

**8:00 AM CST**  
**April 23, 2023**

## **Spiketown USA National Program**

*Oshkosh, WI — April 23, 2023*

With the conclusion of regional programs and the pre-national season upon us, we know players, families, and coaches are curious about what the next season may look like. It is our hope that releasing this information now as opposed to on our previously established release date of June 1<sup>st</sup> will not only help create clarity but also cultivate excitement for what promises to be a fun, exciting, and beneficial 2023-24 season.

### **About Spiketown**

Since its inception, directors Braeden Melton and Jon Ellmann have been creating a model that is centered around the development and evolution of all parties involved. We believe strongly that players, families, coaches, and administrators all have an opportunity to develop via the conduit that is youth athletics. Starting next season, Spiketown USA will utilize an age/developmentally appropriate curriculum in the areas of sports psychology/human performance, strength and conditioning, and principle-based volleyball training as a framework for that development. With a combined 20 years of high school, 27 years of club, and 15 years of collegiate coaching experience, Braeden and Jon have been involved in the game at all levels and are excited to implement what they've learned throughout that ongoing journey.

### **Mind, Body, and Craft**

There is no shortage of available information in today's world. By having clear principles, we are able to select frameworks and systems that have been proven again and again to produce success at all levels of the game in the areas of sports psychology/human performance, strength and conditioning, and the sport of volleyball. We believe that the critical inflection point is somewhere between knowledge acquisition and the formation of new habits, skills, and strength. The challenge that excites us is taking complex data and research and delivering it in a way that is easy to understand and apply for our student-athletes. This is why we have put a major emphasis on making sure our delivery methods are simple and effective.

Craft: Spiketown USA will be a Gold Medal Squared (GMS) certified club. The mission of GMS is to seek-out and share the most effective, up to date coaching methods. GMS is the collaborative effort of some of our countries most experienced and successful coaches. Their advisory staff has been a part of every Olympic Games dating back to the 80s and is not only represented at the highest levels of international play but also club and NCAA. All of our Spiketown USA coaches will undergo additional training to become GMS certified and will have ongoing support from not only our clubs lead trainers but also from the GMS support platform.

Body: Evolve Fitness will provide volleyball specific workouts for every athlete in the club and will deliver them through their customized Evolve Fitness app. All workouts can be done wherever players have access to equipment and modifications can be made to plans based on what equipment is available, injury, or to integrate more effectively with other plans and/or participation in other sports. Our goal is to not only become better athletes that jump higher, hit harder, and avoid injury but develop healthy lifelong fueling and workout habits.

Mind: In addition to the physical, technical, and tactical components of the sport, we put a huge emphasis on the mental side of the game. We have partnered with Armor Mental Performance which is led by Amanda Jones who comes from a volleyball background and is formally trained in both the Sports Psychology and Human Performance fields. Our AMP curriculum includes but is not limited to develop confidence, improve motivation, eliminate limiting beliefs, strengthen concentration, challenge perfectionism, overcome performance anxiety, maintain composure, and enhance team cohesion.

We are excited about the opportunity we have to prepare young student-athletes for the demands of the collegiate experience. However, whether our athletes choose to play in college or not, play for our club for one or many seasons, they will have the opportunity to acquire tools to help them live a physically, mentally, and emotionally balanced life.

### **Next Steps**

We are working diligently on all of the details for next season. For updates and additional information please visit our website at [SpiketownUSA.com](http://SpiketownUSA.com). Questions can be directed to [spiketownusa@gmail.com](mailto:spiketownusa@gmail.com).

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### **For more information, press only:**

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### **For more information on Product:**

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