

Strength & Conditioning for Hockey Performance CD ROM

Take the expertise of the premier off-ice hockey training facility home, with The Athletic Conditioning Centre's HOCKEY Training Programs on CD ROM - the same HOCKEY program Lorne Goldenberg uses at The Athletic Conditioning Centre to get results for players from pee wee, right up to the NHL! Choose from 3 different interactive programs for 10-12 year old, 13-15 year old, and 16-18 year-olds, and start improving strength, speed, agility and power. Get your CD ROM at the Athletic Conditioning Centre or both Fitness Depot Locations, or on the web at accottawa.com .

If you aren't training here, or with the ACC at home, then you're not training!



I began training at the ACC in the fall of 1999 as a member of the National Capital Division ski team. My last five years training under the tutelage of Lorne and JR have been instrumental in my development as a ski racer. The size, strength and power gains made in the gym have resulted in being named to the Ontario Ski Team in 2000 and my current athletic scholarship at the University of Vermont.

Johnny Davidson - Alpine ski racer

Coming to the ACC in 1999, the strength coaches immediately recognized my weaknesses and worked with me to develop an overall program that has increased my strength, power, quickness and flexibility. I noticed very quick improvements in my ski racing that has brought me from the national capital division ski team to the Ontario ski team and finally to the Canadian Ski Team.

Patrick Biggs - Canadian National Ski Team

Testimonials

ACC, you make a difference!

The ACC provides a unique opportunity for development of your strength and power abilities in a supervised environment. I have been coached professionally for the last nine years for swimming, weight training and running. The ACC is outstanding in its approach and its quality of strength coaches. The main differences are in the assessment of your physical abilities, in the development of a monthly progressive and custom-made program for your sport and an atmosphere of focused supervised training sessions. J.R. and the team have helped me reach and exceed my goals. I feel stronger, more confident and I am delighted with the results.

Violaine Sauvé, House of Commons Masters Level Swimmer

Having played at a NCAA Div 1 football school and in both the CFL and NFL, the importance of strength & conditioning cannot be understated. The ACC is the only place in Ottawa, with the right tools to address my sport specific needs.

Pat Woodcock - Receiver Ottawa Renegades Football Club

I attended Lorne Goldenberg's Athletic Conditioning Center for about five months and noticed a dramatic improvement in my strength, speed, and overall energy. The facility itself has every sport conditioning tool you could imagine. The strength coaches pinpoint your strengths and weakness and give you a personal program designed to strengthen weak areas and further improve on areas that are already strong. It took about a month before I noticed I was getting much stronger, quicker, and jumping higher. As a football player I have added enough muscle to be better equipped to take a hit and some speed and quickness to avoid being hit.

Steven Hughes 17 Years old Kanata Knights Football Club

Through out my basketball career, I've played at the guard position. But after my first year of university basketball, I realized that if I were to play that position and contribute to the Gee-Gees I would have to be much quicker and stronger. After doing some research about the different programs out there for serious athletes, it seemed to be apparent that the ACC would be the best fit for me. Working out with the staff at the ACC has far exceeded my expectation and I truly expect to reach my goals and to be able to contribute a lot more to the Gee-Gee's program come September. Many thanks to all the staff at ACC.

Alex Ethier 19 years old Ottawa University Gee Gee's Basketball Team

After seeing what the ACC did for my son, I decided to get my own program. I have been playing touch football as a quarterback for 30 years, however I have been playing with some minor injuries over the last few. After 3 months of training, I found I was less prone to injuries and my arm felt as strong as it did 20 years ago.

Barry Hughes 48 years old, father of Steven Quarterback - Ottawa-Nepean Touch Football League

I would like to add my highest recommendation to athletes looking for a superior training facility. The Athletic Conditioning Centre in Ottawa has consistently met or exceeded my expectations. Led by Lorne and J.R., the staff is knowledgeable, friendly, and always ready to give advice and feedback. I have been competing in the Firefighter Combat Challenge for the past six years and have competed regionally, nationally, and at the World Championships. The Combat Challenge has been called "The Toughest Two Minutes in Sports", showcasing firefighter physical fitness as they race through five fireground evolutions: Tower Advance, Hose Pull, Forcible Entry, Hose Advance and Victim Rescue. This year I identified a need for professional help for my pre-season preparation, and in-season conditioning. All signs pointed to the ACC. The process of identifying areas for improvement began with a thorough fitness assessment. During that phase, an over pronation of my feet were noted by the ACC staff, and I was immediately referred to an orthotic specialist. With this correction in place, chronic knee and hip problems are now 100% resolved. The strength programs they designed are sport specific and have corrected previous strength imbalances. I know I am ready for my best year yet!

Sandy MacQuarrie Ottawa Fire Service

I have been training under Lorne Goldenberg's programs for the last 3 years. In that time I have raised my game to another level and achieved career best point totals. His program works!

Bryan McCabe - Defenceman Toronto Maple Leafs

Lorne Goldenberg has been designing my off ice strength and conditioning programs since I was a junior player with the Ottawa 67's. If you play hockey, you need to train off the ice, the ACC is where it's at for off ice conditioning in Ottawa"

Gary Roberts, - Toronto Maple Leafs Hockey Club.

"My two boys, Spencer & Matthew, have been at the ACC for the last 5 years. In addition to improving their strength and fitness - which has boosted their self-confidence and self-respect, - they've learned some invaluable lessons about commitment, discipline, perseverance and responsibility. In many respects, I think those lessons have been the real benefits of the ACC. I have no hesitation in recommending their programs to any parent. Your child will be better for it."

David Dyer

"For the last 1.5 years I have suffered through 2 knee surgeries as a result of football. I had severe weakness and imbalances as a result of the surgery and had lost some speed. I was referred to the ACC for an evaluation and rehab. Within months not only did I get my knee back into top shape, I am also stronger, and more explosive than ever and I've beaten all my personal bests in quickness tests."

Scott Gordon - Free Safety Saskatchewan Roughriders Football Club

ATHLETIC NEWS

conditioning center

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Things you did not know about the Athletic Conditioning Center and one bonus!

1. The ACC have trained more successful NHL, AHL, and OHL athletes than any other facility in Ottawa.
2. The ACC also trains triathletes, Olympic athletes, skiers, basketball players and several hundred regular adults just looking for improvement in their lifestyle sports.
3. The ACC has a metabolic testing system for direct measurement of your aerobic capacity, with the results being used to prescribe a specific cardio program for you.
4. Hundreds of athletes train a month at the ACC. Most of these athletes just want to be better in their sports and will not play organized sports at the college or pro level.
5. The ACC offers a complete nutritional guidance program for any young athlete who is either wanting to lose weight or wanting to increase muscular size for their sport.
6. Approximately 40% of all the athletes at the ACC are women.
7. The average athlete will drive an hour to take part in an ACC program.
8. The ACC can develop a program for any athlete, in any sport, playing at any age, including adult golfers and runners.
9. The ACC can host Speed Camps for all sports on site or they can bring the training system to you.
10. 60% of the children in this country are battling weight problems. The ACC gets more kids moving and learning proper body mechanics than any other organization in Ottawa.
11. Every kid no matter the level or sport can improve. **No one fails at the ACC!**



What does every child who participates in a sport have in Common?

What do you think of when you picture a great athlete in motion? Is it the physical strength of a football player? Is it the speed and grace of a track athlete? Does the power and agility of a world class soccer player come to mind? Every sport requires certain physical characteristics that set a superior athlete apart from the others. For instance, both a take down in wrestling and a lay up in basketball combine power, agility, balance and coordination into one sudden movement.

Without those characteristics, an athlete would not be as successful, regardless of technical or strategic knowledge. Athletes know that exceptional performances on the field set them apart from competitors; however, true athleticism is developed off the field in the training arena.

Speed and strength are two of the defining factors for any athlete at any stage of their sports career. To address this, Lorne Goldenberg and his coaches, have combined for over 40 years of experience coaching speed and performance enhancement, and have developed a youth program that can help any athlete improve their speed and strength. Lorne Goldenberg, founder of the Athletic Conditioning Center, has spent the last 21 years developing a training system geared toward performance enhancement. "Every athlete, regardless of ability can get into better shape, improve performance and increase self esteem," said Goldenberg.



The ACC Method, a proven method of athletic improvement, has trained many professional level athletes as well as hundreds of young athletes over the last 5 years. "Although we are known for our work with the pros and those high school and college athletes trying to make a life in their chosen sport, our passion at the ACC is working with younger athletes at any level who are just trying to be the best they can in their sport," added Goldenberg. He also added, "Sports are a personal journey that begins quite young for many kids. These kids may not always be the star athletes on their team or the next professional in that sport, but when a child is more in their sport ...

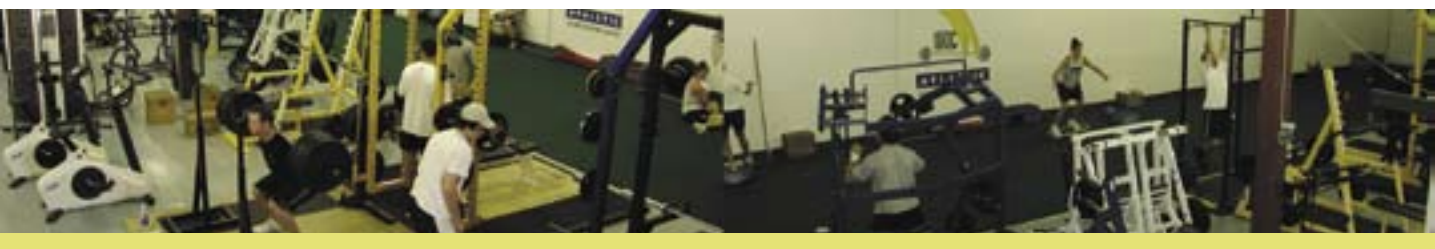
they feel a sense of achievement that can last a lifetime.

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Visit our website for more information <http://www.accottawa.com>

An open letter to everyone in the Ottawa area



The Athletic Conditioning Center has many components that provides an advantage to our clients. Our strength training component is designed for athletes of all ages who are seeking improvement in their chosen sport. This would include either the long term goal of moving to an elite level such as playing at the college level or even a career as a professional, or simply a kid who just wants to play their chosen sport at the highest level possible for pure enjoyment. Our plyometric and speed program has also been developed at specific levels to address the issues of the young athlete, and the more mature athlete.

The ACC enjoys the reputation as the standard for elite sports training. We train hundreds of high school athletes; as well as professionals in such diverse sports as hockey and football and Olympic athletes in downhill skiing and white water kayaking.

Our reputation for professional sports excellence began with Lorne Goldenberg's work in the National Hockey League from 1987-1997. In 1987 Lorne was the 3rd ever conditioning coach hired in the NHL by the St. Louis Blues. This was a very progressive step in hockey at this time and his success with that team led to opportunities with the Chicago Blackhawks, Quebec Nordiques, Colorado Avalanche and the Ottawa Senators. During this time Lorne had the opportunity to work with such stars as Doug Gilmour, Eddie Belfour, Jeremy Roenick, Gary Roberts, Joe Sakic, Mats Sundin, Peter Forsberg and many others. It was his success with these teams that has kept today's pros coming to the ACC for their off-season conditioning programs.

Jean Robert Leger our Manager and Head Strength & Conditioning Coach has been with the ACC since its inception in 1998. He began as a fitness instructor in 1995 at our parent company Strength Tek Fitness & Wellness Consultants, managing one of the corporate wellness accounts. His drive to learn, and utilize new techniques in the conditioning room has made him an invaluable asset to the ACC. In 2003 he was named the Head Strength Coach for the Gatineau Olympiques. His programs made a very quick impact as they won the Quebec League Championship and went on to compete for the Memorial Cup.

While our image has been as an elite training organization, the real heart of our

business, has been working with kids of all athletic abilities who dream of just being better in their chosen sport. Our team believes in our mission to deliver a system in which every child can improve with the proper coaching and guidance. Any child who wants to get a little faster, stronger and maybe even lose a few pounds in the process, will benefit from being a part of the ACC program. We use our professional experiences to enhance the experience of our young athletes in the training room.

In an effort to further expand our services we are also adding an adult component to our program. Many people believe that our facility is just for young athletes, but we feel that we can offer something more advanced to the adult population. We have seen the research about what adults want from their workouts. Many of our adult clients through the years are frustrated with traditional health club workouts. These people want more than just having a few muscles. They want to be able to play more and keep up with their children. They want 10 yards more on the golf course and to hit the tennis ball harder. In essence they all want lifestyle enhancement, meaning that what ever you do in your life we will help make it better and more effective. Traditional health club training, and traditional trainers, can't get this done for the majority of people who want more from their gym.

The people who come to the ACC do not come because of the extravagant extras you will find at a spa or commercial facility. They come for the expert coaching, teaching, learning, and utilizing equipment that can enhance human performance.

Please feel to call us at 613-225-2806 for more information or visit our website at www.accottawa.com.

We look forward to working with you in the future and to serving the people of the Ottawa area. Please stop by and visit our facility and see for yourself why we are such a big part of sports in Ottawa.

Yours in Strength & Conditioning

Lorne Goldenberg – President/Director of Conditioning

Jean Robert Leger – Manager/Head Strength & Conditioning Coach.

Getting started with the Athletic Conditioning Center

Can you work with a child in any sport?

Yes we can. Speed and performance enhancement, the pillars of the ACC method, can benefit any child in any sport. Most of our young athletes are individuals who begin with overall physical development but who are also taught things that will help them in their particular sport.

My child is gaining attention in school as someone who might have serious sports potential. What is my next step with your program, and where does my child fit in?

Your child may benefit from our coaching and development beyond our core programs, something we do for scores of student athletes year after year. No matter what sport your child is involved with, success begins at the ACC. Speed, agility and quickness are the core elements of any sport and we design our programs to develop these attributes in every athlete we work with in our facility. Athletes working at an advanced level can often benefit from having a program developed just for them and what they are trying to achieve in their sport.

My kid probably won't play sports beyond high school but she loves participating. Can she get anything out of attending your program?

Most of our athletes are typical kids that just want to be as good as they can in their sport and who have no thoughts of sports beyond high school. We are also seeing kids in the recent years that are coming to us for just basic conditioning. We get them running correctly and efficiently, jumping and playing and then help them establish moving as part of their lifestyle, which we hope will lead to adult fitness they can maintain for life.

What is the first step?

We do assessments on everyone entering our programs, which can be scheduled by simply calling the ACC number. Once we perform the assessment we sit with the child and the parent and then work out a program designed to meet the goals of the athlete and the parent's budget. The child and parent then have a number of choices as to training days, visits per week, training in either on or off season, and participation in more than one sport.

What are the other services offered by the ACC?

We offer a full nutritional support plan for program participants who need nutritional guidance for either weight gain through muscle gain or weight loss. We also have advanced metabolic testing for aerobic capacity, and anaerobic power testing on a wingate testing cycle. We also provide one-day Speed and Agility Camps for teams in the area for any sport, which can be arranged onsite at the facility, or we can come to the coach and team if suitable space is available.

Can you work with adults in the ACC setting?

We do take a certain number of adults who want to work in our program. Recently we have trained a group of Ultimate players as well as masters' level swimmers, skiers and golfers. We are also getting a large number of adults who have discovered the benefits of functional training. Functional training is simply learning to train and use the entire body instead of isolating certain muscles. Our successes with younger athletes have brought a large number of people who enjoy working out, but are bored with traditional fitness centres and gyms to our business. We also get a large number of parents who watch their kids having fun and who just can't stand to be left out from something that is both fun and beneficial and who end up taking advantage of our training methods by getting a membership for themselves.



AROUND ROTATION THE CORE

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In sport and daily life, one of the most important movements that the body generates is rotation around the spine, also referred to as movement in the transverse plane. Athletes who have great rotational movement and strength generally are recognized as powerful athletes. The Tasmanian Devil, Bugs Bunny's predator, possesses such rotational strength that he can actually bore deep into the ground on command. It is his advanced nervous system that allows him to do this, one that all athletes would like to possess. Taz's powerful rotation like movement could benefit many different sports, a few examples would be:

Baseball – the pitch, the swing of the bat

Golf - the swing

Football – the battle of the linemen

Tennis – the serve

Hockey – the slap shot

In daily life we also have many instances of rotation about the spine:

- Getting out of a car
- Moving groceries from the cart to the car
- Racking leaves
- Taking out the garbage

These are but just a few examples of rotation about our spine. From an anatomical perspective the trunk and torso transfer and stabilize all forces generated by the upper and lower body musculature in many planes and angles.

Training the Integrated Core Through Rotation

Now that we have a basic understanding of the functional anatomy and movements lets have a look at a couple of excellent strength ball exercises that requires integration of all the core musculature.



Medicine Ball Single Leg Balance L to R exercise

Left to Right exercise produces excellent balance and proprioception responses while overloading the core. The deep abdominal wall and core abdominal muscles contribute through eccentric loading, stabilization and concentric action.

Setup

Stand on one leg, knee slight flexed. Set the abdominals and focus on balance. Hold the ball with two hands in front of your body.

Standing Stability Ball Rotation

Rotation while both feet are in contact with the floor is one of the most natural movements in sport. This exercise can be executed with a cable, or tubing.

Setup

Ensure that cable is adjusted to a height so that during movement, it stays parallel to the ground. When turning to the left, grasp the handle with the left hand, with the arm at the mid point of the ball, as in picture 1. The right arm is also placed across the ball, just above the cable to act a safety guide as in picture 2. Hips should be back, with knees slightly bent, and shoulders forward as in picture 3 side view.

Movement

Posture and foot position should be maintained as your core rotates to the opposite side. It is key that as you rotate that you keep you eyes on the ball, and your head

Single Arm Standing Bar Press

Although this exercise has its prime movers in the chest and shoulder region, the core receives a great amount of work during this movement. The result is what I have termed as static rotation. With the use of single arm movements against resistance, there is a significant requirement of the core to fire and stabilize the hips and upper body to produce the pressing movement.



So the core of our body must contribute to force generation and the transfer of forces throughout our body. This is very important in sports where an implement like a bat or stick is being utilized.

We as humans must take advantage of our “anatomical trains”, as described by Thomas Myers as the front and back functional lines. As you can see from the two diagrams below, in the front of our body there is a definite line that connects our core to our lower body, and not only is it a mechanical linkage, but there is also muscle fiber orientation for that direction of movement. This is very apparent in the line of pull for the external obliques on the right side of the body and the adductors on the left side. Similarly in the back this can be seen from the left latissimus dorsi and the right gluteal.



Movement

Move the ball over to the left side of your body, but do not rotate the torso. The torso and shoulders should remain square, facing straight forward. Move the ball back across the body and over to the right side of the body.

Finish

Continue to move the ball alternatively from left to right sides of your body, reacting to the changing load position by contracting the abs, hips and legs.

Advanced Progressions

1. Increase the speed of movement
2. Move the ball further away from the body, further off to the side and further in front of the body upon rotation.
3. Toss the ball from left hand to right hand. Catch and absorb with the arm, core and leg. This increases the balance challenge and also increased the loading on the abdominals. Rapid fire toss – move the ball from left to right hands as quickly as possible

rotates along with the rest of your core.



Finish

Continue to rotate until you have maximized your range of motion as in picture 2. After completing required number of reps to one side, continue on the other.

Advanced progressions

- Standing on bosu
- Single leg stance.

Setup

Place the end of a bar against a wall and move back into a position that allows your body to be in a good athletic stance, with the hips back, knees bent, and the shoulders forward.

Hand should be placed at the top end of the bar, with opposite arm at your side, or hand placed over the abdominals to feel for core activation.

Movement

Ensure that your core is activated, then slowly extend your arm. Pause for a second then return to the starting position. Keep in a neutral position and focus forward.

Progressions

- Increase weight
- Increase speed of movement