



UPDATED SUMMER 2025

**AS THE GLORIOUS DAY OF BATTLE APPROACHES**, I come to you with many, many words. They say the pen is mightier than the sword, which is wrong, unless you are very bad at using a sword. And also, they never say the keyboard is mightier than the sword, so this does not apply. IN ANY CASE, I must convey information, because as the great philosopher SGT SLAUGHTER always said, "knowing is half the battle". Which is also wrong, but it is a significant part of the battle, so it still applies.

1. **Option A. (Best Option)** You want us to be on the same page – you read everything.
  - a. **Result: Things should go great**
2. **Option B. (Acceptable)** You want us to be in the same chapter – you read the bold and red text and skim the rest.
  - a. **Result: Things should be fine**
3. **Option C. (Less than Ideal)** You are ok with us just reading the same book – you mostly skim the handbook.
  - a. **Result: I would expect some confusion.**
4. **Option D. (Recipe for disaster #DumpsterFire)** What's a book? – you ignore the handbook completely.
  - a. **Result: There will inevitably be a problem. I will ask you if you read the handbook. You will say no. I will refer you back to it.**

So, sometime over the next week or two, maybe while you are on the toilet, or at work, or pretending to listen to your spouse tell you about their day, pull it up and nourish your brain with the proteins of information.

#### Who:

Your child(ren). We thank you for your sacrifice to the gods of pain and suffering.

#### What:

You have signed your child(ren) up for a strength and conditioning program. It is called "Bootcamp" because "Coach Bill and the Torture Chamber of Secrets" wasn't approved by the NJ Division of Business Registration, and also it is an accurate representation of the attitude we take. This isn't Romper Room or Barney's Fun house. To quote the great Key and Peele skit Substitute Teacher, "I'm fo real", and for the kids who don't know, to quote the great Kevin Hart "You gon learn today."

#### Where:

The Battlefield is located at Friendship Fields, 455 Ward Ave, on field 10 all the way in the back on the fieldhouse side

#### When:

Standard Group training will take place on Monday through Thursday evenings with Friday Funday happening on Friday (see chart below)

Monday - Thursday				Friday
5:30pm - 6:00pm	<p>noted ... but MIGHTY</p> <p>age 3 - 1st Grade</p>			
6:00pm - 7:00pm	 <p>BORDENTOWN SPARTAN BOOTCAMP</p>	<p>SPARTAN BEGINNERS BOOTCAMP</p>	<p>SPARTAN CARDIO ONLY</p>	
7:00pm - 8:00pm	 <p>BOYS ONLY SPEED &amp; AGILITY</p>	 <p>GIRLS ONLY ACL INJURY PREVENTION/ SPEED &amp; AGILITY</p>		
8:00pm - 9:00pm	 <p>BORDENTOWN SPARTAN BOOTCAMP</p> <p>HIGH SCHOOL ELITE</p> <p>9th - 12th Grade</p>			

### Why:

Probably because somewhere deep down inside you dislike your child and want them to suffer?

### How:

- Training will consist of 6 focus areas.
  - Upper body strength
  - Lower body strength
  - Core strength
  - Speed and Agility
  - Cardiovascular endurance
  - Mental Toughness
- All sessions will begin with dynamic stretching. We assume that your child has been moving around all day, so their body should already be loose. If you are aware of specific issues that pertain to your child that require extra preparation prior to a strenuous workout, please notify me and consider having them do that at home prior to leaving for the training session.
- All sessions will end with 5, 10, or 15 minutes of Hell. Think Simon Says, but it's Coach Bill Yells, and it's hard, and you don't get to stop by messing up.
- The middle 25-40 minutes will focus on one of the strength areas, speed and agility, or overall endurance.

### Philosophy:

**The SPARTAN doctrine is something I chose over a decade ago as a way to represent a mentality. Mental toughness, physical fitness, discipline, belief in oneself.** These are the overarching principles in everything we do, and my approach to not just coaching, but life in general. Children are amazingly strong and resilient creatures. They are capable of amazing things and have limitless potential. **The biggest problem children face is growing up in a society that dampens this spirit by over-sheltering them.** Safe spaces, participation medals, and a belief that if a child is uncomfortable, that situation must immediately be rectified, rob them of the ability to test their own limits and realize how amazing they can truly be. My biggest goal is not to make your kids the best athletes they can be, that is a biproduct. **The overall goal is to make your children the best version of THEMSELVES they can be.** To find the dark place inside where doubt, anxiety, stress, insecurity, and fear live, and then take them to it and let them realize for themselves how strong they are. **Great things can be accomplished through COMMUNAL SUFFERING.**

### Character is who you are in the dark:

We put a huge amount of focus on **character, honor, integrity, and honesty**. We will push your kids, but they need to understand that slowing down, or giving less effort, simply because nobody is watching, reflects on their character. There is a quote from Eric Thomas that applies here, **“don’t cry to give up, cry to keep going, don’t cry to quit. You’re already in pain, you’re already hurt, get a reward for it.”**

### Parent Behavior

There will absolutely be some of your kids that come to you crying after training, maybe even during training. Some will come before training, saying they have a headache or tummy ache. **They are looking for a way out, and I’m asking you not to give it to them.** Send them back on the field and let them know they will be ok. Whatever version of “suck it up buttercup” you want to go with is fine with me. Especially in the beginning some of the kids will give up on themselves and to start we can’t control that. **I NEVER HAVE AND NEVER WILL GIVE UP ON A KID**, so this is where I need your partnership and I’m asking for your help. The variable we will need to control is your response to their attempt to find a way out. Now here’s the trick, and a note mostly to the mom’s. If your kid comes off the field crying cause big bad coach yelled at them or told them to run because they weren’t listening or following directions, I’m asking you to give me the benefit of the doubt and back me up. Even though your instinct might be to grab little Tommy by the hand and pick up his water bottle and storm off the field, try to reign it in. In short order I will most likely be over to address what happened with you. If at that point you decide I have grievously wronged your offspring and want to whisk them away to safety, by all means proceed. Just remember why we are here and you didn’t sign them up for this to be easy.

### Children’s Attitude and Behavior:

- **I am 100% allergic to adolescent teenage bull\$hit.** (See what I did there? I used a \$ and an ! in place of letters so people can’t say I was typing the bad words. I would never type bullshit in an official handbook)
- **I do not make a habit of repeating myself and will not tolerate disrespect towards myself or any of my helpers.**
- **Temper tantrums are also not** ok. You can cry, as long as you do it WHILE running. NOBODY CARES!
- I have learned that when one individual’s behavior forces the other kids to do extra work, things have a way of working themselves out.
- **Anyone behaving in an unsafe way will be removed from training** until I have time to come over and discuss with a parent, if they are present. If they are not the present, child will sit until they return
- **Any athlete who intentionally attempts to injure another athlete will be immediately removed from the program without a refund.**

### Communication:

- **My preferred method of contact for one-on-one communication is text. 609-481-7540**
- **Email will be used mostly for mass outgoing communication.** The email I use for Bootcamp is [BordentownSPARTANbootcamp@gmail.com](mailto:BordentownSPARTANbootcamp@gmail.com).
- **“BAND” app.** This is a communication, scheduling and organization app we use
- **Medical**  
There are degrees of things like asthma and various allergies. If we have an allergy to dogs that makes our eyes water, that’s one thing. If the situation is more like a trip to the pound would be immediately followed by a trip to the emergency room, that I need to know. So, **if your child is carrying an EpiPen around, or if getting to their inhaler is a life or death situation please tell me**
- So, for some reason, kids seem to be **allergic to grass** suddenly. This was not a thing when I was a kid, but neither were bike helmets and head shots were still allowed in dodgeball. **THE KIDS WILL BE IN THE GRASS AT LEAST ONCE A PRACTICE.** **If your child has an honest grass allergy, I need to hear it from you.** Kids are smart and will suddenly come down with a case of the grass allergies if they realize it gets them out of hard work.
- If there are any **mental, psychological, or behavioral issues** I should be aware of that you didn’t want to include on the registration, please reach out. This is especially true if it impacts communication.

- **Injuries. I am a strong believer in there being a difference between "injured" and "hurt".** Injured is a pulled muscle, sprained ankle, concussion, or anything else that will get worse with continued exercise. Hurt is a skinned knee, getting the wind knocked out of you, getting a cramp. I grew up with coaches who would "rub some dirt on it" and send you back on the field. Under NO circumstances do I ever want one of our warriors to train injured, as health and safety is always top priority, and I will NEVER send a warrior into battle if they say they can't go. I also know from years of doing this that more often than not once we take a few deep breaths and realize we aren't missing a limb, we can get right back out there. That being said, **please let me know ahead of time if your warrior shows up injured in any way that will affect their ability to train.** Kids tend to do one of two things... gut it out when they should be taking it easy, or making up things because they are tired of running. So, I will be relying on you to keep me informed.
- **If you see your child exhibiting concerning signs on the field during training that you feel might be more than exhaustion, please alert me or one of my helpers and we will address it immediately**

### **More About the Band App**

- Upon signing up you will receive an invitation to this app. Please download, create a profile, **include your child's name when it prompts you to** (really doesn't help me when you just put "Dana" for the name with no context, I need to know which child(ren) you go with)
- **THIS WILL BE THE PRIMARY METHOD I USE TO COMMUNICATE ALL MASS COMMUNICATION, INCLUDING SCHEDULE CHANGES, WITH YOU.**
- If I need to cancel, change times, or change locations of practice due to weather or personal emergency, this is where you will find out.
- You can sync the Band Calender to your google Calender, you can toggle notification on or off, it is a very good app.
- Fun Fact: I can see whoever looks at the posts I make. The app tells me
- Kids can have visibility to Band, if they have their own phone. You can forward them the same invite I send you, or I can send it to them myself. When they put in their birthdate, they will need to use yours, as the app won't permit an under 18 year old to have a profile for some dumb ass reason.
- If you choose to "not deal with this stupid app" that is fine, a few things will happen.
  - At least once you will drive up to an empty field due to a change you are not aware of
  - Your child will miss out on opportunities to participate in the many contests, events, and other things we do to try and keep things exciting, as well as missing out on earning Bootcamp Bucks (more on that later)
  - You will text me not understanding something, and I will likely respond with the word "Band"

### **Water:**

- Heat related medical emergencies are real things.
- **If it is above 80 degrees, NO CHILD WILL BE ALLOWED TO PARTICIPATE IN TRAINING WITHOUT WATER.** I will not budge on this.

### **Attire:**

- **Whatever shirt they choose to wear, it will get dirty, sweaty, and grass stained.** Maybe a little blood, perhaps some tears, I'd be lying if I said there was never vomit. Just saying, don't wear your autographed throwback jersey.
- **No "drip".** So this is a fancy word the cool kids use that encompasses all accessories, mostly jewelry. Rings, necklaces, bracelets can be safety hazards as well as are in danger of getting lost. I shouldn't have to say dangling or hoop earrings are a recipe for disaster, but unfortunately if I don't someone will wear them. Overly long fingernails also are likely to break. There's my disclaimer.
- **To the parents of our female warriors.** Please make sure your daughter is wearing clothing appropriate to train in. I have tried to be vague about this in the past and paid for it so here it is, nice and blunt. Nothing should be coming out of the bottom of their shorts or the tops of their shirts. Sports bras are mandatory. No butts or boobs on my field. It's not that kinda party. We also train in the rain. Please be conscious of this and maybe veto the white shirts should precipitation be in the forecast.
- **Both spikes and sneakers are ok for training.** One gives you better traction and one creates situations that make me laugh. You figure out which is which.

- The parking lot is 15 feet from the field. Tops. Your child does NOT need to come to my field in crocs, Uggs, flip flops, slides, snowshoes, moccasins, galoshes, or any other foot accessory that they will not be training in.
- Untied shoes are a safety hazard, and we are PASSIONATE about safety, so we have a solution for that called **GORILLA TAPE**. If you don't want to be cutting Gorilla tape off your child's shoes please review the finer points of shoe tying as luckily this is a 100% avoidable problem.

### **Weather:**

- I'm willing to bet that if you walk up to your child right now and just, just lick their forehead. Just a little taste, that you will immediately realize that your child is not made from sugar. SO, **we will be out training in the rain.** NOBODY CARES!
- Now, APPARENTLY, there is some kind of, I don't know, safety concern when it comes to lightning. So, I will concede **if there is lightning, we will cancel.** Now since lightning storms can be brief, it is possible that we will be able to postpone rather than cancel. I guess I'll cross that bridge when I get to it. The rule is 30 minutes from the last visible lightning strike. (Thunder doesn't count, nobody has ever been struck by thunder)
- I suppose if there is a tornado I might also consider canceling, but not if it's a little one. Like if it might have a cow in it somewhere then ok. But we know tornadoes NEVER hit New Jersey anyway so I'm not worried about it. Plus, I have several drills we could incorporate a tornado into
- NEW ADDITION: Air Quality: So here is my opinion. Let me start by saying I know virtually nothing about air quality, jet streams, or forest fires. That said, there have been several days where I heard things like "breathing the air is like smoking two packs of cigarettes". Now this air issue came from forest fires. Forests are made of trees, and trees are made of wood. Cigarettes are not made of wood, so I don't know if I buy that. Here is what I say. You pay me for a service and you couldn't possibly know less than me about this so your opinion about whether or not it is safe for your child to train is at LEAST as important as mine. So don't expect me to cancel due to air quality issues, however I in no way blame anyone for choosing to keep their kids home for this reason.
- The Band App will always be updated with cancelations.

### **You bring it you leave with it:**

- I have set up a store on eBay to sell old water bottles, spikes, stupid slides, crocs or whatever other nonsense kids wear on their feet today.
- **There is no lost and found. There is lost and GONE.** So, I suggest a quick survey upon getting in the car. This way everyone keeps their stuff. Yay.
- **DO NOT BRING air buds or ear pods or whatever stupid \$h#t kids have in their ears all the time.** It'll get lost and next thing you know I'm walking around looking in the grass with a flashlight at 9:30 at night. NOPE
- **If your child wants to bring their phone to training they have 2 choices.** 1) bring it in a bookbag and keep it there and make sure I don't see it. 2) Put it in the "phone box" for safe keeping. This is a plastic box with a lid that will keep phones safe from going missing or getting stepped on. There is no option 3

### **Staying for practice is optional. Coming back on time is not.**

- I have been known to trade kids to the Gypsies for a nice caravan (great movie reference there for anyone who catches it) when there are no parents to pick them up. Think of it the same way as abandoning a water jug. #LostAndGone

### **Memory:**

- **I am TERRIBLE with names.** That is why so many of the kids have nicknames.
- I am going to screw this up.
- **I am going to call people the wrong name, confuse them, I will confuse you guys and possibly have no idea who I am talking to half the time.** There are some people I have known for years and have never spoken to in person, just via text and phone. Also there are close to 300 kids in the program. Please take pity and throw me a bone, especially in the beginning. It's not my fault. I've been hit in the head a lot.

### Going off Script:

- I run my mouth at a high volume with a steady stream of words for most of the training.
- I often tell the kids “Your parents paid for me to physically torture you, the mental and psychological torture I throw in for free” In all seriousness.
- **I NEVER want to hurt a kid’s feelings or make them feel demeaned in any way.** That said, I pretty regularly collect face palm emojis from my friends and family when they hear about some of the things that come out of my mouth in my attempts to motivate and fire up the kids.
- **If you or your child takes something I say some kind of way, PLEASE reach out to me and let’s clear it up.** I can assure you that there was either a miscommunication, or I am an idiot and didn’t realize that particular interpretation of what I said.

### Social Media:

- As you all know we have an active Facebook Page and Instagram.
- As part of the sign-up process you signed off on a media release. That said, I understand some people are more sensitive to their children being mentioned on social media than others and I want to respect that.
- I cannot prevent the possibility of your child appearing in a picture or video, **but if you do not want your child mentioned by name, called out in a post, celebrated for an accomplishment, or wished a happy birthday, please come speak to me in person.**
- I ask for this in person to make sure I understand exactly what your wishes are as I don’t want anyone uncomfortable with something like this. I will mark your wishes in their file once we have spoken.

### Bootcamp Bucks

- There is an entire section on this on the website. Basically, it is a rewards system for the kids to encourage them to do good things, push themselves, and help me grow the SPARTAN family
- You can be rewarded with Bootcamp Bucks for running personal best times, volunteering for community service, participating in various events we have throughout the year, volunteering to help me at a table at an event, recruiting people to sign up, posting pictures of them wearing their SPARTAN shirt on Instagram or Facebook
- These bucks can be cashed in for apparel in the gear shop at a conversion rate of 100 Bootcamp Bucks = \$1, to skip specific drills, to hit a coach with a pie or dump ice water on their head. You can even be Coach of a day if you save enough.
- See the tab on our webpage for additional details

### Extracurricular Activities

- We will hold several community service events throughout the year. They include; citywide cleanups, maintenance of the Bordentown City Veteran’s Monument which we officially adopted in 2024, escorting Santa around with the fire department giving kids candy canes, escorting the Halloween Parade around Bordentown City collecting donations for it, holding Neurodiversity days ensuring ALL kids have a chance to run around and have fun, and supporting local charities in raising funds for first responders, teachers, and veterans
- We will also have several fun events that the kids can participate in like a Halloween costume contest, shark and cooties board new years eve contest, SPARTAN Shirt Summer Vacation Contest, SPARTAN Shirt with Santa Contest, and several Wear your shirt to school days
- We will have a few types of unique workouts. Memorial Day and the Fourth of July we have an early morning workout around 10am, 4 times a year we have a “Glowstick Workout” outside in the dark with glowsticks and terrible techno music, and when it snows, we will go outside and have Bootcamp in the Snow.



### Share Sports Schedules

- One of my absolute favorite things to do, when I'm not making children suffer, is to come and support them at their events. Often this takes the shape of sports, but I have been known to attend plays, dance recitals, martial arts belt ceremonies, band concerts, or anything else your child is proud of doing.
- PLEASE share these things with me, I have a whole Calander in my phone dedicated to these events and I will get to as much as I can
- If I can't attend send me pics and updates of their accomplishments and I will shout them out on social media

### Spread the word

- If you have friends, extended family, siblings or anyone else that you would like to see suffer, I mean think might be open to training with us, please feel free to share my email and or cell.

### Final Thoughts

- First, I told you this would be long
- Second, in all seriousness, I consider it an absolute honor and a privilege to work with your kids. I would say this is my dream job, but nothing about this is work to me. I wake up every day passionate and excited about what I do. This isn't a job to me, it's a mission, a calling. There is nothing I would rather do and if I won the lottery tomorrow, the only thing that would change is I would invest more into the program. I VERY MUCH look forward to meeting and training your young warriors. I am available at any time to discuss. Just shoot me a text with any questions and I will respond in a timely fashion.

THIS IS SPARTA!



BORDENTOWN  
SPARTAN  
BOOTCAMP