

BIGGER FASTER STRONGER

BFS

Dedicated to Helping Students
and Athletes Succeed for
Over 40 Years



**BFS Provides the road map to improving your
students physical and athletic development**



SHIELD YOUR WEIGHT ROOM FROM ACCIDENTS AND LAWSUITS

Join BFS's mission to prevent lawsuits by making weight rooms safer

"First, do no harm" is standard practice in the healthcare professions, and it's also great advice for coaches and physical education instructors. Unfortunately, in recent years commonsense safety procedures have been seriously neglected in school weight rooms. Failure to ensure safety for students and athletes not only puts them at risk for injury, it also invites litigation against schools and coaches. BFS is working to change that.

First, through our magazine, *Bigger Faster Stronger*, we are showing our commitment to regularly publish practical information about safety in the weight room. This booklet contains two of these articles. You can access other such articles through our website, biggerfasterstronger.com. This is a free and valuable service, so please check out these articles and look for more in future issues.

Second, for the past 32 years BFS has been conducting coaching clinics that teach athletes and coaches proper lifting and spotting techniques. Each year we conduct more than 400 such clinics throughout the country (the popularity of these clinics makes it imperative that schools make their reservations early). In addition, we have special one-day certification seminars for coaches that focus on safety. The completion of this seminar and a BFS theory course makes our BFS certification the standard in the profession.

We also offer an important safety package that will enable you to get started immediately with improving weight room safety and reducing your liability. And in the near future we will be publishing a book by Dr. Marc Rabinoff, a legal consultant who has worked on over 300 cases involving fitness training injuries. If you don't believe that safety is a serious matter or that coaches and schools are losing millions of dollars in lawsuits from improperly run weight rooms, this book will change your mind.

Please enjoy the information provided in this booklet, and I hope you can use it in your efforts to make your program safer and more effective.

Thank you,

A blue ink signature of Bob Rowbotham, written in a cursive style.

Bob Rowbotham

President, Bigger Faster Stronger, Inc.

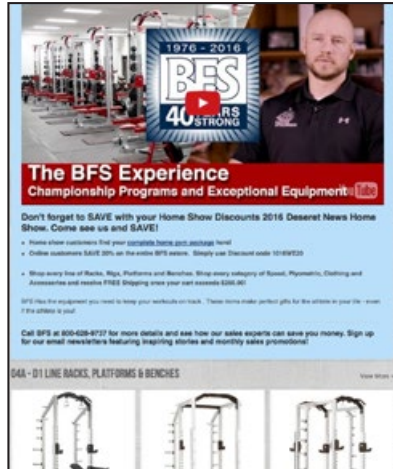


2020 -Meet Today's BFS

Learn about all the areas that BFS can help you develop athletes and students both safely and effectively



SUPERIOR WEIGHT ROOMS FOR ATHLETIC DOMINANCE



For nearly 40 years BFS has been providing middle schools, junior high schools and high schools with the tools they need for success. We'd like to do the same for your school. We are your full-service company, not only all your Exercise Equipment needs, but for safe and effective Exercise Instruction.

Strength Safety and



Character Education at Its Best The Be an 11 Seminar!

Like most educators, you are no doubt constantly seeking ways to encourage, motivate and inspire achievement. Our dynamic seminar presenters will infuse your athletic program with a greater vision. Along with that vision, they will teach your athletes how to set higher goals, work harder and become better people as they create their own value system with higher standards.



The Ultimate BFS Experience The Two Day Total Program Clinic

In a two-day clinic, a BFS instructor can come to your school and show you how to unify your athletic program to ensure athletes will progress, year-round. The two-day clinic permits more hands-on instruction and additional time for our clinicians to answer your questions to make this a more complete, personalized experience.



The Easiest Way to Get Your Staff a BFS Weight Room Safety Certification What is In-Service? BFS Comes to You!

Imagine Having a BFS Clinician Come to Your School to Work One-On-One with Your Coaching Staff! Our Coaches will Show You the Best Ways to Apply the BFS System to Your Program for Maximal Effectiveness. With over 35 Years of Experience, No Other Certification Comes Close.

Conditioning Certification

BFS offers regional and on-site Strength and Conditioning Clinics, and a complete line of multimedia educational materials to teach coaches and athletes how to exercise for maximum performance with minimal risk of injury. We also offer a character education program called Be an 11, which will have a positive impact on all aspects of your students' lives.

To ensure the highest levels of competence among coaches and physical educators, we offer a Hands-On Certification Course that includes a continuing education program. Further, almost all our instructors are certified teachers, and 95 percent are currently employed in high schools.

Made in the USA Equipment

BFS is one of the few companies in the industry to manufacture in the United States Institutional-Grade Strength and Conditioning Equipment.

Our design professionals provide both 2D and 3D renderings so you'll see exactly what your facility will look like upon completion. In addition, you will have the assurance that the room is designed according to current safety guidelines and industry recommendations. We can

also assist in the installation of your equipment.

Please contact us today and start taking your program to the next level of physical superiority.

Balance of Power - BFS and Optojump

"Balance of power" is the perfect term to describe a vital key to athletic performance. Measuring and increasing Balance and Agility are vital in keeping athletes and students healthy and reducing risk and recovery time from injuries such as concussions.

In team sports, the coach wants every member of the team to be able to obtain optimal performance. This means we strive to make poor athletes good athletes great, and great athletes even better. This formula is especially effective at the high school level. Every school has a few great athletes on any team, so success is determined by how well the coach can improve the abilities of the less gifted players. This is why efficient and effective training is so important.

www.biggerfasterstronger.com

"We wanted to build on our success, so we brought out BFS clinician Tom Sullivan to give a Be An 11." Mark Peach

Head Football Coach
Anderson County High School
Lawrenceburg, Kentucky

"Coach Rick Bojak got me to believe completely in BFS. He spent three days with us, and did both a Be An 11 workshop and a two-day lifting clinic. This helped motivate us into our off season."

Kevin Belcher
Head Football Coach
Central High School
Phoenix, Arizona

"What certification does is give you a formidable defense to prove that you were well trained and knew what you were doing. And it's a lot easier to prove that if you've gone through a training program." Dr. Marc Rabinoff

Professor, Human Performance and Sport Department
Metro State College
Denver, Colorado



Blueprint for Success: Baltimore County Public Schools

How one school district is leading the field in PE and athletic fitness



When you think about outstanding sport programs, undoubtedly you think about the state championship titles, exceptional athletes and passionate coaches motivating their athletes to do their best. In the area of physical education, you think about dedicated instructors teaching their students important movement skills and exercise theories they can use their entire lives. What probably doesn't come to mind, in either of these cases, are administrators. But they should, especially when it comes to the athletic and physical education programs that are being conducted in Baltimore County Public School District (BCPS).

Located in Baltimore County, Maryland, BCPS is the 25th largest school system in the country. It has 172 schools, 24 of them high schools, and services 107,000 students. This

school district has taken a “pay it forward” approach to improving the quality and safety of their athletic and PE programs. They have taken the steps necessary to create a unified system that streamlines organization so that all their staff is on the same page, especially in how they run their fitness programs. And BFS is proud to be instrumental in this development by providing certifications and educational materials.

Two key administrators in the Baltimore County Public School District are Michelle L. Proser and Ronald Belinko. Belinko works primarily with the athletic departments and Proser with the physical education departments. In this exclusive interview for BFS magazine, Proser and Belinko discuss the exciting developments that are happening in their school district.

BFS: Do your athletic and physical education departments work together, or are they considered separate programs such as math and social studies?

Belinko: I've been in this profession for 44 years, and I've always believed that schools should avoid duplicating resources. During the school day our weight rooms are used for physical education, after school we have athletic programs using the weight rooms, and in the evening we may have a recreational program using them. So there you have three programs using the same facilities, using the same equipment. Franklin High School in our school district is a great example of what can be done when you combine resources. Not only have they upgraded their weight room into a first-class facility that has the students excited, but they have a program with a purpose to it – they just don't open the doors and turn on the music. The result is that there has been a big increase in the students' interest in weight training programs, especially with female athletes.

BFS: How did you find the financing to implement BFS?

Proser: Operating budget funds were used as well as receiving some funding through a grant. Some schools held fund raising events or the athletic booster clubs were involved.

BFS: A recent study in a scientific journal discussed the dramatic in-



Dulaney High School • Timonium, Maryland

crease in injuries that have been occurring in physical education classes. What do you believe is responsible for this?

Belinko: If there is an increase in participation, injuries are going to go up. And I hate to say this, but the number of injuries also depends upon the qualifications of the instructors, with some instructors not teaching proper skill progression but instead just taking the kids out for what is best described as “recess.”

BFS: Is it a problem that overweight kids, or kids who did not come from good programs that taught basic movement skills, could be more susceptible to injuries?

Belinko: Yes, but we are very fortunate in Baltimore County to have a strong physical education program at the K through 9 level, so we have not seen those types of injury numbers that other physical education programs are reporting. On the other end of the spectrum, which is athletics, what I’ve seen is a lot of injuries caused by overuse. For example, a high school soccer player may join outside soccer programs and as such be playing all year long, rather than playing other sports and focusing on other muscle groups. This type of specialization can lead to injuries.

BFS: Are some athletes participating in these outside programs because

of pressure to train more to increase their chances of earning a college scholarship?

Belinko: Yes, and this pressure often comes from parents who do not understand the scholarship situation. I always tell the parents, “Do you know how many Division I scholarships there are in soccer? 9.5 total – and that’s not every year.” We have 24 high schools, and we may only get one soccer scholarship a year.

BFS: How did you first learn about BFS?

Belinko: As a football coach and through the magazine and by hearing about the program from other coaches who have been successful using BFS. I’ve also seen that many programs that use BFS have increased participation in their weight training programs.

BFS: Have you looked at other conditioning programs for your athletes and physical education students?

Belinko: I’ve attended many clinics over the years. When I go to these clinics, I try to keep an open mind and see if I can put up one thing to add to my program – not starting with something new altogether. What impresses me about the BFS program is that it trains the teachers and coaches about how to monitor progress, keep records and motivate kids – and they have continuing

education resources available. This is why when Michelle and I were talking about what we could do to make our weight rooms more attractive to students and safer, I suggested the BFS program.

BFS: What was your overall plan for implementing BFS into your school district?

Proser: It is the goal of the Office of Physical Education and Athletics to collaborate in order to ensure that each physical education teacher teaching weight training and each coach using the weight room will be certified. We are committed to having every weight room evaluated and increasing the number of certified instructors.

BFS: What has been the initial response to the BFS program among your teachers and students?

Proser: From the physical education teacher’s standpoint, the initial response was that BFS only dealt with football. After having the opportunity to have John Rowbotham provide professional development sessions stressing the proper techniques for using the weight room for safe activity for all students, not just football players, the teachers have responded very positively. We have incorporated BFS resources such as safety rules and posters, Olympic collars, and books in an effort to support safety in the weight rooms.



Franklin High School
Reisterstown, Maryland

Also, after holding the weight room evaluations/assessments with John and Rick, our department chairs and teachers have been very motivated to improve their facility layout and their instructional programs for all students.

BFS: Is there one specific aspect of the BFS weight training program that stands out to you?

Proser: The main feature that stood out for me was the quality instruction that focused on proper techniques and safety in the weight room. In the instruction this focus was with all students, not just the athletes.

Belinko: For me, it was the idea that in the off season it focuses on general conditioning weight training exercises that will help prevent overuse injuries.

BFS: Has implementing the concept of unification increased the efficiency of conducting classes?

Proser: Yes, each student is getting the same information during physical education class, intramurals or athletic participation. Dulaney High School has set the standard in our county as far as unifying their program.

BFS: Is the BFS program being used in the physical education curriculum?

Belinko: Michelle has implemented parts of the BFS program in our PE curriculum. That's what got us all started with BFS – we wanted to have a curriculum that we could put into the hands of teachers and coaches to make a meaningful program.

BFS: Was it easy to include BFS into the curriculum?

Proser: Yes, we were able to incorporate the Six Absolutes in each high school and use the Greg Shepard book as a resource.

BFS: Is there anything you would like to see BFS add to its program?

Proser: I'd like to have more weightlifting technique and the Six Absolutes segments in teaching video clips for teacher use.

BFS: Do you emphasize having older athletes become involved in the coaching process?

Belinko: Yes. If all the athletes in the program become more involved in the coaching process, learning to work together, and are taught how to spot correctly, you can avoid most accidents. This is why it is so important to have a structured program to follow and a sound curriculum – if you don't have this in place, you're at a tremendous risk from a liability standpoint.

BFS: What is your next step with BFS?

Proser: Our next step is to complete the weight room evaluations in every high school and increase the number of BFS-certified teachers.

BFS: Is the idea that we live in such a litigious society the primary reason you were interested in BFS's weight room safety evaluations?

Proser: No! Safety is our number-one goal in Baltimore County Public Schools, so Ron and I decided to be proactive in an effort to increase the safety of the weight rooms and decrease student injuries prior to any occurrences.

BFS: Do you believe that teachers are not being taught how to administer sound weight training programs in the degree programs?

Belinko: This has been my impression – many of these programs give the PE majors little instruction in weight training. In fact, before deciding on BFS, at one time we had thought about having our own certification program in order to teach weight training to our coaches and instructors. That's why I recommended BFS – there is not much out there that has the type of total training program that your organization offers. **BFS**

LAWSUITS

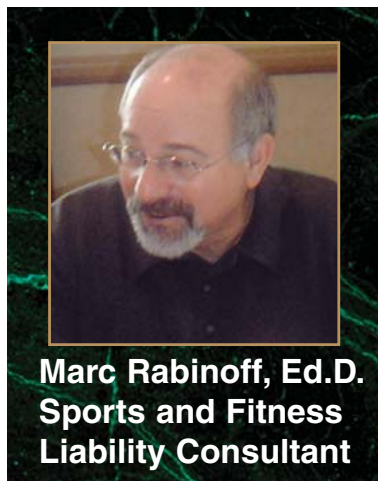
GIVE YOURSELF A SPORTING CHANCE

America's foremost authority on weight training lawsuits tells you the best ways to avoid legal trouble

There is a belief that when it comes to the possibility of getting sued, coaches have little to worry about. After all, most coaches are dedicated to helping athletes achieve their physical potential and would never consciously do harm. Everybody understands that coaches should be held in high regard because they are teachers; and as such, isn't it reasonable to expect their good intentions would be rewarded with a degree of "legal immunity" from the legal system? Not quite. America has become an increasingly litigious society, and coaches are just as vulnerable as anyone else to becoming involved in a lawsuit.

There is no 100 percent guaranteed way to avoid lawsuits. The fact is you can be sued by anyone, at any time, for just about any reason. That's the way our legal system works. Your aim should be to not give anyone a reason to want to sue you and to put yourself in the best possible position to win a lawsuit. To help you accomplish these two goals, here's some expert advice from Marc Rabinoff, Ed.D.

Dr. Rabinoff is a full professor and chair of the Department of Human Performance, Sport and Leisure Studies at Metropolitan State College of Denver, Colorado. Possessing graduate degrees in administration and a master's in physical education, Dr. Rabinoff is one of the most respected sports and fitness liability consultants in the nation. Since 1980 he has served as an expert witness in over 200 lawsuits involving coaches, physical educators, schools,



health clubs and equipment manufacturers. He has represented both plaintiffs and defendants, and as such has developed valuable insight into identifying the best approaches for his clients.

In this exclusive interview, Dr. Rabinoff shares strategies you can use to make your conditioning programs safe and discusses topics ranging from the value of strength coaching certifications to the relative safety of machines compared to free weights. We're certain you'll find many practical suggestions to improve your own programs.

BFS: Is it still true that most people are reluctant to sue coaches?

Rabinoff: In the past, lawsuits against coaches happened, but certainly not at the rate we're seeing now. Nowadays parents of athletes are not content to just sit back and look at coaches as if they couldn't do anything wrong. For example, we're seeing lawsuits that deal with how coaches are treating the athletes and even lawsuits involving sexual harassment.

BFS: What are the common reasons people sue?

Rabinoff: Most of the litigations I've worked on commonly relate to duty, standards of care, instructor qualifications, failure to warn and lack of supervision, equipment design defects and deficiencies, and inadequate equipment maintenance. Over the past two decades there has been a tremendous increase in the

and weightroom operations.

BFS: What do you mean by “duty”?

Rabinoff: This refers to the concept that there is a responsibility, a duty, of one person to another for their safety. In a lawsuit, the plaintiff first needs to establish that the defendant had a duty to him or her at the time of an injury. No duty, no lawsuit.

BFS: If a duty is established, what happens next?

Rabinoff: The next step is for the plaintiff to show that the duty was breached and that the injury was a result of the actions of the defendants. Then the plaintiff must show that the breach actually happened at that facility, a legal concept known as proximate cause. Finally, the plaintiff must prove that there were damages.

BFS: Many strength coaches and personal trainers believe that generally they are safe from lawsuits because people will go after the organizations they work for, such as schools and health clubs.

Rabinoff: Not quite. Plaintiff lawyers try to name as many defendants as possible to share fault, a concept known as the “deep pockets” theory. In most states it is the responsibility of the court to determine the balance of responsibility of the defendants to the plaintiff. In a case I worked on in 1997, \$2.3 million was awarded to the plaintiff, with \$1 million coming from one insurance carrier, \$750,000 from another insurance carrier, and \$850,000 from one manufacturer.

BFS: Can’t a health club or school avoid problems simply by hiring independent contractors?

Rabinoff: No, it doesn’t work that way—the trainee can still sue the health club. If a health club is saying to the client that their trainers are working in their facility and using their equipment, they support them being here; and when the club is named in a suit, the trainer will be named also. That being said, I strongly recommend that a health club or any organization involved in physical fitness have an attorney review

their liability is.



One of the most common reasons for lawsuits against weight rooms is inadequate equipment maintenance, as illustrated by this photo of a bench press taken recently at a high school weight room.

BFS: Will a waiver protect a health club?

Rabinoff: I’ve found that waivers usually don’t hold up in a court of law. Instead of a waiver, what a health club wants is assumption-of-risk documents that prove that the person involved in an activity understands the risks involved.

BFS: Are there any specific trends you see in lawsuits against coaches?

Rabinoff: Probably the most frequent lawsuit trend I’m seeing is in the area of professional instructor qualifications, i.e., when a gym or health club does not have a staff of instructors with recognized academic degrees, certification

or appropriate courses in continuing education. The idea is that instructors named in lawsuits must provide evidence that what they were doing was professionally correct according to current standards and that the injury was unforeseeable.

BFS: What is the value of a certification for a strength coach or personal trainer?

Rabinoff: In theory, a certification means you went through some course of study, you were tested and evaluated, and you are now certified to perform a particular task. A certification is a document that says you care, that you put out the effort, cost and time to learn, that you want to learn more and that you’ve achieved a measure of proficiency. The critical idea is to apply that knowledge and those skills to your job.

BFS: So the first thing a strength coach or personal trainer should do is become certified?

Rabinoff: That’s one approach. But what I recommend for anyone in this field is to get a degree, whether it be an associate degree or a four-year degree in such areas as human performance of sport, physical education, adult fitness or exercise science. These kinds of programs are offered in colleges and universities throughout every state. It’s the longest course of study available to prospective trainers; you take actual college

level classes, you actually do have to perform and you do learn the basics. After earning a degree, you can then focus on getting certified through groups in particular fields of expertise.

BFS: Are certification organizations liable for the actions of those who receive certifications from them?

Rabinoff: I get asked that question all the time. I sit on the boards of some of these certification organizations and I say, “Look, at an entry level, if giving out information is what your certification is for, then go ahead and do it. However, if you say that this person can actually perform a skill, such as being able to mechanically spot a squat, that’s different. A certification may not reflect the person’s actual competence unless you’ve asked the right questions and truly have measured the level of his or her knowledge.

So far I haven’t seen plaintiff attorneys take on national certification organizations for being inadequate or incompetent in their programs, but I believe that will change. We could start seeing some lawsuits coming back to these organizations because the certifications weren’t rigorous enough academically and from a practical perspective did not prove that the persons certified could actually do what they said they could do.

BFS: It appears that you don’t have such a high opinion of certifications that do not have any hands-on training or evaluation.

Rabinoff: I’m from the old school in that I believe in physically watching someone do something. That’s the way I was certified in gymnastics—somebody had to watch me. Unfortunately, most of the certifications for personal training, exercise leaders and strength coaches don’t require their graduates to physically

perform those skills. What they should be saying in these types of certifications is that in order for you to truly know, for example, how to safely spot a squat, you’ve got to practice spotting a squat. But if you say if you watch this video or read this textbook you’re OK to go out and teach squatting, there’s a problem.

Think about it: If you knew of a medical school that did everything “virtual,” would you want to be the first patient of a doctor who had just graduated from there? Would you want to be the first client of someone who had never pleaded a case in court, even though he had graduated from law school and had passed the bar exam, which is a written exam? Would you want someone who had just become a dentist to work on your teeth even if he had the newest, best drill on the market but no one had really made him or her try it? I wouldn’t!

BFS: Many strength coaches and personal trainers give dietary advice. Is this a problem, and are there certification courses in nutrition that you see as valuable?

Rabinoff: That’s a really dangerous place to go, because nutrition is very complex. I truly believe that to give nutritional advice, you need a degree in nutrition and have studied all of the effects of food and nutrition on the body—and that’s a very long course of study and very in-depth work. You can’t just do that in a weekend course—you will not have learned enough.

BFS: With many insurance companies you have to be a member of an organization to purchase the insurance. How does paying a membership fee make you more qualified than anyone else to receive insurance? Can a coach or personal trainer get insurance without paying membership dues?



All BFS camps and clinics have a “Character Educations” component built in, the Be An 11 seminar is almost completely devoted to helping young people improve their decision making skills in the face of distractions and peer pressure.

Rabinoff: There may be some carriers that offer personal liability insurance to those who are not members of a professional organization, but these are the exception. Usually the criterion to qualify for insurance is you have to be a member of a professional organization, because that then validates the fact that at least you're getting the journals and you may be going to some seminars. Again, it's not enough to have degrees or certifications; you must show that you are keeping current on what is going on in your field. If not, it is often difficult for a gym or health club to stand behind the skills and abilities of its instructional staff.

BFS: What is the biggest mistake you see coaches making?

Rabinoff: We all know athletes get hurt in sport. As professional physical educators we have to do everything we can to ensure that the athlete can move on to a higher level. But you can't have gymnasts, on only the second day of practice, perform double twisting backs when they can't even do a forward roll. And just because a freshman is big and heavy doesn't mean he's ready to play on the varsity team, especially if he can't run 20 feet without gasping for air. There's a learning curve, with intermediate steps that must be achieved and documented to show that the athlete was able to perform physically and mentally at that level. Otherwise, you're putting the athlete in jeopardy and the risk of injury skyrockets.

One of the most common mistakes coaches make today is that they rush their athletes too fast. As a matter of fact, if you talk to most sports medicine doctors, they will tell you that 85 percent of the injuries they see are overuse injuries. That's because the trainees' muscles were not ready to do what they were asked to do.

BFS: The coaches who promote slow training protocols claim that their training methods are safer than traditional athletic training protocols, such as those that incorporate Olympic lifting exercises. What is your opinion?

Rabinoff: From the studies I've read, I believe this type of training may have its place, such as when training low-level athletes or when emphasizing technique, but I don't believe it is necessarily safer than conventional forms of training. I say this because I believe most athletes need to do some ballistic training to perform at a high level and prepare the body for the stresses it will encounter in the sport.


BFS: Are there legal obligations of equipment companies for their equipment?

Rabinoff: Absolutely! I am member of the committee for exercise and fitness equipment of the American Society of Testing Materials. Whether you're a PE instructor in a high school or a football coach or a health club director, there are always minimum standards, and the ASTM is where you go to find them. We revise the standards all the time as we find things that are happening in the field. For example, there are standards for not only the design and use of treadmills but also the placement of treadmills, the distances from the side, the front and the back. People fall off treadmills all the time, but we see a major problem when they fall off and hit their heads on walls because the treadmill is placed too close to a wall. I've done two death cases already, and one case involving serious, permanent injury. What I'm recommending to manufacturers is that we revisit the treadmill standard and see if we need to increase the space around the treadmill.

BFS: What about the belief that machines are safer than free weights? What is happening in the courts?

Rabinoff: It seems people have this false sense of security with machines, but the fact is that machines are machines—they have moving parts that can cause injury if you do not use them properly: You have to insert the pins correctly, you have to read the warning signs and follow the instructions and so on. Most of the lawsuits I've been involved with deal with accidents that occur with machines, not free weights. That's why machine manufacturers are getting better with their instruction plaques and warning statements they put on machines. It may be common sense to most people that you should not try to adjust a machine that is jammed, but to protect themselves, equipment manufacturers and gym owners need to take steps to make certain their clients are aware of such dangers.

BFS: Any final thoughts you'd like to share with our readers?

Rabinoff: Just because you have a 19-inch neck or look good in a leotard does not qualify you to work in the field of fitness and athletic training. All of us in this field, from coaches to gym owners to administrators, have to follow established rules and procedures for conducting our programs in weightrooms and exercise facilities. Only through communication and education can we provide the best training environment for our athletes and provide the best insurance against litigation. 



BFS BUILDS SELF-ESTEEM

A psychologist finds that BFS does more than just build muscle

Dr. David Schlenoff

As a licensed psychologist and certified school psychologist in the Baltimore County Public School system, I often work with students who are dealing with learning difficulties or emotional problems. As a certified BFS coach, I enjoy interacting with students who voluntarily participate in a vigorous program of physical exercise. Having been a bodybuilder for approximately 20 years I enjoy coaching youngsters who are highly motivated to devote themselves to physical improvement. And last year I was provided the chance to work with a BFS group comprised of female high school students.

I went into this experience with an understanding of the safety issues and body mechanics specific to female athletes (such as how the structure of the pelvis impacts knee alignment). However, I also had a naïve expectation that the girls BFS group might not share the enthusiasm and "esprit de corps" I had witnessed with the guys.

To my surprise, what I found was a group of girls who were ebullient and eager to learn and improve. They also were unafraid of becoming "bulked-up," which can be a fear of girls who are less well-informed about BFS and about the hormonal differences between the genders that impact this phenomenon. These girls were eager to help each other improve and appeared to interact more readily with each other than the boys seemed to be doing. This level of spontaneity also seemed to foster a very strong sense of group cohesiveness. The girls appeared less reluctant than the boys to ask for help with form and procedures.

What was even more noticeable was a palpable air of happiness that seemed to

permeate the weight room as these girls eagerly awaited their opportunity to work out. They each seemed very proud of their progress. Perhaps this seeming happiness derives from learning how to set realistic, attainable goals and from reaching those goals. Perhaps it derives from being part of a group with a shared interest. Perhaps it derives from the endorphin release that has proven to be attributable to physical exercise – or maybe it's just plain fun!

Along these lines, the BFS staff at Dulaney High School, and I, wondered if there was any research documenting the obvious improvement in self-esteem these girls were seeing from working out. Just as research demonstrates that academic achievement correlates with academic self-concept and educational expectations of adolescents, it stands to reason that if a child feels good about herself in the school setting, this may have a positive impact. And, while the positive effects of weight lifting have been well explored, the science of training female adolescents is relatively more nascent. Having previously generated and published a federally funded research project related to jogging/running as a therapeutic treatment modality for psychiatric inpatients, I decided to conduct a study.

A group of 21 female high school students at Dulaney volunteered to participate in the study. Racially 19 girls identified themselves as Caucasian, one as African American, and one as "Other," in grades 9 through 12. After securing written parental permission, we decided to administer a self-esteem inventory to the 21 girls prior to the start of BFS as well as upon completion. The Piers-Harris Children's Self-Concept Scale, Second Edition, is a well-known, highly respected and frequently used 60-question inventory; the psychological literature notes the scale as being both valid (it measures what it purports to measure) and reliable (it can be counted on to measure the same factors time and time again). The Piers-Harris2 was normed on a group of 1,387 school students, with the racial distribution of the sample representing that of the country, according to census data.

The Piers-Harris2 has seven clinical subscales that assess elements of self-esteem, and it has two validity scales. One validity scale measures whether or not the individual is just responding "yes" to all of the items; the other measures inconsistent responding. This means that some of the questions are rephrased and repeated in the test, so

the results will reveal if someone is merely going down the answer sheet checking answers off at random.

After formal analysis of the data, a dramatic (statistically significant) increase in scores in the domain measuring "happiness" was observed among the sample of girls who completed BFS. The Piers-Harris2 describes such marked elevations on this domain as indicative of an overall increase in sense of well-being, endorsing that students described themselves as cheerful, lucky, able to get along well with others and generally satisfied. An overall positive evaluation of life circumstances is indicated. This is in direct contrast to scores on the test prior to BFS participation, which reflected more negative self-evaluations and more dissatisfaction with life circumstances. Before BFS, the students' scores indicated more self-criticism and less satisfaction with their ability to relate to others.

This represents quite a striking change and serves to help bring into focus the multiple benefits that BFS provides. While it is well known that the BFS Total Program delivers a proven road map for success on the playing field along with "Be an Eleven" benefits, it appears that positive psychological changes can now be added to the list of desirable effects.

We already knew that exercise has a positive impact upon mood and self-esteem. Now BFS clinicians have hard evidence of what we have long suspected: the positive effects of the BFS program upon overall happiness of a specific population of high-school-age female BFS athletes. Get strong, get fast, get flexible, and now, **GET HAPPY!** Join BFS!



Dr. David Schlenoff is a licensed psychologist and certified school psychologist, and is BFS certified. He has served as psychological consultant to Runner's World Magazine, has

published material on the role of a therapeutic running program in rehabilitation, on jogging therapy for psychiatric inpatients, and on numerous other topics. Dr. Schlenoff is employed by the Office of Psychological Services of the Baltimore County Public Schools.

BFS PROFESSIONAL DEVELOPMENT ADVANTAGE

BFS Now Offers the Most Exciting Professional Development Day of the Year For Your PE and Athletics

Commitment at the District Level Reaps Benefits for Physical Education

Working with New York City Public Schools this year has been an awesome experience for BFS. Our all new Professional Development seminars have really been making an impact across the largest school district in the country. Many PE teachers and administrators have hailed the day as one of the most fruitful seminars they have ever attended.

Learning about effective and safe weight room protocols has really opened up these teachers to the ease of incorporating strength training into their Physical Education environment. By combining a dynamic presentation along with actual hands on training every educator in attendance was kept involved and excited to learn more.

BFS provides the path to ongoing education and Weight Room Strength and Safety Certification (WRSC) by awarding teachers in attendance with credit toward completing the WRSC course. Find out how much BFS can save your school and district with Professional Development that you can use right away!

Call 800-628-9737 

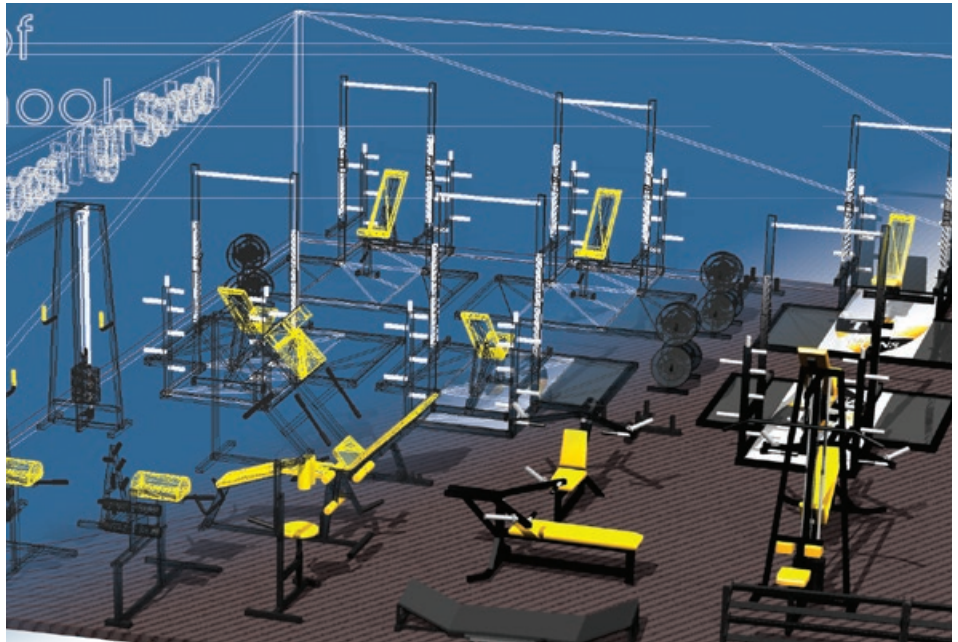
SUPERIOR WEIGHT ROOMS = ATHLETIC DOMINANCE

TRUST BFS – “FROM CONCEPT TO COMPLETION™”

By using the latest in 3-D image rendering technology, BFS is able to provide state-of-the-art layouts of new weight room concepts.

This tool is invaluable when promoting your ideal weight room plan to administrators, boosters and the community.

With our many custom options the look of your facility is limited only by your imagination!



A new or updated weight room is a source of pride and motivation for any program and can help build strength and character in all athletes. BFS will help you see your project through from planning to implementation.



BFS provides unmatched, ongoing support. With instructional clinics in safety and technique as well as coaches' certification courses BFS provides all the tools for raising your program to **THE NEXT LEVEL!**



Clinics Certifications SUCCESS

The safe, impressive weightroom at Poplar Bluff High School in Poplar Bluff, Missouri. It was designed by BFS Clinician Jim Brown, who is also a coach at the school.

ABCs of Weightroom Design

Practical tips on designing safe and effective weightrooms

// If you fail to plan, you plan to fail” is an axiom by Benjamin Franklin that applies to many different aspects of sports and physical fitness training. If a football coach does not scout the competition and devise the appropriate game plan, the team could lose to even inferior opponents. If a strength coach does not plan workouts to progressively

use heavier weights, athletes will not become stronger and may even regress physically. And in terms of weightroom facility planning, if you fail to carefully plan your facility, you will dramatically increase the risk of injuries to those using the facility. Nobody knows this better than Dr. Marc Rabinoff.

Dr. Rabinoff, whose work in the legal aspects of sports and fitness train-

ing is regularly profiled in *Bigger Faster Stronger* magazine, has been an expert witness in numerous lawsuits arising from faulty planning of weight-training facilities. He has been an expert witness in several cases involving athletes who were fatally injured by falling off treadmills because the machines were placed too close to a wall. Additionally, Dr. Rabinoff was consulted on five

cases in which individuals became paralyzed from using improperly designed Smith machines, one dying before the case went to trial. You might not hear about these types of lawsuits, as many are settled before they come to court. But the reality is that such cases are not uncommon; Rabinoff says that a few years ago one major health club chain had several hundred lawsuits pending against it. The saddest thing about this fact is that many of these injuries could have been prevented.

"I would estimate that 50 percent of all the litigations I have been involved with were a result of poor facility design," says Rabinoff. "One of the major problems is having too much

equipment for the space available.

Often this is a result of school administrators or gym owners listening to the advice of equipment manufacturers, who ignore safety considerations so they can sell as much equipment as possible to increase their bottom line."

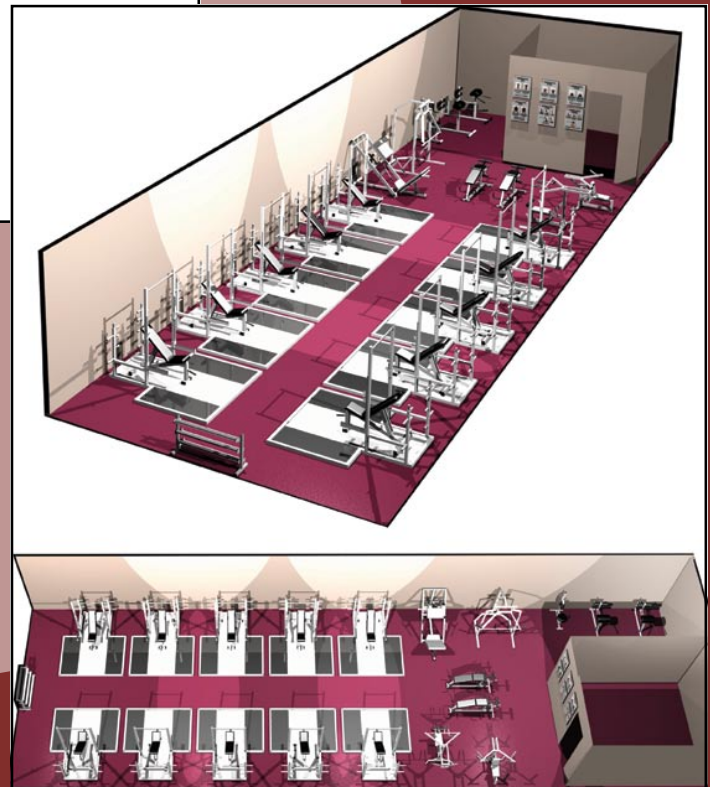
One of the services BFS offers is weightroom planning through the use of 3-D illustrations such as the ones provided in this article. These illustrations are drawn to scale to show you exactly how your weightroom can look, thereby ensuring proper use of available space and the best design for safe traffic flow. For example, whereas three feet of space between equipment might be adequate, treadmills might

require twice that amount. Having a 3-D illustration is also a great way to help generate funding for a new facility.

For detailed design standards and recommendations for equipment and facilities, the bible in this area is the *Annual Book of ASTM Standards*. Founded in 1898, ASTM International is a nonprofit organization that Rabinoff has served on that consists of committees working to provide standards for materials, products, systems and services. In many of the cases Rabinoff has participated in, the recommendations in ASTM's annual publication provide much of the primary authoritative reference material. But to get you started, Dr. Rabinoff has come up with the following checklist to help you make your weightroom as safe as possible. BFS



One of the services BFS offers is weightroom planning through the use of 3-D illustrations.





Weightroom Design Checklist

Yes No

1. Weight Training Area

- ☐ ☐ Space allows for easy access to equipment
- ☐ ☐ Walls free of protruding objects

2. Signage (BFS Safety Package)

- ☐ ☐ Instructional signs visible and undamaged
- ☐ ☐ Signs posted emphasizing safety
- ☐ ☐ Signs posted stating spotting requirements, warnings and acknowledgment of assumption of risk
- ☐ ☐ Entry/exits visible, marked and unobstructed

3. Environment

- ☐ ☐ Air exchanges and ventilation adequate
- ☐ ☐ Lights functioning properly
- ☐ ☐ Ceiling space sufficient for overhead lifts

4. Flooring

- ☐ ☐ Nonslip
- ☐ ☐ Shock absorbing
- ☐ ☐ Easily cleaned, repaired and replaced
- ☐ ☐ Free of debris
- ☐ ☐ Platforms available for Olympic lifting exercises

5. Mirrors

- ☐ ☐ Positioned higher than largest weight plates
- ☐ ☐ Secured and unbroken
- ☐ ☐ Positioned away from activity
- ☐ ☐ Above and away from dumbbell racks
- ☐ ☐ Easily cleaned and replaced
- ☐ ☐ Cracked and distorted mirrors replaced quickly

6. Equipment maintenance and service

- ☐ ☐ Receipts and all paperwork available associated with purchase
- ☐ ☐ Manufacturers' contact information available (phone, E-mail, fax)

7. New member/student orientation (BFS Safety Package)

- ☐ ☐ Acknowledgement form signed (assumption of risk)

8. Weight training equipment

- ☐ ☐ Collars and clips
- ☐ ☐ Weight storage, dumbbell racks adequately positioned, easily accessible

Benches:

- ☐ ☐ Braced firmly
- ☐ ☐ Surfaces cleaned/disinfected regularly
- ☐ ☐ Warning signs visible and undamaged on equipment
- ☐ ☐ Weight machines, weight racks and anchor points securely anchored to wall/floor, where required
- ☐ ☐ Weight machines, squat racks have properly functioning safety stops

Weight machines, weight racks and pulley mechanisms:

- ☐ ☐ Cables not broken or frayed
- ☐ ☐ Mechanisms lubricated
- ☐ ☐ No nude-metal stress
- ☐ ☐ Corrosion free
- ☐ ☐ Nonslip material on pedals
- ☐ ☐ Nonslip rubber grips on machines

9. Cardiovascular/Circuit Training Area

- ☐ ☐ Warning signs visible and undamaged
- ☐ ☐ Climate controlled
- ☐ ☐ Nonslip flooring and drip mats
- ☐ ☐ Restrictions enforced for using area (regarding age or disability, etc.)
- ☐ ☐ Housekeeping: potential sites of infection controlled/disinfected
- ☐ ☐ Machine and equipment maintenance done regularly and documented
- ☐ ☐ Area supervised

10. Supervision by qualified staff

- ☐ ☐ Certified with practical and theory courses (BFS certification)

THE DARK SIDE OF SPORTS

Working Out During Class

Coaches and PE instructors must focus on doing their job when they are on the job

QUESTION: In the weightroom I am a coach who practices what he preaches. I don't believe in prescribing anything to my athletes that I can't do myself, so during class time I often work out with my athletes. I think this is something all coaches should do, as it really motivates my students, especially when they try to beat the old man. However, one of my fellow teachers says that from a liability standpoint this "may not be wise." Is there really a problem here?

ANSWER: Is what you're doing wise? No.

As soon as you do your own workout, supervision goes down the drain. You cannot supervise your class while concentrating on your own workout – it's like being in two places at the same time. It can't be done.

Regarding the issue of modeling technique for your students, that would be fine if you're

demonstrating while your students or athletes have stopped working out to watch you and therefore are not training. In fact, it often has a powerful impact when a PE instructor or coach can perform exercises or sport skills with perfect technique. You're a role model. But once you start doing your own workout in a gym, then you have a supervision issue that is nondefensible in a court of law. Why? Because you are

working out and not supervising.

You might argue that you did your own workout between the sets of your students that you were supervising, but it doesn't matter – it's irrelevant. You are not being paid as a professional physical educator or coach or trainer – whatever term you want to use – to work out. You're being paid to supervise, train and instruct students or athletes. And if you think that whatever happens in class is an accident for which you have no responsibility, you'd better think again.

It's called the "stand-alone defense." If you are working out during a class that you were supposed to be teaching, then you are not doing your job – consequently, you are in violation of your contract with the school. In effect the school administration is saying, "We're going to defend ourselves on what we do, but we're not defending you." Let me give you an example.



BFS Clinician Rick Bojak (far left) supervising proper lifting and spotting technique at a BFS clinic.

Let's say a student sues both the school and you for negligence because he or she was hurt during a class and you were working out at the time. The school can say that you were in violation of your contract and therefore are not covered by their school insurance policy – you will therefore have to pay your own legal fees and settle all court decisions out of your own pocket.

Now what happens if a kid is spotting you and you get hurt? Well, if it's in the act of you demonstrating an exercise to the class and no one was working out, then it's simply an accident. Let's say that you were demonstrating a bench press in your high school freshman weight training class and you missed the lift and injured a rotator cuff muscle because your spotter wasn't paying attention. Could you sue the school or the 15-year-old who was spotting you? Sure – you can pretty much sue anybody for just about anything at any time. Will any attorney take your case? I doubt it.

Beyond the Gym

It's important to understand that the legal problems of working out while you are teaching or supervising extend beyond the weightroom. The liability issues apply to all sports. I learned that a long, long time ago when I was student teaching swimming back in 1969 at the age of 21.

One of the first things my supervising teacher told me back then was "No matter what you do, Marc, do not go into the water during class." When I asked him why, he said, "As soon as you dive into the water, you've lost control of your class. And if one kid turns around and punches out another one while you're underwater, we're done." He told me that in 1969; and since then, no matter what classes I've ever taught, I make certain to never lose

contact with my class.

Going beyond theory, I'm currently consulting on a case in which a PE instructor was teaching a condition-

didn't watch it, he wasn't right there, and he didn't see it. And that's how the instructor testified in his deposition. When asked where he was when this



There is a time to coach and a time to train. Here is Dr. Marc Rabinoff (far right) with fellow weight training instructor Glenn Morris (far left) supervising assisted pull-ups in a weight training class at Metro State College in Denver, Colorado.

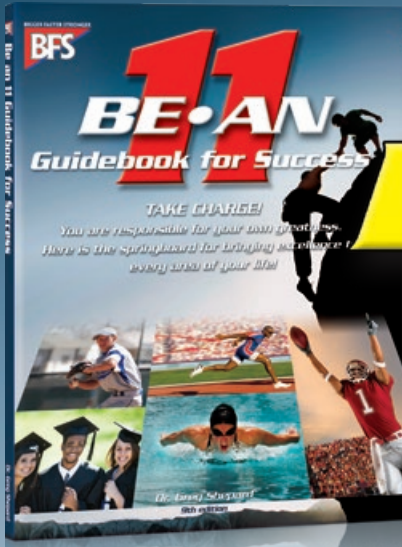
ing class, and part of the class time was spent running around an indoor track. The teacher decided to run with the class in the back of the group, running slowly because he was trying to rehab a recent injury. During the class, in the front of the group, a heavyset kid picked up a smaller kid, smashed him to the ground, breaking the smaller kid's elbows, wrists and jaw. The teacher didn't have any idea what was going on since he was so far in back. He

incident occurred, he said he was in the back of the pack working out!

Finally, you need to realize that whatever rules apply to you as a PE instructor or coach, they also apply to your student teachers, interns and older athletes who are helping you teach the class. During a class in which they are supposed to be coaching or supervising is not the time for them to be working out. They need to do their job, as do you. Period. **BFS**

(The "Dark Side of Sports" is a question-and-answer feature by Dr. Marc Rabinoff that answers questions about safety and liability based upon actual litigations. The questions are based on questions BFS clinicians have heard through their seminars, e-mails and phone conversations with coaches and parents.)





11 BE-AN Seminar!



Be An 11 Seminar 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!
- ▶ The cost is only \$2,990 for 50 athletes. Additional athletes only \$30 each. Includes the Be an 11 Guidebook!
- ▶ All travel fees included in price. No hidden fees!
- ▶ Book your dates now! First come - First Serve.

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

- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS
- ▶ Package your Be An 11 Seminar with a Total Program Clinic or a BFS Weight Room Safety Certification (WRSC) and save while bringing the BFS program to your school. See the inside front cover of this magazine to learn about how to bundle and save on BFS camps and clinics!

"Be An 11 has changed my life!
I WILL BE AN 11!"

- Katie Heinlen

"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

"This is exactly what our school and community - needed."

Coach Fox



"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."

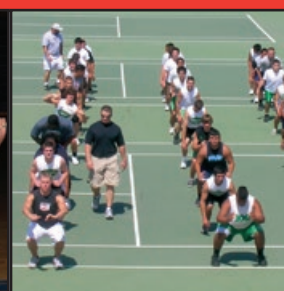
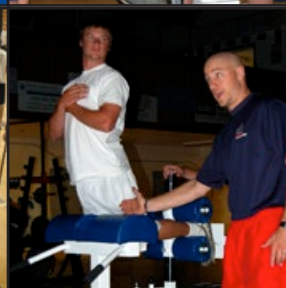
Coach T. Cox

TOTAL PROGRAM CLINICS & CHAMPIONSHIP CAMPS



Exercise Instruction
Character Education
Coaches Sessions
Weight Room Safety
Weight Training,
Weight Room
Evaluation

Bring BFS into your School



A

BFS CHAMPIONSHIP CAMP & COACHES WRSC

2 DAYS, 50 ATHLETES & 5 COACHES:

\$6980

Product # 800A

Be an 11 Seminar • 2 Day Total Program Clinic • In-Service Weight Room Safety Certification

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail: 50 Students & 5 Coaches	Pack- age
Be An 11 \$2990	\$1495
2 Day TPC \$3990	\$3990
In-Service WRSC \$3195	\$1495
Implementation Package \$3500	\$0
Total : \$13,675	\$6980

SAVE OVER \$6695!

WRSC: \$299 per coach over 5

Camp: \$40 per student over 50

IMPLEMENTATION PACKAGE

Valued at over \$3,500 the implementation package contains equipment, instructional materials and ongoing support to allow you to take charge of your program immediately after the conclusion of your Championship Camp!

Includes:

Complete Weight Room Evaluation and 2D weight room layout design, Set Rep Logs, Youth Training Bar Package, Total Program DVDs, Be An 11 books, camp t-shirts, 4 month magazine subscription for all athletes and students attending, WRSC Support for certified coaches and much, much more!

EXPERIENCE, TRADITION, AND VALUE:

The BFS Championship Camp delivers a winning culture to your school - in athletics and in life!

B

BFS CHAMPIONSHIP CAMP 2 DAYS, 50 ATHLETES \$5485

Product # 800B

Be an 11 Seminar • 2 Day Total Program Clinic

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail Price: 50 Students	Pack- age
Be an 11 \$2990	\$1495
2 Day TPC \$3990	\$3990
Implementation Package \$2500	\$0
Total: \$9480	\$5485

SAVE OVER \$3995!

Camp: \$40 per student over 50

Implementation package valued at over \$2,500. Includes Set Rep Logs, Weight Room Evaluation, Total Program DVDs, Be An 11 books, camp t-shirts and much more!

C

BE AN 11, COACHES WRSC 50 ATHLETES & 5 COACHES:

\$4735

Product # 800G

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail: 50 Students & 5 Coaches	Package
Be an 11 \$2990	\$2990
In-Service WRSC \$3195	\$1745
Implementation Package \$2500	\$0
Total: \$8685	\$4735

SAVE OVER \$3950!

Be An 11: \$30 Per student over 50

WRSC: \$349 per coach over 5

C

BE AN 11, COACHES WRSC 1 DAY TOTAL PROGRAM CLINIC,

50 ATHLETES & 5 COACHES: \$6480

Product # 800C

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail: 50 Students & 5 Coaches	Pack- age
Be an 11 \$2990	\$1495
1 Day TPC \$3490	\$3490
In-Service Cert. \$3195	\$1495
Implementation Package \$3000	\$0
Total: \$12,675	\$6480

SAVE OVER \$6195!

Be An 11: \$20 per student over 50

1 Day Clinic: \$20 per student over 50

WRSC: \$299 per coach over 5

Implementation package valued at over \$3,000. Includes Set Rep Logs, equipment, Total Program DVDs, Be An 11 books, WRSC Support and much more!

H

COACHES WEIGHT ROOM SAFETY CERTIFICATION

10 COACHES MINIMUM \$5190

Product # 800H

PRICING

Includes Travel, Air Fare and Expenses

10 Coaches
10 Coaches x \$399 - \$3990 + 1200 deposit
TOTAL: \$5190

WRSC: \$399 per coach over 10

Implementation package worth over \$2,300.

START YOUR CHAMPIONSHIP JOURNEY HERE!

4 Building Blocks are the Foundation of the BFS Camps Clinics and Certification program. With two flavors of the **Total Program Clinic**, the character education benefits of the **Be An 11 Seminar**, and the Strength, Conditioning and Safety instruction of the **WRSC** you can find the combination that your program needs!

2 Day Total Program Clinic: Up to 12 hours of Hands on Strength & Conditioning Training for Athletes & Coaches, Core Lifts, Auxiliary Lifts, Speed, Plyometrics, Flexibility, Nutrition, Program, etc... Coaches only break out session starts off the clinic to ensure you are able to immediately put the total program in use for your team. In a 2 day clinic, a BFS instructor will come to your school and show you how to unify your athletic program to ensure athletes will progress, year-round. The two-day clinic permits more hands-on instruction and additional time for our clinicians to answer your questions to make this a more complete, personalized experience.

1 Day Total Program Clinic: Up to 6 hours of Hands on Strength & Conditioning Training for Athletes & Coaches, Core Lifts, Auxiliary Lifts, Speed, Plyometrics, Flexibility, Nutrition, Program, etc... Coaches only break out session starts off the clinic

Be An 11: Up to 3 hours of Character Education, Goal Setting, Team Building Activities, Championship Attitude Activities, Community Support, Unification, etc... Learn how a Be An 11 seminar can inspire your teams and student body, Call your BFS coach 800-628-9737!

WRSC: (In-Service or Regional Certifications Available) A BFS Weight Room Safety Certification provides a minimum of 8 hours of Hands on Teaching Protocols, Program Implementation Details, Safety & Liability Details, Weight Room Evaluation, Core Lifts, Auxiliary Lifts, etc... WRSC includes one year of online video training support.

D BE AN 11 SEMINAR, 1 DAY TOTAL PROGRAM CLINIC 50 ATHLETES: \$4985

Product # 800D

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail Price: 50 Students	Package
Be an 11	\$2990
1 Day TPC	\$3490
Implementation Package	\$2500
Total	\$8980
	\$4985

SAVE OVER \$3995

Be An 11: \$20 per student over 50
1 Day Clinic: \$20 per student over 50

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, Be An 11 books, and much more!

I 2 DAY TOTAL PROGRAM CLINIC, 50 ATHLETES \$3990 Product # 800I

Pricing Includes Travel, Air Fare and Expenses

2 Day Clinic: \$30 per student over 50
Implementation package worth over \$1,500.

E 2 DAY TOTAL PROGRAM CLINIC, COACHES WRSC 50 ATHLETES & 5 COACHES: \$5735

Product # 800E

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail Price: 50 Students	Package
2 Day TPC	\$3990
In-Service Cert.	\$3195
Implementation Package	\$2500
Total:	\$9685
	\$5735

SAVE OVER \$3,950!

2 Day Clinic: \$30 per student over 50
WRSC: \$349 per coach over 5

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

J 1 DAY TOTAL PROGRAM CLINIC, 50 ATHLETES \$3490 Product # 800J

Pricing Includes Travel, Air Fare and Expenses

1 Day Clinic: \$30 per student over 50
Implementation package worth over \$1,500.

F 1 DAY TOTAL PROGRAM CLINIC, COACHES WRSC 50 ATHLETES & 5 COACHES: \$5235

Product # 800F

PRICING AND SAVINGS

Includes Travel, Air Fare and Expenses

Retail Price	Package
1 Day TPC	\$3490
In-Service Cert.	\$3195
Implementation Package	\$2500
Total:	\$9185
	\$5235

SAVE OVER \$3,950!

1 Day Clinic: \$30 per student over 50
WRSC: \$349 per coach over 5

Implementation package valued at over \$2,500. Includes Set Rep Logs, equipment, Total Program DVDs, WRSC Support and much more!

K BE AN 11 SEMINAR 50 ATHLETES \$2,990 Product # 800K

Pricing Includes Travel, Air Fare and Expenses

Be An 11: \$30 per student over 50
Implementation package worth over \$1,000.

Package Details and Information: All camps and clinics offered come with implementation packages containing instructional materials, many worth more than \$3,000. For complete details on these packages and what you can expect from your camp, clinic or seminar visit www.biggerfasterstronger.com/camps. Here you will also find helpful hints and instructions on what you can do to prepare for your BFS clinics. **All dates must be booked 30 days prior to clinic date. Book early to lock in your preferred dates.**

Questions? Don't hesitate to call BFS at **800-628-9737** to learn more about all the services offered by Bigger Faster Stronger. BFS is Coaches Helping Coaches and we are committed to taking your program in fitness, athletics and physical education to the next level!



UNIFICATION IN ACTION AT THE SAN CARLOS APACHE RESERVATION

The San Carlos Unified School District was established in 1965 on the San Carlos Apache Reservation in San Carlos, Arizona. It helps more than 1600 students prepare for the future. Teaching and coaching in this district is a challenge, as the school staff has to work with tight budgets and in an environment that includes poverty and the impact of methamphetamine addiction. It's a challenge that many other inspiring educators have accepted, educators such as Christina Flores.

Flores is the physical education coordinator for the school district. She is a retired teacher and coach with nearly 30 years in the profession. She worked for 22 years at Sahuarita High School where she coached

numerous sports, including a boy's tennis team that won its conference for seven straight years. The school also earned the prestigious Tony Komadini award for excellence in girls' sports. "All my athletes were believers in BFS. We had an amazing strength coach in Joe Rieman who unified the program."

One of the big positives that is helping turn around the San Carlos school system was being awarded the Carol M. White Physical Education Program (PEP) grant two years ago. The PEP grant is a competitive grants program that provides funds to local educational agencies and community-based organizations for the purpose of initiating, expanding and improving physical education

programs. The grant helped bring 10 physical education teachers into the school system, including Flores as the PE coordinator.

Flores believes that having qualified coaches is one of the biggest problems facing young athletes today. "Since I graduated in the 80s there are more club teams, and many of these coaches have no exercise or sports science background." She also says that tight budgets often force the schools to rely on volunteers and staff from outside of the school system. "I believe in having coaches who are qualified and have a background in conditioning, and in the past, this wasn't an issue because most of the coaches were also teachers. A lot of these coaches now who



Christina Flores helped turn around the San Carlos school system through grants and implementing the BFS Total Program

work with the kids don't know them -- they don't know if they were in school that day."

As for the trend to have kids train in commercial facilities, Flores said the problem is that in her school district many of the families simply cannot afford it, and it also creates confusion with athletes following so many different types of strength and conditioning programs.


In Arizona, it's up to the school district to determine their physical education requirements, and, of course, this will be influenced by the school district's budget. "Thanks to the PEP grant, every student is required to take PE for the three years the grant is in effect, with the kids at the elementary level taking it every other day," says Flores. "This is

the third year of the grant."

"The BFS program is easy to administer and unifies all of our athletes," says Flores. "It didn't matter what sport they played, the program is the same. At Sahuarita High School our weight classes were packed, our athletes trained post-season, pre-season, and in-season, and such commitment made all our athletic programs more successful. We also didn't have boys PE and girls PE -- all athletes were treated equally." Another advantage is that it makes it easier to administer.

Because of the success she saw at Sahuarita High School, Flores hosted two BFS Total Program clinics in the San Carlos School District, and a Be an 11 seminar for the students, coaches, and parents. Asked about

the benefits of Be an 11 seminar, Flores replied, "It helped the kids understand what BFS is and buy into it, and it helped them to see how the lessons it taught could help them in all aspects of their lives.

As a sign of things to come, last year the San Carlos basketball team won their state championship, which was the first championship in school, ever. She also sees how the BFS program is helping to improve the student body's self-esteem, both in physical education classes and in sport. "BFS brings our young people hope, empowers them, and shows what is possible if you get to work in a logical manner." 



2017 WEIGHT ROOM SAFETY CERTIFICATION

Date	Early Reg. Promo	Location	City	ST
2/12/18	0218RCMO	Montgomery City HS	Mont. City	MO
4/21/18	0418RCMI	Manchester HS	Manchester	MI
4/22/17	0418RCMD	Dulaney HS	Timonium	MD
4/28/18	0418RCKY	Marion County HS	Lebanon	KY
5/5/18	0518RCWI	Somerset HS	Somerset	WI
5/12/18	0518RCWI2	Oshkosh West HS	Oshkosh	WI
5/19/18	0518RCIL	Knox College	Galesburg	IL
6/7/18	0618RCTX	North Lamar HS	Paris	TX

- Improve Weight Room Safety
- Perfect Your Technique

- Learn Proper Spotting
- Understand Liability

- Protect Your Athletes
- Protect Your Coaches

REDUCE LIABILITY WITH CERTIFIED COACHES AND TEACHERS
Join coaches in your area to learn how best to train your students and athletes with the proven BFS program. Not only will this BFS Weight Room Safety Certification (WRSC) ensure that you know how to improve athletic performance, you will learn techniques to significantly improve the safety of training for every sports program and PE class.

This is a hands-on, learn-by-doing certification

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Joseph Trongone, Head Coach, North High School



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YEAR ROUND SUPPORT STREAMING DEMONSTRATION VIDEOS • MAGAZINE SUBSCRIPTION POSITION PAPERS • INSPIRATIONAL AND MOTIVATIONAL TECHNIQUES REGULAR UPDATES • SETS AND REPS RECORD KEEPING

Look at who, where, and why America's teachers and coaches are becoming Weight Room Strength and Conditioning Coaches by achieving the BFS "Weight Room & Safety Certification (WRSC).

Should Teachers or School Corporations take the risk of supervising students in weight rooms without a proper Strength and Conditioning Certification that is designed to deal with the potential dangers surrounding the weight room? The completion of a "WRSC" prepares teachers, trainers, and coaches to deal with critical issues involving weight room Strength and conditioning. The BFS Weight Room & Safety Certification (WRSC) is proof of competence, experience, and the qualifications needed to organize, instruct and supervise students in free weight lifting, spotting, and postural issues. WRSC also covers developing program, proper poundage progression, student record keeping, speed and power development, flexibility, and issues that deal with potential weight room litigation.

School corporation administrators, dept. heads, and athletic directors can potentially benefit as well, from supporting and encouraging their teachers working in the weight room to achieve the "WRSC" credential.

Together we can make America's weight rooms safer for students, more productive, and help teach students some of the workout skills needed for lifelong health and wellness.

Once certified maintaining all the benefits of being a WRSC Coach is easily maintained through \$99.95 yearly renewal fee. This will keep all the online benefits including video instruction available for incoming athletes and assistants as well as the BFS Magazine to keep up to date on the latest in safety and reducing liability concerns.

INCLUDES: EXCLUSIVE ONLINE SUPPORT • WEEKLY EMAIL BULLETINS • YEARLY MAGAZINE SUBSCRIPTION

BFS is the key to a winning program. For over ten years, I have brought BFS in to do clinics, and they are incredible. The clinicians are professional, open to questions, knowledgeable, and I have never been disappointed with their presentations. I have brought BFS in to 3 different high schools and have learned something every year.

I really believe in BFS and the success they can bring to any program.

Ron Hamamoto
Monte Vista High School
San Diego, California



1 and 2 Day Total Program Clinics teach:

The BFS Total Program
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The 6 Absolutes Dot Drill
Box Squat, Towel Bench,
Hex Bar Deadlift
Nutrition

Team Building • Goal Setting
Parallel Squat, Bench Press,
Power Clean
Total Program Workout
Auxiliary Lifts
In-Season Program

Weight Room Safety
1-2-3-4 Flexibility Program
Sprint Technique
Plyometric Box Jumping

Unify Your Sports and Athletic Programs to Win!

A BFS instructor will come to your school and show you how to unify your athletic program to ensure athletes will progress, year-round. With athletes hands-on instruction and coaches only session the TPC is the winning edge!



Athletics can be a huge part of a student's development.

The BFS Total Program is a complete system that can unify schools's athletic and PE programs.

THE PROGRAM

The BFS Total Program is a strength and conditioning program that helps athletes reach their full potential. Confidence and leadership is built through the process of consistently breaking personal records and achieving goals.

It is not a fad or a short cut, the Total Program is a time tested regimen that requires discipline and hard work. These qualities make it a great system for team building offering opportunities for students to help and encourage each other.

For over 35 years coaches and administrators have found the Total Program to be highly efficient and remarkably effective within the confines of student's busy

schedules. Utilizing the Total Program across all sports and in PE classes both coaches and athletes have a framework for improvement. We call this Unification. When an entire athletic department and PE curriculum are on the same page the results are amazing!

SAFETY

BFS understands that safety is priority one with your athletes. At a Total Program Clinic BFS spends as much time on proper weight room behavior and spotting as on perfect lifting technique. By emphasizing the proper safety protocols and the perfect lifting technique we are building not only strength but responsibility and leadership.

SUCCESS

When you bring in the BFS Total Program you are bringing in a proven road map to success.

BFS is committed to building winning

programs and we have the track record to back this up. The majority of schools that host a Total Program Clinic improve their win loss record immediately! More state championships have been won using the BFS Total Program than any other strength and conditioning program in the country.

PRESENTATION DETAILS:

2 Day TPC, Up to 12 hours of Hands on Strength & Conditioning Training for Athletes & Coaches

2 Hour Coaches Clinic is part of the TPC: Teaching Protocols, Program Implementation Details, Safety & Liability Details

Implementation Each Athlete will receive a Clinic Packet of Materials

2 Day TPC - 50 Athletes \$3500 Includes Travel, Air Fare and Expenses

\$25 per student over 50

Implementation package worth over \$1,500.

1 day option available - Package with other BFS presentations and save hundreds of dollars

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Building Champions at Brodhead High

How this Wisconsin school grew its great strength and conditioning program

BY KIM GOSS, MS

Dirty Jobs is a reality show hosted by Mike Rowe on the Discovery Channel. Rowe profiles jobs that most people would consider undesirable, but these jobs are necessary for us to maintain our lifestyle. Although athletic directors don't have to dig ditches in worm-infested caves or slaughter farm animals, being an athletic director in today's economy would probably not be considered a particularly desirable profession. That is, unless you're the athletic director at Brodhead High School.



Athletic Director
Jim Matthys

Jim Matthys has been at Brodhead High for 15 years. He serves as both athletic director and head football coach. Matthys says that with the economy tightening the budgets in so many schools, this often trickles down into lower salaries and reduced benefits for teachers – as such, getting involved in the field of education is not as popular as it once was. “What’s discouraging is that the economy is affecting our ability to attract good young teachers and coaches. We

dedicated, but our staff is getting older and it’s hard to attract young people to this profession, as there is so little hiring going on throughout the country, but especially in Wisconsin.”

Brodhead, Wisconsin, has a population of about 3,000. The school district has an elementary school, a middle school, and a high school of about 375 students. Matthys believes this type of environment has its advantages. “I can walk out into the hallway and see pretty much all of our athletes during the course of the day, and as such we can do a pretty good job of keeping track of what they do on and off the field and how well they’re staying on top of their grades.”

In terms of a BFS connection, Matthys invited BFS clinician Jeff Scurran to do a clinic in 2004, and they have been keeping it up – they even brought out Coach Scurran for three more clinics to reinforce the principles of BFS. Three years ago they started the BFS Readiness program in both the middle school and the elementary school. Matthys says, “I’ve even seen my first-grade daughter doing box jumps!” He adds, “It was real easy to get our staff involved with

bring a sense of consistency throughout the entire school district. BFS teaches our athletes to be explosive – it’s not a football program, as some people believe; it’s an athletic development program that teaches a lot of explosive movement drills.”

So how well is the Brodhead athletic program doing? “Since making the complete jump to BFS, our athletes have been extremely successful,” says Matthys. “We have been on conference’s athletic program of the year for the past four years. Over the past six years we have won 17 conference titles in our 12 male and female sports, and our football team has been in the state semifinals four times in the past seven seasons.”

Another reason for the school’s success in athletics, says Matthys, is their supportive community. “We have a great booster program! Our annual golf tournament alone brings in about \$10,000 a year. We are just a small town with a lot of hardworking people but if our community sees that our school really needs something to help our programs, they can usually find a way to make it happen.”

One of the unique aspects of



Brodhead High has been their conference's athletic program of the year for the past four years.

especially proud of is the increased participation of girls in the program. "Before we started BFS, we had pretty good participation in terms of getting guys in the weightroom, but we could not get the girls to participate – they just didn't feel right about working out next to guys. Now you see the girls squatting and bench pressing right next to our football players, and not only is it accepted, you'd be

hard-pressed to see who is working harder. The results can be seen with the success our girls are having in their conference with not only the increased number of wins, but also the number of girls who graduate and go on to play at the college level. What's more, I see the more talented girls encouraging girls who are not as talented to get into the weightroom – and now it's typical to see about 40 girls come in to work

out in the summer."

Although Matthys would like to have larger facilities, he said this is simply not an option with the environment. "As with any coach, I'd like to have a bigger weightroom, but with the economy we just have to be creative with our scheduling, dividing up the classes so that half will be lifting and half will be doing plyos and agilities, and then we flip-flop the

BFS SUCCESS STORY

next day. That being said, we do have nice equipment and do a good job of maintaining our equipment – and we are always looking for more efficient ways to run things.”

As any athletic director should be, Matthys is concerned about safety in the weightroom. “We have safety posters up, of course, but our kids are always supervised. We have up to three coaches at a time in the weightroom, which is a lot when you consider that our weightroom isn’t that big. And we don’t let our kids put a lot of weight on the bar until we are satisfied with their technique.” Matthys adds that having athletes in the weightroom

decreases the risk of injury in competition, which is why he insists on running a strong summer program where kids can use the weightroom four days a week. “I don’t have any precise statistics on this, but I do know that our total injuries are down since we started the BFS program.”

Encouraging athletes to play multiple sports is a must at Brodhead High. “I’ve seen a few kids who when they are freshman want to concentrate on one sport, but by the time they are seniors they are doing multiple sports. Our coaches do a good job of making certain our kids are involved in at least two sports. It’s important, being such

a small school, to have kids playing multiple sports to keep our programs going.”

Although many think that sports programs should be the first to be cut in a struggling economy, Matthys says this is a mistake. “Sports teach our kids life lessons. What happens on the basketball court or the football field is a lot like life – there are good things that happen, and there are bad things. We have an eight-period day, and I look at sports as our ninth period; that’s how important it is to our curriculum. If our kids didn’t have the opportunity to play sports, I cannot imagine what our school would be like.” BFS



Taylor Douglas



Jesse DeLorme



Jaron Harding

A strong co-ed weight training program is one reason for this small school’s monster success in athletics.



Taurie Burns



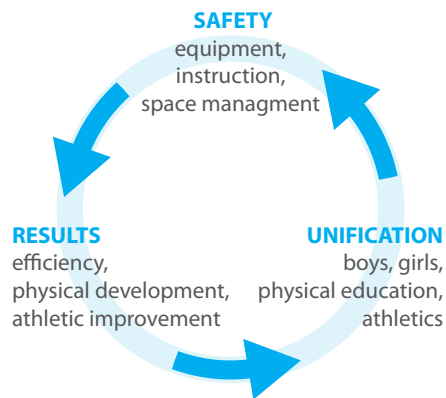
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viding middle schools, junior high schools and high schools with the tools they need for success. We'd like to do the same for your school. We are your full-service company, not only providing all your Exercise Equipment needs, but also safe and effective Exercise Instruction.

Weight Room Consultation

Drawing on 40 years of experience BFS knowledgeable consultants will measure, review and make recommendations for your weight room. Using criteria that always begins and ends with safety your BFS consultation will provide clear recommendations for your unique situation.

Unique Situations

BFS Consulting brings a deep understanding of schools and educational systems. With this insight to time and space constraints we will provide the best solution for turning your weight room into a learning classroom.

Depending on when your school was built, what your current budgets allow and what your expectations are BFS knows your situation is unique.

Unique Solutions

Once your on-site consultation, including measuring and inventory of existing equipment as well as on-site interviews with teachers and coaches, is complete BFS delivers two options for moving forward with upgrading your facility.

Your consultant will provide one floor plan that utilizes your existing equipment. This option will rearrange and perhaps remove excess equipment that hinders safe and efficient use of your weight room.

The second option will provide a floor plan of recommended replacement and new pieces of equipment to maximize your safety and results. Recommended upgrades in equipment may include auxiliary pieces, flooring, and storage options will be provided.

Continuing Education

BFS Consultations do not end with the equipment. Our ongoing educational support includes a year subscription to technique and training videos from the BFS Total Program.

This BFS Educational Center is available to every teacher and coach that uses your weight room. These resources emphasize perfect technique for both lifting and spotting. It also includes frequently asked questions from our safety series with Dr. Mark Rabinoff, expert witness in hundreds of weight room lawsuits. This is invaluable for understanding and reducing your schools exposure to lawsuits.

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SAFETY AND LIABILITY videos



Special Message From The CEO



The BFS Commitment to Coaches

A message from the BFS CEO, Bob Rowbotham, Every 2015 BFS issue free to coaches, students, admins and parents

All Issues of BFS Magazine Free to Coaches, Athletes, Administrators and Parents

Due to the overwhelming positive response from November's offer of a complimentary download of the BFS Magazine, BFS CEO, Bob Rowbotham has made an unprecedented decision.

Starting now and going back retroactively over 2015, every issue of BFS Magazine is available as a free download. Bob has stated "One of the key ideas we are trying to get across is that BFS is committed to helping coaches help kids".

Furthermore, it is our sincere hope that coaches take advantage of this opportunity to share the free downloads with athletes, administrators and parents. Printing articles for class handouts, sharing the pdf files via email, or just forwarding the link are some of the ways to share BFS magazine. We would like to see this offer impact as many programs and students as possible.

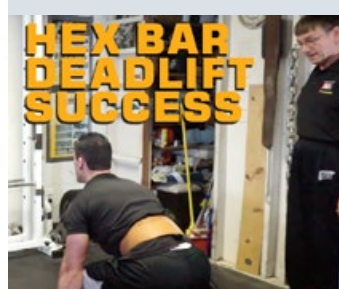
Every issue contains motivational success stories, about teams and individuals that have worked hard to succeed with the BFS Total Program and the "Be An 11" attitude.



Want more? Find insight into running a championship quality weight training program. Discover in depth tutorials on specific lifts. Learn about unifying your students and athletes in life lessons that will mature them, on and off the field.

You can achieve this kind of success! See page 8 to learn about hosting a BFS Camp or Clinic

Read BFS Magazine free!



The Science of Hex Bar Deadlifts

As the popularity of the hex bar continues to grow, so has the number of research studies extolling its effectiveness. The last appeared in the January 2018 issue of the Journal of Strength and Conditioning Research

Read more [□](#)

**SOCCER • FOOTBALL • TRACK
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I recently saw an Internet discussion where a track coach said that if football is an athlete's primary sport, the best approach to off-season conditioning would be to have him participate in indoor and outdoor track. BFS is a strong proponent of athlete's participating in multiple sports.



Six Squat Myths that Must Die

Back squats have been a key component of the BFS Total Program since Day 1, which translates into 40+ years. It is unquestionably one of the single most productive exercises that can be performed in the weight room to increase overall strength and power.



An Athlete's Guide to Power Racks

Other than being used as an apparatus to rest a barbell on for squats, the power rack is often overlooked in most gyms. The fact is, the power rack enables you to safely perform many other core exercises and experiment with many unique training

methods that can help you add muscle, get stronger, or become more powerful. That said, what makes a good power rack?

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Like most educators, you are no doubt constantly seeking ways to encourage, motivate and inspire achievement. Our dynamic seminar presenters will infuse your athletic program with a greater vision. Along with that vision, they will teach your athletes how to set higher goals, work harder and become better people as they create their own value system with higher standards.

Testimonial

"We wanted to build on our success, so we brought out BFS clinician Tom Sullivan to give a Be An 11."
Mark Peach

Head Football Coach
Anderson County High School
Lawrenceburg, Kentucky



The Ultimate BFS Experience The Two Day Total Program Clinic

In a two-day clinic, a BFS instructor can come to your school and show you how to unify your athletic program to ensure athletes will progress, year-round. The two-day clinic permits more hands-on instruction and additional time for our clinicians to answer your questions to make this a more complete, personalized experience.

Testimonial

"Coach Rick Bojak got me to believe completely in BFS. He spent three days with us, and did both a Be An 11 workshop and a two-day lifting clinic. This helped motivate us into our off season."

Kevin Belcher
Head Football Coach
Central High School
Phoenix, Arizona



The Easiest Way to Get Your Staff a BFS Weight Room Safety Certification What is In-Service? BFS Comes to You!

Imagine Having a BFS Clinician Come to Your School to Work One-On-One with Your Coaching Staff! Our Coaches will Show You the Best Ways to Apply the BFS System to Your Program for Maximal Effectiveness. With over 35 Years of Experience, No Other Certification Comes Close.

Testimonial

"What certification does is give you a formidable defense to prove that you were well trained and knew what you were doing. And it's a lot easier to prove that if you've gone through a training program."
Dr. Marc Rabinoff

Professor, Human Performance and Sport Department
Metro State College
Denver, Colorado



BFS Equipment - Manufactured in the USA SUPERIOR WEIGHT ROOMS = ATHLETIC DOMINANCE

Call BFS and talk to one of our coaches on staff to get started. For over 35 years BFS has been providing middle schools, junior high schools and senior high schools with the tools they need for success. We'd like to do the same for your school. We are your full-service company for not only all your training equipment needs, but for safe and effective instruction and program design.

1. **Reliable:** 35 years in the industry helping coaches and athletes win!
2. **Affordable:** Equipment is the best value on the market.

3. **Innovative:** Original designs that emphasize function, safety, efficiency and performance.
4. **Over 800 products in stock in our 70,000-square-foot warehouse to help you achieve your goals.**



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