



# SFAS News

DECEMBER 3, 2010

VOLUME 5, NUMBER 1

***“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 one of our busiest most productive summer/fall seasons ever at SFAS. It is really good to see young student athletes making the most of their time and energy. It was also great for me from a personal standpoint to prepare young people for their college athletics after seeing them go through our program, some from as young as their elementary school years. We look forward to a strong winter of preparation and achievement!

I would also like to welcome some new faces to our staff.

Adam Blumen comes to us with many years of experience in the sports performance industry. A graduate of the University of Pittsburgh, his attention to detail and passion for his work makes him a very valuable addition to our staff.

Jayson Resch brings a unique paradigm from which we can view sports performance training as he is also an assistant track coach at California University. His enthusiasm and ability to motivate athletes makes him a great addition to our staff as well.

I am also quite excited about the new additions to our strength training equipment like our rings, parallelettes, sandbags, battling ropes and platforms for our explosive lifting needs.

As we move through the Holiday season I wish our clients and newsletter subscribers the best of everything in life!!

## Our Story

Since the Holidays are making me feel a bit nostalgic. I wanted to share our story with you all. Here it goes: I have been involved in the acquisition of knowledge regarding the enhancement of athletic strength, conditioning, speed and other attributes for over 30 years. One might say that it is a passion of mine. I have perused literally thousands of journals and books for new information that may be applied to enhance my client's results. Routines that I design are the end product of this knowledge combined with common sense application.

During much of this period I was a Pre-Medical school candidate at the University of Pittsburgh. I graduated cum laude in 1988, was accepted at the Chicago College of Osteopathic Medicine, and decided to do research before entering. I spent 1 year doing research for the University of Pittsburgh Medical School and subsequently decided to learn how to be a Perfusionist. A Perfusionist works in the operating room running heart lung bypass machines that keep patients alive while a surgeon performs open heart surgery or heart/ lung transplantation.

I had the good fortune to work with a gifted Perfusion team and many outstanding surgeons while at Children’s Hospital of Pittsburgh. I also saw many miracles taking place under the auspices of many gifted and talented individuals. During this time, my passion towards fitness, strength, and athleticism was satiated by writing for fitness magazines, reading medical and health journals such as the Journal of Applied Physiology, and designing routines for individuals on a freelance basis. I also obtained certifications in Personal Training through the American Council on Exercise and Strength and Conditioning for Sport through the National Strength and Conditioning Association.

In 1998, I decided that I needed to pursue my passion all out and began taking steps to start up Strength, Fitness And Speed. In April of 1999 I started the business and was a perfusionist by day and a Strength and Conditioning Coach/Personal Trainer by night. Training was performed in an addition that I built on my house. Off site work was done in every imaginable parking lot and basketball court in South Park that you could imagine. When the snow flew, I discovered a covered grove with a nice 60 foot runway. Old building #4 at the South Park Fairgrounds was also utilized. For many of our clients back in

***“The smarter you get, the less you realize you know”***

the day they remember how cold it was in there!! I was also on call for emergencies and transplants 24 hours per day, 7 days per week every other week during this time. As the business grew, I was running out of time and energy. In March 2000, I left the Hospital to devote the necessary time to expanding the business and to fulfill the pursuit of my passion.

In July 2001, I began using the current Pleasant Hills location to train athletes. As demand grew I began to assemble a staff that was chosen primarily for passion and character as well as certification and education. We were also proud to be part of WPIAL and State Championship runs with TJ and South Park Football and Soccer. We also trained half of Bethel Park Football's offense during their WPIAL run. With many athletes traveling from as far as Greensburg and Mars school districts, I decided to expand to North Irwin in September 2005. The 5000 square foot facility there is growing strong and is noted for its emphasis on results and quality over quantity.

In 2007 I was approached by Court Time Sports Center in Elizabeth to become part of their team. Our 3<sup>rd</sup> location came to be in June 2009. The SFAS program is blended into their AAU program and is beginning to spread to neighboring school districts.

I receive emails and calls from clients all over the United States and have corresponded with individuals in the UK as well as Australia. I have trained NFL athletes and have caught football with a Pittsburgh Steeler Super Bowl winner. I have trained athletes that have hit game winning shots at the buzzer in NCAA tournament action. I have received texts from athletes after bowl game victories thanking me and asking what else they can do to get to the next level. I have been truly blessed to follow my passion. There is nothing more rewarding than watching the development of a student athlete as they progress through junior and senior high school, college and out into their path in life. Since my company has been around for 12 years I have been honored to watch this cycle with many of our clients. Many student clients that I trained back when we started are now married with children!! At Strength, Fitness And Speed, Inc, we continue to evolve and improve and will always build better athletes one at a time.

Ed Wietholder  
Proud President and Founder  
Strength, Fitness And Speed, Inc.

***“Pride is training hard when no one else is watching”***

## From the blog:

Ready....  
Set.....  
Go.....

Only gets you so far.

You need to perform drills that involve you reacting to a variety of stimuli including contact, visual and auditory. There needs to be a reactive component to your training. You can prove it to yourself by first reacting to a "go" command without false stepping. Next try doing it reacting to a clap or thrown ball. See what I mean?

A very common excuse for bypassing sports performance training is the "too busy" excuse. Sports going on, too many games, practices, leagues, etc. There comes a point where one has to step back and become a better athlete. There comes a point where skills are maxed out and one needs to become stronger, quicker and/or faster. Find the time.

The simplest most overlooked way to get stronger for most athletes is simple linear periodization. I know many athletes who spend 8 months in the weight room and then tell me they did not get any stronger. Start keeping records now. Work harder, not longer. Try overtraining every 3rd or 4th week of a 4-5 week strength cycle, then backing off the following week. Keep your total work volume low, intensity of effort high, eat well, sleep much and gain. You need to be concerned with when and how much weight you add to the bar, not how long you are in the weight room.

### STUDY FROM PENN TRAFFORD FRESHMEN BOYS. ENOUGH SAID.

	1/5/2009	03/05/09
Vertical leap	14	20
Broad JumpX6	42	48
10 Yard Dash	1.76	1.52
Pro Agilty	4.93	4.53

	1/8/2009	03/05/09
Vertical leap	16	23
Broad JumpX6	42	50
10 Yard Dash	1.75	1.54
Pro Agilty	5.06	4.55

	1/8/2009	02/26/09
Vertical leap	14	20
Broad JumpX6	41	49
10 Yard Dash	1.67	1.52
Pro Agilty	4.89	4.66

	1/14/2009	02/26/09	03/05/09
Vertical leap	18	21	22
Broad JumpX6	42	49	
10 Yard Dash	1.66	1.55	
Pro Agilty	4.81	4.54	

**Strength, Fitness  
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**Irwin Location**  
92 Webster Ave  
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412-653-7970

**South Hills  
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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  
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<http://www.strengthfitnessandspeed.com>

## Programs are ongoing

We continue to enroll athletes from various sports year round. One can train 1 on 1, form their own group, or join an existing group. We strive to make it all about the individual, not what other athletes may need.

Our adult programs are ongoing as well. We have some of the hardest working adults going!

## Sharpening the 40 yard dash

By Edward K. Wietholder(modified from the original 2001 published version)

The easiest area of improvement in the 40 yard dash lies in the first ten yards. The first 5 yards should comprise about 3 steps. This is accomplished not by reaching with the front leg but by **PUSHING** into the ground. The next 5 yard segment should comprise about 2-3 more steps. Obviously anatomy and leg power factor into this. The absolute biggest mistake we see athletes performing is muscling their way through a 40. You want to be completely relaxed with loose fists and upper body. **Think glide, not run somebody over.**

### START

- Place your stronger leg in front, quick leg to the rear.
- From a kneeling position, place the stronger foot forward about 3-6 inches behind the start
- With the knee of the back leg on the ground, there should be anywhere from a fist's distance to no distance(varies) between your knee and front foot toes
- Extend your arm that is opposite your front leg to the start line. Make a firm triangle with the hand on the ground. The other arm is back by thigh or hip **bent** at elbow slightly above torso
- Raise your butt so that the angle at the front knee is about 90 degrees and the back knee angle is about 120 degrees
- Most of your weight is on the legs with more emphasis on the front leg. The weight on the front leg is anywhere from 80-95%. **The butt is slightly higher than the shoulders.**

### INITIAL OUT OF THE START

- Stay relaxed and drive out of the start position with **both** legs. Most from the front, some from the back. This is where athletes will differ in the ability to utilize this approach. Some do better with most all of the force coming from the front leg. Track guys like to utilize some from the back leg.
- This whole process is a controlled dive.
- Keep low, relaxed and with a torso angle of 45 degrees or so with the ground
- Do not overstride initially. Get repeated forces into the ground, not loping strides.

### ACCELERATION PHASE

- Relaxed with arms pumping by sides, not across body
- Still a slight lean, coming up to speed
- Do not try to run full speed instantly, top speed can only be maintained for a second or so and the best 40 times are turned in when you finish accelerating through the finish line, not decelerating. You can't really reach top speed in this distance, anyway.

### STRIDE PHASE

- Elbows at 90 degrees
- Hands go from mouth area midline to hips during pumping
- High front knee action with fully extended rear leg

## OTHER KEYS

- Make sure you are warmed up before the time trial. I have had guys drive 3 hours, jump out of their car and run less than 15 minutes later.
- If you are weight training right now, make sure that you taper before the tryout so that you have fully recovered legs. 48-72 hours rest for the legs would be great. You should also have been in a power cycle of training, no high repetition for the legs.

## Overheard

Wanted to report to you about Danny's experiences at camps this summer. He excelled at each tryout in running, jumping and agility drills. Before he came to your establishment he didn't run properly and was not prepared for the types of drills and testing given by the Universities used to evaluate the boys. I believe at one time last year he was timed in the 40 yard dash at about 5.8 or 5.9. He was timed at the prospect camps at 5.1/ 5.15 consistently. This truly was a remarkable turnaround for him and it could not had been done without you and your trainers work with him over the winter. Many coaches commented on his explosion off the ball on various blocking drills. After working with you and your staff he was well prepared and confident when attending the camps. If he is blessed with an opportunity to play ball in college, we will definitely be contacting you again!

-Pastore Family  
TJ Football 2009

"Last year when I got the corner it was typically for a short gain. Your training has changed all of that. This year when I got the corner it was for a sizeable gain."

-Hud Caldwell  
Geibel Running Back and Linebacker

Ben had his physical for baseball two weeks ago. Last year at this time he was 5'4" 126 lbs. He is now 5'6 1/2" and 156 lbs...30 lbs in one year and with no fat gain! He was moved to third base and has won the starting job and is batting second in the lineup. He, Sam Mattei, and Jon White are starting as sophomores at GCC. All have trained at Strength, Fitness, and Speed. The GCC coaches commented to him that they could not believe the huge jump in his size and speed gain. They said they just could not keep him out of the lineup. He cannot wait to get back down to you guys once the schedule lets up somewhat. Thanks and I will talk with you soon.

-Dan Webb

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

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## 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>

[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.

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## 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  
Goetz Family

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

Kinzler Family  
Thompson Family  
Quinn Family  
Caldwell Family  
Stein Family  
Brokaw Family  
Ruzzi Family  
Harris Family  
Griffith Family

## 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 GEAR!



You can buy these online or at our facility. You can also receive one of these for a referral that signs on with us. I must say the hoodies are extremely comfortable! Gift certificates are also available.

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m](http://www.strengt<br/>hfitnessandspeed.co<br/>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 12/31/10 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!