

B5 Business

For news or story ideas, call city editor Bill Buley at 664-8176, Ext. 2016; e-mail bbuley@cdapress.com

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JEROME A. POLLOS/Press

Drew Turbin, 16, works out after school at Ultimate Athlete Sports Performance Training Center, which opened Monday.

Creating the 'Ultimate Athlete'

CHS grad opens training center

By **BILL BULEY**
Staff writer

DALTON GARDENS — Bud Rasmussen has coached at the high school level.

He's coached at the college level. He's also coached at the Olympic level.

Now, he's bringing that experience home to Coeur d'Alene to help athletes reach the next level of their goals.

"It's a very comprehensive program," he said. "I consider this athletic tutoring, giving them additional knowledge, being able to function at a higher level."

Rasmussen, a Coeur d'Alene native, son of Gary and Lois Rasmussen and a 1988 Coeur d'Alene High School graduate, opened the Ultimate Athlete Sports Performance Training Center on Monday at 7791 N. Aqua Circle Drive No. 6.

It's a business concept he developed following seven years of coaching throwers in track and field, three years coaching at the University of Washington and three at the Olympic training center in Chula Vista, Calif.

He opted to return to Coeur d'Alene, be closer to family and get away from professional coaching.

"I'm excited to get it started now,"

said Rasmussen, a certified specialist in sports conditioning.

The UA center, as it's called, is a "collegiate-style" facility, primarily for middle-schoolers to college-age athletes.

He provides a personalized training program — specific to the sport a client is pursuing — that progresses through different stages of the year, much like a college or Olympic athlete. He said sessions will be similar to what you might find for pilates or yoga, with a small group and individual attention.

It will include strength training and conditioning, and speed, agility and quickness training. There will be warm-ups, cooldowns, fundamentals and injury prevention. Rasmussen will also review sports nutrition and sports psychology.

It's primarily free weights at UA, with a few machines, where the goal is to train the body "to react explosively."

"We're training movements rather than muscles," he said.

With 10 years of college recruiting experience, Rasmussen understands what it takes to meet the demands at the college and Olympic levels — physically, mentally and emotionally. He'll also consult and advise clients on highlighting their qualities when it comes time for college.

Overall, it's work he enjoys because of the relationships he



Rasmussen

forms with clients and trying to create opportunities for them.

"It's as simple as trying to set high goals and work your hardest to achieve them," he said.

A shade under 6 foot, the stocky, muscled Rasmussen played defensive line in football at CHS in 1985, '86 and '87, and all three years it played in the state championship.

"We won in '85 and lost by 3 points each time in '86 and '87," said Rasmussen, who also threw the shot put in high school.

He attended Boise State University, where he earned a degree in secondary education and graduated in 1992.

During his seven years of coaching throwers at NIC, more than 20 athletes went on to NCAA schools on scholarships.

"Anyone who comes and works with me is going to benefit and their opportunities are going to be increased," Rasmussen said.

"This is a great opportunity for kids to experience what the next level is going to be like. Maybe they want to be that collegiate athlete, kind of get their eye open to what it takes."

The UA is just off Government Way, behind Andy's Heating and Cooling. Prices start at \$100 per month for two training sessions per week, about 10 hours a month. Various session times are available, with a maximum of six athletes per session.

Information: 691-0404

Movers & Shakers

Fitness Plus on the move

Fitness Plus Physical Therapy is moving to a new office at 870 Hayden Ave. in Hayden on Monday.

Fitness Plus offers physical therapy as well as sports rehabilitation.

Fitness Plus has been in business for six years at 8836 N. Hess St. There were two businesses in the same building: Fitness Plus Physical Therapy and Performance Edge Sports Training. In the new office they no longer provide the sports training.

Cliff Kiracofe is the physical therapist, and with his experience with sports and working with Manchester United soccer team, he still does a lot of sports rehab. They are accepting new patients, and most insurance is accepted.

Fitness Plus is open from 8 a.m. to 5 p.m. Monday-Thursday and 7-11:30 a.m. Friday. The phone number will remain the same, 772-6991.

Courtyard receives award

Courtyard Construction Inc. was awarded the Company-Member of the Year for 2009 by the North Idaho Building Contractors Association board of directors on Thursday.

"It is an honor to have even been nominated, said Greg Washington, company owner. "We sincerely appreciate the NIBCA recognizing our efforts to support the community and its building industry."

Care center in top 100

A Kellogg care center is the only Idaho facility to be named among "America's Best Nursing Homes" by U.S. News & World Report.

In the February 2010 issue, the magazine listed Mountain Valley Care and Rehabilitation Center in its edition with the cover story "How to Live to 100." It was one of 173 chosen nationwide, of more than 15,500 evaluated based on rankings from Nursing Home Compare, a program operated by the federal Centers for Medicare and Medicaid Services.

Among the aspects examined were health inspections, nurse staffing and measures of care, the magazine said. Bedsores, confinement and restraint, and health and fire deficiencies were among the attributes that led to the rankings.

Information: <http://www.medicare.gov/NHCompare>

Post Falls Insurance relocates

Post Falls Insurance has moved to 614 E. Seltice Way, Suite E, just east of Walgreens.

It is an independent insurance agency specializing in automobile, home and related lines of insurance. It represents Safeco, Liberty Northwest, Travelers, Hartford, Allied, Progressive and other companies.

The office is staff by licensed agents Teresa Young and Kristy Hagedorn. Information: 777-9800

If you have a new, relocated or expanded business, or announcement of events, promotions or awards, The Press wants to let our readers know. The service is free and items run Tuesday through Saturday. To get the word on the street on your movers and shakers, call city editor Bill Buley at 664-8176 Ext. 2016 or e-mail bbuley@cdapress.com.



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