



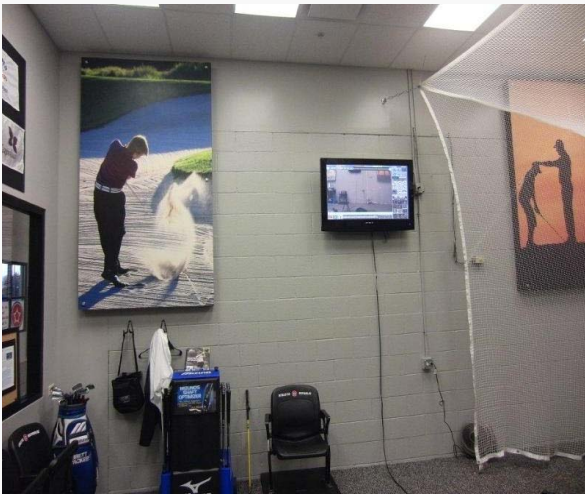
ATHLETIC



REPUBLIC™

Athletic Republic Libertyville

January, 2011



New Golf Studio @ Athletic Republic



New Golf Studio @ Athletic Republic

Athlete of the Month

Liam Evans

This young athlete has been working out at Athletic Republic for only 2 months and has continued to improve on his stride and running mechanics on the speed treadmill as well his lower body explosive power on the plyometrics board. Liam comes in 3 days a week and everyday he puts the same amount of incredible effort into his workouts no matter how tired he is from the previous one. He has made it through the youth protocols, and we think it's time to step him up to the next level. Congratulations Liam on continuing to improve as an all around athlete and putting in hard work every time you step through the door.

Dear Athlete,

I would like to thank all of our Athletes and parents for a successful 2010. We continue to grow and help more Athletes reach their goals. I am very excited to announce our new Golf Studio is open for business. Come check it out. Good Luck in 2011 and keep training hard.

Sincerely,

Jon Palmen
Athletic Republic Libertyville

Core Golf & Athletic Republic open 4 Business.

New Golf Studio

Come check out our new golf studio located inside Athletic Republic Libertyville. You can get swing instruction with PGA professional Brett Packee and use the digital coaching system or just hit golf balls in a warm and controlled environment. Call us for an appointment



Brandyn Gilliam

This is another young athlete that comes in with Liam and has improved greatly on his hip flexion strength, arm swing and foot mechanics on the speed treadmill. Brandyn comes in ready to work hard everyday and is always willing to learn how to become a better athlete. Congratulations Brandyn, keep working hard!!



Check out our athletes on You Tube
[You Tube Videos Link](#)

jp@palmensports.com - President

Ashley@palmensports.com - Trainer

Jon Palmen
Athletic Republic Libertyville
847-362-5700

www.palmensports.com

or stop in to see it. Have your game ready for Spring golf.



Referrals

We really appreciate all of your referrals and positive word of mouth. Our program is growing because of you. Any athlete who refers another athlete gets an Athletic Republic T-Shirt.

Warm Up Cords 4 Sale

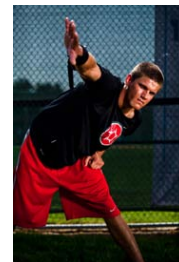
Baseball & Softball Cord now available

The new Baseball and Softball warm up cords are now available for sale. \$180 each. Watch the video at:

<http://www.youtube.com/watch?v=QeW6J0EYwOk>

Learn how they will increase you MPH. It is easy to use and has immediate results.

A majority of baseball injuries occur during the deceleration phase of a throw. After the ball is released arm deceleration forces are estimated to be twice that of acceleration forces while acting over a period of time that is twice as long.

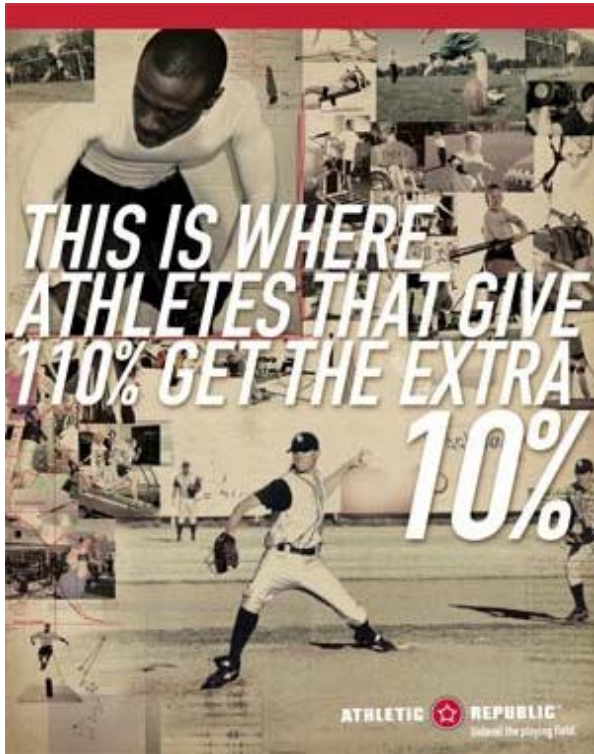


Conditioning of the decelerator muscles - Teres Minor (rotator cuff), Infraspinatus (rotator cuff) and the Posterior head of the deltoid should help reduce the likelihood of injuries of these muscles.

Athletic Republic's Warm-Up Cord is designed to train the accelerator and decelerator muscles used in throwing and are suitable for every field position or any sport such as baseball, softball, football, water polo, volleyball and tennis, which involve a throwing motion.

When teaching the training drills stress the importance of keeping the arm stretched or fully extended during the recovery phase in order to fully engage the decelerators. The athlete should concentrate on keeping the palm of the hand open with the little finger leading the way as they complete the arm's recovery on a 1-2-3 count. Should the athlete not keep the arm straight and complete the return phase in slow motion, the goal of conditioning the decelerators is lost. You'll also need to ensure that when the arm comes back it's in the same plane as when it went through the acceleration phase.

Another key aspect of decelerator muscle training is the use of contrast training. Anyone who uses the Warm-Up Cord knows that when you remove it, your arm feels like a "whip." It's very important to execute a throwing motion with a ball after the cord is off. Since the arm is moving at a higher velocity the decelerators will have to work harder in a natural throwing motion. It's vital that this contrast training approach is executed since it works the muscles eccentrically, which is how they work during the throwing motion. The 1-2-3 count works the decelerators concentrically so the progression produces the type of stimulus that is hallmark of most Athletic Republic training programs.



Save 5%

Save 5% on all Sport Specific Sessions during the month of January.

Offer Expires: January 31, 2011

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