



Brian Ferlin and
Brett Strot

Brian Ferlin - A Jacksonville native and former Jacksonville Ice Dogs (**now Tampa Bay Juniors**) product was drafted in the 4th round by the Boston Bruins last weekend at the 2011 NHL Entry draft. He will be attending Cornell University this fall.

Brian has trained under Brett Strot (Univ of Minn and ECHL) and **Hockey International's** testing & development program since he was 11 years old and the hard work and long-term patience has proven to be the path for success. *"It's a great story for a kid who grew up playing hockey in Florida," said Strot, who began training Ferlin nearly a decade ago and also coached him for two years with the Jacksonville Ice Dogs. "He's been very focused and dedicated since age 11. All that work has paid off. He'll make the most of this opportunity. He's that type of player."*

Ferlin is a 6' 2" power forward, listed at 200 lbs. was ranked 152nd by NHL Central Scouting in their final 2011 rankings but was picked by Boston in their 121st pick. He finished the Indiana Ice season with 73 points (25 goals, 48 assists), 26 penalty minutes, and an impressive +26 rankings. His scoring numbers were good enough for 3rd in the league and become even more impressive when you realize that the USHL was mainly a goalie showcase this season.

Brian's Hockey International Testimonial

"My name is Brian Ferlin and I was one of Brett's and Hockey International's first clients at age 11. I was born and raised in Jacksonville, FL where Brett started working with me when I was playing youth hockey for the Jacksonville Storm. Brett is an outstanding trainer and coach; he is very dedicated to each of his players by giving them the necessary environment and tools needed to become an elite player. Starting at a young age, Brett helped me develop physically and mentally which made me into the player I am today. Brett's off-ice and on-ice workout programs are designed by hockey conditioning expert Dr. Jack Blatherwick, which Brett learned while playing hockey at the University of Minnesota. This program focuses on over-speed training and skill development.

Brett's off-ice workouts conditioned my body to maintain superior muscle endurance as well as push me mentally to fight through pain. These workouts mainly include interval sprints and plyometrics such as lunges, Russian box, port-a-pit and slide boards which have helped me improve greatly throughout the years. They have made me a much faster, stronger, and smarter player. To go along with Brett's physically demanding off-ice workouts is a "skills" portion which is solely responsible for the skill level I have today.

*He sets up a series of stations which include stick handling, passing, and shooting and each station allow you to develop a different, unique skill necessary to play at higher levels. Another great dimension to his workout program takes place on-ice. He has the players go through a series of short over-speed sprints which are very instrumental in increasing ones skating speed. He also uses **weight vest** on-ice to increase ones strength and endurance level by incorporating longer sprints to really feel a deep burn. One thing that I really like about Brett's off-ice and on-ice program is the speed and quickness testing. He tests your speed both on and off the ice and charts it to show improvement throughout a season or in my case over a number of years. There is no better feeling than knowing you've improved over a period of time and that all your hard work on and off the ice is paying off.*

*Brett is also very big on another dimension of hockey in which most players do not focus on. This is **the mental side of hockey.** He gives you an in depth look at why being mentally focused and mentally tough can increase your level on play on the ice. He does this with a series of videos and exercises showing how important having a mental edge on your opponents can be. He taught me to focus days leading up to a game and see myself making plays in my head before they actually happen and little did I know this truly works. Many people neglect the mental side of hockey but Brett has been through it all; from playing D-1 college hockey to skating alongside Wayne Gretzky at the L.A. Kings pre-training camp, Brett knows what it takes to become an elite athlete because he has seen some of the best first hand.*

*Today, I am getting ready to play my second season for the **Indiana Ice** in the **United States Hockey League** and I will be attending **Cornell University** in the fall of 2011. I can proudly say that without Brett's help and training, I would not even be close to the player I am today. I highly recommend Brett as a coach as well as a person and I know that if he is given the chance, he will try his hardest for you to succeed in hockey and in life. He developed me physically and mentally over the years and made me the best player and person possible. I still follow Brett's training program because I know that it truly works and it will get me to where I need to be in the future. Brett is a great trainer and coach but he is also a very good friend to me and I cannot begin to thank him for everything he has done for me over the years."*

-Brian Ferlin (2010)