

An Athlete's Advantage

The Athlete Factory Newsletter
November Edition, 2012

What's Happening this Month...

11.09

Friday November 9: Performance Testing for new & ongoing athletes.
Come 15 mins early to warm up!

11.11

Remembrance Day. Regular hours & all Sports Conditioning sessions scheduled as usual.

11.18

Sunday November 18: Recovery Session with Olympian Ken Kotyk! Get your stretch and roll on – The REAL advantage for an athlete!

11.24

Saturday November 24: Performance Testing for new & ongoing athletes.
Come 15 mins early to warm up!

Please sign up at reception or with your Lead Coach for these sessions!

MASSAGE THERAPY
now available at our
Sports Med Clinic

ELITE PERFORMANCE CAMPS

Elevate Your Game
& Take Your Training to the Next Level!

A WEEK IN THE LIFE OF A PROFESSIONAL ATHLETE

LEARN WHAT IT MEANS TO TRAIN LIKE A PRO

EXPERIENCE WHAT IT TAKES TO BE A CHAMPION

Ages 15-18 & 18 +

Dec. 27-29, 2012

Ages 11-14

Jan 2-4, 2013

We share our experience as Athletes and Coaches at the Olympic, World Championship, National & Professional Levels.

We will give you the tools you need to be the best athlete you can be.

Registration fees starting from \$275 (early bird specials available). For more information and to register:

www.athletefactory.net/af/elite-camps

Congrats to the following athletes for outstanding work in their sport or at the Athlete Factory:

Susan Knight (you may recognize her voice on Up! 97.7 radio) set National Power lifting Records! Squat- 295lbs; Bench- 165lbs, and personal best Deadlift- 308lbs.

Huge to **Scott Stiles** congrats as he competes in Qualifying School ("Q-school") for the PGA Tour.

Coleman Vollrath, goalie for the Victoria Royals scored his first WHL win, posting 30 saves as his team came from behind to defeat the Rockets 3-2.

After the men's Canadian National Rugby 'A' team placed 2nd at the ARC,

Nickalas Blevins was given the nod up to the full squad as they tour to the UK to play Samoa, Russia and NZ Maori.

Max Wong, Captain of the U of C Tennis Team made it to Double's Finals in an Alberta sanctioned tournament.

"Success is not a result of spontaneous combustion. You must light yourself on fire."

-Reggie Leach

Clint Filbrandt playing for the Tri-City Americans scored his first WHL goal against the Moose Jaw Warriors!

John Edwardh of the AJHL Okotoks Oilers had a hat-trick against the Camrose Kodiaks; now that's what happens when talent meets conditioning!

Eric Flowers Led his volleyball team, the Rundle College Cougars to their first championship in 12 years!



Emma Spence has been selected to the Elite Club Level Volleyball Showcase team, on a side note; she PB'd in her squat at 175lbs (as a 15 year-old).

Penticton Lakers goalie **Niall McGregor**, of the Kootenay International Junior Hockey League is off to a great start with this quote from his coach "In three games he has been exceptional," said Dirk. "He has probably been our best player."

If you only ever give 90% in training, you will only ever give 90% when it matters.

Have you seen our new performance wall? Get your name up there!

**Keep your coach up to date on your games, competitions, and races! We want to see you in action!! info@athletefactory.net*

Athlete Testimonial

We love our athletes and our number one goal is to help them achieve *their* goals. It seems we're getting a bit of love back.

Joel Greenshields | Olympian, 3x NCAA Champion & record holder

Three years of struggling to manage a chronic back injury and numerous failed rehab attempts had left me unsure about my future in swimming. I had gone from swimming in the 2008 Olympic final and breaking a world record to struggling to get near my best times and finish practices. Frustrated after failing to qualify for the 2012 Olympic Games, I began to work with Paul Balsom at the Athlete Factory.

Since working with Paul I have significantly reduced my pain level and have begun to build my training in the pool for the first time in three years. I have significantly increased my overall strength translating into training improvements in my kick, explosion, power and overall ability to hold technique. My program is now shifting from rehab to a conditioning program designed to increase my speed, power and dynamic stability while maintaining ideal muscle mass and body composition for swimming. The comprehensive program also integrates the important fundamentals of nutrition, flexibility and injury prevention.



Since coming to the Athlete Factory, I am incredibly happy the progress I have made. I am grateful to Paul and his coaches at the Athlete Factory for their work and for turning my frustration and uncertainty into a renewed confidence, excitement and enthusiasm for a revitalized future in swimming.



Re-Tweet Worthy Tweets from the AF Coaches!

@balsompaul: "South African Rugby Conditioning = over 500 hours per year. Yesterday heard of a hockey coach telling players 2 hours a week was enough!!"

@robinbauer: "We are growing a gold training group, best one in town...Contact for details."

@AthleteFactory: our NEW Massage Therapists are NOW taking appointments!!"

@TBocek: "If an athlete injures themselves in performance look at their conditioning program don't always blame the nature of their sport."

FOLLOW US ALL! TWEET US UP!