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## A Newer, Better Way To Train

Thanks for opening this issue of Howell To Sports newsletter. In this issue we are again focusing on vision and cognitive training for athletes. Please check out our [BLOG](#) for much more on this type of training.

Both vision training and cognitive training are critical to athletic performance. We have included 3 articles on these new fields. Our first article defends cognitive training for athletes. The second article talks about how this type training helps the amateur, everyday athlete and our third article gives 5 keys to mental health skills for athletes. Hope they get you thinking.

We have recently added a couple new products to our website, the Senaptec Strobe Training Goggles, our Basic Vision Training Package and our Deluxe Vision Package. We hope you check them out. And, as an added bonus, we are offering a 10% discount on anything but the Senaptec goggles. Just use this code 10%15 when you check out.

Also, check out our newest [Trivia question](#) and be the first to answer it correctly to get a free prize!

Please e-mail to [ed@howelltosports.com](mailto:ed@howelltosports.com) or call us at 856-381-8888 with any questions. Thanks for opening our newsletter.

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## Check Out These Articles!

## Can Cognitive Training Improve Sports Performance?

"When it comes to cognitive training, recognizing the industry's leaders is not always evident. True cognitive training role models, however, stand out due to their quality of science and how they train people.

In a recent study, a group of sports scientists put different perceptual-cognitive training interventions to the test. A clear finding emerged; that not all cognitive training programs are created equal....."

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### Helping the Everyday Sportsperson Gain the Edge Over Their Peers

"At the Skills For Sports Academy we have established a professional training environment where sportspersons of all ages and levels have the opportunity to achieve their personal best. We strongly believe that there are huge benefits in cognitive training in athletes, and so all our training sessions include some form of cognitive work, and we also extend this to home-based training....."

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### 5 Key Mental Skills of Elite Athletes

"Modern neuroscience and sports science is challenging the idea that performance is primarily about physical prowess. Instead, skillsets between the ears are proving to be defining traits of super-elite athletes. Let's take a look at 5 of the key mental skills that make up a truly pro athlete.

1. Situational awareness  
Whether it's cycling, running, tennis, soccer or basketball, most sports involved dynamic scenes

where  
many  
things  
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on  
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change  
rapidly.  
Often  
how  
these  
elements  
change  
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hard  
to  
predict.  
Being  
aware  
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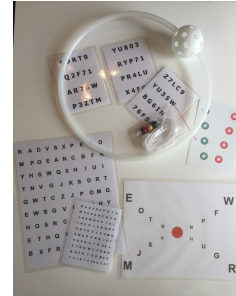
## Check out our newest products added to our shop!



Senaptec Strobe Training Goggles



Deluxe Vision Package



Basic Vision Package

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## Lastly, check out this interesting article on Performance Enhancing Drugs:

[Robinson Cano is a human infomercial for performance-enhancing drugs](#)

"There are different varieties of the performance-enhancing drug suspension. There's the "gotcha", where the player in question was always a little suspicious, like Manny Ramirez. There's the "wait-what?", which is the preferred category of little fellers like Neifi Perez and Dee Gordon. Then there's the "ah-makes-sense", which goes with the extremely large human beings like Michael Morse and Nelson Cruz, as well as pitchers who came back from serious injuries, like Bartolo Colon. The most impressive variety is definitely the all-caps "HOLY-CRAP" suspension, which is reserved for superstars like Ryan Braun and Alex Rodriguez.

Cano is at least two of these at the same time, depending on your mood. He's definitely been in the suspicious category if you were paying attention in 2012, because even when that story was retracted, it was hard to get the jury to un-hear the remarks. He's mostly an all-caps HOLY-CRAP qualifier, though, perhaps the biggest since Ryan Braun. Considering that Cano has Hall of Fame numbers, he's probably the biggest since A-Rod....."

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[Check Out Our Other Products!](#)



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