

My name is Brian Bowness. In baseball circles, some know me better as “Coach Bones.” I’ve been coaching and giving private instruction for over 18 years. In a few days, I will be opening up my very first training facility called **The LAB**, in Rockaway, NJ. (385 Franklin Ave Suite H, Rockaway, NJ 07866)

I’m sure you’ve heard this line before: *“My facility will be unlike any facility in the area.”*

Maybe you’ve heard that one too many times. But, if I could have a couple moments of your time, I can lay out exactly why that statement is 100% accurate when describing **The LAB**.

Baseball facilities and private lessons seem to be a dime-a-dozen these days. Heck, within a ten-mile radius of my place, I’m sure there’s at least a dozen or so other facilities claiming to be the best place to train in the area. If I simply opened up another batting cage that does lessons, that might worry me. But knowing what’s inside The LAB, and the unmatched style of training that will take place, well, let’s just say that I’m very confident that you will want to send your hard-working baseball players to train here with me.

Both hitters and pitchers will have access to:

1. State-of-the-Art Technology
2. Authentic “Baseball-Specific” exercises few if any coach or player knows about or utilizes
3. On-going High Speed Recording to document progress
4. A Weight Room designed to take the guess work out of the development of raw power and strength
5. An online membership including tutorials covering program exercises as well as the finer points of the game

Let’s take a look at the technology featured at The LAB...



HitTrax Baseball™



When players come in to take swings, I want them to get as much useful information as possible. I don't want to take a chance on the development of their swing by simply trusting what my eyes *believe* they see... or what players *think* they feel. I want these hitters to *know* exactly what's going on when that bat gets moving.

Hittrax Baseball™ is a state-of-the-art training device that measures all of the vital metrics hitters need to understand their swing including: exit velocity, hitting distance, launch angle/elevation, strike zone analysis, spray charts, and "hard hit average."

Find out more about HitTrax@:
<http://www.hittraxbaseball.com>

Rapsodo Baseball™



I am very excited for the pitchers that work out at The LAB. **Rapsodo Baseball™** does for pitchers what *Hittrax™* does for hitters. Whenever a pitcher throws a baseball from the mound, it will be recorded with this device. Velocity, spin rate, tilt axis, and vertical/horizontal break will all be measured and categorized by the date and pitch type thrown. Using my "pitcher-specific" training methods, We'll use the Rapsodo device to chart the progress each pitcher has made with both his velocity and off speed pitches. Instead of a pitcher simply thinking he feels the ball coming out of his hand better, he'll know exactly what "better" feels like *and* looks like with the information collected by this device.

Find out more about Rapsodo@:
<http://rapsodo.com>

Up Next: Technology featured at The LAB... Part II



High Speed Recording

Throughout the facility, you will find several high speed cameras ready to capture video of all hitters and pitchers. The **HitTrax™** system will be recording hitters in slow motion. Three synced high speed cameras will be focused on pitchers. I'll even have my iPhone set up on a tripod, just in case I see something that needs to be documented. The strategic positioning of each camera will allow us to capture every important movement from various angles, in order to make 100% sure what we're looking at is what we believe we see.

Players will be recorded on their first day of training, and several times throughout the program in order to collect an on-going data base of progress. We will also feature an "overlay" of videos, that stacks one video on top of another. This will make players' progress easier to see and understand.

Zepp Baseball/Diamond Kinetics

Players will have access to the simple-to-use devices in order to collect information such as:

- Max Barrel Speed
- Max Hand Speed
- Speed Efficiency
- Applied Power
- Time to Impact
- Attack Angle

The Plan: Zepp devices set up in the Hitting Station, and the Diamond Kinetics device synced with HitTrax inside the cage. Aside from recording as many swings as possible, I believe this will bridge the gap between "practice" and "game" swings.

For more information on Zepp and DK:

<http://www.zepp.com/en-us/baseball/instant-analysis/>

<http://diamondkinetics.com/explore/>

Next: Authentic Baseball-Specific training methods featured at The LAB...



Authentic Baseball-Specific Training

I've never been a big fan of drills. I've found that in many cases, players become proficient in the drill, but rarely translate to the actual goal of either swinging a bat or throwing a baseball better. I also feel that most drills are simply time-fillers. That's why you won't see players running through a list of useless drills at The LAB.

Also... The true definition of any sport-specific exercise requires that you mimic not only the specific movement you want to address, but also the environment. For example: Hitters will not see underhand flips unless they play softball. Pitchers will be on a mound (but not actually pitching at the beginning of training) for the majority of the "throws" they make.

The name of the game when it comes to training: create the most effective, efficient, and powerful way to either swing a bat or throw a baseball. The specific exercises we use for both hitters and pitchers will do just that.

Hitters will do *a lot* of unilateral training and eye-hand coordination exercises.

Additionally: we will also spend significant time developing pitch-tracking skills, breaking ball recognition, having hitters become more aware of their "happy zone," developing confidence to drive the ball to the opposite field, as well as learning the correct way to turn on and drive the ball to the pull side of the field.

Pitchers will receive extra special attention (because they're pitchers, of course). We will focus on the development of the most efficient arm path towards home plate using select exercises that I have been using for more than ten years, but have only just now caught on as essential in any pitcher's trainmen regimen.

The consistent execution of these exercises will result in a super-conditioned throwing arm, a higher release velocity, significant improvement in at least one off speed pitch, new-found movement, and most importantly, ***a drastic reduction in injury risk.***

See full descriptions in the Programs and Rates section!

Next: Weight Room training featured at The LAB...



The Free Weights Area

I take this area very seriously.

While the area displays power racks, benches, plenty of weight plates, med balls, and a couple other pieces of iron, all players will be screened for mobility and flexibility. Players that are “tight,” will be treated differently than those with “hyper-mobility.”

While the core exercises will be performed by all players, each player will have their own set of mobility and flexibility exercises (to be performed every day they step foot into the facility) depending on their screening score.

I wanted to incorporate this area into the training for three reasons:

1. General strength is a must and benefits all athletes.
2. Ball players cannot expect to hit the ball further, or throw the ball harder without some form of general strength training.
3. Stringer players can learn and perform complicated movements (like throwing a ball and swinging a bat) quicker and easier.

Players will learn to safely and correctly perform the squat (with a safety squat bar), deadlift (using both straight and trap bars), and a modified bench press that I created to drastically reduce shoulder involvement. (*A must* when working out ball players.)

There will be supplementary exercises as well, including unilateral training, rotational, and stability work.

Players will be closely monitored, and their results tracked. We will keep a watchful eye on on them, but they will also be asked to be accountable as well. Not only are they to take this area seriously in their own efforts, but also the efforts of their fellow work out partners.

Next: The LAB's Online Membership Site...



The LAB's Online Membership

Every ball player that works out at The LAB will receive login information to our online membership.

This membership will include video tutorials of every exercise we will perform in the facility. After watching the videos and listening to the tutorials, every player will know exactly what to do and how to go about that day's exercises... before they even step foot in the facility.

The online membership is something I feel is important for a few different reasons:

1. This gives players the opportunity to prepare ahead of time.
2. Players can go back and review any exercise at any time.
3. Coaches can refer to the videos while explaining an exercise "in person."
4. Players will be able to move from exercise to exercise more fluidly, minimizing any wasted time or interruption in momentum.
5. Let's face it: Players today are glued to their devices. I don't like it, but I won't fight it either!

***This does not mean that I will not be explaining anything and everything in person.
I want to get to know every player that walks into my facility, as well as have every player feeling comfortable
approaching me to ask questions, make comments, or just to say "hi."***

Next: Set Up and Workout Program Structure...



Small Workout Groups...Huge Results

I have given one-on-one instruction for over 18 years. In the last few years however, I have tested a version of group workouts meeting no less than *three times per week*, and consisting of no more than *six players* at one time. This model has proven to be head-over-heels more effective than the traditional private lesson for a few reasons:

1. Players get to work out more than once per week, making it easier to both get in shape for the season as well as retain muscle memory more easily.
2. Groups allow for more of a team aspect to training, developing camaraderie and healthy competition among the group as well as against other similar groups, which has proven to enhance results.
3. Groups allow me to work with more players which is something that private lessons made very difficult (unless I pretended I was 28 again and tried to do double-digit lessons every night). I want to help as many players as possible. This format makes it possible.
4. Multi-week sessions make each workout far more *cost effective* than expensive once-per-week 30 minute lessons. My 90 minute sessions average out to *less than a quarter* of the average half hour lesson price.

*Leaderboards will be posted for all players to see.
The leaderboards will be set up for hitting,
pitching, and lifting "stats."*

How The Programs Work

- All registered players will have access to the facility every day of the week.*
- Players are asked to commit *at least* three days per week to the training.
- Players have the option to complete a full workout in one day (90 minutes) or - if space is available - splitting the workout between skills work and strength training.
- Scheduling will work in a similar way to that of a golf course. Players will select a start time for their workout, and be expected to start on time and keep a consistent pace. No more than six players will be allowed to schedule specific given time. It is imperative that players honor their selected times and not show up late!
 - For example: The first training block is at "4:00." Once 6 players fill that spot, the next available time will be "4:15." The first group should be done with their general warm up and on to the next part of the program, making room for the next group to start their warm up. This will continue throughout the night.
- Pitchers will be grouped with pitchers. Hitters with hitters.
- This year's program will be **eight weeks starting Monday January 9, and ending Thursday March 2**. Future programs will consist of 12, 10 and 8 weeks, depending on the age group, time commitment, and season.

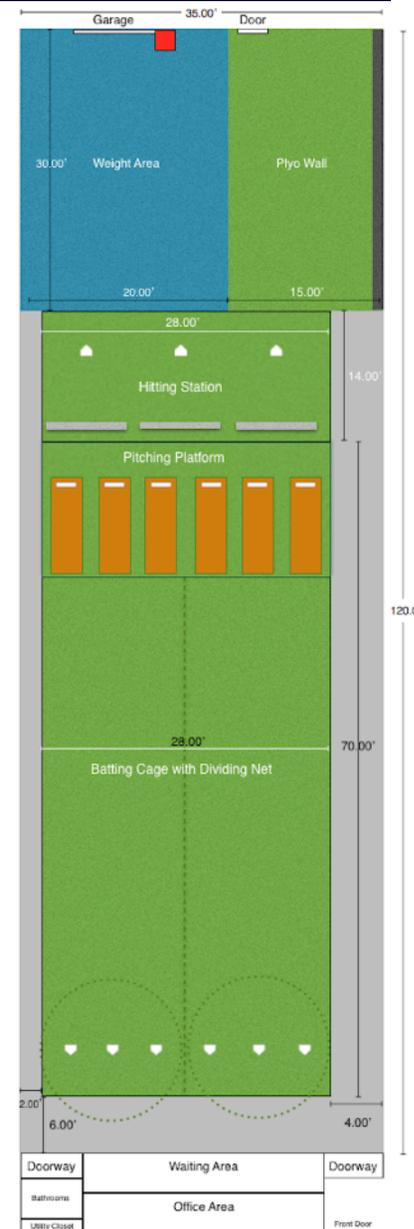
(Note: Friday nights the cages will be reserved for Hitting Competitions using the HitTrax™. Only the Weight Area, Hitting Station, and Plyo Area will be available.)

Next: My Bio and The LAB's Layout...



Brian “Coach Bones” Bowness

- Seton Hall Prep All County, All State, All Area POY
- Received full tuition scholarship to Villanova University
 - First Baseman and Conference Starting Pitcher
 - ACBL All Star and Player of the Week
- Drafted by the Chicago White Sox
 - Led Appalachian League first basemen in assists
- Boston Red Sox Spring Training Invite
- Coached at Seton Hall Prep, Cranford HS, Arthur L. Johnson HS
- Over 18 years of coaching/private lesson experience
- One of only twelve Marshall Certified pitching instructors in the country
- First private lesson, Joe Martinez has played MLB, professionally for 11 years
- Several players receiving scholarships to college
- Players both drafted and signed to professional contracts
- Consulted for: Pittsburgh Pirates, Montreal Expos, Washington Nationals, and Toronto Blue Jays
- Works closely with Toronto’s Assistant to the General Manager, Dana Brown
- Washington Nationals drafted a player recommended by Coach Bones, without seeing the player on the field.
- Worked with 1995 American League MVP Mo Vaughn, Hall of Fame Member, Craig Biggio, and former big leaguers John Valentin, and Kevin Morton.



Lastly: Program and Rates...

Programs

Pitchers Throwing Program

\$547.00

Duration: 8 weeks... 3-6 sessions per week*

- Comprehensive and customized throwing program designed to increase throwing stamina, optimal arm health, arsenal of pitches, and velocity.
- Exercises teach the arm and body how to move as efficiently as possible - which directly correlates to throwing harder, while drastically reducing the chance for injury.
- *Never-seen-before* pitch development program that promotes high spin rates and movement for all pitches. Running fastballs, sinkers, change ups, and 12-to-6 (yes 12-to-6) curveballs...throw CORRECTLY to name a few!
- Progress recorded with Rapsodo Radar, Stalker Radar, high speed video.
- Customized 8 week Weight Training Program

Complete Hitters Program

\$547.00

Duration: 8 weeks... 3-6 sessions per week*

- Program designed to increase bat speed, exit velocity, launch angle (if necessary), pitch selection, pitch recognition, and overall Hitting IQ
- Exercises teach the body to move as efficiently as possible - which directly relates to bat speed and power.
- Unique pitch tracking exercises that eliminates the “swing at everything to get a lot of reps,” training approach and allows players to react as a hitter in a game situation.
- Progress recorded with HitTrax, Stalker Radar, and high-speed video
- Customized 8 week Weight Training Program

Position Player Throwing Program

Add On

- Included in **Complete Hitting Program** (Because even DH’s have to throw with the outfielders in between innings!)
- Incorporates the essentials of the pitcher’s program, minus the Pitch Development Package.

Last year’s Throwing Program participants with history of elbow and/or shoulder issues reported significant reduction and even elimination of pain/discomfort!

All-Inclusive Combo Package

\$797.00

- Combination of all programs
- Strongly recommend committing 4-6 days rather than the minimum required 3 for single programs.

Remember ALL Program Customized for Each Player!



Payment Options - Weekly, Monthly, Paid In Full (PIF)

For Pitching and Hitting Programs:

Weekly: \$75.00 - Billed eight times

Monthly: \$287.00 - Billed twice

PIF: \$547.00 - One-time charge

For Combo Package:

Weekly: \$120.00 - Billed eight times

Monthly: \$427.00 - Billed twice

PIF: \$797.00 - One-time charge

Also...

\$15.00/player

FUN Friday Night Hitting Competitions

3-on-3 Games of 7 or 9 innings

Quality Hit Games (HitTrax exclusive)

Arcade Style Home Run Derby

