



SFAS News

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VOLUME 4, NUMBER 2

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

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

President's corner:

Lots of great news!

- There are several links on our website to the blog, facebook site, and youtube site. www.strengthfitnessandspeed.com
- Good luck to our dozens of athletes in the WPIAL Basketball playoffs!
- Look for our coaches blog to appear as a link on our website this month. This ought to be quite entertaining AND INFORMATIVE!
- Look for new video additions at [http:// www.youtube.com/SFAndSpeedInc1](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!** We should be training there in 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.
- **Football Combine and Football Speed Training Focus Wednesdays at 8 PM at our North Irwin Location!**

Attention all spring and summer sport athletes: Our Speed Schools are now called performance classes! We can try to work them around your schedule!! Check the web for initial sites and times!!

Enjoy reading!!

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 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
Spadaro Family

Kinzler Family
Thompson Family
Quinn Family

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

PREHABILITATION

By Justin Shal, BS, CSCS

Head Performance Coach, North Irwin

Lately it's become clear to me that I seem to be a corrective exercise oriented coach. What I mean by this is that I like to figure out the cause of my athletes' physical problems and fix them. Some of the mental issues are thankfully beyond my scope. Better yet, we could (and should) do something that will prevent a problem from occurring in the first place. It's like a game of chess, thinking ahead to the next move, except when I win, the athlete, their teammates, coaches, and parents win too. The trick is to solve the problem before we are ever put in check.

In most cases, movement problems are caused by an identifiable source. Pain and dysfunction usually don't "just happen." Chronic tightness, muscular weakness, and imbalances can lead to these problems. Check out a few examples to get a better idea of what I mean:

- Tight hip flexor muscles can lead to weakened glutes with irregular firing patterns. Just so you know, the glutes are a major muscle group involved in explosive movements, postural control, and locomotion.
- Shoulder problems can arise from an imbalance between muscles in the chest, shoulder, and upper back. This can be seen in baseball players with rotator cuff injuries because of a major imbalance between the "throwing muscles" and external rotators. Thirty sets of bench press and no chin-ups or rows can cause the same problems.
- Weak or dysfunctional deep abdominal muscles can cause a whole host of problems, including but not limited to, back and neck pain, poor posture, and issues when trying to lift heavy weights. Note: A six-pack is not a deep abdominal muscle.

An entire discipline called physical therapy is devoted to fixing these problems. But I don't want my athletes to reach the threshold where they need physical therapy. Of course injuries and accidents will happen, but I'm talking about problems that can be prevented. An injured athlete cannot contribute to the success, or unfortunate lack thereof, of their team. Why not take the time in training to avoid such occurrences? I want my athletes to perform optimally so that when they're on the field, their bodies are ready to execute whatever task is demanded when it really matters.

In this day and age, it is important to be informed about your training program. A knowledgeable coach can make sure you are on the right path to positive results instead of a one-way street to your local physical therapist. Incorporate this sort of insight into your workouts and take your performance to new levels you never thought possible.

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

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.

Ben Kowatch, B.S(April 2009)., Sports Performance Coach

Ben Kowatch comes to us from the University of Pittsburgh. We are in the unique position of gaining a coach who already has been through our program several years ago as a football player at Baldwin High School. Ben also plays rugby for the University and was rookie of the year in 2005. He brings intensity and attention to detail to our staff.

Josh Congelio, B.S., Sports performance Coach

Josh Congelio comes to us from Youngstown State University with a Bachelor's degree in Exercise Science. Josh has his C.S.C.S. pending. His athletic achievements include playing college hockey at Youngstown State. Josh is also a hockey coach having coached the sport at many levels. He also has done "land" training for hockey players at junior and professional levels. In addition, Josh has done training prescription and monitoring for a variety of athletes off the ice as well. Josh is an enthusiastic coach who practices what he preaches. He will get the most out of our athletes that he trains.

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.

SFAS SPECIAL OFFER

THIS OFFER APPLIES TO NEW SIGN UPS ONLY

BRING THIS PAGE TO ANY OF OUR STRENGTH, FITNESS AND SPEED LOCATIONS BEFORE 3/30/09 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!

**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.strength
fitnessandspeed.co
m](http://www.strengthfitnessandspeed.com)