nellie that extended long

after his athletic career. Here is what Rowbotham said about Nellie previous to the passing of his friend:

"The first time I heard Nellie tell about his life was after one of the games where he spoke to the football team. When I heard how tough his life had been and still is, I was just amazed at the man he has become. Nellie is a proud man, confident, hardworking and determined. I just couldn't imagine going through the things he has and having the outlook on life that he has. At that point I really wanted to get to know him better and to draw on his strength. We developed a close friendship and a trusting relationship.

"Nellie helps people understand life. Too often, the things that should matter – taking care of others, integrity and love – get swept under the rug because we get involved in seemingly more important things such as money, winning and ever-changing priorities. Nellie brings us down to the essentials: being humble, seeing the importance of the little things. I am a better person because of Nellie. I find myself in my daily life saying, "Hey, Nellie got through that! I can sure as heck get through whatever obstacle I'm going through. Nellie was the greatest of friends – and he will forever be remembered."

Accept the Be an 11 Challenge

Almost everyone is an Eleven some of the time. However, let's be realistic – no one is an Eleven all the time. The goal is to be an Eleven more of the time. For some, this goal might seem overwhelming, but there are literally hundreds of practical tools to help, and these are discussed in Be an 11 clinics.

Everyone dreams of victory, whether it's a tough running back or a shy teen trying out for a part in the school play. Talent and the desire to succeed are just

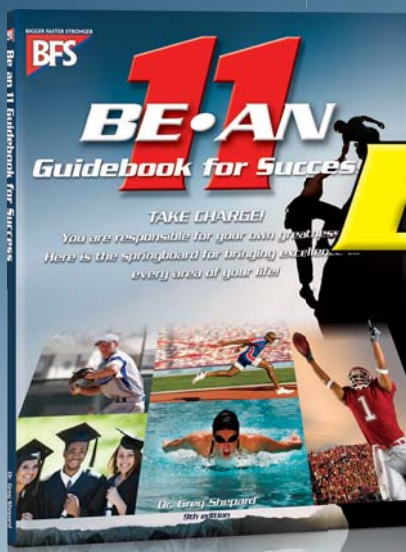
the beginning. We know that we should follow some sort of path to get what we want, and we know that we will confront obstacles along the way. What we may not know is where the right path begins or how to prepare ourselves for the obstacles. And if we are unprepared, we may lose courage and get lost on the way.

That's where the Be an 11 seminar comes in: helping young people to make positive choices, maintain their self-respect and become team players and role models for others. It's about being a success in all areas of life. BFS

Photo courtesy David Stuka, Wisconsin Athletic Communications.



Jared Abbrederis, who has become the leading receiver at the University of Wisconsin, was the 2009 BFS High School Male Athlete of the Year. Each year BFS selects one male and one female high school athlete to receive these prestigious awards.



11 BE AN 11 Seminars



Be An 11 Seminar Here's How it Works:

- ▶ A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!
- ▶ The cost is only \$2,990 for 50 athletes. Additional athletes only

- \$30 each. Includes the Be an 11 Guidebook!
- ▶ All travel fees included in price. No hidden fees!
- ▶ Book your dates now! First come - First Serve.

Interested schools can request a free Be An 11 Book & Seminar literature

- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS
- ▶ Package your Be An 11 Seminar with a Total Program Clinic or a BFS Weight Room Safety Certification (WRSC) and save while bringing the BFS program to your school. See the inside front cover of this magazine to learn about how to bundle and save on BFS camps and clinics!

**"Be An 11 has changed my life!
I WILL BE AN 11!"**

- Katie Heinlen

"The most inspiring night of my life!"

Kyle Meyers,
Rutherford B. Hayes High, OH



"Reaffirmed the reason I entered coaching 25 years ago."

Coach Al McFarland

"This is exactly what our school and community - needed."

Coach Fox



**"Every school in the nation should schedule a Be An 11 Seminar today!
It is without a doubt the best thing that has happened to our school."**

Coach T. Cox