

## WHAT THEY ARE SAYING

*"There is only one other strength and conditioning program in New England that I have confidence enough in to refer athletes to and that is Jeff's. Jeff is not only one of the finest coaches I have worked with, he is one of the finest people I know. If I had a son or daughter in central Massachusetts, he or she would undoubtedly be training with Jeff."*

**Michael Boyle, Director  
Mike Boyle Strength and Conditioning**

*"Jeff has worked extremely hard getting our players stronger and faster. The results have been incredible. Our players make great improvements in size and speed each year. Our kids really believe in Jeff and his program. He has been instrumental in taking our program to a national level."*

**Paul Pearl  
Head Ice Hockey Coach - Holy Cross**

*"I owe a great deal of credit to coach Oliver's program for taking my game to the next level. Only in my wildest dreams did I think I would be a finalist for the Hobey Baker award and lacing it up in the NHL. I could not have achieved these life time goals without Coach Oliver. In the ten years I did Jacked-On-The-Hill, I developed size, strength and explosiveness, but most importantly, I was able to step on the ice with the confidence knowing I had the best preparation of anyone in the country"*

**Bob Butler  
Ottawa Senators, NHL  
Hockey East Player of the Year 09-10**

*"Over the past two decades it has been our privilege to train some of the greatest athletes in Central Massachusetts. We have worked with athletes ranging in age from 10 to 40. We have trained professional, collegiate, high school and junior high athletes of all skill levels. We pride ourselves in using the most up to date, advanced training methodologies in the world. Our athletes work hard and have a great time in one of the most exciting atmospheres that exists in the industry. If you want to develop confidence, strength, speed and reduce injuries, please join us for the most productive summer of your life!"*

**Jeff Oliver**

### CONTACT INFORMATION

**Jeff Oliver**  
**email: [joliver@holycross.edu](mailto:joliver@holycross.edu)**  
**phone: 508-793-2313**

**Be Strong... Be Explosive...**



**Be Fast... Be Injury Free...**

One College Street  
Worcester, MA 01610-2395  
(508) 793-2313

**JACKED  
ON THE HILL**

# JACKED ON THE HILL

## 2011

### June 6th - August 4th

**Be Strong...**

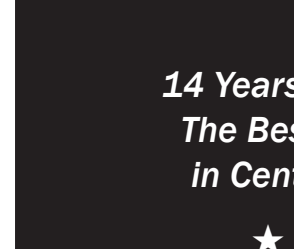


**Be Explosive...**

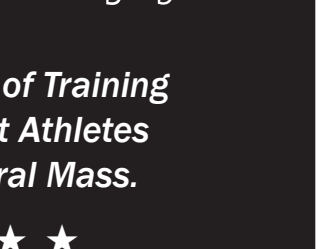


*Jeff Oliver's*  
**Be Athletic**  
Sports Performance

**Be Fast...**



**Be Injury Free...**



**14 Years of Training  
The Best Athletes  
in Central Mass.**



**508-793-2313**

**[joliver@holycross.edu](mailto:joliver@holycross.edu)**

## LOCATION

Park B. and Carol Smith Wellness Center at The College of the Holy Cross

## TYPES OF TRAINING

**Core Strength and Stability**  
**ACL and other injury reduction**  
**Linear and Lateral(agility) Speed**  
**Explosive Power Development**  
**Plyometrics**  
**Endurance Specific to Sport**  
**Strength Specific to Sport**  
**Nutritional Awareness**

### SENIOR PROGRAM - \$799

**June 6th - August 4th**  
**Monday thru Thursday - 2 hours**

The same program that athletes have been accustomed to for 14 years. This is a very intense, comprehensive program designed for athletes who are serious about their sport.

### JUNIOR PROGRAM - \$319

**For athletes under the age of 13**  
**June 28th - August 4th**  
**7:30 a.m either Mon & Wed or Tues & Thurs**

This program is designed specifically for the minds and bodies of the younger developing athlete. The content of the program will be similar to that of the senior program but with more emphasis on teaching the techniques of training and making it enjoyable for that age. The athletes will meet twice per week for approximately 1 hour and 15 minutes. There will be one time slot available so space is extremely limited!

### COLLEGIATE PROGRAM - \$799

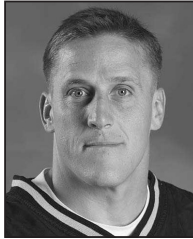
**June 6th - August 4th**  
**Monday thru Thursday - 2 hours**

For athletes in or entering college or who have trained in the Be Athletic Program for at least 4 years. This is an extremely advanced program designed for a physically and mentally mature athlete. There will be two sessions: 8:30 a.m. and 4:45 p.m.

**Enrollment is limited. Morning slots fill up quickly. It is important you enroll and find a time slot as soon as possible!**

## JEFF OLIVER

PROGRAM DIRECTOR



Jeff Oliver is the director of the program for the 14th year. He has been the strength and conditioning director at Holy Cross for the past 15 years and served as the strength and conditioning coach for the Worcester Ice Cats, former AHL affiliate of the St. Louis Blues hockey organization.

Jeff earned a Bachelor of Science from Boston College and earned his Masters Degree in Human Movement from Boston University. He is a certified strength and conditioning specialist.

Jeff continues to lead the field in his practical application of scientific research. He is a sought after speaker at sport training clinics and conferences throughout the Northeast. Jeff and his wife Katie have an 11 year old son Peter, a 9 year old daughter Corinne, a 7 year old daughter, Claudia and a 5 year old son, Keating.

## BRITTANY KEIL

ASSISTANT PROGRAM DIRECTOR



We are pleased to welcome Brittany back for her third year on the *BeAthletic* staff. She is just completing her first year as a full time strength and conditioning coach at Holy Cross where she is responsible for Men's and Women's Basketball, Men's and Women's Lacrosse, Softball, Baseball, Volleyball, Field Hockey, Track and Field and Tennis. Prior to Holy Cross,

she was a strength and conditioning coach at Harvard University. Britt is a 2008 graduate of Holy Cross and was a four year letter winner and captain of the women's basketball team. She is an NSCA certified strength and conditioning coach specialist and is considered one of the brightest minds in the field today.

**Be Strong... Be Explosive...**



**Be Fast... Be Injury Free...**

## APPLICATION PROCEDURE

Enrollment is extremely limited!!!

Many time slots filled up quickly last year so please get your application in as soon as possible.

Fill out the application completely and include deposit of \$400 payable to **Jeff Oliver**. The remaining \$399 must be paid on Day 1 of the program. If you are still in school at the start of the program, please contact us to schedule a temporary evening time for the first few sessions. Jr. Program must send deposit of \$149.

**MAIL TO:**

**Jeff Oliver**  
**Strength and Conditioning Director**  
**College of the Holy Cross**  
**One College Street**  
**Worcester, MA 01610-2395**

Please print clearly

Name: \_\_\_\_\_

Guardians Names: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Age: \_\_\_\_\_

School: \_\_\_\_\_

Sport: \_\_\_\_\_

Email address: \_\_\_\_\_

T-Shirt Size: S M L XL XXL XXXL

Years completed in the *BeAthletic* Program: \_\_\_\_\_

**Referred by:** \_\_\_\_\_

Please place a 1 in your first time preference, a 2 in your second time preference and a 3 in your third time preference. Also, please place an A in your temporary afternoon slot if you are still enrolled in school.

Times are subject to change based on enrollment

\_\_\_ 9:15 a.m. \_\_\_ 10:00 a.m. \_\_\_ 10:45 a.m.

\_\_\_ 11:30 a.m. \_\_\_ 12:15 p.m. \_\_\_ 4:15 p.m. \_\_\_ 5:15 p.m.

Jr. Program: M-W\_\_\_ or T-Th\_\_\_

Collegiate Program: 8:30 a.m. \_\_\_ or 4:45 p.m. \_\_\_

Temporary time

\_\_\_ 4:15 p.m. \_\_\_ 5:15 p.m. \_\_\_ 7:00 p.m.

**A Parent or Guardian Release** will be sent upon receipt of your application.