



SFAS News

DECEMBER 11, 2008

VOLUME 3, NUMBER 4

"Many athletes are interested, the unique ones are dedicated."

"The better you get, the more you need to work."

President's corner:

Lots of exciting news as usual!

- We are extremely proud of our athletes from Bethel Park and Thomas Jefferson (there are over 20!) that are participating in this weekend's State Championship Football games as this newsletter goes to print. We wish them well!
- Over 50 of our athletes enjoyed (some still enjoying the PIAA football playoffs) WPIAL playoff football, over 100 are enjoying college competition, 5 are enjoying what it feels like to be in the Football AP Top 25, 2 are enjoying the top 3, as well as some of our guys knowing what it feels like to get smacked in an NFL game.
- Look for our coaches blog to appear as a link on our website this month. This ought to be quite entertaining, informative, controversial and fun!
- Look for new video additions at <http://www.youtube.com/SFAndSpeedInc1>. On it you will see our company video and training highlights from different days of the week.
- We initiated **new** more economical programs that will help out during these tougher economical times. These are similar to our form your own group programs. Details are on the web under "Our Programs".
- WE ARE QUITE PLEASED TO ANNOUNCE PLANS ARE IN MOTION TO OPEN UP A FACILITY LOCATED IN COURT TIME SPORTS CENTER IN ELIZABETH! This should happen around March 2009. We look forward to being involved with a first class organization serving the athletes in the area. Their website is www.courttimesportscenter.com.

If you are reading this and have not yet joined our team, I invite you to join and experience results like our friends and athletes have done:

"I could always read plays pretty well on defense and now my feet can get me there."

-Adam C., Football

"I've gotten a lot faster since I have come here. My coaches and friends tell me it is a huge difference."

-Ben C., Football

As the leader of this organization, I am fortunate to be part of these experiences and will continue the mission of improving not only our clients' athletic ability, but helping their confidence and esteem as well.

Enjoy reading and HAPPY HOLIDAYS FROM ALL US AT SFAS!!!

Ed Wietholder
President, Strength, Fitness And Speed, Inc.

"The smarter you get, the less you realize you know"

More Options and New Programs at SFAS

We are initiating "rolling enrollment" classes at SFAS where you can enroll in a group class that focuses on certain movements or sports. Check the website under "Our programs" for more details. These classes can stand alone or be combined with private training. We are trying to roll with the economy and are developing these more economical classes to further assist our clients. **They are filling fast so even if you plan on waiting until after the holidays call us now at 412-653-7970.**



Our Referral Program

My staff and I realize that we could not do what we love without our clients!

This is to remind you all of our continued referral program.

If you refer a client that signs on with us you receive either a \$20 SFAS gift certificate or free SFAS clothing. You also will be recognized in our newsletter.

Thanks for your patronage and all of your referrals to our program!!

If you know of someone who may benefit from our services, please forward them this newsletter. They can use the free trial coupon in this newsletter.

THANKS TO OUR CLIENTS FOR YOUR REFERRALS OVER THE YEARS!! IF WE FORGOT SOMEONE WE APOLOGIZE!! OUR MOST RECENT THANKS TO:

Welsh Family
Fertig Family
Robinette family
Shine Family
Stewart Family
McNabb Family
Rock Family
Zalewsky Family

Hasis Family
Wild Family
Cole Family
Dawson Family
Plummer Family
Handlan Family
Miller Family

"Pride is training hard when no one else is watching"

HOW TO GET SLOWER AND LESS EXPLOSIVE

By Ed Wietholder, BS, CSCS, CPT
President and Founder SFAS, Inc.

I will address this interesting notion in a series of answers to many prevalent myths.

Myth: Running stadium steps will get you faster

Reality: Running endless steps will shorten your stride length, ruin your fast twitch composition, and foster recruitment of slow twitch fibers when the athlete thinks of "sprinting".

Myth: It has to feel "hard" and burn to make you faster. You should not be able to walk when you are done.

Reality: For athletes that train with us, "Do you ever notice a theme of 3s and 5s during your training here? Do you notice that usually the stuff that makes you dead in the legs happens more towards the end of your session when freshness is not critical?"

Here is why. Explosive movement requires an immediate recruitment of fast twitch fiber. Let's look at resisted sprinting. First rep feels good, second rep feels decent, third rep pretty good, fourth rep a little drop off, and fifth rep has you about 80% of your fresh effort. In addition to depleting CP energy storage, this drop off corresponds to the fatiguing of your FT(fast twitch fibers). The intermediate fibers, which can be trained to become FT or ST(slow twitch), are ready to learn what they are going to do in the future. Do we stop here for a break or do we continue for another 5 reps? Depends.

If you are conditioning, want to recover better at half time, or are looking at distance related events, roll on. If you want to get more explosive and faster a break in the action is warranted. Let's look at what happens from reps 6 to 10. Your fast twitch fibers are essentially toast at this point. You will now be "teaching" the key intermediate fibers, which can adapt to become good at explosion or endurance, to become good for marathons or distance related events. Your brain will also be learning to recruit slow twitch fibers to help you sprint. Again: **YOUR BRAIN WILL BE LEARNING TO RECRUIT SLOW TWITCH FIBERS TO HELP YOU RUN FAST.** Bad idea for speed development. There is an expression: "Train slow, be slow. Train fast, be fast."

Myth: Strength Training with bands makes you a stronger, more explosive athlete.

Reality: Band training is an excellent complement to real strength training, particularly when hitting the core. Many athletes at local schools squat for time with bands. I have personally watched athletes lose 6 inches of vertical leap and .3 seconds of sprint time while training with bands for the legs during an 8 week period. Why? Bands provide the least resistance when they are shortest(bottom of the squat where you need it the most!!) The resistance is so wimpy in the bottom portion of the squat that there is very little need to recruit a large percentage of FT fiber. Bad idea. How many reps will you crank out in 60 seconds? A bunch, right! Big burn! Can't walk when you are done!! Feel like puking!! Must be great!! NOT!!!!

You have taught Intermediate fiber(big key fibers in my opinion) to get really good at producing wimpy soft contractions a bunch of times. You have increased your lactic acid clearing ability but have hindered Creatine Phosphate energy systems(for explosion!!) and ruined nervous recruitment for fast efficient contraction. Flat out weak.

We will continue this at a later time.

Ed Wietholder is the owner and founder of Strength, Fitness, And Speed, Inc. located in Pleasant Hills and North Irwin. His company has been going for 10 years strong. A graduate of the University of Pittsburgh, Ed trains athletes from all sports for speed, strength, and power. He also trains men and women interested in physique improvement. For more information, check out www.strengthfitnessandspeed.com or call Ed at 412-653-7970.

ADULT FITNESS TOO!!

LET US GET YOU OFF OF THE SIDELINES AND INTO THE GAME OF LIFE!

Come try TRAINING CAMP!

TRAINING CAMP is a group class that emphasizes strength building, fat loss and sculpting with an attitude. Women from the Pittsburgh area have been training like athletes and transforming their bodies. This is not your typical gym group fitness class. We will prepare you to better function in your daily life events whether that is long periods of standing, lifting heavy objects or chasing your children!

What is TRAINING CAMP?

We have been doing personal training for over 10 years. Training camp has evolved over this period of time and blends techniques that we use with our athletes with what one would expect of a personal training session. The result is a fun, efficient exercise class that can be performed by those that are athletic as well as those that are not!

All members receive personal attention from certified coaches throughout the class. These programs will not be "cookie cutter" routines, but as custom designed to each individual member as possible. The routine changes and progresses with the training camp member.

What do TRAINING CAMP members achieve here?

- Transformed physiques with body composition improvements
- Increased energy is the #1 outcome
- Decreased levels of stress

WHERE: Strength, Fitness And Speed, Inc. Pleasant Hills Location

WHEN: Mondays, Wednesdays and Fridays at 10 A.M. with 2 or 3 day per week options for 4 weeks starting January 7th

COST: 3 Day per week option \$199

2 Day per week option \$169

HOW TO SIGN UP: Call us at 412-653-7970 or email us at info@strengthfitnessandspeed.com.

WE HAVE MANY TIRED, BUT HAPPY REFERENCES AVAILABLE!

Our SFAS Coaches

Many of our clients train for months without meeting some of our coaches based on the days that they train. Here are sketches of our staff members.

Edward Wietholder, B.S., CSCS, CPT, President and Head Performance Director, Head Sports performance Coach Pleasant Hills

Ed Wietholder is the founder and owner of Strength Fitness and Speed. Ed has trained many junior high school, high school, collegiate, Olympic and professional athletes from across the U.S. In addition, many have benefited from his routine design and consultation across the country, most recently an athlete from the UK.

Coach Bernie Matthews, Basketball Skills Instructor

Coach Matthews has an outstanding background as a player and a coach. A proven winner, he has won titles at every level he has coached and with every team he has coached, including a girls CYO team, a boys high school basketball team, an AAU team and a collegiate team. He has been named Coach of the Year at the high school level as well as five times at the collegiate level.

Justin Shal, B.S., CSCS, Head Sports Performance Coach Irwin

Justin is a graduate from Penn State University with a Bachelor of Science degree in Kinesiology focused in Movement Science. He has coaching experience with athletes from from the age of 8 through the college and professional levels. Justin is a details oriented individual. He is a valuable member of the Strength, Fitness And Speed team because of his coaching history, his belief in determination and his ability to adapt to our athletes. Justin is SFAS certified as well as CSCS certified. He is an outgoing person willing to learn from, educate, and inspire athletes on their sports and their training regimen here at Strength, Fitness And Speed.

Ted Dworek, M.S., C.S.C.S., Sports Performance Coach

Ted Dworek comes to us from the University of Pittsburgh. In addition to providing training to hundreds of collegiate athletes at Pitt, Ted brings state of the art knowledge and expertise to compliment the SFAS training that our clients receive. Ted has a Masters degree from the University of Pittsburgh to go with his years of experience at the University. He is also CSCS certified.

Justin Kulik, M.S., C.S.C.S., Sports Performance Coach

Justin Kulik has a Masters degree in Kinesiology from Midwestern State University in Texas and a B.S. in Physical education and sport from Indiana University of PA. Justin also has a CSCS from the NSCA. His athletic achievements include winning gold medals at State Olympic Weightlifting competitions as well as 1st place finishes in Natural Bodybuilding and Strongman competitions. In addition he has presented at many National conferences and has been involved in many studies involving the development of the athlete. Justin has a great degree of experience in both teaching in the classroom and developing athleticism among athletes of all ages including the college and professional level.

A.J. Little, B.S., Sports Performance Coach, Baseball Skills Instructor

AJ Little has a B.S. from Carnegie Mellon University in Pittsburgh. He has 3 years of coaching experience with athletes of all ages and is SFAS and NESTA certified. His athletic achievements include playing baseball, football and running track during his time at CMU. As an athlete, AJ spent 7 years being trained by the staff at SFAS before becoming a coach. He is an outgoing person that knows how to motivate each athlete on an individual basis.

Jason Beisler, B.S., Sports Performance Coach

Jason Beisler has a B.S. degree and is certified as a Sports Performance Coach. He is also a teacher and is involved in developing athleticism and confidence in student athletes every day. As a sports coach, Jason has coached several sports at the junior and varsity level in our local high schools. He is a motivating person that utilizes his skills to push our athletes to higher levels.

How Colleges Recruit

College Prospects of America provides guidance, experience and visibility to help student-athletes through the recruiting and financial aid process. Their goal is to help talented young people from western Pennsylvania get the best education at the best possible price, while finding financial aid, gifts grants and/or sports scholarships. Visit www.cpoapa.com for more information.

Ask Mr. Rock about his discounts for SFAS, Inc. athletes.

Our Links section on the website

The 2 most frequent questions that we have been asked over the years have been "Where we get our equipment?" and "how do I gain weight?" Two of the four components of the weight gain shake I recommend are whey protein and flaxseed oil. As far as equipment goes, we utilize a lot of it from Perform Better, also found in our links section.

Strength, Fitness And Speed, Inc.

Irwin Location
92 Webster Ave
Irwin, PA
412-653-7970

**South Hills
Location**
Hosmer Industrial
Park
347A Old Curry
Hollow Road
Pittsburgh, PA
412-653-7970

**We are on the
web!**

[http://www.strengt
hfitnessandspeed.co
m](http://www.strengt
hfitnessandspeed.co
m)

SFAS SPECIAL OFFER

THIS OFFER APPLIES TO NEW SIGN UPS ONLY

BRING THIS PAGE TO ANY OF OUR STRENGTH, FITNESS AND SPEED LOCATIONS BEFORE 12/31/08 TO RECEIVE A FREE TRIAL SESSION!

ALL OF OUR TRAINING IS BY APPOINTMENT SO YOU MUST CALL US IN ADVANCE TO SET UP AN APPOINTMENT SO THAT WE KNOW YOU ARE COMING. TIMES MAY BE LIMITED.

NORTH IRWIN OR PLEASANT HILLS LOCATION PLEASE CALL 412-653-7970.

LET US KNOW WHO SENT YOU!