

We hope you will be more "F.I.T.T" this holiday season and all year long. You can do it!

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## THE DOCTOR SPEAKS

2 Good Health's fitness expert and educator, Dr. Charles Burrage, will be speaking at Winder's Piedmont Regional Library to kick off the New Year. Since the library is a public venue, all are welcome. The topic on Thursday, January 10, 2008 at 5:00pm will be "Reading Nutrition Fact Labels: What Does It All Mean?"

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## FEATURE ARTICLE

### Why Strength & Conditioning Specialists?

High School and College Sports is huge in Georgia, especially Northeast Georgia. Our children are getting started in sports earlier than ever, and while it is important that these young athletes get good coaching to improve their performance, it is equally important that they get safe athletic development programs that strengthen and condition their bodies for athletic success.

Coaches typically have the responsibility of preparing the athlete for the game...they work on the X's and O's of playing that particular sport. Many of them do not have the time to invest in individualized athletic development programs for each athlete outside of the established practice time as this time (practice time) is usually devoted to game preparation. Many of them have the desire, but other jobs and/or responsibilities prevent them from being more involved in the physical development of their athletes.

Strength and Conditioning Specialists assist in this vital function by forming relationships with coaches and communicating with them to determine the best plan of action for their athletes. We become part of the team by taking a genuine interest in the lives and the athletic performance of each athlete we serve. We assess the athlete's fitness for his or her particular sport through specific performance-related fitness tests. We then develop effective strategies to accentuate the strengths and eliminate any weaknesses that exist while helping develop confidence in the athlete that his or her body is the best it can be and is well-prepared for the rigors of the competitive season, and more importantly, for success.

2 Good Health Athletic Development Programs will improve...

- Overall Health & Wellness (This is our #1 Priority)
- Strength
- Endurance
- Balance
- Core Strength
- Power and Explosiveness
- Agility
- Speed

Methods Used to Train the Athlete...

- Nutritional Guidance
- Weight Training
- Core Training
- Sport-Specific Conditioning
- Plyometrics
- Speed Training
- Stability Ball Training
- Agility Training

If you, your high school/college student(s), or your team athlete(s) need a little extra help to become more successful in your sport of choice, then contact Sheril or Charles at 2 Good Health to discuss how we can help you with our Strength & Conditioning Programs.

2 Good Health,

*Charles and Sheril Burrage*