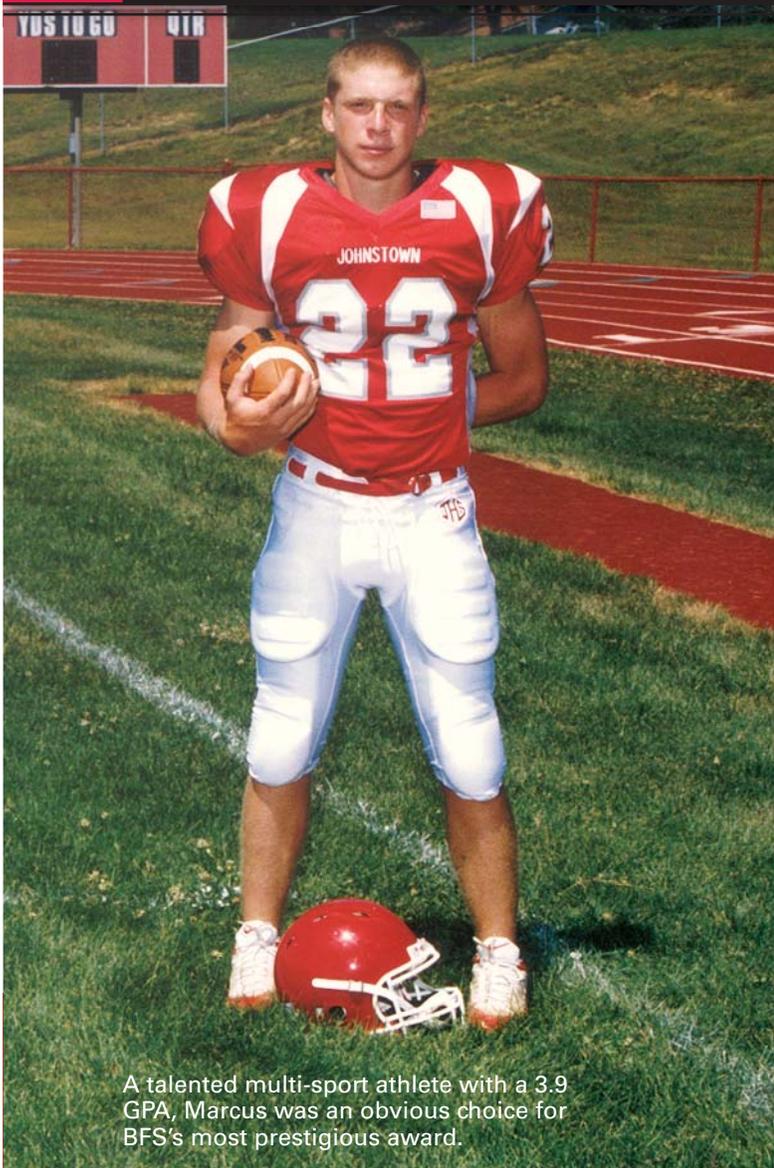


BFS SUCCESS STORY



A talented multi-sport athlete with a 3.9 GPA, Marcus was an obvious choice for BFS's most prestigious award.

Looking for a positive role model for young athletes? Consider Marcus Hendren, a senior at Johnstown-Monroe High School in Johnstown, Ohio. We did, and we were so impressed with this young man that he was BFS's unanimous choice for the 2007 BFS Male High School Athlete of the Year.

Since *BFS* is a magazine about student-athletes, let's start by reviewing Marcus's accomplishments in the athletic arena. First, like all athletes we consider for this award, Marcus is a multiple-sport athlete, competing in football, basketball, baseball and lacrosse. He excels in all four, but the sport that caught our eye – and the eyes of college scouts – is football.

At 5 feet 11 and 185 pounds, Marcus has 4.5 speed and plays running back and defensive back for the Fighting Johnnies. The slogan for the 2006 team, which finished 9-3 and was a regional semifinalist, was "We Are Taking Care of Business." And this year Marcus did exactly that as he ran for 2,900 yards (8.4 yards carry average) and 36 touchdowns, twice scoring six touchdowns in one game. He is ranked as one of the top five leading rushers in Ohio, and he was a finalist for the Mr. Football award, which is given by the media to the young man they believe is the best football player in the state.

In the weightroom, Marcus, pound-for-pound, is one of the strongest players you will find anywhere. Starting with the

A closer look at one of America's most inspirational student-athletes

BY KIM GOSS

Marcus Hendren: 2007

BFS Male High School Athlete of the Year

BFS Readiness program in junior high, Marcus trained hard and increased his strength to the level where he can power clean 275 pounds, bench 320, and full squat 500. Whew! And academically, you can't expect much more from a young man. He holds a 3.9 GPA and scored 27 on the ACT.

Second to None

Mike Carter is the athletic director and head football coach at Johnstown-Monroe High, and he has coached Marcus throughout his entire high school experience. Because Marcus's older brother, Dustin, had played for the Johnnies, Carter knew that with Marcus he was getting a young man from a great family; he would have a work ethic second to none. "We strongly believe here that hard work will pay off in big dividends, as long as you believe and give it all you've got. We tell kids to be tough, try as hard as they

can, and have fun."

Carter says that thanks to his introduction to conditioning with the Readiness program, Marcus had good technique and was ready to get strong – which he did sooner than expected. "Marcus's quickness improved tremendously during his freshman year, so by his sophomore year he became a starter at defensive back." Carter says that by his junior year his strength levels had improved tremendously, so he was moved to starting tailback, rushing for more than 1,000 yards, while also playing outside linebacker.

In 2006, Carter says, Marcus's dedication to being the best he could be – "He was always the first one in the weightroom and the last one to leave" – had a positive effect on his teammates. "Marcus was not the most vocal of our players, but his work ethic made him stand out as a fantastic leader. When you have a young man who works hard

and has high goals and aspirations, the other kids start to look at that and join in." And that's exactly what happened: Along the way Marcus became co-captain of the basketball, baseball and football teams.

When describing Marcus's character, Carter says, "It's unbelievable how humble this young man is. He has never been in trouble, from kindergarten to 12th grade – he is the perfect, role-model student, very likeable, very quiet, and friends to everyone." Carter adds that in his spare time, Marcus is involved in the local 4-H club and participates in fairs where he shows and sells farm animals.

A snapshot of Marcus's character occurred in one of his breakout games in his junior year. Says Carter, "All the reporters wanted to interview him, and Marcus came up to me and said, 'Coach, I only want to do this interview if I can bring the linemen with me,

GRADE A performers
Several area standouts have teams in hurt

YOUR SPORTS
www.NewarkAdvocate.com Contact Bill Bender, (740) 928

High School Football: Week 8
Brothers lead Johnnies

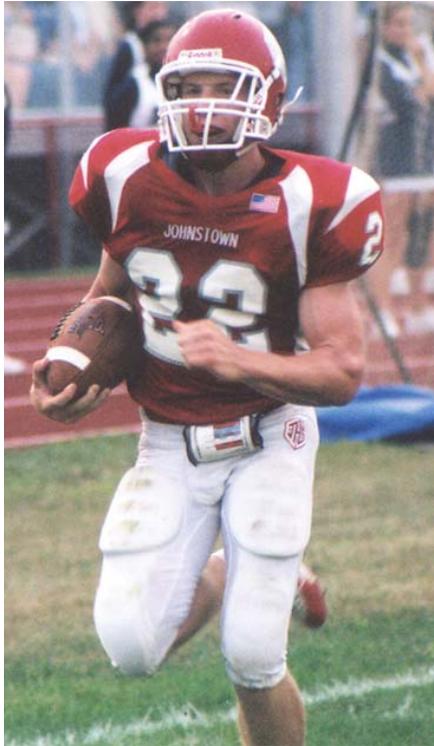
Hendren household plays key role for Johnstown football

Football fever
For more on Johnstown, this week's feature team, see Saturday's Advocate.

Friday always talking about how much fun he has.
The Hendren brothers knew about hard work and teamwork long before stepping on to the field. They baled more than 20,000 bales of hay during the summer on the family farm. It is no wonder Dustin and Marcus have provided consistency throughout the Johnnies' 52 start to the 2006 season.
"We set a good example," Marcus said. "They know what they need to do when they get older."
With three regular-season games remaining, the three brothers have some business as they enjoy their only season together.
During Dustin's freshman season the Johnnies began the victory bell tradition. After each home every Johnnies' player, and cheerleader rings the victory bell in the south end zone. Each ring signifies the number of wins the Johnnies have on the season. The seniors ring first down through the freshmen.
"I love the victory bell," Dustin said.
The Hendrens hope to ring it six times each about 10 p.m.

BFS SUCCESS STORY

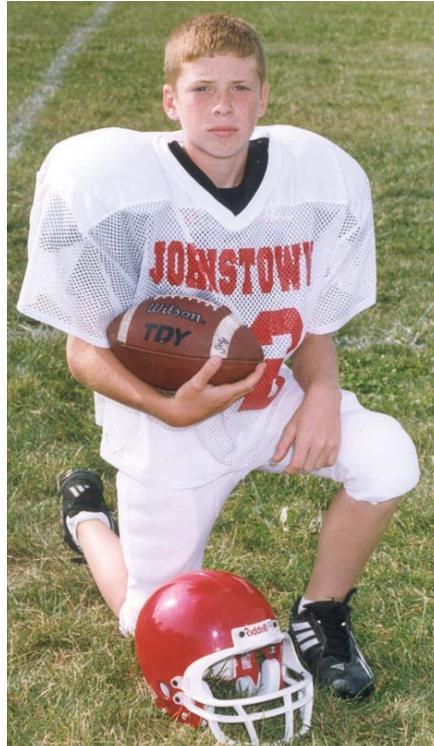
because they were the ones who did it.' Sure enough, he took the linemen up with him for his post-game interview – and that's the way it's always been. All his interviews are never about 'me'; they're about success being a team effort and he's just one piece of the



Last season Marcus rushed for 2,900 yards and 36 touchdowns. This photo was taken on the opening game of the season, where he rushed for 420 yards on 20 carries and scored six touchdowns.

machinery.”

Much of Marcus's success can be traced to a strong, supportive family that includes his mother, Ann; father, Dave; and two brothers, Dustin, 19, and Mitchell, 16. Dustin, who played linebacker for the Fighting Johnnies, is



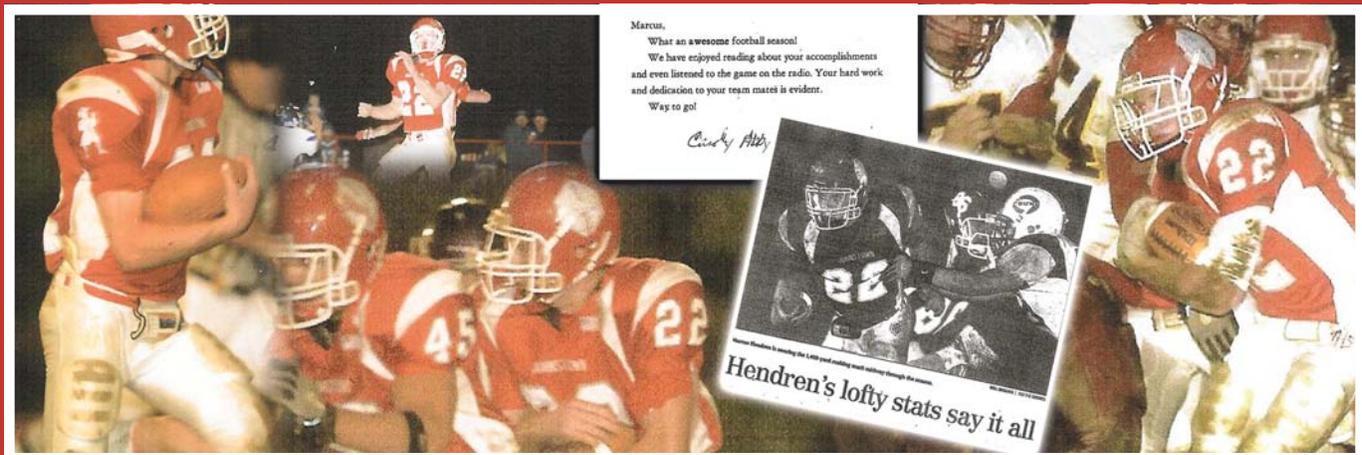
Shown when he was in junior high school, Marcus started with the BFS Readiness program.

now playing for Capital University in Columbus, Ohio. Mitchell, who got to play alongside Marcus this year on the lacrosse team, carries a 4.3 GPA.

Marcus's family lives on a dairy farm; the family business is a dairy-and-grain operation that Marcus would like to help carry on after a college career that will focus on business and agriculture. And Dave, who works alongside his own father in the business, says he is thrilled that Marcus wants to return to the farm after college. "There's nothing greater than working alongside your

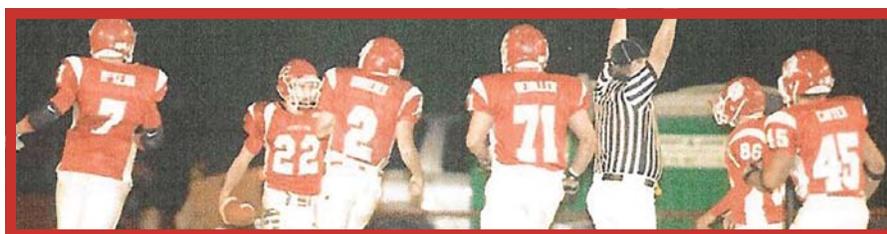


Head Football Coach Mike Carter presents Marcus with the award for All-Ohio 1st Team Division V Offensive Player of the Year.

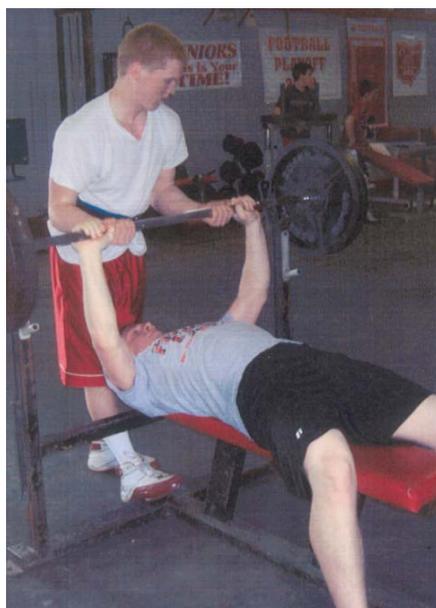


children.”

Hard work and a matter-of-fact belief in yourself is a strong trait in the Hendren family. Ann, agrees. “Marcus is very focused and has goals. When he does something, he does it 110 percent. Marcus leads by example.” About the success of his children, Dave adds, “Marcus and his brothers simply have a lot of pride in what they are doing – they want to do the best they can for themselves. I’ve never forced Marcus or his brothers to study – they just do it. That’s the way it’s supposed to be.” **BFS**



An early photo of Marcus and his brother Dustin helping pour cement at their farm, and Marcus showing one of his animals at the fair.



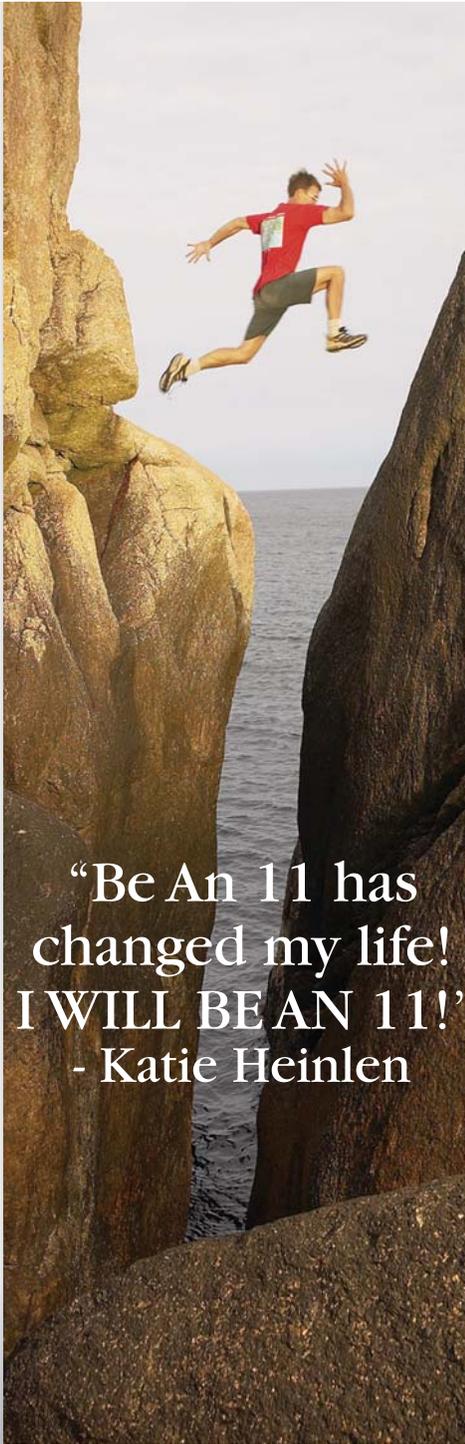
Although he weighs only 185 pounds, Marcus can bench 320, squat 500 and power clean 275.



The Hendren family (left to right): Dustin, Ann, Marcus, Mitchell, and Dave.



In his spare time, Marcus coaches basketball for the Johnstown Youth Athletic Association.



“Be An 11 has changed my life! I WILL BE AN 11!”
- Katie Heinlen

BIGGER FASTER STRONGER



11 BE·AN Seminars!

“The most inspiring night of my life!”

-Kyle Meyers, Rutherford B. Hayes High, OH

“Reaffirmed the reason I entered coaching 25 years ago.”

- Coach Al McFarland



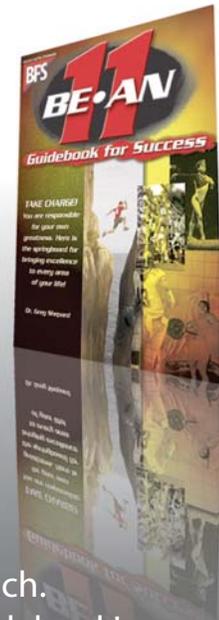
“Every school in the nation should schedule a Be An 11 Seminar today! It is without a doubt the best thing that has happened to our school.”

- Coach T. Cox



“This is exactly what our school and community needed.”

- Coach Fox



Here's How it Works

A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!

(Interested schools can request free Be An 11 Book & Seminar literature)

The cost is only \$1,400 up to 50 athletes. Add'l athletes only \$15 each. Includes the Be an 11 Guidebook!
*Christian B11 is also available

Other Clinic Options: 2 Day & Be an 11 Seminar / 2 Day Clinic / 1 Day & Be an 11 Seminar / 1 Day Clinic / Certification Clinic

If a B11 Clinic is combined with a 1 or 2-day BFS Clinic, the cost is only \$15 per athlete, no minimum.

**Bigger Faster Stronger · 843 West 2400 South, Salt Lake City, UT 84119
1-800-628-9737 · Fax (801) 975-1159 · www.biggerfasterstronger.com · info@bfsmail.com**

THE BEST WAY TO GET STARTED ON THE BFS PROGRAM!

THE TOTAL PROGRAM PACKAGE



Now Includes the BFS Clinic Exercise Instruction DVD!

THE BFS TOTAL PROGRAM PACKAGE

JUST \$99

325087 VHS • 325187 DVD

100% MONEY BACK GUARANTEE!!



1. BFS Clinic Exercise Instruction DVD.
2. BFS Total Program 2-Video Set VHS or DVD
3. ALL NEW! BFS Total Program Book. Contains the complete BFS Program -Completely redone from cover to cover!
4. Set Rep Log & Record Card. The record keeping book for all athletes. It has instructions and a complete chart to record sets, reps, records, times and more. Each book is designed to last one year.
5. A One-Year Subscription to **BFS Magazine**. BFS: a quality magazine unlike any other. Inspirational stories, technique articles, products, motivation and more! Published six times a year. Includes the BFS catalog!
6. Be An 11! Guidebook For Success.
7. BFS Online Web Site Access.

AVAILABLE ONLY FROM BFS. CALL NOW: 1-800-628-9737

Fax (801) 975-1159 • biggerfasterstronger.com • 843 West 2400 South • SLC, UT 84119