

An Athlete's Advantage

The Athlete Factory Newsletter
December Edition, 2012

What's Happening this Month...

12.14

Friday December 14:
Performance Testing

12.16

Sunday December 16: Recovery
Session

12.24
& 25

Gym closed on Christmas Eve
and Christmas Day. Sports
sessions cancelled.

12.26

Gym open Boxing Day from 9am
to 4pm. Sports sessions
rescheduled. Athletes/Parents to
be contacted.

12.31
01.01

Gym closed on New Year's Eve
and New Year's Day. Sports
sessions cancelled.

NEW \$30 Memberships for AF Athletes

- * unlimited facility access
- * coaches around to help
- * team environment

(some conditions may apply)

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. 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:

Gilbert Kusuma made the Calgary Bantam Selects Football Team (2nd year in a row).

Huge congrats to **Geneva Roach** who made the Canadian Water Skiing Team that will be competing at the World Junior Championships in Australia.

Victor Ma and the Springbank Middle School Volleyball team won the gold medal and Championship Banner.

Taylor Sonnenberg had a very successful football season, finishing with 28 touchdowns and named MVP. His Dad had this to say 'Results were quite evident... Apple makes great phones, AF makes great athletes.'

**PAIN is temporary.
Quitting lasts forever.**

“The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence.” -Confucius

Best of luck **Jayde and Dayton Stewart** in the Skate Canada Challenge.

Great work **Reed Morison** – leading points scorer for the Calgary Royals Bantam AA Blue Hockey Club with 15 goals and 12 assists.

To our ski athletes entering their season – trust your conditioning, it's going to be a great year!

Good luck **Jesse Ferh** in your try-outs for the Edmonton Rush Pro Lacrosse Team.



Did you know that NAPS are a good thing! Your body needs rest to recovery from training and to prepare to train again. This helps you achieve your best performance - whatever your goals are. But what is the optimal amount of time to nap? There's no true minimum amount that's required - everyone is different. But avoid napping longer than 1 hr. After about 1 hr your body starts to release additional chemicals and you start to go into the REM phase of sleep. This can leave you feeling worse when you wake up and can disrupt your sleep patterns.

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



Athlete Profile

New to our Newsletter, we would like to take the opportunity to show case our athletes!

Athlete: Geneva Roach
Sport: Water Skiing Age: 15

Q: When did you start water skiing?

A: I began skiing recreationally at about age 9, and began competing at age 10.

Q: What inspired you to start water skiing?

Watching my friends and my mom ski at our water ski club.

Q: What advice would you give to a new skier? Or to someone wanting to try it for the first time?

To just get on the water and have fun with it, try going out with some friends and family and get a feel for it.

Q: Can you explain a little bit more about the events you compete in for the people who may have never seen it?

There are three disciplines in classic three-event water skiing, Slalom, Trick and Jump. Slalom consists of a series of buoys arranged in a 6-buoy course with an entrance and exit gate to complete the course, once you make a pass (completed the course) the boat speeds up. Once the boat hits the maximum speed for your age group (I am in junior women, 55km/h) the rope gets shortened until you fail to complete a pass. Jump is where you are trying to go as far as you can, by going over a 5-foot ramp. Trick is a set of tricks or maneuvers that include flips and 540's. It is scored in two twenty second runs where you cannot repeat a trick and each trick has a value that when there all added up you get a final score.

Q: What is your top memory?

My top memory is the Pan-Ams I competed in, in September where I won two bronze medals and two silver medals.

Q: You have had some new PB's in the last year. What have you done that may be different in the past?

My training at the Athlete Factory has really helped strengthen me; I have a new PB in every discipline. Trick 4190, Slalom 2@38, Jump 105 feet.

Q: What goes through your mind every time you put on the skis?

I try and relax and just remember what I have been working on, and if my coach is on shore coaching me I really try to understand what he's telling me.

Q: What is your goal leading into the World Junior Championships? For next year and the next two years?

Going into the Jr. Worlds I am trying to train the right amount without going overboard, I am also going to be training for a month in Florida before I go and compete. Going into the next year I'm going to continue training and depending on future teams I make I will adjust my training.

Q: Who is your role model and why do you look up to them?

I really look up to Whitney McClintok because she is a fellow Canadian and is so dedicated to the sport with her training.

We've been nominated for **Best in Fitness** – Calgary Choice Awards. Help us win, vote:

<http://calgarychoiceawards.ca/voting/best-fitness/>



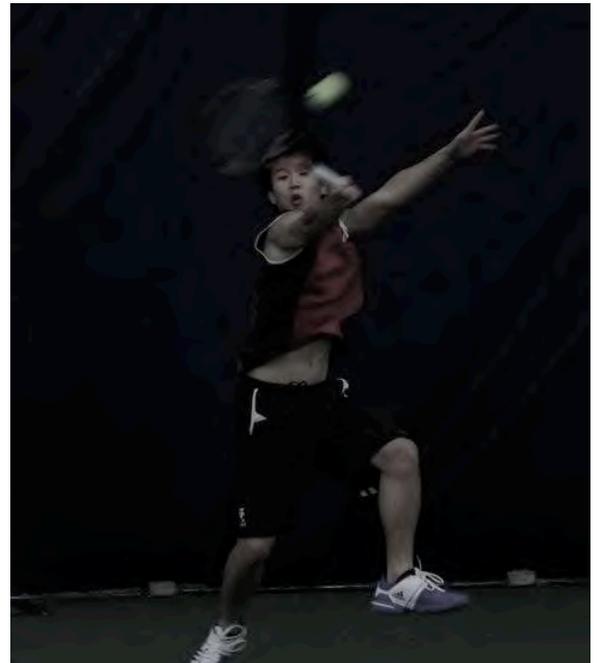
Don't forget to check out our December Personal Training Specials!
Free Stuff!

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.

Max Wong | Tennis – University of Calgary
Team Captain

I have been training at the Athlete Factory now for over a year. I started playing a lot more tennis two-and-a-half years ago and at the time struggled to find a reliable and knowledgeable place to train for purposes related to sport. The Athlete Factory has taught me more than simply lifting, body positioning, general training, proper recovery, nutrition, and other things. It has taught me to take pride in what I do and put my whole-hearted effort into my actions every day, because you never know where you can go with sport or what sport can teach you. If you want to achieve something big...it's not easy, but the Athlete Factory can help you get there, and it is one of the few places that really care for its athletes.



Give the Gift of Health this Season - as a small thank you we have Personal Training Gift Cards for all current Athletes. Something you can give a parent, teacher, family member or friend. They make great stocking stuffers!

Speak to your Lead Coach to receive yours.



On behalf of all of us at the Athlete Factory – we wish you and your family a happy, healthy and safe Holiday Season!

Re-Tweet Worthy Tweets from the AF Team!

@TaraEckert (retweeted): "Success is never deserved. Success is always earned"

@KenKotyk: "The decision to win needs to be made before the season even begins. It begins with training like you want to win"

@robinbauer: "Great to get out to the World Cup and watch an old friend and teammate compete. Here's to a great season for the entire Canadian Team!"

@jgreenshields: "Testing session with @HornetsRugby @AthleteFactory great to see some more weight on the bars. Big things to come in future months"

@jmeckelburg: "Sore abs today from cleans, squats, power jerks and high clean pulls #realabworkout"

@LauraStoughon: "Often felt true measure of good conditioning isn't if u get hurt in gym but how much u get hurt in the game. Some don't make that correlation"

FOLLOW US ALL! TWEET US UP!