

elitefts 

SPORTS PERFORMANCE TRAINING SUMMIT



elitefts
Sports
Performance
Training
Summit

Saturday, February 28, 2015

ELITEFTS SPORTS PERFORMANCE TRAINING SUMMIT

“This event is the pinnacle of my professional career.”

I would be lying if I told you that I haven't been planning and strategizing for this event since coming to elitefts in the Spring of 2013. The ability to bring together five of the most respected and successful coaches in our industry is largely due to the reputation of elitefts that Dave Tate has passionately been building since 1998.

Elitefts has been the leader in sports performance since the very beginning. The primary purpose has been, and always will be, to provide coaches with information, a platform, and a brotherhood of coaches dedicated to improve the performance of their athletes regardless of popular opinion of *what sells*.

As a college strength and football coach from 1998 to 2013, elitefts™ was my beacon in a sea of deluded and opinionated banter between the uneducated and the inexperienced. Long before Internet warriors argued about raw versus geared lifting and everyone became seemingly forced to take a stance on what they felt about CrossFit, there were endless debates between the H.I.T. Jedis, the Functional Crowd and, well...us.

James “The Thinker” Smith originally labeled the coaches who frequented elitefts.com The Darkside. This included anyone who embraced what Dave Tate had created and adapted from Louie Simmons, via Zatsiorsky, Verkoshansky, and Siff. The Darkside name didn't stick for long, but out of that group surfaced some of the most influential coaches in the industry. Before anyone with a blog, eBook, or a YouTube channel could call his or herself an expert, coaches built their legacy through training with and learning from the best coaches they could find. *Paying your dues* meant more than reading articles forced down your throat from your Facebook feed. It was more than sharing your client's five-pound PR and taking all of the credit for it. It meant actually finding, traveling to, and putting yourself out there (without your ego attached) to learn from the coaches you thought would make the most impact.

Elitefts has been the virtual hub of knowledge for strength and conditioning coaches. Its origins based on the adaptations of the WSBB methods for coaches has developed into an ambiguous philosophy based on the two best weapons any practitioner of physical preparation can have:

- Educational background (formal or informal) to *ask why*.
- Under the bar experience to *find out why*.

Regardless of the methodology used, the specific exercise implemented, or the level of development that athlete possesses, elitefts focuses on gaining knowledge and experience while sharing that wisdom with others at no cost except the willingness to learn and teach.

This summit is based on the same principles on which Dave founded elitefts.com over 15 years ago: education of coaches and the culmination of like-minded, passionate people.

Thank you for being a part of this.

Mark Watts
Director of Education

Register for the elitefts™ Sports Performance Training Conference Here

WHAT YOU'LL EXPERIENCE

Five 90-minute presentations with:



Buddy Morris



Joe DeFranco



Joe Kenn



Mike Roberston



Chip Morton

Buddy Morris

Otherwise known as Coach X to the elitefts faithful, Buddy Morris was the first Strength & Conditioning coach to join the Elitefts Q&A staff in 2002. Morris was a stable at the University of Pittsburgh and the originator of the Pitt Iron Works Gym where he trained five NFL hall of fame inductees, including Dan Marino, Rickey Jackson, Chris Doleman, Russ Grimm, and Curtis Martin. Morris is no stranger to rehabilitation, agility, flexibility, and speed development. Morris trained Roger Kingdom who won a Gold medal in the 1984 and 1988 Olympic games in the 110-meter hurdles. Buddy Morris is one of the pioneers in the strength and conditioning profession.

Mike Robertson

Mike Robertson has established himself as one of the most versatile and knowledgeable trainers in the industry. With multiples books and DVDs including Bulletproof Knees, Magnificent Mobility, Building the Efficient Athletes, and the Elitefts Athletic Development Seminar, Robertson's experiences with integrating corrective exercises with speed, power, and strength development is uncanny. Robertson is still active on the elitefts Q&A and has answered hundreds of questions for readers for over a decade.

Joe Kenn

"House" has established himself as one of the top strength caches and sought after clinician in the world. As the author of The Coach's Strength training Playbook, Joe Kenn started as a regular contributor on the elitefts Q&A known as Coach H. The inventor of the Tier System of Strength Training and owner of Big House Power Competitive Athletic Training, Joe was won numerous awards and the only coach to win the NSCA Professional and Collegiate Coach of the Year in 2013 and 2002 respectively. Kenn has coached multiple future NFL Hall-of-Famers including Steve Smith and Terrell Suggs.

Joe DeFranco

Joe DeFranco laid the groundwork for all sports performance coaches looking to open a facility to get athletes stronger, faster, and more durable. DeFranco opened one of the original garage gyms for athletes where he has trained multiple year NFL All-Pros like Brian Cushing, David Diehl, and Miles Austin, along with a slew of first round draft choices. DeFranco has also trained major league baseball players, professional volleyball players, MMA fighters, pro boxers, and WWE superstars, including Triple H and Stephanie McMahon. Joe D. has bee associate with elitefts since he opened DeFranco's training center.

Chip Morton

Chip Morton has been as strength and conditioning coach for five different NFL teams and one of the only strength and conditioning coaches to have Super Bowl rings with two different teams. Morton has brought an innovate methodology to his teams. Morton is responsible for the athletic performance and injury reduction for the Bengals who have had playoff appearances in 5 of the last 6 years.

WHAT YOU'LL EXPERIENCE

The Elitefts Post Summit Social

This Meet and Greet will be held in the lobby of the Four Points by Sheraton Hotel directly across from the Quest Conference Center. This will be an excellent networking opportunity and a chance to interact with the presenters and the elitefts staff.

As most coaches know, learning doesn't stop when the presentations are over. Unstructured sharing of ideas in a relaxed, social setting is often the most productive method for acquiring new knowledge and reinforcing your beliefs as a coach.

Elitefts has always been about providing coaches with the most up-to-date, real-world information for training athletes. More importantly, elitefts takes pride in providing the platform for coaches to share ideas in a common ground void of cookie cutter methodologies and sales-like philosophies. Elitefts is the hub to connect the coaches with the knowledge and experience with the newcomers trying to improve every day. The Saturday social is the perfect opportunity to do so.

The Strength and Conditioning Field is one of the most cut-throat and unforgiving professions in our society. The mutual respect is evident among elitefts readers and customers for anyone who is in the field, making sacrifices to develop athletes at all levels. No one knows this more than our presenters and the elitefts staff. The ability to learn from the top coaches in our field knowing they have paid the same dues and had similar obstacles is invaluable. Establishing rapport and developing personal connections is what the business of coaching is built on. Providing a venue for those relationships to be built on is not only our pleasure at elitefts, but our responsibility.

Do not pass up this opportunity. We will not have these presentations available for purchase after the summit. You need to be here in person!

[Register for the Elitefts™ Sports Performance Training Summit Here](#)

WHO'S IT FOR

The Sports Performance Training Summit is an excellent learning and networking opportunity for anyone involved in strength and conditioning, sports performance, and overall athletic development. This inaugural event will be an outstanding value for:

Head and Assistant Strength & Conditioning Coaches

Collegiate, High School, and Youth Sport Coaches

Sports Performance Coaches in the Private Sector

Personal Trainers working with athletes

Graduate or Undergraduate Exercise Science Students

Certified Athletic Trainers working in Dual Roles

Anyone interested in the Physical Preparation of athletes

CONTINUING EDUCATION

NSCA pending

CSCCa pending

[Register for the Elitefts™ Sports Performance Training Summit Here](#)

SCHEUDLE

Friday, February 27, 2015

6:00pm – 8:00pm

Pre-Registration in the Lobby of The 4 Points Sheraton

Saturday, February 28, 2015

7:00am – 8:00am

Seminar Registration in the Quest Conference Center

8:45am – 9:00am

Opening Remarks

Dave Tate

9:00am – 10:30am

Physical Preparation for Football

Buddy Morris

10:30am – 12:00pm

The New and Improved R7: How to Write a Complete Training Program for Athletes

Mike Robertson

12:00pm – 1:30pm

Lunch on Your Own

1:30pm – 3:00pm

The Foundation of the Tier System for Training

Joe Kenn

3:00pm – 4:30pm

Speed Problems, Prowler Solutions

Joe DeFranco

4:30 – 6:00pm

3P Training Considerations for all Athletes

Chip Morton

7:00pm

Meet & Greet in the 4-Points Sheraton Hotel

SESSION DESCRIPTIONS

Pre-Registration in the Lobby of The 4 Points Sheraton and Registration in the Quest Conference Center :

Attendees will receive their summit badges, and a swag bag full of gifts from elitefts.

Physical Preparation for Football

Buddy Morris

This presentation will detail five main points to enhance the physical preparation of football players.

Training is a long-term process and this presentation will help the coach look at training in a long-term athletic development standpoint. Coach Morris will also detail training specifically to the bioenergetic requirements of the sport, namely, football is alactic-aerobic in nature. Position specificity requirements will also be discussed along with adjusting appropriate training volume based on those positions, especially when prescribing speed work. Finally, Coach Morris will provide a template to effectively individualize training for all players.

The New and Improved R7: How to Write a Complete Training Program for Athletes

Mike Robertson

This presentation will cover the adaptations of the R7 System and provide a comprehensive template for coaches to use. The R7 System is an adaptable training system that includes the concepts of Release, Reset, Readiness, Reactive Ability, Resistance training, Regeneration Strategies, and Recovery Methods. Robertson will explain how to adjust these components to fit any athlete's needs.

The Foundation of the Tier System for Training

Joe Kenn

This presentation will detail the organization and implementation of the Tier System of Training. Coach Kenn will illustrate his five bullet points of athletic-based training include training movements rather than bodyparts, whole body training vs. split training, incorporating explosive movements, variety and tempo. House will also lay the groundwork for developing the Tier system to fit any coach's situation and provide valuable strategies for coaches to implement this system.

Speed Problems, Prowler Solutions

Joe DeFranco

There are a lot of speed experts who swear that resisted sprints make you slower and/or alter running mechanics. Joe DeFranco *strongly* disagrees (especially when referring to high school & college team sport athletes.) This presentation will focus on the 4 Stages of Learning a New Skill — more specifically, Stage 3, conscious competence. During this stage you need to slow down the skill in order to consciously practice it. The problem is that you can't practice acceleration at half speed. Because of the angles and other factors, you need to run at full speed. This causes a huge speed problem because athletes are constantly running their sprints with poor form and every bad rep further imprints those poor mechanics in the brain. The only way to practice accelerating at half speed is with prowler pushes or marches. There is a lot of in-house research to back up how Joe DeFranco has improved sprint mechanics and speed by using this drill. In addition this presentation will cover improving alactic capacity with the prowler so athletes can repeat their speed/power efforts on the field.

3P Training Considerations for all Athletes

Chip Morton

This presentation will outline the overall training philosophy Chip Morton has used while training NFL players over the last 30 years. Coach Morton will detail his philosophy of Preparing, Protecting, and Performance through a comprehensive system involving all athletic qualities within the training philosophy.

PRICING

The Elitefts™ Sports Performance Training Summit is \$199, which will include attendance to all five presentations, and invitations to an exclusive meet and greet with the presenters and the elitefts staff.

You will not find a better group of presenters or a better value anywhere else.

The Elitefts Sports Performance Seminar will sell out quickly. Do lose the opportunity to learn from the best. Register today.

[Register for the Elitefts™ Sports Performance Training Summit Here](#)

LOCATION

The Elitefts™ Sports Performance Training Summit will be held in the Quest Conference Center located in the Polaris District of Columbus, Ohio. The Quest conference center is approximately 15 minutes from the Port Columbus International Airport and easily accessible from I-71.



Quest Conference Center Address:
8405 Pulsar Place, Columbus, Ohio 43240
(614) 540-5540
<http://quest-centers.com/>

SPEAKER BIOGRAPHIES



Buddy Morris

Head Strength & Conditioning Coach - [Arizona Cardinals](#)

“I’m a fanatic on technique. I’m a fanatic on the little things. The game’s still a game of discipline and it starts in the weight room.”

- Buddy Morris

Buddy Morris enters his first season as the Cardinals strength and conditioning coach after being hired on 3/4/14. Previously with the Cleveland Browns from 2002-05 where he worked with current Cardinals head coach Bruce Arians, Morris is back in the NFL after working at the collegiate level for 19 years.

A native of South Park, PA, Morris has an extensive background in strength and conditioning dating back to his first job at his alma mater, the University of Pittsburgh, where he began his coaching career in 1980 in the first of his three stints with the Panthers. He worked under head coach Jackie Sherrill from 1980-89 and aided in the development of future NFL Hall of Famers Dan Marino, Rickey Jackson, Chris Doleman, and Russ Grimm. During that period, Morris helped train 13 first round NFL draft picks and 15 first-team All-Americans. Morris specializes in workouts that focus on strength training, speed development, conditioning, agility training and flexibility.

After working as the wellness director for the Horizon Hospital System in Sharon, PA from 1989-97, Morris went back to Pittsburgh and worked from 1997-2001. During his second tenure at Pitt, the Panthers made three bowl appearance, the 1997 Liberty Bowl, the 2000 Insight.com Bowl and the 2001 Tangerine Bowl. Morris also developed the moniker for the Panthers strength and conditioning program, “The Pitt Iron Works.” In 2009, Muscle & Fitness Magazine name Morris’ gym one of the 10 toughest in America.

Morris then joined Butch Davis and the Cleveland Browns for three seasons before working at the University of Buffalo in 2006 as its Director of Sports Performance. After one season in Buffalo, Morris went back for his third stint at Pitt under head coach Dave Wannstedt where he worked from 2007-10. The Panthers qualified for the 2008 Sun Bowl and the 2009 Meineke Car Care Bowl during that period.

Following his third stop at Pitt, Morris and his family opened a private gym in Buffalo called the New York Sports Center where he worked with athletes at all levels through personal training, group fitness classes, and injury rehabilitation.

Morris worked with Roger Kingdom, the Cardinals assistant strength & conditioning coach and 1984 and 1988 Olympic gold medalist in 110-meter hurdles. He also helped develop NFL Hall of Fame running back Curtis Martin and Pro Bowl guard Ruben Brown while both were at Pitt.

He graduated from Pittsburgh in 1980 after lettering for four years (1977-80) in track and field. Morris is married to Monica and he has two daughters, Kara and Claire, and two stepsons, Fred and Troy.

– Courtesy Arizona Cardinals

“Buddy’s one of the all-timers. He helped start this profession. Nobody talks enough about Buddy being one of the pioneers.”

- Joe Kenn

“Growing up in the South Hills of the Steel City, my heroes were the figures of Pittsburgh sports. The Steelers were almost surreal to me as a fan and other than attending Jack Lambert’s Football Camp and training camps in Latrobe, Pennsylvania, they seemed as if they inhabited another planet. The University of Pittsburgh football players were, in fact, more than just giants of the game; they were part of our culture. Guys like Jim Sweeney, Bill Fralic, and Mark Stepnoski were friends of my older cousins and in some way, almost like big brothers to all of us playing pick-up football in the cobblestone streets of Pennsylvania. Dan Mario played baseball for my grandfather up until his junior year at Pitt. And, all of us “yinzers” were heartbroken when Tony Dorsett started wearing a star on his helmet and played for America’s team.

The icon who prepared most of those men is the reason that (in a round-about way) I became a strength and conditioning coach. Buddy “Coach X” Morris has always been someone who most of us looked up to, even when he told you things you didn’t want to hear about training and physical preparation. Coach X became a staple of www.elitefts.com. Videos of when Dave and Jim visited Buddy and Mylo when they were coaching the Cleveland Browns still rank as some of the top learning experiences.

If there is one thing that is evident, it’s that Buddy Morris was meant to be a strength coach. Buddy makes no apologies for being who he is. He has the knowledge and the experience to validate what he believes, while always questioning whether there is a better way to do things. Buddy knows that coaching never was and never will be about him. With over three decades of experience, no one can deny Buddy Morris’ impact on the strength and conditioning profession and the athletes he has coached.” – Mark Watts

[American Football Physical Preparation eBook](#)

[Interview with Buddy Morris](#)

[Articles by Buddy Morris](#)



Joe DeFranco, CPPS

Owner - [DeFranco's Training](#)

"It's not about the program. It's not about the equipment. You've got to put the mental shit first; the program is secondary".

- Joe D.

Joe DeFranco is the founder and owner of the world-famous DeFranco's Gym (est. 2003). "DeFranco's" pioneered the hardcore, warehouse-type training centers that are now popping up throughout the country. Their results-driven, New Jersey-based facility was built with one thing in mind – IMPROVING ATHLETIC PERFORMANCE! DeFranco's caters to serious high school, college and professional athletes that are driven to reach their full athletic potential. Every square inch of the facility is dedicated to getting athletes brutally strong, lightning fast and mentally tough. There is no "fluff" or distractions at DeFranco's gym! You will not find any TV's, juice bars, fancy locker rooms, air conditioning or "easy listening" music; what you will find is an incredibly motivating, intense atmosphere; the best training equipment in the world; and some of the most educated coaches in the world!

– Courtesy Onnit Academy

"To say **Joe DeFranco** has had a tremendous influence on me (and my athletes) would be an understatement. I have followed Joe and his training for almost my entire career. **Joe DeFranco** was one of the first coaches to utilize conjugated periodization concepts and implement them into a sports performance training methodology. He knew that the best way to get athlete's faster and more explosive was to first get them stronger. When he took a chance and started training athletes out of his garage, he proved it. Joe has established himself as one of the most sought after trainers in the world. Although his client list has grown in terms of numbers and salaries, his foundational principles have stayed put. Being innovative and cutting-edge while still standing firm in your beliefs is a characteristic that only the best coaches have — and **DeFranco** has it." – Mark Watts

[Interview with Joe DeFranco](#)
[Articles by Joe DeFranco](#)



Joe Kenn, CSCS*D, MSCC, RSCC, IYCA, PN-1

Head Strength & Conditioning Coach - [Carolina Panthers](#)

Owner - [Big House Power](#): Competitive Athletic Training

"We live in the age of regurgitation of quotes from books. Put that knowledge into practice, then tell me what you think."

- Joe Kenn

Known simply as "House" to players, Joe Kenn's goal as the Panthers' strength and conditioning coach is to protect and produce: protect the athletes' body armor and produce athletic based results. He employs a holistic and integrated philosophy in his comprehensive training plan that utilizes strength training, explosive development, high intensity interval training and performance-based nutrition. It is a structured approach that enhances the players' physical attributes.

In 2013, Kenn earned the first-ever Professional Strength and Conditioning Coach of the Year award from the National Strength and Conditioning Association (NSCA). He previously won the collegiate version of the NSCA award at Arizona State in 2002.

An accomplished strength and conditioning coach with nearly two decades of experience on the college level, Kenn came to the Panthers in 2011 from Big House Power Competitive Athletic Training, where he coached professional, college and high school athletes and teams from several sports.

Prior to that, he was the director of athlete development at Louisville for two seasons from 2008-09, working specifically with the football program. In 2009, he was recognized as a master strength and conditioning coach by the Collegiate Strength and Conditioning Coaches Association. That same year, Cardinals center Eric Wood became Kenn's fourth first-round draft choice when the Buffalo Bills selected him 28th overall.

Kenn started his college coaching career at his alma mater, Wake Forest, in January 1991 as the assistant strength coach. Later that year, he went to Boise State as a graduate assistant and remained there for eight years. Elevated to the Broncos' strength and conditioning coach in 1994, Kenn was named the NSCA Big West Conference Strength and Conditioning Coach of the Year in 1998.

He then moved to Utah as the director of strength and conditioning for two years from 1999-2000. While with the Utes, Kenn supervised future Carolina Panthers wide receiver Steve Smith and tackle Jordan Gross and former NFL standout running back Mike Anderson. He also received accolades as the NSCA Mountain West Conference Strength and Conditioning Coach of the Year in 2000.

Next, Kenn spent seven years at Arizona State from 2001-07, serving as the head strength and conditioning coach for football for two seasons before being promoted to head coach of sports performance in 2003 and overseeing all sports. During his tenure with the Sun Devils, he worked with future Baltimore Ravens linebacker Terrell Suggs.

Kenn entered coaching at Pinecrest Preparatory School in Fort Lauderdale, Fla., from 1989-90 as strength coach in addition to tutoring the offensive and defensive lines.

A two-year starter at guard for Wake Forest from 1987-88, Kenn earned the Bill George Award as the Demon Deacons' standout lineman as a junior and then garnered recognition as the school's weightlifter of the year and an All-American strength and conditioning athlete by the NSCA as a senior.

He graduated with a bachelor's degree in health and sports science from Wake Forest in 1988, added his strength and conditioning specialist certification in 1990 and obtained his master's degree in curriculum and instruction from Boise State in 1993.

- Courtesy Carolina Panthers

"I know that I'm preaching to the choir, but Kenn's seminar, which seemed to pass in the blink of an eye, was remarkable. They say that if you want to get the best information about how to train speed, talk to a track coach. If you want to know how to get strong, talk to an Olympic lifting coach or a powerlifting coach and then apply it back to your sport. If you want to be the best strength and conditioning coach you can be, go listen to Joe Kenn speak. He just makes so much sense in his approach that I've applied his ideas to an audit of my own programming and have started to make some changes based on his information."- Ashley Jones

[The Coach's Strength Training Playbook](#)

[The Tier System Training DVD](#)

[The Sled Work Outs DVD](#)

[Interview with Joe Kenn](#)

[Articles by Joe Kenn](#)



Mike Robertson, CSCS, USAW, RKC, IYCA

President – [Robertson Training Systems](#)

Co-Owner - [IFAST](#)

Mike Robertson is the President of Robertson Training Systems and the co-owner of Indianapolis Fitness and Sports Training (I-FAST) in Indianapolis, Indiana. Mike has made a name for himself as one of the premier performance coaches in the world, helping clients and athletes from all walks of life achieve their physique and sports performance goals. Mike received his Master's degree in Sports Biomechanics at Ball State University. He completed his graduate assistantship in the Biomechanics Lab, a division of the Human Performance Lab. In his time there, Mike was responsible for setting up a complete online exercise database, assisting in research on strength and power development, and also played an integral role in starting up the strength diagnosis clinic. Working in the athletic weight room is where Mike found his calling, however, and he put in nearly 1,400 volunteer hours as an assistant strength and conditioning coach in 2 years. Mike worked primarily with the football, volleyball and soccer teams, while counseling and coaching individual athletes from all of Ball State's 26 varsity sports.

Finally, Mike is an accomplished athlete and coach in the sport of powerlifting, having totaled 1,400 pounds in the 198-pound weight class. Mike has coached several national champions in the collegiate ranks, and as an assistant coach for the 2004 USA World Bench Press Team, Mike helped the team clinch a second- and first-place finish for the Men's and Women's teams, respectively.

- Courtesy IFAST

“There are few coaches and business owners that have had the vast experience within various sub-disciplines like Mike Robertson. After receiving his Masters Degree in Sports Biomechanics from Ball State, Robertson left with DI coaching experience and the tutelage of Dr. William Kraemer and Dr. Robert Newton. Robertson also gained valuable experience in a physical therapy and rehabilitation environment. He is still using that foundation to fix everyone from “broken” powerlifters, to world-class athletes, to poor-postured soccer moms who drive their min-vans way too long.

Robertson has been adamant about the unnecessary distinction between rehab and performance. Their undeniable overlapping when it comes to achieving results for athletes and clients shouldn't be ignored. Robertson has brought his experiences and education to develop a comprehensive system that addresses the needs of clients by treating every one who walks into the iFAST doors, where Robertson and co-owner Bill Hartman do business.

Seeing Robertson present at the 2014 NSCA Coaches Clinic definitely reinforces his knowledge base and his ability to communicate to coaches, trainers, and athletes. Robertson has bridged the gap between training methodologies and specific populations through an integrated training philosophy — one that has purposefully created a system with built-in progressions, regressions, and some of the most innovative ways to increase performance and health.” – Mark Watts

[Building the Efficient Athlete DVD](#)

[Inside Out: The Ultimate Upper Body Warm-Up DVD](#)

[Bulletproof Knees DVD](#)

[Bulletproof Knees and Back Seminar DVD](#)

[Interview with Mike Robertson](#)

[Articles by Mike Robertson](#)



Chip Morton, CSCS, USAW, RKC
Head Strength & Conditioning Coach - [Cincinnati Bengals](#)

“Any program is only as good as its players and we have a group that is accountable, consistent, and diligent in their efforts.”

- Chip Morton

Chip Morton is in his 12th season as Bengals strength and conditioning coach. He took over the position under head coach Marvin Lewis when Lewis joined the Bengals in 2003. During his tenure, Morton and his staff have established a program that features innovative ideas while never straying far from the fundamental principles of productive training.

“But any program is only as good as its players,” Morton says, “and we have a group that is accountable, consistent, and diligent in their efforts.”

In order to build a quality product, the previous year’s programming is evaluated, and adjustments are made to help the team reach its goals for the upcoming season. The Bengals’ strength and conditioning program is characterized as comprehensive and progressive in nature. At its very core lies a foundation of traditional training principles, with an emphasis on teaching, communication and service to the players. Morton and assistant S/C coach Jeff Friday both have coached on teams that have reached the Super Bowl, and the Bengals have reached the playoffs in three straight and in four of the last five seasons. They are one of only five teams to qualify each of the last three years, and one of only six to make four or more trips the last five years.

“Under Chip’s direction, our strength and conditioning program remains on the cutting edge of training techniques and philosophy,” says head coach Marvin Lewis. “I am very pleased with the outcome, using this program to both improve our players’ football performances and to increase their resistance to injuries.” Morton was a coaching colleague of Lewis with the Baltimore Ravens from 1999-2001, serving as Ravens assistant strength and conditioning coach, and he was with Lewis in ’02 at Washington, serving as head strength and conditioning coach for the Redskins.

Morton is in his 22nd NFL season, having also served as strength and conditioning assistant at San Diego from 1992-94 and as head strength and conditioning coach at Carolina from ’95-98. He has coached with two Super Bowl teams — the 1994 Chargers and the 2000 World Champion Ravens.

He started his career in the collegiate ranks, serving as assistant strength coach at Ohio State (1985-86) while completing his master’s degree in physical education. He moved to Penn State in 1987 as the first-ever full-time strength and conditioning assistant for the Nittany Lions football team. He also worked with 14 other men’s and women’s sports during his five years (1987-91) at Penn State.

Morton’s hometown is Hamden, Conn. He graduated from the University of North Carolina in 1985 with a degree in zoology, where he also earned a varsity letter in swimming.

Continuing education has always been a hallmark of Morton’s coaching career. He most recently was re-certified as a Level One Sports Performance Coach by the United States Weightlifting Association and has been a Certified Strength & Conditioning Specialist (C.S.C.S.) through the National Strength & Conditioning

Association since 1990. In 2006, Morton became the first NFL strength coach to receive the Russian Kettlebell Instructor's Certification (RKC), and in '08, he was certified as a Level I coach in John Brookfield's Battling Ropes training system.

- Courtesy Cincinnati Bengals

DIRECTIONS

From: Columbus International Airport

To: Quest Conference Center

Travel Time: About 15 minutes

Port Columbus International Airport (CMH) Address:

4600 International Gateway, Columbus, OH 43219

<http://flycolumbus.com/>

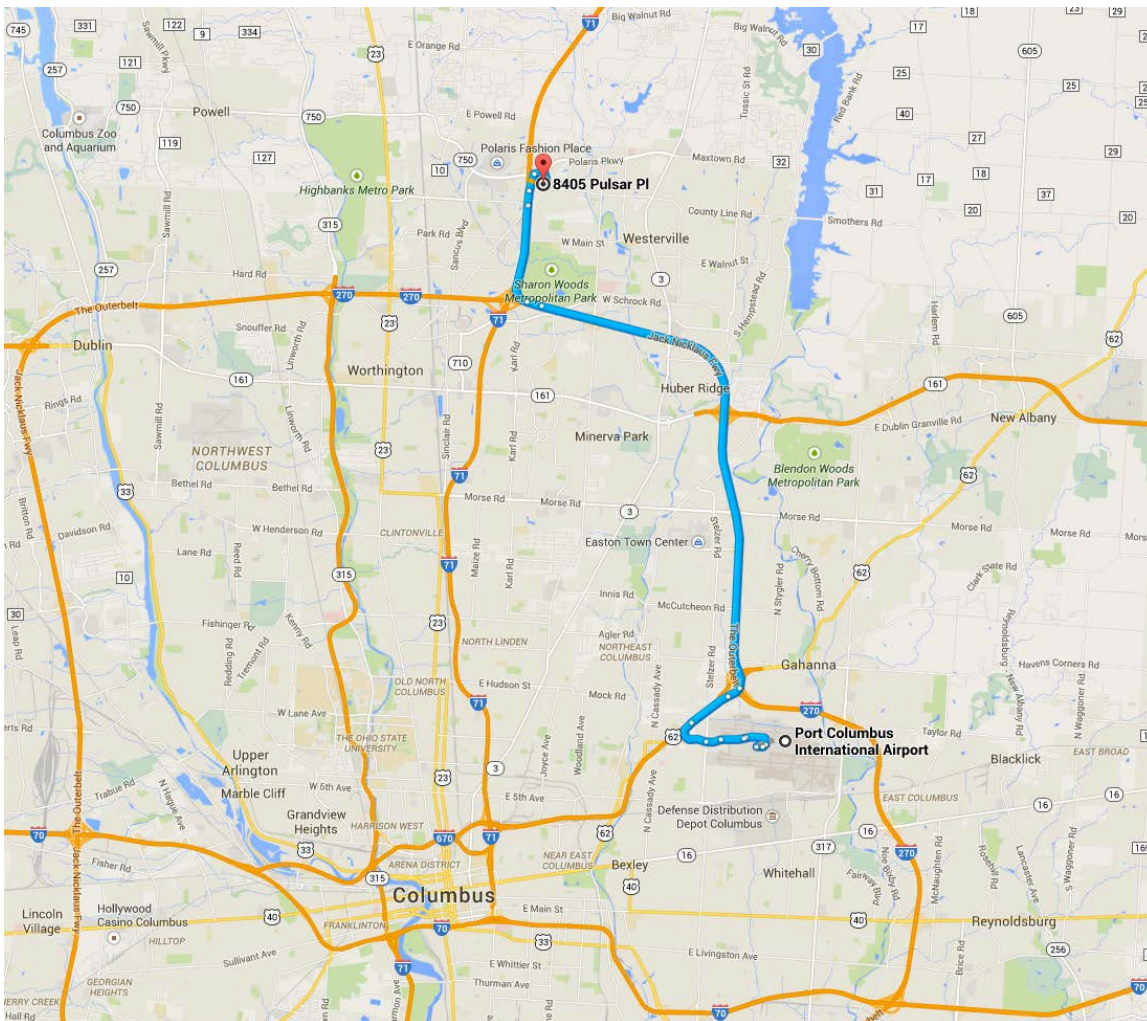
Quest Conference Center Address:

8405 Pulsar Place, Columbus, Ohio 43240

(614) 540-5540

<http://quest-centers.com/>

1. From International Gateway, Take I-670 E/ Route 62 E to I-270
2. Take exit left onto I-270 North toward Cleveland
3. Take exit 26 I-71 N toward Cleveland
4. Take exit 121 to Gemini Place/ Polaris Parkway,
5. Keep Right on Polaris Parkway toward Ohio 750
6. Turn Right on Orion Place
7. Turn Right onto Pulsar Place



LODGING

Four Points Sheraton

8505 Pulsar Place, Columbus, Ohio 43240

Elitefts™ SPTS Rate: \$109 by January 30, 2015

Fairfield by Marriott

9000 Worthington Road, Columbus, Ohio 43240

(614) 568-0770

Elitefts™ SPTS Rate: \$114 by January 30, 2015

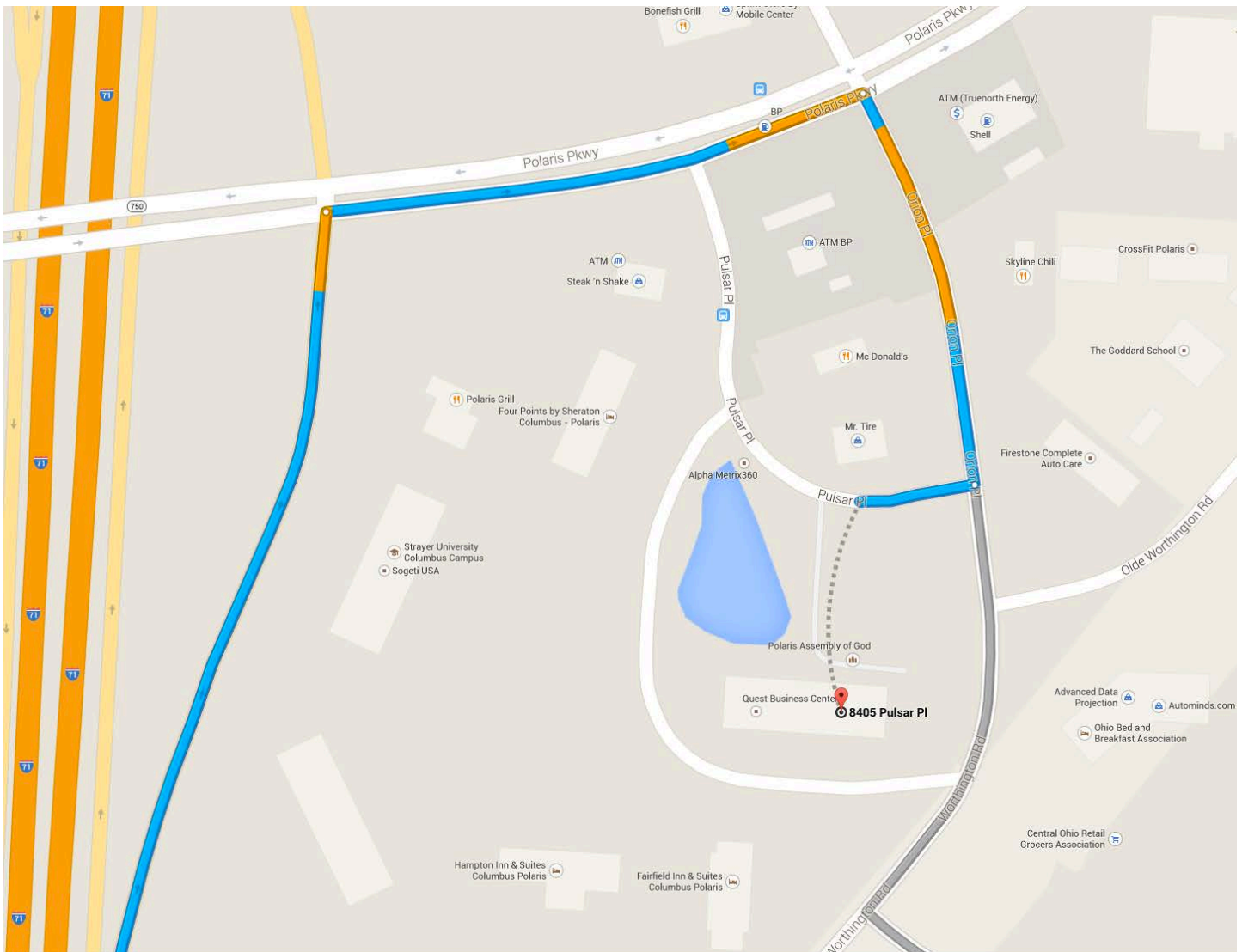
Hampton Inn by Hilton

8411 Pulsar Place, Columbus, Ohio 43240

(614) 885-8400

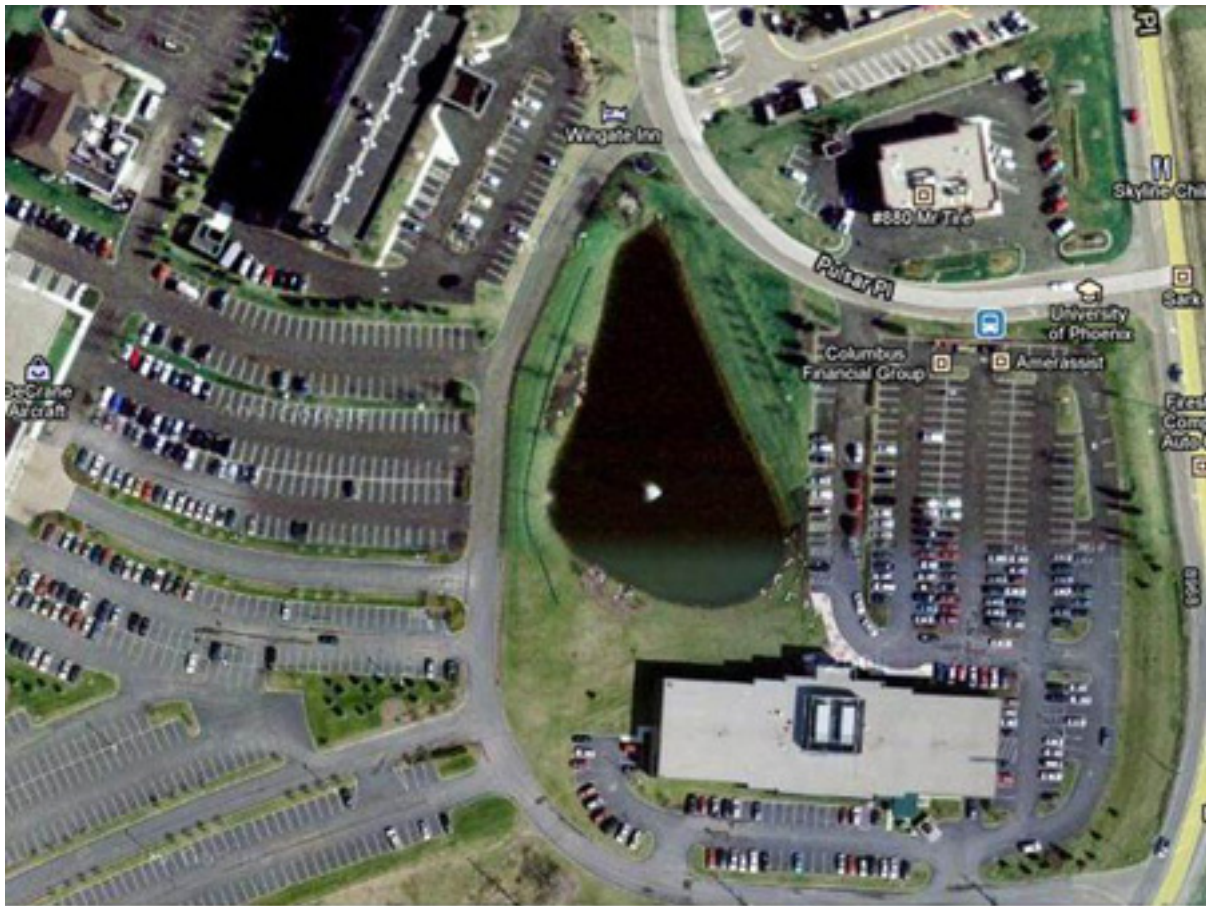
Elitefts™ SPTS Rate: \$109 by January 30, 2015

Mention the Elitefts™ Sports Performance Training Summit to receive the discounted room rate.



PARKING

Quest has an abundance of onsite parking located directly in front and in the back of our facility. For Overflow Parking, Quest staffs the lot with attendants to point you in the right direction.



DINING

Steak 'n Shake

1880 Polaris Parkway
Columbus, OH 43240

Polaris Grill

1835 Polaris Parkway
Columbus, OH 43240

BJ's Restaurant & Brewhouse

Polaris Fashion Place
1414 Polaris Parkway
Columbus, OH 43240

Texas Roadhouse

8440 Lyra Drive
Columbus, OH 43240

First Watch

Polaris Neighborhood Center
2103 Polaris Parkway
Columbus, OH 43240

Buffalo Wild Wings

Polaris Neighborhood Center
2137 Polaris Parkway
Columbus, OH 43240

Quaker Steak & Lube

8500 Lyra Drive
Columbus, OH 43240

The Cheesecake Factory

Polaris Fashion Place
1566 Polaris Parkway
Columbus, OH 43240

Max & Erma's Restaurant

1515 Polaris Parkway
Columbus, OH 43240

Subway

Polaris Neighborhood Center
2109 Polaris Parkway
Columbus, OH 43240

Carfagna's Kitchen

Polaris Neighborhood Center II

2025 Polaris Parkway
Columbus, OH 43240

Mellow Mushroom

Polaris Neighborhood Center
2170 Polaris Parkway
Columbus, OH 43240

Bonefish Grill

1930 Polaris Parkway
Columbus, OH 43240

Eddie Merlot's

1570 Polaris Parkway
Columbus, OH 43240

Five Guys Burgers and Fries

2134 Polaris Parkway
Columbus, OH 43240

Carrabba's Italian Grill

8460 Lyra Drive
Columbus, OH 43240

El Acapulco Mexican Restaurant

Polaris Neighborhood Center
2127 Polaris Parkway
Columbus, OH 43240

Pei Wei Asian Diner

Polaris Neighborhood Center
2050 Polaris Parkway
Columbus, OH 43240

Benihana Columbus

8781 Lyra Drive
Columbus, OH 43240

Brio Tuscan Grille

Polaris Fashion Place
1500 Polaris Parkway
Columbus, OH 43240

O'Charley's

Polaris Towne Center
1425 Polaris Parkway
Columbus, OH 43240

Molly Woo's Asian Bistro
Polaris Fashion Place
1500 Polaris Parkway #220
Columbus, OH 43240

Sbarro
1500 Polaris Parkway
Columbus, OH 43240

Dave & Buster's
1554 Polaris Parkway #206

Columbus, OH 43240

Olive Garden
Polaris Fashion Place
1250 Polaris Parkway
Columbus, OH 43240

Marcella's Italian Kitchen
Polaris Towne Center
1319 Polaris Parkway
Columbus, OH 43240

PRODUCTS



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[Elitefts™ Collegiate Half Rack](#)



[Elitefts Collegiate GHR](#)



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For a quote on equipment, contact Matt Goodwin at
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