

OPTIMIZING PERFORMANCE FOR SPORT AND LIFE

SSP

MAGAZINE

**FUELING FOR
PERFORMANCE**

**BRIDGING THE
MEDICAL GAP**

THE HISTORY OF
SSP

SSP and NIKE

PRO ATHLETES

CORPORATE
WELLNESS

SSP
SPECTRUM
SPORTS PERFORMANCE

SEPTEMBER 2013 - LAUNCHING PAD TO AN INSIDE LOOK AT SSP * INAUGURAL EDITION

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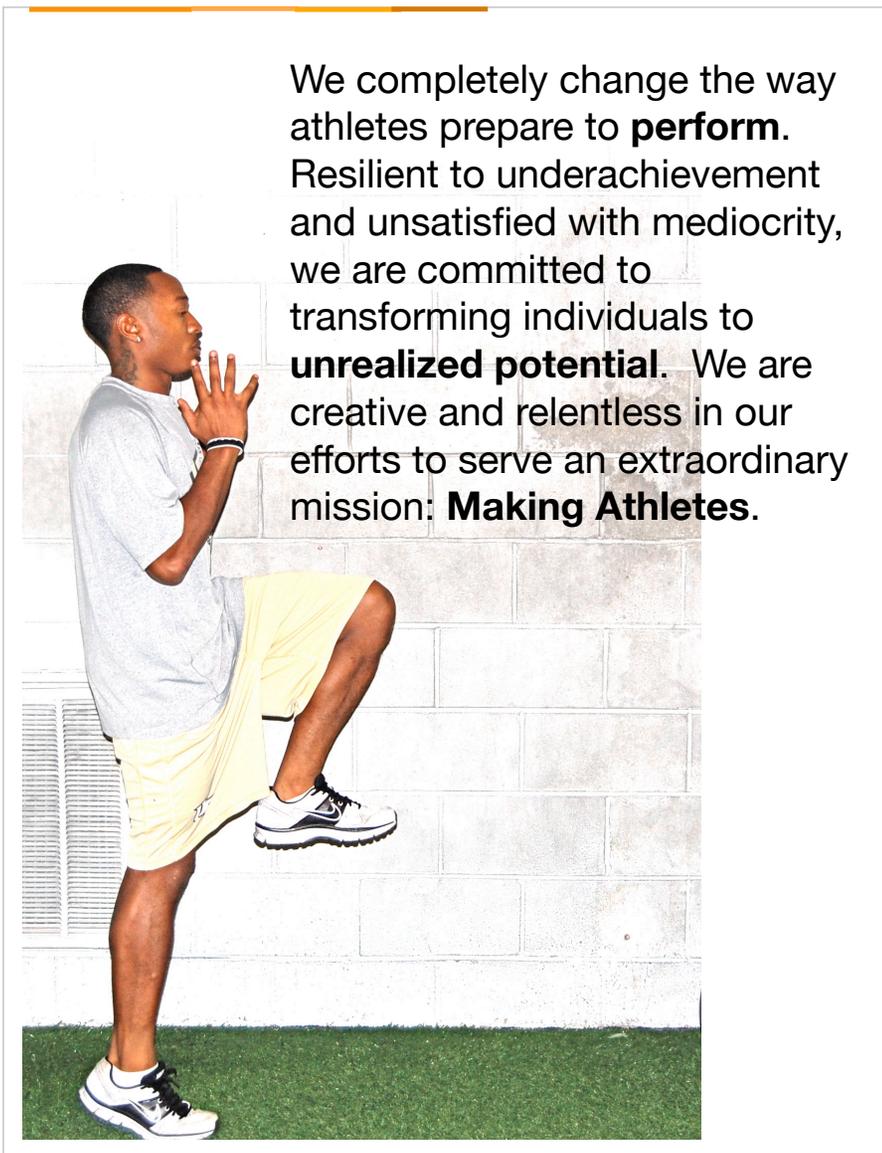
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We completely change the way athletes prepare to **perform**. Resilient to underachievement and unsatisfied with mediocrity, we are committed to transforming individuals to **unrealized potential**. We are creative and relentless in our efforts to serve an extraordinary mission: **Making Athletes**.



The SSP Methodology

We are driven to better people's lives through performance by means of strict, scientifically valid, evidence-based practice. SSPs methodology leaves nothing unturned, and we stay on the cutting edge of research and best practices related to performance training to maximize each client's potential.

Assessment is an ongoing tool that is used by our specialists on a daily basis. We strive to constantly evaluate a client on movement patterns that directly influence how an individual feels and performs.

Our approach to **Enhancing** performance is calculated and periodized to ensure optimal results at crucial times. In-season, off-season, pre-season or the season of life is carefully taken into consideration during training.

The SSP **Fuel** program only further enhances an individual's quest toward their ultimate goals.

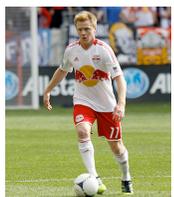
Learning essential **Recovery** techniques assists in the pursuit of excellence as each individual will adopt this regimen of painful enjoyment.

A simple concept, combined with an extensive systematic approach, provides our clients the ability to **Perform** optimally while decreasing their risk of injury - resulting in career and life longevity.



PROFESSIONAL SOCCER PLAYERS RECOGNIZING THE IMPORTANCE OF PERFORMANCE TRAINING AT SSP

One of SSPs largest markets in the professional athlete arena has been soccer. We have been fortunate to attract professionals and National team members from around the world.



“ I had the best year of my career so far, and I have to say thanks for all the help you gave me this off-season.

**-Dax McCarty
NY Redbulls**

Dax McCarty was one of SSPs first professional athletes, and has gone on to make an incredible name for himself. From a short but successful career at the University of North Carolina, he has developed into a recognized name in the MLS, while also representing the United States in the 2008 Olympics and earning caps with the US National Team.

On the International level we had the privilege to work with Senegalese defensive midfielder, Salif Diao. Salif found SSP at the end of a very successful career with AS Monaco, Sedan Ardennes, Liverpool and Stoke City. For Senegal, Salif has 39 appearances including the 2002 FIFA World Cup, and the 2002 and 2004 African Cup of Nations.

Other soccer players that have taken part in the SSP system include Jean Alexandre (Orlando City, Haitian National Team), Tommy

Muller (San Jose Earthquakes), Jose Burciaga (Colorado '08, Kansas City '01-'08), Sergei Radd (Seattle '07, Kansas City '06), Dennis Chin (Orlando City), Lance Nelson (Albion Park, Australia), Becca Thomas (Holstein-Kiel, Germany), Rachel Jakubowski (Holstein-Kiel, Germany), JD Gruenwald (Charleston Battery), Chris Cerroni (Kl Klaksvik), Anthony Santiago (Orlando Sharks), Alicia Miliyak (FC Indiana).

During the inaugural season of Orlando City Soccer Club, SSP was selected to be the official sports performance provider for the team, and began working with players prior to the 2011 Campaign. Once pre-season was underway, SSP was in full swing with the team preparing for the season. SSPs system of performance training, injury prevention and



“ My experience at SSP has been unlike anything I have encountered in over 15 years as a

professional athlete. I have trained with many of the best coaches and physical trainers in Europe over the years, but SSP raises the bar to an entirely new level.

**-Salif Diao
Stoke City, Liverpool, AS Monaco**

regeneration was quickly implemented to allow Orlando City to gain an athletic edge

“ I would like to thank the staff at SSP for their significant contribution in our



Championship season. Their attention to detail in keeping our players in fantastic condition and available for selection throughout a really tough schedule speaks volumes for the program they set for the players.

We look forward to seeing our relationship grow over the coming years. Many thanks.

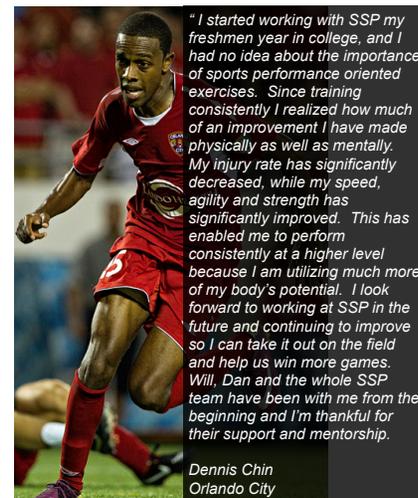
**- Adrian Heath
Head Coach, Orlando City**

over the competition. Our focus was on individualized corrective exercise strategies that assist in reducing injury potential and increasing career longevity.

SSPs Dan Schuck is the performance specialist for the team, and works with them daily. Schuck is responsible for designing and implementing core and corrective exercise programs, daily dynamic preparation and regeneration protocols, and a periodized strength and conditioning program to ensure each player is properly prepared for the demands of the season. Each player's role and playing time are significantly different and have to be taken into consideration when developing programs.

Orlando City went on to win the USL-Pro league and championship in 2011, and repeated a league championship the following year in 2012.

Orlando City currently competes in the USL-Pro, and is aggressively working on becoming the next MLS team.



“ I started working with SSP my freshmen year in college, and I had no idea about the importance of sports performance oriented exercises. Since training consistently I realized how much of an improvement I have made physically as well as mentally. My injury rate has significantly decreased, while my speed, agility and strength has significantly improved. This has enabled me to perform consistently at a higher level because I am utilizing much more of my body's potential. I look forward to working at SSP in the future and continuing to improve so I can take it out on the field and help us win more games. Will, Dan and the whole SSP team have been with me from the beginning and I'm thankful for their support and mentorship.

**Dennis Chin
Orlando City**

“ In my opinion, and during my professional career, there is no better place to train and prepare for a season. Their understanding of the game has helped prepare me better than I ever have before. I wish I had discovered SSP earlier in my career.

**- Jose
Burciaga
7-year MLS**



Dear SSP,

I wanted to take a minute and thank you for the past two years and what I anticipate will be many more to come. I have worked out all my life and gone through many stages. From wrestling in college to triathlons in the 90's to having kids and starting a business, my routines have had to change as a result of my schedule. Yet, not wanting to give in to middle age, I strived to find a system that worked for me. **Efficiency** is what I needed.

After years at commercial gyms, I discovered personal trainers. I never thought I needed one but found they really pushed me on days I just wanted to go through the motions. However, personal trainers are

FITNESS

fairly inflexible as they have only so many slots per week to offer and are VERY expensive. My business partner kept telling me about SSP. Truthfully, I discounted it as I thought I already had my "system". But it wasn't perfect as I described. I found myself having to adjust my work schedule to meet my trainer's and spent more money for me and my family to train than I spent on my kids' tuition. So I came in to give it a try.

I'm hooked and so is my whole family. We work out when we want, as often as we want at one quarter of what

FOR YOUR

we once spent. But here is the best part. My workouts are by far, better than anything I have ever experienced. I have never done the same workout twice. Your trainers are the most credentialed in the business, and they are simply the best. Every one of them.

The result, I'm about 5 pounds heavier but much leaner. My cardio is through the roof. My wife can go

BUSINESS

pull-up for pull-up with me. My kids, who play basketball, volleyball and tennis are stronger and faster than most of their peers. Truly, this is a perfect answer for our quest for **efficiency**.

Congratulations on putting together the perfect model.

- John Riley and Family

IT TAKES FORWARD THINKING TO ACCELERATE PROFIT, PERFORMANCE AND PRODUCTIVITY.



Transforming business through an unorthodox approach of inspiration and motivation by means of health and wellness.

Commit to getting the most out of life. A regular fitness program can strengthen and boost the body's immune system while building and maintaining muscle, bones and joints. Invest in a program that increases your energy, delays the aging process, reduces the risk of many diseases, depression and anxiety. Regular exercise can also have a significant impact on mental health by improving focus, relieving stress and reducing depression and anxiety.

Our Fitness and Wellness Programs are like nothing you have ever experienced. It is not personal training; it is not traditional and its not boring. It is designed specifically for your goals whether you are training for a triathlon or a marathon, or whether you just want to live a healthier lifestyle.

"My wife has been working out at SSP for the last 4 months and has thoroughly enjoyed the time spent there. She has gotten in great shape, lost weight, increased energy levels, and gained her confidence back. She is now more relaxed and happier than I have seen her in the last 20 years. She has always liked to work out but gets that added benefit at SSP of having someone push her to new physical levels every week. She has worked extremely hard and is almost at the personal weight and measurements she wants to be at. None of the clothes she had four months ago fit any longer and she has enjoyed buying smaller, newer items. Her trainer Ryan, has created a monster in the fact that she now plans her day around getting her SSP time in."



IF YOU'RE GOING TO BE PASSIONATE ABOUT SOMETHING, BE PASSIONATE ABOUT LEARNING

Over the years we have literally trained thousands of people of different ages, abilities and goals. The common feedback that we continue to receive is about how educated our team of specialists are.

Education happens on a couple of different levels at SSP. The favorite amongst our coaches is our weekly staff education meetings. We pick a theme that can range from olympic lifts to corrective exercises, research the most current, up-to-date specialists in that particular area, and present the materials to our staff. It keeps us on the cutting edge, and provides continuous tools for our coaches to develop programs in the best interest of our clients.

Obviously, we have competitors in this rapidly growing field, but the key separators are the education and training of our staff. All SSP coaches must meet our strict educational requirements as well as successfully complete additional hands-on education and training in-house at SSP. Our Coaches are also required to participate in more formal Continuing

Education programs each year to ensure they are up-to-date with the latest performance training and fitness research, techniques and tools available.

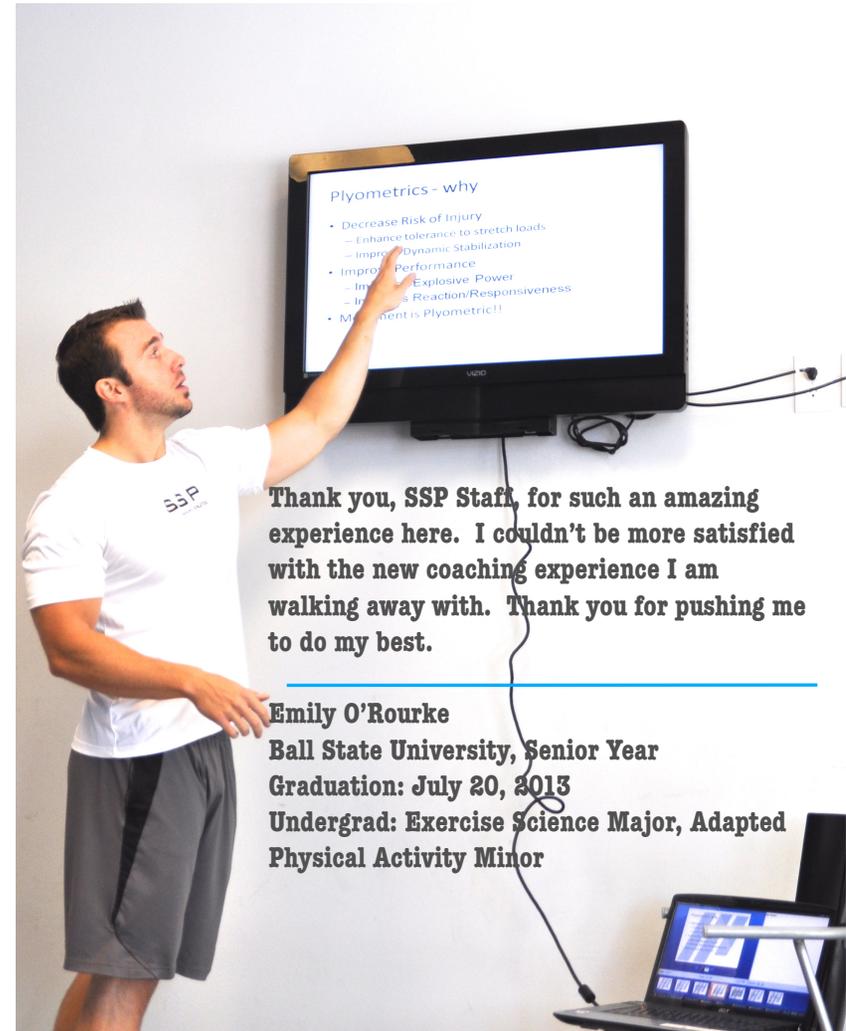
One of the missions of SSP has been to spread the word about the SSP Methodology. WE mentor aspiring coaches and provide them with the best tools possible to enter this competitive market and provide the best possible experience for their clients. The SSP Education Department is rapidly gathering attention for its 12-week Internship Program. The SSP Internship Program is an intensive, educational program that teaches students the SSP Methodology and more importantly, how to coach it. There are daily lectures as well as application components. In addition, interns get first hand experience in the different facets of SSP. Over the last four years we have attracted students from around the country and the world.

The next component of our Education Department consists of Workshops, Seminars and Conferences. We attend and

participate in Orthopaedic conferences throughout the (Southeast and Central Florida). Our coaches are frequently asked to be Guest Speakers in college classes or to host a college class at our facility. We also offer our own Certified Continuing Education classes, providing non-SSP coaches, trainers and instructors opportunities to meet their personal Continuing Education requirements.

The final and most important component is the education that we provide to our clients. A better understanding of what we do, how we do it, and the philosophies behind our training methods often serve as additional inspiration to our clients – motivating them to achieve their full potential and instilling an unwillingness to settle for anything less.

For more information about the SSP Education Department, please visit our website or send an email to education@spectrumsp.com.



Thank you, SSP Staff, for such an amazing experience here. I couldn't be more satisfied with the new coaching experience I am walking away with. Thank you for pushing me to do my best.

Emily O'Rourke
Ball State University, Senior Year
Graduation: July 20, 2013
Undergrad: Exercise Science Major, Adapted Physical Activity Minor

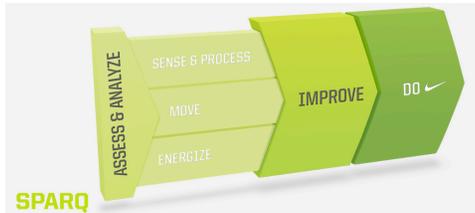
“WE CAN HAVE A
GLOBAL IMPACT
ON WHATEVER
WE DO...”



Nothing else needed to be said during the opening ceremonies of the Nike SPARQ 2012 Performance Series, the first ever of its kind. A select group of people from around the world, including SSPs Will Hitzelberger, were brought together to collaborate and further develop the best performance methodology in the world.

The SPARQ Methodology:

Dynamic in nature and grounded in the best practices, processes, programs, science and technology, the SPARQ Performance Methodology is the culmination of our journey to better understand performance and what it means to build better athletes.



SSP initially became involved with SPARQ and was an official SPARQ Rating provider in 2007. SSP quickly gained recognition with SPARQ as we had the most female soccer player's SPARQ Ratings in the country and the third most SPARQ Ratings overall. SSP staff have continued to support National SPARQ events over the years, and further develop the relationship.

In 2012, Hitzelberger, Dan Schuck and SSP were brought into the SPARQ Performance Network under an official contract and sponsorship of Nike. And in 2013, both Hitzelberger and Schuck were invited back to Nike World

Headquarters for the second annual Nike Performance Summit.

Peerless Expertise

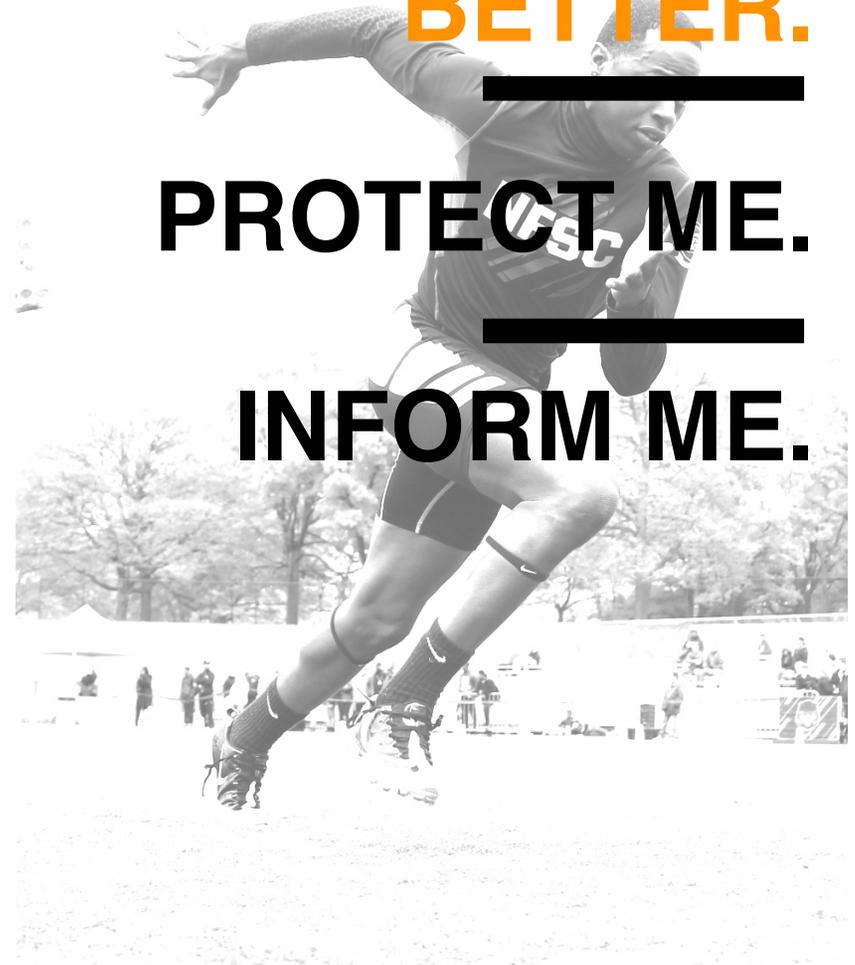
Genetics. Cognitive neuroscience. Human physiology. Performance Nutrition. Regeneration. Our expertise covers numerous critical aspects of athletic performance. We work with the very best thinkers and practitioners in the global performance community. Together, we share knowledge and challenge convention to identify, elevate and apply the most effective practices for optimizing athletic performance.



**MAKE ME
BETTER.**

PROTECT ME.

INFORM ME.



IF THERE ARE
LIMITS TO
WHAT WE CAN
DO, I DON'T
KNOW WHAT
THEY ARE.

BILL BOWERMAN



PAST. PRESENT. FUTURE.

The Story of SSP and Will & Dan:

Before SSP:

The story actually begins before they even knew of each other, but were playing collegiate soccer against each other. Will Hitzelberger, from Dallas, Tx, was at the University of Tampa, and Dan Schuck, from Ocala, FL, was at Rollins College. They entered college at the same time, played against each other for four years, and it wouldn't be for another couple of years until they formally met. Will was majoring in Exercise Science and Sports Studies and aggressively pursuing a career in the field. Dan was majoring in Economics and would land a job with the City of Winter Park right out of Rollins.

Evolution of SSP:

Will was working for the New York Mets and was planning on moving to Orlando to start this vision of the best sports performance company in the world. Dan was at the City of Winter Park itching to get out. After New York, Will was living in Tampa, commuting to Orlando, substitute teaching at Lake Highland Prep, coaching soccer at FC America, and trying to start SSP at Trinity Prep. Through Trinity Prep, Will met the girls soccer coach and professional soccer player Alicia Milyak (Dan's girlfriend and future wife). Alicia introduced Will and Dan, and the story is pretty much history from there. The first two years, Dan continued to work at The City of Winter

Park, and Will continued to work multiple jobs as SSP was built.

The Rise of SSP:

Will and Dan worked early mornings and late nights as SSP at Trinity Prep because they were only allowed to bring their private clientele before and after school hours. After two years, they had maxed out all of their time slots and felt they were ready to make the big move into opening their own facility.

With a small loan, Will and Dan opened their first facility in a 2500 square foot warehouse. They crammed a training space, two cubicle offices, a bathroom and shower into it. Another two



years there and they would be ready for their next move. In 2008 SSP would move into its current 7500 square foot facility, equipped with a lobby, men's and women's locker rooms, coaches offices, corporate offices, a break room and kitchen, and most importantly 5000 square feet of training space dedicated to improving clients.

SSP currently has a Performance Team, Nutrition Team and Education Team all devoted "To optimize performance for sport and life." They have staff specialized in working with every clientele type. Whether you are an athlete or not, young or adult, rookie or professional to working out, SSP

has a team and program prepared to achieve your goals.

SSP private clientele consist of three major types of groups:

1. Athletic Performance: This category involves every athlete from High School athletes to our Professional Athletes. They have every type of athlete and team from professional football, soccer, golf and wake boarding, to high school lacrosse teams and swim programs, to running the strength and conditioning for Rollins College and Trinity Prep.

2. Fitness: Designed for the adults, the Fitness Program serves three major clientele types: Performance Fitness – the active adult looking for an intense athletic environment. General

Fitness – the adult searching for a healthy lifestyle with expert guidance. Wellness – the client who has struggle with injury and needs a very specialized program to return to healthier way of living.

3. Learning to Train: Design to teach proper habits at a young age. This program is designed for 8-12 year olds to

teach the proper mechanics of running, jumping, landing and cutting in a fun and educational environment.

Currently:

Currently, Will and Dan are both heavily involved in the business development of SSP and its next steps. Will has a focus on the Marketing and Brand Development of SSP while Dan continues to fine tune Operations and Growth. On the coaching side Will oversees the Strength and Conditioning Program at Rollins College, and Dan works with the Orlando City Pro Team and Academy.

FUELING FOR PERFORMANCE

You spend hours training, practicing, preparing and competing. You are drenched with sweat, pushing yourself to the limit to get a little better each day. You prepare day in and day out to be at your best on game day. Don't leave out one of the most important pieces...**FUEL**.

As experts in the field, we have been advising on nutrition for performance in sport and life for years. The name 'Spectrum' was conceived with the idea of having specialists in the entire 'Spectrum' of sports performance. With that in mind, in 2012 SSP launched its Nutrition Department.

The SSP Nutrition Program is an integrated approach to help each individual attain their specific goals. Improving athletic performance and fitness involves following a specific program designed to achieve your goals and combines a training program with adequate nutrition. Through an appropriate plan, athletes can increase work capacity, strength and power, while reducing muscle damage and enhancing muscle growth. Optimal recovery, adequate hydration and replenishing energy are key components to enhancing performance.

It has been noticeably evident that the largest hurdle people face in the simple fitness equation is how to eat for progress. Eating to sustain and eating for progress, in your fitness goals, are completely different and at SSP we have developed a systematic approach to ensure optimal nutrition.

The SSP FUEL Rating

During this 4 Week Program you will be asked to track all food, drink and activity. The SSP Fuel Rating is derived from

evaluating a weeks' worth of nutritional information from an individual. Each meal takes into consideration our four major components of proper fueling: Timing, Quality, Caloric Intake and Structure. In addition, fueling before, during and after workouts, practice and/or competition are also weighed into each rating.

- Initial Consultations (45 min)
- Weekly Logs - food, drink, activity
- Weekly Meetings - Phone, Skype, In-person (15 min)
- SSP FUEL Rating

SSP FUEL Products

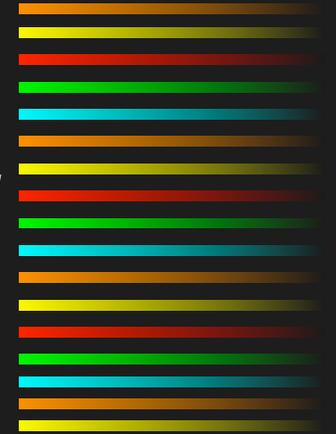
The **SSP Fuel Book** provides the 5 Fuel components to improving performance, examples of how to Fuel for competitions and answers to common nutrition hurdles.

- ✓ **Timing**
- ✓ **Quality**
- ✓ **Caloric Intake**
- ✓ **Pre. During. Post.**
- ✓ **Structure**

SSP

FUEL

Performance Nutrition System



Timing - The frequency of meals and snacks and how they are spaced throughout the day.

Quality - Balance of nutrient dense vs calorie dense foods & the variety of vitamins, minerals and antioxidants you get.

Structure - The combination of all macro-nutrients and how they are consumed throughout the day.

Calorie Intake - An assessment of the amount of calories you consume per day relative to your goals.

Pre, During, Post - The ability to properly fuel the body for competition, practice or workout prior to, during and after.

Bridging the Gap

How We Work with Everyone

At SSP, we are driven by passion and a desire to improve people's lives. Our clientele extends well beyond the athletes that come to us for performance training. SSP offers high level training for sport and life. We work with many clients, athletes and non-athletes, who are recovering from unfortunate accidents or injuries. Clients may be referred to us directly by their physician and/or physical therapist during or after rehabilitation for their injury.



Our methodology is a hybrid approach to enhancing MOVEMENT and we collaborate extensively with networks of the best practitioners in the medical and performance community. The specialists at SSP take a holistic, integrated approach to returning an individual to sport or life.

Physician

We all go to our family physician for a myriad of reasons and ailments. They are usually our first line of defense when someone in the family gets hurt or sick. When it comes to injured joints, muscles, ligaments, bones, etc., they have a few options: send you to an orthopedic doctor to further look into your injury, send you to a rehabilitation facility, or the another is to send you to a place like SSP. Because of our staff's knowledge level and expertise, there are many circumstances where some simple exercises focusing on improving muscle strength, flexibility, mobility and/or stability could be all you need to get back on your way. In addition, a healthy workout regimen will provide overall health benefits such as reducing stress levels, increasing cardiovascular health, improving blood flow, reducing cholesterol, and the list keeps going. More and more physicians are seeing the benefits of a facility like SSP to recommend as a solution to many ailments that arise from everyday living.

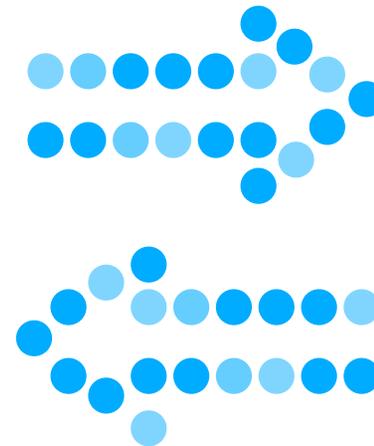
Physical Therapy Sports Medicine

For the injured athlete or individual, the recovery path often includes trips to either a sports medicine facility or rehabilitation clinic. These clinics offer tools and work individually with patients to help them get back to life and sport. While an excellent and needed step in the recovery process, these facilities sometimes can't or aren't always able to fully complete the job. Insurance restrictions or differences in definitions can sometimes result in an individual being released without being returned to complete "pre-injury" health. There is often a gap between being "cleared to play" and "ready to play," or for the non-athlete, reaching full and complete strength and mobility.

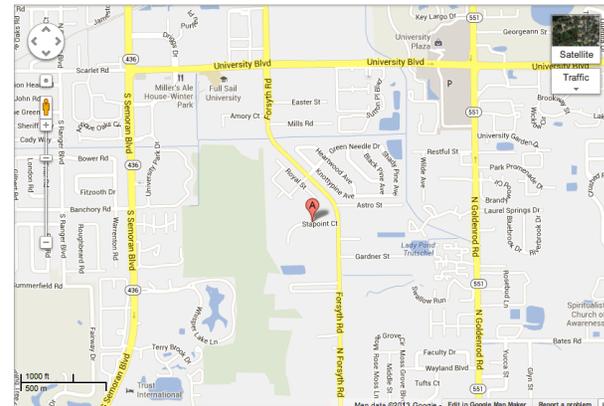
SSP can help fill this void by working in tandem with, or as a follow up to, the services provided by these specialists. We work with athletes to prepare them for the demands of their sport when they come back from an injury. We help the non-athlete regain strength, muscle tone, flexibility, balance and improve their overall fitness level.

WE BUILD PEOPLE BETTER.

SSP is a performance game-changer. We believe in extending the continuum of care by optimizing performance in life and sport. We are an elite team of experts with limitless potential and encompass a relentless pursuit of visionary ideas and innovations. We are specialized in enhancing human performance through TRAINING, NUTRITION and EDUCATION. We work in an all encompassing arena of elite sports performance, fitness and wellness.



OPTIMIZE
PERFORM
ANCE
FOR
SPORT
AND
LIFE.



SSP ELITE PERFORMANCE CENTER

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Hours of Operation:

Monday - Friday, 6:00AM-8:00PM

Saturday, 9:00AM - 1:00PM

15% OFF ANY SSP PACKAGE

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