

An Athlete's Advantage

The Athlete Factory Newsletter
July Edition, 2013

What's Happening this Month...

07.12 **Friday July 12 6PM**
Performance Testing

07.21 **Sunday July 21 12PM**
Recovery Session

07.27 **Saturday July 27 1PM**
Performance Testing

Dynamic Coaching Solutions for Mental Toughness

How do winning teams and athletes handle nerves, anxiety and adversity?

Why is it that the best team or best athlete doesn't always win?

Top performers draw on an attitude, a toughness that allows them to push through difficult situations.

Dynamic coaching solutions gives you all the mental toughness coaching and tools to **BE YOUR BEST!**

With over 20 years of elite coaching and mental toughness experience and as the Assistant Coach with the Canadian Women's National Basketball team, Shawnee Harle knows what it takes!

Contact her today for a quote on 403-903-3595 or via email at shawnee@dynamiccoachingsolutions.com

Big News!

Our Athlete Factory clothing store has opened but for a limited time only!

Open only until July 11th so waste no time and get ordering today! Orders can be made online at the link below, with payments taken at the time of order and the items will be shipped to The Athlete Factory.

All items come in new designs with our new logo, so start looking good for the summer today!

<http://www.athletefactory.kukrisports.com/merchandise-Adult>

Hoodies, Sweat Pants, Golf Shirts, Jackets, Shorts, T-Shirts & more...



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

Well done to **Geneva Roach** who finished 2nd at the Jr. U.S. Open Water Ski Championships, 3rd in Jump and 3rd overall!

Busy month for our swimmers! Good luck to **Joel Greenshields** who competes in the World Aquatic Championships, **Brooklyn Snodgrass and Lindsay Delmar** who are off to the World University Games, and **Thomas Jobin, Karl Wolk, Corey Mills and Kevyn Peterson** who are competing in Provincials this week!

Huge congrats to **Stephen Claassen** on winning the Ryan Wetherall Award for Most Outstanding Player for CYDC Basketball!

Shout out and good luck to **Sue Childress & Erin Walton** who just left to represent Canada in the 2013 Women's Football World Cup in Finland! News just in...Canada easily overcame Spain in their first game 50-0!

Keep up the great work **Todd Halpen**, who leads

“I hated every minute of training, but I said ‘Don’t quit. Suffer now and live the rest of your life as a champion’”

Muhammad Ali

the PGA of Alberta on both the money list and top scoring average so far this season!

Even more success for the **Adrenaline** Fastpitch Team! They took gold in Prince Albert tournament, winning every game and mercied all the teams, winning 22-1 in one of the games. Special shout out to **Brooklyn Foley** who was named to the All Star Team!

Good luck to **Kyle Kozak** who has just left for a soccer trial with Portugal's most successful team SL Benfica.

Massive congratulations to our tennis girls **Ally Miller** and **Ashleigh Jacobs**! Ally won U18 provincials in doubles and came 2nd in the singles category, and Ashleigh won both the singles and doubles in the U16 category. Great work again girls!

Good luck to **Dylan Wheeler** in your upcoming tournaments with Team Alberta basketball.

Huge congrats to **Wyatt Steeves** on making the AA Majors All-Star baseball team!

Congratulations to **Ashley Delaney** who has recently been selected to the Canada U20 Women's Rugby team! Below is a photo of her in action.



Sending good vibes to **Laszlo Henning** whose lacrosse team has the West Coast Stars Sectionals in Boston and then the Adrenaline Boys Showcase in San Francisco.

Good luck to **Jarrett Manriquez** and **Jordan Bunke** who are attending a Stanford soccer academy this month.

Athlete Testimonial

We love our athletes and our number one goal is to help them achieve *their* goals. Time to let some of them brag!



Name: Lindsay Delmar

Age: 20

Sport: Swimming

When did you first start swimming and what inspired you to get into the sport?

I started swimming when I was 10 years old because I was always very comfortable in the water. I had a friend who swam for the local swim club and that is how I was introduced to the competitive side of swimming.

What goes through your head before every race?

Before big races, I focus on what I have to do (race plan) to achieve something new. I try not to think too much before I swim, but instead focus on the broader aspects of how well I've trained recently and generally building my self confidence.

What is your top memory?

My best memory in the past 10 years of competitive swimming was last year at the 2012 Olympic Trials in Montreal. I was in the final for the 400 freestyle on the first night of racing. Before the race, they have us marshalled in the ready room and I have never been more excited and anxious (in a good way) to swim a race. The atmosphere was so charged and we could hear the crowd through the walls waiting for us to march out.

What are some recent achievements you've accomplished in your sport?

A recent achievement is that I won the 200 freestyle at the 2013 CIS National Championships and put myself on the World University Games team competing in Russia this summer. I am leaving for that tour this week and have not only been training hard in the pool, but have also committed to a program at the Athlete Factory to make me stronger and faster.

What are your short and long term goals for the future?

My short term goal is to make a final in Russia in the 200 freestyle. My long term goal is to have a shot at making the 2016 Olympic team in either the 200 or 400 freestyle.

When did you start training at The Athlete Factory and how has it helped in your sport?

For the month that I have been training with the Athlete Factory, I have noticed that I have much better core strength and stability in and out of the water. This gives me confidence that I will see results and achieve personal best times this summer at World University Games.