

# THE UPPER LIMIT Athletic Training Center



*Upper Limit Head Coach Jeff Dicus*



*Upper Limit Also Sells Exercise Equipment*



*Coach Dicus Spotting a Core Lift Station*

## Bigger Faster Stronger Super Facility

How would it be to have 10,000 square feet for your athletic training facility? How would it be to purchase anything you wanted in equipment to help your athletes reach their potential? How would it be to have all the motivational devices you wanted in your facility? Finally, how would it be to have your program in this facility unrestricted by administrators? I'll tell you how it would be: **A Dream Come True!**

We decided to call our facility the UPPER LIMIT Athletic Training Center. The BFS program began in 1969 and has been available only to Coaches and their athletes. Now, with UPPER LIMIT it is available to the general public. Now people have a choice. If you want to be a bodybuilder, go to Gold's gym. If you want to have an athletic training effect, UPPER LIMIT is the only game in town or country for that matter.

Unlike other exercise and fitness facilities, all of our personnel is staffed with experienced Coaches with advanced degrees. they don't sit and observe but coach continually. Participants are not allowed to workout by themselves but are required to be with a coach every step of the way. We want success. No one will experience failure or discouragement.

If our Salt Lake City facility is financially successful, we will begin opening UPPER LIMIT Athletic Training Centers all over the United States. Let's now discuss the special features of UPPER LIMIT.

### PERSONNEL

Our head coaches are Jeff Dicus and J.L. Coon. Jeff spent nine years Coaching Texas High School football. He managed and helped design the largest high school weight room in the state and has followed the BFS program for years following a BFS clinic. One year his receivers led the nation in receiving categories. Jeff is a super motivator and heads the training of our athletes.

J. L. Coon heads our retail division. J.L. has spent six years in exercise equipment retail sales. In high school, he played football for Greg Shepard. J.L. was awesome at 6-0 232 as he ran a 4.8 forty and Parallel Squatted 550, Benched 350, Dead Lifted 600 and Power Cleaned 275 pounds. As a result, he was All-State in football and pinned 34 straight opponents to win the State Heavyweight Wrestling Title, won the State Shotput and Powerlifting Title. J.L. also enjoyed a great college athletic career in both football and wrestling at Utah State University.

Support personnel coaches consist of our BFS staff

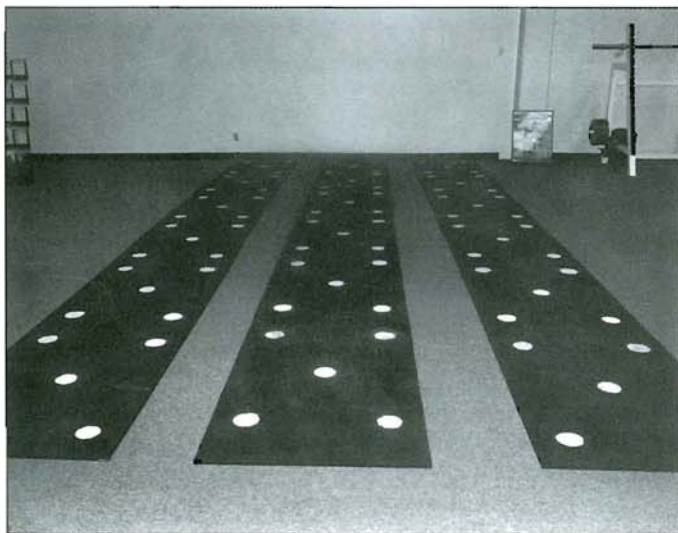
# UPPER LIMIT



*Coach Dicus with sophisticated Sprint Equipment*



*Plyometric Boxes for Beginning and Advanced*



*The BFS Dot Drill painted for Many*

of Greg Shepard, Bob Rowbotham, Rick Anderson and Goran Svennsen. Consultants available for special sessions consist of Stefan Fernholm, Dr. Ben Tabachnik, Mark Eaton of the Utah Jazz and Danny Vranes a 10 year veteran of professional basketball.

## CORE LIFT AREA

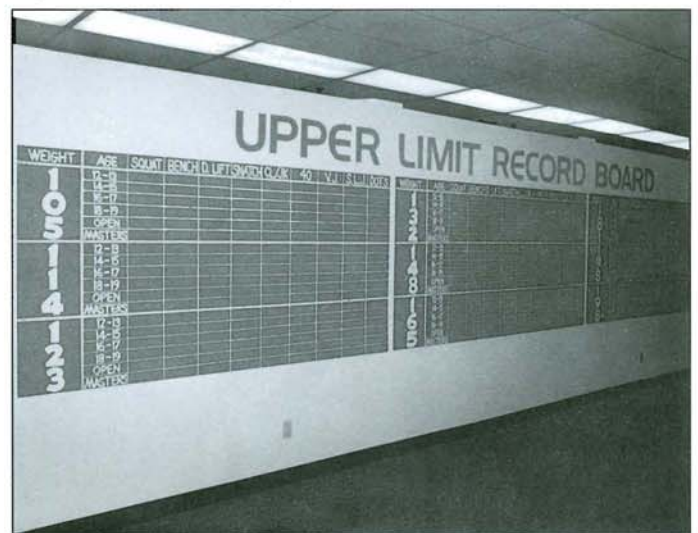
All of the UPPER LIMIT equipment for both the Core Lift and Auxiliary areas is custom BFS Pro-Elite equipment. The Core Lift Area is large enough to handle 48 athletes at one time. (Four Squat Stations, Four Bench Stations and Four Clean-Trap Bar Stations) Each clean station has a complete set of solid rubber plates including our new BFS Training Plates.

## AUXILIARY LIFT AREA

This area features a wide variety of machines and equipment designed to easily accommodate 24 athletes.

## PLYOMETRIC AREA

This section is state-of-the-art. We have two sets of Plyometric Boxes. One set is for beginners and the other for advanced athletes. Both sets are painted red and covered with blue carpet. There is also a BFS Plyometric pad to do Standing Long Jumps. UPPER LIMIT has two unique features. First is an "Impulse" pad with custom computer components. We can measure Vertical Jumps (5 seconds per athlete) and speed of the athlete's jump release. When the athlete jumps from a box to the floor and off again. We want to know how long that athlete is on the floor. We measure the time and then get quicker. Another feature of our custom "Impulse" is that it will average a series of jumps in both time and height. The second unique feature is our "Top Jump". The athlete jumps vertically and grabs a basketball. The height is precisely measured. It's not only lots of fun but it also increases jumping power and endurance. The Plyometric area is designed for at least 12 athletes.



*Upper Limit Record Board*

# THE TIME IS RIGHT! THE TIME IS NOW!

## SPEED AREA

Our Sprint track enables us to sprint in any distance up to 40 yards. We have a new and improved "Speed Trap" which both coaches and athletes love. UPPER LIMIT also has a high tech video analysis system. Its stop action and slow motion capabilities make analyzation of speed technique very productive. The speed area is also designed for 12 athletes.

## AGILITY - FLEXIBILITY AREA

Naturally, UPPER LIMIT would include areas to do the BFS Flexibility and BFS Dot Drill.

## UPPER LIMIT ORGANIZATION

Athletes schedule themselves into a 75 minute class twice a week. UPPER LIMIT can accommodate 96 athletes at one time. Forty-eight go to the Core Lift area and switch at half time. Twenty-four go to the Auxiliary area for 18 minutes and then go the Speed and Plyometric area. They workout nine minutes at each area before switching to the Auxiliary Area. Rotation and organization is the key.

## SPECIAL FEATURES

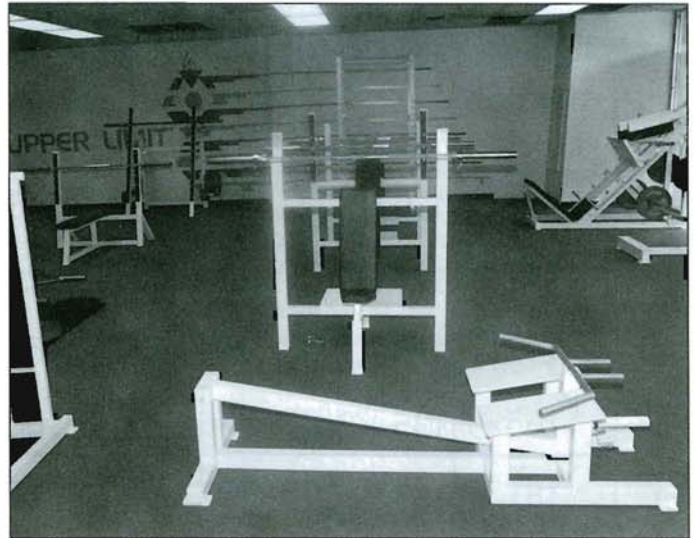
UPPER LIMIT has bleachers for people who want to watch workouts in progress, for contests or for special lecture sessions. Olympic Lifting and Powerlifting meets are held and sponsored by UPPER LIMIT on a regular basis. The UPPER LIMIT Record board is a great way to recognize outstanding achievement by participants. All personal records are recorded on the new BFS record cards. Every participant breaks records every workout. Special sessions are held each Saturday on a wide variety of subjects and technique training. Lastly, Coach Dicus has a large elevated office area in the center making supervision most advantageous.

## UPPER LIMIT CLIENTELE

There are four divisions of clientele at UPPER LIMIT for ages nine to ninety. Division I: Pre-Readiness Program for ages nine to twelve with emphasis on flexibility, agility, speed training jumping and self-body resistance exercises like push-ups. Division II: Readiness Program normally for ages 12 and up until graduation. Division III: Advanced Athletic Program for ninth grade and older in a competitive athletic mode. Division IV: for adults desiring an athletic training effect taken at their own level.

## CONCLUSION

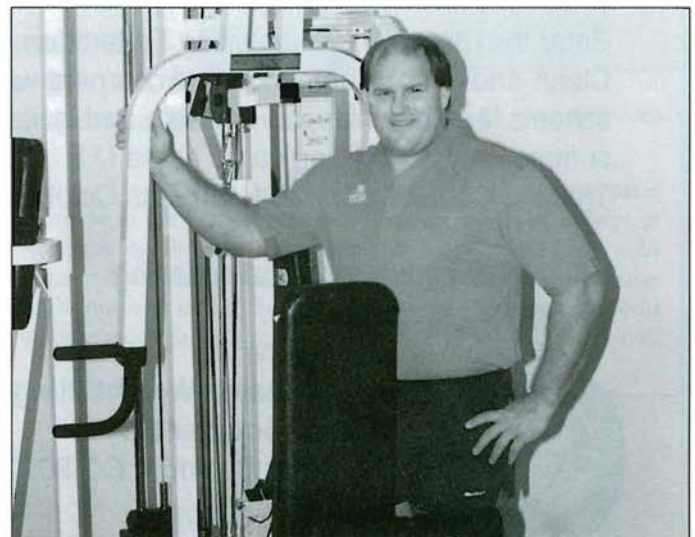
Preliminary plans are being made to hold a National BFS Clinic at UPPER LIMIT next June. Also, anytime you are in Salt Lake City we would be glad to give you the Grand Tour.



*Upper Limit Auxiliary Area*



*Another Upper Limit View*



*Coach J.L. Coon Manages Retail Center*