

RANDOM THOUGHTS...

⊕ Along with many others, the Obama acceptance speech resonated in a way that few inaugural addresses have, at least in my lifetime. It was likely the closest to Dr. Martin Luther King's historic delivery that my generation has ever heard. I couldn't help but think that in the midst of challenges, hard work will always prevail. Times are tough. People are tougher...

⊕ The culture of any business is typically a reflection of the people that work there. With that said, I hope that the energy at ASF is transferred to those that are a part of our extended family. From the time you walk in until the time you walk out, I expect that hour to be the best part of your day. You leave knowing you just had a great experience, not just a training session. That is my personal mission to you...

⊕ Remember the "hurricane" and subsequent power outage back in the fall? It seemed to last forever, although it was around a week for most. For that small chunk of time, there was no internet, no television, no video games, no electricity of any kind. What I remember most of that time were all the kids outside playing. My windows were open and I actually felt like it was the 80's when backyards replaced video games, when kids running, jumping and playing replaced endless hours watching tv, and when going outside to play with your friends was the best part of the day [right after homework, that is ☺]. We need more of that...

⊕ It seems every week there is a new fitness center popping up! Commercial gyms such as LA Fitness, Urban Active, FitWorks, Fitness 19, Ideal Fitness, etc. have recently opened. While they serve their audience well, the independents [like ASF] will always be an alternative. While we do not have the huge marketing budgets, solid gold machines, and beautiful buildings, we make up for it by striving to deliver great customer service, forging strong relationships, and actually giving a damn about everyone! *Seriously, quit texting your boyfriend and greet your members!* I digress.... ASF is basically a rectangular warehouse, with duct work showing, no air conditioning and no frills. Heck, we don't even have any machines! That's just how we like it, and we don't plan on changing just to conform. In fact, we want to separate ourselves from the pack. ASF is different, and different is good...

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NEWS AND NOTES

THE NEW ASF WEBSITE IS HERE!



After several weeks in the making, www.adrenalinesf.com is reborn! It was launched on January 13th, and the response has been overwhelmingly positive. In case you have not yet checked it out, here are some changes worth mentioning:

-  All **videos** are now embedded on the site, instead of linked from our YouTube page. They are located on one page, with channels across the top and the video names on the right. More will be continually added.
-  **All of our other websites** can be accessed from the Home page, including Facebook, Twitter and my personal Blog.
-  All **services** that we offer are conveniently located on one page, including Athletes, Boot Camps, JiuJitsu Strength and conditioning, and Bodybuilding contest preparation.
-  All back issues of **newsletters** are archived.
-  All of the **forms** that are required for ASF training are downloadable from one page. They can even be emailed right to us after they are completed.

I am very excited about how technology has helped ASF grow. Our YouTube videos alone have been viewed over 30,000 times! We even have a small following in Australia as well...mainly our JiuJitsu strength and conditioning program. Now that the website is completed, I still have a few more ideas I am working on. Look for those in the coming months....in the meantime, if you have any suggestions, please let us know. We want this website to be more than just something you visit once, my vision is to update the content on a regular basis and to provide relevant information for all of our family of athletes.

Thanks to everyone who helped put this site together, including Dave Hildreth, Chris James, [www.websourcellc.com], and Scott Fasse.

ASF ATHLETE NEWS

DIV. I PLAYER OF THE YEAR



Emily Wright, Mason

She had the lowest average (37.4) of any

golfer in Greater Cincinnati and made second-team all-state. She was 10th at state with a 160 overall. She was the Greater Miami Conference player of the year.

Way to go Emily!

Miami University rugby wins Midwest Title

The Miami University Rugby Club won the Midwest Division 2 Championship late last year. By virtue of their season, they will enter the Nationals as the #5 seed. Their first game will be April 18th in Florida.






Nigel had been training the team all summer and the results were very positive. Coach Jared Moore commented: "I can honestly say that the guys that participated in the Adrenaline fitness program benefited greatly from their participation. From what I saw, the guys that I know who attended regularly were not as fatigued in practices and games and their tackling ability was spot on. I don't think many of them had the nagging injuries that the other guys had as well".

2008 MIAMI UNIVERSITY RUGBY CLUB



In the meantime, the team will be training at ASF on Saturdays through March to prepare their minds and bodies for a tough stretch of games to determine the National champ. We will be posting monthly updates, videos, and results on our website.

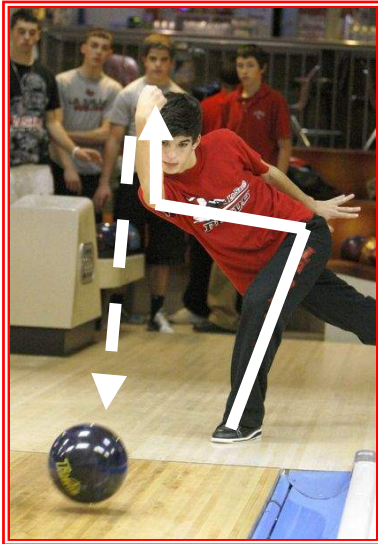
Teams/Organizations currently training with or at ASF

-  Miami University Rugby Club
-  Japan Karate Do Organization
-  Cincinnati Brazilian Jiu Jitsu Academy
-  Sports Xpress Team Adrenaline volleyball team
-  Roger Bacon men's volleyball

For more information about team training discounts, please ask the ASF staff.

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

FORCE COUPLING



From the time we start crawling, our brains are wired to connect contralateral, or opposing, limbs, to locomote, throw, kick, and apply force. You probably don't think about it, but when you walk, there is an automatic coupling of opposite limbs [left leg, right arm]. The way our muscles are constructed, these "couplings" allow us to rotate efficiently to perform coordinated movements. These movements can be as simple as walking, or as complex as a high-level skill found in the world of sport. Take a look at the above three examples to illustrate this point:

1. *Bowling throw.* If you follow the arrows of force production, the left foot plants into the ground, followed by an immediate chain reaction upwards to the left hip. The force then **travels across the body to the right shoulder** and finally through the ball as it releases.

2. *Soccer kick.* One of the first questions I always ask a soccer player is, "What leg should be stronger?". About three quarters of the time, the answer is "the kicking leg". While the kicking leg certainly has to be strong and possess the ability to develop velocity, the stability of the plant leg allows the kicking leg to achieve a powerful kick. From the above example, the force starts at the moment the left leg plants in to the ground, sending a reactive force up the left leg. There is a small force vector that travels through the hips and midsection, but immediately **travels across the right leg** which is recoiling backwards as it stores energy to release into the ball.

3. *Baseball pitch.* Similar to the first two examples, force is developed through the left plant leg to the left hip, where it **travels across the torso to the right shoulder** [not shown is the right foot pushing off the rubber to provide a horizontal force to initiate the pitch]. The pitch is then thrown out from the hand as the plant foot is at the highest amount of reactive force into the ground.

We always try to utilize the concept of Force Coupling when we teach skill development and strength training, as there is a tremendous carryover to sport skill execution. For more details, please ask any of the staff.

You Can if You Think You Can!

*If you think you are beaten, you are.
If you think you dare not, you don't.
If you like to win, but you think you can't,
It is almost certain you won't.*

*If you think you'll lose, you're lost,
For out in the world we find,
Success begins with a fellow's will.
It's all in the state of mind.*

*If you think you are outclassed, you are.
You've got to think high to rise.
You've got to be sure of yourself before
You can ever win a prize.*

*Life's battles don't always go
To the stronger or faster man.
But sooner or later the man who wins,
Is the man who thinks he can.*

— C. W. Longenecker

I think I can, I
think I can....



THE ADRENALINE STREET TEAM

If you would like to earn FREE training, please continue reading...

If you and your son/daughter have enjoyed your time at ASF, we have asked you in the past to tell people about ASF to earn credits toward future training. Thank you if you have helped us with that request. We are now asking for your help once again. We would like to assemble up to ten people to become our pulse in the community, affectionately called our "Street Team". Not only will you be helping us spread the word, you will earn cold, hard ca\$h towards future training for your son or daughter. To qualify, all you have to do is:

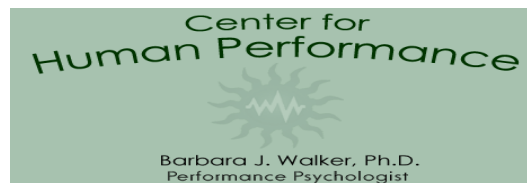
- ⊕ Believe in our training system of athlete development
- ⊕ Be a "raving fan" to let others know about us
- ⊕ Be one of the first ten to sign up

For more information, please ask Tony. We would like to implement this program starting March 1, or when we get our ten people, whichever comes first.

ASF Proudly Partners With The Following:



Life Without Limits, LLC
Muscle Activation Techniques



ADRENALINE SPORTS & FITNESS MISSION STATEMENT

TO DESIGN AND IMPLEMENT SAFE, EFFECTIVE AND FUN PROGRAMS TO DEVELOP AND ENHANCE ATHLETIC SKILLS FOR ALL AGES.

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