

# PINNACLE SPORTS NEWSLETTER

## A Message From The General Manager -

"The way to get started is to quit talking and begin doing." -Walt Disney

One thing we can always count on at the beginning of Spring is hope. The sights of new life, green grass, sunshine and warmth give us hope. The sounds of young people laughing and playing outside and the sounds of birds and nature give us hope.

Our HOPE is that you will continue to be part of the Pinnacle Sports family. We appreciate your trust, your loyalty and your commitment to our mission of Developing Athletes For Life. Our HOPE is that we will continue to improve our programming, services and relationships to further develop our mission. Our HOPE is that we will listen to you – our customers – and begin “doing”.

We have some exciting developments as we move into the Spring of 2011 and want to share those with you – in no particular order:

- We began a partnership with Akron Children’s Hospital in 2010 and will further develop that relationship to offer you more services and programs in 2011. Athletic training services, FREE injury checks for athletes and the Kohl’s Future Fitness Program are a few of the partnership programs that are offered.

- We started our MVP program (see page 6 for details) late in 2010 and hope to further develop the mutual commitment of community with you and all our customers.

- We began a corporate partnership with InfoCision late in 2010 and hope to continue to develop that relationship in 2011. This is important because we now have a great blueprint for corporate partnerships with other companies in 2011.

- We developed a business leader/family educational program based on the Coaching 4 Life philosophy and hope to further spread that word throughout 2011.

- We have formed a new partnership with Tumble Athletics to offer tumbling and cheerleading programming at Pinnacle Sports beginning this Spring 2011 AND we have strengthened our long time partnership with the Heartbeats Jump Rope team to continue to offer jump rope programs at Pinnacle Sports.

One final thought: our HOPE is that you – our customers and friends – have a healthy, joyous and safe Spring that is filled with “doing”!

With Regards,  
Rich Garbinsky, General Manager



## Kids and Exercise

When most adults think about exercise, they imagine working out in the gym on a treadmill or lifting weights.

But for kids, exercise means playing and being physically active. Kids exercise when they have gym class at school, soccer practice, or dance class. They're also exercising when they're at recess, riding bikes, or playing tag.

### The Sedentary Problem

The percentage of overweight and obese kids and teens has more than doubled over the past 30 years. Although many factors contribute to this epidemic, children are becoming more sedentary. In other words, they're sitting around a lot more than they used to.

According to the Kaiser Family Foundation, the average child is watching about 3 hours of television a day. And the average kid spends 5½ hours on all screen media combined (TV, videos and DVDs, computer time outside of school-work, and video games).

One of the best ways to get kids to be more active is to limit the amount of time spent in sedentary activities, especially watching TV or playing video games. The American Academy of Pediatrics (AAP) recommends that children under the age of 2 years watch no TV at all and that screen time should be limited to no more than 1-2 hours of *quality programming* a day for kids 2 years and older.

**Continued on Page 4 - Exercise**



# Wellness— Body, Mind, Social, Spirit — Wade Salem

I believe that the end result we should be working towards in anything we do is wellness. Other words we could use are whole-

ness, completeness, harmony and even integrity.



The opposite of wellness really is disease. When you breakdown

that word in two parts it means: lack of (dis) and free from anxiety (ease). This means there is no more ease, rest, comfort of body or mind and flow. There is no freedom and no release - just tension and pressure remain. The goal of tension and pressure is to bring us to wellness, improvement, maturity and character. Not leave us in turmoil.

**Balance is the Key to understand how to be stable in an unstable world that we live in.**

My brother Brad is on the football staff at Michigan State which had a huge OT win early in their season against Notre Dame. After the game Coach Mark Dantonio had a mild heart attack (and he won the game!). He has since recovered and is doing well.

This brings me to a question for us: **ARE WE HEALTHY?** And I am not just talking the body. What about the mind, social and spirit, too?. When we breakdown the Coaching 4 Life Formula we can really see if we are in balance or not.

#### Evidences of Health:

**Body** - active, skillful, bright, control, vibrant

**Mind** - focused, creative, alert, wise, interested, eager

**Social** - unselfish, supportive, trustworthy, respectful

**Spirit** - passionate, humble, commitment, integrity

The four character qualities that Pinnacle Sports is focusing on these sessions are the foundation to wellness: Effort, Attitude, Respect and Believe. We need to learn, develop and demonstrate these qualities on a consistent basis. If we do they lead to wellness in every area of our lives.

As you watch someone practice a skill, like hitting or kicking a ball, or even playing a game, you can see if there is wellness (harmony, flow, technically sound, peace) or dis-ease (tension, not smooth, frustrated).

We can take the C4L Formula and filter what we do to develop each area to improve and build up resulting in wellness.

Stay stable in the unstable world we live in. Because CHARACTER MATTERS!

## DiLauro

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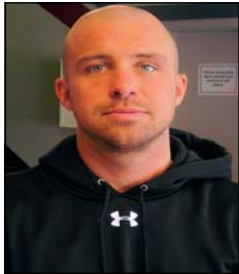
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# Nutritional Supplements

Brian White NSCA-CPT-CSCS



**Brian White**

A lot of athletes and parents are continually asking our staff if they should be considering nutritional supplements to maximize their return on their training. My response varies based on the athlete. However, I have tried to pull together a simple check-

list to help you self identify if you should consider adding nutritional supplements. None the less my answer is always the same- why waste money on a supplement, when you can fix your eating habits. You can not expect a supplement to be a good substitute for a daily balanced diet.

## DO I REQUIRE NUTRITIONAL SUPPLEMENTATION?

YES	NO	SOMETIMES	
			DO YOU EAT BREAKFAST 7 DAYS PER WEEK AND CONSUME AT LEAST 25% OF YOUR DAILY CALORIC NEEDS DURING THIS MEAL?
			DO YOU EAT AT LEAST THREE MEALS PER DAY AND INCLUDE A NUTRITIOUS SNACK BETWEEN THESE MEALS?
			DO YOU HAVE AN IDEA OF THE NUMBER OF CALORIES YOU CONSUME PER DAY?
			DO YOU LIMIT YOUR FAT INTAKE TO 15%-25% OF YOUR TOTAL CALORIES PER DAY?
			DO YOU GET AT LEAST 60% OF YOUR TOTAL CALORIES FROM CARBOHYDRATES EACH DAY?
			DO YOU INCLUDE FOODS FROM ALL SIX FOOD GROUPS EACH DAY?
			DO YOU CONSUME 1.5 TO 2 CUPS OF FRUIT PER DAY, RELATIVE TO YOUR "SPECIFIC" CALORIC NEEDS?
			DO YOU CONSUME 2 TO 3 CUPS OF VEGETABLES PER DAY, RELATIVE TO YOUR "SPECIFIC" CALORIC NEEDS?
			DO YOU EAT A WELL-BALANCED PRE/POST GAME MEAL?
			DO YOU DRINK AT LEAST 2 QUARTS OF WATER EACH DAY?
			DO YOU REPLACE THE FLUIDS YOU LOSE IN WORKOUTS/PRACTICES/GAMES?

**If you answer "No" or "Sometimes" to any of the above questions, why take a supplement? Fix your eating habits! Don't expect supplements to be a substitute for a daily balanced diet!**

## Did you know? - Partner with Pinnacle Program

- Over 5000 children and adults come through the doors of Pinnacle every week.
- Pinnacle provides training facilities for Soccer, Baseball, Softball, Lacrosse, Football, Volleyball, Basketball, and Strength and Conditioning.
- Our newsletter is received by over 12,000 families in the area.
- Our website receives over 50,000 hits per year.
- Pinnacle hosts Soccer, Baseball, Softball, Volleyball, Basketball, and Jumprope leagues and tournaments year round.
- Pinnacle hosts large scale events for Major League Baseball, AC Milan, US Soccer League, American Softball Association, Coaching 4 Life, Indian Princesses, Girls Scouts of America, Ambassadors in Sports and Cleveland Scores.

Pinnacle Sports is partnering with local and national companies in providing sponsorship and advertising opportunities to the thousands of folks that participate in programs at Pinnacle, both in Medina and Twinsburg.

Participating in a sponsorship program at Pinnacle is a powerful way to increase brand awareness, reach customers at a local level and increase revenue.

A corporate sponsorship at Pinnacle is also a great way to support us in providing local children and residents with a clean, positive environment where they can develop athletic skills, life long friends and a healthy lifestyle.

If you are looking to grow your business and promote your company's products or service, the Partner with Pinnacle Program could be just the ticket for you.

To find out more, please contact David Coyle at 330-631-5220 or contact Derek Muffley at 330-293-0616 or email us at [dmuffley@pinnaclesports.com](mailto:dmuffley@pinnaclesports.com). We will design a program around your needs.

**www.milanjuniorcamp.com**

Join the Milan Junior Camp, the official AC Milan soccer training camp!

For more information: [www.pinnaclesports.org](http://www.pinnaclesports.org)  
 info line: 305 395 6794 information email: [milanamerica@aol.com](mailto:milanamerica@aol.com)

**Pinnacle Sports - Medina**  
**July 18 - 22, 2011**

**Pinnacle Sports**  
 313 Medina Rd  
 Medina, OH 44256

Cost: \$295 per camper (\$275 if registered before 06/10/11)  
 Ages: 9 - 18 years old  
 Times: 9 am - 3 pm

# COACH'S SPOTLIGHT – Zdravko Popovic, OYSAN Hall of Fame Inductee

On Nov 12, 2010, Zdravko Popovic was inducted into the OYSAN Hall of Fame for his years of dedication, leadership, contribution, and service to the soccer community of Ohio North.

During the evening, many people shared personal stories and sentiment of what



Zdravko has meant to soccer in this area – a common theme was the impact he has had over the years. Zdravko was one of the original pioneers for high level girls' and women's soccer in

this area. He started the first competitive Open Women's team under the Internationals' umbrella. For years, his teams represented the club and Ohio North on local, regional and national levels. At the youth level, the Internationals was one of the first real "premier" clubs in the area and one of the only that is still around today.

Someone mentioned that they have seen lots of people in come through Ohio North "like a flash in the pan" with intentions of doing great things for our youth and for soccer in the area and but Zdravko has been here for the long-hull. He has stayed true to his philosophies and traditions and his passion for teaching the game and he has always supported what was best for the players and what was best for soccer in Ohio North. He put political agendas aside.

These words were spoken from his peers, colleagues, fellow hall of famers, and from a former player.

From the beginning, Zdravko believed in what girls and women had to offer the game at a time when not many others did. Mia Hamm was once quoted, "Coach us like men, but treat us like women." I believe that Zdravko has mastered this balance very well. He understands discipline and respect and understands that girls can compete and

want to be pushed but also need to be nurtured at the right place and time. He has always been able to get the most out of his players and teams.

During his acceptance of the Hall of Fame nomination, he never mentioned any specific win or championship title or award – although there have been so many in his coaching career. Zdravko mentioned the great joy he has felt throughout the years of being a part of such a wonderful soccer community – for being able to touch the lives and share so many wonderful life experiences with his past and present players. He spoke of his passion and love for this great game and he thanked his peers, colleagues, and friends who have helped him along the way and congratulated his fellow inductees. He thanked all of his players for allowing him to be a part of their lives, and for this he said he was truly Blessed.

## Exercise (continued from Page 1)

Age	Minimum Daily	Comments
Infant	No specific requirements	Physical activity should encourage motor development
Toddler	1½ hours	30 minutes planned physical activity AND 60 minutes unstructured physical activity (free play)
Preschooler	2 hours	60 minutes planned physical activity AND 60 minutes unstructured physical activity (free play)
School age	1 hour or more	Break up into bouts of 15 minutes or more

All kids 2 years and older should get at least 60 minutes of moderate to vigorous exercise on most, preferably all, days of the week.

The National Association for Sport and Physical Education (NASPE) offers expanded activity guidelines for infants, toddlers and preschoolers:

Infants and young children should not be inactive for prolonged periods of time — no more than 1 hour unless they're sleeping. And school-age children should not be inactive for periods longer than 2 hours.

### Raising a Fit Kid

Combining regular physical activity with a healthy diet is the key to a healthy lifestyle.

Here are some tips for raising fit kids:

- Help your child participate in a variety of activities that are age-appropriate.
- Establish a regular schedule for physical activity.
- Incorporate activity into daily routines, such as taking the stairs instead of the elevator.
- Embrace a healthier lifestyle yourself, so you'll be a positive role model for your family.

Keep it fun, so you can count on your child to come back for more.

# Just do it! - Katie Middendorf

First, the bad news: Studies show that the average American gains four pounds between Halloween and New Year's Day. Doesn't sound like much? It's just about enough to push you up to the next clothing size!

Now for the good news: If you became a perfect paradigm for the studies, YOU don't have to average POST holidays. Ok, so you had some extra cookies, you just need to work them off! The bottom line for keeping weight off is remembering that you have to work off what you put in, and if you've put in more than you've worked off, you're going to have to work a little harder for awhile. It's simple arithmetic. What to do? Make it fun - something you look forward to - a place and time where you can be social as well as burn calories, have fun, time alone, or perhaps special time with your child ... Think of fitness as the post-holiday gift you give yourself.

We all have our reasons why we say "but I don't want to" or "I can do it tomorrow ..." BUT HERE ARE A FEW OF THE TOP REASONS I USE TO JUST DO IT. Put a few of these in your mind-file next time you start excusing yourself from that planned workout. They help!

1. I know it'll make me feel better physically and mentally. Maybe lessen the intensity or duration, but just get that workout in. The post workout high is worth it
2. I like to set goals and create a plan. Small goals are great steps, and a plan helps me to stay focused and committed.
3. The dishes in the sink aren't going anywhere, neither are the dust bunnies on the floor. Get the workout in ... I'll feel better when I'm folding laundry and sweeping later.
4. Some days, I'll pass someone using a cane and I just think "Katie, use your body today... because you CAN!"

If I don't feel like doing whatever I have scheduled (run, cardio, strength, StrollerFit class, core work, you name it) I tell myself to at least do it for ~10 minutes, then if I feel like quitting I can. And most times I end up doing the whole workout. Sometimes I'm so happy I did it, I add a bit more!

Of course, I have some excellent, fun, challenging, social, and result-producing suggestions for you - right here at Pinnacle Sports. The Team at Pinnacle has been vamping up the Adult Fitness opportunities, and why not? Many of us are here for our children

anyway. Take advantage of the MVP membership (and discount) for yourself, too and get in on some of the workouts. Here are the options available right now:

- MOMS with stroller-aged children (8 weeks and up) can join our Stroller Fitness classes for a great combination of cardio and strength training, all while engaging with their little ones. It's a fun and fitness packed class!
- THINKING YOU NEED MORE THAN JUST A FEW LAPS & SOME CIRCUIT? MOMS & DADS are welcome at Wendi's Adult Boot Camps. She's ready to challenge you and changes up the workouts so you and your body stay interested.

- WANTING TO WIDDLE YOUR MIDDLE? Chill out and build strength in our CORE classes. Stand taller, be stronger, and revel in the better fit of your clothing!

There is something for every one of us adults here at Pinnacle Sports this winter. So join in and place yourself in the "above average" category when it comes to health, fitness, and setting a great example for our kids this year. You and your family will be super-proud. A happy mama (or papa) makes for a very happy family!

## SUMMER INSTRUCTIONAL SPORTS CAMPS



Baseball - Medina

Basketball - Medina & Twinsburg



Edge Speed and Conditioning - Medina

Football - Medina & Twinsburg



Soccer - Medina



Volleyball - Medina & Twinsburg



Register now for Pinnacle Sports Summer Day Camp for ages 6 to 12 offering sports instruction, athletic performance training and good old-fashioned summer camp fun.



# Pinnacle Sport's New MVP Program

**A PLACE TO CALL YOUR OWN.**



When you become a Pinnacle Sports Most Valuable Player, you become part of a vibrant community where families and friendships flourish. Becoming a Pinnacle Sports

MVP is an incredible value. This program is a yearly optional fee for individuals and families. The Most Valuable Player Program is designed to give multiple benefits and value to our loyal customers. Pinnacle Sports has made numerous improvements to the Medina facility along with adding an additional facility in Twinsburg. We are

working hard on your behalf and will continue to invest resources to provide a high quality experience to our customers. Pinnacle Sports looks forward to serving your family for years to come.

## MVP BENEFITS:

- Discount Rate on ALL Classes
- 20% Discount on initial class/rental/camp/clinic purchase paid in full
- Guaranteed Spot in Class of Choice up to 2 weeks prior to the start of each session
- Multiple Sibling/Class 10% Discounts
- Facility Rental Discounts
- Cage Rental Discounts
- Field Rental Discounts
- Open Arena Discounts
- Private Lessons Available
- Heartbeats 10% Discounts
- KCMA 10% Discounts
- Fitness Room Access \$10 per month/ per person
- Birthday Party Discounts
- Monthly Special Events Calendar
- WiFi Access in Twinsburg (Medina coming soon)
- Online Registration
- Access to Both Facilities



## FREE Sports Injury Walk-In Clinic



Mondays and Wednesdays 5:00 - 9:00 pm and Saturdays 9:00 - 11:00 am  
Akron Children's Hospital Center For Orthopedics & Sports Medicine and Pinnacle Sports are offering a FREE walk-in sports injury clinic.

Appointment Suggested – Call 330-239-0616.

313 Medina Rd., Medina, OH 44256

## Happy Hour

**FEATURING:** \$4.50 **APPETIZERS\*** IN THE WHOLE RESTAURANT!  
MON-FRI • 3PM-6PM

\$5 **BURGERS** AT THE BAR

\*Excludes Appetizer Sampler, Trio and 20/30 count Buffalo Wings.

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**WHAT ARE YOU DOING after 9?**

**FEATURING:** \$4.50 **APPETIZERS\*** IN THE WHOLE RESTAURANT!  
9PM-CLOSE - SUN-THURS  
10PM-CLOSE - FRI & SAT

\$5 **BURGERS** AT THE BAR



Applebee's

\*Excludes Appetizer Sampler, Trio and 20/30 count Buffalo Wings.