

THE SIXERS

NEW GIANT

SHAWN BRADLEY

By Dr. Greg Shepard

This summer Shawn Bradley became the NBA's number two pick overall, and the Philadelphia 76ers' number one draft pick. Represented by super agent David Falk, Shawn signed an 8-year 44-million dollar contract. Shawn's story is surely unique while at the same time refreshing and inspiring.

My relationship with Shawn began this past summer in early June. Shawn had announced his decision to turn pro while in Australia on a Mission for the Church of Jesus Christ of Latter-Day Saints (The Mormons) and had just returned from "down under". Falk, along with everybody else, was worried about his strength, weight and conditioning. Falk wanted Shawn to begin training immediately. Since we are the Jazz strength and conditioning coaches, our BFS offices were



contacted. We agreed to work with him and I was thrilled to do so.

The news media was all over Shawn upon his return. He had gained 40 pounds during his two years in Australia, but since missionaries don't have time for extensive training, could the

weight gained be all fat? Shawn also declined to work-out at special pre-draft camps, citing that he was out of shape and practice. Therefore, the first thing I wanted to do was check his body fat percentage.

I feel that underwater hydrostatic weighing, when done properly, is the most accurate system for testing body fat. The tester worked very carefully and I was satisfied that testing protocols were accurately followed. Shawn tested out at 7.8% body fat using the Siri method of calculation and 8.4% using the Brozek method. Obviously, Shawn was not fat. It was useful information and may have been helpful to teams consid-

ering drafting this giant 21 year old.

The first item on the training agenda was to teach Shawn our BFS concept of warming-up. Of course, that's the BFS Dot Drill. Shawn did remarkably well for the first time as he did it in 79.5 seconds. Then, after doing the BFS 1-

2-3-4 Flexibility Program, Shawn was tested on the Sit and Reach test. He was tight, Shawn was 2 1/2 inches away from touching his toes.

Now, if you know about our coaching philosophy, you'll know how we reacted. We got real excited and exclaimed, "Wow, Shawn this is great! We are really excited for you. Man, 2 1/2 inches away from your toes. You're in a great position to make huge improvements."



Shawn Making His Hamstring Hurt Doing The BFS One-On-The-Bench Flexibility Exercise. In Just Three Short Weeks Shawn Improved 4 Inches On His Sit and Reach Test!

Next came the lifting. The Box Squat and Towel Bench were learned and Shawn picked up the technique as rapidly as any basketball player we've trained. He really took to the Box Squats and he liked the concept of the Towel Bench preventing shoulder strains and injuries. In college, he'd had a problem in that area from benching. After introducing the

Shawn fights you like a 5-10 guy. Usually, big guys at that stage are very bland. He's not, he's a warrior. He blocks everything but the Midtown Tunnel. In a few years, God willing he stays healthy, you're going to see a Wooden Award winner. Frankie Layden said he already is a player."

-Lou Carnesecca, St. John's

Straight- Leg- Dead-Lift as an auxiliary lift, we finished by testing the standing long jump. We do this by jumping as far as we can three successive times. You jump once, come under control, then jump again twice more. Shawn jumped 23 feet on his first trial. I told Shawn that 25 feet was about average. He wanted to try again. This time, he jumped 25-7. Doesn't that tell you something about his competitive nature?

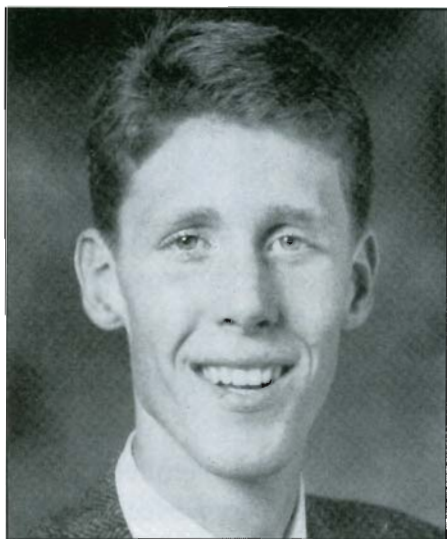
The next three weeks were hectic. Shawn visited some NBA teams for interviews before the draft and went to celebrity dinners. In between all of this, we did some workouts. Shawn also tried to do his Dot Drill and stretching on the road. After Shawn was drafted by Philadelphia, they wanted him to go back and meet the press and fans while they tested him. When he got back to Utah, Shawn made a very unusual decision. He decided to go back to Philadelphia and work on his basketball skills with the coaches plus work on his strength and conditioning. We had time for only one more workout early in July.

We were very pleased. Shawn made some significant improvements in those three short weeks. His Dot Drill time came down to 68 seconds which was an

11 second improvement. What really impressed us was his flexibility improvement. Shawn could now go 1 1/2 inches beyond his toes; a full 4-inch improvement on his Sit-and-Reach test. Shawn also continued to impress us on his lifting technique. His Power Clean technique was nearly flawless and his position on the Parallel Squat was perfect. To be perfect on the parallel squat with seven footers, is quite unusual. What does this mean to me? Hey, Shawn is set up. When a man can do all the lifts technically correct with no structural problems, then there can be no stopping him. To put it simply; Shawn was ready to experience explosive growth in all areas!

Since Shawn was going back to Philadelphia, I wanted to communicate with Mike Abdenour, the 76ers' trainer, and their strength and conditioning coach, Pat Croce. Shawn showed me the 76er program and I was delighted. It was apparent that we had similar programs and philosophies. As we talked on the phone, I sensed a good rapport. The goal was to help Shawn develop towards the high expectations of the 76ers and support their program. Whether he is in Utah or Philadelphia, Shawn should be on a consistent same-page program.

That's how I'd want it if the situation was reversed. Anyway, Shawn bought our Training Plates and Dot Drill Pad for himself and the 76ers also purchased these two products. Now, let's begin Shawn's story at the beginning.



SHAWN'S EARLY LIFE

Shawn Paul Bradley was born on March 22, 1972 weighing in at 10 pounds and measuring 19 inches long. His father, Reiner, is 6-8 while his mother Teresa, is an even 6-0 in height. When Shawn was 2 years old his parents were predicting that he might grow up to be 6 feet 11 inches. When he was in Kindergarten, the local principal very gravely approached Shawn's mother and pleaded for the family to stay in Emery County, Utah so that Shawn could win basketball games for the high school. The principal told her he thought about it every night.

When Shawn was a baby, his first toy was a basketball. Shawn laughed, "My dad threw a

basketball in my crib. Ever since then, I've had a basketball in my hands." Shawn grew at a very steady rate, which helped his ability to physically cope with his height. He has always been tall for his age. Even when he was two, a stranger asked his parents about their "retarded four-year-old." However, within the family, they learned to revel in their height. Shawn's father's father said, "We've always treated height as something normal and enjoyable." The license plates on their cars personifies this attitude. The family van states, "I'M TALL" while Shawn's pick-up truck has "SLAM'N". His brother Justin, who will be a junior in high school, is 6-8 and one of his younger sisters is 6-1. The Bradley family celebrates being tall.

When Shawn was 10, and already 6 feet tall, he began playing basketball at 5 in the morning in the local church gym with his father and other adults. He held his own and the people of Castle Dale, population 1910, marveled at what might be. The family had to carry Shawn's birth certificate to prove he was eligible for a child's ticket at movies and amusement parks and to convince skeptical coaches of little league teams.

The family tried to keep things normal by letting Shawn participate in everything. For example, he became an Eagle Scout in Junior High School. The height thing was just a matter of making minor adjustments. Shawn's clothes are personally tailored by a family friend. His mother joins two sets of sheets

together for his bed. Oh yes, the bed, his grandfather welded an extra section onto a metal frame. Later, when Shawn was on his two-year mission to Australia, he simply carried a futon with him and slept on the floor for two years.

Shawn expressed his feelings about those early years, "I've always been taller than kids my age, but I've never been uncomfortable with my height. I've always loved it. There are times when people will make fun of you, put you down or call you names but my parents and the Mormon Church have always instilled in me, 'Have high self-esteem, love yourself, The Lord loves you, your parents love you; you should love yourself.' If I didn't believe that, I could have a very serious complex." Shawn keeps a good sense of humor about everything. In high school, to slow dance with his girlfriend, she had to stand on a chair. Once he was asked, "How do you kiss your girlfriend? She's so short." Shawn wryly answered, "With my lips, how else would you do it?"

HIGH SCHOOL CAREER

Shawn entered Emery High School (550 students) as a 6-11 freshman. Emery is 2 1/2 hours south of Salt Lake City. He started as a 7-2 sophomore and helped Emery to a 3rd place finish and a 22-2 record. He averaged 13 points, 7 rebounds, and 6 blocks. Shawn garnered All-State honors and attended the NIKE/ABCD All-Star Camp. He also served as sophomore class president.

(Continued on page 11)

As a 7-5 junior, Shawn led Emery to a perfect 24-0 State Championship season averaging 26 points, 13 rebounds and 9 blocks. He was the Utah Player-of-the-Year, Street and Smith and Parade All-American. He was also junior class president.

Shawn's father, Reiner, who is a medical technician, took x-rays on a regular basis to check Shawn's growth plates. They finally matured during his senior year when Shawn reached his top height of seven-feet six-inches! He again led Emery to another State

Championship with a 22-2 record. Shawn averaged 25 points, 17 rebounds and 9 blocks. He made five different prestigious All-American teams and was the CO-MVP of McDonald's All-American game. What really "wowed" everyone at the McDonald's classic was when Shawn won the 3-point contest. Shawn was senior class vice-president. All in all, Shawn finished with a career 68-4 record, including a 43-game winning streak.

Opponents tried unique ways to prepare for Shawn. One coach made his team practice holding tennis rackets over their heads. Shawn heard that another team tried brooms. Obviously, nothing worked. One time, two coaches saw Shawn dunk while his head was behind the backboard. It was like a "Peeping Tom Dunk". How do you prepare for that? "You

don't. You just play for second place."

SHAWN'S OTHER CAREER

Shawn's other high school career will elevate him to super success in the NBA just as much as his basketball career. What I'm



Shawn Learned Great Squatting Technique With The BFS Box Squat Routine. Coach Shepard Spotting Carefully.

about to write should blow your mind. So sit back and get ready:

FOOTBALL: As that 6-11 9th grader, Shawn played quarterback on the football team. He'd always played everything with his friends. It was just natural to be with his friends on the gridiron. However, after his 9th grade year, his football career came to an end. "They told me not to play anymore football. When fall came around, all my friends were playing. I hated it. It was really tough on me. I wanted to play so bad. I also would have liked to have played defensive end or defensive line. I think I could have done OK." Now, this is Shawn speaking to me during a workout while his agent is trying to work out a huge multi-million dollar contract with the 76ers.

WRESTLING: Emery needed a heavyweight wrestler to round out its 9th grade team. Naturally, Shawn volunteered.

Let's see if you can picture it. You bring your wrestling team to wrestle a junior high team. Your heavyweight is 5-11 and 180 pounds and then your guy goes out to shake hands with his opponent and here's Shawn at 6-11 and 168 pounds.

One time he got pinned by a kid who outweighed him by 100 pounds. That made him mad and he worked harder. Toward the end of the season, he had to go against another kid who had beaten the big kid, who had beaten Shawn. "This guy was really ripping me," remembered Shawn. It was towards the

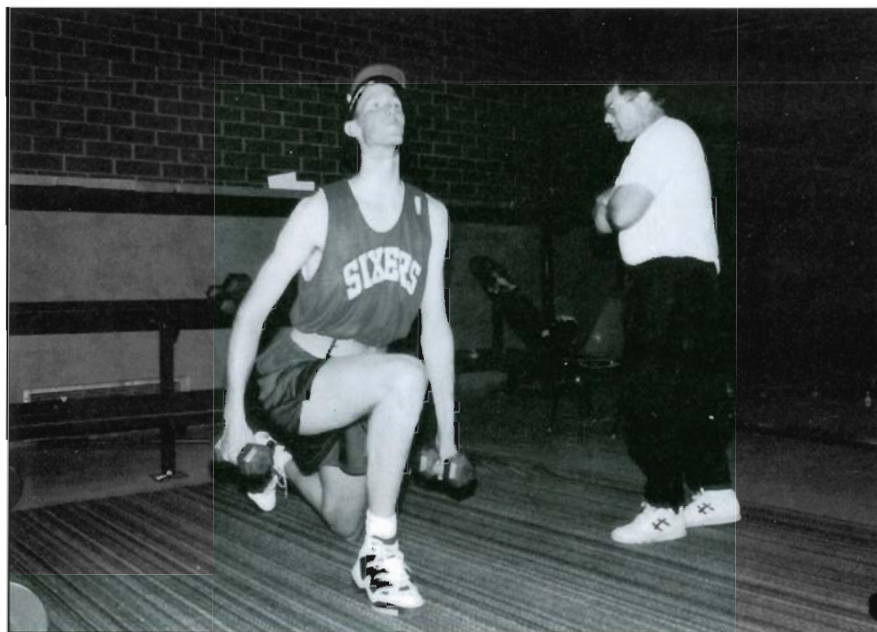
end of the match and he had Shawn on his back. Shawn said, "Enough of this". Shawn managed to get one arm free and roll his opponent. With his leverage, Shawn pinned the kid with 6 seconds left. Shawn staggered over to his coach and moaned, "Coach, no more. That was my last match." Too bad. I could definitely see Shawn as the new Andre the Giant. We could have watched him on Saturday morning cable. Oh well, it's the NBA's gain and World Wide Wrestling's Loss.

BASEBALL: Shawn played baseball until his senior year. As a junior, he batted .407. Can you imagine his strike zone? Remember, he was 7-5 at the time and playing first base. The baseball coach thought it would probably be best that Shawn not play his senior year. Shawn had just signed with Brigham Young University and a pro-career was certainly possible. The thinking was why risk a

possible injury. Shawn was very upset and stated, "It wasn't fair to the team or myself. They should have let me play."

Are you starting to get an idea of Shawn's character? Most

Shawn couldn't attend because he was at a golf tournament two hours away. He shot 43. But please don't ask me where he found clubs long enough. Maybe NASA got 'em from another planet.



Coach Shepard Is Making Shawn Really Stride Out On The Lunges. This Really Got His Hamstrings!

kids would have sat back and fallen into a prima donna syndrome. Not Shawn, he was concerned about his teammates. What's more important? His high school baseball team or his future pro basketball career. You can argue for the coach's decision all you want, but you've gotta admit, Shawn's attitude is refreshing.

GOLF:

Since he couldn't play baseball, then thought Shawn, "why not try golf." He made the team.

Shawn wanted to be with his friends and just compete. After he made the decision to attend BYU, a press conference was called.

CHOOSING A COLLEGE

Shawn received mail from 105 colleges and he read every piece. He narrowed it down to seven finalists: Brigham Young University, Syracuse, UCLA, Arizona, Utah, Duke and North

Mormons and BYU, of course, was founded by the Church of Jesus Christ of Latter-Day Saints, (commonly referred to as the Mormons). Shawn still maintains it was an extremely tough decision.

Coaches came from all over. The Bradleys live on their grandfather's 1200 acre ranch where Shawn still helps with farm chores. In fact, during his senior season of high school basketball, he was knocked off a horse and dragged 30 yards. This resulted in a minor knee injury which gave BYU apoplexy of giant proportions. Anyway, when coaches came to town, they found no traffic lights and the closest Wendy's was 30 miles away. Shawn's house was out in the country one and one half miles from the city center where the speed limit is 35 miles per hour.

Shawn made his decision in September of his senior year. He wanted to make it quick to help BYU lure better recruits around him. Also, since he made his decision early, Shawn declined to make any other recruiting trips. He said, "It wouldn't have been fair to them."

An elated Roger Reid, BYU's head coach, could see visions of national championships

"He has a chance to be the best big man who ever played. It's not like he's just a big goon. I've never seen a 7-6 guy that well coordinated."

-Jerry Tarkanian, UNLV

Carolina. You'd think BYU would have been a slam dunk for two reasons. First, BYU is close and second, Shawn and family are devout

down the road. After Shawn's first year, Coach Reid felt that his burgeoning superstar had all the qualities that make a sensational player.

“He runs very well for a tall guy, he’s coordinated, he can play defense and offense. Shawn’s had a fantastic first year, above and beyond our expectations. He needs to get more physique and strength, but that just comes with time and maturity.”

Little did Coach Reid know that Shawn would never wear a BYU uniform again and that the needed time and maturity would not occur on a BYU basketball court, but in a distant land, ten thousand miles away where kangaroos and koalas play.

THE MISSION DECISION

“All my life,” said Shawn after his first year at BYU, “I’ve been taught about the importance of a mission. I’ve always thought that when a young man turns 19, the right thing to do is go on a mission.”

However, two things were tugging at his soul, pulling him in another direction. First, maybe staying at BYU and helping them go for a national championship would be best. Second, the NBA was aware that Shawn could bump his head on the rim of the basket and offered him \$5 million to play now at age 19.

Going back to that time, here’s what Shawn was quoted as saying. “I’ve always said that I’m going on a mission but this year,

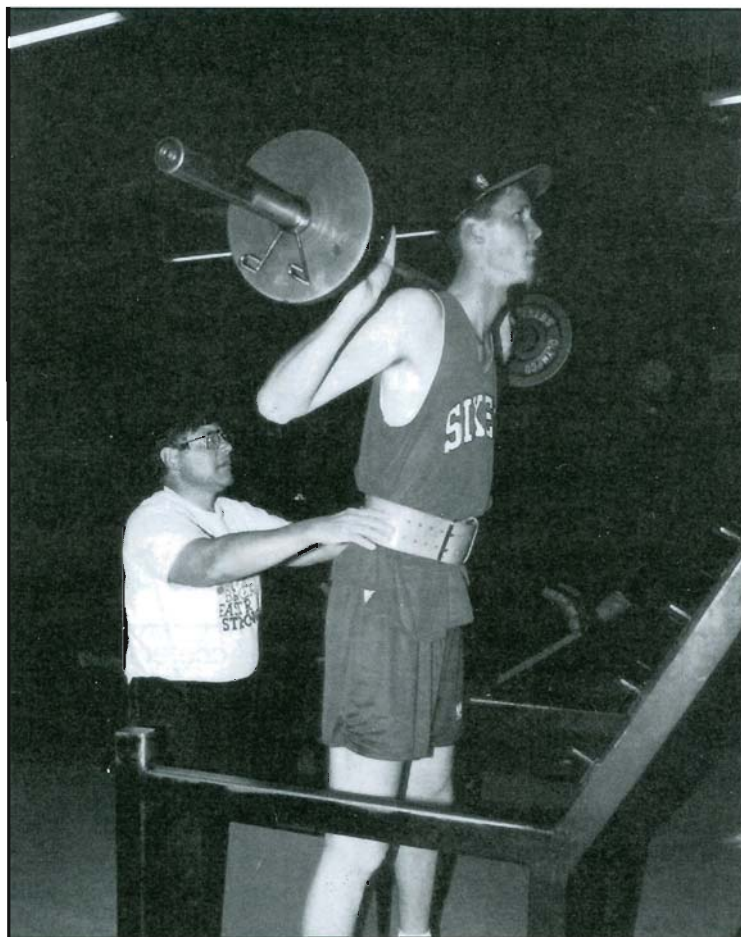
playing basketball, some thoughts crossed my mind: ‘Hey, a couple of other Mormon athletes didn’t go on missions that were basketball stars and they had great impact on the world just because

long that I was going to go, it would be hypocritical if I didn’t go. I decided once and for all to go on a mission. I filled out my papers and sent them in and it was like a burden lifted off my shoulders.”

Shawn drew in a big breath, “I had two very successful tournaments, I started to get A’s on my papers again and I was getting along with my friends. It was the right thing to do.”

In the New Testament, a scripture is found in the Gospel of St. Mark; Chapter 16, verse 15. Christ is speaking to the eleven apostles after he had risen: *“And Jesus said unto them, Go ye into all the world, and preach the gospel to every creature.”* All members of the Church of Jesus Christ of Latter-Day Saints believe very deeply in this verse. In Shawn Bradley’s mind, he was simply doing what the Savior wanted him to do.

Today, there are about 50,000 full-time Mormon Missionaries preaching the Savior’s gospel in 146 countries throughout the world. Most are young men like Shawn. The expense of a mission is normally paid by the missionary and/or the family. It is a happy and willing sacrifice. Their job is to teach non-Christians about the Savior and to teach Christians from other religions more fully about the Savior and the fullness of His



Coach Shepard Spotting Shawn Carefully On Each Rep and Set.

of the example they set! I was thinking maybe I can touch more people by playing basketball, being an example, than I can by going door-to-door and talking to people that way. Where can I do the most good? That’s what I was struggling with.”

Shawn struggled for weeks. His studies suffered, he played basketball badly and he argued with friends. “I finally realized that after saying for so

(Continued on page 16)

(Continued from page 13)

gospel plan. In spite of having many doors slammed in their faces, over 250,000 new converts are baptized annually by these missionaries.

Shawn had to get up at 6:00 A.M. everyday. After a personal prayer to the Lord, he and his companion would plan their day, which wouldn't end until 11:00 that night. They would mostly travel by foot or bicycle. Shawn was not allowed to workout or play basketball with the exception of some individual play, one day a week, set aside for recreation and preparation for the coming week. Missionaries are even forbidden to go to the beach. It should also be noted that missionaries that go to a foreign speaking mission learn to speak that language fluently and always teach the gospel in that language. But all Shawn had to do was master the Australian dialect and say, "G'day".

Shawn stated right before his mission, "Players come at me and bang really hard. They say, 'We're going to try and muscle him out of here.' But growing up on a farm, I've raised cattle all my life and cattle are the most stupid animals, so it's instilled a little feisty spirit in me. When I'm on a court, I'm not going to back down for any

reason, no matter how big a guy is. I can bang back but I'd like to have a few more pounds so I can bang back harder. Hopefully, by going on this mission, as well as the mental and spiritual gains, I'll get my metabolism to slow down and I'll gain some weight."

Shawn also said he wasn't confident about the NBA at age 19. "There 's no way I could compete with those athletes now. In a couple of years, maybe."

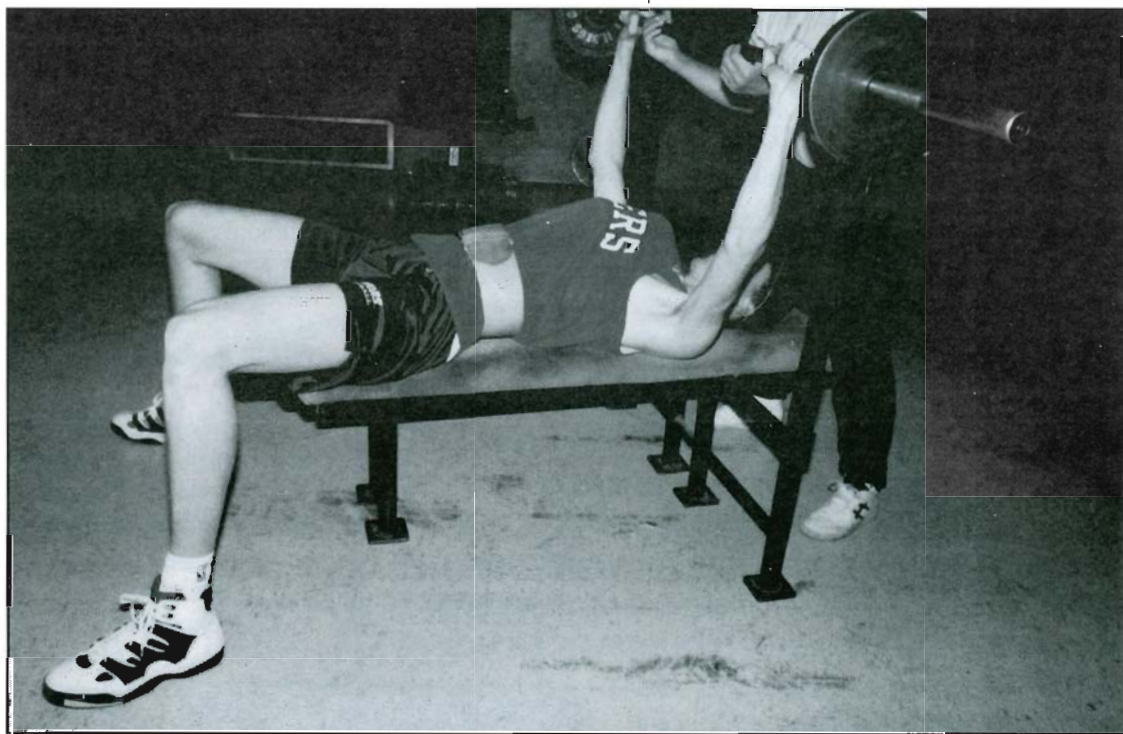
Well, those couple of years passed in Australia and Shawn ate tons of Polynesian food. He went from a spindly 200 pounds to a not-so-spindly 240 pounds. NBA scouts and agents followed this growth carefully with Shawn's parents. As his mission grew to a close, a decision had to be made; Another tough one, maybe the toughest one yet.

NBA DECISION

Last February, while Shawn was still in Australia, his parents went to the NBA All-Star game. There, they met with agents and were told that Shawn would be a top-five pick if he went pro. They were also warned about a possible salary scale in the future. Should Shawn stay at BYU with three years of eligibility left or should he grab an NBA lucrative offer while the grabbing was good?

Shawn pondered upon this choice and weighed the pros and cons while his parents did the same back in Utah. Then, on April 1st, (April Fool's Day) Shawn called his parents and told them he decided to turn pro. Mr. Bradley said, "Shawn, do you know what day this is?"

Shawn was silent for a



Shawn Liked The BFS Towel Bench Especially Because Of Previous Shoulder Problems When Benching As A Freshman At BYU.

moment and then laughed, "Oh dad, its one day later over here. I'm not joking around." His parents had independently come up with the same decision. The Bradleys were in complete agreement.

"It was the right decision", said Betty Kimmel, a family friend, whom

Shawn considers his second mother. "He can represent his culture and his church better nationally and internationally in the NBA than playing in front of 26,000 Mormons at Brigham Young University," she said.

However, when this decision was made public, Shawn and family received severe criticism via various Utah newspapers and radio stations. Some letters to the editor were vicious: "Where's your loyalty? Greed wins out. Gave up your education. Let down the church. Did not live up to your commitment. Hurt BYU because they recruited certain positions expecting you'd be back plus prospective centers wouldn't sign because they couldn't start. Shame on you."

They probably did not expect this onslaught but the majority of responses were highly supportive and after several weeks the furor died down. It's been nothing but positive since.

SHAWN'S INSPIRATIONAL MESSAGE

Being from a predominately Mormon community is different than many places. Shawn never had one drop of beer, alcohol or any drugs. He never went to one party in his community where that

If I were recruiting him I would tell him, 'Son, I don't want to be your coach. I want to be your agent. He's going to be the best player in the history of the WAC. I recruited Ralph Sampson when I was at Marquette. (Bradley) is better than Ralph Sampson was.'

-Rick Majerus, University of Utah

kind of stuff was going on. My son Matt, who is 18, experienced the same thing here in Salt Lake City. The difference is that Matt could have found negative groups but in Castle Dale you couldn't find the negative as easily. However, Shawn did go to a party one time when his team was in Albuquerque, New Mexico. "For the first time, I saw drinking and even cocaine. I immediately made the decision to leave." Shawn said, "I'm not going to associate myself with these people." To one kid who was passed out and not moving from drugs, he thought, "Have a nice life." It was fortunate Shawn left. Two hours later the police busted the party. Shawn, to this day, is glad he left that party.

Shawn has an interesting twist on the "Just do your best" philosophy and I really like it. Shawn says, "Don't worry about losing or winning. Always do your best but then realize there's always room to improve."

Will he be successful in Philadelphia? "I'm confident

things will work out. All my life, I've been successful because I won't settle for anything less."

Shawn will get married this September in a Mormon Temple to a girl he met at BYU before his mission. His marriage vows will

be for time and all eternity rather than until death. Shawn smiled, "This will keep me out of trouble when I'm in Philadelphia."

Maybe, but Shawn has always been shown the correct path. He remembered, "If I was going out on a date or something, my mom would say, 'Shawn, remember who you are and what you stand for.' Then, if she's going shopping with some ladies, I'll say, 'Mom, remember who you are and what you stand for.' It's a joke but it has a lot of meaning. There's hundreds, there's thousand, there's innumerable worldly temptations out there. But, if I remember who I am and what I stand for, I won't go wrong."

To me, Shawn has increased the meaning of being an Upper Limit Athlete. We wish him, his new bride-to-be and family nothing but the best and thank him for being who he is and what he stands for."

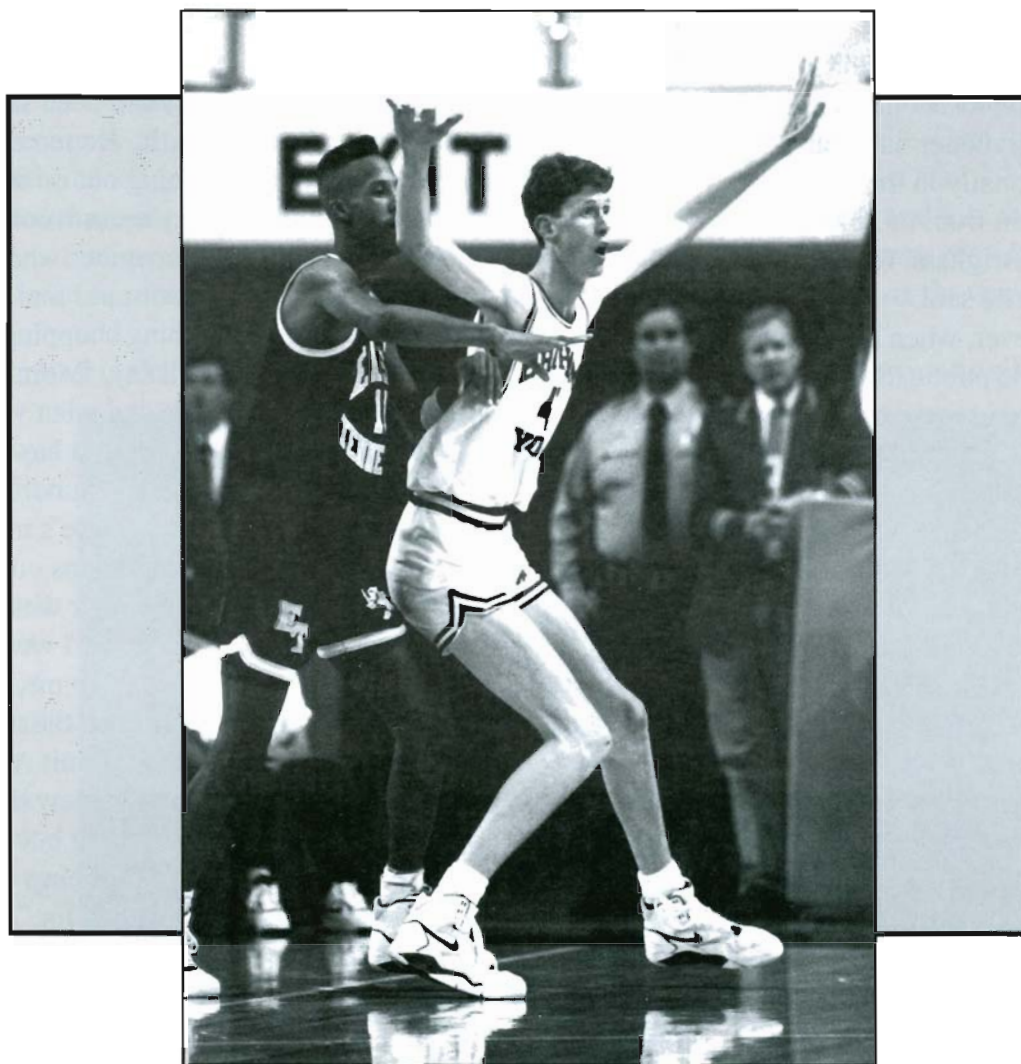
SHAWN'S BYU STATISTICS

Was honorable mention All-America by Associated Press, All-District Seven (USBWA), Second team All-District 13 (NABC), MVP of the WAC

Tournament, WAC Freshman of the Year, a member of the WAC All-Newcomer and All-Defensive teams, second team All-WAC, All-Holiday Festival in New York City, twice named Chevrolet MVP of games, and All-Cougar Classic ... tied an NCAA record with 14 blocked shots against Eastern Kentucky (tied David Robinson, Navy vs. Wilmington) ... in that ECU game (12/7/90) in the Cougar Classic, he scored a career high 29 points and had eight rebounds... his high rebounding

game was 16 against Arizona State ... set an NCAA freshman season blocked shot record for a total and average at 177 in 34 games for a 5.21 average ... that average is the second-best in an NCAA Career ... those 177 blocked shots led the nation in 1991 and is a WAC season Record ... his 10 blocked shots against Virginia (3/14/91) in the NCAA first round at Salt Lake City was a new tournament record (broken by Shaquille O'Neal, LSU, with 11 vs. BYU in 1992 at Boise,) ... selected by his teammates

as the team's Outstanding Player for the season ... scored in double figures 24 of 34 games, had nine games of double figures in rebounding and two games with double figures in blocked shots ... was the team's leading scorer 14 times, the leading rebounder in 16 games, fouled out only four times and averaged 28.9 minutes per game ... led BYU to a 21-13 overall record, a second place WAC finish at 11-5, a WAC tournament crown and an NCAA post-season berth □



Shawn's BYU Freshman Stats 1990-1991

<u>Games</u>	<u>FG%</u>	<u>FT%</u>	<u>REB. - AVE.</u>	<u>PTS. AVE.</u>	<u>BLOCKS</u>
34	.518	.692	262 -7.7	503 14.8	177