

Camp Strength

Day 1:

“Creating a Culture of Excellence: The Journey Begins with a Dream”

- Everyday starts at “Zero”
- One Basic Question: “Do I have what it takes?”
- Identity built on “Sand” vs. “Rock”
- The Power of a Dream
- Self-Image = Your Belief

Day 2:

“Creating a Culture of Excellence: Everyday Greatness”

- Moving from “Belief” to “Commitment”
- Why are we afraid to commit?
- The “What If” factor
- Try, Fail, Adjust
- Turning Negative into Motivation

Day 3:

“Creating a Culture of Excellence: Lead with Your Heart”

- What is True Success?
- How to use Competition
- Servant Leadership & Living for a Cause
- What’s your Vision of Greatness?
- Winning Championships on the Field & in Life

Days 4 & 5:

“Creating a Culture of Excellence: A Purpose Driven Life”

- 10:30am–4pm (Thurs): “Special Forces” Team Competitions & Camp Wrap-up
- 10am-2pm (Fri): Pizza & Pool Day
- 6:30 – 8pm (Fri): Keynote speaking event in the South Western HS Auditorium
- Presentation of Camp Awards & McDonald’s \$1000 Ultimate Athlete Scholarship

Mustang Camp Strength: “Creating a Culture of Excellence”

IAD-TLA Team’s camp program is based on their concept of “Building Strength from the Inside-Out,” that links the athletic performance activities of strength and speed training with the internal foundation of leadership and character development. By connecting their message to pursuing a championship on the athletic field, IAD-TLA Team prepares athletes to pursue much larger championships throughout the rest of their lives. **The 2011 Mustang Camp Strength will be held June 13th-17th at South Western HS from 10:30am-4pm.**

“IAD-TLA Team has helped me to become stronger, not only physically but mentally as well. The workouts have taken my game to the next level through improving my overall strength, power, and quickness. Several Division I & II colleges have contacted me, including visits to University of South FL, Princeton, and Harvard. The camp program really impacted me, and put life into perspective. I now aspire to be a “woman of influence,” am not afraid to speak-up around my teammates, take on new challenges, and believe in myself to achieve my goals.” -Liz (2008 Camp Participant)

The Institute of Athletic Development (IAD) & Training Leaders through Athletics (TLA) stand shoulder-to-shoulder in an effort to develop an interscholastic sports landscape that serves as a training ground for life lessons that will leave athletes equipped to be leaders on their athletic teams, in their high school hallways, their future families, professions, and ultimately our country. Camp Strength provides a “sneak peak” into the IAD-TLA Team program, so that athletes can see what is available to them on a week-to-week basis throughout the year.

IAD-TLA Team offers area athletes one of the fastest growing athletic development programs in the region combined with premier leadership and mental development training that reaches over 10,000 people each year domestically and abroad. Their staff will facilitate all of the athletic and leadership development training during the camp that has helped produce double-digit Div I, II, and III college athletes from the York-Adams Area since 2006. IAD-TLA Team’s unique “Special Forces” training will also add to our camp competitions and teambuilding activities.

“TLA’s camp program not only made me a better athlete, but it taught me how to be a true man and what living a life of greatness is all about. TLA’s teachings made me realize that true success is found in improving the lives of others!” -Javier (2008 Camp Participant)

The **2011 Mustang Camp Strength** theme is **“Creating a Culture of Excellence,”** which will focus on South Western athletes holding themselves to a higher standard of leadership as they unite around a common mission to impact their school district beyond the athletic field. The campers will then see how a commitment to excellence in pursuit of a district or state championship can be transferred over to all areas of their lives as they learn to live through an “others-centered” mindset in achieving their “call to greatness.” Each day will build upon the next as the curriculum is presented in a flowchart format that moves from forming a solid identity, having a positive self-image, commitment, and living for a cause greater than yourself.

Included below is a sample schedule for a day at Camp Strength:

Time	Activity
10:30am	Daily Theme & Stretching
10:45am	Teambuilding Competitions
11:45am	Leadership Development Session
12:30pm	Weight Training Workout
1:15pm	Power of One: What it Takes??? (Interactive Session)
2pm	Speed, Agility, & Plyometric Workout
2:45pm	“Special Forces” Team Competitions
4pm	Campers Depart

“Power of One: A Purpose Driven Life”

Keynote Speaking Event

On **Friday June 17th at 630pm (doors open at 6pm)**, TLA will conclude the Mustang Camp Strength with a keynote-speaking event in the **South Western HS Auditorium** for the campers, parents, coaches, and area athletic teams. This will be a valuable program for both the camp participants, and for those who did not attend the camp. The program’s material offers a great opportunity for coaches to bring their teams, and use the evening to unify and build camaraderie among their athletes. As part of the evening, the **McDonald’s \$1000 “Ultimate Athlete” Scholarship** will be awarded to one of the campers for their performance during the week.



The seminar is titled **“Creating a Culture of Excellence: Leadership at a Higher Standard,”** and will focus on legacy-based living through the ultimate leadership principle: *service to others*. Each of us has a purpose to fulfill, a “call to greatness” to accept, and a legacy to leave.

This program will make you ask what type of legacy you’re leaving, and define a *purpose* that will *drive* your life from this point forward. The material will focus on how we can **use our platforms of influence as coaches, parents, teachers, and team captains to positively impact those around us.**

Ultimately, this will lead to the participants actively defining who they are as men and women of influence, and examining the type of **legacy they want to leave based upon their platform of leadership.** The idea of legacy-based leadership is at the core of TLA’s program, and is held at the forefront in **winning championships on the athletic field, and on the fields of life.** The program material will be reinforced through interactive discussion, video clips, and handouts throughout the presentation. **Certain materials can be customized for coaches that are bringing their teams to the seminar that will add extra benefit to their players’ experience if we are notified ahead of time.**

“Every now and then I meet an emerging leader who has experience and wisdom far beyond what I would expect. Tyler Clabaugh is one of those leaders. Thoughtful, passionate, full of integrity, and I’ll use a rare word - Love. Tyler is someone who loves life, loves people, loves athletes, and loves helping people grow into their full potential. And, he is very, very good at it. Tyler is one of those developers of leaders that if you spend one hour with him you come away a better person. I know I do. Imagine what would happen if Tyler were to be your coach and trainer.”

- Dr. Brian K. Rice, Founder of Leadership ConneXtions Intl.

“As I have applied the information and outlooks on life that TLA & IAD has offered me, I believe my daily thinking and the way I approach situations has benefited greatly. I was selected as team captain of my high school wrestling team, and I credit the lessons I have learned through this program for allowing me to receive this honor. I firmly believe that TLA & IAD has set me on the right track to reach my goals and maximize my athletic potential.”

-Drew (2007 & 2008 Camp Participant)

“After attending TLA’s program I’ve noticed vast improvements in both my athletic and leadership skills, as well as in my teammates. The training techniques and material on what it means to be the “ultimate teammate” proved to be valuable in advancing our football team to a district title.”

-Noah (2007 & 2008 Camp Participant)

“Joe’s ability to show young athletes how they can develop goals and then focus their efforts to achieve those goals is amazing. All coaches are looking for techniques to use to motivate their athletes. The system that Joe has created is a perfect tool to allow young athletes to reach their potential.”

-Rob Klock, Lower Dauphin H.S. Head Football Coach

Tyler Clabaugh, Founder / Director: Tyler Clabaugh is the founder of Training Leaders through Athletics (TLA), and is certified by the National Strength and Conditioning Association (NSCA) as a Personal Trainer. Tyler has been named the 2007 Most Outstanding Pennsylvanian, and one of the 2008 Ten Outstanding Young Americans (TOYA) by the US Junior Chamber. He also graduated Magna Cum Laude from York College of Pennsylvania with a BS in Business Management, and is currently pursuing a Masters degree in Organizational Leadership from Eastern University. Tyler has extensive teaching experience on the topics of leadership, success principles, and personal development through his speaking at numerous business conferences ranging from 250-5000 people. Through TLA and IAD's partnership Tyler serves as a personal trainer and leadership development coach for hundreds of athletes in PA and MD. These experiences serve as the foundation for TLA, and the subsequent curriculum that links the athletic and leadership development sectors. The message is far-reaching, as Tyler has used the curriculum to facilitate numerous programs locally, and to launch a youth and economic development movement in El Salvador where tens of thousands of teenagers and adults have already been impacted by the message. In addition, Tyler plays on the Men's Basketball Team for Eastern University, and is a Leadership & Character Coach for the team as well.



Clabaugh is also the recipient of numerous awards and recognitions, including the University of Rochester's Xerox Humanities and Social Sciences Award, St. Michael's College Book Award for Scholarship and Service, Harry S. Fields / SCORE Entrepreneurship Award, Stanford's Global Realizer Group's Top Performer Award in Leadership and Entrepreneurship, and others.



Joe Lenker, CPT (IAD): Joe is the founder and director of the Institute of Athletic Development (IAD). He is nationally certified by the National Strength and Conditioning Association (NSCA) and American Council on Exercise (ACE) as a Personal Trainer. Joe has been involved in coaching and training athletes in the strength and conditioning field for over 20 years. While serving in the U.S. Air Force, he trained several Air Force athletic teams while stationed in California. He coached both wrestling and football at Bermudian Springs High School. Joe currently trains high school athletes and sports teams throughout the Central Pennsylvania area through athletic development workshops, group and one-on-one training sessions. He has also helped many local athletes reach all-state status in a variety of sports. Joe specializes in

teaching the mental preparation, exercise programming, and nutritional support needed to participate at the competitive level. He also teaches health, fitness and personal development seminars and retreats throughout the United States and Canada. Joe regularly appears on television programs on the subject of exercise and athletic development training. He is the official fitness and athletic development expert for CBS Ch. 21 News in Harrisburg, Pennsylvania.

Additional 2011 Camp Strength Staff-

- -Derrick Newcomer (IAD-TLA Team Athletic Development Director)
- -Troy Tipton (IAD-TLA Team Athletic Development Trainer)
- -Devon Barnes (IAD-TLA Team Intern & Mentor)
- -Cedrick Dickens (President / Founder of The Complete Athlete & TLA Mentoring Team)
- -Chad Tipton (California University of PA (Div. II Basketball) & TLA Mentoring Team)
- -Nick Richmond (Delaware St (Div. II Football Captain) & TLA Mentoring Team)
- -and many other current and former college athletes...

Mustang Camp Strength: “Creating a Culture of Excellence” Registration Form:

“Building Strength from the Inside Out”

Camp Outline:

Mustang Camp Strength: “Creating a Culture of Excellence” will be held **June 13th-17th** at **South Western HS**. The camp will be from **10:30AM-4PM** for ages 13-19. Campers should report at least 15 minutes prior to the start of camp. On **June 17th from 6:30-8:00pm** (doors open 6pm) in **South Western HS’s Auditorium** we will have our community-speaking event where our **McDonald’s \$1000 “Ultimate Athlete” Scholarship** will be awarded. Included in the registration fee are (3) tickets for the camper and his/her parents. We strongly encourage all parents to attend the closing speaking event and scholarship presentation with their son/daughter. On **June 17th**, we will also be reserving **Neiderer’s Pool** and getting pizza for the campers to conclude the program from **10am-2pm**.

ONLY THE FIRST 54 APPLICATIONS WILL BE ACCEPTED

(SIGN-UP EARLY TO RESERVE YOUR SPOT; CAMP MAXED THE LAST 2 YEARS SO DON’T WAIT! A WAITING LIST WILL BE STARTED AFTER THE FRIST 54 APPLICATIONS ARE RECEIVED.)

*****DEADLINE FOR REGISTRATION IS JUNE 1st*****

Checks can be made payable to: **Training Leaders through Athletics**. Please mail the check to:

**Training Leaders through Athletics
323 Fox Knoll Ct.
Hanover PA, 17331**

Camp Costs:

Base Registration = \$160

- Participation in a 5-day camp
- Camp Strength T-shirt
- Leadership and Strength Training Binder
- Personal Evaluation from one of our Staff Members
- (3) Tickets to the speaking event

Additional Options:

- ½ Price Tickets for the speaking event are available for \$5 when included with the registration fee (\$10 at the door).
- Personal workouts before or after camp with an IAD-TLA Team staff member can be scheduled for an additional fee (Please contact us if you are interested in this option).

Please complete the information on the following page, and either enclose a printed version with your registration fees or email it back to us. Once your registration materials and fees are received we will reserve your spot in the camp, and prepare your camp materials. Additional Information and Registration Forms can be found on our website at www.iadtlateam.com. For further questions, please contact IAD-TLA Team at (717) 476-8490 or trainingleaders@gmail.com. Thank you!

Please Note: An exclusive SW Parent-Athlete Info Night is being held on April 18th in the South Western HS Auditorium at 7:30pm (doors open at 7pm). IAD-TLA Team will be meeting with parents and athletes to discuss the Mustang Camp Strength, along with exclusive athletic and leadership development opportunities that will be made available to South Western athletes following camp throughout the year. In addition, athletes present that night will have the opportunity to register for the Mustang Camp Strength at a \$50 reduced price. Please RSVP to trainingleaders@gmail.com for the SW Parent-Athlete Info Night.

Name:	Age:
Address:	Phone Number:
City:	E-Mail:
High School:	Grade:
Height:	Weight:
T-Shirt Size:	Sports Played:
Other Interests:	

1. Briefly tell us what your goals are in life, and what you hope to learn from this camp that will help you to achieve them.

2. Briefly define who you are as an individual, and how you determine success in regard to your personal performance.