



# The Competitive Edge

## Get The Edge!

January - March 2014

### Off Ice Training Sessions for Players

Monday @ 6pm  
Tues/Thur @ 430pm  
Wednesday @ 515pm  
Saturday @ 1015am

### Adult Strength and Conditioning Classes offered!

M/W/F @ 830am  
M/T @ 730pm  
Saturday @ 915am

#### Contact Us:

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<http://www.ceskating.com>

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Competitive Edge Skating  
38273 Remington Park  
Farmington Hills, Mi 48331

President Jennifer Matras:  
248-752- 4470

## Why Hire a Strength Coach?

By: Jim McKee, Head Strength and Conditioning Coach for CES

Imagine your life if you had to do everything for yourself and your family? I mean EVERYTHING! You had to build your own house. Give your own medical exams. Do your own financial planning. Fix your own car. Teach your kids or yourself how to read. You get the idea. This dilemma basically comes down to two things: time and knowledge. Most of us simply don't have the time to juggle that many different tasks to an acceptable standard. The second reason is our limited knowledge. Unless we are full-time mechanics, fixing a broken transmission is not something we will do well. To remedy this, we hire experts to do these tasks for us, relying on their credentials and reputation to influence our decision. Hiring a sports performance coach is no different. Yet, why do athletes, teams, coaches and parents still insist that an expert is not needed for this area of athletic development?

There is a multitude of answers to this question. Money is always a concern, especially for families already spending a lot on several young athletes. Instead, a close friend or parent on the team may volunteer their time to do it. Many coaches and parents played sports and have trained in the past, giving them a sense or understanding what it looks like. Others may have taken the time to read or seek guidance on how to do it themselves. Whether or not they master the training themselves is another question. Either way, all of these reasons come up very short to trusting a full-time strength and conditioning coach to guide athletes.

Modern strength and performance coaches are educated with a bachelor's degree or higher in an exercise related field (Biomechanics, Kinesiology, Exercise physiology). Most of them hold respected certifications such as the CSCS, RSCC, SCCC or USAW that required them to have a college education and hands on experience just to take the exams. Before choosing a coach or allowing someone to train your kids, take a little time to learn about the credentials they hold. Certifications and degrees by no means make a good coach, but they at least show the individual has taken some time get educated.

Respectable strength coaches have great knowledge and experience in the field, which certainly go hand-in-hand. Good strength coaches today have mentored under coaches far more experienced than themselves, read up on the latest practical research, and are constantly evolving their programs. They have an understanding of concepts such

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**CES is helping Big Brothers and Big Sisters of Livingston County!**

**Every year we stuff back packs with back to school supplies for kids in need! We are always collecting the following supplies which are in need.**

**We hope you can help!!**

**Backpacks**

**Notebooks**

**Binders/Folders**

**Calculators**

**Pens/pencils**

**Highlighters**

**Glue**

**Erasers**

**Protractors**

**Rulers**

**Hand Sanitizer**

**If you are interested in helping with donations, please contact Jennifer at 248-752-4470 or icejen9@aol.com.**

## The Importance of Finding Mentors

By: Jennifer Matras, Owner of Competitive Edge Skating

I am on a mission to do my part in changing the world for better, especially with my platform as a skating instructor. I have the opportunity to teach hundreds of different kids yearly, and sometimes up to 100 different players in just one week. Over the years of being a skating instructor I have definitely changed my philosophy on teaching and the approach I take with kids. Unfortunately I was too influenced as a young woman between the ages of 18 to about 26 by the way I was coached as a kid, the way I was parented and what I saw from other coaches in the industry. I was transactional. I loved players conditionally. I used my authority as a coach in the WRONG way. It was all about me and how I looked when I was teaching a lesson or clinic. Thank goodness I had mentors along with way to help guide me in a different direction.

I want to ask you, do you know where successful people find their first mentors? At home? At church? At school? What if your parents are divorced or sadly addicted to drugs? What if the family doesn't go to church? What if your son or daughter goes to a school where teachers don't have the time or care to influence kids other than the 50 minutes teaching them math skills? John Maxwell, a well-known motivational speaker, author and pastor states, "Successful people find their first mentors in books." I couldn't agree more!

Due to my desire to want to be the best skating instructor and leader of a small business, I began to read books in my early twenties. There weren't enough hours in the day for me to read as much as I wanted too. With this new found knowledge from books such as *Mentor Leader* by Tony Dungy, *17 Laws of Success* by Napoleon Hill, and recently my favorite *InsideOut Coaching* by Joe Erhmann, I have gained much more knowledge and wisdom to understand the impact I have on young players I coach and ultimately the impact I can have in this world.

My question to all my students, especially those in high school is, "Do you have a mentor?" Jim Rohn in his seminar *Take Charge of Your Life*, asks some very important questions. Who am I around? What are they doing to me? What do they have me saying? And lastly, what do they have me becoming? At CES, we remind players they are the product of the 5 people they hang around with most. We then ask if those friends they are choosing to be around have the characteristics to help them reach their goals and be successful in life.



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**Rapid Shot Now Offered at CES!!**

**Rapid Shot is the batting cage for hockey players!**

**Located upstairs at KVIH, players can:**

**Improve accuracy**

**Improve Shot Speed**

**Increase their Power**

**Quicker release  
And much more!**

**Come check out  
Rapid Shot at KVIH!**



**Picture from  
rapidshot.com**

## **Why Hire A Strength Coach?** (cont. from pg 1)

as torque, inertia, proprioception, force development, power, speed, balance, stability and how the human body overcomes these challenges efficiently. It goes well beyond simply running a team through drills, putting them through “sport-specific” circuits or having them “max out” on mainstream exercises such as bench press or back squats. Ultimately, the strength coach needs to identify the weaknesses of an athlete and use the knowledge they have to help the athlete become as mechanically efficient as possible to improve their performance.

Most importantly, good strength coaches love their athletes and are deeply interested in helping them become better people! This is FAR more valuable than education, knowledge and credentials. In his recent book *InSideOut Coaching*, Joe Ehrmann writes, “Perhaps second only to parents, coaches can impact young people as no one else can. But most coaches fail to do the teaching, mentoring, even life-saving intervention that their platform provides.” For human beings to reach their full potential, they’ll have to overcome adversity, work hard, make corrections and put a lot of time into EVERYTHING they do. Good workout programs demand this and can be loaded with life lessons! Values such as honesty, leadership, helping others, integrity, mental toughness and self-confidence are just a few. It is ultimately about developing their character. What are kids learning from coaches who use cursing to make a point? What is the life lesson in using workouts as a punishment for bad performance? When a coach sees one his players curse at a ref, bully a teammate, showboat after a goal, cheat his reps in a workout or make excuses for his mistakes and doesn’t hold the player accountable, has the coach helped that player?

In conclusion, parents and coaches need to realize the magnitude of hiring a strength coach for their children. Whether they know it or not, they are trusting another human being with the physical, emotional and character development of their kids. Joe Ehrmann also writes, “Sports engages more individuals, more families, and more communities in a shared experience than any single cultural activity, organization, or religion in America”. He goes on to also state, “There are at least 5 million coaches with the potential to become one of the most influential adults in a young person’s life. Forever.” If you’re going to hire a strength coach for your kids, do your homework. Ask the coach questions. Research the certifications they hold. Ask the coach about their philosophy in training. Lastly, ask the coach (or a family who has already hired him) on his values and why he coaches. The choice you make is literally an investment in your child’s life. Forever.



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### Inspirational Quotes:

**"The key to life is not accumulation, its contribution."**

~Stephen Covey

**"Don't wish for it to be easier, wish for YOU to be BETTER."**

~ Jim Rohn

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### Importance of Mentors (cont. from pg 2.)

I recently was asked to present at a USA Coaches clinic and I started off by asking the question to the coaches in the audience if any one of them had a mentor. Sadly, no one raised their hand. I encouraged them, as I encourage all coaches, to not take as long as I did to realize the importance of reading books to learn better philosophies of coaching and not to repeat the cycles of being transactional with kids. Life is so much more than X's and O's on a chalkboard and more about helping athletes understand how valuable they are no matter how they perform. That's what being *transformational* means. Helping players feel valuable, important and loved no matter if they score a goal, lift the heaviest weight or are the 6<sup>th</sup> defenseman. With this new found understanding of my role as a coach, I can't tell you how much more we have helped young men and women understand the importance of encouraging others, doing their part to stop bullying, and to make sure they find a mentor to help poor into their lives so they gain more wisdom, and confidence to impact the world for better. I encourage you, regardless of age, to not only find a mentor but influence those around you to do the same.

### Testimonies from Adult Fitness Classes

"CES training classes have made a significant difference in my overall health and weekly exercise routine. They offer personalized training that challenge and motivate you to perform at your best. Jim McKee, Head Strength coach, possesses a deep toolkit of knowledge, practical experience, and professional education."

~ Don Seymour, longtime participant of the adult Warrior Training classes.

"I am 48 yrs old and have been working out with CES for 4 yrs. The strength coach Jim Mckee is amazing. He will push you to be the best. Exercising has now become a lifestyle choice that sculpts my body and clears my mind. Come join the classes and CES family! It is a pressure free zone, no frills workout program."

~ Gina Pierce, participant of the adult Warrior Training classes

### Honors and Accomplishments

- Congratulations to CES student, Cooper Marody, who verbally committed to play at U of M Ann Arbor's hockey team! He will make a GREAT Wolverine in a few years!
- Congratulations to figure skating pair partners, Jacob Nussle and Remy Bennett, whom train with CES, which are going to Nationals competition in Boston at the Intermediate level.