

One Heartbeat, One Soul



Bob Turner didn't set out to be the savior of the Aces' football program, but success happens

Bob Turner's ultimate goal was to become a head coach of a high school baseball team. But as is often the case with ultimate goals, unforeseen circumstances caused Turner to postpone that goal. The most recent thing to sidetrack his plan was his choice to accept a position as the head football coach at Edenton-Holmes High School in Edenton, North Carolina.

Coach Ricky Browder motivates the offense to get it going.

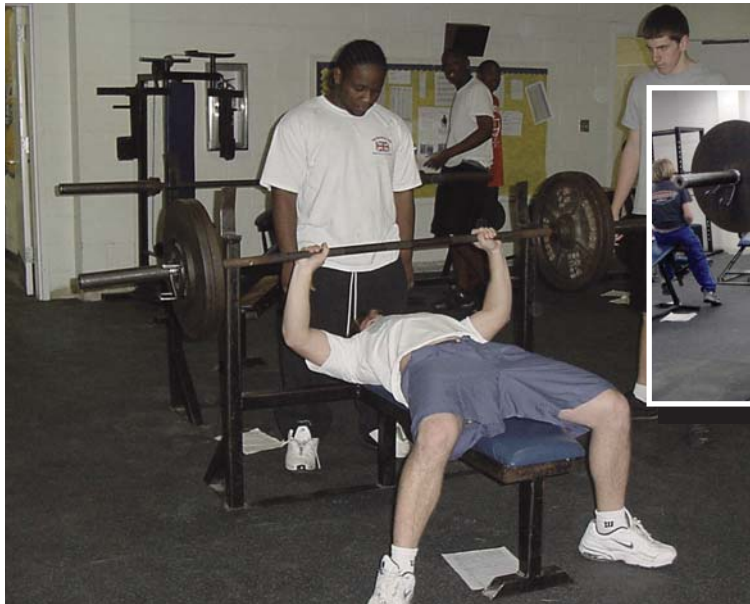
"I never had any intention of becoming a head football coach. I was brought in to Edenton-Holmes two years ago as a junior varsity baseball coach and assistant football coach," says Turner. But summer was approaching and two candidates before him turned down the job, so Turner decided he had to take action. "We were getting into a bind because it was late in the spring, and we wanted to have the head coach involved with the summer program."

Although he had never worked as a head football

coach, Turner's résumé showed that he had good organizational skills for the job. Prior to accepting the job at Edenton-Holmes, he had been the athletic director at Perquimans High School, located about 10 miles



from Edenton-Holmes. Turner was already an accomplished coach, serving as assistant football coach and leading the girls' basketball team to a 30-0 record and a berth in the 2000 playoffs. But before accepting the



Ervin Wilson spots Will Williams (left) while Linnell Evans racks a power clean.



Brian Leary finishes a heavy set on the Hex bar deadlift.

prestigious new position, Turner thought it would be best to consult with his fellow coaches.

“I talked to the assistant coaches, several who were in their later years, and they just didn’t want to take it over,” says Turner. “So I said, ‘Guys, what would you think if I took over this team?’” Their unanimous answer was that it was a great idea, and they assured Turner they would do everything they could to help him turn around the program. They had a lot of work to do, as the team had finished the 2002 season with a 3-8 record and had a reputation for losing in the fourth quarter.

The Power of Commitment

Turner’s first order of business was to communicate to the team that they were expected to lift

Andy Downing, defensive backs coach, gets pumped up after a big play.

during the summer. “You can’t take a break in the summer and expect your numbers to come right back when August rolls around. The team needed to be stronger, and that would take a serious commitment from the players.” To help him get his program jump-started, Turner put in a call to Walt Davis, a fellow coach from nearby Manteo High School in Manteo, North Carolina.



“I called Coach Davis the day after I got the job,” says Turner. “I knew how strong his summer program was, and I respected his ability to instill discipline in his athletes. Coach Davis helped me tremendously, and I credit him for helping me get my summer program going. What’s more, his team is in our conference, and last year we ended competing for the conference championship.”

The next item on Turner’s coaching checklist was the weight training program. When Turner first came to Edenton-Holmes High School, Offensive Line Coach Randy Hollowell was solely in charge of strength training. “Coach Hollowell is a super gentleman who has 30 years’

experience in football strength training,” says Turner. “The year I left Perquimans we had just put in the BFS program, and Coach Hollowell told me he had also been looking into BFS. We started watching the videos and reading the books, and this led to us purchasing some small equipment. But we knew we needed to make some major changes to our weightroom.”

Thanks to funding provided by the athletic department, the booster club, headed by Marshall Williford, and some parents who made anonymous donations, Turner was able to upgrade his weightroom and purchase some serious weight training equipment. They repadded and resurfaced all the equipment; and

then from BFS they purchased some bars, rubber weights, resistance ropes and rolled flooring. “It was a tremendous improvement, and the kids really appreciated it. In the future I would love to have six BFS elite stations. Our weightroom is only 40’ by 42’, and having those stations would be the way to go.”

The Aces enthusiastically went after the BFS training program, but there were challenges along the way. “I remember the first day we did the plyometric boxes. I said, ‘This is ridiculous—we can’t do this!’ But the second time they got much better, and within two weeks we were really just taking off on them.”

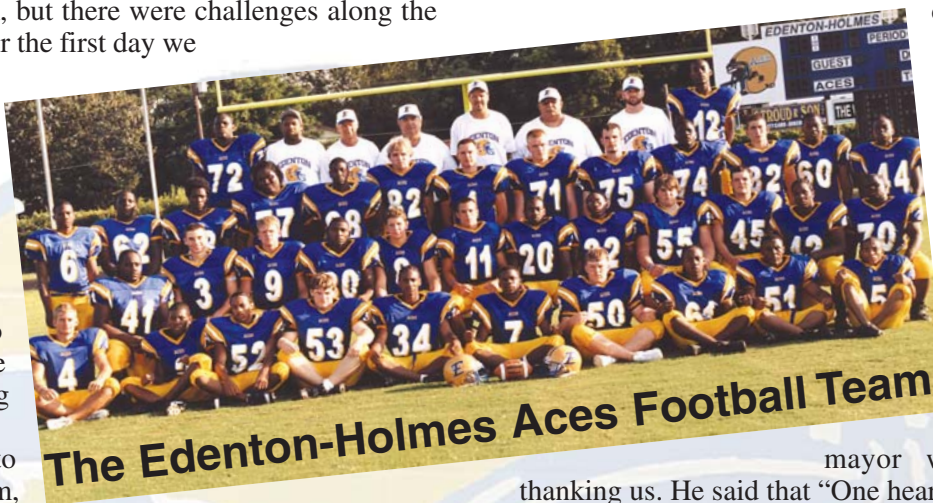
In addition to the football team,

other sports adopted the BFS program. “We have a separate girls’ strength training class each semester, and all our coaches are knowledgeable about the BFS program. We also just purchased a smaller set of plyometric boxes this summer for the girls and for the PE classes, because we wanted to get the PE classes into box work this semester and then gradually work them up to the bigger boxes.”

As for the X’s and O’s, Turner tries to adjust the offense to the talent available. “I experimented last year with the wishbone. I was familiar with it because we had used it at Perquimans; but at Edenton-Holmes we just didn’t have the sort of players needed for the wishbone, so we were limited in what we could do with our offense. We started toward the middle of the year really spreading out, going more to a wing-T. We have such outstanding backs and receivers that we don’t like to finesse all game long, but we do mix it up in there,” says Turner. “Defensively we run a stacked four. We really get good movement and activity from our linebackers, and our competitors never know where they’ll be coming from.”

Conditioning and a solid game plan definitely were major improvements, but one of the most important changes in the Aces’ program was the way Turner motivated his players. “I try to get them to understand that even though I’m going to get on their case at times, it’s just to make them better. I also try to do as much motivating as I can all week long, not just on Thursday before the big game on Friday or just on Friday before we go to the field for the game. We motivate them all year long to get them to believe in themselves.”

One motivational tool of Turner’s is the motto “One heartbeat, one soul.” “In the stands you’d hear ‘One heartbeat, one soul!’ thundering out from the parents,” says Turner. “Our motto really carried us throughout the season, especially when times were tough. Our area was hit with a major hurricane last year, and it took us out of




commission for 12 days. When we were able to resume the season, we had to play three games in ten days, and believe me, our motto took on a whole new meaning then. The

mayor wrote a letter thanking us. He said that “One heartbeat, one soul” was a slogan not only for our football team but also for our whole community through that hurricane. All over the town after the hurricane there were signs up with ‘One heartbeat, one soul.’ It was great to feel that community support.”

All these efforts paid off: last year Turner’s team won 12 games and made it to the third round of the playoffs in the 2A division. “I don’t want anyone to think that I take the credit for this turnaround, because I have a set of assistant coaches who have really dedicated themselves to the changes we made. They have anywhere from five to 35 years of experience, and without them there is no way one person could do this job.”

Among the top players were tailbacks Brandon Hyman (774 yards rushing with a 5.1-yard average) and Luke Williford (651 yards rushing with a 5.2-yard average), quarterback Brian Swicegood (709 yards passing and 358 yards rushing), linebacker Chris Holley (93 tackles and 11 sacks), safety Earthan Ward (67 tackles and 8 interceptions), and receiver Cal Walters (542 yards rushing and 107 yards receiving). This year Turner expects great performances from Hyman and Williford, who will be returning, and from Lindsey Lawrence, who will be the fullback and Brian Leary, who will be the quarterback.

This year the Aces are favorites to win their conference and are ranked 9th in the state. Turner says he feels great about receiving such confidence from the media. “Last year we sort of sneaked up on everybody, coming in as a 3-8 team and coming out 12-2, and reaching the third round of the playoffs. Now we’ve got a big bull’s-eye pinned on our team, and that’s fine with us.” 

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*Chuck Warden
Head Football Coach
Loveland High School, OH*

Our BFS Clinic was everything we had hoped for and more! [I see the athletes working harder on technique and encouraging each other more than prior to the clinic \(especially our girl athletes\).](#) The coaches who participated all expressed that it was very informative and beneficial to them.

*Ed Rohloff
Head Football Coach
Custer County HS, MT*

On behalf of the entire North Scott Athletic Program I want to thank you for the tremendous job that you did. [Our kids and coaches are still buzzing about the clinic.](#) The professionalism you showed was a great example to our coaches and the enthusiasm that you showed to our kids was a great selling point for the BFS Program.

*Randy Schrader
Head Football Coach
North Scott High School, IA*

I have been doing the BFS program for 2 years now. [By having the clinic I found out what I was doing wrong and how I can improve myself.](#) The program has helped me in many ways. I have been on the Varsity team for 2 years and I'm only in the 9th grade. I enjoy doing your program. Thank you!

*Andrew Gould
Football Player*

I have to share with you the tremendous feedback we have received from the coaches in attendance, students, athletic director and the parents. [The phone has been ringing off the hook with positive feedback.](#) The clinic was both informative and motivational. It had a significant impact on my athletes.

*Coach Bob Butler
Tappan Zee High School, NY*

I loved our BFS Clinic! [I learned more in this one day than I have in all the other clinics I have been to put together in my entire life.](#)

*Coach David Gonyar
Buck Sport High School, ME*

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-See pages 12-**

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- Call BFS at 1-800-628-9737 to discuss your needs with our Clinic coordinators and get your date entered on the calendar (*We highly recommend 4 weeks before your clinic date*).

Clinic Costs

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One Day Clinic: \$1,600 (\$800 deposit to reserve your date with \$800 due the day of the clinic.)

Two Day Clinic: \$1,950 For 1 to 50 athletes then \$25 per person above 50. (\$975 deposit, balance due at clinic)

QUESTIONS? CALL BFS 1-800-628-9737

AN AWESOME GROUP!



Back Row: Roger Freeborn (OR), John Rowbotham (UT), Bob Rowbotham (UT), Mark Beckham (CA), Ray Cosenza (MA), Rick Bojak (UT), Len Walencikowski (FL), Evan Ayres (WA), Rick Tomberlin (GA), Matt Merry (LA), Jeff Scurran (AZ), Bob Doyle (OH), **Middle Row:** Jeff Sellers (IN), Jim Brown (MO), Mandy Eakin (MO), Dennis Dunn (LA), Bobby Poss (NC), Rick Anderson (UT), Doug Ekmark (MN), **Front Row:** Bob Bozied (CO) BFS CEO, Dr. Greg Shepard (UT). Not Pictured: Patty Hagemeyer (CO) and Doug Holland (LA)

THE BFS CLINICIAN STAFF

This group represents some of the best, most successful coaches in the country. And you have access to them to do a BFS Clinic at your school (see pages 32-33)

