

From 2007-2008, CORE's "athletes-in-training" roster included 31 Division I athletes and 19 Division II and III athletes in seven major sports.

Programs available for

- Youth (ages 7-11)
- Middle School (ages 12-13)
- High School (ages 14-18)
- College
- Pro & Elite Amateur

Level of customization

1-on-1

\$50+ per session

Includes a customized plan and 1-on-1 attention from a coach who specializes in your sport!

Group

\$30 per session

Includes a customized plan and a low athlete-to-coach ratio.

Class

\$15 per session

Each class is instructed by one of our nationally-certified coaches.

To learn more, contact:

Chris Rudolph

Co-Owner

608.831.CORE (2673)

chris@coreathletic.com

www.coreathletic.com

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CORE ATHLETIC is Wisconsin's leader in performance training for athletes from youth to pro levels. With a facility designed to be an athletes' refuge – a place where athletes can take shelter from daily distractions of sport and life – you'll find a center to focus on improving your own athletic performance.

SPECIALIZED HOCKEY TRAINING

Receive hockey-specific performance training from our Performance Specialists who have worked with USHL and elite high school players! Our dry-land hockey program is not attempting to make you a better body builder, power lifter, or track athlete. Our focus is on making you the best hockey player that you can be, given your unique set of abilities.

Program Benefits

- Improve skating speed
- Increase overall strength
- Check harder
- Increase muscle mass
- Decrease body fat percentage
- Improve conditioning
- Reduce likelihood of injury
- Boost confidence

Choose Your Program's Emphasis

- **POWER** - focus on developing great skating and checking power!
- **SPEED** - learn the keys to improving on-ice speed!
- **CONDITIONING** - prepare your body to skate past your competition in the 3rd period!
- **JUMP START** - a perfect way for young players (ages 7-11) to develop a strong core foundation necessary for top hockey performance!

My son started working out at CORE to increase his size, strength, speed and conditioning. His short-term goal was to play Juniors' hockey with an ultimate goal to play NCAA Division I hockey. My son has seen dramatic results while training at CORE! He has added over 14 pounds to his frame while at the same time increasing his speed and flexibility! Even with a goal to maintain his gains during his competitive hockey season, my son continued to add size and strength, while maintaining flexibility and avoiding injury. In December, my son was called up to the USHL and looks forward to continuing his training at CORE when he returns this summer! Thanks to the PERFORMANCE team for all your work with my son!

John Kuypers, Madison WI



Team and group discounts available.

For sign up information and upcoming class schedule, please refer to page 2 or see www.coreathletic.com

HOCKEY Fall 2008 Season September 8 - October 31

ATHLETE INFORMATION		
Name:	Date of Birth:	Grade
School:	Sport:	Coach:
Club/School:	Sport:	Coach:

SELECT LEVEL

- MIDDLE SCHOOL (typically ages 11-14) COLLEGE (typically ages 18-23)
 HIGH SCHOOL (typically ages 14-18) PRO and ELITE AMATEUR (call 831-2673 to schedule)

SELECT PROGRAM

- Hockey POWER Group

Time Slots

4:15-5:30pm
6:30-7:45pm

Days

M T W R F
 M N/A N/A N/A N/A

- Hockey POWER 1-on-1

- call 831-CORE (2673) or email chris@coreathletic.com to schedule -

- Performance ALL-ACCESS

12 months \$275 / month
 Pay in full & save \$300!

6 months \$300 / month
 Pay in full & save \$100!

ALL-ACCESS includes:

- Unlimited Groups, Classes and Camps
- 1 healthy NUTRITION recovery shake or bar per session attended
- Quarterly progress reports and planning sessions with athlete, parents and coaches

PAYMENT CALCULATOR

Customization

Group \$ 30/sn

of sessions/wk

4
 3
 2
 1

of weeks

8
 7
 6

×

×

=

Subtotal

\$

Discounts

Family-Save 10% 4+ -Save 10% Other-Save ___%

-

\$

1-on-1 Performance Evaluation

\$75 - includes free Performance T-shirt
 Required for all new athletes or those who have not trained
 in the last 9 months.

+

\$

Payment Options

Check # _____ Cash EFT

=

Grand Total

\$

You can designate up to 2 weeks of Performance Groups & Classes that can be missed at no charge, if necessary. Miss the week of ____/____/____ Miss the week of ____/____/____

Office Use: Waiver Completed Constant Contact GET PHYSICAL/COREXCEL Programming list

Updated 8-4-08

ATHLETE INFORMATION		T-shirt size <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL
Name:	Date of Birth:	Grade
School:	Sport:	Coach:
Club/School:	Sport:	Coach:

PARENT INFORMATION		
Name:	Email:	
Address:	City:	Zip Code:
Home Phone:	Mobile Phone:	

RESCHEDULE POLICY

We require ***at least 12 hours advanced notice*** to reschedule a 1-on-1, group, or class session or the session will be forfeited. All reschedules must be completed by the end of each 8-week season or they will be forfeited. Call 608.831.CORE (2673) to reschedule sessions.

REFUND/CANCELLATION POLICY

I understand that my entire fee, less a \$50 nonrefundable processing fee will be refunded if such an athlete cancels at least 2 weeks prior to the first day of training. At any time after that date, I will receive a credit minus the \$50 registration fee for future instruction. I further understand that there will be no refund or credit for days unattended. CORE ATHLETIC, LLC reserves the right to cancel any program offerings or decline any application.

WAIVER AND RELEASE OF LIABILITY

Upon payment of the initial fee, you will become a user of the CORE ATHLETIC Fitness Center ("Center"). You will be entitled to an appropriate pro-rated refund of fees actually paid to this facility. To obtain a refund, present the original white receipt of your payment and a certification by a licensed physician stating that you are restricted from using the services of this facility by reason of permanent and total disability. Upon certification (as set forth above) of a temporary physical disability, the balance of your usage will be extended during the term of such disability. You agree to obey all rules and regulations now in force or in the future prescribed by the Center for the use of the Center's facilities. CORE ATHLETIC, LLC reserves the right to revoke a user's use of the facilities if the user fails to obey any such rules and regulations. The Center cannot provide safekeeping of your personal property. If you bring items of value to the Center, you do so at your own risk. By providing your name and telephone number, you hereby expressly permit and authorize CORE ATHLETIC, LLC and Keva Sports Center representatives to contact you via telephone or the internet to discuss your interest in our programs. We reserve the right to use photos for promotional events and future use. CORE ATHLETIC, LLC will not sell your personal information to other parties. You certify, to the best of your knowledge, that you are in good physical health and have no dietary or physical restrictions which would prevent you from participating in the prescribed programs at the Center. You agree that you are not to exercise or use any equipment before you have been instructed properly by a staff member. You, as a CORE client, must follow the CORE prescribed exercise program. In the event you do not follow the CORE prescribed exercise program and you sustain an injury as result of not following the CORE prescribed exercise plan, or CORE ATHLETIC, LLC, or Breslive, LLC, or Keva Sports Center shall not be responsible for any damages sustain by you. You acknowledge that you have read the above, understand the contents and received a copy.

Signature:	Print Name:	Date: / /
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HOW DID YOU HEAR ABOUT CORE ATHLETIC?

- Keva Sports Center Sport Coach: _____ Core Athletic Website
 Friend: _____ Other: _____ Core Athletic Newsletter

RETURN COMPLETED FORMS TO:

2275 Deming Way Ste. B100, Middleton, WI 53562
608.831.CORE (2673) or info@coreathletic.com