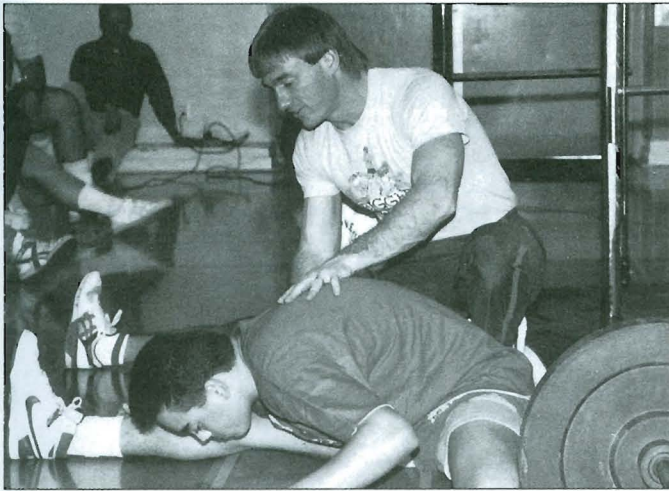
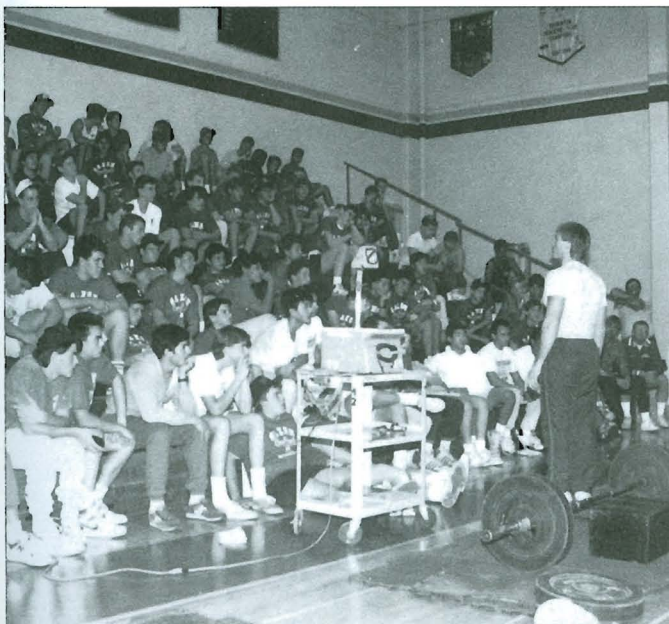


LOARA SAXONS EMPIRE LEAGUE CHAMPS

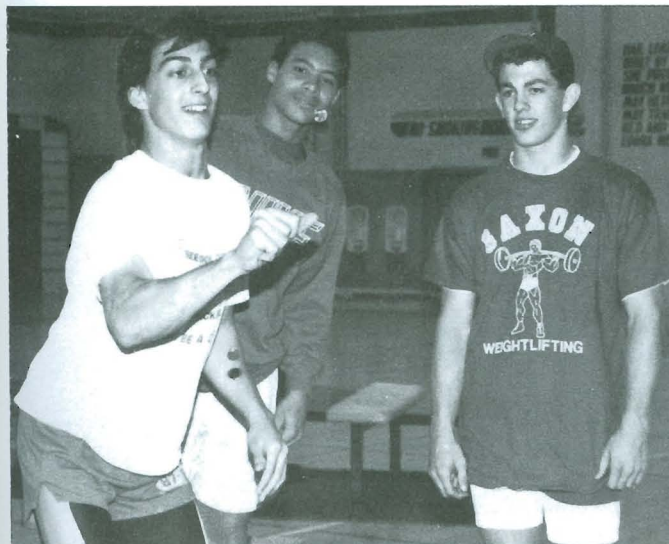
Editor's Note: Last year Bob Rowbotham conducted a BFS Clinic at Loara High School in the Los Angeles area. The Loara Saxons play in one of the toughest baseball leagues in the nation. They were picked to come in last but won the Empire League Championship. Their story is told by Ray Moore, Loara High School Athletic Director.



Bob Rowbotham working on advanced flexibility with Loara athlete.



Bob Rowbotham, BFS Clinician, establishing the dream at the Loara High School Clinic.



All League Defensive Back Sean Conner having fun at clinic with Coach Rowbotham's hand quickness game. Sean has a 4.5 GPA.

Dear Bob,

I am writing to tell you about our '89 varsity baseball season and the amazing performance of this team. When initiated the BFS Program last year, our first group to be involved was our baseball program. Since that time, we have had a very successful clinic that generated a tremendous excitement on our campus, and our coaches have begun using the BFS System for every sport (boys and girls).

The 1989 varsity baseball season began with a pre-season forecast of gloom and doom for the Loara Saxons. We were picked by area coaches and media to finish last or next to last in the very competitive Empire League of Southern California. As the season began, our team performed just like everyone had expected, a 1-5 start, with 35 errors. Our coaches and players were frustrated and began to press. After a 3-7 pre-season record and a disastrous Easter trip, amazing things began to happen! Great defense, timely hitting, and good fortune joined together and all of a sudden, the Saxons were 7-3 in league. A renewed confidence came over our team and the rallying cry was to "earn respect in the Empire League!" After a come-from-behind victory against Los Alamitos, the league leaders, the Saxons were tied for the Empire League lead. Everything was falling into place, like all good teams, a chemistry developed that had everyone pulling for each other. There was no stopping the Saxons. This group of athletes and coaches won 11 of their last 12 games (including 9 in-a-row) to finish 11-4 in league and win the Empire League Championship!

Needless to say, many people were shaking their heads in amazement. What happened to the group of misfits that had begun the season and had been transformed into a championship unit? I believe it was a combination of many things, of which, the BFS Program was a major contributor. Since we began our lifting program, we did not have any major injury that kept a player out of a game. In fact two of our starters (catcher

Continued on page 24

EVERY EXPERT WAS VERY VERY WRONG THE DREAM • THE GOAL • THE GLORY

LOARA WINS CHAMPIONSHIP!

Continued from page 23

and 3rd baseman) had had serious knee injuries earlier in their careers. Our players seemed to get stronger physically and mentally as the season progressed. Seven of our nine starters hit .300 or better. Our team's .307 batting average was one of the best in the school's history. At the conclusion of the season, our team gained some well-deserved individual awards. MVP of the league was awarded to outfielder/pitcher Kenny Williams who hit .443 and was 3-0 with 5 saves. Third baseman, Matt Drager (.500), catcher, Chris Hoffman (.333), outfielder Joey Gaudio (.367), and pitcher, Eric Smith (5-0) were named 1st team All-League. First baseman, Rusty Tamblin, and dh, Andy Hall were chosen 2nd team All-League and shortstop, Czach Hallock, second baseman Erich Munzer, and outfielder, Randy Halcomb were named Honorable Mention. The most deserving honor was awarded to Head Coach Roby Megill, who was named Empire League Coach-Of-The-Year. Coach Megill and Assistant Coach Jerry Halpin did an outstanding job of maintaining confidence in our team. We are very proud of the quality of coaches we have here at Loara High School. The 1989 baseball season will always be a source of pride for our coaches and players. Thanks to you and BFS for helping build that championship type of effort.

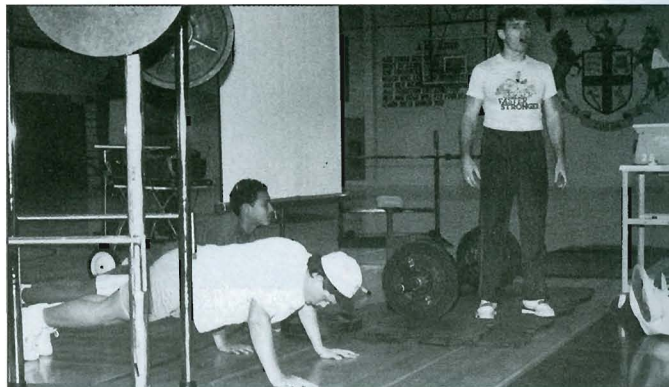
FINAL NOTES

Rusty Evans, writer for the local Anaheim Bulletin newspaper wrote, "It's difficult to believe that the Loara baseball team that beat then league-leading Los Alamitos Wednesday is the same group that started the season 1-4 with 35 errors, including 13 in one game.

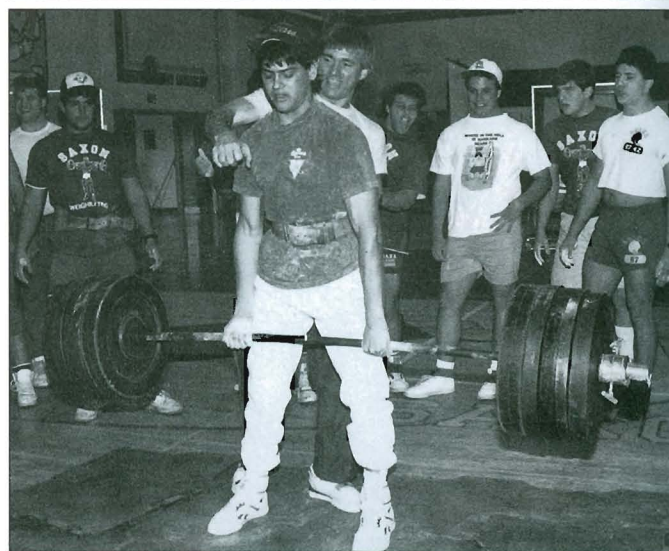
But, the Saxons have turned things completely around after both the Loara Tournament and a 3-7 preseason.

"We could have quit a long time ago," Loara coach Rob Megill said. "But this team has come a long way. A lot of people wrote us off a long time ago, but this is a good bunch of kids. There is a lot of cohesiveness on this team and the kids play together well. That has been the key for us."

With a BFS Clinic turnarounds are supposed to happen. You never take your eyes off the goal. You never ever quit. You keep training and breaking records during the season so that you're always getting stronger. You train hard as a team and savor the victories together. The Dream - The Goal - The Glory!



All League 3rd Baseman Matt Drager (in hat) doing hand clap pushups with Coach Rowbotham.



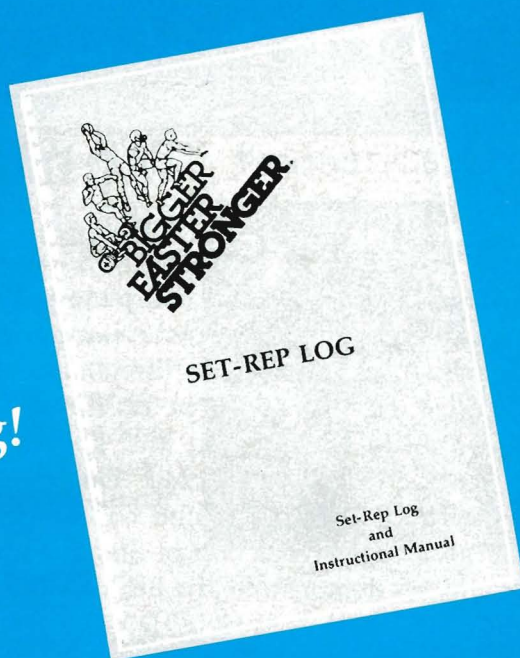
Coach Rowbotham concluding his clinic with Anthony Duntun (upper photo) an All-League Linebacker Dead Lifting 500 pounds and an All-League DH Andy Hall Dead Lifting 600 while weighing only 150 pounds.

THE BFS SET-REP LOG

A DYNAMIC, PROVEN SET-REP SYSTEM

- ★ New Design for Easier Recording!
- ★ Creates Upper-Limit Intensity!
- ★ Organizes Every Workout
- ★ The Ultimate Motivator!
- ★ Sets Daily Goals!
- ★ No Plateaus!

Over 200,000 Set-Rep Logs Sold!



THE BFS GUARANTEE
Break 8 Personal Records
Per Week!
Break 400 Per Year!

Organizes Every Workout: Your athlete now has specific goals with every set, every rep, and every workout. Absolutely no more worrying about how much weight to put on the bar, ever again. Contains workout schedules for one year. New easier recording.

Contents: Each Log Book contains a section explaining the weekly lifting schedule. The second section explains the lifts—their proper execution, spotting techniques, and why we do the lift. The next section explains recording and contains the actual weekly workouts and recording areas. The fourth section contains record charts for all core lifts at all repetitions. The last section contains a running record chart, an explanation of the BFS nutritional rating system, an agility record chart, the BFS Dot Drill, and a goal record chart.

All Sports: The Set-Rep System is applicable to all sports. Professional basketball players use it.

Time: In a well-organized weight room it takes a group of athletes only 45 minutes to accomplish their weightlifting. Many schools use the Set-Rep Log during P.E. classes, leaving valuable time after school for sport specific-skill training. Great for the multi-sport athlete (in-season training).

Motivation: Athletes thrive on the competitive nature of the BFS system. Breaking records is the ultimate motivational factor in building great confidence! A motivated, confident team is a winner in the arena of competition.

No Plateaus: All other systems reach plateaus. Some quickly and some after 3 or 4 months. However, all will reach that frustrating point where progress seems impossible and things sometimes go from bad to worse. Poor systems, like one set of 12–15 reps or 3 sets of 10 reps, reach this point very quickly, but even complex computer-cycle systems eventually have problems. The new BFS Set-Rep System will keep your athletes progressing month after month after month. The key is keeping track of personal records. This is why every athlete should have his own Set-Rep Log.

Since each athlete in your program needs a Set-Rep Log, the following discounts will help on larger orders.

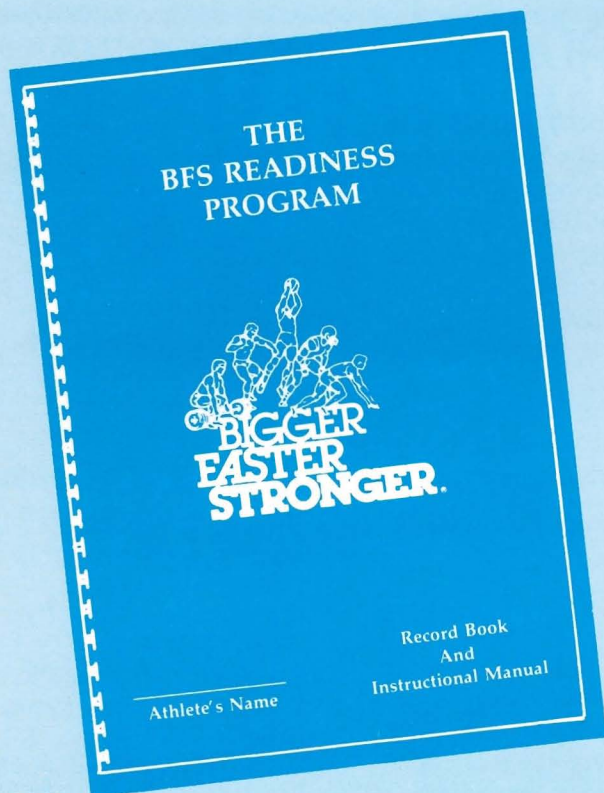
COST:

One: \$4.00 • 2–9: \$3.00 Each
10–25: \$2.50 Each • Over 25: \$2.25 Each

Custom Set-Rep Log Books with your school logo and school colors \$2.70 each (minimum order of 100).

READINESS PROGRAM

RECORD BOOK AND VIDEO



THE BFS READINESS PROGRAM

Our BFS Readiness Program has met with great success for five full years. This pioneering program emphasizes the importance of Great Technique. In fact, you cannot increase in weight until the athletes perform every rep with the approved technique guidelines. This prevents excessive loads from being placed on young frames. An easy way to get an edge on your opponents in high school is to prepare and motivate the junior high athlete. The BFS Readiness Program does just that! Each athlete should have the Record Book and see the Video. It will help a class, or an individual, visually understand what to do.

Dr. Greg Shepard, BFS President

- ★ For All Athletes
Beginning in 7th Grade
- ★ Easy To Understand!
- ★ Great for P.E. Classes!
- ★ Motivational!
- ★ Lay The Groundwork
Now For Great Things
To Come!
- ★ Fast and Fun!
- ★ Develops Great
Technique

ALSO ON VIDEO CASSETTE

See Jimmy, a 13 year old,
and
Coach Shepard go completely
through the BFS Readiness
Program.

VHS & BETA

COST: \$69.00 Purchase Fee
\$25.00 Rental Fee

or only \$49.00 if you purchase any other
BFS Cassette Program on Page 8

**CALL OR WRITE:
BIGGER FASTER STRONGER
805 WEST 2400 SOUTH
SALT LAKE CITY, UTAH 84119
1-800-628-9737**

ORDER RECORD BOOK TODAY!!

COST:
One: \$4.00
2-9: \$3.00 Each
10-25: \$2.50 Each
Over 25: \$2.25 Each