

TAKE YOUR PROGRAM FASTER & FURTHER

2022

2ND ANNUAL

OKLAHOMA

COACHING SEMINAR

**LEARN CULTURE.
BUILD SPEED.**



Train smarter



Create a Culture of Excellence



Collaborate

SESSION EXCLUSIVES

**"THE 400 IS
A SPRINT"**

**"FEED THE
CATS"**

**"CREATING
MOJO CULTURE"**

GET THE BEST FROM THE BEST

FEATURING: TONY HOLLER & HOWARD RUSS

SPONSORED BY:



JULY 19TH & 20TH

NORMAN, OKLAHOMA

SPEAKERS



TONY HOLLER

PROFILE:

Head Track & Field Coach at North Plainfield (IL) and the creator of the revolutionary "Feed the Cats", a training philosophy that questions the traditional high-volume hard-work approach to athletic training. Feed the Cats is an essentialist training program combining low-volume and high outputs with a focus on "happy and healthy". The core of Feed the Cats is the idea that "Speed is the tide that lifts all boats". Coach Holler is a member of the Illinois Track & Field Hall of Fame. He taught Chemistry for 38 years and is currently in his 41st year of coaching track.



HOWARD RUSS

PROFILE:

Head Cross Country and Track & Field Coach at Beavercreek (OH) High School. One of the premier distance coaches in the state of Ohio, where he was named the 2019 Ohio Women's Cross Country Coach of the Year, Coach Russ won state titles in 2018 & 2019 for his girl's team. His teams have 10 top-five finishes at the Ohio State Championships, including a girl's team average of 18:03, the fastest average in Ohio history. His 4x800 girl's relay teams went 9:01 (2018) and 8:58 (2019), which finished second at Outdoor Nationals. Coach Russ is renowned for the culture he creates within his program, which is the foundation of everything they do as a team. This year is his 25th season coaching.



INFORMATION

WHEN?

JULY 19TH & 20TH

WHERE?

NORMAN NORTH HIGH SCHOOL

NANCY O'BRIEN CENTER

1801 STUBBEMAN AVE. NORMAN, OK 73069

COST ?

EARLY-BIRD:

\$40.00/SINGLE DAY or \$60.00/TWO DAYS IF POSTMARKED BY JULY 8TH

*LUNCH PROVIDED TUESDAY, JULY 19TH FOR EARLY-BIRD REGISTRATION.

AT THE DOOR:

\$50.00/SINGLE DAY or \$80.00/TWO DAYS

*LUNCH NOT PROVIDED FOR THOSE REGISTERING AT THE DOOR

REGISTRATION:



*MAIL CHECK
ATTN: SCOTT MONNARD
3101 E. ROCK CREEK ROAD
NORMAN, OK 73071

*PAYABLE TO NORMAN HIGH
TRACK BOOSTER CLUB



PLEASE RSVP TO COACH SCOTT MONNARD:
SMONNARD@NORMAN.K12.OK.US OR



(405) 420-5951



SESSION SCHEDULE

JULY 19TH:

9:00am - 10:15am /Tony Holler:

"The Hows and Whys of Feed the Cats"

10:30am - 11:45am /Howard Russ:

"Creating MOJO Culture"

1:15pm - 2:30pm /Tony Holler:

"Creating Apex Predators in the Off-Season"

2:45pm - 4:00pm/Howard Russ:

"Beavercreek Cross Country Training System"

JULY 20TH

9:00am - 9:45am /Howard Russ

"Creating an Individualized Training Plan for
Distance Runners"

10:00am - 10:45am/Tony Holler

"The 400 is a Sprint"

11:00am - 11:45am /Howard Russ

"There is a State Champion in Your School:
Recruiting Athletes to Run Track & Cross Country"

12:00pm - 12:45pm/Tony Holler

"Sprint Based Football: Building a New Model to
Replace the Existing Model"