



SFAS News

APRIL 16, 2009

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

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

President’s corner:

There comes a point in time when being in 2 leagues, for 3 teams and running around reaches a point of diminishing returns.

Your swing is flawless....but has no pop. Will playing for 3 teams make it better?

Your soccer foot skills are great.....but you run like a dump truck. Will playing rec, travel and cup all in the same season fix this?

You are running track to get faster.....will running the mile or throwing the discus make this better?

There comes a point in time when an athlete needs to focus on his or her athleticism. You can't do this by demonstrating the skills that you have. You must overload with some strength, speed, and agility training and allow time to RECOVER. Try playing for one team, one sport at a time.

DEVELOP SOME ATHLETICISM!!!!!!



SFAS Athlete Jake Matthews takes it to the rack

Lots of great news!

- We are accepting enrollment for our Court Time Sports Center Location. It is filling fast so we ask that you reserve your spots in advance now at 412-653-7970!
- We are now also accepting enrollment for our summer speed schools starting in June.
- There are several links on our website to the blog, facebook site, and youtube site. www.strengthfitnessandspeed.com

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

- Football Combine and Football Speed Training Focus Wednesdays at 8 PM at our North Irwin Location!
- Performance Classes are ongoing. Speed Schools start 4/20/09. Call for times and days.
- SFAS Coach Justin Kulik recently presented at the American Society of Exercise Physiologists Conference in Texas.

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

Enjoy reading!!

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

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	Hasis Family	Kinzler Family
Fertig Family	Wild Family	Thompson Family
Robinette family	Cole Family	Quinn Family
Shine Family	Dawson Family	Caldwell Family
Stewart Family	Plummer Family	
McNabb Family	Handlan Family	
Rock Family	Miller Family	
Zalewski Family	Spadaro Family	

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

GETTING STRONGER

By Ed Wietholder, BS, CSCS

President, Strength, Fitness And Speed, Inc.

This is the most common thing I hear from high school athletes. "I can't move my bench and my knees hurt from squatting and I can't get low enough. My poundages are stuck!"

"How often do you train?", I ask.

"We max out every week and bench 3 days and squat or deadlift 3 days."

HUH?

"But we are using the reverse pyramid, dynamic, hypnotic bungee cord, BFS, triple decker 3 dimensional path to progress system," they say.

I say, "Keep it Simple Stupid(KISS) principle is key"

1 or 2 leg and push/pull days per week is plenty and often just 1 for legs.

Most individuals need to be concerned with how and when to add weight and how much effort is to be put forth at each training session. An effective training cycle allows trainees to make continual progress in size and strength cycle after cycle. Sticking points can be avoided by focusing on how the body adapts to training stresses and rolling with your body's unique recovery ability as opposed to fighting against it with no results forthcoming. Don't confuse this with lack of effort.

This is a very simple periodization model and one actually has workouts where you are not going to all out failure.

There is much scientific evidence that supports the concept of cycling your training efforts. One such bit of proof comes from the many works of Dr. Hans Selye.(1)

One particular experiment involved imposing work upon rats. Rats that were given time to adapt to moderate levels of work(5 weeks or more) could then handle increasing intensities of work for months. Rats that were not given time to adapt at the moderate level could not handle increasing levels of work as the other rats did. The rats that did make it to the higher levels eventually failed to adapt any further despite increased amounts of food or even a return to levels of moderate work again. Performance continued to diminish.

Does this sound familiar? Let me provide an analogy. I had been stuck for a year at 465 for 5 reps in the Full Squat. After a layoff, I would play with 415 or 435 for a few weeks before my assault on 465. I would push as hard as I could every leg workout to get the sixth rep. Occasionally I would switch exercises or try doing 20 sets to shock the exercise upward. Wrong answer. I was like the poor rats who did not have time to adapt to moderate levels of training stress. Older and wiser as they say. During one approach to the 465 pound wall I decided to hold back my efforts at the 415 pound mark. I added 10 pounds per week for 5 weeks and lo and behold, I hit 465 for 5 reps easily. I was behaving like the fortunate rats who had time to adapt to the moderate levels of stress. It did not stop there. I continued to add 5 pounds per week and went to 470, 475, 480, and then to 485 where I got stuck for 4 weeks. If I knew then what I know now, I would have terminated the cycle after 2 weeks of being stuck, rather than wasting 2 additional weeks. I had proceeded through what Dr. Selye described as the General Adaptation Syndrome. This includes three phases: (1)Alarm Reaction(The weeks leading up to 465), (2)Resistance(The weeks leading up to the point that I adapted up to 485), and (3)Exhaustion(The 4 weeks I was stuck at 485).

This is a very simple example of how to apply cycling efforts to your training. Rolling into the gym and doing what you feel like will lead to failure.

The exhaustion phase inevitably comes on using any cycling approach. No matter how much effort is put forth, further gains are not forthcoming. I would stay at this point for 2 or maybe 3 weeks, to confirm that you are just not having

a bad day. Remember, no matter how much effort one puts forth, one cannot bully their way through the exhaustion phase. Use common sense, bite the bullet and take a light week to recharge for the next training cycle.

In closing, I have used a cycling approach in some form or other for the last 15 years. I had thought I was at my genetically imposed limit before I tried it. It has allowed my strength and size to reach a level that I had previously thought unreachable. I strongly suggest that you give it a try in your own training.

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.

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

COST: 3 Day per week option \$199

2 Day per week option \$169

1 Day per week option \$129

AM classes and Wednesdays at 630 PM are currently available

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., 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.

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 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.



Ben Spadaro pulls a good deadlift

SFAS SPECIAL OFFER

THIS OFFER APPLIES TO NEW SIGN UPS ONLY

BRING THIS PAGE TO ANY OF OUR STRENGTH, FITNESS AND SPEED LOCATIONS BEFORE 4/30/09 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.strengthfitnessandspeed.com>