



# SFAS News

SEPTEMBER 28, 2009

VOLUME 4, NUMBER 5

*“Many athletes are interested, the unique ones are dedicated.”*

*“The better you get, the more you need to work.”*

## President’s Corner:

This has been on my mind for quite some time going back to when I started this company. Unfortunately, this is a very loosely regulated industry.

There is a danger of sports performance training/personal training becoming performed by unqualified, inexperienced individuals. There is also a danger that it will be about the cheapest price and easiest access.

Take a look at who you are training with and your group size.

Are you doing what everyone else in the class is doing even though they have different goals and individual needs?

Did you have a needs analysis performed?

Are your coaches certified with a governing body that requires more than a weekend of time?

Beware of a cheaper training facility because it is usually coming with a price. The price being lack of credentials and individual customized attention. Not to mention lack of tracking workouts with no plan and no vision.

I can’t tell you how many athletes come to us after attending 5 or 10 buck per session classes that ***DO NOT KNOW HOW TO JUMP, ACCELERATE, OR RECRUIT THEIR HAMSTRINGS TO PERFORM ATHLETIC FUNCTIONS.***

Cheap can actually come with a higher cost than it appears.

**Strength, Fitness And Speed Athletes enjoy the following benefits:**

**We offer 1 on1, small group (formed by the athletes in the group), and rolling enrollment classes (open classes that run year round). Make sure you compare apples with apples when comparing rates, group size and most importantly, quality.**

**Why is Strength, Fitness And Speed, Inc. the leader in Sports Performance Training since 1998?**

The primary reason is that we know a template based program just does not fit every athlete’s needs. Systems developed in the 1980’s are no longer cutting edge. One standardized system cannot cover individual physiological differences in age, maturity and gender. Here are some more:

### **1. Individualized and scientifically designed & time tested training programs**

All of our programs are created by Ed Wietholder and his staff. These are developed in conjunction with his head performance coaches and are based on the results of the athlete’s assessment, not what a chart or protocol may call for. Ed and his staff are well aware that each individual is unique and that programs must be designed for each individual’s physiology, gender and sport. One size does not fit all.

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

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

## **2. A Functional assessment**

You need a map to tell you where you are going. You need a starting point and the best route to reach your destination. We take baseline measures so that we can measure the routine's effectiveness over time. Resisted and assisted work is extremely reinforcing to the nervous system. Corrective strength and nervous system reeducation are in order for most athletes at the initiation of their program before habits are reinforced.

## **3. Individual tracking and ongoing fine tuning and progression**

Every athlete has his or her own private database in which each workout is tracked and reevaluated over time. Athletes change and so does the workout stimulus. We have records for our athletes from the time that they are in grade school through college!

## **4. Guaranteed personal attention from degreed and certified coaches**

Athletes train in one on one settings unless specified by the athlete. We perform small group training if the athlete wishes to train with a group of teammates or friends with similar goals. We perform assessments on each individual in the group and we recommend whether or not the athletes should form a group or not. Quality before quantity!

## **5. Fully functional facilities without the fluff!**

Each of our facilities are 3,000 – 5,000 square feet with sprint tracks, agility areas, half basketball court (Irwin), strength training areas, and core training areas. Our facilities are equipped with all that you need for a fully functional, no nonsense training session.

## **6. An open line of communication with the Sports Performance Director**

Any questions parents or athletes have regarding training can be answered via email, in person, or the telephone. This gives the athletes and parents the opportunity to better understand the program and outcomes.

## **7. We are continuously improving and adding to our knowledge base**

We strive to always offer our clients the best of what's available in the sports performance, health and fitness industries. Current trends are evaluated and implemented if deemed appropriate.

## **Overheard:**

"I dont know if you saw this article in the South section of the Post Gazette but it mentioned Joe and specifically his good footwork. We feel that his footwork is a result of the work done at Strength, Fitness and Speed. We want to thank you and the other staff who worked with Joe. Hopefully after football Joe will be able to return before he goes to college."

Thanks Again,

John J. Laukaitis

"Ed-

Just want to take this opportunity to share a story with you re: Alex and her recent speed training. During an all star softball game, Alex hit a single and stretched it into a double (that is something that never would have happened last year) It was a special moment for her and she ended up with an MVP for the game. What made the MVP award so special was that it was voted on by the girls from the other team. It was the second MVP of the season for her. She had never received an MVP award for anything before this season. Not only has her speed improved, her reaction time, strength and confidence all benefited from the training. Alex has no intention at this time of participating in sports beyond high school, however this training has given her the opportunity to participate in the sports she does enjoy at a higher more successful and fulfilling level for her personally. Thank you to SFAS. We look forward to working with you in the future."

-Parent of happy Thomas Jefferson athlete

Hey Ed,

Hope all is well. Just giving you an update. We had our Conditioning test today. I ran my best 60 time ever with a 6.85. And I lost my footing at the start, so I think I could have done better. I also ran a 46 second 300, which was the second best on the team. I had a 48.7 foot med ball toss as well. I was very happy with all my results and I thank you and Strength, Fitness and Speed for everything!!

-Brian Lattanzi, USC high school alumni and Rollins College Baseball Player

*This is an interesting observation from Dave Penska, the parent of one of our former Norwin clients regarding injury prevention:*

Hey Ed,

Wanted to share this with you.

Good message for the kids relative to their conditioning and injury prevention training.

I love Mike Tomlin's communication skills.

Love to listen to him answer questions at a press conference.

Heard this one for the first time after a recent game:

Reporter - Q: (paraphrased) Coach, what do you think about the performance of the guys stepping in for those that are injured?

Tomlin - A: "The best ability is availability"

Classic and so true.

[More Testimonials Link](http://www.strengthfitnessandspeed.com/testimonials.htm): <http://www.strengthfitnessandspeed.com/testimonials.htm>

## **SFAS Links(all are at [www.strengthfitnessandspeed.com](http://www.strengthfitnessandspeed.com)):**

[SFAS Blog](http://www.strengthfitnessandspeed.com/testimonials.htm): <http://www.strengthfitnessandspeed.com/testimonials.htm>

[SFAS Facebook Group](http://www.facebook.com/group.php?gid=48917347732): <http://www.facebook.com/group.php?gid=48917347732>

[SFAS Facebook Page](http://www.facebook.com/pages/Strength-Fitness-And-Speed-Inc/79179469130)

<http://www.facebook.com/pages/Strength-Fitness-And-Speed-Inc/79179469130>

[SFAS YouTube Channel](http://www.youtube.com/SFAndSpeedInc1): <http://www.youtube.com/SFAndSpeedInc1>

[SFAS Twitter](http://twitter.com/EdWietholder): <http://twitter.com/EdWietholder>

Enjoy Reading!!

-Ed Wietholder  
Founder of SFAS, Inc.

## Upcoming Programs:

- Basketball Team/Player Training at North Irwin. Bring in your team for both SSAQ training and utilize our half court for team practice or skills work before or after the session. Call us for info and rates for this unique opportunity.



- Baseball SSAQ classes at all 3 locations continuing. We will be looking at baseball specific speed, core training, rotator cuff training and a new technique we are using to get catcher's out of their stance to throw quicker than ever. Check out the video of this new technique incorporating the vertimax on our youtube channel.
- We are starting in season work for our fall sport athletes on **SUNDAYS**.
- Check the website for a summary of current programs and class times. [SFAS Program Schedule Link](http://www.strengthfitnessandspeed.com/programs.htm): <http://www.strengthfitnessandspeed.com/programs.htm>
- Adult Training Camps are set to start this week! Tuesdays at 7P and Thursdays at 8P at Pleasant Hills.
- Ed runs most of the adult small group or 1 on 1 programming in the morning. A little known fact about us is that we have trained over 100 successful adults looking to just improve their bodies and level of fitness. [Adult Fitness Link](http://www.strengthfitnessandspeed.com/fitness.htm): <http://www.strengthfitnessandspeed.com/fitness.htm>

## How do athletes train their legs improperly?

- Leg muscles take a few days to recover. Nerves that innervate the powerful hip and low back regions take much, much longer. Anyone stuck at a given weight??
- Antiquated training regimens that call for 3 heavy leg strength sessions per week. This sets the athlete up for injury, particularly in the soft tissues of the knee. If the hamstrings are not trained to decelerate the dominant quads, a high incidence of ACL, hamstring and MCL injuries will arise. Guaranteed.
- Stay off the Leg Press. If you want to lie down, go to bed. A higher incidence of hamstring injuries will occur if the athlete uses the leg press as the focus of his or her routine. Guaranteed.
- The lower back requires up to 96 hours and longer to recover. If you are Squatting and Deadlifting more than twice per week, you will at some point(now or 2 years from now)experience lumbar pain and discomfort.

## More Importance of In Season Maintenance

A recent research study entitled, "DETRAINING AND TAPERING ADAPTATION ON STRENGTH AND POWER PERFORMANCE" was published in the Journal of Strength and Conditioning Research, Aug. 2007 and provides definitive scientific data that addresses your question of whether it is worth maintaining some level of training frequency versus stopping altogether and participating in a sport. In the study, speed and strength training was conducted for 16 weeks prior to the experimental detraining (DTR) or maintenance (MT) work. Following the training period, DTR stopped additional exercise; the other group, MT, performed low volume, high intensity work periodically. Both groups continued to participate in their given sport. Following 4 weeks of this modification, DTR lost some strength but had over a 15% decrease in muscle power (slower running speed and lower vertical jump), while MT (the group that continued with their performance training) showed a small increase in strength and maintained power (maintenance of performance gains)

## One order of FAST please, and Don't forget the Pull-Ups!

By Justin Kulik, MS, Med, CSCS, Head Coach North Irwin

Yes, that's right, pull-ups. The long forgotten exercise so commonly replaced with the ever popular pull-DOWN exercise performed on a machine. Some may be thinking "I can't do Pull-ups, I will just do pull downs instead", I encourage you to think other wise. There is time and place for a pull down, but for most people it is better to start with pull-ups and a progression that allows for improvement. The pull-up is different (and it's hard), which in some ways is what makes it effective, but psychology is beyond the scope of this article.

So how does this relate to running? Simple! Proper running form involves an anterior-posterior movement of the upper arm in a specific pattern that recruits the muscles of the upper back, shoulders and chest. Guess what, so does the pull up. The difference lies in the range of motion created by both movements. Just for the record, pull-ups and chin-ups are the same as it pertains to this article. A mix of both supinated and pronated grips work best in an otherwise healthy, injury free individual.

The pull-ups work the muscles through a larger range of motion which ultimately makes for a stronger you and thus a stronger, more powerful arm swing. Ultimately, a

powerful and efficient arm swing will aid in the development of speed. If you think otherwise, try to run with your arms at your side and let me know what happens.....I rest my case. So why not pull downs? Because you are locked in seated position which prevent other muscles from contracting and contributing to stabilization, that's why. The ability to control the rest of the body during a pull-up will develop total body coordination and strength. Specifically, I am speaking of the abs, low back and hips. Control of the abs, low back and hips during different variations of pull-ups has a positive effect on running form and performance.

The beauty of the pull-up is its simplicity and its carryover to most activities involving the upper body (which is just about everything). As for the worry of not being able to do a pull-up, don't worry, Most of our clients cant do pull-ups when they first arrive (at least not to our standards) we have a progression that allows for systematic development of pull-ups and how it relates to improvements in running speed. As you get better at each stage of the progression, we alter the type and intensity of the pull-up which continually enhances strength and consequently, performance. Even if you can't do 1 pull-up, we can get you better, and usually pretty fast depending on how hard you want to work. You won't be doing 100 after 2 weeks, but you will increase.

Combined with proper running mechanics and some other simple exercise to increase whole body strength, the pull-up is strong weapon to get fast. Think it's too simple? Come give it a try and see for yourself. I would not have written this article for the newsletter if it didn't work.

See you soon!

*Ed. note: This is another example of how documentation and record keeping increases the success of our clients. A similar paradox was noted when our records in the pro shuttle began to get much better after utilizing the vertimax in our protocol. Obviously the vertimax is mostly touted as a tool to improve vertical leap. Changing direction is related to how well an athlete absorbs energy and reverses direction which is exactly what happens with the vertimax. Not immediately obvious but keeping databases for all of our athletes makes us notice things.*

**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

**Court Time  
Complex**  
Elizabeth, PA  
412-653-7970

**We are on the  
web!**

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

**CONGRATULATIONS TO SFAS ATHLETES LATEST COMMITMENTS!!**

Brock DeCicco	Thomas Jefferson	University of Pittsburgh
Don Rhodes	Norwin	Georgetown
Rob McCall	Thomas Jefferson	Mercyhurst
Lyle Marsh	Bethel Park	Penn
John Schademan	Bethel Park	Colgate
Eric Olson	Bethel Park	Cal University
Cori Stark	Belle Vernon	Youngstown State
Tara Zollinger		University of Maryland
Lauren Dittman	Norwin	Colgate
Liam Krahe	Bethel park	Northeastern
Rick Fehl	Pittsburgh central Catholic	Mount Union
Zach Zigmund	Bethel Park	Wheeling Jesuit
Anthony Rusch	Bethel park	Seton Hill
Christian Angotti	Thomas Jefferson	University of Dayton
Sydney Judkins	South Park	Sacred Heart
Tarran Senay	South Park	NC State
Jake Matthews	Greensburg Salem	Cornell

[PAST COMMITMENTS LINK:](http://www.strengthfitnessandspeed.com/testimonials.htm) <http://www.strengthfitnessandspeed.com/testimonials.htm>

## **Our Referral Program**

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

This is to remind you 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  
Zalewski Family

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

Kinzler Family  
Thompson Family  
Quinn Family  
Caldwell Family  
Stein Family

## 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.

### **Justin Shal, B.S., CSCS, Head Sports Performance Coach**

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.

### **Justin Kulik, M.S., C.S.C.S., Head Sports Performance Coach North Irwin**

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.

### **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.

### **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.

### **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.

### **Ben Kowatch, B.S., 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.

And also we are pleased to announce 2 new staff members that have been with us since August: **Ryan Seitzinger** and **Nick Bradway**.

Ryan is a graduate of Waynesburg University where he played football and was their Strength and Conditioning Coach for several years following graduation. An interesting note about Ryan would be the fact that he and his brother were football players in the Bethel

Park school district and were through our program over 10 years ago!

Nick is an exercise science graduate of Towson State University where he also played football. A local man, several years ago Nick played high school football for Keystone Oaks!

Both men bring intelligence, discipline and toughness to our staff!!

## **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](http://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 do 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 10/31/09 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.**

**ALL LOCATIONS PLEASE CALL PLEASE CALL 412-653-7970.**

**LET US KNOW WHO SENT YOU!**

