



# Coaches Helping Coaches

BY ROGER FREEBORN

A special BFS College Certification Clinic at Slippery Rock University means a step up for future coaches

**D**o you want to be a coach? Are you ready to take your profession to the next level and increase your value to your athletes and the schools you'll coach at? Then listen up, because we have something really special going on at Slippery Rock University in Slippery Rock, Pennsylvania.

We all know it's difficult for graduating HPERD majors to land that first

job because the job market is saturated with too many candidates for the available positions. It's essential to stand out from the pack, and that's why we had such an amazing turnout at the first-ever BFS PE and Coaches' College Certification at Slippery Rock University. Thirty coaches were certified in that February 2006 clinic, and the positive feedback is still coming in.

The clinic was set up by SRU baseball coach Jeff Messer and presented by BFS Clinician Ray Cosenza. Here is what Coach Messer has to say about the importance of strength and conditioning: "I tell my baseball players that if they do not lift, they will be left behind." That's from an NCAA Championship Baseball coach and program!


BFS Certification is a great way for

After picking up their study materials, Slippery Rock students were presented a lecture on safe and effective conditioning techniques by BFS President Bob Rowbotham, Roger Freeborn (pictured), Ray Cosenza, and Jeff Sellers.



graduating seniors to stand out from other coaches in the job market. Being BFS Certified makes a powerful statement to a prospective employer that you have the ability to install and administer a complete physical education curriculum: a total, unified program that begins with the Readiness Program in middle school and graduates to the regular Total Program in high school.

I've been involved with BFS since the beginning, and I can tell you what an advantage you'll have with BFS Certification. The coaches we see at our certification clinics have known about BFS for years, but only 10 percent have participated in a BFS Clinic before, even if they've been coaching for 10-20 years. Why are these coaches now making BFS certification a priority? Because in an increasingly competitive coaching field, even experienced coaches know they have to step it up now and keep their professional skills and credentials updated. Imagine the edge you'll have over your competitors by becoming BFS Certified while still at college. Just ask the attendees at the Slippery Rock University BFS PE and Coaches' College Certification – it feels good to take that confident first step on the right path.

Isn't it time you took a closer look at BFS? 





Proper spotting is always emphasized at BFS clinics.



Coach Rowbotham took the students through a group stretching class, followed by much hands-on individual instruction.



Coach Sellers taught the students that the power clean is a jump, and this idea is clearly demonstrated in this photo.



Jeff Sellers checks the anti-oxidant levels of a student.



Baseball coach Jeff Messer's team plays at Jack Critchfield Park. Here he is shown with BFS clinicians Ray Cosenza (far left), Bob Rowbotham and Jeff Sellers.

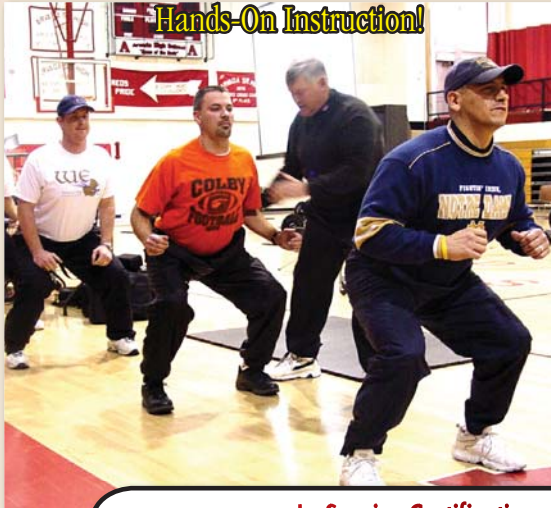
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~Tom Stewart,

Rush-Henrietta High School, NY  
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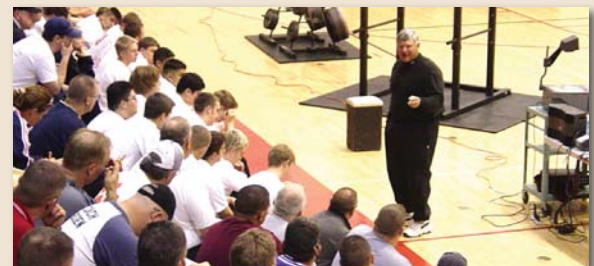
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