

## Why ETS

### ETS + Thielen Foundation Weight Room = Elite Athlete Development

- The Adam Thielen Foundation Weight Room represents a major investment in our athletes' future.
- Partnering with ETS Performance ensures we maximize that investment by pairing elite equipment with elite programming and coaching.
- Adam Thielen's gyms through his foundation are designed specifically for the type of training ETS offers as Thielen partners with them.
- ETS brings professional-level structure, culture, and safety protocols that fully leverage the potential of the upgraded facility.

### Purpose & Philosophy

- ETS aims to build performance and character, creating a positive, disciplined training environment for all sports and skill levels.

### Structure & Delivery

- 1 certified ETS coaches deliver sessions 2–4x/week year-round, including dynamic warm-up, strength, speed, injury prevention, and mobility.

## Key Benefits

### 1. Maximize the Thielen Foundation Investment

- The new weight room becomes more than just a beautiful space—it becomes the hub of student-athlete growth.
- ETS ensures the facility is utilized effectively, safely, and equitably across teams and seasons.

### 2. Professional, Safe Programming

- ETS coaches are certified, experienced, and provide consistent, sport-neutral training with proper technique and supervision.

### 3. Support for Coaches & Athletes

- ETS meets with every head coach to tailor plans.
- Tracks athlete progress and performance through year-round data.

### 4. Unified Culture

- The ETS system brings all teams under one culture of accountability, hard work, and respect—aligning well with the values behind the Thielen Foundation's support.

## 5. Expanded Access & Opportunity

- Discounted ETS memberships allow students to train even when school sessions aren't running.
- Partnership with our middle school S&C coordinator to blend programs to fit the needs for middle school athletes.

## Potential Considerations

### 1. Coach Alignment

- Ensure ETS works with, not in place of, sport-specific coaches.
- Communication and preseason planning will be key.

### 2. Scheduling

- Sessions must be planned ahead, and only 1–2 teams can train at a time.
- Weekends/holidays not included.

## Closing Recommendation

Bringing ETS Performance into our upgraded Adam Thielen Foundation Weight Room is not just about lifting weights—it's about building a long-term culture of excellence, safety, and equity in training. This partnership will:

- Provide professional oversight
- Enhance coach-athlete collaboration
- Ensure maximum use of our new space
- And give our student-athletes a competitive, character-building edge.

## Additional Resources:

- [ETS Program Structure](#)
- [Testimonials](#)
- [ETS Website](#)
- **Marketing Pamphlet (screenshots below)**

## SCHOOL TESTIMONIALS



"ETS has done wonders for our program not only in the physical preparation of our athletes but also the mental toughness as well. ETS does a great job in keeping our kids constantly striving to do things they never thought they could, and increasing their explosiveness and athleticism on a daily basis. From the time we have started ETS, our program has went from a program that was below .500 to a team that has now gone to the state tournament 6 straight years. I'm 100% convinced that without ETS, this does not happen."

— Matt Lombardi, Maple Grove High School Football Coach

"The experience, training and growth opportunity provided by the staff at ETS is unquestionably the best in the state. Founder Ryan Englebert and his Performance Coaches have worked tirelessly to provide an exceptional program for all athletes that is unique in the world of high school athletics. Without a doubt, the Lakeville North Volleyball program (2017 State Champions) has been directly impacted by the excellence and discipline built into and resulting from our training with ETS. While the performance growth is substantial, what our players often talk about is the consistency, encouragement and knowledge provided by the staff. There is no question that this training has supported the success achieved within our program. Thank you ETS!"

— Jackie Richter, Lakeview North Volleyball Coach

"Since its inception into our high school, ETS has made a pronounced difference in the strength and athleticism for the River Falls Baseball team. I have been more than impressed with the energy that the ETS staff exhibits during workouts to push each individual, while also maintaining a team orientated atmosphere. ETS has been a game changer for our student-athletes and I look forward to seeing continued results for years to come."

— Ryan Bishop, River Falls High School Baseball Coach

"Committing to work with ETS for our team training was one of the best decisions our coaching staff has made. Day in and day out, our players were challenged and pushed beyond any level they would have reached on their own. Michael was extremely professional, always arriving promptly, with a detailed daily program and a genuine excitement to work with our athletes. Not only did we see physical improvements in strength, speed, and coordination, but also in teamwork, mental toughness, and confidence. ETS is committed to high standards and under careful supervision, ensured athletes performed movements safely and correctly. The expertise and knowledge that the ETS Performance Coaches provide is second to none. We look forward to continuing to work with ETS!"

— Darla Diermeier, Menomonie High School Girls Soccer Coach

**READ MORE AT**  
[WWW.ETSPERFORMANCE.COM](http://WWW.ETSPERFORMANCE.COM)



**COMMIT.**  
**OVERCOME.**  
**CONQUER.**

WE HAVE WORKED WITH:

**2500 +**  
COLLEGE ATHLETES

**250 +**  
PRO ATHLETES

**50K +**  
TOTAL ATHLETES

## ETS EDU PERFORMANCE



**PARTNERING WITH EDUCATIONAL INSTITUTIONS TO PROVIDE ELITE TRAINING AND ESTABLISH A CULTURE OF CHARACTER AND A FOUNDATION FOR ATHLETIC EXCELLENCE.**



### OUR SERVICES

- Customized training built for your team's seasonal needs
- ETS-certified coaches every session
- Data-backed tracking, retesting, and coach collaboration
- Culture-driven approach to discipline, accountability, and teamwork
- Optional youth + middle school performance add-ons
- Discounted facility memberships for in-season support

### PROGRAM INCLUDES

- Dynamic warm-up, speed/agility, strength, mobility, recovery
- Form critique and spotting for all major movements
- Cell-phone-free, focused training environment
- 1-on-1 head coach consultation before each season
- 2-3 performance retests annually

### OUR MISSION

Our mission at ETS is to provide cutting edge strength, speed, power, deceleration and movement mastery training for athletes of all sports and ability levels in a challenging yet positive environment that will enhance performance, build character and improve lifestyles.

### OUR VISION

Our vision with ETS EDU Performance is to partner with select educational institutions to not only provide elite training for their student athletes, but also to help establish a culture of character and a foundation for athletic excellence.

### SCHOOL PARTNERSHIPS



ETS EDU  
PARTNERING FOR EXCELLENCE