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I ran across an article from Jeffrey Gitomer, author and speaker on sales and marketing, the other day that got me thinking about how ASF impacts everyone in different ways. It was talking about how (former) athletes perform better in the workplace compared to those who never played sports as a kid. Here are a few of the highlights that caught my eye:

“... the people who had played sports were among the best employees. Not just based on their job experience, but equally based on their athletic experience, their team experience, their competitive experience, their coaching experience, and their winning experience.

“...athletic experience will give you greater insight as to the life skills of a person, not just their job skills.

“Athletes have a self-discipline and a dedication to get in shape and stay in shape. Your desire to win is high, and you’re willing to give it everything you’ve got to play and win the game.

“Athletes have made friends with many of their teammates, but even the ones they have not made friends with, they still know how to get along with, cooperate with, and play with as a team.

They have made victory a habit. They know what winning feels like, and how to repeat it.

They have stamina, based on practice and desire.

They have superior hand-eye coordination, and are more observant of their surroundings.

They have the ability, interest, and desire to learn the game, not just the job.

They play by the rules, and have learned that there’s a penalty or a price for not playing by the rules.

They visit their old coach. There’s a pride in going back and telling your coach who and what you have become, often from the foundation that the coach helped create.”

I really believe that sports and athletics can shape a person for the long haul. Years from now when our athletes enter the workplace, we hope they look back at their time in sports as setting the standard high, allowing them to conquer any obstacle on their way to becoming successful men and women. We are proud to be a part of that process!

News & Notes

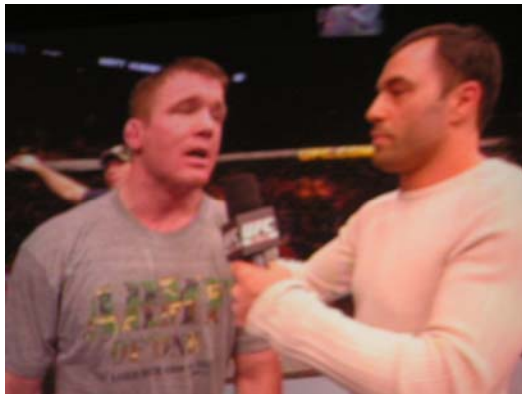
Pictures from the UFC fights in Columbus!!



Stephan Bonner



The Octagon-
before the action



Joe Rogan
interviews Matt
Hughes
after his victory



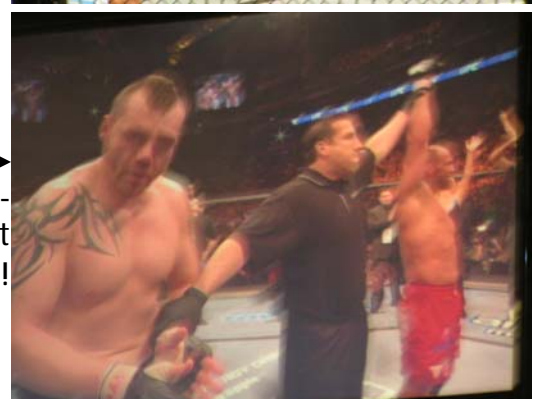
The Octagon-right
before the first
fight



Rich Franklin
dominating
Jason McDonald



Randy Couture
stalking
Tim Sylvia



Randy Couture-
new Heavyweight
Champ!!!

More News & Notes

Team ADRENALINE conquered the Carew Tower on Sunday February 25 to help raise funds and awareness on behalf of the American Lung Association.



April Williams will begin offering sports-related Massage Therapy services on Mondays, starting April 23rd. Please call 779-1234 for more information, or to make an appointment.

How are we doing? If you have not done so already, please use the following link to take a short survey about your experience at ASF:

<http://www.surveymonkey.com/s.asp?u=724893601647>

Summer hours will be 9:00 to 5:00 pm starting the week of June 4.

“Motivation is short - term, inspiration is long - term.”



You may have noticed a new face in the last few weeks: Sheila Lee. She will be a trainer at ASF starting in April. Sheila brings a wealth of knowledge and experience from over 10 years of working with adults and athletes and through her experience with Muscle Activation Technique (for more on MAT, please see page 6). ASF feels lucky to have such a well-qualified professional on our staff.

ASF Athlete News



Andrew Cottrell
Grand Valley State

Cottrell signed with Grand Valley State out of the Greater Lakes Intercollegiate Athletic Conference (Division II). The Lakers have won 4 out of the last 5 Division II national championships compiling an 85-5 record over the last 6 seasons. The Lakers won out over the likes of Air Force, Brown, Carnegie Mellon, and Wofford.

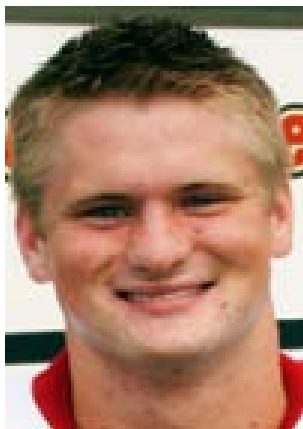
Cottrell, a 5' 10" 210 lb middle linebacker for Lakota West, was a Second Team All-GMC performer in 2006. He also received Honorable Mention All-City accolades and was All-Academic GMC.

The St. Pete's basketball team recently won the CYO Basketball League and Championship tournament. Way to go, fellas!!



Rashad McClendon was one of the standouts at the Nike Combine in Columbus on April 14. He clocked in at 4.45 in the 40, and jumped 36" in the vertical. Rashad will be showcasing his skills for the Lakota West football program this fall.

Ali Rice broke her own Mason High School Record in the pole vault on March 24 in the season opening Elks Relays in Centerville, Ohio. Ali's record vault was 10 feet, 6 inches.



Michael Linger
Michigan State University

Linger committed to Michigan State as a preferred walk on with hopes to be their long snapper. After a successful career as a three-year starting line backer for Lakota West, Linger made the decision to enter college as a long snapper. He chose the Spartans over the likes of Miami and UC. "I loved the Michigan State campus and the school," Linger Said. "The program has such a great legacy and the players were great people too."

Linger, an All-Academic GMC selection, plans on studying civil engineering.

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

Do you want some free training?

Did that get your attention? Good! One of the hardest things a new business encounters is advertising and marketing and especially the enormous cost associated with that department. What if no one sees your ad, or worse yet, sees it but isn't impressed to invest in your product or service? ASF has tried several different forms of advertising-radio, newspaper, direct mailing, postcards, event programs, banners, etc. with mixed results. Our most consistent approach by far has been word-of-mouth, or referrals. This is where the free training ties in.

As an incentive for you, ASF started a program last summer called Referral Rewards. Its premise is very simple:

For every person that trains at ASF as a result of your referral, you are rewarded \$20.00.

We wanted to re-introduce this concept to those who may not have known about it. We appreciate your business very much, and hope that our service meets your expectations enough to tell others about us!

The "300" workout



For those of you who have seen the movie, "300", the remarkable physical shape of the actors has spurred the latest movements to attain that "look". Internet blogs, message boards and videos are popping up to ride upon the success of the movie. ASF is no different, with one exception: We have been doing that type of training all along! Our Boot Camps and personal training performs *exactly* the same movements and protocols that made the bodies seen in the movie. In fact, the Enquirer was interested enough to run a story about our unique approaches. The article was in the April 21st edition.

FREE Muscle Activation Technique GIVEAWAY!!!

One of our more often quoted sayings at ASF is, “An athlete’s training is only as good as his/her recovery”. One of the newest recovery modalities is Muscle Activation Technique (MAT). While ASF focuses on peak performance, MAT *prepares* the body to execute that training to its fullest potential. MAT also identifies and corrects muscle imbalances that can lead to injury or pain. Sheila Lee will present a free lecture and demonstration on May 16 at 6:30 pm. The presentation will cover the basics about what MAT is and isn’t, how it works and the most common reasons that athletes seek treatment. There will also be a demonstration and Q and A session. Those who attend will be eligible to win one of two free sessions (valued at \$100)! If you answered “True” to any of the following statements, you could benefit from MAT:

- ▶ I am concerned about preparing my body optimally to tolerate the physical stress of participating in sports.
- ▶ I am searching for an advantage over my competition.
- ▶ I am worried about sustaining an injury that may limit my ability to play the sports I enjoy.
- ▶ I have been frustrated by missing games/practices because of an injury.
- ▶ I am discouraged because some exercises hurt or feel good when I do them.
- ▶ I am worried that the physical stress I endure as a student-athlete may negatively affect the health of my body in the future.

Adrenaline Sports & Fitness

6659 Liberty Court
Liberty Township, Ohio 45044

Phone:

(513) 779-1234

Fax:

(513) 779-2245

E-Mail:

info@adrenalinesf.com

Web:

www.adrenalinesf.com

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.**