



---

## Training Done Right

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

Both vision training and cognitive training are relatively new to amateur athletes. They are trickling down from Olympic and professional athletes. We have included 3 articles on these new fields. Hope they get you thinking.

The other article is about contact hitting. With all the talk about launch angle and bat speed there are still many who advocate making good, hard contact in hitting.

Check out our [Home Hitting Package here](#).

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.

---

### **Vision Training and Cognitive Training Articles**

#### [How and Why You Should Be Training Your Central Nervous System](#)

"One March day in 1894, a woman named Emily Brown squeezed a rubber bulb with her left hand 10 times, as hard as she could. The bulb was attached to an instrument that gauged the strength of her grip. She was establishing a baseline.

Eight times over the next 13 days, Brown did the same contractions, this time with her other hand—essentially putting that hand on a workout program. Her 'trainer' was Edward Wheeler Scripture, an American physician and psychologist, who had recently co-founded the American Psychological Association.

On the thirteenth day, Dr. Scripture had Brown squeeze the bulb with her untrained, left hand, and something amazing happened: though she had only worked on the strength of her right hand, Brown had seemingly increased the strength of her left hand by 43 percent....."

### [The value of training accommodative facility for ball sports](#)

"Sports vision therapy attempts to improve various aspects of visual function (for example, static visual acuity, dynamic visual acuity, stereopsis and accommodative facility). The presumption behind the therapy is that gains in the area of primary visual and ocular-motor performance will be translated into improved sporting prowess....."

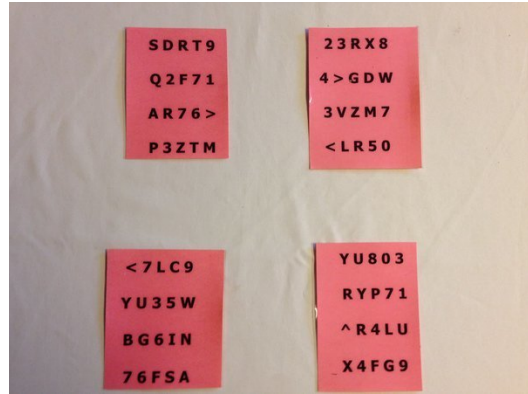
### [Professional athletes have extraordinary skills for rapidly learning complex and neutral dynamic visual scenes](#)

"Evidence suggests that an athlete's sports-related perceptual-cognitive expertise is a crucial element of top-level competitive sports<sup>1</sup>. When directly assessing whether such experience-related abilities correspond to fundamental and non-specific cognitive laboratory measures such as processing speed and attention, studies have shown moderate effects leading to the conclusion that their special abilities are context-specific<sup>2</sup>. We trained 308 observers on a complex dynamic visual scene task void of context and motor control requirements<sup>3</sup> and demonstrate that professionals as a group dramatically differ from high-level amateur athletes, who dramatically differ from non-athlete university students in their capacity to learn such stimuli. This demonstrates that a distinguishing factor explaining the capacities of professional athletes is their ability to learn how to process complex dynamic visual scenes. This gives us an insight as to what is so special about the elite athletes' mental abilities, which allows them to express great prowess in action....."

**Here are some of our Vision Training Products!**



Brock String



Saccadic Charts

---

## Contact Hitting Article

### Circle Change: Is Contact Making a Comeback?

"Two outs. Runners on. October. These are the moments when the batter and pitcher rush to the airtight door, strength against strength, Will a flood of runs rush in? Or will the door slam just in time? As much as any other, these are the situations where the effects of much-discussed strategic developments like bullpening (or, you know, calling on a Cy Young winner in relief) tilt the playing field.

They are also the moments where Twitter traditionalists—self-styled experts educated in their kid's Little League dugout—pop up to mourn the death of situational hitting, and the rise of swinging for the fences. Strikeouts are on the rise. Homers are up. It all comes from valid reasoning about how to play the game optimally, you explain. But it nonetheless changes the dynamic of a key plate appearance against Andrew Miller or Max Scherzer. The 2017 regular season did nothing to divert the snowball effect of those trends—and the past few postseasons have done nothing but accentuate them....."

---

[Check Out More Of Our Products Here!](#)



---

[Like](#) [Tweet](#) [in](#)

[Web Version](#) [Preferences](#) [Forward](#) [Unsubscribe](#)

Powered by  
[GoDaddy Email Marketing](#)®