



**Q1**

**Can you give us a bio and background on your education, sports background, experiences, where are you located?**

I started powerlifting in the early 80's and have been in hundreds of meets. I also played football in high school and had a three year stint in bodybuilding, but powerlifting has always been my first love. I have a BS in Exercise Science and come from the school of hard knocks. Most of my learning has occurred *Under the Bar*, which is where the lessons come from.

I am the founder and president of EliteFTS.com in London, Ohio.



## Q2

### How did you get into the Strength & Conditioning?

I have always been in it. There was no getting into it. I remember getting a weight set for Christmas in 1981. That was the gift and day that changed my life forever. As I was going through my education I had an advisor and he would tell me there would be no money or success to come from lifting weights and I had to focus on other things. What they did not see was that my focus and passion was set and I knew there would be a way to get what I truly wanted. So while they are still working in their crappy offices trying to destroy childhood dreams - I am fucking living mine!

The best part of writing the *Under the Bar* book was the day I got to send one to every asshole that tried to hold me back. It was also great to send one to all those who helped me along the way.

## Q3

### What do you see as the biggest misconception or fallacy being promoted today?

That there are misconceptions and fallacies. You see - there are not. Everything has its time and place. Think of the stupid stuff that has made the biggest difference (bands, weight releasers, equipment, chains, max effort work and so on). All these could fall into the category of misconceptions and fallacies. When you think you see a fallacy - take a second look. You never know.

## Q4

### What is the state of commercial gyms / fitness trainers right now?

WOW. This is a huge one with many angles - If I only had more time. For now I would say the state is what they have made it. Here is the deal. The Commercial gyms are responding to what the needs of the consumers are. It is not that they are doing this and that because of the money. They are doing what the market demands. The smaller hard core gyms can still make it BUT they are getting blown away by better business and marketing. You do not need to be bigger or have more money to win, you need to be smarter and take advantages of your strengths while realizing your weaknesses. Now the trainers on the other hand have no freaking clue! They are all looking for leaders when they should be trying to become one themselves. They all jump on the GURU of the moment and have never taken the time to determine what their own training philosophy is. So they are left following and leading a life less than they deserve.

## Q5

### What was the funniest thing you've ever seen in a commercial gym?

This is easy. It would have to be Jim Wendler. We were on the road a few months back setting up a weight room. The only place to go was a commercial gym around the corner. After we arrived I got on a treadmill to warm up my hips. While on the mill I noticed Jim walking around the gym floor looking, reading, looking, grabbing, basically he had no idea what the hell to do. He then found a four way neck machine and stayed on it for 30 minutes. Later I tried to show him the fine art of the machine pump and he did not want any part of it. I have ordered 12 pieces of Magnum equipment for our weight room that I really liked. Since we are now a distributor I needed to get some in our show room, plus I liked the feel of the pieces we are getting. Jim will be totally lost!

## Q6

### **What is the state of University Strength programs right now?**

This is like saying, *"What is the state of the union right now?"* I think some are doing a great job and others are not. I think the biggest problem is the finger pointing and saying "I could do better". My reply, has always been "Then do it". Shut the hell up and show us how good you are. The deal with university programs is to really work everything and everything has to work as a unit. This means all coaches, all players and the administration. When this clicks you have momentum. Coaches have been getting much better. The internet and email has made a HUGE difference because now those who have demanding schedules can still network and toss around great ideas. I know this to be true because of the number of emails I get from coaches (as well as trainers). Everyone wants to learn and be better and I like to think EliteFTS.com is providing a place for this to happen.

## Q7

### **Who do you see making the most impact in the Strength industry right now? Who are the leaders right now / or who has been and continues to be a leader?**

Leaders are determined by those who wish to follow. I would rather focus on helping teach those to lead. When you are a coach or trainer you are tossed into a role as "leader" so it is time to UP YOUR GAME and learn to lead. There are many people having an impact in the field right now. Most of these people you have not heard of (yet) but are getting the job done. One of the things we do at EliteFTS is to find these people. Due to our huge network of customers, friends, coaches, lifters and trainers - it is very easy for us to see who has great stuff and who does not. When we find someone who has great ideas with great results, we do what we can to get them to write for us. If they are exceptional we get them on our Q and A. So while I would love to say EliteFTS is having an impact, I have to give this credit to the great writers and Q and A staff.

## Q8

### **The latest meet, certification seminar, clinic, conference that you went to – what was the latest “innovation” you took away from that experience?**

I spoke at the SWIS Symposium and also spent hours speaking with attendees. While sitting in on every lecture, I found a common theme with all the presenters, but not necessarily an “innovation”. This theme was to look at the athletes or client as a whole unit and see EVERYTHING that is having impact. For example stress at work or in the home will have a huge effect of training. It is important to note this and make adjustments to the program to avoid over training and injury.

I agree 100% with this and also agree we all fall very short in this regard.

## Q9

### **Where is the future of the Strength industry going?**

I hate this fucking question. The future is where we take it. Who cares about going? Going means by natural means with no input. It is time for us all to step up and DRIVE the industry to a level it has never seen before. A level determined by results!

We have become the most over educated under producing age of coaches and trainers ever. EVER! It is time to step up and use this education to produce crazy results. Quit worrying about what the other guys are doing, be an innovator, try new things, test them, keep what works and move on. Just keep moving up.

## Q10

**Give me a quick list of your top 5 exercises for developing power/speed/foundation.**



- Box squats
- Bench Press
- Dead Lifts
- High Pulls
- Glute Ham Raises

## Q11

**What 5 websites do you go to everyday?**

They are all business related. I do not read training sites or forums that much. I don't have enough time in the day to screw around. I use the net to find what I am looking for and get back to work. I used to know of some great porn sites but no longer have them bookmarked. I do read the Q and A on our site every day.

## Q12

**What was the latest book you read related to the industry?**

- Supertraining
- Science and Practice of Strength Training
- Science of Sports Training
- Program and Organization of Training
- Theory and Methodology of training - the old version
- Managing the training of the weight lifter
- Soviet sports reviews

Many years ago I filled a few journals of notes from all these books plus a few others. This way I could capture the text as well as my ideas at the time. These journals are also filled with notes from conversations I have had with coaches, trainers, and lifters over the years. I have one full of just Louie stuff. I like to spend a couple weeks before I write each new seminar going over all the material to see what new stuff I want to bust out for the year.

I highly suggest this method of Journal taking to everyone. It might seem like a pain in the ass but you have no idea how much time it saves in the end.

Oh, you can get many of the above books at EliteFTS.com. Hey, I would be stupid not to plug these when it took us 4 years to come up with the best strength book store online.

## **Q13**

### **What was the latest DVD you watched related to the industry?**

I hate watching training DVD and only do it for our product review process. I am not sure what it was, maybe Shawn Ray something. It was not that good so it was vetoed from the site. I have seen just about everyone there is. We review everything before we sell it so we have a large budget for this stuff.

## **Q14**

### **Anything you are promoting right now?**

Only about a hundred things. Check out the new items section of the site - the pull through handle kicks ass. We are adding new stuff all the time.

I have also set up seminars in 2006 in Boston and Sacramento. The new seminar outline is almost completed and more locations and dates will be added soon. This year's seminar will have a new style that will show everyone exactly how to integrate and set up their training programs based on their goals, experience and level. There will also be some of the old stuff everybody still screws up.

## **Q15**

### **How did you first hear about the Diesel Crew?**

Who has NOT heard of the Diesel Crew. You guys are out of your minds and have become know as the real Functional Training Corps.

## **Q16**

### **How can people get a hold of you? What is your site, email, etc.?**

www.EliteFTS.com  
888.854.8806

**DAVE TATE**

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