



BFS Baseball:

The DVD Series



The best sports training DVDs for young baseball players have just arrived

When Robin Jennings walked into our BFS offices in Salt Lake City last winter to discuss his approach to coaching baseball, we were impressed. First, Robin had played 12 years of Major League Baseball with Cincinnati, Chicago, Colorado and Oakland. Anybody who has had a career of that duration in one of the most competitive sports in the world has our respect. Because Jennings was now involved in coaching young athletes, he was especially interested in what role BFS could play in America's favorite pastime.

Jennings always has had a good work ethic in terms of strength and conditioning; but he had developed a reputation as being injury prone, and the wear and tear on his body required numerous surgeries. "I was always dedicated to training, but I did some things the wrong way that resulted in harmful stress to my body," says Jennings. After talking with our coaches and learning about the BFS Total Program, Jennings decided that BFS provided the best means to help athletes reach their potential in the sport with minimal stress on the body. This is what led to the creation of BFS Baseball.

Of course, anyone familiar with BFS knows that the BFS program is designed for athletes who compete in multiple sports, which is as it should be. Not only should kids get the opportunity to experience a variety of sports to see what they like best and can excel in, but it's also in the best interest of their health to cross train. Even so, multi-sport athletes are sometimes put at unnecessary risk of injury from programs that disseminate misinformation about the proper training of youth sports. It's sad that one of the most popular jokes in athletic training circles is that the field of sports medicine is growing so rapidly that by the year 2011 all the sports medicine clinics in the country will be connected by one giant walkway! As with almost all humor, there is a bit of truth to that statement. And that is unfortunate in this case.

What distinguishes BFS from other programs is its emphasis on unification of all athletic programs, aggressive in-season training, and paying equal attention to all the components of athletic conditioning such as speed, strength, agility and flexibility. This balanced approach to sports training has enabled BFS to be the leader in athletic fitness for more than 30 years. And with Jennings now on our staff, along with several of his colleagues in professional baseball – including Mike Stefanski, Todd Haney and Brooks Kieschnick – we have been able to start adding another dimension to our services: sport-specific fundamentals.

"The group of players I put together for BFS Baseball have a lot to offer in the fact that although none of us became superstars, we have played for so long that young players can learn from our successes and our failures," says Jennings.



BEFORE YOU PLAY IN A STADIUM FULL OF FANS.



YOU HAVE TO WORK WHEN NO ONE IS WATCHING.

TRAINING & EQUIPMENT

And the biggest lesson Jennings felt that he and his team could offer was *fundamentals*.

“The greatest thing about baseball is that the game hasn’t changed in 100 years, but many coaches have gotten away from what baseball is all about and are looking for the *quick fix*, or the *latest and greatest* gimmick,” says Jennings. “I just spent 30 days in spring training, doing the same core fundamentals, over and over and over again, so that I can do them without thinking. Work on the core fundamentals of the game – that’s what will help your team win.”

Just what are core fundamentals? “Simple,” says Jennings. “Hitting, pitching, catching and fielding – along with the BFS strength and conditioning program.” And that’s exactly how our BFS Baseball series is organized: five professionally produced DVDS, each one focusing on all the elements of one of these core fundamentals and taught by the pros. It’s perfect!

With the foundation of the proven BFS system, professional instruction and 21st century technology, the BFS Baseball DVD series will significantly improve all aspects of baseball performance. Help your athletes run faster, throw farther, hit harder and become more explosive! Help your athletes win! BFS

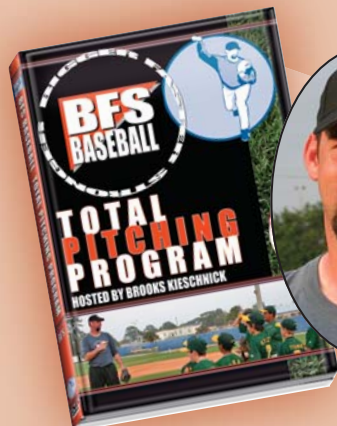


The BFS DVD series was filmed in Bradenton, Florida, in March 2007. Here are a few “behind-the-scenes” outtakes of this exciting teaching program.



BFS Total Hitting Program

Taught by Robin Jennings. Jennings spent 12 years in the pros playing for Cincinnati, Chicago, Colorado and Oakland. The BFS Total Hitting Program teaches the proven hitting mechanics of today's Major League players. The BFS program provides superior instruction along with visual training to improve bat speed, power potential and batting average.

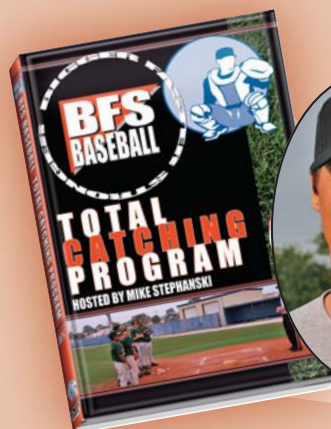


BFS Total Pitching Program

Taught by Brooks Kieschnick. Kieschnick has played for Cincinnati, Colorado, Chicago and Milwaukee. The BFS Total Pitching Program develops sound pitching mechanics, provides critical knowledge of in-season and off-season physical preparation and prepares pitchers to be mentally successful. The goal is to make pitchers become their own best coach, as well as increase their understanding and enjoyment of the game.

BFS Total Fielding Program

Taught by Todd Haney. Haney played for Chicago, New York and Montreal. The BFS Total Fielding Program is the definitive guide to becoming a more confident and successful defensive player! The program provides an inside look into proven MLB fielding techniques by using an easy-to-understand style to break down the proper footwork for all ground balls, accurate throwing mechanics, a complete guide to turning the double play, proper fly ball footwork, and developing a big league mental approach. The BFS Fielding Program is ideal for experienced coaches, interested parents and enthusiastic players looking for the competitive advantage!



BFS Total Catching Program

Taught by Mike Stefanski. Stefanski played for Cincinnati and for the St. Louis Cardinals. The BFS Total Catching Program covers proper positioning, receiving, throwing and blocking, as well as proper technique and execution of all game fundamentals.

BFS Clinics Exercise Instruction

Taught by the BFS Team. Learn perfect technique of core strength and power exercises that will help you win. Included are valuable auxiliary exercises and proper spotting techniques to ensure safety.





PITCHING



HITTING



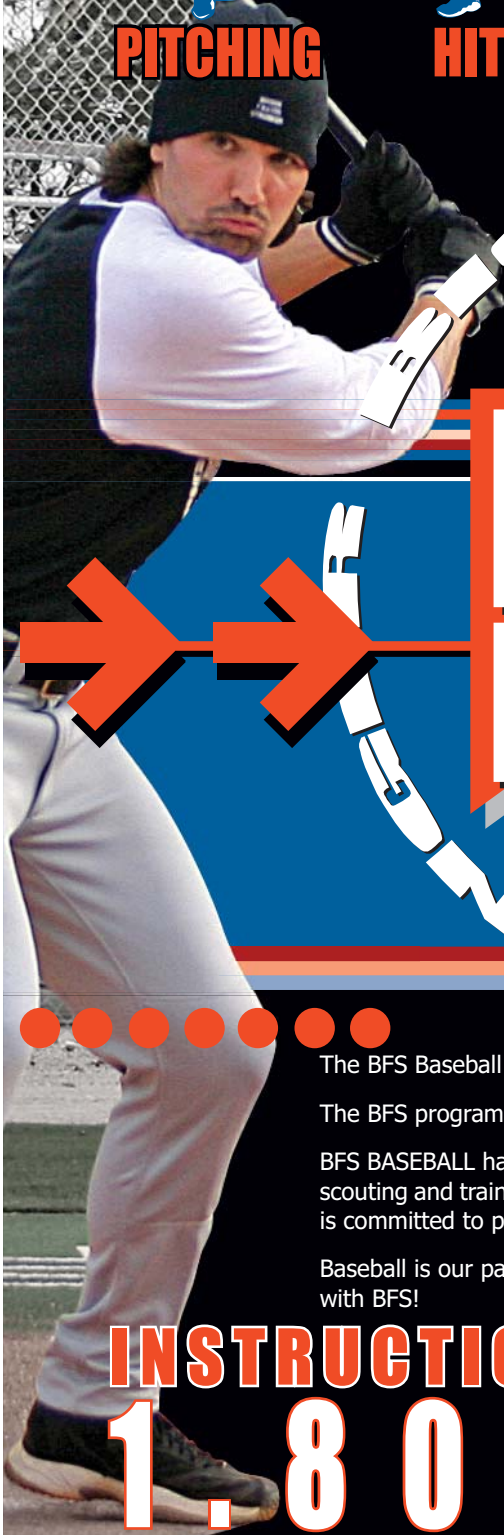
FIELDING



CATCHING



STRENGTH



BFS BASEBALL

FIVE DVD SET

Learn
Baseball
From the
Ground
Up

The BFS Baseball Total Program significantly improves all aspects of baseball performance.

The BFS program will make you run faster, throw farther, hit harder and become more explosive! You will win!

BFS BASEBALL has assembled a tremendous staff of professional players with over 70 years of coaching, playing, scouting and training experience in order to provide you with the best instruction possible. The BFS BASEBALL staff is committed to providing you with leading edge information and technology to take your game to the next level!

Baseball is our passion and we look forward to making it yours!! Join 7000 high school programs already winning with BFS!

INSTRUCTION FROM BASEBALL PROS

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