

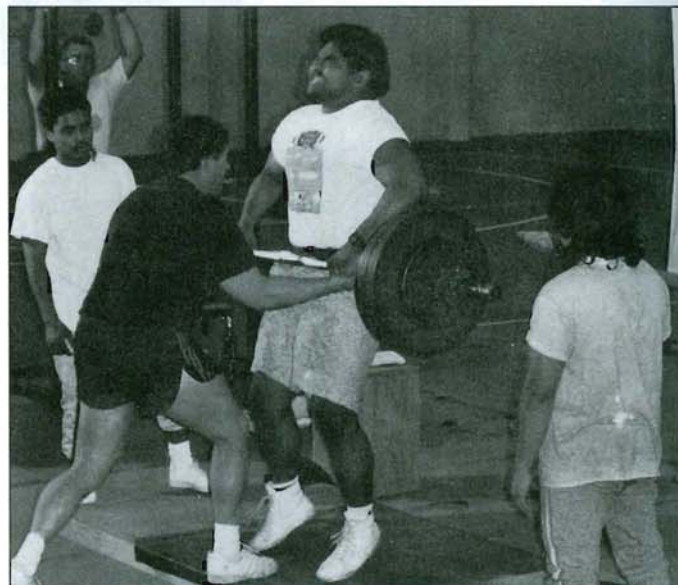
BITS AND PIECES



DAVE PASSANELLA

Dave Passanella was one of the nice guys in the Strength Coaching Profession. A tragic automobile accident took Dave's life several months ago. He was the Strength Coach at Georgia Tech and was the world's strongest powerlifter with an official Squat of 1000 plus.

Dave took the time to care about people and was always willing to share. He is pictured with Coach Shepard's son Matt two years ago. Dave Passanella didn't make it to age 30 but his all too short life will leave its mark. We will miss him.



SUCCESS IN GUAM

Coach Shepard conducted two BFS Clinics in Guam last May. Basketball Coach Russ Hoffman made all the arrangements. The first clinic was held at his Simon Sanchez High School. The athletes were wonderful and really enthusiastic. Six foot 270 pound Daryl Oshira is pictured above with Coach Shepard. Daryl was an awesome football player with cat-like quickness. It was Daryl's first experience with the Power Clean. You can see in the top photo that his jump phase is pretty good. (Head up, rising on toes, bar close to body). Daryl finished solidly with 278 pounds.

Daryl was super polite and a real upper limit person. He attained straight A's at high school in the toughest college prep classes. We are working on trying to get Daryl a scholarship to play football. He'd be a fantastic catch for any school.

FB TRIVIA QUESTION

What two High Schools in the same state would have the farthest to travel?

Rule: Enrollments must be over 500 students.
Hint: Coach Shepard has done clinics at these schools

Key West High School in Florida against a Pensacola School such as Woodham High School. A rad trip of 813 miles!

ANSWER:

THE BFS 5 lb. TRAINING PLATES

IDEAL FOR BEGINNERS

Full Size 5 lb. Plate
Allows Anyone To
Assume Proper Position.

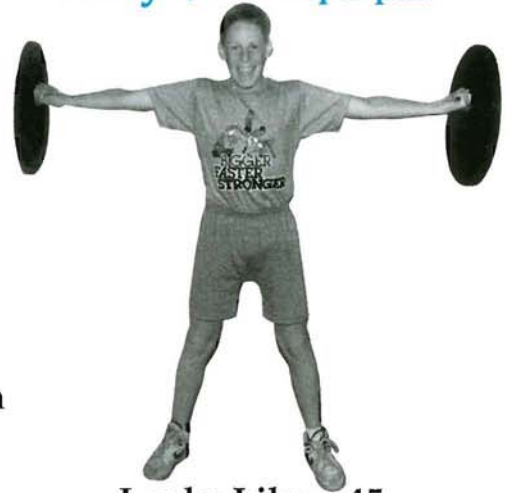


Same Dimension
As A 45 lb. Plate

They're Solid!
They're Tough!
You Can
Add Regular
Olympic Plates!

"Great Technique is absolutely essential on the Power Clean and Power Snatch if you are going to gain the ultimate in explosive power. The New BFS Training Plates will help any program or any individual at any level."

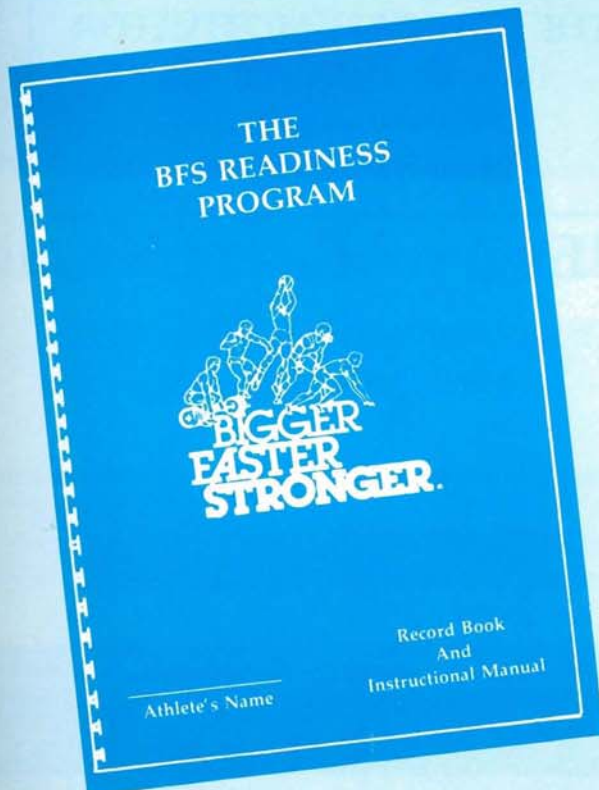
Only \$59.00 per pair



Looks Like a 45
Weighs only 5 lbs.

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READINESS PROGRAM RECORD BOOK AND VIDEO



THE BFS READINESS PROGRAM

Our BFS Readiness Program has met with great success for five 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

BOOK COST:

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

VIDEO COST:

\$49.00 Purchase
\$25.00 Rent
CALL
1-800-628-9737

INSTRUCTIONAL VIDEOS

BFS PROGRAM CASSETTES

THE BFS CORE PROGRAM

NEW VIDEO: All of the BFS core lifts are explained thoroughly and completely: the parallel squat, the box squat, the power clean, the dead lift, the bench press, the towel bench press and the straight leg dead lift. Why we do it, how it is done, what benefits are derived and specific spotting techniques are fully explained. This cassette is for ALL sports. Proper lifting and coaching techniques are emphasized! Live action of Stefan Fernholm and other athletes demonstrate the BFS core lifts. (80 min.)



Stefan Squatting: A Key BFS Core Lift.

AUXILIARY LIFTS —SETS & REPS

NEW VIDEO: This cassette brings you every auxiliary exercise recommended for football, basketball, baseball, volleyball, and many other sports. The BFS philosophy is fully explained. Stefan Fernholm, NBA Shot Block Champ Mark Eaton, and other athletes demonstrate. We also bring you an exciting live action of the BFS Set-Rep System. You'll understand fully the meaning of intensity and its tremendous motivational value. We guarantee you'll break 8 personal records per week and 400 per year. This video will make everyone a believer! You'll also fully understand how to record your records in the BFS Set-Rep Log Book. (55 min.)



Straight Leg Dead Lift: Auxiliary lift develops speed

FLEXIBILITY —NUTRITION

NEW VIDEO: Bob Rowbotham, our flexibility expert who stretches our Utah Jazz of the NBA, is featured along with Stefan Fernholm. The new 1-2-3-4 BFS flexibility program is fully explained. Your athletes will be motivated to work hard on flexibility everyday. Coach Shepard describes the now famous 30-point BFS Nutrition System. It's easy to understand. We explain, in easy terms, the importance of carbohydrates versus protein in an athlete's diet. (50 min.)



Stefan's Hip Flexor Stretch for increased stride.

SPEED —PLYOMETRICS

NEW VIDEO: Stefan Fernholm demonstrates upper-limit speed and plyometric techniques. We illustrate the BFS 7-point speed technique system. Various athletes have their speed, vertical jump, and standing long jump form analyzed, which demonstrates exactly how to perform at your utmost optimum level. This video is of great importance to the high school athlete and yet sophisticated and advanced enough for the best professional athletes. (50 min.)



Stefan Sprinting and Jumping