

PRODUCT CATALOGUE 2009



'Bridging the gap between sports science and practical application'

DVD's



2005

DVD05-01	Dr. Rob Newton PhD-	Current Trends & Controversies in Strength and Conditioning
DVD05-02	Stuart Cormack –	It's a Long Way to the Top – the Travel Load of the West Coast Eagles
DVD05-03	Dr. Greg Wilson PhD-	Dietary Analysis for Strength and Conditioning Coaches
DVD05-04	Andrew Lulham –	The Road to Olympic Diving Gold
DVD05-05	Warren Young –	Relationship Between Pre-Season Anthropometrics and Fitness Measurements in Junior Australian Rules Football Players
DVD05-06	Dr. Donna O'Connor PhD –	The Road to Athens : Preparing the Australian Opals for Olympic Competition
DVD05-07	Simon Kent –	Practical Session – Myth Busting – The Olympic Lifts
DVD05-08	Focus Groups –	Conditioning & Endurance/ Speed & Agility/Strength & Power
DVD05-09	Steve Nance –	Comparative Analysis of Fitness & Training methods between Elite Rugby Union, Rugby League and Soccer Players
DVD05-10	Sophia Nimphuis –	Strength & Power Testing in Softball and Baseball Athletes
DVD05-11	Daniel Baker –	Effect of Manipulating Training Variables on Strength, Power and Heart Rate
DVD05-12	Jeremy Sheppard –	Testing and Training Agility for Football Codes
DVD05-13	Chris McLellan & Bruce Rawson –	Practical Session – Advanced Shoulder Rehabilitation/Advanced Exercise Prescription
DVD05-14	Dr. Stephen Bird PhD –	Nutrient Timing and Muscle Growth
DVD05-15	David Norman –	Manipulating the Strength Curve

	SINGLE DVD's – See Codes Above	BOX SET (all) - DVD05-ALL
MEMBER PRICE	\$15.00	\$225.00 \$150.00
NON-MEMBER PRICE	\$20.00	\$300.00 \$200.00

2006

DVD06-01	Kelvin Giles –	Physical competence - the cornerstone of long-term athlete development.
DVD06-02	Jeremy Sheppard –	Evaluating Strength and Power Qualities
DVD06-03	Paul Watson -	How to Motivate and Lead Your Athletes/Players
DVD06-04	Don Stevenson –	Kettlebell Training
DVD06-05	Dr. Stephen Bird PhD-	Morning Glory or Evening Bliss: Is There an Optimal Training Time
DVD06-06	Dr. Greg Wilson PhD -	Practical Nutritional Information and Tools for Strength & Conditioning Coaches
DVD06-07	Stewart Briggs -	Training Professional Basketball Players
DVD06-08	Dee Jennings –	Rehabilitation of ACL Reconstruction with Achilles Tendon Allograft : A Case Study
DVD06-09	Dr. Warren Young PhD–	Speed and Agility training for Elite Junior Australian Footballers: A Case Study
DVD06-10	Vince Kelly & Evan Lawton –	ASCA GymAware Scholarship – Helping Coaches build Better Teams
DVD06-11	John Mitchell –	Launch of the ASCA Professional Coach Structure
DVD06-12	Petria Thomas & Julian Jones –	Swimming to the Top - The utilisation of Strength & Conditioning in the preparation of an Olympic Champion
DVD06-13	Dr. Donna O'Connor PhD –	Recovery techniques in Elite Sport
DVD06-14	Tim Rogers –	Return to Play: The AIS Football Skills Based Injury Recovery Program
DVD06-15	Dan Baker -	Methods of workout, weekly and cycle variation in resistance training
DVD06-17	Bruce Rawson –	Recovery Protocols used with Australian Baseball (both at Olympics and also the Major League Baseball Academy Program).
DVD06-18	David Boyle -	The Business Side of Strength & Conditioning
DVD06-19	Don Stevenson –	Kettlebell Training & Dan Baker Body Weight Training
DVD06-20	Dean Robinson –	Using GPS for Planning Training and Periodisation

	SINGLE DVD's – See Codes Above	BOX SET (all) – DVD06-ALL
MEMBER PRICE	\$15.00	\$285.00 \$175.00
NON-MEMBER PRICE	\$20.00	\$380.00 \$225.00

2007

DVD07-01	Nic Gill -	Advances in Strength & Conditioning
DVD07-02	Aaron Coutts -	Monitoring Training in Football: From Research to Practice
DVD07-04	Dr. Stephen Bird PhD-	Protein Supplementation and the promotion of muscle growth, strength and recovery
DVD07-05	John Mitchell & Evan Lawton -	Practical Power monitoring for coaches using GymAware Monitor athletic condition with out adding to your work load
DVD07-06	Dr. Greg Wilson PhD -	ASCA Position Stand - Strength and Conditioning training in adolescents and children
DVD07-07	Rod Lindsell -	Injury Prevention Strategies
DVD07-08	Lyn Jones –	Practical Session -Teaching exercises to develop explosive power
DVD07-09	Kris Hinck -	Game based conditioning – AFL Perspective
DVD07-10	Dr. Dan Baker PhD -	Practical Session - Body weight exercises – Methods of difficulty / intensity progression
DVD07-11	Dr. Gary Slater PhD -	Assessment of Hydration Status... what do the numbers mean
DVD07-12	Dr. Dan Baker PhD -	Practical Session - Body weight exercises and mini circuits for developing strength endurance and energy system endurance
DVD07-13	Allen Hedrick -	Implement Training
DVD07-14	Matthew Kritz -	Posture and Athletic Performance
DVD07-15	Peter Culhane -	The Psychology of an Injured Athlete
DVD07-16	Jason Kurfurst -	Pathways To Working In The USA
DVD07-17	Dr. Dan Baker PhD -	Practical Session - Using Bands and chains to alter barbell kinetics to enhance power training
DVD07-18	Panel -	Your questions for the ASCA panel of experts.
DVD07-19	Vince Kelly -	Planning and Monitoring Training Loads During the competition Phase in Team Sports
DVD07-20	Jan Leg & Emily Nolan -	Cultural VS Scientific approaches to Strength and Conditioning training
DVD07-21	Allen Hedrick -	Practical Session - Olympic Style Exercises using dumbbells

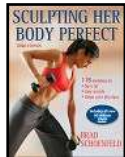
	SINGLE DVD's – See Codes Above	BOX SET (all) – DVD07-ALL
MEMBER PRICE	\$15.00	\$285.00 \$175.00
NON-MEMBER PRICE	\$20.00	\$380.00 \$225.00

2008

DVD08-01	Prof. Rob Newton -	Keynote - 'Performance Diagnosis Informs Athlete Management.'
DVD08-02	Prof. Rob Newton -	Clinical Workshop - 'Assessment of Athlete Performance Qualities: Fact, Fiction, Misconception'
DVD08-03	Jay Dawes – NSCA -	'Interactive Workshop - Learning to React'
DVD08-04	Anthony Giorgi -	'Strength Training Of Elite Female Swimmers'
DVD08-05	Dr. Gary Slater PhD -	'The top 10 sports supplements all athletes should be considering as part of their overall nutritional preparation'
DVD08-06	Tim Rogers -	'Olyroo and Matilda's Preparation'
DVD08-07	Kristie Taylor -	'The Role Of Performance Testing In Monitoring Training'
DVD08-08	Michael Riggs -	'Beach Volleyball Olympic Preparation'
DVD08-09	Dr. Gary Slater PhD -	Practical - 'Physique assessments tools and how to interpret this data for further refinement in training and dietary interventions.'
DVD08-10	ASCA Position Stand-	'Recommendations for Improving Recovery from Training and Competition'
DVD08-11	Julian Jones -	'Womens Water Polo Olympic Prep'
DVD08-12	Jeremy Sheppard -	Interactive Workshop -'High Power Exercises For The Lower body'
DVD08-13	Anthony Giorgi -	'Preparing Elite Female Athletes'
DVD08-14	Dean Robinson -	'How To Effectively Prepare For A Grand Final'
DVD08-15	Gavin Thornley -	'The Preparation for the World Netball Titles in 2007'
DVD08-16	Adrian Cois -	'Speed Training – Current Practices/methodology'
DVD08-17	Ashley Jones -	'Methods And Combining Elements Of The Speed And Power Development Training For The Rugby Player And Conjugate Periodisation And Its Application To Physical Preparation.'
DVD08-18	Dr. Donna O'Connor PhD -	'Opals Olympic Preparation'
DVD08-19	Byron Thomas -	'The Importance Of Hydration Testing'
DVD08-20	Stuart Cormack -	'Neuromuscular Fatigue In Elite Aust. Rules Football Players'
DVD08-21	Brett Taylor -	'Functional Hypertrophy Training'
DVD08-22	Jay Dawes – NSCA-	Practical -'Training Drills to Improve Quickness'.
DVD08-23	Dr. David Martin PhD-	'Emerging Techniques For Quantifying Load : A Cycling Perspective'
DVD08-24	Paul Watson -	'Pathway To Team India'
DVD08-25	Dr. Con Hrysonmallis-	Practical -'Training & Testing Of Balance Ability'

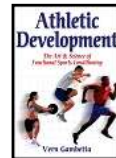
	SINGLE DVD's – See Codes above	BOX SET (all) – DVD08-ALL	COMPLETE SERIES 05-08 – DVD0508-ALL
MEMBER PRICE	\$15.00	\$375.00 \$200.00	\$1200.00 \$700.00
NON-MEMBER PRICE	\$20.00	\$500.00 \$300.00	\$1600.00 \$900.00

BOOKS



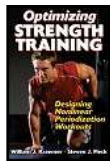
Sculpting Her Body Perfect 3rd Edition
Brad Schoenfeld
Copyright
ISBN: 0736073884
ISBN13: 9780736073882

\$33.95
B001



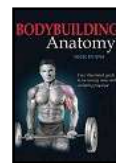
Athletic Development: the Art & Science of Functional Sports Conditioning.
Vern Gambetta
Copyright 2007
ISBN: 0736051007
ISBN13: 9780736051002

\$33.95
B008



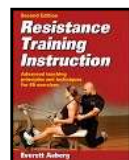
Optimizing Strength Training
William J. Kraemer
Steve J. Fleck
Copyright 2007
ISBN:0736060685
ISBN13: 978073606084

\$33.95
B002



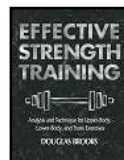
Body Building Anatomy
Nick Evans
Copyright 2007
ISBN: 0736059261
ISBN13: 9780736059268

\$33.95
B009



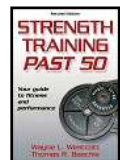
Resistance Training Instruction 2nd Edition
Everette Aaberg
Copyright 2007
ISBN: 0736064036
ISBN13: 9780736064033

\$48.95
B003



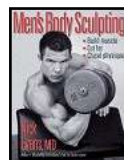
Effective Strength Training: Analysis and Technique for Upper Body, Lower Body and Trunk Exercises.
Douglas Brooks
Copyright 2001
ISBN: 0736041818
ISBN13: 9780736041812

\$71.50
B010



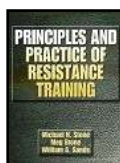
Strength Training Past 50 2nd Edition
Wayne Westcott & Thomas Baechle
Copyright 2007
ISBN: 073606771X
ISBN13: 9780736067713

\$28.95
B004



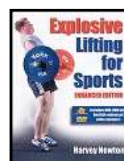
Men's Body Sculpting
Nicholas Evans
Copyright 2004
ISBN: 0736051414
ISBN13: 9780736051415

\$31.95
B011



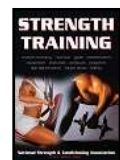
Principles and Practice of Resistance Training
Michael Stone
Meg Stone
William Sands
Copyright 2007
ISBN: 0880117060
ISBN13: 9780880117067

\$122.65
B005



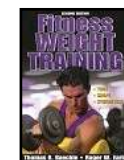
Explosive Lifting For Sport-Enhanced Edition
Harvey Newton
Copyright 2006 ISBN: 0736065768
ISBN13: 9780736065764

\$36.95
B012



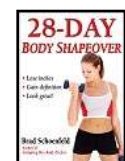
Strength Training - NSCA,
Lee E. Brown
Copyright 2007
ISBN: 0736060596
ISBN13: 9780736060592

\$38.95
B006



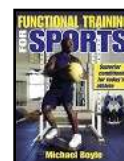
Fitness Weight Training 2nd Edition
Thomas R. Baechle
Copyright 2005
ISBN: 0736052550
ISBN13: 9780736052559

\$26.95
B013



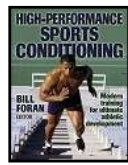
28-Day Body Shapeover
Brad Schoenfeld
Copyright 2006
ISBN: 0736060456
ISBN13: 9780736060455

\$30.95
B007



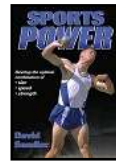
Functional Training For Sports
Michael Boyle
Copyright 2004
ISBN: 073604681X
ISBN13: 9780736046817

\$33.95
B014



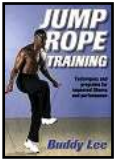
High-Performance Sports Conditioning
Bill Foran
 Copyright 2001
 ISBN: 0736001638
 ISBN13: 9780736001632

\$42.95
B015



Sports Power
David Sandler
 Copyright 2005
 ISBN: 073605121X
 ISBN13: 9780736051217

\$33.95
B023



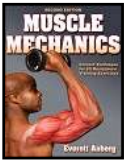
Jump Rope Training
Buddy Lee
 Copyright 2003
 ISBN: 0736041516
 ISBN13: 9780736041515

\$30.95
B016



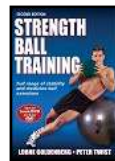
Sports Speed 3rd Edition
George Dintiman & Robert Ward
 Copyright 2003
 ISBN: 0736046496
 ISBN13: 9780736046497

\$33.95
B024



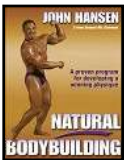
Muscle Mechanics 2nd Edition
Everett Aaberg
 Copyright 2006
 ISBN: 0736061819
 ISBN13: 9780736061810

\$33.95
B017



Strength Ball Training 2nd Edition
Lorne Goldenberg & Peter Twist
 Copyright 2007
 ISBN: 0736066977
 ISBN13: 9780736066976

\$35.95
B025



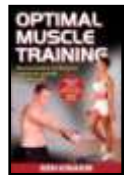
Natural Bodybuilding
John Hansen
 Copyright 2005
 ISBN: 0736053468
 ISBN13: 9780736053464

\$36.95
B018



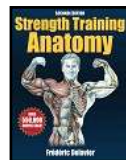
Strength Band Training
Phil Page & Todd Ellenbecker
 Copyright 2005
 ISBN: 0736054936
 ISBN13: 9780736054935

\$31.95
B026



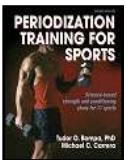
Optimal Muscle Training
Ken Kinakin
 Copyright 2009
 ISBN: 0736081720
 ISBN13: 9780736081726

\$31.95
B019



Strength Training Anatomy 2nd Edition
Frederic Delavier
 Copyright 2006
 ISBN: 0736063684
 ISBN13: 9780736063685

\$36.95
B027



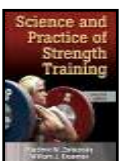
Periodization Training for Sports 2nd Edition
Tudor O. Boppa
 Copyright 2005
 ISBN: 0736055592
 ISBN13: 9780736055598

\$36.95
B020



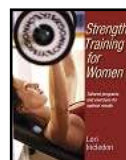
Strength Training Anatomy Poster Series
Frederic Delavier
 Copyright 2005
 ISBN: 0736059318
 ISBN13: 9780736059312

\$152.95
B028



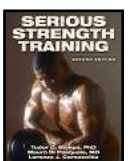
Science and Practice of Strength Training 2nd Edition
Vladimir Zatsiorsky & William Kraemer
 Copyright 2006
 ISBN: 0736056289
 ISBN13: 9780736056281

\$95.70
B021



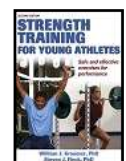
Strength Training For Women
Lori Inledon
 Copyright 2005
 ISBN: 0736052232
 ISBN13: 9780736052238

\$33.95
B029



Serious Strength Training 2nd Edition
Boppa, Pasquale & Cornacchia
 Copyright 2003
 ISBN: 0736042660
 ISBN13: 9780736042666

\$38.95
B022



Strength Training For Young Athletes 2nd Edition
Kraemer & Fleck
 Copyright 2005
 ISBN: 0736051031
 ISBN13: 9780736051033

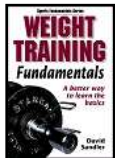
\$33.95
B030



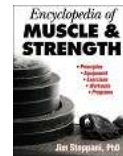
Training for Speed, Agility & Quickness 2nd Edition
Lee Brown & Vance Ferrigno
 Copyright 2005
 ISBN: 0736058737
 ISBN13: 9780736058735



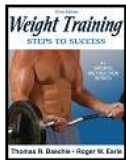
Book Of Muscles
Ian King & Lou Schuler
\$95.00 B036



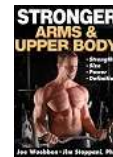
Weight Training Fundamentals
David Sandler
 Copyright 2003
 ISBN: 0736044884
 ISBN13: 9780736044882



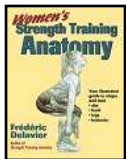
Encyclopedia of Muscle & Strength
Jim Stoppani
 Copyright 2006
 ISBN: 0736057714
 ISBN13: 9780736057714



Weight Training: Steps to Success 3rd Edition
Thomas R. Baechle
 Copyright 2006
 ISBN: 0736055339
 ISBN13: 9780736055338



Stronger Arms and Upper Body
Joseph Wuebben, Jim Stoppani
 Copyright 2009
 ISBN: 0736074015
 ISBN13: 9780736074018



Women's Strength Training Anatomy
Frederic Delavier
 Copyright 2003
 ISBN: 0736048138
 ISBN13: 9780736048132



Sports Performance 4 DVD Series
Human Kinetics
 Copyright 2007
 ISBN: 0736067558
 ISBN13: 9780736067553



Essentials of Strength Training and Conditioning 3rd Edition NSCA
 Copyright 2008
 ISBN: 0736058036
 ISBN13: 9780736058032

MECHANDISE

ASCA Sports Polo's - \$30.00



SPNW01

SPWN02

ASCA Sports Bottles - \$7.00



SB01

Youth Resistance Training Products



THE ASCA DVD "PROGRESSING THE DIFFICULTY OF BODY-WEIGHT EXERCISES FOR CHILD AND YOUTH RESISTANCE TRAINING".
by Dr. Daniel Baker PhD

The DVD is intended as a basic resource to guide the implementation of a child and youth resistance training program using body-weight as the primary resistance modality. The DVD includes a manual "Youth Body-Weight Exercise Testing" detailing six body-weight tests derived from the DVD. The manual and scoring tables contained within it, offer a very simplified method to help determine if a youth has achieved some basic level of physical competences and is ready to progress from body-weight training to higher intensity of heavier bar-bell training under the supervision of an ASCA accredited coach.

PRODUCT NO. DVD09-01 MEMBERS PRICE - \$55.00 NON-MEMBER PRICE - \$66.00

THE ASCA MANUAL "THE GUIDE FOR METHODS OF PROGRESSING THE DIFFICULTY OF BODY WEIGHT EXERCISES AND SUGGESTED LESSONS PLAN". By Dr. Daniel Baker PhD

The Manual used in conjunction with the DVD illustrates how to implement a program of bodyweight conditioning in a simple manner, listing hundreds of exercise progressions that cannot fully be covered in the DVD and therefore is highly recommended for schools and clubs.

PRODUCT NO. MAN09-01.1 for single users MEMBERS PRICE - \$35.00 NON-MEMBERS PRICE - \$45.00
PRODUCT NO. MAN09-01.2 for multiple users MEMBERS PRICE - \$55.00 NON-MEMBERS PRICE - \$66.00

