



# THE BULL RUNNER CERTIFIED RUNNING COACH PROGRAM

IN PARTNERSHIP WITH



PACE

ENDORSED BY



## **TBR CERTIFIED RUNNING COACH PROGRAM**

The Bull Runner (TBR) launches its inaugural TBR Running Coach Certification Program with partners, Coach Francis Diano, PT, MCMT, COMT and Coach James Michael Lafferty. It is the first running coach certification program endorsed by the U.S.-based Medical Wellness Association.

The goal of the program is to provide comprehensive knowledge and skills to individuals who wish to train other runners for a marathon or shorter road races. The program also aims to create a high standard of knowledgeable, effective, and ethical coaches to the running community.

For 2016, the TBR Certified Running Coach Program will offer the TBR Certified Running Coach Level I Course. The TBR Certified Running Coach Level I course is a 2-day intensive program led by Coach Francis Diano and Coach James Michael Lafferty. Day one is a lecture and day two is a workshop. A final exam will be administered on the second day.



## **QUALIFICATIONS:**

The course will initially be accepting participants who have been invited to join due to their experience as a Pacer, Dream Chaser, or volunteer in past TBR Dream Marathons. A participant may also be referred by a Pacer or Dream Chaser.

The participants must have completed at least one (1) marathon and must be a passionate runner with a desire to help other runners and an interest to learn from running experts.

Participants will undergo a Selection Process before being accepted into the program.



**INAUGURAL FEE:** PHP4,900.00

Inclusive of meals and snacks

**SCHEDULE AND VENUE:**

**DAY ONE: LECTURE**

September 17, 2016, Saturday

9 AM to 4 PM

TBA, Bonifacio High Street

**DAY TWO: WORKSHOP AND FINAL EXAM**

September 18, 2016, Sunday

9 AM to 4 PM

Ayala Alabang Village

**INQUIRIES:**

For inquiries and/or registration,

contact Jaymie at [thebullrunner@gmail.com](mailto:thebullrunner@gmail.com) or 0906-318-2723



## **CERTIFICATION:**

To receive final certification as a TBR CERTIFIED RUNNING COACH – LEVEL I, the applicant must fulfill the following requirements:

1. Complete attendance during the 2-day TBR Certified Running Coach Course
2. Attend a Basic CPR and Life Support course at Red Cross (not included in the TBR Certified Running Coach Course fees)
3. Pass the written proficiency exam highlighting the knowledge on the topics discussed over the course
4. Commit to coaching minimum 4 out of 5 Bull Sessions for TBR Sun Life Dream Marathon - Batch 2017, which will also serve as the practical exam
5. Attend the Graduation Ceremony at the TBR Sun Life Dream Send Off Party on Feb. 8





## ABOUT THE PROGRAM DIRECTORS:

### COACH FRANCIS DIANO PT, MCMT,



#### CLINICAL FACULTY:

- Columbia Medical Center: College of Physical Therapy 2010 - 2015

#### CLINICAL INSTRUCTOR:

- University of Melbourne (Australia)
- Monash University (Australia)
- Hunter University (New York, USA)
- Touro Colloge (New York, USA)
- University of Florida (Florida, USA)
- A.T Still University (Arizona, USA)

#### CLINICAL CONSULTANT:

- Hospital For Special Surgery (HSS)
- Mt. Sinai Hospital
- New York University Langone (NYU)

#### COACHING EXPERIENCE AND RACE INVOLVEMENT:

##### MARATHON COACH/ADVISOR

June 2008 - Present

- Coaches multiple amateur and elite finishers.
- Advises athletes on shoe selection, nutrition and training schedules.
- Running gait analysis educator

##### TRIATHALON COACH/ADVISOR

April 2011 - Present

##### USA Triathlon

- Coaches multiple amateur and elite finishers
- Creates training schedules and plans, including nutrition and recovery

- Provides mental coaching and monitors individual progress
- Advises athletes on equipment selection (i.e. shoes, bike sizing)

#### STRENGTH AND CONDITIONING

##### CONSULTANT January 2011 - Present

- Coaches professional teams and athletes\* Basketball (NBA), Swimming, Biking, Running/Track, Soccer, Football (NFL)  
*\* Full list available upon request, save in cases of confidentiality.*
- Consults for multiple amateur and elite teams and finishers in: Swimming, Biking, Running, Rowing

##### TRAINING CONSULTANT January 2011 - Present

- Back on My Feet (running team)
- Childrens Tumor Foundation (running team and triathlon team)
- New York Road Runners

##### RED CROSS LECTURER March 2000 - 2015

- Basic Life Support
- Advance Life Support
- Cardiac Life Support
- Water Safety and rescue
- High Angle rescue and urban rescue

#### EDUCATION:

##### BS REHABILITATION MEDICINE

March 2007

De la Salle University, Health Sciences Campus  
With leadership distinction

##### MASTERS CREDENTIALS IN MANUAL THERAPY 2009

Hands on Seminars

##### AMERICAN BOARD OF PHYSICAL THERAPY SPECIALTIES

##### CLINICAL CREDENTIALS:

- Clinical Doctorate in Physical Therapy
- Mastery Credentials in Manual Therapy (M.C.M.T)
- Certified Orthopedic Manual Therapist (COMT)
- Orthopedic Certified Specialist (OCS)
- Sports Certified Specialist (SCS)

##### Track Record:

- Over 20 IM Kona Qualifiers
- 6 140.6 IM World Champions
- 6 70.3 IM World Champions
- Over 30 Boston Marathon Qualifiers
- Multiple Olympic qualifiers in the disciplines of running & triathlon
- Multiple championship level athletes in other sports/disciplines



## COACH JAMES MICHAEL LAFFERTY



### EDUCATION:

- Studied Psychology and Physiology, University of Cincinnati. Graduated Summa Cum Laude
- Certified Exercise Physiologist, YMCA of the USA
- Exercise Physiology Certification, American College of Sports Medicine
- Certified Athletic Trainer, The Greater Cincinnati League Sports Association

### POSITIONS:

- Member board of advisors, Medical Wellness Association worldwide, the leading association that couples medicine with sports and wellness.
- Vice President, sprints and hurdles, The Athletics Congress (precursor to USA track and field), Great Lakes region, 1983-84

### COACHING EXPERIENCE AND RACE INVOLVEMENT:

- Head Track Coach, St. Vivians School, 1981-82. CYO (Catholic Youth organization) champions both years.
- Head Track Coach, Forest Park School, 1983-85. Cincinnati City Champions 1983-1985 and produced multiple national team members.
- Founder, Head Coach Cincinnati Striders Track club. 1983 USA Cross Country National Champions.
- Coach, US Junior National Track and Field (several athletes), 1983-1985
- Coach, 2012 Nigerian Women's Marathon Team (number 1 and 2 marathoners)

- Coach, National Team Members of Germany and France (marathon)
- Coach of over 10,000 beginner marathoners with 99% success rate of finishing Coach of over 1000 runners achieving their personal record under his tutelage
- Coach, Philippines National Track and Field Team (2014-Present)

### SPORTS BACKGROUND:

- Completed over 30 marathons
- National Champion, Masters Division, Philippines Bench Press Championships

