



- \* 5 WAYS TO SABOTAGE YOUR OWN TEAM
- \* BOOST MENTAL FITNESS
- \* SAC - Lead & Achieve Summit
- \* STATE CHAMPIONS - Winter Sports/Activities
- \* JOIN THE STUDENT ADVISORY COUNCIL
- \* IAAA STATE CONFERENCE
- \* INTERSCHOLASTIC STAR SCHOLARSHIP
- \* LEADERSHIP BOOK OF THE MONTH - The Energy Bus
- \* NFHS COURSE OF THE MONTH - Coaching Adaptive Sports
- \* 10 OF THE MOST POWERFUL PARADOXES OF MODERN LIFE
- \* IDAHO STATE COACHES ASSOCIATION - Summer Clinic Information
- \* NFHS The Voice - Emergency Planning, AED'S Saving Lives in Nation's High Schools



April  
2023 ISSUE



# IHSAA EXPRESS

Supporting Education Through Activities



The NFHS Voice



## Emergency Planning, AEDs Saving Lives in Nation's High Schools

Dr. Karissa L. Niehoff  
NFHS Chief Executive Officer

On January 2, millions of people held their collective breaths as Buffalo Bills' defensive back Damar Hamlin dropped to the ground in a Monday Night Football game on national television.

A victim of cardiac arrest, medical professionals rushed to his aid to enact a well-thought-out Emergency Action Plan (EAP). Cardiopulmonary resuscitation (CPR) and an Automated External Defibrillator (AED) were utilized, and Hamlin was quickly taken by ambulance to an area hospital in Cincinnati.

While there were some tense moments in the days to follow, Hamlin recovered and continues to make progress toward a potential return to the NFL. The quick enactment of the EAP, along with CPR and use of the AED, saved Hamlin's life.

We are pleased to share that there have been some equally heroic moments recently at the high school level. In late January in Gatlinburg, Tennessee, a Gatlinburg-Pittman girls basketball player, Kendl Reagan, collapsed during a game against Union County High School. Like the more publicized pro football game, quick enactment of the EAP and use of an AED saved Reagan's life. Colton Jenkins of Covenant Health, who serves as the school's athletic trainer, started CPR and activated the AED. Once Reagan was stabilized and her pulse regained, she was taken by helicopter to Children's Hospital in Knoxville and has since been cleared by a cardiologist. Following the incident, Jenkins offered the following thoughts:

*"Tomorrow is not promised, let alone how it is going to turn out. Always have a plan in place in case that 'it can't happen here' scenario hits. When you have a plan, know your part and practice it. Never underestimate training and mental repetition, because if you have not mentally made up your mind that you will do a hard task like CPR, you might freeze when it becomes reality."*

In early February, one of the officials working the girls basketball game in Argyle, New York, between Argyle-Fort Edward High School and Whitehall High School collapsed on the court. Thanks to a visiting EMT from Whitehall, a nurse from Argyle and an AED located about 20 seconds away in the school hallway, the official's life was saved. Boyd Hunt, the Whitehall girls basketball coach, was the first to the referee's side. Hunt helped with chest compressions before the AED was utilized. "As much as people dread all the trainings that we do, that's the reason we do this," Hunt told Pete Tobey in an article in the Glens Falls (New York) Post-Star newspaper. "We all worked very coordinated to save his life. That's what you're hoping to do when you do the training."

About this time a year ago, Ashley Cowan, athletic trainer at Bear Creek High School in Lakewood, Colorado, responded to a crisis. Near the end of the first quarter of a Bear Creek Heritage girls basketball game, an official collapsed on the court due to a malfunction of his pacemaker. Suddenly faced with a life-threatening situation, Cowan immediately rushed to the official's aid as he gasped for air and his condition quickly worsened. With help from Jill Wapelhorsts, a Heritage parent who works as a respiratory therapist, Cowan instructed Bear Creek athletic director Zach Morris to call an ambulance and had a student run to get the school's AED. After a shock was delivered, the pair continued to administer CPR until the official was once again alert and breathing. Another life was saved.

These case examples show that AEDs – in concert with CPR and implementation of a previously designed Emergency Action Plan – can save a person's life. The NFHS kick-started a nationwide effort several years ago to make sure every school has an AED. Through its NFHS Foundation, the NFHS distributed almost 1,200 units to schools and state association offices in 2018 and 2019. Since then, schools have ordered more than 1,000 additional units from the distributor.

Schools must have an AED – preferably more than one unit – in high-traffic areas and near athletic competition. Every school needs to have a working AED on the property – and staff members need to be trained in use of the machine.

However, the first step is to establish – and regularly practice – an Emergency Action Plan. The best-case scenario is for a school to employ a certified athletic trainer to establish and carry out the EAP. In some settings, this task may fall to a coach, athletic administrator or other school personnel. Following are some resources from the NFHS to help in implementing an EAP:

- NFHS High School Today Article (January 2022) – "Emergency Action Plans: Practice Makes Perfect"**
- Anyone Can Save a Life – Emergency Action Planning Program**
- NFHS "The Collapsed Athlete" Online Course from NFHSLearn**

School administrators, athletic directors, coaches, parents and students should also be made aware of the following resources from the National Athletic Trainer's Association (NATA) and the Korey Stringer Institute (KSI):

- NATA Position Statement: "Emergency Planning in Athletics"**
- KSI: "Emergency Action Plans"**

Throughout its 103-year history, minimizing the risk of injury in high school sports and activities has been one of the most important roles of the NFHS. With more than 7.6 million participants in high school sports, we know that injuries will occur; however, we also know that lives can be saved if plans are in place to handle times of crisis.



2022 IHSAA Interscholastic Star  
**AMAIA CLAYTON**  
 Renaissance High School

# unbottled.

IHSAA Student Advisory Council  
 Lead & Achieve Summit

## Step Up and Lead

District I	4/20	Lake City HS
District II	4/13	Lewiston HS
District III	4/27	Vallivue HS
District III	4/28	Timberline HS
District IV	4/24	Kimberly - LA Thomas Gym
District V	4/25	Highland HS
District VI	4/26	Thunder Ridge HS

Juniors Juniors Juniors Juniors

### Interscholastic Star Student Recognition Scholarship Award

Sponsored by the Idaho High School Activities Association  
 \$13,000 in Scholarships  
 Available To Their College Of Your Choice

#### Eligibility Requirements

- Be enrolled full-time as a Junior
- Be a participant in at least 1 athletic and 1 non-athletic IHSAA activity  
 Example: speech arts, music, dance, cheer.  
 1A and 2A schools can use FFA or student gov.
- Finalists will be interviewed in May
- Recipients will be honored at the IHSAA Hall of Fame Banquet in August

**Application Deadline: April 10**

See your schools AD or Principal for Information



**STEP UP AND LEAD**  
 2023 IHSAA Leadership Summit



**SHIFT**

### TOPICS INCLUDE

- \* Mental Health
- \* Positive Role Model
- \* Balancing School & Sports
- \* How to be a Great Captain
- \* Nutrition
- \* Servant Leadership
- \* How to Work With Others
- \* Sportsmanship
- \* Resiliency

**A healthier family is a vaccine away.**



**COVID-19 bivalent boosters available now.**

**Find yours at vaccines.gov**



## ADMINISTRATION CORNER

### DATES TO REMEMBER

4/1	Winter Sports Concussion Survey Due
4/2-4	IAAA State Conference
4/4	Board of Directors Work Session
4/5	Board of Directors Meeting
4/9	Easter
4/10	Interscholastic Star Scholarship Application Due
4/13	District II - Student Leadership Summit
4/14-15	State Speech
4/17	1st Day - Cheer/Dance Tryouts
4/20	District I - Student Leadership Summit
4/21	Spring Sports Eligibility Verification Due
4/24	District IV - Student Leadership Summit
4/25	District V - Student Leadership Summit
4/26	District VI - Student Leadership Summit
4/27	District III (west) - Student Leadership Summit
4/28	District III (east) - Student Leadership Summit

### APRIL CHECKLIST

- \_\_\_ Add spring team rosters and pictures to your MaxPreps account
- \_\_\_ Send sportsmanship information to parents
- \_\_\_ Sign contracts for 2023-2024 sports seasons
- \_\_\_ Verify Eligibility and Complete EV Forms
- \_\_\_ Turn in concussion survey for winter sports
- \_\_\_ Nominate a student for the IHSAA Student Advisory Council
- \_\_\_ Nominate a student for the Interscholastic Star Scholarship
- \_\_\_ Nominate a student for the Spirit of Sport Award
- \_\_\_ Put together a Unified Activities Program for your school
- \_\_\_ Follow up on Professional Development Certification
- \_\_\_ Verify district and state tournament dates/sites/times

**YOUR CHARACTER IS SHOWING.**



## IHSAA Rule of the Month

### RULE 2-5 - REPRESENTATION

**2-5-1** State tournament representation in volleyball, soccer, swimming, football, basketball, wrestling, track, softball and tennis will be determined for a two-year period based on a percentage of schools in that classification.

Note: Representation may be altered periodically to reflect the historical representation of each classification.

a. Representation to state competition will be determined by the percentage of the number of teams from a district or region that qualify for state tournament competition.

b. State play-in games should be used when the percentage of the representation between districts or regions can be more equitable.

c. When there are three or more schools within a region or district, representation should be at least 1.5 if possible.

d. When state play-in games are used, they should be played at neutral sites and between regions or districts of the state that would not cause unrealistic travel requirements.

Note: It is considered unrealistic travel if a team cannot travel to a play-in site, compete and return to their own school in one day.

**2-5-2** State tournament representation for cross country, golf, speech, debate, drama, cheer and dance will be determined yearly by the total number of team and/or individual finishers at a district/regional qualifying competition.

**2-5-3** State tournament brackets for girls' soccer, boys' soccer, volleyball, girls' basketball, boys' basketball and softball will be seeded using MaxPreps regular season rankings. Each school year, brackets will be flipped to balance the bracket time slots. Based on a 4-year rotation. The higher seed will be the home team in all contests.

21-22	22-23	23-24	24-25
1 vs 8	2 vs 7	4 vs 5	3 vs 6
4 vs 5	3 vs 6	1 vs 8	2 vs 7
3 vs 6	4 vs 5	2 vs 7	1 vs 8
2 vs 7	1 vs 8	3 vs 6	4 vs 5



**CLICK TO REGISTER**

**CONFERENCE SCHEDULE**

**Idaho Athletic Administrators Association**

33rd Annual IAAA State Conference

April 2-4, 2023

**THE RIVERSIDE HOTEL**



**LEARNING CENTER**  
NFHSLearn.com

**COURSE OF THE MONTH**  
**COACHING ADAPTIVE SPORTS**



Interscholastic students with physical disabilities have specific needs, which could prevent them from enjoying the positive experiences available to other students who participate in athletics and team sports. That's why the National Federation of State High School Associations, in partnership with the American Association of Adapted Sports Programs, is proud to bring you Coaching Adapted Sports. In this course, you will learn how to create adapted sports teams at your school or in your school district. You'll hear from others who coach and participate in adapted sports, and you'll find specific and helpful information about the kinds of sports, skills and drills available for coaching students with physical disabilities.

# April COACHES EDUCATION PAGE

## 5 Ways Coaches Sabotage Their Own Teams



The legendary football coach George Allen was the first to say, “What you do during the offseason determines what you do during the regular season.”

As a coach, you want to be successful and do all you can to achieve positive outcomes. However, sometimes you unknowingly block your team’s success.

There are five ways that you might be unintentionally sabotaging or undermining what you’re trying to accomplish:

- 1) Not developing all athletes as leaders
- 2) Not establishing an identity
- 3) Focusing on X’s and O’s only
- 4) Treating parents like the enemy
- 5) Boring your athletes

If you can honestly assess where you’re at with these, you’ll increase the chances that your program will find great success. Self-sabotage ends when you become self-aware and accept responsibility for what happens in your program.

### Not Developing All Athletes As Leaders

### Not Establishing an Identity

### Focusing on X’s and O’s Only

### Treating Parents Like the Enemy

### Boring Your Athletes

Most coaches have a process for equipping team captains, but rarely are the rest of the athletes taught how to be leaders. The legendary basketball coach Don Meyer used to say, “you can pick your captains, but you can’t pick your leaders.”

It’s important that you’re treating each athlete as a potential leader. Train them how to be good leaders and have a positive influence on their teammates rather than leaving it up to chance. Focusing only on the leadership development of your captains can hurt your team in two ways.

First, future leaders aren’t developed. Leadership is developed daily, not in a day. In other words, leadership is a process. Leadership development is not a one-time occurrence. The more your athletes grow and develop their influence before they’re put in a true position of leadership, the better leaders they’ll be. This also minimizes the seasons when you experience a leadership void after graduation.

Secondly, there’s more potential for problems on a team when you don’t teach all of your athletes what it means to be a good leader. Even if you do a great job of training your captains, there will be times when athletes are gathered and there are no coaches or captains present. When this happens, who will lead? What kind of influence will occur? If your athletes are used to your coaching staff or captains leading the way, what will happen when they’re absent?

No matter how good your program is, there will be issues that arise throughout the year. When these proverbial fires break out in the locker room, back of the bus, cafeteria, dorm rooms, or hallways, how will your athletes handle them? Are you equipping your athletes with fire extinguishers or handing them lighter fluid? Training all your athletes to be good leaders keeps these fires from escalating and getting bigger.

It doesn’t matter if you have an amazing team that does most things well — you need a strong team identity. This doesn’t mean you don’t work on other things, but you need to hang your hat on something. You need to do something better or different than other teams.

Sure you want to be as well-rounded as possible, but the reality is you can only focus on one or two things at one time. Be great at something. This doesn’t mean you ignore everything else, but it does mean you emphasize, reinforce, and take pride in something. This will rally your athletes around a common goal.

There’s an old proverb that says, “He who chases two rabbits catches neither.” Focus on catching the first rabbit, then you can catch the next rabbit. Don’t make things too complicated. If everything is the most important thing, then nothing is important. Be better or be different. Be great at something.

Most coaches know the strategies they want to employ, but great coaches know their athletes and what they need. Too many coaches focus on the X’s and O’s instead of the Jimmy’s and Joe’s. They put results and strategy before their people and the process.

Oftentimes, when something isn’t working, a coach adds a new play, increases practice time, or juggles the lineup. You do something sport related. However, you’re working with people who have flaws, egos, agendas, and feelings. You have a good grasp on plays, drills, and strategies, but your success (or failure) is usually related to people.

Do your athletes trust each other? Do they like each other? Do they believe in themselves? Do they trust you? Do they like you? What kind of agendas do they have? What’s going on in their lives? Every coach has a playbook full of great ideas that should work.

The difference between good coaches and everyone else is their ability to inspire their athletes and get them to do what’s needed. Relationships are much more important than anything else you’ll do. Never forget that you’re in the people business.

Legendary North Carolina State basketball coach Jim Valvano used to joke (I think), that his dream job was coaching at an orphanage. Parents can drive coaches crazy, but they’re part of your program whether you like it or not. The way a parent feels about you typically spreads to their child and other parents in the stands. Parents are their children’s biggest cheerleaders. This often causes problems for coaches, but you can sometimes use this to your advantage.

Honest and transparent communication with a parent can possibly get them on your side. When you connect with a parent and develop a stronger relationship with them, you can work together to develop their child. When you avoid communicating with a parent, you create a void which will rarely be filled with positivity. They will not give you the benefit of the doubt. If you want to make a withdrawal from the emotional bank account, you’ll need to make deposits along the way.

Talking with them isn’t a waste of your time. Don’t be afraid to spend time explaining things to them. Don’t be afraid of their criticism. When you’re communicating with them, you have an opportunity to win them over or help them be more informed. That’s big. When no communication takes place, parents receive their information from other sources.

A popular tweet I posted a few years ago said, “Players who get bored in practice don’t really want to be good. Champions get better. Losers get bored.” There’s a lot of truth to this statement. However, I could easily have said, “Coaches with bored athletes don’t really want to be good. Champion coaches engage and inspire their athletes. Losing coaches have bored athletes.”

It really comes down to responsibility. Average coaches believe it’s the responsibility of an athlete with a short attention span to stay engaged, motivated, and excited to do things that require hard work, focus, and sacrifice. This doesn’t make sense. Your athletes are not coaches. They don’t have the same motivation or maturity. Your athletes aren’t even like you when you were younger. The best coaches find ways to inspire their athletes.

Former president Ronald Reagan used to say, “The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.” Good coaches inspire their athletes to do great things.

**DEAD RIGHT** You’re the smartest person in the locker room, stadium, or gym. You know what should happen and you stick to your guns. You may even get your way, but you don’t get the results you want. Oftentimes this is because you’re dead right. You unintentionally sabotage your own team. You’re worried about who’s right and wrong. You play the blame game. You might be knowledgeable, but aren’t wise. Maybe you’re too “old school” about something. You’re not coachable. You’re too stubborn.

Coaching is unlocking an athlete’s potential. It’s about maximizing strengths, minimizing weaknesses, and motivating an athlete to be the best version of themselves. It’s taking an individual from where they are to where they need to be.

When you commit the five common mistakes listed above you not only sabotage your own program, but more importantly, create challenges that make it more difficult to be the coach you were meant to be. When you fall short as a coach, you make it more difficult for your athletes to reach their full potential.

Jamy Bechler started

[TheLeadershipPlaybook.com](http://TheLeadershipPlaybook.com) to help athletes become better teammates and more positive leaders while strengthening the culture of teams and athletic departments.

# 09 WAYS TO BOOST YOUR MENTAL FITNESS



**03** Prioritise your physical health and look after your energy



**02** Learn some simple yet effective coping skills (Breathing, mindfulness)



**01** Be proactive and work on using coping skills on a weekly basis



**04** Engage in regular self care



**05** Learn some simple yet effective coping skills (Breathing, mindfulness)



**06** Stay connected and work on developing positive relationships with friends and family



**07** Engage in activities that provide you with a sense of pleasure, achievement and enjoyment



**08** Identify your strengths and work towards them



**09** Take regular breaks and engage in rest and recovery

[@BELIEVEPHQ](https://twitter.com/BELIEVEPHQ)



# I.S.C.A.

COACHES CLINIC  
IN JACKPOT

## JUNE 10-11-12

NEW WEEKEND  
NEW FORMAT  
GREAT SPEAKERS  
GOLF TOURNAMENT ON SUNDAY  
FOLLOWED BY A BBQ  
HOSPITALITY ROOM BOTH EVENINGS  
COLLEGE CREDIT AVAILABLE

FOOTBALL - SATURDAY  
WRESTLING - SATURDAY  
SOFTBALL - MONDAY  
AD'S - SATURDAY

VOLLEYBALL - SATURDAY  
BASKETBALL - 1 SUNDAY/THE REST ON MONDAY  
TRACK & FIELD - 1 SUNDAY/THE REST ON MONDAY  
KEYNOTE - SUNDAY

unbottled..

*“Take responsibility for everything you do. Responsibility ultimately gravitates to the person who can shoulder it. We must be strong enough to stand by what we say. It is your integrity that is at stake.”*

*Bill Russell*

[www.proactivecoaching.info](http://www.proactivecoaching.info)

IDAHO HIGH SCHOOL  
2023

# SPEECH

STATE CHAMPIONSHIPS



IHSAA *unbottled.*

APRIL 14-15

Lake City High School

IDAHO HIGH SCHOOL  
2023

# DEBATE

STATE CHAMPIONSHIPS



IHSAA *unbottled.*

2023 Debate  
STATE CHAMPIONS

Large Schools

Rigby

Medium Schools

Pocatello

Small Schools

Renaissance

IDAHO HIGH SCHOOL  
2023

# DANCE & CHEER

STATE CHAMPIONSHIPS



IHSAA *unbottled.*

2023  
Cheer  
STATE CHAMPIONS

- 5A Highland
- 4A Blackfoot
- 3A Sugar-Salem
- 2A Oakley

2023  
Dance  
STATE CHAMPIONS

- 5A Owyhee
- 4A Columbia
- 3A Idaho Arts

IDAHO HIGH SCHOOL  
2023  
BOYS

# BASKETBALL

STATE CHAMPIONSHIPS



IHSAA *unbottled.*

2023  
Boys Basketball  
STATE CHAMPIONS

- 5A Lake City
- 4A Hillcrest
- 3A Sugar-Salem
- 2A Bear Lake
- 1A DI Lakeside
- 1A DII Kendrick

2023  
Boys Basketball  
SPORTSMANSHIP  
WINNERS

- 5A Madison
- 4A Lakeland
- 3A Kimberly
- 2A St. Maries
- 1A DI Victory Charter
- 1A DII Cascade

It's Monday morning and George walks out of the front door to his car and a flat tire. But this is the least of his problems. His home life is in shambles and his team at work is in disarray. With a big new product launch coming in two weeks for the NRG-2000, he has to find a way to get it together or risk losing his marriage and job. Forced to take the bus to work, George meets a unique kind of bus driver and an interesting cast of characters who, over the course of two weeks, share the ten rules for the ride of his life. In the process, they help him turn around his work and life, saving his job and marriage from destruction. The Energy Bus, an international bestseller, takes readers on an enlightening and inspiring ride that reveals ten secrets for approaching life and work with the kind of positive, forward thinking that leads to true accomplishment--at work and at home.

Leadership in Coaching  
April  
Book of the Month

10 Rules for the Ride of Your Life

- ✓ You're the driver of the bus.
- ✓ Desire, Vision and Focus move the bus in the right direction.
- ✓ Fuel your ride with positive energy.
- ✓ Invite people on your bus.
- ✓ Don't waste your energy on those who don't get on your bus.
- ✓ No energy Vampires Allowed!
- ✓ Enthusiasm attracts more passengers.
- ✓ Love your passengers.
- ✓ Drive with purpose.
- ✓ Have fun and enjoy the ride!



WALL STREET JOURNAL BESTSELLER

10 Rules  
to Fuel Your Life, Work, and Team  
with Positive Energy

THE  
ENERGY  
BUS

JON GORDON

Foreword by Ken Blanchard  
Coauthor of *The One Minute Manager* and *Leading at a Higher Level*



Teachers report changes in students' attention span, focus, and self-control due to the use of nicotine products.



Visit [projectfilter.org](http://projectfilter.org),  
or email [projectfilter@dhw.idaho.gov](mailto:projectfilter@dhw.idaho.gov)  
for more information on helping teens quit nicotine.



IDAHO DEPARTMENT OF  
HEALTH & WELFARE  
DIVISION OF PUBLIC HEALTH

February 2023

10 OF THE MOST POWERFUL  
PARADOXES OF MODERN LIFE

What is  
Paradox?

Paradox is a figure of speech that seems to lead to an illogical contradiction or a situation that contradicts common sense and reasoning.

## The Happiness Paradox

The more you search for happiness, the more it eludes you.  
If you want to be happy,  
stop thinking about trying to be happy so much.  
Happiness is a natural state that it occurs when you accept  
'what is' and don't desire for anything else.

## The Resistance Paradox

When we accept resistance, resistance disappears.  
When we accept our challenges,  
we're able to start solving them.  
When we face the fire, the fire can be extinguished.  
Our resistance is an opportunity,  
or an ever-growing thorn in our side.

## The Failure Paradox

The more you're prepared to fail,  
the more likely you are to succeed.  
Failure beats stagnation, as failure breeds learning.  
Learning breeds insights, and insights breed  
advantages that lead to success.  
The faster you fail, the faster you'll succeed.

## The Scarcity Paradox

The more available something is, the less we want it.  
What's scarce is deemed valuable,  
what's abundant is deemed worthless.  
In reality, utility doesn't always follow scarcity.  
Abundant pleasures can be our most valuable pleasures  
and vice versa.

## The Change Paradox

We want others to change,  
but we're unwilling to change ourselves.  
Forget it.  
We can't change others, we  
can only change ourselves.  
"Yesterday I was clever, so I  
wanted to change  
the world.  
Today I am wise, so I  
am changing  
myself."  
—Rumi

## The Vulnerability Paradox

We believe showing  
our whole selves will  
scare others away, when  
in reality it draws them  
closer.  
The ability to be vulnerable  
in a world of status games  
is a superpower.  
"Vulnerability is the  
currency of human  
connection."  
—Brene Brown

## The Approval Paradox

The more you want  
someone's approval,  
the harder it is to get it.  
Approval seeking is a  
sign of insecurity and  
neediness, both  
unattractive traits.  
"When you're content  
to simply be yourself  
and not compare or  
compete, everyone  
will respect you."  
—Lao Tzu

## The Knowledge Paradox

The more you know,  
the less you can clearly  
explain.  
Our inability to explain  
familiar concepts  
is a form of cognitive bias  
wherein experts often  
overestimate the ability  
of novices.

## The Man in the Car Paradox

No one is impressed with your possessions  
as much as you are.  
You think you want an expensive car or fancy watch.  
In reality, what you want is respect and admiration from  
other people.  
Don't have the mistaken belief that  
expensive stuff provides it.

## The Business Dad Paradox

Technology has allowed us to become more efficient  
in our work.  
Increased efficiency means more of the most precious  
commodity: time.  
But time for what, exactly?  
Usually, to do more work.

# TO GET THE MOST OUT OF YOUR BODY, YOU NEED TO PUT THE BEST INTO IT.

And that's what our **Greatness Guide** is all about. Here you'll find simple tips on how to make food and lifestyle choices that help fuel your greatness—game days, training days, travel days and every day!

**unbottled.**<sup>®</sup>  
GREATNESS GUIDE

