

ADRENALINE sports & fitness

Winter 2006/2007

Issue 2, volume 1

We hope everyone had a wonderful holiday season. With every New Year there are new resolutions, new ideas, and new plans. ASF has a few we would like to share with everyone. They are not really new to us, but may be new to you, so here we go:

ASF will continue to help athletes become better at their sport(s), but will also help to build great character, work ethic and leadership;

ASF will strive to over-deliver on what we believe are our core competencies: Building relationships, superior training and a professional staff;

ASF will continue to produce the quickest results in the shortest time by combining scientific knowledge with practical experience;

ASF will continue to cultivate physical as well as psychological changes, including self-esteem, self-confidence, and mental toughness;

Finally, ASF will continue to strive to be the best part of every athlete's day by providing a fun, challenging and positive environment.

Technically, we are in the "service" business: We provide a service in exchange for money. But, we believe we are so much more than that. We believe we are providing the necessary tools for young girls and boys to succeed at more than sports. It is our passion, our mission, our commitment to forge today's youth into tomorrow's leaders.

Thank you for the opportunity to earn your business as well as be a part of your life!

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News & Notes

Women's Participation in Sports Continues to Increase

According to the 2006 Edition of *U.S. Trends in Team Sport*, a publication of the Sporting Goods Manufacturers Association, more females play team sports now than 10 years ago, and far more females will play team sports in the next decade. Basketball was considered the most popular high school sport and soccer the highest ranked in college.



Future Academy Award Winners at ASF?

There are several great testimonials and videos of ASF athletes that have been added to our website. If you have not checked them out, please visit www.adrenalinesf.com, and click on the Testimonials tab. More footage will be added as new athletes come into the facility, so check back often. If you would like to be featured on the site, or through a written testimonial, please talk to one of the staff.

Obesity Polled as Most Important Issue for Children's Health

Obesity or being overweight is seen as the most important health issue for U.S. children, according to a recent poll commissioned by Research!America and The Endocrine Society. More than a quarter of Americans named obesity as the top health concern for kids. Lack of health care/insurance and nutrition/ unhealthy diet were second and third, respectively. A whopping 98% say the responsibility lies with the parents to address the problem of obesity.

ASF is looking to be pro-active in the fight against obesity for our youth. Starting in the summer, we will be offering a Youth "Boot Camp" that will be fun and challenging for our athletes. It will focus on conditioning, athletic skills and education in a group setting. More information will be forthcoming later this year.

The next FREE Sports Nutrition 2 Go talk will be March 13 at 6:00 pm. A reminder notice will be posted at the ASF facility. The talk is open to all ASF athletes, friends and family, and is presented by Dawn Weatherwax, LD RD. Dawn will give a brief, but thorough, introduction to the concepts and importance of nutrition for athletic performance and recovery. You can register at the front desk.



More News & Notes

ASF now carries a small line of clothing for our athletes. We have long sleeve and short sleeve in black, white and grey to choose from. Every athlete will still receive a shirt for free upon joining ASF. If they just can't get enough, now he/she can wear a new shirt every day!! How awesome is that?!

WE NEED YOUR HELP!!

ASF is growing fast. We are looking for one or two highly motivated and qualified individuals to become a part of our family of trainers. For anyone interested, please call 779-1234, and ask for Tony.

ASF IS HEADED TO COLUMBUS!

Andy, Gene and Tony will be at UFC 66, held on March 3rd in Columbus. We may even throw caution to the wind and step in the octagon ourselves! However, the fighters have nothing to fear as we would get DESTROYED! We will be there to cheer on Rich Franklin in his quest to gain the middleweight belt back!



Team ADRENALINE will be conquering the Carew Tower on Sunday February 25 to help raise funds and awareness on behalf of the American Lung Association. If you think you have what it takes to join us, or for more information, please see page 5.

ASF Athlete News

Derek Baker helped his team win the Tomahawk #15 football championship.

Pictured below is Derek with his trophy.



Former Lakota West Running Back Dane Romero helped Wofford to finish 23rd in final I-AA football poll.



Lakota West Senior Brittany Broderick recently signed to play lacrosse for Wagner College. Wagner is located on Staten Island, New York - a stone's throw away from New York City, and they are a member of the North Eastern Conference. Broderick chose to be a Seahawk after considering Long Island University of Brooklyn and Manhattan College.

"I love the team and the competitiveness they have," Broderick said. "They are hard working, passionate, and just love to play. Their positive attitudes are great to be around. Plus, who doesn't love New York City?"

Broderick is really looking forward to the opportunities that the big city will present, but also likes the comfortable feel of Wagner. "Even though the school is very close to NYC, it is set in a suburban type area," Broderick said.

Broderick is planning on studying business management and her future looks bright. "The job opportunities will be endless," Broderick added. "That is something that I'm planning on taking advantage of."

To submit any updates about ASF athletes to be included in our newsletter, please email information to info@adrenalinesf.com.

**ADRENALINE'S FIREFIGHTER COMBAT CHALLENGE TEAM
CHALLENGES YOU TO...**

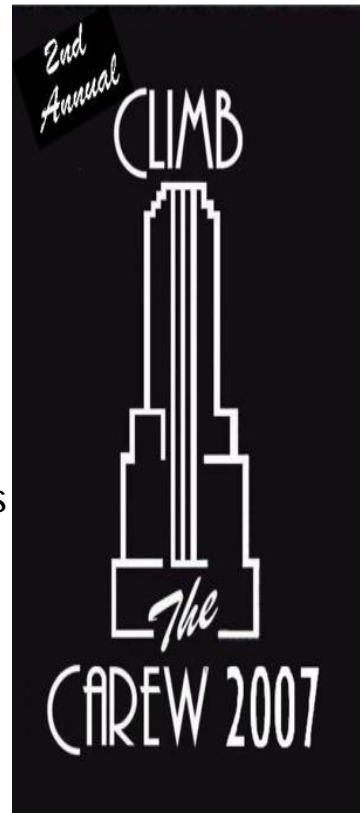
***CLIMB THE CAREW
2007***

At the Carew Tower
441 Vine Street, Cincinnati, Ohio
45202
February 25, 2007

In support of lung health and the American Lung Association our team will be climbing all 45 stories with gear on, breathing supplied air and in some cases carrying an additional 40 pound hose pack. That's up to an extra 75 pounds!!!!

Our challenge to you is simply this: sign up, raise some funds for a great cause, and see if you can beat any of us to the top.

Remember, we may be weighed down by gear, but we are also supported by **ADRENALINE!**



Register your team online!

www.ohiolung.org and click on "Events".

QUESTIONS??? RATHER CONTRIBUTE THAN PARTICIPATE?? E-mail
Dave at Daveadv@aol.com or contact the Lung Association
directly at (513) 985-3990



AMERICAN LUNG ASSOCIATION®

of Ohio

PERFORMANCE CORNER

To Stretch Or Not To Stretch?

One of the hottest and most controversial topics in sports science right now is the topic of stretching, or more specifically, whether stretching can help, or hurt, performance. The warm up at ASF combines movement, range of motion and dynamic stretching into one integrated activity. It does NOT include static, controlled stretching. There is enough research that indicates static, slow stretching can acutely decrease performance by measures of attenuated force production (negatively impacting strength and power), inhibited muscle elasticity, further reducing power output, and little to no change in injury prevention. This does not mean that stretching has no value, however. *Chronic* stretching, specifically at the end of training sessions, has shown to improve performance variables, as well as injury rates, although these improvements are very small. The bottom line is that stretching may or may not help you, but it can definitely hinder your performance, specifically when the subsequent training involves explosive and/or strength movements.

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ASF Proudly Partners With The Following:



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Life Without Limits, LLC
Muscle Activation Techniques

ADRENALINE SPORTS & FITNESS **MISSION STATEMENT**

TO DESIGN AND IMPLEMENT
PROGRAMS TO ENHANCE HUMAN
PERFORMANCE BY UTILIZING
ADVANCED TRAINING
METHODOLOGIES AND PROTOCOLS
AND CUTTING EDGE NUTRITIONAL
AND RECOVERY STRATEGIES.