



Catalyst Fitness

Summer Hockey 2011

It's time to break with tradition.

In the old days, piling up the running mileage and a “chest-and-triceps” day was enough. Heck, ANY type of training, ten years ago, was enough to put you ahead of the other guys competing for your spot.

Not any more.

Now, you've got to train hard to earn a tryout. Now, you've got to train smarter....not just harder. Now, you've got to train like the next year of your life depends on it....because it does.

At Catalyst, we take a 'good-better-best' approach to training for hockey:

Working out is good.

Training with big lifts, sprints, and explosive plyometrics is better.

Combining these movements so that they're used at the right time, in the right amounts, at very high intensity is best.

No program is perfect for everyone. A professional is not the same as a young player trying to play Rep for the first time. What do YOU need?

The Testing

To start an athlete on the right road, we've got to know their starting point.

To get a precise picture of an athlete's strengths (and weaknesses,) Catalyst uses the CAT Testing Scale – a ten-point inspection of all aspects of fitness. In 2011, we're also partnering with the Sault College Health Sciences Lab to introduce VO₂ Testing, included in all our hockey programs this summer.



Athletes will have their VO₂ testing done before AND after the summer's training to measure improvement.

In addition, the CAT testing protocol measures the stuff that REALLY matters to hockey players:

1. Speed
2. Power
3. Strength
4. Agility
5. Balance
6. Stamina
7. Endurance
8. Flexibility
9. Body Composition
10. Coordination

EVERY athlete we train is measured regularly to ensure continual progress and MAXIMUM use of their training time.

The Program

Catalyst athletes are renowned for being bigger, stronger, and faster than anyone else. Our methods aren't secret – the science is clear. The difference is in the way that we implement that knowledge.

For example, most coaches now recognize that “plyometrics are good.” But few can tell you *why*: that the goal is to improve RFD (rate of force production) from the central nervous system. For that reason, plyometrics should be done with low repetitions and force generation that scales upward slowly. Box jumps are not a “legs” exercise, but an improvement to the wiring system instead.

Those small things – knowledge, application, and experience – are what makes us better.

Teaching an athlete to clean and jerk isn't just practical; it saves a lot of time in the gym. Explosive action, combined with technical proficiency and rapid hip extension is a powerful speed-builder. The value of the Olympic lifts is that they teach the body to function as a powerful, efficient unit. We train movements, not individual muscles.

Likewise, we sprint outside, instead of on treadmills. A treadmill doesn't require the athlete to generate hip extension force in a way that helps them on the ice. Sprinting, though, wins battles for the puck.

We're expert – and experienced - coaches who regularly push ourselves to the limit, too. Our Trainers and Coaches are certified and competitive in various lifting styles, as well as racing and several other sports.

Tools we use:

Barbells and bumper plates (only ones in town)

OLY lifting platforms (only ones in town)

VO2 testing apparatus (only ones in town)

Gymnastics rings (only ones in town)

Strongman equipment (farmers' walk, log press, sledgehammers, kegs, sleds) – (only ones in town)

Sprint harnesses

Power Cages

Kettlebells

Ropes

Rowers

Medicine Balls, dumbbells, plyo boxes up to 5' high....all the tools of success.

Personal Training

The BEST option for coaching in any sport is one-on-one attention. Working with a coach who is constantly measuring, comparing, and thinking about your progress is priceless.

The opportunity to question, upgrade, and tweak your program on a DAILY basis is critical to the path of highest success.

At Catalyst, the core of our business has always been Personal Training. We see hundreds of people every year; we interact with doctors, therapists, and other professionals every day. We don't just read everything: we disseminate. We pick apart the BEST training methods, and make changes as necessary to develop the best athlete possible. More is not better; better is better.

Most hockey players see a Personal Trainer at Catalyst 2-3 times per week for an hour. They're given homework to complete on their days off, because we want to build a player who KNOWS what to do when they're left on their own. Our job isn't complete until the player understand WHY they're doing an exercise, a series, or a particular workout.

One-on-one clients are given a full food plan; homework for days when they don't meet the Trainer; advanced testing; preferential booking times; and a program that WORKS.

Our Rates:

\$55/session (1 hour session with an Elite Personal Trainer; includes homework and food plan)

Prepaid Package of 10 sessions - \$500 (save \$50!)

Prepaid Package of 20 sessions - \$900 (save \$200!)

\$40/session (half hour session with an Elite Personal Trainer; includes homework)

Prepaid Package of 10 half-hour sessions - \$350 (save \$50!)

Prepaid Package of 20 half-hour sessions - \$600 (save \$100!)



Small-Group Training

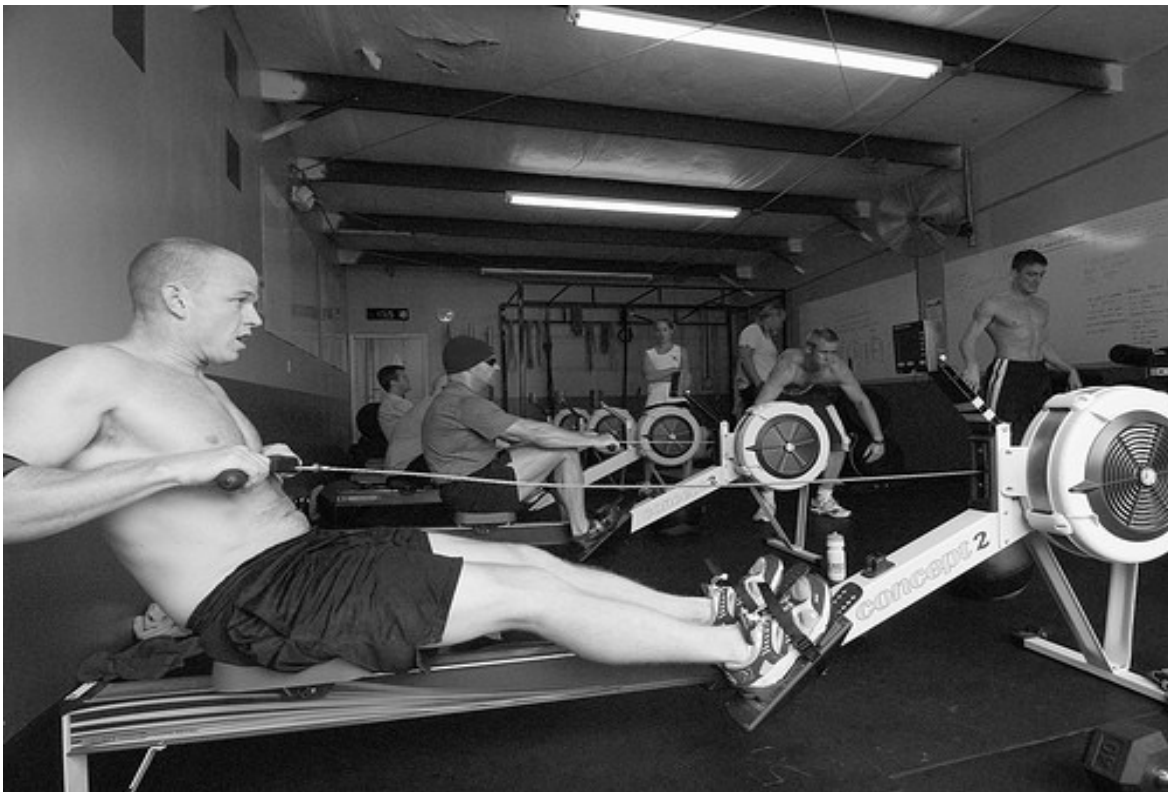
Want almost-individual attention, but to train with your friends for added intensity? Train in a group of 2 to 3 others of similar level.

Players will be tested individually, and common weaknesses will be addressed first. Players will share a common program, making it easy to match workouts and motivate one another on non-Trainer days.

Players will also be given a full food plan; homework for days when they don't meet the Trainer; advanced testing; preferential booking times; and a program that WORKS.

2- or 3-player small groups:

- \$70/hour session (1 hour session with a Personal Trainer; includes homework for the pair)
 - Prepaid Package of 10 sessions - \$650 (**save \$50!**)
 - Prepaid Package of 20 sessions - \$1300 (**save \$100!**)



Team Training

What's the greatest benefit to training your team as one unit? *A team who sweats together will go through a brick wall for each other.* Teamwork is one of the principal reasons that parents give when they enrol their child in a sport. It's one of the greatest benefits OF sport: to strive together toward a common goal.

Using our methods of training, where workouts are attacked as “Challenges,” teams build up as a unit. When one struggles, the others encourage; when one is lazy, their performance affects everyone. This is what WINS are made of.

Young kids, especially, who are new to the concept of teamwork, benefit from our 'challenges' at the end of each workout. Since the challenges feel like games, they cheer and encourage others on their team. Since we shift partners or small-teams each week, they bond with everyone. We help them relate to one another better.

If you can start the season with a team who already works well together, you'll have a huge advantage. Every year, the feedback we get from coaches is that their team steamrolls the competition, who are still feeling each other out.

Most teams train 1-2x per week with a Trainer at our Industrial Park location. Each player is given our Food Plan template, group homework for the week via our Catalyst Hockey website, and age-specific drills to make them stronger, faster, and more powerful.

Rates (One Hour Team Training)

<6 Players: **\$90**
6-12 Players: **\$110**
12-18 Players: **\$130**
18+ Players: **please call.**

We can handle groups as large as 35 players at once!



The Catalyst Team

Catalyst Trainers are professionals who train athletes for a living. This isn't our summer job. It's our career, and our passion. In the last five years, we've grown from a tiny office space to the largest provider of athletic training in Northern Ontario. We don't advertise much; our clients tell their friends, and that's how we grow. Their victory is your guarantee.

Our Coaches

Mike Watson, BHK has been coaching athletes in Sault Ste. Marie since 2002; trains hockey players year-round, and plays recreational hockey several times per week. He's run several marathons, and is certified as a CrossFit Endurance coach.

Tyler Belanger, B.Sc., earned his degree while on a scholarship for baseball. He plays recreational baseball and competitive football, and coaches most of Catalyst's lifting groups. Tyler's also a teacher who is exceptionally good with children.

Mitch Fryia, B.A., is a competitive MMA athlete who specializes in training youth and Teens. He operates our Catalyst Teen program; our Youth Jiu-Jitsu program; and our Alternative Needs Program.

Chris Cooper, B.Sc. returned from the NCAA environment to Canada in 2000, and has spent 13 years training athletes of all sports in Sault Ste. Marie. He's been a competitive powerlifter, and now competes in CrossFit provincially.

