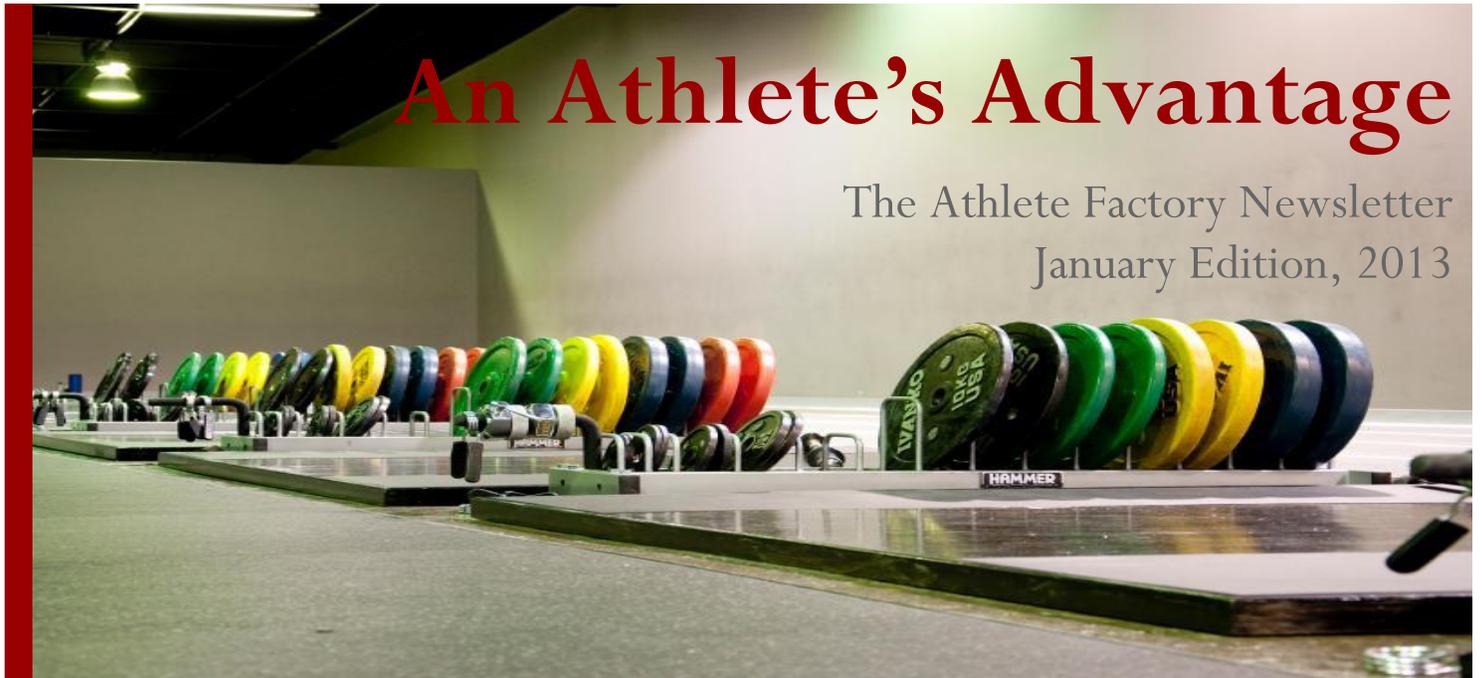


# An Athlete's Advantage

The Athlete Factory Newsletter  
January Edition, 2013



## HAPPY NEW YEAR TO YOU AND YOURS!

Let us help you ring it in properly...

### What's Happening this Month...

01.11

Friday January 11 at 6pm:  
Performance Testing for new and ongoing athletes.  
Come 15 minutes early to warm up!

01.20

Sunday January 20 at 12pm:  
Recovery Session, an essential element of your performance.  
Come 15 minutes early to warm up!

01.26

Saturday January 26 at 11am:  
Performance Testing for new and ongoing athletes.  
Come 15 minutes early to warm up!

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

**Give the gift of health this New Year!**

**Our Sports Medicine clinic is booking up fast, so stop by reception to schedule your Chiro, Massage, or Athletic Therapy appointment!**

**Remember, all Athlete Factory clients receive a complimentary Chiropractic Initial Assessment with your training fees!**

**Check out our impressive medical team here.**

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

Congratulations to golfer Derek Roach who placed 2<sup>nd</sup> in the MJT Tour Championship (17-19 age) in Phoenix and won the Longest Drive competition.

Clayton Panga (a member of the Athlete Factory Rugby Academy) is off to the Canada Rugby 7s trials in Victoria. Good Luck Clay!

Congrats to Gordon McRorie, another member of our Rugby Academy for bringing home gold from the International 7s tournament in Trinidad and Tobago!

“There may be people that have more talent than you, but there is no excuse for anyone to work harder than you do.”

**- Derek Jeter**

Brandon Clowes of the Olds Grizzlies leads the Pro Hockey Life Cup Standings!

Luke Ulsifer (see Athlete Profile below) placed 2<sup>nd</sup> (day 1), and 3<sup>rd</sup> (day 2) at the Canada Cup Moguls event in Apex Penticton, well done Luke!

Congrats to Hannah Matovich, 9, one of our youngest athletes, who squatted a personal best of 35 lbs.

Great work goalie Joel Martin, check out this quote from his

coach: “I think Joel Martin has been giving us an opportunity to win every night.”  
-Kalamazoo coach, Nick Bootland

*\*Keep your coach up to date on your games, competitions, and races! We want to see you in action*  
[info@athletefactory.net](mailto:info@athletefactory.net)

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## Athlete Testimonial | Todd Halpen

Captain of the UVIC golf team 2002-2006, 2007 National Team Member, 2009 Canadian Tour Professional, co-founder of Swinkey Golf, worked alongside over 1000 CPGA and PGA pros, fitness facilities, university coaches, trainers, and Top 100 Instructors.

Paul Balsom and Robin Bauer introduce themselves and we chat for a bit, and the conversation shifts to educating me, and as they sense I follow, the conversation deepens. The posterior chain. Plyometrics. Sprint and Jump Mechanics. Hip Drive. Recovery time. Power and Speed. Yep I get it...you guys are the best trainers in the city and I have been doing it wrong my whole life thanks for coming out...Robin asks me to show him a squat and it was nothing short of awful.

The light turned on. And it was bright. So many golf issues, barriers, swing flaws are removed with a strong posterior chain. I can load into my hip joint now, because my banjo hamstrings aren't restricting the motion (tight muscles = weak muscles). I can leverage the ground, because I have power through my heels, rather than collapsing and pulling through the swing with my quads and calf muscles.

Too technical? I can keep going! I've written many times that pushing through the trail heel is the key to power in the swing (so has Ben Hogan), but without a highly stable and strong posterior chain, this is next to impossible.

*I've gained about 8% in distance, with a smoother, stronger, more stable golf swing. 8% of 320 yards is 25 yards. That kind of power doesn't come on the rack, unless it's the squat rack at Athlete Factory.*



# Athlete Profile



**Name:** Luke Ulsifer

**Age:** 19

**Sport:** Freestyle Skiing (Moguls)

## When did you start Freestyle Skiing recreationally and competitively?

I started skiing when I was 3 years old and started competing in freestyle when I was 10.

## What advice would you give to a new athlete starting out in your sport?

I would tell people getting into the sport to really focus on the fundamental skills, even though it is not as exciting it will really pay off in the future.

## Time to brag - what are some recent achievements you've accomplished in your sporting career?

- 2nd and 3rd at the 2012 Canada Cup Single Moguls
- 7th and 8th at the 2012 Apex NORAM (North America)
- 3rd at the 2011 Halifax Canada Winter Games

## What is your favourite memory competing or in/around the sport?

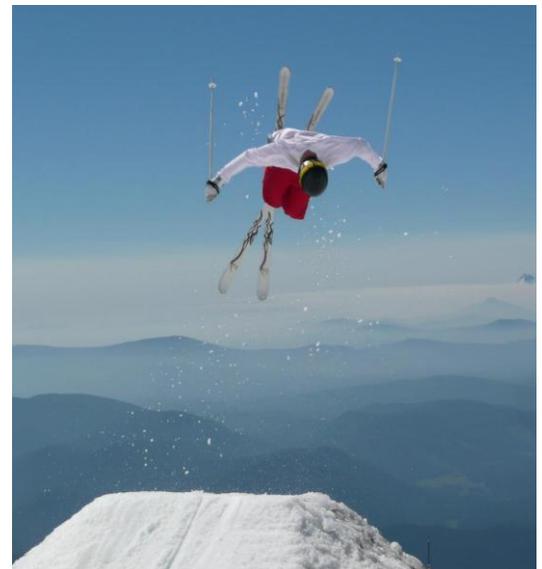
My favourite memory was at the end of last season at Alberta Championships when I found out that I made the National Team.

## What is the next step for you? Do you have any big goals you're working towards?

My next step is to do well enough on the NORAM circuit and earn a full World Cup spot and eventually qualify for the 2018 Olympics in South Korea.

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

When I was younger I didn't have one specific role model, but I really looked up to the athletes on the Canadian National Team. Whenever I watched them ski I was blown away with how good they were.



We've been nominated for **BEST IN FITNESS – CALGARY CHOICE AWARDS!!**

Voting is OPEN until February 15, 2013!

Click and Vote:

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



## Have you seen our Blackboard?!

Located on the south wall of the 'Factory' it highlights the best male and female scores in 7 categories and 3 age division: Squat, Power Clean, 3 Double Leg Hops, 10m Sprint, 30m Sprint, T-Test and PC Endurance Test!