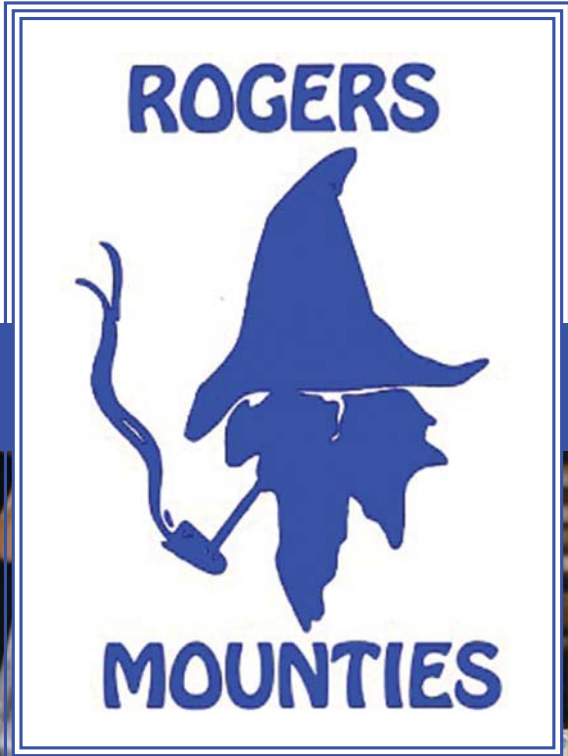


Winning *Beyond* the Scoreboard

photos by Lifetouch

Rogers High school shows
how to win with class



When Coach Ronnie Peacock took over as head coach for Rogers High School, he knew he was in for a challenge, as the school didn't have a recent history of winning. That prediction was confirmed when his Mountaineers finished 2-8 that first year and 1-9 the next. "I'd known I was getting into a tough situation when I took this position, but it was a lot tougher than I expected – a lot tougher."

When the Mountaineers improved to 6-4 the following year, the immediate future seemed brighter, but the team garnered only eight wins and a tie over the next two years. Peacock kept up the good fight, however, and his patience was rewarded the following year: The team went undefeated, 12-0, and went on to the Class 7A State Championships against the Fort Smith Southside High School Rebels from Fort Smith, Arkansas.

Having beaten the Rebels earlier in the season, a game in which Rogers was ahead 21-0 in the first quarter, Peacock couldn't help but feel confident. "Our kids were on a roll, and we had already beaten the Rebels. We knew if we played well, we should beat them again – but you never know," says Rogers. In the championship game, Rogers scored a touchdown with 40 seconds left in the game, missing the extra point, to go up by two. That hiccup would cost them, as on the subsequent kickoff the Rebels were able to hit a 37-yard field goal with four ticks left on the clock. Final score: Rebels 23, Mountaineers 22.

Now, although they weren't able to hammer in the



last nail of a perfect season, Rogers High School has finally shaken their reputation as a team of "also-rans." A 12-1 season is, by any standard of measurement, remarkable. And there are many individual accomplishments to recognize, such as the All-Arkansas honors given to quarterback Cody Kirby, offensive lineman Lee Ziemba and defensive lineman Derek Smith. A word about Kirby, who was named the 2006 *Arkansas Democrat-Gazette* Offensive Player of the Year and who has orally committed to Missouri State.

The previous two seasons Kirby had been set back by ankle injuries, breaking his left ankle in the first game of his sophomore year and his right ankle four games into his junior year. "We throw the ball a lot, and injuries to key players can really hurt," says Peacock, who says in 2005 the team was 3-0-1 with Kirby and 1-5 without him. But Kirby, just like Coach Peacock, is not the type of person to give up easily.

Kirby worked himself healthy and racked up 4,267 yards



of total offense that included 34 passing touchdowns and 18 rushing touchdowns. He also had a 66 percent completion ratio, fumbled only once, and was named the team's offensive player of the week eight times.

Beyond the Numbers

Peacock, a former professional football player who has also coached at the college level, sees many differences between working with high school athletes and with those at higher levels. "The higher the stakes, the more importance is put on winning on the scoreboard," says Peacock. And on recruiting.

"In college you're going to be able to recruit your kids, and it's about getting the right kids that fit into your program and then just working them really hard. In college it's either "win or go," and that is one reason there are a lot of college coaches whose only concern is winning and who are not interested in making a real difference in these kids' lives. In high school if you don't win, you're still teaching kids and changing lives." And that's just the way Peacock approaches coaching.

"If it is all about winning and you put everything into winning and you lose, then you lose everything," says Peacock. "On the high school level there's a lot more that

On the high school level there's a lot more that you're trying to accomplish, and I would go so far as to say that my biggest wins have not been on the scoreboard.

Ronnie Peacock, Head Football Coach/AD

you're trying to accomplish, and I would go so far as to say that my biggest wins have not been on the scoreboard. My biggest victories have come from touching kids' lives, and maybe saving kids from drugs or helping guide a kid who has grown up without a dad."

As for Peacock's view of professional football, he has mixed feelings. "First of all, my stint in pro football was relatively short, but it had a tremendous impact on my life.

Quarterback Coby Kirby racked up 4,267 yards of total offense that included 34 passing touchdowns and 18 rushing touchdowns.





I think there is a lot of pressure put on pro athletes to liven things up to make things bigger than they are. They know they are being watched and the television cameras are on, and so there are the little dances in the end zone – it’s almost like the pro athletes have to have that image, though not all of them do.”

Marvin Harrison, the wide receiver from the Colts, is one NFL player Peacock admires: “Harrison is not real flashy, but he’s out there catching and taking care of business. But then there’s Terrell Owens and the message he sends, not only with his actions on and off the field but also in terms of respect for other players and his coaches. The message that is sent out by pro football is ‘Terrell Owens can do whatever he wants to do and can get away with it, as long as Dallas is winning.’ If Dallas is going to the Super Bowl, everybody loves Terrell Owens. I hate that image.”

Doing What Counts

Peacock says that one of the programs he is most proud of at Rogers, a BFS school, is the annual father-son



Head Football Coach Ronnie Peacock ended his first season at Rogers with a 2-8 record. This year his Mounties finished at 12-1 and went to the Class 7A State Championships.

retreat, which he started seven years ago. “In my 34 years of coaching, it’s the best thing I’ve done because it has positively impacted more lives than anything else I’ve ever done in coach-

ing football.” Peacock says this retreat encourages fathers and sons to get “emotionally naked” with each other, which he explains is “talking from the heart about things that they normally wouldn’t talk about.”

For the mothers, Peacock puts on what he calls “The Mountie Mom Clinic,” which he describes as basically a Football 101 clinic for the mothers of his players. “We talk about some basic concepts of the game, we have an official come and talk about the rules, and we dress a football player in the pads to show the mothers how their sons are being protected. We want to show that we are trying to do what’s best, and what’s right, for their kids.”

Asked to sum up his philosophy about coaching, Peacock paused for a minute and replied passionately, “We all want to win, but there’s something that is much more important than winning. Learning how to work as a team member, how to count on each other – all of those things, in my opinion, are as important, if not more important, than winning on the scoreboard.” **BFS**

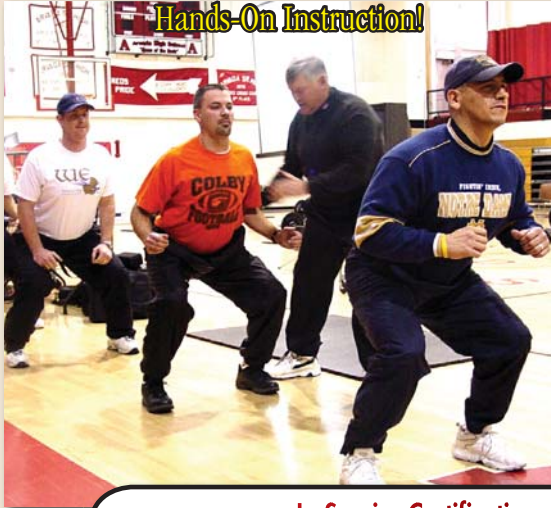
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At the beginning of each week simply print out the athlete's BFS Set-Rep Program weekly workout schedule.

Here's what you get

10/17/2005 1:59 AM

Beat the Computer Pre-Workout Test Sheet
East Side High School
Bigger Faster Stronger

Name: _____ ID Number: _____ Sex: _____
Address: _____ Weight: _____ Height: _____
Phone: _____ Grade/Period: _____
City, St. Zip: _____
Weekly Workout Schedule: _____ Sport: _____ Positions: _____
Number of Workout Days per Week: _____ Sport: _____ Positions: _____
Short (3 set) or Long (5 set) Workout: _____ Sport: _____ Positions: _____
Number of Weeks in Program: _____
Date to Begin Program: _____
Parent's Name: _____

Core Lifts
Select a weight for each core lift that is challenging enough to get between 1 and 10 reps on the Bench and Squat exercises, and between 1 and 7 reps on the Hex Bar Dead Lift and Power Clean.

Core Lift	# of Reps	Weight	Lifted	Date
Parallel Squat				
Bench Press				
Hex Bar Dead Lift				
Power Clean				
Box Squat				
Towel Bench				

Speed and Flexibility
Enter Your Scores in the following events:

Event	Score	Date
20 Yard Dash		
40 Yard Dash		
Dot Drill		
Vertical Jump		
Long Jump		
Sit & Reach		



2 Enter athlete's lifts into the computer

October 18, 2005 1:09 PM

East Side High School
Weekly Workout Schedule for the week of October 17, 2005
Bigger Faster Stronger

Athlete Information
Deans, Carter ID Number: 2 Grade/Period: 9 1
3875 W. Mercer Way Sport / Positions: FOOTBALL CB WR
Mercer Island, WA 98040 Workout Schedule: FB-O

Notes on the Workout
For Core Lifts: For Squat and Bench lifts, we recommend a max of 10 reps, and for Dead Lifts and Cleans, a max of 5 reps. Use the weight and reps shown for each set, except for the last set. On the last set use the weight shown, but try to get more reps than the computer shows so that you Beat the Computer!

For Aux Lifts: Your last recorded lift is shown. Use the number of lbs shown, but try to increase the weight title.

Day Number: 1 Did you BEAT THE COMPUTER on your last set? Write your name here!

Core Lifts	Set 1	Set 2	Set 3	Auxiliary Lifts	Set 1	Set 2	Set 3
Box Squat	3x 215	3x 225	3x 235	Glute Ham	10x 0	10x 0	0
Towel Bench	3x 160	3x 165	3x 175	Neck Exercise	10x 65	10x 65	10x 65
				Straight Leg Dead Lift	10x 45	10x 45	10x 45

Day Number: 2 Did you BEAT THE COMPUTER on your last set? Write your name here!

Core Lifts	Set 1	Set 2	Set 3	Auxiliary Lifts	Set 1	Set 2	Set 3
Power Clean	3x 105	3x 110	3x 115	Lunges	10x 100	10x 100	10x 100
Hex Bar Dead Lift	3x 170	3x 175	3x 185	Incline Press	10x 110	10x 110	10x 110
				Neck Exercise	10x 65	10x 65	10x 65
				Power Squat	10x 100	10x 100	10x 100

Day Number: 3 Did you BEAT THE COMPUTER on your last set? Write your name here!

Core Lifts	Set 1	Set 2	Set 3	Auxiliary Lifts	Set 1	Set 2	Set 3
Parallel Squat	3x 180	3x 200	3x 210	Glute Ham	10x 0	10x 0	10x 0
Bench Press	3x 140	3x 145	3x 155	Straight Leg Dead Lift	10x 45	10x 45	10x 45
				Power Squat	10x 100	10x 100	10x 100

Generate Individual Workouts

Computer-aided workouts for maximum results

Print Test Sheets

Forms for weights and field testing

October 17, 2005 1:34 AM

East Side High School
Individual Ironman, Power, and Overall Rankings
Bigger Faster Stronger

Athlete Information
Deans, Carter ID Number: 2 Height: 6 FT 1 in
3875 W. Mercer Way Grade/Period: 9 1 Weight: 160 Lbs
Mercer Island, WA 98040 Sport: FOOTBALL CB WR

Note: For all Lifts and Speed & Agility Events, higher Point Values are better.

Ironman Ranking

Core Lift	1 Rep	Point Value	Ironman Ranking	Grade	School	Rank within School
Squat	225 lbs	2	Good	4th	4th	3rd
Bench	165 lbs	2	Good	3rd	3rd	3rd
Dead Lift	200 lbs	1	Beginning	6th	6th	6th
Clean	125 lbs	1	Beginning	4th	4th	4th

Point Total: 6
Overall Ironman Ranking: Beginning

Power Ranking

Event	Most Recent Score	Point Value	Power Ranking	Grade	School	Rank within School
20 Yard Dash	2.88 sec	12	Great	3rd	3rd	3rd
40 yard Dash	4.50 sec	10	Great	3rd	3rd	3rd
Dot Drill	72 sec	7	Beginning	7th	7th	7th
Vertical Jump	18"	9	Good	5th	5th	5th
Long Jump	4' 7"	9	Beginning	9th	9th	9th
Sit & Reach	2'	2	Beginning	9th	9th	9th

Point Total: 34
Overall Power Ranking: 5,440

Remember it is not where you start, it is where you finish.
Be totally committed to breaking your personal records each day, and you will learn the true path to success, happiness, and achieving your goals.

Recommendation # 1
Flexibility is key to improving speed. Stretch with intensity every day with the BFS 1-2-3-4 Flexibility program.

Recommendation # 2
The key to excellent power is the Parallel Squat, Power Squat, and Pigeonitis. You need to really emphasize this part of your total program.

Recommendation # 3
You need to do the BFS Dot Drill every day. Get Good!

ADDITIONAL REPORTS: Ironman & Power Rankings

Compare to national standards

www.bfsonline.com

Top 10

October 17, 2005 1:34 AM

East Side High School
Top 10 scores among Current Athletes in the

Parallel Squat

Rank	Name	Date	Weight
1st	John Titus	5/24/2004	315 lbs
2nd	Jason Merrill	7/12/2004	255 lbs
3rd	Andy Selcho	7/11/2004	245 lbs
4th	Carver Deans	7/11/2004	225 lbs
5th	Amy Coulam	7/12/2004	205 lbs
6th	Kelly Vinyl	7/12/2004	160 lbs
7th	Jason Castleton	7/12/2004	155 lbs
8th	Carolyn Bobertson	7/12/2004	145 lbs
9th	Celina Tamayo	7/12/2004	135 lbs
10th	Sara Clarke	7/12/2004	125 lbs

BFS Beat the Computer

ADDITIONAL REPORTS:

Produce Top 10 Lists

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