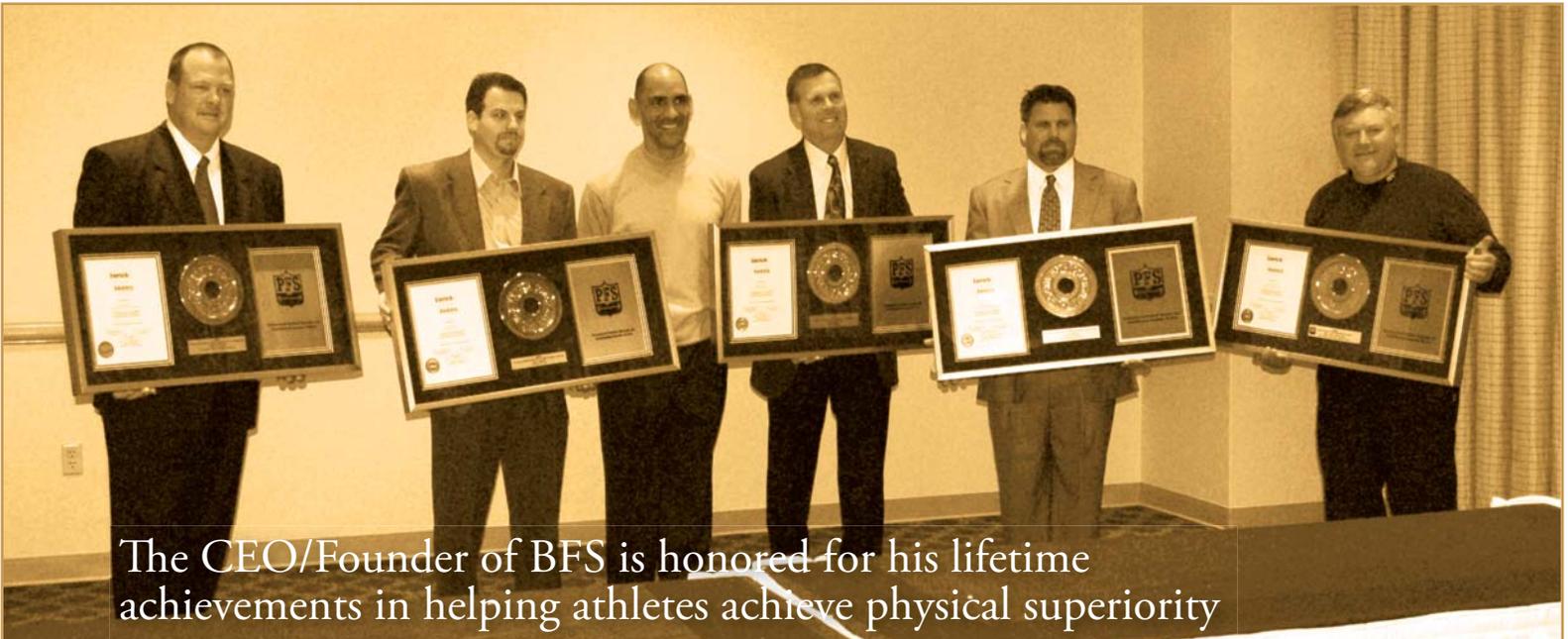


Dr. Greg Shepard Receives *President's Award*



The CEO/Founder of BFS is honored for his lifetime achievements in helping athletes achieve physical superiority

Each year the Professional Football Strength and Conditioning Coaches Society holds an annual awards banquet. This year's event, on February 23 at the Westin Hotel in Indianapolis, was especially meaningful to BFS: Founder and CEO Dr. Greg Shepard was presented the society's President's Award for his lifelong achievements and contributions to this profession. This is an appropriate award, as Coach Shepard was involved in the strength coaching profession long before it *was* a profession.

Coach Shepard has always been involved in strength training and has been involved with many pioneers in this area. In the mid 1960s he trained with the San Diego Chargers, who at the time were at the forefront of weight training for pro football. Shepard competed in powerlifting, winning the

National Collegiate Championships, and was a member of an Olympic weightlifting team in Salzburg, Austria.

Although this background helped form Coach Shepard's ideas about optimal weight training, his thinking took a paradigm shift in the late 1960s when he started training with George Frenn. One of the best hammer throwers in the country, George had a best competitive squat of 843 pounds – long before the days of supersuits and other special supportive equipment. George was so far ahead of everyone else that Coach Shepard spent many summers in the Los Angeles area to be near Frenn and pick his brain.

The BFS "Secret"

Training alongside Frenn were some of the best throwers in the country, all who weighed an average of

The amazing coaches honored at the 15th Annual PFSCCS Banquet: Chris Carlisle, USC; Jon Torine, Indianapolis Colts; Tony Dungy, presenter; Rusty Jones, Chicago Bears; Tommy Fabacher, John Curtis Christian School; Dr. Greg Shepard, BFS. Go to www.prostrenghtcoach.com to learn more about these awards and recipients.

270 pounds and ran 4.6 to 4.7 in the forty. "They were far bigger, faster and stronger than the pro football players of that era," says Shepard. "I wanted these types of athletes on my football team." The "secret," as Shepard likes to call it, was simple but quite radical at the time: "Stretch, lift hard with free weights, vary your workouts, and concentrate on the big multi-joint lifts that develop the legs and hips. You've got to do that, plus add sprinting and jump training." And there, in a nutshell, is the BFS philosophy.

To prove the superiority of his system, Shepard took over as head football coach at a high school in Idaho, a school that had a football program that was – well, terrible. “I inherited a team that was 0-6 and had lost homecoming 72-0; the kids were so dispirited that they just quit, forfeiting their last three games. We trained hard, and the following year our team won the county championships and scored a fantastic 29-16 victory over the team that had beat us 72-0. And this is despite the fact that the opposing team had a school enrollment of 1,600 kids to our 850!”

Shepard then took over the Granger High School team in Salt Lake City. This team was also struggling, having won only two ballgames in four years, but Shepard achieved what is still considered one of the most dramatic turnarounds in the history of Utah. “This got everyone’s attention,” says Shepard. “Coaches were asking me,



In a photo taken in 1984, Coach Shepard poses with BFS Senior Vice President Rick Anderson (left) and President Bob Rowbotham. BFS has been helping athletes win for over 30 years!

‘How can you take a disaster school and turn it around in just one year?’ When I said it was our weight training program, they would ask me to come to their schools and show how to do it. That was how our BFS clinics began, and those schools that I worked with also saw dramatic turnarounds in their programs.”

Shepard moved on to become the strength coach at Brigham Young University and, in December 1981, for the Utah Jazz. At that time he was the only strength coach in the NBA. Says Shepard, “I, along with my BFS partners Rick Anderson and

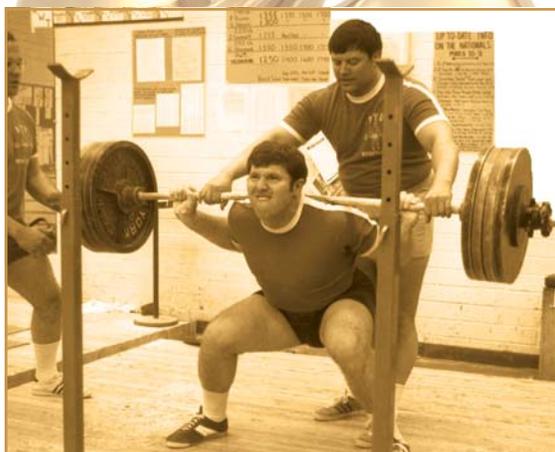
Rob Rowbotham, was with the Utah Jazz for 16 years.” And with the addition of John Rowbotham as BFS vice president, the BFS team has developed a successful exercise equipment business with a 30-year history of offering affordable, high-quality products and services that help athletes win.

Today, BFS has extended its reputation beyond football with its focus on the unification of all athletic programs, along with promoting safety and character education for all student-athletes. In fact, each year BFS clinicians schedule more than 400 seminars and are keynote speakers in nearly 50 conventions! It’s quite an organization – and phenomenon – that Coach Shepard started with BFS.

BFS thanks the Professional Football Strength and Conditioning Coaches Society for recognizing Dr. Greg Shepard’s achievements with the 2006 President’s Award. Congratulations, Coach! BFS



Coach Shepard was a member of an Olympic lifting team in Salzburg, Austria, and coached a collegiate national champion team in powerlifting.



As the head strength coach at BYU, Coach Shepard worked with many outstanding athletes. Some of his success stories include Paul Howard, a 10-year veteran of the Denver Broncos, and NCAA rushing leader Pete Van Valkenburg.

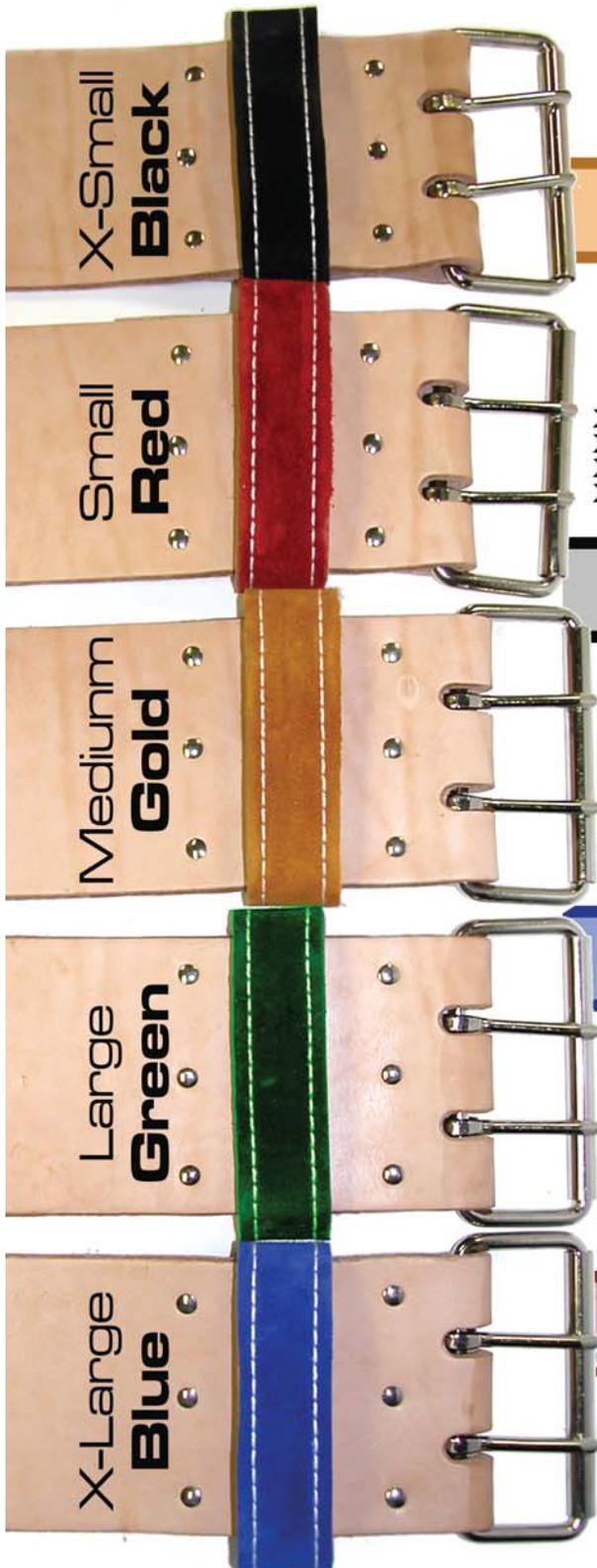


In December, 1981, Coach Shepard was the first strength coach in the NBA. Here he is shown working with Ike Austin of the Utah Jazz.

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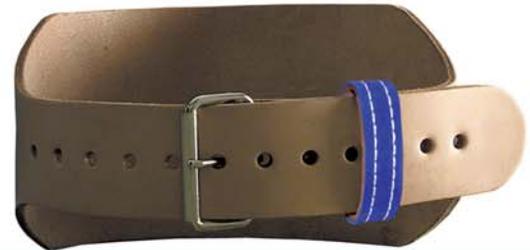
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