

Dollar by Dollar: *Weightroom Upgrades*

How today's coaches get the facilities of their dreams

BY NICK GOSHE

What's the most satisfying aspect of coaching at the high school level? If you're a coach, you know it's not winning or even seeing your athletes move on to college and then the professional ranks. All that is exciting, but there is much more to coaching. Ultimately, the best part is watching the young men and women you work with develop into mature adults and leaders who contribute to the

world around them, and knowing you've played a part in their success. That's what attracts you to the profession, and that's what you want to do. What you soon discover, however, is you've signed up for a lifetime of fundraising.

Fundraising is intrinsic to coaching at the high school level. T-shirts, car washes, raffle tickets and lift-a-thons are



tried-and-true methods that generate cash for your program. Of course, one of the problems with these methods is that other schools

are doing the same promotions, making the fundraising process even more difficult. That's why when the physical education department at Wauconda High School (in Wauconda, Illinois)



Students in Wauconda's before-school weight training class, known as The Grind, were big consumers in the milk money project that raised money for new weight training equipment.

decided it was time to upgrade the Bulldog weightroom with BFS equipment two years ago, they figured they'd need a fundraising idea that stood out from the rest.

Physical Education department chair Andrew Burton and the other teachers involved in strength and conditioning had big plans to replace damaged equipment and expand the gym's ability to accommodate more athletes, but with school budgets tighter than ever, the project needed a fundraiser with an irresistible pitch.

So they came up with a variation of a popular slogan: "Milk . . . it does a weightroom good." Although soft drinks sold from vending machines are proven moneymakers, it's wrong to continue promoting these sugar-packed beverages to young men and women. But milk – now that's a drink with a lot of promise and pluses.

After all, what do athletes need after a workout? Nutrition – and flavored milk is a quick, simple and affordable way to get it. Backed by studies published in such prestigious



Paralle Squat	Power Clean	Dead Lift	Bench Press	Spin Exercises
<input type="checkbox"/> Station / Rack	<input type="checkbox"/> Station / Platform	<input type="checkbox"/> Station / Platform	<input type="checkbox"/> Station / Bench	<input type="checkbox"/> Weight Balls
<input type="checkbox"/> Bars	<input type="checkbox"/> Bars	<input type="checkbox"/> Free Bar	<input type="checkbox"/> Bar	<input type="checkbox"/> Shot Slings
<input type="checkbox"/> Plates	<input type="checkbox"/> bumper Plates	<input type="checkbox"/> Plates	<input type="checkbox"/> Plates	<input type="checkbox"/> Shot
<input type="checkbox"/> Cams	<input type="checkbox"/> Cams	<input type="checkbox"/> Cams	<input type="checkbox"/> Cams	<input type="checkbox"/> Shot Rest

Areas of Concern:
 1. General organization of the room is needed.
 2. Cleanliness is required as it is a student area and must be kept clean.

Possible Safety Concerns:
 1. No safety mats.
 2. No safety cones.
 3. No safety signs.
 4. No safety barriers.

Recommendations:
 1. Reorganize & Reorganize Room Approximate Cost: \$1,000
 2. Purchase safety mats/plates floor Approximate Cost: \$1,000
 3. 2 Plate Racks Approximate Cost: \$2,000
 4. Safety signs, mats, and cones if plates Approximate Cost: \$1,000
 5. 6-8 Cor Vertical bars (optional) Approximate Cost: \$1,000

Total: \$6,000

The first step in getting a new weight-room was planning, starting with whiteboard drawings and leading to the completion of a BFS weightroom evaluation form. The next step was a fundraising campaign of selling bottles of healthy milk to the students.



This is what it's all about: young athletes training hard and breaking personal records!

journals as the *International Journal of Sport Nutrition and Exercise Metabolism* and *Journal of the International Society of Sports Nutrition*, chocolate milk appears to be an ideal post-workout recovery drink. Milk is packed with protein and carbohydrates, electrolytes such as sodium and potassium that athletes lose as they sweat, and minerals such as bone-building calcium. Milk delivers all these nutrients with the bonus of rehydrating the body.

So Coach Burton, assistant football coach Shawn Rudolph and physical education teacher Bill Silker set about selling flavored milk to help raise money for new equipment at

Wauconda. They launched their “milk money” project at an early morning weight training program they nicknamed “The Grind.” One thing led to another and then another. A few hundred milk bottles later, the department had enough funds for a new BFS squat rack, then another, and then another. Equally rewarding was that athletic performance shot up. Other programs around the school started to take notice and decided to help out. The junior wrestling program chipped in funds for new equipment, and the boosters came in to lend their support. It wasn’t long

before the vision of a new Wauconda weightroom was a reality.

With shrinking athletic budgets, independent fundraising efforts have become a key aspect of a high school coach’s job. The coaches at Wauconda High School came up with a unique method of getting the new equipment they wanted, and needed, to bring their athletic program to the next level. Just as important, their efforts helped unify the school and resulted in a weightroom that everyone, school staff and athletes alike, could be proud of. **BFS**



RUN YOUR COMPLETE PROGRAM

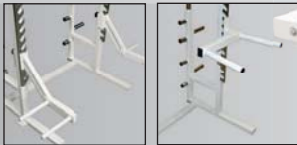


ELITE HALF RACK W/ PLATFORM STARTING AT ONLY \$2695

Perform all core lifts in one station • Box Squat • Power Clean • Hex Bar Deadlift • Bench Press



Versatile & Expandable



Technique Attachment - \$275 Dip Attachment - \$265

Solid steel construction with non-slip diamond tread footplate

3-IN-1 SQUAT BOX \$295

BIGGER FASTER STRONGER



DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

800-628-9737 • WWW.BIGGERFASTERSTRONGER.COM

843 West 2400 South Salt Lake City, UT 84119

THE ABSOLUTE LINE

Unlike anything you have seen from BFS the all new absolute line is a complete set of free weight training racks and benches.

Built with state of the art metal working techniques right here in the USA the Absolute Line is refined and tough.

Sleek and modern these pieces of weight room equipment are built with the high demands of commercial facilities in mind.

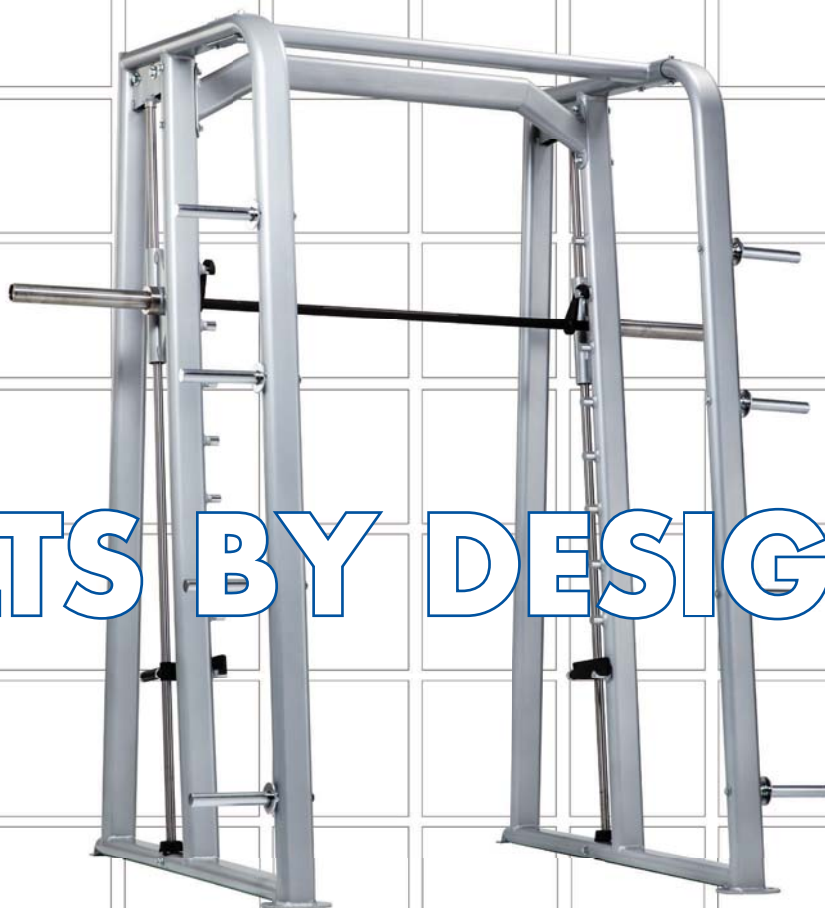
Racks and benches for every situation make the absolute line a complete free weight solution for the new gym or weight room looking get their students and clients inspired to train hard!

RESULTS BY DESIGN

Call Your BFS Rep
to learn more
800-628-9737



Absolute Olympic Incline Bench



Absolute Counter Balanced Smith Machine

A REFINED SOLUTION

The Absolute Line is a complete weight room system of racks, benches and storage - Shop estore.biggerfasterstronger.com



Absolute Multi Use Rack



Absolute 4 in 1 Olympic Bench

BIGGER FASTER STRONGER



DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

LEARN MORE CALL 800-628-9737

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