



**Every Sport...
Every Athlete...
Every Level...**

**Creating the World's
Most Dangerous Athletes**

Football
Soccer
Baseball
Softball
Basketball
Volleyball
Golf
Tennis
Field Hockey
Ice Hockey
Figure Skating
Speed Skating
Ice Dancing
Wrestling
Swimming
Diving
Cheerleading / Dance
Fencing
Lacrosse
Martial Arts
Mountain Climbing
Track & Field
(Indoor & Outdoor)
Cross Country...
and more!!

MASTER TRAINER:
Jeff Green MS, CSCS, CES, PES, USAW, USATF
Exercise Physiologist
Certified Strength and Conditioning Specialist
USA Weightlifting Coach
USA Track & Field Level 1 Coach
Clinical Exercise Specialist
Performance Enhancement Specialist
National Strength & Conditioning Association
Alabama State Chairman
American College of Sports Medicine Member
State & National Champion Powerlifter

At the Icon Performance Center, our goal is to help the athlete's speed, power, explosive strength and flexibility. By using multi-joint explosive training exercise we are able to produce total body movements. These exercises are similar to the movements involved in sports and will aid the athlete in becoming a force to be reckoned with!!

- LEAVE YOUR MARK!



**The Next Evolution in
Athletic Performance
Enhancement**

The Icon Performance Center possesses the most experienced training staff ever assembled in the state of Alabama. Our Center offers under one roof, the best strength, conditioning and speed professionals from every level of sport, with extensive experience in high school, collegiate, and professional athletics.

What can Icon Performance Center do for me?

Each sport will be unique in their requirements for that particular sport yet many similarities do exist. The generalities that come into play when designing training regimens for individual/team sports are:

- General and Dynamic Warm-Up Routines
- Static and Dynamic Flexibility
- Form Training
- Sprint Assisted Training
- Speed Endurance Training
- Sport Loading
- Energy System Training
- Strength, Power, and Speed Strength Training
- Plyometrics, Stretch-Reflex, and Shock Training
- Sprint Mechanics & First Step Quickness
- Acceleration and Max Speed Training
- “Pre-Hab”, Recovery and Restoration Training
- Power Nutrition

The creation of Icon Performance Center, brings an opportunity unique to the metro Birmingham area. Birmingham, being a heavily involved sports city, still seems to possess a lack of knowledge, implementation and the emphasis needed to push athletes to their full potential safely and effectively. Icon Performance Center can finally address this issue under the tutelage and guidance of the city’s best strength, speed, and conditioning professionals.



10 Reasons Why You Should Be Training With Us.

1. **Experience.** The main core of head trainers at our facility represents over 45 years of training experience ranging from the junior high to the pro level. There is not a facility in Alabama and only a handful in the southeast that can truthfully make that statement. Training experience and wisdom is what will make the difference in the athlete wasting his/her time.

2. **Dedication.** You will never find a team more dedicated to your athlete that at Icon Performance. All the little extras that any particular athlete needs will be the norm here at Icon Performance. No athlete will be left behind on any aspect of the program! So, if a little extra tutoring on the side or a trainer making a house call in order to address training or dietary questions is needed, consider it done. No one can match our unwavering commitment to our athletes, no matter what age, sport or level of experience.

3. **Program design is an Art as well as a Science.** At Icon Performance, we pour all of our years of training experience into our scientifically designed, cutting-edge training and dietary programs. But only our connection with your athlete will enable us to customize that routine into something that is completely individualized for that particular athlete.

4. **Degreed & Certified Coaches & Trainers.** At Icon Performance we only select the best of the best when it comes to our coaching staff. We require our coaches to have a minimum of a Bachelor’s degree in Exercise Science or a related field and current certifications in Performance Enhancement as well as CPR and First Aid.

5. **Proven Track Record.** We have had numerous athletes come through our doors and then feel equipped to dominate in Division I, Division II, and Junior Colleges playing a number of diverse sports, including the NFL. We have had a number of professional athletes from the NFL, NFL Europe, NBA Europe, Arena 1, Arena 2, and Urban Football League, Major League Baseball Farm Teams to train post-rehab, off-season, developmental prior to reporting to training camp. We have worked with collegiate athletes who are training for the NFL Combines or their debut at a number of NFL Pro-Days held at numerous colleges across America. But even more so, if your dedicated and disciplined athlete is not first string, then let us give him or her the weapons necessary in order to get to that starting spot on the team!

6. **We train in small, semi-private group settings for maximum personal attention.** One-on-One training is a great training atmosphere for athletes but not always feasible. Small groups are very beneficial for many reasons, such as competitive dynamics, other experienced athletes to train with who are familiar with our program, and cost benefits. Individual attention is still retained and the integrity of the athlete’s training program is maintained.

7. **Continually evolving programs to keep up with cutting edge methods and the ever-progressing athlete.** We are in constant contact with trainers, coaches, nutritionists, and researchers from all over the United States and abroad to bring you the most recent training and dietary information that is available.

8. **Test for Success.** Whether it is a simple pull up test or a video analysis of a 40-yard dash, we at Icon Performance, test and re-test our athletes to make sure the “weak links in the chain” are properly being addressed. This will allow us to not only recognize early what athletic component might be lagging but will give us precise feedback in order to tweak the athlete’s training program to send the athlete soaring in the right direction.

9. **Best equipped facility for training ATHLETES in Alabama.** No one in Alabama has a facility with state-of-the-art equipment and “cutting-edge” knowledge to effectively guide the athlete. All of our equipment is geared to maximize the athlete’s potential.

10. **This is NOT a baby-sitting service.** No one can match our training intensity and atmosphere. When one walks into the Icon Performance Center, one can feel the energy that penetrates the facility. The equipment, the pictures of past athletes that have trained here, the music, everything is geared toward motivating the athlete to focus and reach new levels of training intensity.



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