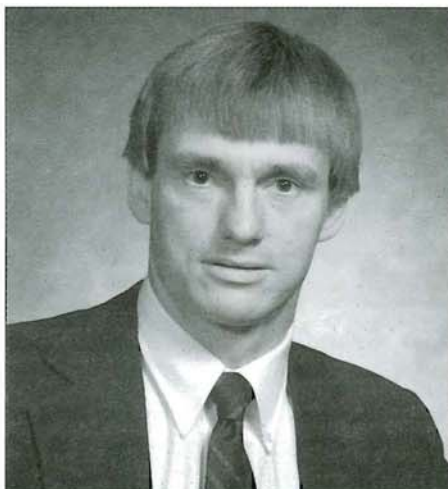


SEVEN BFS CLINICIANS!



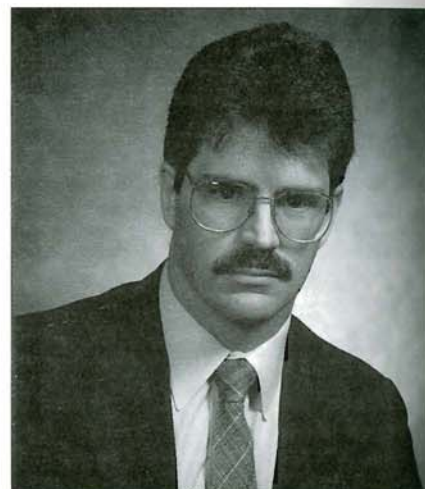
Greg Shepard, BFS President

- Strength Coach for the NBA's Utah Jazz since 1981 • Training All-Americans since 1965 • 1976 Utah Football "Coach of the Year" • Coached BYU to the 1973 National Powerlifting Championship • A Power Lifting Champion 1969-80 • Previous Strength Coach at Oregon State and University of Oregon • A Football Coach (1964-78). Turned two High Schools with previous winless records into immediate Champions and Winners • Won Olympic Lifting Medals in Austria in 1962



Bob Rowbotham, Vice Pres.

- With BFS since 1979 • Highly successful Minnesota high school Football and Wrestling Coach • Utah Jazz flexibility coach • Over 15 years experience in strength training • Specializes in BFS Clinics for younger athletes • Super quick and a great example of strength and flexibility • Martial Arts Experience • Kids love Coach Rowbotham! Has the ability to establish great rapport quickly • Author of BFS Flexibility book



Rick Anderson, Vice Pres.

- With BFS since 1979 • Highly successful Minnesota high school Football Coach • Widely sought-after Fitness Consultant • Utah Jazz Strength Coach • Over 20 years experience in strength training • Specializes in BFS Clinics for women athletes • Super motivator. He gets you laughing and crying at the same time! Great success record! • Has done BFS clinics in all 50 states • Expert on weight room organization and supervisory skills

COMPLETE CLINIC INFO ON PAGES 20-21, 23-25 Call Toll Free 1-800-628-9737



Sam Varner

- University of Utah Strength Coach • Strength Coach for Clemson Football Team when they won National Championship • Strength Coach for U.S. Ski Team for two years • Certified Strength and Conditioning Specialist • Specializes in Speed and Plyometric clinics

Stefan Fernholm

- Top-Five Discus Thrower in the World for 1988 • Broke NCAA Discus Record • Finalist in 1984 Olympics • Squats 820, Cleans 450, Benches 500, VJ 39", forty 4.25, SLJ 11'3", 6-1 1/2, 270 lbs. • Specializes in Speed and Plyometric clinics • Relates his extraordinary abilities super well with athletes and coaches at any level



Jim Brown

- Head Football Coach at Morrilton High School in Arkansas • Dynamic and Motivational Speaker • A veteran BFS Clinician, Coach Brown can teach the Total BFS Package in easy-to-understand terms • Coached four major sports in High School for 10 years at all size schools in four major sports. • Sponsoring the first National BFS Clinic to be held in Arkansas



Bill Foran

- Head Strength Coach for the NCAA National Champion Miami Hurricanes • Previous Head Strength Coach at Washington State University • Previous successful football coach • Has the unique ability to communicate complex training information into a workable program for high schools • An expert in teaching Speed, Plyometrics, and Quick Lifts



Athletes from coast to coast have learned to be "Pros" in Power Weight Training by Doing in BFS Clinics!



A Clinic is stimulating, informative, and motivating. Athletes are always extremely interested and attentive the entire eight hours.



Coaches are given the opportunity to become experts. Every Coach will develop great confidence in coaching Power Weight Training and the Total Program.

Instructional

- Includes the **Core Lifts**: The Squat and Power Clean are discussed and demonstrated in great detail: 22 major coaching points on the Squat.
- Includes the **Auxiliary Lifts** for all sports and how to select each one to help you win.
- Includes **In-Season Training**: Every athlete from every sport will be super motivated to lift all year around.
- Includes the complete **BFS 1-2-3-4 Flexibility Program**.
- Includes the **BFS Agility Dot Drill**.
- Includes **Plyometrics** and how to include them into the Total Package.
- Includes the **BFS 40-Point Nutrition System**.
- Includes the **BFS Set-Rep System**. Every athlete will understand how easy it is to break 8 or more records *Every Week*.
- Includes the **BFS 8-Point Sprint Technique System**, plus Ten unique ways to *Increase Speed*.
- Includes the **Organizational Details** on extending the Total Package from sport to sport.
- Includes the **BFS Clinic Review Video**, which covers *All* the Clinic Instructional Material.
- Includes the opportunity to **Create a Custom-Fit BFS Clinic** tailored to fit your specific needs.

Ways To Have Your Clinic

- The best way to have a clinic is for your school only. We can really attack your team's personal challenges.
- Because of finances, you may want to go in with several other schools outside your league. Martinsburg High School in West Virginia had 10 other schools at it's clinic.
- You may want to have a "Bigger Faster Stronger Day" during a school day, like Aledo High School in Illinois. All athletes, both guys and girls, attended. The administration helped foot the bill.
- Have a clinic for your In-Service Day, as did Park View High School in Springfield, Missouri.
- A junior college or college may want to sponsor a clinic and invite all the area coaches and athletes. At the University of Wisconsin at LaCrosse, over 400 coaches with over 400 athletes attended the clinic. The public relations benefits were enormous.
- A Bigger Faster Stronger Clinic can be structured any way that will most help your program.

Reservation Procedure

- Call Toll Free 1-800-628-9737. Rick, Bob, Stefan, or Greg will take your call. Please have some possible dates in mind and how you plan to have your clinic. We'll be glad to help you work out the details and the feasibility of your clinic.
- Saturdays are the most popular day, and usually the best day. However, any day is okay.
- Your date will be confirmed when the reservation fee is received.
Please Note: Your tentative dates will be lost when reservation fees from another school are received first for that date.
- Reserve your clinic dates as soon as possible. Clinic dates are already filling up for 1989.
- When your reservation are complete, you will receive a complete clinic packet that also contains a clinic video.

GIVE YOUR KIDS THE WINNING EDGE THEY DESERVE

A BFS CLINIC CAN BE A ONCE IN A LIFETIME EXPERIENCE!!

Inspirational

- Includes many **Inspirational Stories** about great role-model athletes. The impact of these stories are deepened with overhead visual presentations.
- Includes the **Inspirational Movie** "Tom."
- Includes **New Max Lifts** for almost every athlete that is brought down to demonstrate on the Squat, Bench, and Power Clean.
- Includes a **Goal Setting Session** designed to help your athletes reach their potential and **WIN** the Team Championship.
- Includes the **Vision** of what is possible. We learn that the *Sky is the Limit* and that our minds, not our bodies, control our future.
- Includes an **Emotion-Packed, Three-Minute Video on Drugs and Alcohol**.
- Includes the **BFS Dead Lift Finale**. Everyone goes wild with enthusiasm as selected athletes lift 400–600 pounds or more. This is carefully supervised by your BFS Clinician. Your athletes will have a deep conviction that they can conquer the world and attain Upper-Limit Status.
- Includes the **BFS Rules For Success**, which ends the clinic by putting athletics and a successful, happy life in proper perspective. Tears are common, determination to be the best prevails, and a great inward reflection is experienced by all. It makes a fitting end to a great, great day.

Equipment Needed For Your Clinic

- Three Olympic Bars and Collars
- Twelve 45s and Two 35s, 25s, 10s, 5s, 2 1/2s
- One Bench Press
- One Set of Squat Racks
- Two 4 x 8 sheets of plywood for dead lifts and cleans, or our BFS mats (to protect Floor)
- Gymnastics Chalk: Please Note—rosin will not work
- Weight lifting belts and three towels
- Overhead projector, T.V., video recorder with remote control and great slow-motion capabilities.

Cost

- **Reservation Fee:** Normally \$325.00; this also includes all the transportation costs. However, if the plane fare is higher, this will be added to the clinic fee.
- **Lodging:** We feel very comfortable staying with one of the coaches, as this gives a better chance to exchange information and ideas. However, if you prefer, you may provide motel accommodations.
- **Clinic Fee:** \$650.00. Includes Motivation materials and special clinic video for the Head Coach. Includes goal cards for everyone. Invite as many participants as the gym will hold.
- **The clinic lasts** Eight hours: usually from 9:00 a.m. to 5:00 p.m. (with 1/2 hour for lunch), but can be any hours of your choosing.
- **Upper-Limit Clinic:** Reservation fee \$995.00. Reservation fee \$600.00. This is a two-man clinic with Stefan and one other clinician.
- **Super Clinic:** Reservation fee \$325.00. This is a special, four-day intensive clinic, like a camp. \$50.00 per athlete (minimum of 50 participants). Call for further info.



100 BFS Clinics are held annually.
Pictured are 1,200 people at Morrilton, Arkansas.



Stefan Fernholm, "World's Fastest Big Man," does Upper-Limit BFS Clinics. Excellent idea for repeat clinics.



Our goal is to leave each athlete bursting with an intense desire to succeed on his own, with a mind that accepts no limits in sports or life.