



THE OFFICIAL NEWSLETTER OF FROZEN ROPES

Rochester's Premier Baseball & Softball Training Center

Fall 2006

www.FrozenRopesRochester.com

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## Did You Know?...



...Ropes Student Alex Hebert is the youngest member of the New England Red Sox, the 2-time defending national women's champion baseball team, and will be competing in the Roy Hobbs National Women's Championship on October 25-29.

*Good Luck Alex!*

## A Successful 2007 Season Starts Today

### *Preparation is the Key to Success!*

Though the leaves are beginning to turn, it's already time to start thinking about next Spring and the upcoming season. Training doesn't stop when the season is over; rather, the best time to get ready for the next season is the off-season. Today's athletes stay in shape all year round. Hall of Famer **Cal Ripken** was known for spending three hours a day, five to six days a week in the winter to not only maintain but improve his skills. Ripken said, "*When I go to spring training, I'm in the best shape I'll be in all year.*" At Frozen Ropes our commitment is to help our players, regardless of their age or skill level, to become the very best ballplayers they can be. The commitment starts with the player but Frozen Ropes is here to take each player as far as he or she wants to go. Make a commitment for 2007 by signing up for Frozen Ropes' classes and lessons today.



### *Fall II 6-Week Class Session Starting on 10/30*

We've added several new classes and programs for our upcoming 6-Week Session, including high-end offerings for the 13 to 18 year old ballplayer. *Check out the full schedule on Page 2*

### *Columbus & Veterans' Day Fun Camps*

We'll be holding our Famous Baseball Fun Camps for all Ballplayers ages 7 to 12 on Monday, 10/9 and Friday, 11/10. *More on Page 3*

### *The New Player Development Program*

We're at it again. Reconfiguring our offerings to better provide a quality training experience for you, our customer. We believe we're on to something special. The *New Player* Development Program isn't for everyone, but it just may be the ticket to get the serious school-aged ball player off to his/her best season yet. Check out the details on **Page 2**.

### **Pro-Shop Re-Stocked!**

Frozen Ropes is proud to announce that we have recently re-stocked our Pro-Shop. Current offerings include:

- ◆ Gloves, Bats, Helmets, Catcher's Gear, Player Bags & Accessories
- ◆ Glove Repair & Bat Grip Service
- ◆ Uniform & Apparel Sales
- ◆ Team & League Sales



## NATIONAL FROZEN ROPES NEWS



**College Bound National Program** The Frozen Ropes College Bound Program combines our experience in instruction and evaluation with education about the college selection process. This program focuses on educating players in finding the right academic and athletic fit. This could be at a Division I power house or at a top D-III program with an excellent business school. Each player has a unique fit and our program reflects this.

**Big Apple Bash!** Frozen Ropes and Disney's Wide World of Sports will be hosting the 2nd Annual Big Apple Baseball and Softball Coaches Convention January 25th to 27th in White Plains, NY. An all-star cast of speakers include NY Mets pitching coach, Rick Peterson, Minnesota Twins right fielder, Michael Cuddyer, and 3-time US Olympian, Natasha Watley. Last year's event hosted 800 youth, high school, and college baseball and softball coaches.



Confused about hitting theories? Looking for new ways to teach? We'll give you real answers to questions on how to improve your players' skills or your own coaching skills. No sales pitch, just practical advice!

For more information on all of these services, visit the National Web Site at

[www.FrozenRopes.com](http://www.FrozenRopes.com)

2006-2007 Frozen Ropes Calendar	
DATE	EVENT
10/9	Columbus Day Fun Camp
10/21	Frozen Ropes' 2nd Year Anniversary
10/30	Fall II 6-Week Session Starts
11/10	Veterans' Day Fun Camp
11/22 & 11/24	Thanksgiving Break Camps
12/27 - 12/29	Holiday Break Clinics
1/8/07	Winter 6-Week Session Starts
1/15	MLK Day Camp
2/19 - 2/23	Winter Break Camps
2/26	Spring 6-Week Session Starts
4/9 - 4/13	Spring Break Camps
4/16	Spring II 4-Week Session Starts
6/25	Summer Camps

### FROZEN ROPES FALL II SIX WEEK SESSION STARTING 10/30/06\*

	MONDAY	TUESDAY*	WEDNESDAY	THURSDAY	FRI	SATURDAY	SUN
3 PM	Prep & High School Instructor-led Baseball Workouts (13+) High-energy Station Work with Max Reps <i>and</i> Prep & HS Diamond Strength Classes (13+) Intense Strength, Conditioning, Speed & Agility Drills \$20 Walk-in for <b>Both</b> (Discounts for Active Lesson Plan Players & PDP Players)					Prep/HS Catchers' Program (13+)	8 AM
4 PM						Born to Play (3-5)	9:30 AM
5 PM	Minors Academy (8-10)	Rookie Academy (5-7)	Minors/Majors "Home Work" Catchers' Class (9-12)	Minors/Major Fielding & Defense (8-12)		Rookie Academy (5-7)	9:30 AM
6 PM	Majors Academy (11-12)	Minors/Majors Hitting Level I (8-12)	Throwing / Pitching Class (9-12)	Softball Academy (9+)		Minors Academy (8-10)	10:30 AM
7 PM	Prep Throwing Program (13-14)	Minors/Majors Hitting Level II (8-12)	Prep Throwing Program (13-14)	Windmill Pitching Class (9+)		Majors Academy (11-12)	11:30 AM
8 PM	HS Throwing Program (15+)	Prep/HS Hitting Level II (BB 13+)	HS Throwing Program (15+)	Prep/HS Hitting Level II (SB 13+)	WEEKEND		

#### FALL II SESSION NOTES & POLICIES

All Fall II Classes will run the Weeks of: 10/30, 11/6, 11/13, 11/27, 12/4 & 12/11 (skip Thanksgiving week).  
 \* Please Note that classes on first Tuesday, 10/31 (Halloween), will be postponed by one week and rescheduled on Tuesday, 11/24.  
**Cancellation Policy:** Please call to cancel lessons or tunnel rentals at no charge at least 24 hour in advance.  
**All Dates, Pricing & Details Subject to Change.** Additional policies are detailed on our website. Recommended ages in parentheses.

FALL HOURS OF OPERATION		PRIVATE INSTRUCTION	
Monday - Thursday	3 PM to 9 PM	<b>Individual Lessons</b>	
Friday	3 PM to 6 PM	1/2 hour: \$39	1 hour: \$72
Saturday	9 AM to 4 PM	<b>Windmill Pitching Instruction</b>	
Sunday	Team Practices & Leagues	1/2 hour: \$30	1 hour: \$55
* Private instruction is available Monday-Saturday during our normal hours of operation.		<b>Private Classes (per hour)</b>	
		2-4 Players	\$50 per player
		Instruction provided in all game disciplines; Lesson Plan discounts available	

Frozen Ropes is available for special events (e.g., birthday parties, corporate events, team rentals, etc.) outside of our normal hours of operation. Please inquire with us.

## The NEW Player Development Program (PDP)

The *New* Player Development Program Will Help You Take Your Game to the Next Level!

Serious Prep & High School (13+) baseball & softball players now have one-stop shopping to take care of all their training needs. The *New* PDP is built upon two key pillars: our unrivaled instruction & our totally revamped Diamond Strength. Diamond Strength is designed to build a stronger, faster athlete. It is a critical ingredient of any off-season training regimen that will launch you into Spring tryouts and the upcoming season as prepared as you can be. We kick-off the PDP by identifying your training objectives and outlining a path to achieve them.

#### The *New* PDP includes:

- ◆ An Initial Consultative Session to identify goals and a pathway to achieve them
- ◆ Baseline & Periodic **Video Analyses** to solidify player's self-awareness and training progress
- ◆ **Diamond Strength** — intense workouts focused on Building a Stronger, Faster Athlete
- ◆ **Seminars** to improve a player's overall game (e.g., techniques to enhance in-game concentration, visual skills for hitting, and managing game pressures)



#### Player Development Program

- ◆ 20, 1/2 Hour Individual Lessons for all training disciplines
- ◆ 4 Video Analysis Sessions
- ◆ Unlimited Diamond Strength Classes
- ◆ Unlimited Prep/HS Player Workouts
- ◆ 1/2 hr per week of Scheduled Workout Tunnel Time
- ◆ Full, free access to all Prep/HS Player Seminars
- ◆ Discounts on Classes, and additional Tunnel Time
- ◆ PDP Benefits last for 20 weeks

An over \$2,200 Value, Priced @ \$1,450  
 Installation payment plans available

## CLASS DESCRIPTIONS & INFORMATION

### BORN TO PLAY™ CLUB (Ages 3 to 5)

- ◆ A class designed to introduce youngsters to athletic movement, team work and baseball!

**Saturday @ 9:30AM**

\$90 per 6-Week Session; 50 minute classes  
Drop-in for \$20 per class

### ROOKIE ACADEMY (Ages 5 to 7)

*Have fun while you play and learn the right way!*

- ◆ Introductory Baseball Class
- ◆ Hitting, Fielding & Throwing Fundamentals

**Tuesday @ 5 PM or Saturday @ 9:30 AM**

\$115 per 6-Week Session; 55 minute classes

### BASEBALL & SOFTBALL ACADEMY

- ◆ Instruction focusing on the Big Three: Hitting, Fielding and Throwing in a fun & fast-paced format
- Minors BB (8-10): Mon @ 5PM or Sat @ 10:30AM**  
**Majors BB (11-12): Mon @ 6PM or Sat @ 11:30AM**  
**Softball (9+): Thursday @ 6PM**

\$135 per 6-Week Session; 55 minute classes

### WINDMILL FAST-PITCH CLASS (Ages 9+)

- ◆ Learn the Basics...or strive for the next level
- Thursday @ 7 PM**

\$135 per 6-Week Session; 55 minute classes

### MINOR/MAJORS HOMEWORK CATCHERS' CLASS

- ◆ Blocking, Throwing & Receiving...INTENSE!

**Wednesday @ 5 PM (AGES 9 to 12)**

\$135 per 6-Week Session; 55 minute classes

### MINORS/MAJORS HITTING: LEVEL I

- ◆ Covers Hitting Leverage Points 1-4: Set-Up, Load & Strides, and Read, React, Rotate

**Tuesday @ 6 PM (AGES 8 to 12)**

\$135 per 6-Week Session; 55 minute classes

### MINORS/MAJORS HITTING: LEVEL II

- ◆ Covers Hitting Leverage Points 5-7: Swing Planes & Hand Path, Swing Flow & ToM, Contact Zones

**Tuesday @ 7 PM (AGES 8 to 12)**

\$135 per 6-Week Session; 55 minute classes

### MINORS/MAJORS THROWING/PITCHING CLASS

- ◆ Proper Throwing Motion, Increase Arm Speed & Strength, Long Toss, & Pitching off the Mound

**Wednesday @ 6 PM (AGES 9 to 12)**

\$135 per 6-Week Session; 55 minute classes

### MINOR/MAJORS FIELDING & DEFENSE CLASS

- ◆ Win ballgames with your improved defense!

**Thursday @ 5 PM (AGES 8 to 12)**

## PREP/HS PROGRAMS\*

### THROWING PROGRAM (13+)

Workouts and instruction dedicated to improving arm strength and speed, including refining throwing skills, overload/underload training, and a long-toss regimen. For Pitchers and Position Players, both BB & SB.

**Mon & Wed, 7PM (Prep) or 8PM (HS)**

\$275 per 6-Week Session (2x/week); 55 minute class

### CATCHERS' PROGRAM (13+)

Comprehensive, advanced instruction & high intensity workouts combine for an excellent opportunity for all Catchers interested in being the best player possible.

**Saturday @ 8AM**

\$225 per 6-Week Session; 85 minute class

### HITTING: LEVEL II (13+)

Review H1-H4. Covering Hitting Leverage Points 5-7: Swing Planes/Hand Path, Swing Flow/ToM, & Contact

**TUESDAY @ 8PM**

\$150 per 6-Week Session; 55 minute class

\* Programs for Baseball & Softball Players

\* Players are required to be pre-screened to ensure proper placement.

## TRAINING CENTER RENTALS

Our training center is available for individuals and teams to use for general baseball & softball training and workouts. We have all that a player or team needs to conduct a high-quality workout, including numerous hitting machines, portable mounds, balls, screens, and other training tools. Our rental rates are as follows:

Tunnels	30 min	60 min
1*	\$25	\$45
2*	N/A	\$80
4	N/A	\$150
8	N/A	\$225

\* A maximum of 5 players per tunnel is set.

Discounts for blocks of 10 or 20 hours are available. Please inquire with us. Customers are expected to restore the space as found by bucketing all balls and returning equipment to original place. Please note that we do not allow outside professional instructors in our facility. Rental back-out periods may apply.



## ...with Coach Hector

In this issue's *Talkin' Baseball* Frozen Ropes' Coach Hector Urena lends his insight into what it takes to be a good, confident hitter. If you have ever been to one of our camps, taken a lesson or enrolled in one of our classes, you will have constantly heard one word roaring from Coach Hector's mouth...BALANCE!!! Coach Hector

credits his achievements at Allegheny College (he is second on the all-time list in both hits and at-bats) by being a balanced hitter.

Ballplayers of all ages oftentimes have difficulty making consistent, solid contact. Much of the time this problem stems from not having good balance throughout the swing. There are two balance positions in the swing that need to be reached to be a successful hitter. Balance #1 begins as soon as the player steps into the box and goes from touching the middle of the plate, spreading and squaring your feet, getting a good body lean-in position, and making sure you are not on your heels. Balance #1 also includes getting you bat on your shoulder, checking your knuckles, and getting your bat in the slot. Next, Coach Hector explains is, Balance #2. "You want to stride light, keeping your weight and hands back as if you were stepping on eggs." He goes on to say that, "too many times players will stride too hard or lunge, allowing their hands and weight to be out in front." This causes various problems which range from swinging with all arms to pulling off on the ball.

Coach Hector believes that coming into Frozen Ropes to work with our instructors and our various training tools such as hitting while standing on a balance beam, will benefit players at any age or skill level. "Getting comfortable in the box and taking a balanced swing is key to future success at the plate. It all starts with a positive attitude, the drive to improve and the desire to reach your fullest potential." Hard work pays off, especially if the hard work you are putting forth is the correct hard work. Coach Hector concludes by saying "stay positive and always remember that ATTITUDE IS A DECISION."

Story by Mike Zollweg

## Columbus Day & Veterans' Day Holiday Fun Camps

*Looking for something fun  
to do on the school holidays?*

Frozen Ropes will be holding our Famous Fun Baseball Camps for all Ballplayers from ages 7 to 12. It's going to be a great time with games, contests and competition over at Frozen Ropes in East Rochester. We're looking for Ballplayers to join us for either or both of the following sessions:

**Columbus Day, Monday, Oct. 9th**  
**AM Session, 9:30 AM — 12 N**  
**PM Session, 1 PM — 3:30 PM**

**Veterans' Day, Friday, Nov. 10th**  
**AM Session, 9:30 AM — 12 N**  
**PM Session, 1 PM — 3:30 PM**

The cost for each half-day session is \$35 per Player, or \$65 for the full day. Full-day players receive lunch (pizza & drinks).

**Triple Pickle...IceBall...Whiffle  
Ball...Web Gem Catches...Radar Gun  
Challenge...Home Run Derby...The  
Green Monster Challenge...**



## Indoor Baseball & Softball Leagues to Start on 10/14!

*Enhance your Team's Off-Season  
Training with Live Competition!*

- ◆ \$850 per team with 9 player roster max
- ◆ 8 Games Guaranteed
- ◆ Full 60 ft Baseline, Infield-only Play
- ◆ Umpires & Balls provided
- ◆ Live Pitching, Baserunning & Hitting
- ◆ BP & Fielding before every game
- ◆ Pre-Season team practice time included
- ◆ Playoffs & Championship Game
- ◆ Trophies to Championship Team

### Leagues Forming:

12U Baseball  
Sundays, 12 N to 4 PM

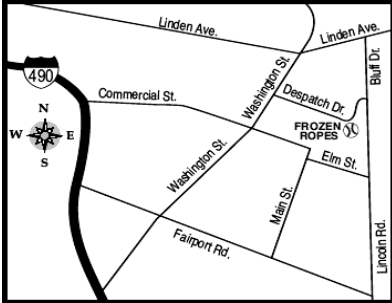
16U Girl's Fast Pitch  
Saturdays, 4 PM to 8 PM

**Enrollment is limited, Please Call:  
(585) 385-0420**



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Directions: Take 490 to the East Rochester exit to Commercial Street. From Commercial Street, turn left onto Washington Street. Make a right onto Despatch Drive. Frozen Ropes is #160 on the right hand side.

## FALL II 6-WEEK SCHEDULE STARTS 10/30, THE *NEW* PDP, & MUCH MORE INSIDE!



## In the Dugout

...with Cito Culver, West Irondequoit HS Shortstop

This month's featured athlete *In The Dugout* is West Irondequoit Freshman SS Cito Culver, son of Frozen Ropes' Director of Instruction, Chris Culver. Cito has been playing organized baseball since the age of 3. He so loves the game that up until recently, he slept with his baseball glove every night. Cito cites his strong work ethic and training discipline as the keys to making him the ballplayer he is today. His goal is to become the first position player out of Rochester to be drafted by MLB in 2010. To that end, he works out daily for one and a half hours. Cito receives much of his baseball instruction from Coach Culver here at Frozen Ropes.



Cito's hard work and commitment have begun to pay off. This summer, he played in the 13U Elite Major Circuit where Cito shared the dugout with some of the best 13U baseball players in the country. He was the starting shortstop for the Houston Angels, an elite travel baseball team based out of Houston, Texas, and had the opportunity to travel across the country playing his favorite pastime.

As an eighth grader this past year, Cito played on his HS JV baseball team, starting at short. He'll be trying out for the varsity spot this Spring. Cito has 2 younger sisters, Jadalyse and Alexis, ages 6 and 4, respectively. Cito's mom, Gladys, is a school teacher and makes sure Cito is on top of his game when it comes to academics.

Cito is grateful for the support of his entire family as he continues his journey of playing the game he loves.

Story by Gladys Culver

## 9 Innings With... Craig Bodensteiner Spencerport Varsity Coach



Spencerport's Varsity Baseball Coach, Craig Bodensteiner, joins us for this issue's *Nine Innings Q and A*. Craig is in his second year at the varsity level after being involved at the modified and junior varsity levels. He is a fifth grade teacher at Spencerport's Leo Bernabi School.

Q-What were your earliest baseball memories?

A-Walking up the first base ramp entrance to Silver Stadium to watch a game

Q-Who were your role models growing up?

A-My father, and my aunt and uncle

Q-What playing experience have you had?

A-I played high school, college, and semi-professional baseball. I am still playing in the NABA wooden bat league.

Q-Should Pete Rose and Joe Jackson be allowed in the Baseball Hall of Fame?

A-I believe that should be a decision left to the members of the Hall of Fame (vote). If it were up to me, no.

Q-Pitchers hit or DH?

A-Pitchers hit. Anyone can throw at someone when they know they don't have to step in the batter's box themselves.

Q-What attracted you to the game?

A-The mental aspect of the game. Baseball is a game of failure—how people react to bad times along with the good is similar to our lives.

Q-How has the game changed for you?

A-Our adult league switched to wood bats. I think we all had to adjust to a smaller sweet spot on the barrel.

Q-Favorite baseball movie?

A-Major League

Q-Favorite baseball team?

A-The Baltimore Orioles and ANYONE playing the New York Yankees

Our Thanks to Coach Bodensteiner. We wish his Ranger Ball Club all the best in '07!