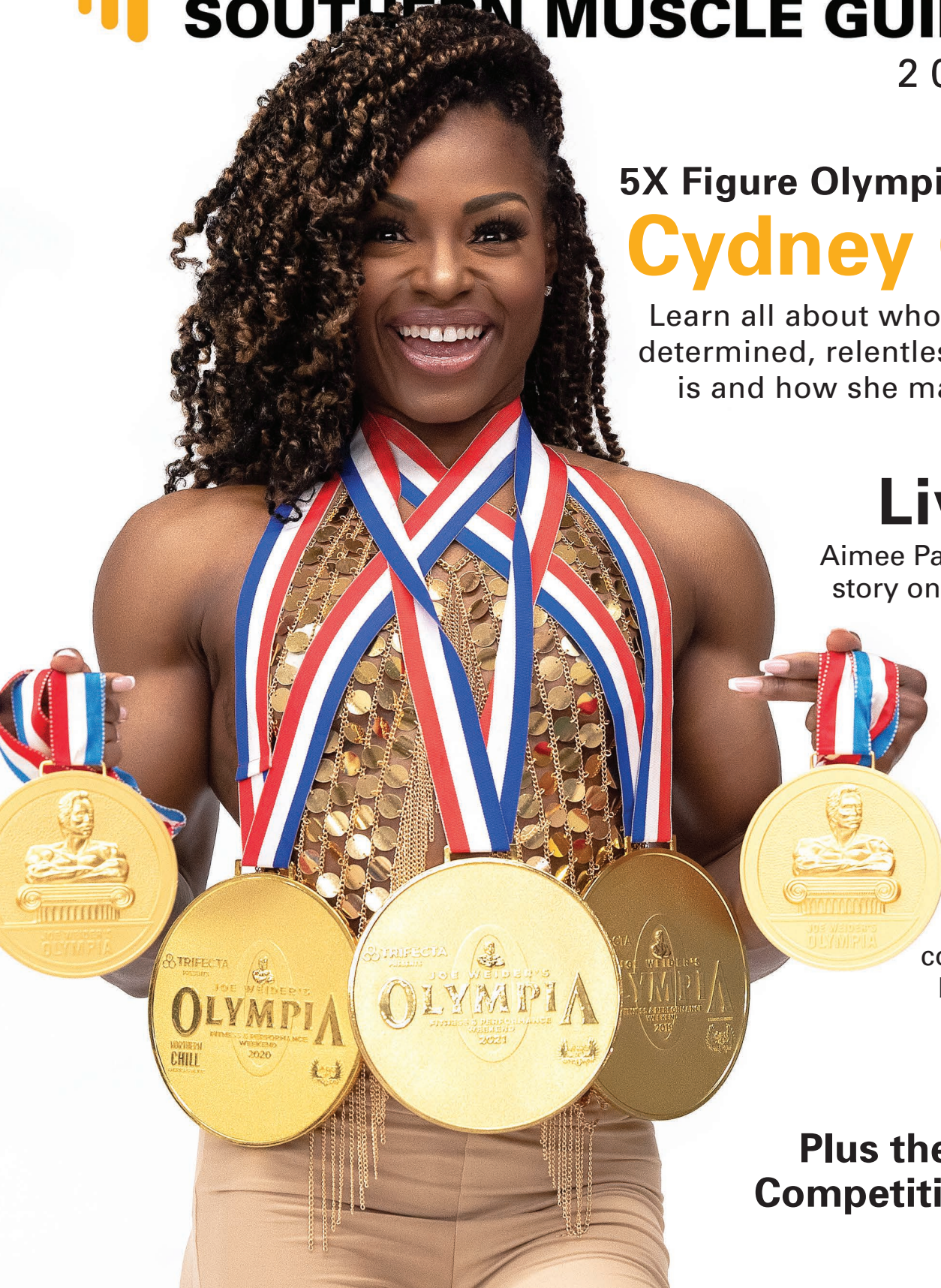


S M G

SOUTHERN MUSCLE GUIDE

2022



5X Figure Olympia Champion **Cydney Gillon**

Learn all about who this fun, fierce, determined, relentless, perfectionist is and how she made it to the top

Living Fit

Aimee Parscale shares her story on changing her life and now others through BodyFit with Aimee

Passion Project To Career

See how 3 companies formed by taking passion beyond the stage

Plus the... **2022**
Competition Calendar



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IFBB Figure Pro, Born and
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The Figure Athlete with the
most Pro Wins in a Year (7),
7X Olympia Athlete, Wife
and Mom



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Designs by Mo

Disclaimer: Always consult your physician before starting an exercise program. This general information is not intended to diagnose any medical condition or to replace your healthcare professional. Consult with your healthcare professional to design and appropriate exercise prescription. If you experience pain or difficulty with these exercises, stop and consult your healthcare provider. If you experience any symptoms of weakness, unsteadiness, lightheadedness or dizziness, chest pain or pressure, nausea, or shortness of breath, contact your physician. Mild soreness after exercise may be experienced after beginning a new exercise.

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Letter From The Publisher



Rachel Payne
Publisher, SMG

As I was putting together the magazine this year, the interviews, the inspirational stories and even the contributing editors all had one overriding theme — GRATITUDE. I can't help but think how impactful the sport of bodybuilding has had on all of us, whether we realize it or not. From each of us coming together as a bodybuilding family, reuniting at each show, creating memories and sharing our passion to inspiring others to live a healthy lifestyle, I know I am grateful to know and share a relationship with everyone this sport has put in my life. If you have not yet become a part of this family, I invite you to come to an event, see what it's all about and join our family.

From the shows to the health and wellness expos across the southeast, there is something for everyone at the events and businesses that support this sport. Our cover feature article on 5X Ms. Figure Olympia Cydney Gillon and 3X Ms. Bikini Olympia Ashley Kaltwasser's travel article both exclaim all that fitness and the IFBB and NPC has provided for them while the Liquid Sun Rayz Inspirational Stories showcase ordinary individuals who have changed their lives and used bodybuilding as motivation to get the results they desire and even make bucket list goals come true. Our new Living Fit section follows Aimee Parscale and her personal journey along with one of her clients as they each began their journey just wanting to feel better and following them to life changing results. You can get monthly tips and tricks from our new SMG presents the Living Fit monthly digital newsletter plus stay in the know with workshops, show info and more! If you're not on our email list, go to southernmuscleguide.com to subscribe.

Keep it real with the BeautyFit corner and kind but tough love from Jimmy Mentis as he shares his tips for being the best. Just remember, being the best starts with being your best and is different for each person. IFBB Pro Judge, NPC Head Judge and Vice Chair of the Carolina NPC, MarieAnn "Mo" Newman has some real tips to help make your experience on stage the best it can be. Train like a pro by trying out the shoulder workout IFBB Figure Pro Jessica Padilla shares in our Workout section. Taking their passion beyond the stage, there are so many businesses that have begun with people who were first competitors. Making their mark as successful business owners through their passion turned career, is another example of how grateful these business owners are and how connected to the sport they continue to be. We've all heard how results are made in the kitchen and now is your chance to share your best recipe for a chance to win our SMG presents our first Date Night Dinner Healthy Recipe contest.

From transformations to competitors to national and professional status, a healthy lifestyle offers something for everyone and for that we can all be grateful. Set your goals for the season and make your plans to see your bodybuilding family in 2022 knowing your family is here to help you, encourage you and support you in your journey.

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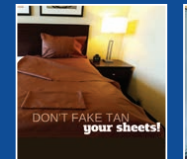
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WEAR & AWAY



Gratitude with Ashley

by Ashley Kaltwasser, 3X Ms. Bikini Olympia

I have always been an athlete. I have also always been super competitive. Even in Elementary School, I've always wanted to be the best! At that age, I remember I wanted to prove to the boys that I could run faster, jump higher, do more chin ups and jump rope faster than all of them. Setting the school record for these events also motivated me to strive to be the best I could in gym class.

In High School, what made me the happiest was training and racing for my High School track team. Whether I won a track meet, broke a school record in my race or even set a personal best for my event, it gave me such a rush of excitement. I remember, I never cared about being "popular" or "cool." In fact, I didn't even have very many friends at all and I was OK with that. I was more of a loner because what made me happy wasn't how many people liked me, it was the feeling of accomplishment. My love & success in the sport of track and field earned me a scholarship to run the 400 meter hurdles for a D1 college. I also participated in the pentathlon during the indoor season.

To be honest, during College I had lost my love for track. It wasn't as fun in college as it was in high school. I had a lot more responsibility and it felt more forced rather than practicing and training on my own terms. There was much more pressure to perform and I became disinterested.

Towards the end of my college career, I stumbled on the NPC Bikini division. I thought "This looks fun, I've got to try this at least once!" It was a new challenge for me. I began training for my first NPC Bikini competition after I was done with track. I completed my first contest prep in only 8 weeks to prepare for my first show. This was because track had already gotten me into pretty good shape for The NPC Bikini standards at that time. I ended up falling in love with the bikini competition world.

Starting off, I wasn't the best. I was a little clueless about everything (posing, tan, hair, suit, conditioning, etc) but each show I got better. I researched bikini YouTube videos, I worked on

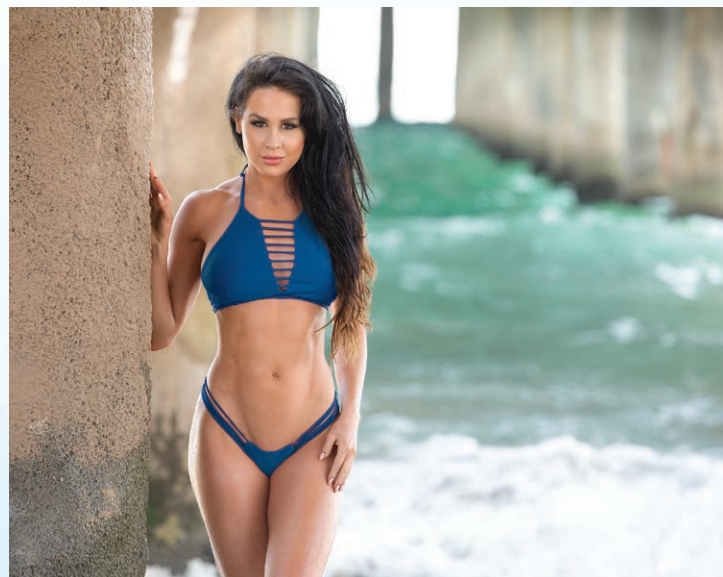


Photo by Blue Line Eflex

conditioning and eventually I became successful in this sport. I earned my pro status, won the Bikini Olympia 3x and I've had many great opportunities that came from being a successful Bikini competitor. It's been quite an exciting journey and I've surprised myself how far I've come.

Growing up, I never thought I'd leave Akron, Ohio. In fact, before competing I had only been on an airplane once before. And now, I am jet setting across the world, doing what I LOVE. I have had so many amazing memories from traveling. I've given multiple seminars, competed in multiple different countries and traveled the world and met so many amazing athletes and future competitors. I've been to some amazing countries such as; Japan, South Korea, India, Sweden, Germany, Spain, Italy, Finland, UK, Australia, New Zealand, Russia and Romania, just to name a few.

Looking back on it all, I often question myself, "Wow, how did you get here in life?." I mean, this wasn't the direction I thought my life would go. Who ever would've thought that competing (and all the opportunities surrounding it) would be my career? Through it all, I didn't just accomplish my goal, I've exceeded it. And you know what? Exceeding your goal is 100x more rewarding.

I never expected my love and hobby to become what I do for work. And to me, it truly doesn't feel like work at all! I enjoy what I do so much. I swear, I wouldn't want to live my life any other way. I am so happy in life. It's like I've been living on cloud nine for years now.

People often ask why I compete so frequently. There are many reasons why I do, but the main reason is I just love it! I love the challenge of the journey, the adrenaline rush that comes from being on stage, the memories, the lessons learned and the friends that I have accumulated throughout this sport. The feeling is like none other.

I am truly grateful for the life I live. As cheesy as this sounds, I feel like Cinderella sometimes. What truly keeps the fire alive and my motivation high, is gratitude. I realize I am in a unique position where I am able to travel, compete as often as I want and have access to these opportunities. But most importantly, I will never forget where I came from. I promise I will make the absolute most of my time here in the IFBB Pro League. I refuse to live a life full of "woulda, coulda, shouldas".

There is one more thing I must add to this story...
I AM JUST GETTING STARTED!

- AshleyKfit.com
- @Ashley Kaltwasser
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- Ashley Kaltwasser

What is one of the best things about competing in the NPC?

As a contest prep coach, I get to see a lot of people start their journey in the sport of bodybuilding and while it's exciting to see them step on stage for the first time, it's equally exciting to see them years later as a seasoned athlete and see how far they've come. While some have remained amateurs and some have turned pro, many of them have ventured to travel with this sport.

Some have traveled to compete in far away places at some of the most exciting shows. One trainer even took his whole team to compete at the Arnold Classic Spain and then they all enjoyed the sites for a few days afterwards. I know others who have chosen their show so they could compete and then enjoy a beach vacation. Taking it one step further, some competitors meet up with their new found bodybuilding family at different shows throughout the year making this sport one of the most fun and certainly worth all the hard work and effort. It's a lifestyle that has many rewards!

So what show(s) are you going to do this year? Have you thought about making it a destination competition/ vacation? Ever thought about competing in Puerto Rico or in the Bahamas? Have you thought about competing somewhere you can enjoy the food or the nightlife afterwards, like Louisiana, New York, Miami, or Vegas. Looking to see your favorite sports team play on the road, visit some classic travel spots in the mountains, or head to the coast to go fishing — I bet you can find a show to combine that with. Better yet, visit Orlando, California, or Texas and take the whole family to an amusement park.

There are so many ways the sport of bodybuilding can open doors to many places that you may have never thought to visit and now you can know that anywhere you go, your bodybuilding family is right there with you.

“ Growing up, I never thought I'd leave Akron, Ohio. ... And now, I am jet setting across the world, doing what I LOVE.”

“ Looking back on it all, I often question myself, “Wow, how did you get here in life?”. I mean, this wasn't the direction I thought my life would go.”

5 Tips for Stage Presentation

by MarieAnn "Mo" Newman

Happy New Year to everyone!! What a great 2021 show season we had in the NPC and IFBB Pro League. While reminiscing over all the wonderful shows I got to judge, I noticed a common occurrence made by many on stage that I felt the need to address. It's the "Lack of Connection and Engagement" that I for one, would like to see improvement on. I do understand there is no verbal communication done on stage with the judges but...there is body language and eye contact that should take place. As a former competitor myself, I always made eye contact with each judge the whole time I was on stage. When you are on stage, the judges are the only ones who count, so don't you want to engage fully with them? Stage awareness was another important thing I focused on. Since I do feel it is my duty as a judge to share with others on how to improve, I would like to give some tips to bring to the stage for your next show.

1 While on side stage waiting your turn to enter center stage be ready to present while making eye contact with all the judges.
I like to call this, 'Being Live At 5'.... This is the

moment when butterflies are flying around in your tummy and nerves are sky high, because its just about that time for you to shine. Right before you head out to center stage, the head expeditor, will give you last minute instructions on when and where to go. Please pay attention while being fully engaged so you will know when and where to present your individual routine. This is that moment in time you worked so hard for, so be prepared!

2 When at center stage start your routine and know exactly what to deliver.
I can't tell you how many times I witness competitors walk out to the X on center stage and hesitate heavily before being instructed to go ahead and begin. To ensure that you are present in the moment, I recommend walking out with your head held high, smiling at the judges and delivering your individual routine just like you practiced time and time again. Be proud and present like a pro. This is your time to show off all the hard work you have accomplished. Make sure to present the poses that flatter your physique best and don't allow nerves to distract you from your purpose of being there. Remember,

the judges are looking for flaws, the longer you're out there the more time they have to find them. Know your best poses, deliver them and then exit. Leave the judges wanting to see more of you.

3 Know where to be at all times while on stage.
Listen and pay attention to your head expeditor, he/she will make sure you are in the right place at the right time. Self awareness is always a good thing and being fully engaged while on stage will help you look your best. Unfortunately, I have seen too many athletes wander aimlessly on stage wondering where to go, since they didn't listen to instruction from the head expeditor. Help them help you with your experience on stage.

4 In the comparison rounds be aware of your competitor number and listen to instructions from the head judge.
The head judge will instruct you on where he or she wants you to be. Pay attention to their instructions and know your number since this is how they will address you on stage. Many times I have seen competitors not respond to instruction of the head judge because they are not fully engaged or present in the moment and unaware of their own competitor number. Aren't you there to show the judges how good you look? Don't be that person who has to look down on their hip to see if it's them who's being addressed instead, know your number, listen to the head judge and show them your best.

“ Know your best poses, deliver them and then exit.”

5 After being dismissed from the stage by the head judge, know if and when to return for either another class you entered and or the finals.
Numerous times, this past season, I witnessed athletes who missed their second or third class they entered because they weren't aware of where they needed to be backstage. The expeditors are backstage to ensure that everyone is in the correct line before going on stage. It's just a fact that the athletes are depleted on Day of Show, so let the expeditors help you. Check with them to make sure you are in the right place, at the right time. Be connected with what's taking place backstage and help the expeditors help you so you don't miss out on your time to shine on stage. Most importantly, make sure to know when to return for the finals. I have seen where some have missed receiving a trophy and even a pro card because they weren't where they needed to be. Very heartbreaking! Always be early and prepared, you have worked too hard and too long to miss out on this moment.

I hope these tips are helpful and I wish everyone a successful 2022 show season. I'm looking forward to seeing many of you on stage this year. Remember the key words for 2022 — engaged and connected!



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Shoulder Workout

by Jessica Reyes Padilla, IFBB Figure Pro

I was born and raised in Cidra, Puerto Rico. Started my journey in the bodybuilding industry in 2014 at the NPC Tim Gardner Extravaganza, earning Pro status at the NPC Jr. Nationals a year later and qualified for my 1st Olympia winning the 2016 Vancouver Pro. Since then, I have been qualified for the Olympia 7 years in a row, placing Top 4 in 3 of them! Having won 15 pro shows, I am recognized as the Figure Athlete with the most Pro Wins in a Year. Working side by side with my Coach Andrew VU and having God in my Life, have been the keys to doing better every year! As I get ready for 2022, I'm so full of energy, new goals and that fire inside of me to become the first Puerto Rican Figure Olympia ever. Being a mom and a wife can make it challenging at times, however, it's also what keeps me focused and working harder when I think I can't! My husband, children and the people who truly believe in me are the best motivation I can have. I'm sharing a shoulder workout along with tips to ensure you get the most out of your workouts. Try it out and push yourself and remember NEVER GIVE UP on You... Never Give Up on Your Dreams!

EXERCISE	SETS	REPS
Cable Side Laterals (dropsets)	2	15
Lateral Raises (dumbbells)	4	15-8
Upright Rows	3	15-20
Front Raises	3	20-10
Shoulder Presses (dumbbells)	4	15-10
Face Pulls	4	15-10
Reverse Fly Machine	4	20-8

When it comes to weight, each individual has different limits on how much weight to push. Also, that will be determined by what you're looking for, more detail or adding size. I recommend volume or high reps for more definition. To add size, I recommend reps between 12 to 8. I always try to keep adding weight in every set.

Ultimately, you want to lift enough weight to complete all your sets for each exercise. By the end of the final set for each exercise, you should barely be able to finish. Find a sweet spot that will be more than enough to exhaust your muscles completely.

Some tips on how to ensure you're fully pushing yourself with each workout session. For every exercise, make sure you always hit the number of reps you are shooting for. For the final set, if you can't hit your target, don't stop. Drop the weight so you can finish your set. That's where real muscle growth comes from — pushing beyond your perceived limit.



Side Laterals (Dropsets)

We have two different ways to execute this exercise.

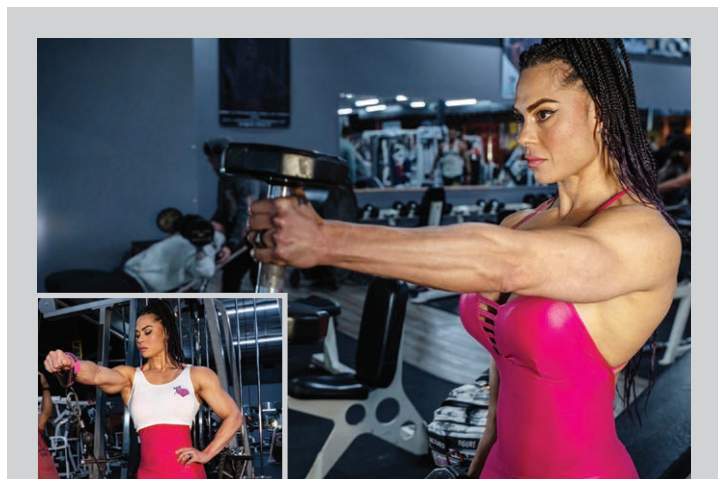
If you prefer to do it standing, make sure you are not using your legs to compensate for the movement.

An alternative is to do the exercise seated. This prevents you from using your legs and swinging your arms. Oftentimes, lifters will compensate when fatigued by dropping legs to "reach" the full range of motion.



Upright Rows

For this exercise, I recommend holding the bar with a wide grip, bringing your hands all of the way to the edge of the weights on either side of the barbell. Your palms should be facing inward towards your body. When you perform this movement — you want to bring the bar up in front of you.



Front Raises

This exercise can also be executed in different ways. You can do it with cables or dumbbells. You can do it single arm or use both. I love variation so... I switch my routines once in a while.



Face Pulls

This exercise can be performed standing or seated. When doing this exercise use a rope on the cable machine. Keeping the elbows high, pull the rope to your forehead, splitting your face. Make sure to get a good squeeze on the rear deltoid.



Reverse Fly Machine

Keeping your chest against the pad, keep your arms as straight as possible. Pull out and back squeezing the rear deltoid and control the eccentric portion of the movement back to your start position.

Shoulder Press (Dumbbells)

For the shoulder press, make sure you have the dumbbells over your shoulders. You also want to bring the weight down to your ears to get the full range of motion for this exercise. Same thing if you are doing this exercise on the machine.

Gym: House of Gainz (HOG), @houseofgainzgt
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LIVING FIT



Photo by Dan Moore photography @drmfoto

Living Fit is a way of life and as a sponsor of this exciting new section in our magazine, BodyFit with Aimee has taken her personal journey and turned it into a business that strives to help others find the success she has through transforming their lifestyle to become healthier and happier. We hope by sharing these two remarkable stories you'll be motivated to start your own journey to becoming your best self, plus look for the new SMG presents Living Fit digital monthly newsletter. You can subscribe to receive it at southernmuscleguide.com

My Personal Journey

I'm Aimee, I have a fitness and wellness company and am an NPC figure competitor. Ten years ago, I decided to take back my health. I was living a life full of headaches, soreness and fatigue. I was overworking myself and not giving my body the care it needed, putting myself on the back burner. I spent so many years not allowing myself to live my life to the best abilities and truly enjoy everything life had to offer. One day, I had enough. I was sitting in traffic and a friend I had met not long before was a personal trainer, so I called her and never looked back.



Photo by Dan Moore photography @drmfoto

“After years of trying to figure out what it was, I had finally gotten diagnosed with IC, Interstitial Cystitis.”

“I ended up losing over 178 pounds.”

Two years had gone by and suddenly, I felt my body take a turn and I noticed something was wrong. After years of trying to figure out what it was, I had finally gotten diagnosed with IC, Interstitial cystitis. I was consistently going into flare-ups and after doing lots of research, I cut out every food and supplement that would make it worse. It took many years of getting it right, but I have now been in remission for over 2 years. I still struggle with it, but I know so much more now and therefore can help many people. From the day I got diagnosed, from there on I knew I was changing my life for the better, no longer letting things get in the way of my journey towards a happier, healthier self.

There were countless times I thought, “I’m not going to make it,” or “This is too much.” But I knew that I needed to keep going. Nutrition truly wasn’t hard for me. Once I found

that putting the right foods in my body kept my energy up and I started to feel better internally, I didn’t have any doubts. The gym was a bit harder as I’d spend many days getting sick, thinking I couldn’t push any harder. Nevertheless, I kept pushing...getting better and better each day.

I began to fall in love with this new life. Fueling my body in ways I didn’t know were possible, all while seeing the results I was aiming towards was such a surreal experience and I never wanted to stop. I always told myself, “I’m going to compete in a bodybuilding competition.” I felt I had to dangle something in front of me so large, I couldn’t fail. For eight years I worked towards my goal. I ended up losing over 178 pounds during that time and gaining more muscle than I had before. Then, in 2019 I walked out on that stage for the first time at the NPC Nashville Night of Champions. After the show, Lee Haney, 8x Mr. Olympia, reached out to me to get my I.A.F.S. Certification through him to grow my business. One month later, I had gotten my certification as a functional trainer.

By January 6, 2020, I had gotten my fitness company up and running. It has taken off and I have been incredibly blessed for almost two years now. I help lifestyle clients from all over the south. Seeing them change every month is such a beautiful thing; I just love watching everyday people thrive! I can truly say I love what I am doing and have so much passion for helping people achieve their best life!



Photos courtesy npcnewsonline

“I am allowing myself the time to grow and I know I will compete on stage again.”

After that night at NPC Nashville Night of Champions 2019, I had a new admiration for competitors and knew that this would not be my last time on stage. I love the hard work that goes behind the scenes to prepare for these days. The preparation and grind are like no other. I found that in doing these shows, my fire for the love of fitness only got bigger. I also found that my business grew exponentially every time I would compete. People loved seeing my dedication right up until I stepped on the stage and they were hooked, just as I was.

“That’s when I knew...hard things, they’re worth it.”

I decided to compete again at NPC Masters Nationals held in October 2020. The difference between my first show and this one, was not only how much growth I had in a year, but my readiness to get on the stage was still there! I grew in confidence and it showed. I remained in prep to compete again at the NPC Clash of theTitanz in Atlanta, GA. I competed in 4 different categories. I received 1st place in the Transformation category, where I had my personal story read aloud and got a standing ovation. That’s when I knew...hard things, they’re worth it.

Since then, I have continued to push in the gym as I go through a bulking season. I am allowing myself the time to grow, because I know I will be stepping on stage again. I’ve gotten to meet so many competitors and just incredible people throughout this journey and I am just so grateful for an amazing community to lean on! For now, I am really investing my time into my wellness company, since lifestyle clients are my focus. I work with each client one-on-one each week online to help them achieve their goals mentally and physically. It’s satisfying for them to see the change they can make and I’m all in to help them get there.

Even though getting to the stage was my personal goal, I realize that’s not everyone’s. That is why I created BodyFit with Aimee, my online personal training company. I’ve worked with over 100+ clients and they all have different goals, whether it be to look good on vacation, or to make a huge transformation in their life. I have encountered many people during this and one woman in particular has worked with me for over a year and a half now and she is outstanding. My friend and client, Chandra Menard, has lost over 70 pounds and 31 inches all around. Her dedication has never wavered and she has been all in, every single day, no matter what arises. Her transformation is truly incredible and I am so proud to call her my friend. She has allowed me to share her transformation and some insight as to how she has stayed the course and remained consistent.

I had the opportunity to sit down with Chandra and discuss her journey through the past year and a half.

Q What was the deciding factor that helped you know it was time for a change? What has been the most significant change you have noticed since starting your journey?

A I was tired of looking in the mirror and hating what was looking back at me. I didn't even recognize myself sometimes and I knew I needed to change. I have gained so much confidence from changing the way I eat and what I do day to day. I know who I am now and I think that's the biggest thing with changing your lifestyle. It shows you who you really are and what you are capable of.

Q What have you learned in the last year and what were your struggles?

A I have learned that I am stronger than I ever thought I was. I have the ability to do so many things that the old me would have never even tried. It's amazing what you are capable of if you just try and put your mind over matter. I think the biggest struggle for me is still feeling like I can always do better or more if I'm not losing as much weight as I think I should be, but really the biggest thing has been learning to love my body no matter what. This body has done so much and truly has so much potential. Learning to love yourself is hard, but it's something I'm constantly working at.



Q What is your advice to others that are looking to embrace a wellness lifestyle program with an online trainer? What is the question you get asked the most since you have taken the weight off?

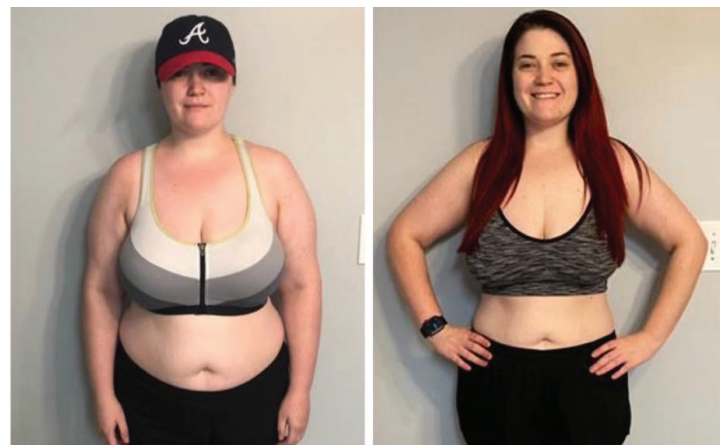
A My advice for people looking to work with an online trainer would be to trust and listen to them and be honest about what you are doing on your end. There's always a reason for the way they adjust your numbers and even though you may not understand the "why" right away, you'll see the results if you stick to your plan. People always ask me, "What's your secret?" I always laugh and respond by saying there is none. There is so much that goes on behind the scenes that people don't see and that's the key to a lifestyle change. Being consistent and working with my trainer has helped me lose close to 70 pounds. No, it didn't happen overnight and it was tough, but that's what people don't see and I think that's important for people who want to lose weight in an attainable way to understand.

Q Do you feel that having an online nutrition and fitness coach was key in your weight loss success? If so, why?

A I absolutely could not have done my journey without Aimee. She is the reason for my success. Yes, there was a lot to do on my end, but she has kept me on track, been honest with me and made the adjustments where they were needed. Anytime I had self-doubt or got frustrated, she encouraged me to keep going and see where next week takes me, helping me plan small goals along the way and keeping things realistic.

Q Do you feel that your overall outlook on life has changed since embarking on this journey?

A My outlook on life has changed significantly. I now know my worth and I look at myself in a completely different light. I know I can push myself to goals that I used to not even think were in reach. I have a lot more faith in myself than I used to and I have more confidence than I have ever had before!



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BEAUTYFIT® CORNER *by Jimmy Mentis*

Want to Be the Best? Be Obsessed with the Process

How many times has someone told you that you're working too hard? Or that what you're doing is unhealthy, you need to find a balance with what you're doing? Ask those people one question. Are THEY the best at whatever they do? If not, they're trying to balance everything.

It doesn't matter if your goal is to stand on the Olympia stage or in a boardroom and claim you're the best. If you aren't completely obsessed with your goal and the process, someone else will always beat you.

Do you think that Elon Musk, when he was starting to build his empire, found "balance?" No. The man was working tirelessly and slept in his office. Do you think Ronnie Coleman or Phil Heath found "balance" during their reign as Mr. Olympia? No. They were completely and utterly obsessed with being the best. Their focus was 100% on eating, training and sleeping.

Greatness comes with sacrifice, There is no getting around it. If you want to be the best at anything, you're going to wind up making sacrifices of time and attention in other areas of your life to make your dreams a reality. Are you willing to make those sacrifices? If not, it's okay. But realize that you'll never be the best and accept that fact.

It's 2022 – Stop Making the Same Excuses

If you read my article from last year kicking off the new year, you'll remember I mentioned how 2020 rocked a lot of people and we all needed to pivot going into 2021 and find a way to win. Well, for many, they found excuse after excuse as to why their business failed, why their physique was put on the backburner, why this, why that. All I heard were excuses.

Know who didn't make excuses? The best of the best. The champions. Those who strive for greatness. Winners sat down, took what was thrown at them on the chin for 24 hours while they strategized how they plan on moving forward and then they went out and executed their plan. What are you doing? Are you still finding excuses, or are you getting to work?

Arnold Schwarzenegger said it best when he was quoted saying, "You can have results or excuses. Not both." It's time to dig deep. If you're still reading this article, clearly, there's something there that you need to act upon as you're looking to be the best. Those who want to make excuses and are fine being average would have already been offended and turned the page. But not you. You know you can do better. You know you want to be the best. So, what's holding you back?



.....
 “ If you aren't completely obsessed with your goal and the process, someone else will always beat you. ”

“ If you want to be the best at anything, you're going to wind up making sacrifices of time and attention in other areas of your life to make your dreams a reality. ”

Here are some tips I'd like to share with you on how to win:

- 1. Set a Goal.** What do you want to accomplish this year? Write it down. Be sure that it's attainable and measurable. Look at your goal often. Put it in a place where you see it every day. Say your goal out loud daily. Create those affirmations until the day comes where they are a reality.
- 2. Reverse Engineer the Goal.** Take your goal and break it down into smaller pieces of how it can be attained. From there, strategize and plan how you will accomplish those smaller pieces to help you reach your 2022 goal.
- 3. Ask for Help But Be Comfortable Being Alone.** Don't be afraid to ask for help. Find a mentor if you must. Ask professionals for their opinion. But be aware that the people who were by your side in the past may not be there when you decide you want to level up. It's okay for you to want to be the best while others around you want to be average.
- 4. Be Obsessed But Have Fun.** If you hate the process and you're not obsessed about learning as much as you can, putting in the time, the work, the effort, then being the best may not be for you. When you can do all the things that others refuse to do in order to become the best while enjoying the process and having fun, you're on the path to greatness.

I don't know what you want to accomplish in 2022 or what your goals are, but know that I'm supporting you and believe in you. I hope this year brings you everything that makes you happy and I wish you all the best!

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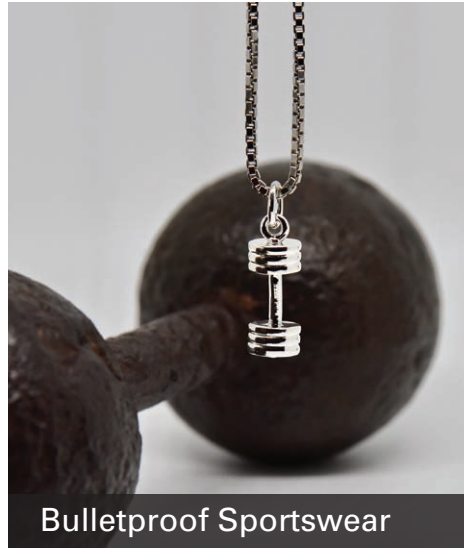
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Muscle Vodka



Bulletproof Sportswear



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Passion Project To Career

There's something about being a part of the bodybuilding family that makes it so different from any other sport. I believe, it's like mindedness and the healthy lifestyle that sets the sport of bodybuilding apart. Yes you are either an athlete or a fan and can strive to be your best and/ or cheer for your favorites but beyond that, you make friendships for life. For Ken and Amy Richardson, they've taken something that's a passion, art and design and turned it into some amazing pieces of jewelry and how they make their living. Grace Gillespie was an athlete/coach and understood the value of creating a product that would provide a healthier alternative for health conscious people to enjoy. She's driven with big dreams and tons of energy to make her mark in the alcohol beverage industry. Tracy and Mohamed Shaaban created an indulgent cookie for the athletes to enjoy after they compete and they've been a hit. What started as just a love for baking has quickly evolved into a full time business. What is your passion and could you make a business out of it? Read how these three businesses got started and how they've been able to find success.

Muscle Vodka

Grace Gillespie

How did it start?

While I was still competing, 2009-2010, I opened a gym and a juice bar in Ohio and I was training competitors, too. My clients would say to me, "hey, I'm going to drink over the weekend. Don't tell me not to, tell me what's my best option. I wasn't going to stop them because I understood. Even when I would go out, I wanted a cocktail that's not going to kill all my progress in the gym. Something that is better for me and that's not going to burn when it goes down. So I decided, I'm going to create the best option. I went to a chemist and said I want you to make this for me, make this happen. He looked at me like I was crazy. I wanted something that was organic, gluten free, no gmo, sugar free, carb free and the least amount of calories you could possibly get in a

vodka. We also did a reverse osmosis so it took out all the minerals and impurities to make it the cleanest form of water possible used in the process. Obviously, I can't say there's no hangover, but as long as you don't mix it with sugar there's not going to be a hangover. The whole process took four years to create the product I envisioned.

In 2017, I launched Muscle Vodka. I launched Muscle Vodka at the Mr. Olympia in Vegas and from that point forward it's just been like blowing up. I'm currently in 37 states and 14 countries online so I can basically get my products to anybody, anywhere. I'm all over the markets in Florida, Ohio, California and I'm opening in Tennessee and Las Vegas in 2022. I'm also in the process of bringing Muscle Vodka to India. I'm partnering with someone over there that does a lot of the bodybuilding shows and is very big into the fitness industry. They fell in love with my products while visiting the states and now they want to really grow the product in India where they also have a lot of bars and nightclubs.



Are bodybuilding shows the primary place that you market Muscle Vodka?

Not at all, my biggest market is bodybuilding, fitness and health including yoga, crossfit and Orange Theory. People love it because it is the best option if they are going to drink and they want a cocktail. I also sponsor pro athletes in mixed martial arts, boxing, NFL, NBA. I do a very wide variety of events, working with bands, artists, DJs and emcees. I'm excited for the next event I'm doing with Monster Jam. The muscle car events in particular just make sense for me. I love events that have anything to do with excitement and energy. I sponsored the Akon Block Party held at the SuperCar Room in Miami as part of the Super Bowl events last year. I had 10' banners on the stage on either side of him and Muscle Vodka was the only vodka that was served. The crowd was over 1000 people! I get asked to do podcasts daily and I do tons of them. For celebrity boxing, I have the official Muscle Vodka Ring Girls, so yes I am involved with many different types of events.

I know that you can't possibly be at all those events, do you have a team of people that go to all these different events?

I have approximately 350 ambassadors, both in the US and Internationally. I have a list of all the ambassadors by area, so when I need a person for an event, I look at my list, find somebody in the area, call them for the promotion, give them a promo code so they can make money and then I ship them

everything they need for the event. **You are a one woman show with an amazing ambassador team.** I am and I love it. I have reps and retail managers, the whole shebang and I love it. If I could only have a few more of me so I could be everywhere all the time.

Where did the Muscle Vodka name come from?

I knew it was the one. I'm a big believer that a lot of things happen because God puts them in your path. When that light bulb clicked and I knew I was going to create the best option for a cocktail for the health and fitness minded, I felt like the name just popped in my head. Muscle Vodka is the name. I never had a doubt. I never went through other names. I knew that was the name of my company and I just kept moving forward.

What do you see for your future?

Flavored Vodkas are such a saturated market in the US, so that's not something I would consider. I always recommend to people that want a flavor in their vodka to get one of those mio drops, pick out the flavor you want, put a few drops in your drink and boom, you have no calories, no sugar and it tastes better than a lot of artificial flavors. I also have a sparkling wine, you can't call it champagne because champagne has to be made in France. My sparkling wine is a Brut and is made in California. It's only 60 calories a glass, gluten free and carb free. I created it because I love champagne. Everybody celebrates when they win, they

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celebrate when they're happy, they celebrate when they get a new house, basically when anything exciting happens to somebody, they celebrate. Currently, my product line includes Muscle Vodka, sparkling wine, H2O and hand sanitizer. Eventually I plan to have more products. I do have all the trademarks as well. At the end of the day, it's the vodka that's my baby, it's always going to be my baby! My ultimate goal is to be in all the states and all over the world. I want to take this company as far as I can, for example being one of the largest vodka companies and being one of the most successful companies in the world. It's a crazy fun goal and something I'm always going to be striving for. Our dreams should be big. If your dreams aren't scary, then they're not big enough!

Do you also have Muscle Vodka apparel?

Is that something you see growing? Yes, apparel is one thing that I can sell online and I don't have the same restrictions and laws that I have with alcohol. I can do a lot with a clothing line. As a matter of fact, we have turned over the whole clothing line to my step daughter who did her first year at FIT for fashion and it's literally on the verge of blowing up. She's designing an all new clothing line and they are amazing! So we are getting ready to launch her new line probably in the next two months.

“I wanted something that was organic, gluten free, no gmo, sugar free, carb free and the least amount of calories you could possibly get in a vodka.”

You said you were opening up a new juice bar?

Yes, I am opening a Passion Juice Bar in Stuart, Florida. The original Passion Juice Bar is in Ohio. From a very young age, my passion has always been health and fitness. I would go to the gym with my dad, I would sit on the bike and just pedal and watch the people. I was so enamored with the muscle everyone had. I was hooked on the energy and excitement that I felt. Athletic ability runs on my dad's side of the family with many of the men being boxers. I started as a cross country runner in high school and I had three full paid scholarships for cross country, so running was always my first love but even in school, I was the only girl in the gym lifting weights. I stepped on stage in the figure category. Having that running background, I was just so small. I eventually decided I wanted to compete in bodybuilding more than I wanted to run so I quit running in order to put on any size. One of my first coaches was Shannon Dey of Bombshell. She would say, never ever, ever run more than two miles because at that point it's going to start burning into your muscle. That really resonated with me and even after all these years I never run more than two miles. As a result, my training has been sprints and short distance running.

I recently bought a house in Palm City which is only 10 minutes from Stuart, Florida. I'm literally right on the beach and I just love it here so I thought it would be the perfect place to have a juice bar. At Passion Juice Bar I offer everything fresh with lots of vegetables and fruits, acai or dragon fruit bowls and greek yogurts. I only use natural sugars. I make smoothies, with or without protein plus you have the option of adding creatine and all my smoothies are less than 300 calories! I also offer wheatgrass shots, ginger shots and other juices. The Passion Juice Bar is a completely separate business from Muscle Vodka. Obviously, I'm going to be married to this new business the first couple months while I get a good management crew and like the muscle Vodka business, my goal is to have one of these juice bars in all 50 states.

The Business Of Doing Business

Not so long ago, I met somebody who said they would love to be a regional manager for Georgia to help open the market. With a background in exercise science it sounded like that might be something to consider. They approached me during covid so obviously, I wasn't opening any markets during covid but maybe it's something to revisit. I've done my research, typically the bigger markets are the ones you open first. Liquor is the number 2 most regulated thing in the world, second to sewage, so when I say if you do something



wrong you don't get a slap on the wrist, you're going to jail. Every single thing I do has to be so calculated and above board because I could be required to lay everything on the table. There are 17 controlled states in the U.S. but liquor is so very tough in some states. It took over a year to get into Ohio; some states are harder than others. California doesn't take nearly as long but Pennsylvania is a commonwealth state so you really have to know every state and their laws thoroughly because every state is different.

I have grown my company myself and I have zero investors. I am 100% owner of my company and am proud to say that I became profitable in the first year. I was profitable because I work like a mule. I was out there knocking on doors, going to events every night, waking up at 3am writing down ideas and waking up at 5am to start my work day and going to bed at 1am. That's what it takes and unfortunately most people don't realize that. They think, "I want to start a company so I don't have to answer to anybody and I can make my own hours." But you are pretty much a slave to your own company at that point if you want to be successful. You have to really be involved in your company or you'll end up getting robbed blind. The most important thing is you've got to know your numbers. On any given day and time I know my numbers. I know how much I sold in this state and how much I sold in that state, how much I sold by 4pm in one state versus another. I know how all my online sales are and I know what all my reps are doing. I have a spreadsheet of all my accounts, for every state, for all my products. Learning how to be organized is key.

Muscle Vodka has been my passion since day one. I love what I do and I could do it every single day of my life. I get so excited every morning to wake up and work because I love what I do. I know it's cliché to say, "you never work a day in your life if you love what you do," but it is true. Make sure that your happy and if you don't like what you're in or what you're doing, I tell people to change. It's never too late to take that chance because you'll never succeed unless you try.

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Bulletproof Sportswear

Ken & Amy Richardson

Who is Bulletproof Sportswear?

Amy Richardson is an IFBB Bodybuilding Pro who's been competing for about 10 years and I started powerlifting 40 years ago in 1982. We began as athletes, in the sports we love, and took that passion beyond the stage. **Creating something the athletes can enjoy is how this husband-and-wife team began Bulletproof Sportswear.** In 2016, Amy had competed as a pro a couple times and she really wanted to compete at the Arnold Sports Festival. We went as spectators, to hang out and check things out, in particular because we had friends in the powerlifting match. Ironically, we went past a booth and we saw a piece of jewelry that Amy liked. It was a dumbbell, so I purchased it for her even though the price was outrageous. Later, I told Amy that I can make that. She looked at me like I was crazy, but I have some friends in the jewelry business in Michigan and being an artist, designing a piece of jewelry is easy for me. So I did just that. I made a CAD drawing and produced the piece of jewelry. That's how our business of making jewelry got started. The first pieces were a little dumbbell, a 45lb plate which was the size of a quarter and a 100lb plate that was the size of a 50 cent piece (just as a joke because I'm a powerlifter and we lift 100lb plates because we're stronger than bodybuilders) and a bent barbell. I had looked online to see what other people were making so that's the four pieces we started with in 2016.

“ We began as athletes, in the sports we love, and took that passion beyond the stage. ”

Art & Business

I've always been into photography and all sorts of artistic avenues. I actually shot the cover of Powerlifting USA magazine. The art part has always been easy for me. Designing the jewelry began with putting it on a CAD machine. I had a buddy make the mold and do the pouring and we went from there. Amy is the financial boss and takes care of all the orders, customer service and negotiating for a booth. She saves me a bunch of headaches because her strong points are my weak points.

The Here, the Now and the Future

Amy and I do this for fun and it is how we make our living doing this now. She competes and we travel to events and that's basically what we've been doing since February 2016. **Where do you see the business going?** At some point, we would like to cut back on some of the traveling and focus on the bigger shows. Since our children don't seem to be interested, ideally, we'd like to find like-minded, trustworthy people that could travel to shows and set up a booth. Ultimately, if each state has a team that covers the events in



that state, they would sell our jewelry products. We do have one other goal, we'd like to make the jewelry for the Arnold Sports Festival since we already have the NPC, IFBB, Wings of Strength and Olympia jewelry. We've met with them to discuss it, but as of yet, nothing has transpired. **Would you try to do a piece of jewelry for each of the national level shows?** We've been approached about doing an individual piece for the North Americans and Masters Nationals. Right now, it's feasibility versus opportunity. The CAD drawing, designing, making and then pouring the mold, making sure it looks decent, determining the quantity to make because you can't just pour one and if that works then you have to sell them. It's a process. An alternative that we've done in the past is using the NPC charm that we made and Jim Manion liked and approved and we'll engrave the name of the show on the back. That saves us money and it looks nice. It's a challenge to come up with something new that people will like and buy. There is always a risk involved and you have to weigh that against the cost. **What does a new piece cost to make?** Cost depends on how big a piece of jewelry is, how much silver is involved. Some pieces may cost \$1000 to make and others may cost up to 5X that amount before you get it right. Your cost can add up quickly, add to that booth fees and travel expenses and you easily have to sell 50 pieces just to make your money back. Each new piece is a lot to consider. We've been approached to do rings and we are always open to have that discussion. It would be cool to make a ring for the

Olympia winners for example. We'll just have to see. I know I could do it but there's a lot of questions to think about such as would you want to include stones? Do you want it to be engraveable? I actually made mine and Amy's wedding rings but we don't wear them in the gym, just when we go out.

Other Sports Arenas

In addition to the bodybuilding shows, we also promote our jewelry at powerlifting and weightlifting meets. Doing something for NASCAR would be really cool, but we haven't really explored that avenue. I could see the drivers' logos on a charm. Maybe that's something I will pursue in the future. I've considered CrossFit, too. I have to do some research to come up with the best design.

This Year

Amy's going to compete in July. She's planning to do 2-3 pro shows in a row and try to qualify for the Olympia. Traveling makes it so hard to train so we may have to cut back our schedule a little this year. She's the face of the company. Nobody wants to see me; they want to see her. Three months before earning her pro card, Amy got her pro total in powerlifting. At 132lbs she lifted more than 1100lbs to win the Pro Cincinnati Powerlifting Pro Am with a squat of 490lbs, bench of 270lbs and deadlift of 460lbs. She is one of only three women who are Pro in both sports. Amy has six world powerlifting records. If she could win a Pro Masters or any Pro show, she would be the only person to ever win a pro powerlifting meet and pro bodybuilding show.

“ Right now, it's feasibility versus opportunity. ”

Best Seller

Our petite barbell and petite 45lb plate both sell well but our best seller is a small dumbbell with CZ stones that we sell for \$70. It's made of 925 sterling silver and all of our jewelry is coated with Rhenium, a non-allergic, shiny non-corrosive white metal. We sell more of those than everything else combined. The bikini girls buy them, they are a large part of the sport and they want their jewelry petite. **What percentage of sales are online?** We don't do a lot of online sales. Most of our sales are in person where we can have a conversation, you can touch the jewelry, see it, feel it, try it on and build relationships with our customers. People recognize our jewelry is real jewelry and our reputation is built on having good quality pieces that you won't see anywhere else because everything is our own designs. **Have you ever thought about having your own retail store?** Might be fun to try but Amy says we would need a bunch of investors. I have a friend in the jewelry business and she says when we're ready to try to get our jewelry in the stores, she would be the representative to help us out. She's mentioned that to me a couple times. The hard part is trying to scale; our cash flow would have to be 10X greater than we currently have to fill the orders.

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That's some big money. We have sold some pieces to a few small companies at wholesale prices where they then sell them. They carry our jewelry because they know you can't get it anywhere else. **How far in advance do you have to start working on a new piece to have it ready?** About 6-8 weeks. **Where do you get ideas for new pieces from?** Out of my head, people are always giving us ideas. A lot of people want big stuff like the heavy, chunky, curved, chained bracelet with a big, huge dumbbell in the center. It's like 80-90 grams of sterling silver. It's a big piece and we made three of them and they were gone that day. I made ten more and we sold those in a matter of minutes. Someone asked if we could make that into a necklace, but it would just be so heavy so I made the necklace without the dumbbell and again it sold right away. You just never know.

Grateful for Good People

We have people who come back to Pittsburgh wanting to know if we're going to be there. They want to pick up a new piece of jewelry and we always try to have something for them. **How much repeat business do you have?** Some customers buy something every month! They do that routinely. Part of that is people supporting small businesses, but I would say it's probably close to 35% repeat business.

There are so many people who have helped us tremendously, Jake Wood, the Manions, Gary Udit, the people

“ Our reputation is built on having good quality pieces that you won't see anywhere else. ”

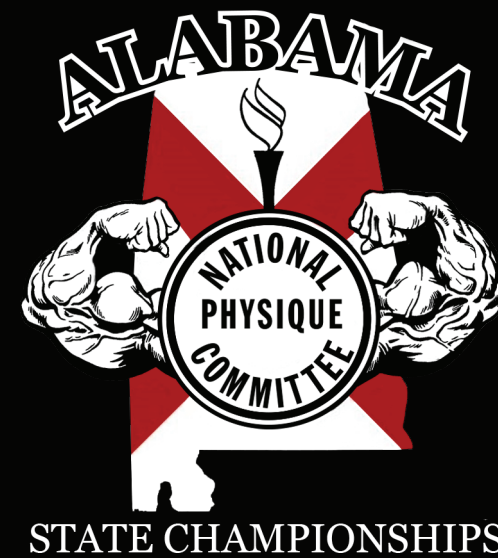
in Pittsburgh, Issabelle Terrell and Lenda Murray. I'm very loyal and appreciative to all of them, they've always been a positive help in promoting our products. When we originally started Bulletproof Sportswear, we started with apparel, but when I saw the jewelry, I said that's way cooler than a t-shirt. The jewelry was the niche market that set us apart. We also sell Otomix shoes. We are the only company that does that in the U.S. **How did that happen?** Basically, Otomix was not happy with the person that had been selling their shoes. Unbeknownst to me, several key people held a meeting and decided that I should become the new Otomix distributor. They said, you don't have to do anything. We've already ordered 8 cases and they'll be at the North American show when you get here. It's all been set up already. That's how we got into selling the shoes and it has been a good revenue generator for us. They sell pretty well because they are great shoes, it's a win-win for us. This business has been fun for us. We've met a lot of good people and we just enjoy doing this.

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Obsessive Cookie Disorder Company

Tracy and Mohamed Shaaban
Los Angeles, CA

Obsessive Cookie Disorder Company is owned by husband and wife, Tracy and Mohamed Shaaban. They are both Professional Bodybuilders in the IFBB Pro League and their company started out of their love for eating cookies and sharing what they thought to be “CARB-WORTHY CHEATS” with their fellow bodybuilders.

How It Started

I used to compete and being in that deficit, after a show I was always looking for something to eat. My go to was always cookies. Even when I was on prep, my Instagram would be flooded with sweets and cookies and trying to find the best cookie places in the city I was planning to compete in. My cousin used to bake me chocolate chip cookies and they were really good and I used to ask her for the recipe but she would never give it to me so I began trying to replicate it. I went through about 12 batches of cookies that I completely destroyed. It was really terrible. They were flat or oily and didn't look at all what they look like now. But I was obsessed over those cookies.

By the time Cydney Gillon returned for her graduation, she had lived with me in LA while going to grad school; I had perfected the recipe and baked her some cookies. She exclaimed how good these were and said, “You should start selling them.” I replied, “I don't know, I'm not really into that side hustle thing.” I just like baking for fun and for my friends. I would bring Roelly cookies and Big Ramy during Olympia



because they are our husband's friends. In 2019, I did Chicago Pro and I baked some cookies for my cousin. She also said I should start selling them. I began to think maybe I could.

How Long You've Been In Business

My husband moved here from Kuwait, got his approval for his green card and in March 2020, during Covid, we started our cookie company, so almost two years. I started coming up with business names, cookie names, I developed the website and it just took off from there. I'm actually planning on resigning from teaching after the school year is over, so this will be my last school year teaching 12th grade Anatomy and Physiology and 10th grade Biology.

Extreme Flavors

I'm a big foodie. I like to look for food I love to eat and I have the biggest sweet tooth. If I go to a city or country and try a new food that I like, I will manipulate those flavors and turn it into a cookie. That's where all the flavors come from. I have a book that I write in anytime something pops in my head. I'll pull it out writing down notes on wanting to put this together or that together or I want to put this ingredient with that ingredient and then I'll give it a name. My husband limits me to only 6 flavors a month and one time he actually tried to hide my book from me.

Distribution

Ecommerce consumers buy our cookies online and we ship them out and we also sell cookies out of Iris Kyle and Hidetada Yamagishi Powerhouse Gym in Las Vegas. Because we are both professional competitors, my husband and I love the fact that athletes can open their swag bags and get goodies. The first show we provided cookies for was Tim Gardner's show in Puerto Rico. Now, we provide cookies for his other shows too. We've begun providing cookies for other shows and set up brand ambassadors including Cyd Gillon, Ashley K, Shanique Grant, Monique and Casey DeLong.

We are planning to open a storefront in Los Angeles next year. Ultimately, we want to do more than just cookies, but I'm keeping that under wraps for now. For now, I like the idea of having one store in an area giving it a more exclusive feel and of course doing the ecommerce thing as well. Interna-

tionally, we're going to have territories so we are working on opening our first store in Egypt and another one that will be coming soon to the UK and Italy.

What Sets You Apart

Our flavors are so unique and special. We use organic eggs, premium butter with real ingredients, no artificial flavors. Our banana cookies have real bananas, our ube cookies have real purple sweet potatoes and our lemon flavors have real lemon zest and fresh squeezed lemons. You can literally taste the premium, high quality goodness in each of our cookies. Currently, myself and my husband do all the cooking and have hired a few of my friends to help with packaging and shipping. Even the people that I hire to help us don't make the dough, only I do. Nobody knows the recipe except me and my husband. We have about twenty or so different cookies. We are really known for our extreme flavors and looking at our statistics, that's what our customers come to us for. It takes a lot of time to produce and we don't mass produce. You can eat our cookies and not feel bloated the next day because I don't use any white sugar in my cookies. There is a certain consistency that I strive for and that's what we use, that's the one that I like. That kind of quality sets us apart. Our customers like the cookies we make from scratch, actually shredding the carrots or boiling the ube and I'm so picky. I could just throw the carrot in a blender and throw it in there but nope, I use a grater and do them all by hand. It gives it a different texture. Our cookies have a shelf life of two weeks on the counter, two weeks in the fridge, 2 months in the freezer.

“ If I go to a city or country and try a new food that I like, I will manipulate those flavors and turn it into a cookie. ”

The Name

I have a very obsessive personality. I started out attempting to make a sugar free, low fat, low carb, high protein cookie. I was trying that and I kept on doing it over and over and over trying to come out with the perfect cookie until I finally realized there's no point in making a low fat, low carb, high protein cookie. What I really want to make is an extraordinary cookie! It took lots of trial and error to find the perfect texture, size, gooeyness and sweetness! Those that know me say, she is always obsessively baking the perfect cookie, making it worth the cheat! What we know as, Carb worthy cheats!

Selling & Growing

My husband is a big part of the business and he's very supportive in all my decisions. Even two weeks out from Olympia or one week out he's still in the kitchen working with me smelling cookies all day. I think there's been like only one time, he was in peak week and we had been in the kitchen like 5 days straight. He's obsessed with the mango

cookie and he smelled the mango and he just walked out and I asked "Where are you going?" and he just said "I cannot be in here right now." Other than that, he's been right by my side. He's such a good sport.

We sell our cookies online on our own website. We've discovered that our customers prefer to pick their own extreme flavors rather than purchasing a preselected bundle and that's one of the reasons we feel a storefront is the right direction for us. Another reason is that packaging and boxing and shipping is our most expensive cost. Opening our own space will cut our cost by removing the cost of renting a kitchen as well as some of our current shipping prices.

So far, I haven't had one bad review or complaint yet. It's a real blessing. We try to interact with our Instagram followers by sending them a thank you and a discount code. We just

try to interact because we want them to feel like we're human and we're just not trying to sell them something.

The Future

I'm excited to travel to new countries and cities to come up with more flavors. I look forward to visiting their dessert shops, finding new and different ingredients, learning their culture and flavors and then working on trying to manipulate those flavors into a cookie of my own. I think that'll be fun.

Giving Back

Obsessive Cookie Disorder Company donates 10% of all sales to Asian American Psychological Association, a nonprofit that helped Tracy's mother and their family with the struggles of mental health illness and they give cookies to front line workers. They hope with time, as their company grows, they can do more and give back more.

These are just three examples of people who have taken something they are passionate about and turned it into their career. They competed on the stage and now they've made something that the athletes enjoy and made it into their business. It's these businesses that support the sport so when you see them at the shows show them some love and support. Do you have an idea for a business? Are you passionate about it and willing to put in the hard work to make a go of it? Creativity, thinking outside the box and solving a need, can allow you to evolve your passion and make it your career.

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She was destined to become Ms. Figure OLYMPIA

From a young age Cydney Gillon knew exactly who she was. Her biggest influences are her momma, daddy, grandmother and track coach and together they helped instill the foundational beliefs that she lives by and that have shaped who Cyd Gillon is. These beliefs have enabled her to be unwavering in what she stands for, setting boundaries and guidelines and creating the type of life she wanted for herself. That life includes winning five Ms Figure Olympia titles, having multiple businesses, being a strong advocate for education, marrying the man that has supported her through it all and is opening doors for a future that goes beyond that sport. I had the pleasure of interviewing Cyd shortly after her Olympia win and as you read what she has to say, you will learn what a true athlete is and what it takes to reach the level of success you're striving for in this sport or in life.

by Rachel Payne

Photography by Dan Moore Photography | @drmfoto

Who Cyd Gillon is.

What adjectives best describe you?

Daughter, wife, individual, fun, fierce, determined, relentless and perfectionist sums me up in all aspects of life. I am relentless in pursuit of perfection. When I was in high school, my track coach said to me, "Cyd, when you're done crying, get back on the line." It made me the woman I am today. I didn't realize it at the time, but his extreme tough love molded me into the person who is able to make it through anything. When life gets tough, I may feel like trash at the time, but I am going to keep pushing regardless, tears and all. Once you've done that for so many times, for so many years, it becomes a habit and it becomes you. That's why the quote is so important; because I live by that. To this day, I know I can make it through because those track workouts were some of the roughest times where I questioned a lot of things, but I still showed up everyday and I kept putting one foot in

front of the other. For me it's a microcosm for how you should be in life and a testament to why I am relentless, persistent and determined.

Tell us something that we don't know about Cyd Gillon.

Most people don't know that I had high cholesterol at the age of 12, my mamma used to call me - a food junkie! I was so bad that I never drank water. I only drank coke and sweet tea. I was at McDonald's every other day eating a Big & Tasty with extra mayo and supersize fries! Years ago, Mom and Dad used to be obese, but when they decided to change their eating habits, they got all of the junk food out of the house. Being the serial entrepreneur that I am, I started selling candy. I had my own money, so I had access to purchasing my own food, clothes and shoes. Obviously, my diet changed just a few years later when I began my competition journey.



Training & Competition

What is it like to be Cyd Gillon in training?

My training is pretty intense. I keep the intensity up for where I'm at. A lot of people train for where they are consistently trying to go, but for me, my goal is to keep my physique exactly where I am. My training style is for maintenance, keeping the intensity up while still maintaining the physique and the amount of muscle I currently carry, in order to refine the physique. I incorporate various training techniques that keep the intensity high for me. Like I've said many times, this is a journey about training for what each individual needs and not what anyone else needs, not what Instagram needs, not what people want to see; it's just for me and that's what I stick with. I consistently train with intensity year-round however, a few weeks before a show, I move to Arizona and my cardio increases to a noticeable difference, only then I would say I'm in prep. Most importantly, I listen to my coach, Damian Segovia with Pro Physiques. When he says it's time to drop the hammer, it's go time; that's what I do.

What sets you apart that has enabled you to achieve 5 Olympia titles?

I believe it's my level of drive, consistency and humility that sets me apart. It's easy to be hungry when you're trying to get the title. There's another level of drive and hunger when you've got the title to where I am. In my mind, my hunger can't be matched because I've been able to wholeheartedly be hungry every single year. My drive is unrelenting, it just goes and goes and goes. I attribute that work ethic to my family and track coach that laid the foundation and beliefs that I live by. The ability to be that hungry and that humble at the same time allows me to be objective and my drive to really flourish. For example, I really wanted to break Nicole Wilkins' record of 4X Ms. Figure Olympia title wins. I set my goal, focused on it and accomplished it. Now I have new goals. I'll just keep adding on and adding on until I'm tired and so far, I'm not tired! After almost 20 years, I don't see myself being tired anytime soon.

Pro Tips

From the true novice competitor to your fellow IFBB Pro athletes, what key tip would you share to those who dream about making it to the Olympia stage?

You need to know yourself and focus on yourself. This sport is subjective and you can sometimes lose sight of yourself. If you know yourself going in, you're not going to be bothered if you place 5th or if someone tells you you're fat or if someone tells you're too muscular. There may be a lot of different judgments coming your way, but none of that matters, if you know who you are. If you don't know who you are and you have insecurities, that's when you're going to struggle. You need to get secure, know who you are and own who you are. A lot of people get into this sport and focus on how others look, what others weigh, or what others are eating. None of that has anything to do with what you're going to be able to do to make your physique it's absolute best. Using people as a source of motivation is one thing, but the second it becomes envy, you're going down a slippery slope. President Theodore Roosevelt said it best,

“There may be a lot of different judgments coming your way, but none of that matters, if you know who you are. If you don't know who you are and you have insecurities, that's when you're going to struggle.”

“Comparisons are the thief of joy.” The secret to being your best is focusing on yourself. That in and of itself, will allow you to step one foot in front of the other and stay consistent in your goals to make you your best. You need to get secure, focus on yourself, know who you are and own who you are. That is the most important advice I can give to anyone in this sport and in life.

Playing the Game

In 2017, you chose to do Survivor, why? And would you do it again?

I would definitely do Survivor again! I originally did Survivor because I was broke as a joke. I had just graduated from school and it was time to make some decisions. I pushed pause, took a step back and asked myself, “What do I want to do that will afford me the opportunity to train, compete and still make money?” While doing cardio, I began watching Survivor while I was preparing for my first Olympia and first Arnold Classic. One night, a casting call rolled across my screen — Survivor Auditions, Woodstock, Georgia. Thinking to myself, that's not that far, maybe I should do it. I told my

mom and she said, “What! You don't know how to swim, you don't go outside and you don't camp. How is that going to work for you?” My response was, “I don't know, but I'm going to do it.” The audition went well and I was flown to LA for the final casting for the show. I would be leaving for Survivor right after the Arnold Classic. Post show and already depleted, bodybuilding definitely prepared me for the game; I knew the struggle. Living on the island wasn't any different actually. It was less food, but it was fun. Ultimately, it was life changing and the idea that I could win a million dollars, change my life and my family's life just by living on TV, is why I did the show. Today it might be different, because I eat so many more carbs. Back then, it was all keto and coconut was plentiful on the island, so it was perfect for me. After the first week, which was an adjustment, I was flourishing. Most bodybuilders or athletic type people go down fast, so they didn't think I was going to make it. But I did because I was able to adapt and I was relentless. I won a number of challenges and I played the game in a way that even made Jeff Probst comment. I kept things low key, did what I needed to do and almost went to the very end. I would definitely do it again!



Cyd and her husband
Maurice Benton



Cyd with Coach Damian
Segovia, Pro physiques



What do you do for self care?
 I won't say life has been challenging, but I have had to navigate multiple aspects of my life from scoliosis, being a student athlete, moving across the country for my graduate degree and having a long distance relationship, all while keeping my identity. I have discovered that it's a matter of finding my balance and sticking to that, no matter what that may be at the time. To overcome the daily challenges that life can present, self care is really important to me and I do make time for it. I get massages every other week, I get pedicures, I meditate, I foam roll and watch TV. Television is my #1 go to. I sit, watch my show and mellow out. I save spending time with my family and friends for the weekends after I've gotten done with the work week. We watch movies, I spend time connecting with people I haven't seen in a couple weeks or even plan different trips for post Olympia because that's when I get most of my down time. Year-round I'm focused on being where I need to be, but for those few days after the "O", I have fun and my focus switches to adding in that last little bit of balance. I feel like my life is extremely balanced for me. I love my life every single day, so adding that little bitty part where I don't have to bring my scale if I chose not to, is the pinnacle of my self care.

While I do try to plan my life, most importantly I live by my beliefs and make sure I'm a good person and I believe the universe will reward me. Whatever the future has in store for me, you can bet I'll be ready for it.

What doors have been opened to you through bodybuilding?
 Since I started so young, bodybuilding has opened almost every door I've had. Even when I was preparing for undergraduate school, my story was different from everybody else because bodybuilding made me stand out. Beyond that, it's the relationships I've been able to seed as a part of this sport that will allow me to reap future opportunities beyond the stage. Bodybuilding is technically my job. It's paid for my education and living expenses and allowed me to be who I am. This sport has given me the freedom to start other businesses such as being a Posing Coach, which I love and live my life. It's also saved my life. Beyond financially, weightlifting has saved my quality of life by making my back as strong as possible and stopping the curve in my back from shifting. As a result, I live with less pain from scoliosis and lordosis, even as I age. I am very, very grateful for this sport.

Giving Back
Tell us about your scholarship?
 The Cydney Gillon Scholar-Athlete Scholarship started four years ago; first, because education is important to me and second, because I wanted to reward students who didn't necessarily have the money, but had the drive, the smarts and the desire to be their best and continue pushing past high school into college in their athletic endeavors. Realizing that at a certain point your body's going to be done, you need to have the brains to back it up. My objective is to help student athletes with their education, so they will be more prepared, especially if they pursue their sport professionally, to maximize their endeavors, while doing what they love and learn how to support themselves while not being taken advantage of. When we review the scholarship applications, we look for student athletes that have been dedicated and excelled in high school and demonstrated what sports have done for them physically, socially, psychologically and mentally. Recognizing that their hard work and achievements have not gone unnoticed is also important because oftentimes student athletes are overlooked. Right now, the scholarship is from my own funds and so far I've awarded six scholarships totalling nearly \$15,000. Eventually, I'd like to grow the scholarship through corporate sponsorships and grants so we can really change a person's life and even pay for all four years of college for someone who's deserving of it. My end goal is to have a positive impact on the scholarship recipients. If I can contribute to their success even in the smallest way, then I will have accomplished my goal. Additionally, I would like to create a program to help guide at-risk students down a path that gives them a better chance at a positive outcome in life, possibly through SAT prep programs in elementary and middle school. My hope is that using my success as a bodybuilding athlete, I can help these at-risk kids understand that it is possible to achieve success by giving your all and that they can overcome any obstacle they encounter.

Future
You are a serial entrepreneur and so far you are a Posing Coach, Trainer, you have a clothing line, you put on Workshops and Retreats and now we can add Promoter to your job titles. What do you see for yourself in the future?
 I am so excited to finally be able to promote my own show and I see myself doing a lot more shows down the road. I may eventually add a pro component, maybe even going as far as having a large scale show with multiple events and an expo, as long as it makes sense for me. I could see myself lending my name to shows (franchise) as I expand my brand while providing amazing shows for the athletes in the NPC and IFBB. I am extremely multi-faceted and one of my goals is to help bring new athletes to the organization. I definitely see myself judging in the future. When the time is right, I'll be ready. Once I retire from competition, I have a lot of TV opportunities, but for now all I can say is the future could include anything from being on TV internationally to promoting a large scale show. While I do try to plan my life, most importantly I live by my beliefs and make sure I'm a good person and I believe the universe will reward me. Whatever the future has in store for me, you can bet I'll be



Cyd and her dad Skip Gillon at her 2014 University of Pennsylvania graduation



Cyd and Maurice with her in-laws, parents and grandparents



Cyd's parents Skip and Tangelea Gillon

ready for it. So far, I've been blessed to be successful in everything I do. I hope that when I no longer have to be as focused on myself, I will be able to do more and give more back because I'll have more to give.

The Sport of Bodybuilding

What are your thoughts on the future of the sport?

I believe the future of bodybuilding is bright as long as we continue to demonstrate attainable, healthy looks for every body are possible through the sport. In my opinion, I believe the IFBB Professional League has done a really, really good job of allowing every body type to come in and be a part of this sport, especially with the recent addition of Women's Wellness. I feel that if we continue to maximize the looks that we already have, there won't be a need to add any other divisions in the realm of bodybuilding.



What impact do you see yourself making in the sport?

I think the biggest impact I can have on the sport of bodybuilding is to continue to be who I am, in particular, when talking to my followers and supporters. Being a good ambassador for the sport of bodybuilding and the organization is what I've been doing so far and it's been working really well. Letting others see that a regular person can be successful in this industry and there are nice people out there that are willing to help and willing to lend an ear is important to me. I talk to most people, strangers really and being able to help them find a path to guide them in our sport is really fun for me.

For all that Cydney Gillon has accomplished, it's hard to remember that she is only 29 years old. Her success and her winning attitude are based on a foundation of: Always giving 150%, Always striving for excellence in everything you do, Education is the foundation for everything, To be successful, you must be self-driven. Cyd will tell you, she bases everything around these beliefs; they are so ingrained in her that she doesn't even realize they are her beliefs, they are just who she is. These are the tools she has used to achieve her success both on and off the stage making her destined to be a standout for years to come. To contact Cydney Gillon, register for her show, The NPC Peach Classic, attend one of her seminars or retreats, or purchase her apparel, go to cakefactoryfitness.com.

Did you know?

15 The age Cyd was when she competed in her first show and won Overall Figure.

100 Meters Hurdles & Sprints are the track events that Cyd competed in high school & college.

2011 NPC Battle at the River
Cyd's 1st NPC show.

Strategic Public Relations
(Sports and Entertainment) The master's degree Cyd received from University of Southern California.

2012 NPC National Championships
The show Cyd earned her professional status.

2nd Year as an IFBB Pro to make it to the Olympia stage (after only 4 shows).

5 Number of years as an IFBB Pro it took Cyd to take the title of Ms. Figure Olympia.



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There is nothing more inspiring to me than watching someone overcome and persevere to achieve their goals. In our inspirational stories, at 60+ years young, Vanessa King not only took her fitness program to another level but stepped on stage in a bikini. Her commitment, discipline and determination are unwavering! With a combined weight loss of over 140 pounds, Christina and Randolph Jean Simon epitomize happy and healthy and are an example of how to work together to get the results you want. Finally, Joey Webb, is not only grateful to be a cancer survivor, but is a testament to the value that exercise contributes to your overall wellness and is just one of many stories of how the sport of bodybuilding has provided the path to recovery — from illnesses of all types. I invite you to read these stories and use them as inspiration for your next workout. And if you're looking for more inspiration, there are many more stories on our website at southernmuscleguide.com

Vanessa King

Age: 62, weight loss: 50lbs

I've been working out for many years, some might even call me a gym rat. My job even has a gym and they bring instructors in for lunch. A few years ago, I had lost some of my motivation for training but I was still showing up. One day a man approached offering some tips on how to better use the machine I was on. He was a trainer named Markell Thomas. I told him I was interested in getting a trainer but it was a couple months before I reached back out to him. He offered me a trial session and I enjoyed his training methods, so we began training together. I met his wife Jessica and as time went by, Markell mentioned that he and his wife competed and he thought I would make a good competitor. I just laughed, I really did. I didn't have any knowledge about figure competitions and I didn't think that was for me. Markell continued to bring it up during our training sessions. Finally, I said I would do it.

Setting the Goal

That was early 2020 and I had been training with Markell for about a year. We had planned to do a show in 2020 and then the pandemic hit and shut everything down for 6 months. I continued to train in the park with friends and finally got back with Markell in October when the gyms opened back up. We decided to shoot for a competition in 2021.

The Challenges & A Testament to What Can Be Achieved

Like I said, I have always worked out, I love a challenge and I love to compete. In high school, I played basketball and volleyball. But being more disciplined with my diet, that was one of my biggest challenges. Some people ask how can you eat the same thing everyday? I say, if you're hungry you'll eat whatever is there. I like to keep it easy. I was already prepping my meals on the weekends because I don't have time during the week. Give me some green beans and chicken breast in the air fryer and I'll eat that all week because I'm just cooking for myself. I try not to bring snack foods in the house. I have a little niece that when she comes over she says, "Auntie, you never have any treats in the cabinets!" If I don't bring it in the house, I won't eat it. Whatever my trainer told me to do, especially with my



diet, I did it because I don't have any temptations in my house, no distractions in front of me. Some people have kids or their husbands and they have to cook certain foods for their family, but I don't have that. It was really an advantage that helped me so much. However, I do enjoy relaxing with a glass of wine on the weekends. So when Markell said I would have to give that up, that was hard. It wasn't the first time I have given up something though. My 20's and 30's were my fun time followed by being a young mother and I was a smoker during that time. When I turned 40 I gave up cigarettes and started working out. It's been 22 years and I'm just loving it.

Another big challenge was learning that once I put my mind to something, that it is possible. I say that because, I was recently looking at a video of my very first posing session and I tell you, I've come a long way! When I first stepped on that practice stage with Steve Payne, I had no idea what I was doing. It was scary because you're putting yourself out there. But with a lot of practice, I gained confidence in what I was doing over time.

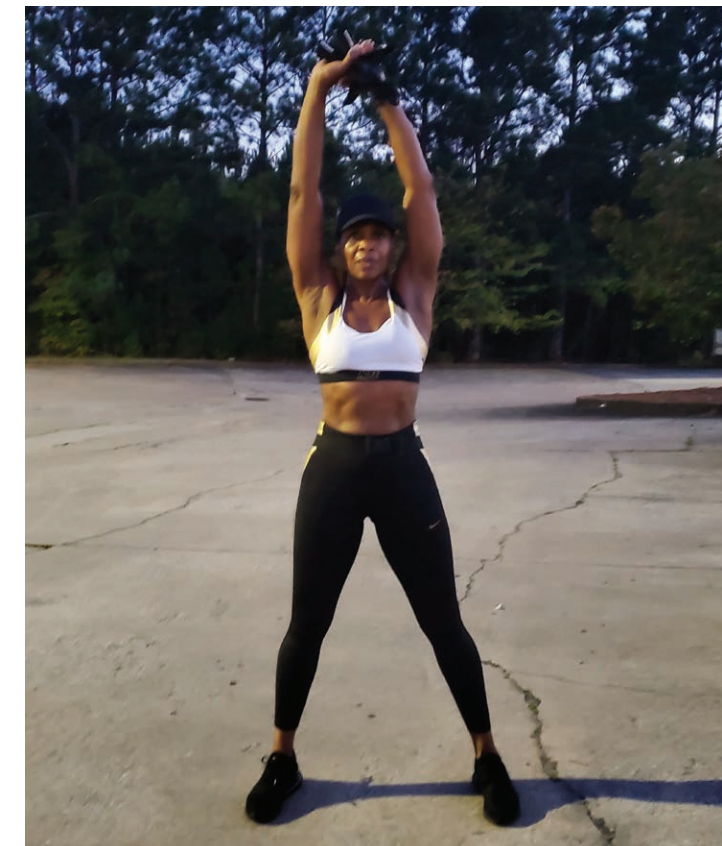
The Competition

It was finally my time to shine at the 2021 NPC Southern Muscle Showdown. I competed in Bikini True Novice, placing 4th and Bikini Masters 60+, placing 4th. I competed again six weeks later at the 2021 NPC Lee Haney Games where I competed in both Bikini and Figure where I won Bikini Masters 60+ 3rd place, Figure Novice Class D 4th place and Figure Masters 60+ 2nd place. After the show, I got some feedback from the judges and I knew this already as well, that we need to build more muscle in my quads and hamstrings and I could have dropped at least five more pounds. So that's my goal, to make sure I'm more muscular and that I'm at my goal weight. I'd like to do two shows next year. I started with the Bikini division, but I think I'll focus on Figure for 2022.

“When I first stepped on that practice stage with Steve Payne, I had no idea what I was doing. It was scary because you're putting yourself out there. But with a lot of practice, I gained confidence in what I was doing over time.”

The Impact

I've had so many people reach out to me since I've done my competition. I would sit down with them and let them know that if this is something they want to do, it is possible. You just have to put your mind to it and enjoy what you're doing as you go. Set goals, small goals and before you know it you have achieved that bigger goal. I've had several people reach out to me and just pick my brain. **It's not always about the competition, it's about being active, moving and being healthy so you can have a good quality of life.** That is so true; my hairdresser was at the show with me and she said, "Vanessa, this is something I would like to do. I don't want to compete, but I would love to get my body to a place where I am happy with the way I look and feel." I am so amazed by the number of people that have come up to me and say that I inspired them to do more and to push themselves more. Even my job did a write up on me for the monthly newsletter, so that was exciting for me as well. People do ask how I do it. For me, I'm at a good season in my life. I've been divorced for many years, I have one daughter, Keisha (33), who lives in South Carolina. So it's just me here. I have family and they've been encouraging as well. But for me, being single and where I'm at in my job of 43 years, as an IT manager enables me to leave work and my time is my time. I've been really blessed with that. I can come and go and apply myself towards all the other things I want to do. Just being able to have that time for me works out nicely. I just go and workout plus I have a gym at home that allows me to workout there as well. I'm just in my season. I have sisters and a couple of them have kids. They complain they have to do this and that for the kids and I just say, "It's not your season yet. Your season is coming." I just love this season that I'm in in my life.



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Greg Rando, IFBB Pro

Tracy Sparks, Tlsparks@outlook.com

I started in the early 90's, 31 years ago to be exact. I grew up playing sports. I loved sports and I wanted to play sports in high school. Although I played well, at the end of my freshman football season my doctors and parents had decided it would be the last year I could play contact sports due to my diminishing eyesight. When I was seven, I was diagnosed with retinitis pigmentosa. As the years went on, my eyesight continued to diminish. Once I hit high school, it became pretty challenging for me not only to play sports, but to even walk down the crowded hallways.

It was tough being in high school and having all my friends play on the team. So I would hangout after school with everybody, a little bit in denial. As they would go out and practice, I started lifting weights. I quickly realized just how empowering it was, especially not being able to see. I could really sense and feel how to control and move my muscles, feel the blood rush and that pump! It was also pretty exhilarating not having to rely on anyone to help me. I worked out every night after dinner and when I went to college, I continued training.

“When I was seven, I was diagnosed with retinitis pigmentosa.”

College

I was a senior in college at the University of Massachusetts when I met a friend who asked me if I had ever thought about competing in Bodybuilding. I had, but I had no idea how to get started. He helped me prepare for my first show, the Massachusetts Bodybuilding Championships on June 23, 1992. In those early years, the only division available was bodybuilding and I only did one or two shows a year. I really wanted to show improvement every time I stepped on the stage. I finally felt comfortable and confident enough to compete in the NPC Universe, placing 5th in '95 and 2nd in 2000 in the Middleweight division. In 2001, I again competed at the NPC Universe, winning the Light Heavyweight division and Overall to earn IFBB Pro status. It was one of the best highlights and experiences I've had as a bodybuilder, winning the overall and being there with good and close friends of mine. Another incredible experience occurred at the World Championships in Malaysia, where I received a Sportsmanship Award presented to me by Ben Weider, then I took a couple years off.



Photo by NPC News Online

Career

I've been so grateful because as I was finishing high school, I was thinking about what I would do. I was thinking, I'm not going to be a pilot. I'm probably not going to work on a computer, but I do know health and fitness; and I'm engaged in it, I feel emotionally and psychologically strong. I consider going to college and graduating with honors at the top of my class in health and fitness to be one of my biggest accomplishments. I owned a gym with my best friend from college for 10 years. We started from scratch, owned it and sold it and I moved to Florida. Now I'm semi-retired and manage a small community fitness center in Naples. Along with another trainer, we do all the personal training. It's seasonal, part-time and just what I was looking for because my vision is very poor at this time, so I only wanted to work a few hours and the small conducive environment is perfect for me.

Making my way around the gym is harder now; my vision has regressed over the last 40 years. I rely heavily on contrast, which is very foggy and muted so contrast of any kind is difficult, especially in the gym. I'm very familiar with my gym and I can go slow enough and know where I am at all times based on what I'm touching. I have an awesome training partner and assistant in helping me get around the gym and we usually have a lot of fun.

After taking a couple years off, I wanted to do the prestigious IFBB Pro Night of Championships in New York. That

year was the biggest pro show in Men's Bodybuilding in history with 46 competitors on the stage. I came in 23rd and I was ecstatic to come in the top half of the class. I was allowed to pose in front of the whole auditorium. I got a standing ovation from thousands of people and that was a night I'll never forget. I continued to compete. While I felt I was getting better as a bodybuilder, I knew I wasn't competitive. I just wanted to compete as long as I was improving as a competitor. Then the NPC came out with the 202 class, which I did once, coming in 7th with the help of Hany Rambod as my coach. I learned a lot and then again, I took some time off.

At this point in my competitive career, I needed to figure out a more sustainable eating program that would help me maintain fullness in my muscles and keep the energy levels up. When I moved to Florida and reached out to an old college friend to learn about primarily plant based nutrition, I realized it changed everything in terms of my health, well-being and energy levels. Incorporating a primarily plant based nutrition into my program also increased the fuel to my muscles so I had better workouts in the gym. Prior to this new plan, I lost weight by restricting my diet; this new philosophy allowed me to fuel my muscles for a specific purpose, losing weight or building strength. Combined with the new Classic Physique division in the IFBB professional League, spurred me to get back into competition. As I got older, I realized restrictive diets just drained me of all energy whereas the largely plant based but not exclusively plant based foods allowed me to be my fullest and strongest and still melt the fat off my body. I still eat small portions of animal products 3-4oz of meat per



meal, but I combine it with plant based products that provide adequate fiber and complex carbohydrates for fuel and to level my blood sugar.

In 2018, I hit the stage in Classic Physique, placing 3rd at Tim Gardner's Tampa Pro show and was encouraged and felt good about competing in my age group in the Masters Pro division. This past year, 2021, with posing help from Cynthia James of CJ's Elite, I won the Classic Physique Masters Pro 45+ at the Daytona Pro. It was my first win at an IFBB Pro show and I was super excited about that! I placed 2nd at the Legions Sports Fest. It was a good year and I'm looking forward to this upcoming season. I am looking at probably doing 5-6 shows in

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the 40+ age group starting in July at the new Masters World Championships in Pittsburgh, the Tampa Pro, San Antonio Pro, Hurricane Pro and finishing the year again at the Legions Sports Fest. These days with my new diet and lifestyle, I stay close to competition weight and feel it's so much more effective for me than putting myself through the rigors of gaining a ton of weight just to have to lose 25-30lbs to dial it in for a show.

I learned that I was going into shows too lean at 2.9% body fat. Bringing my body fat up to 7-8% going into the Daytona Pro helped to put me in first place. The Masters division is pretty competitive. There are a lot of masters competitors out there that want to compete; its amazing what 50+ year old dedicated fitness people can look like!

Blind

Pretty much my whole life my m.o. has been to live my life as a normal person. When I was young, I never wanted to be put in a box. I never wanted people to think of me as disabled, challenged, or handicapped. This way of thinking served me well growing up, but when my vision diminished and being an adult, I had to learn how to get what I needed for survival; but then you surround yourself with

good people and that was no longer a challenge. Today, I don't use a cane or a stick. When I'm in familiar places like home or work, I can get around fine. Otherwise, I'm with somebody. I've always been an overachiever, whether it's in school or athletics and as a result, I've had some pretty incredible rewards and experiences. Right or wrong, I'm not sure that it would have been the case if I had not tried my best to get around and meet the challenges I had. Not letting retinitis pigmentosa hold me back, not letting that stop me from achieving what I want to achieve is my goal. I've been able to compete all over the world. I've won numerous championships both amateur and pro. Over the past 30 years, I've trained a lot of people and made a great living at it. Health and fitness have been intertwined in all aspects of my life — hobby, work, school. And it's just been a blessing and truly been amazing to have the experiences and be successful in life doing what you love. Let's face it, there are limitations and then again there are advantages. For me to learn how to work out in a gym with diminished eyesight, it's all about how each movement feels. Being able to do that well and convey it and educate others by explaining what your body is doing, the posture, the stabilization and the technique of engaging the muscles is what made me successful as a trainer.



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Randolph Jean Simon

Age: 41, weight loss: 60lbs

Christina Jean Simon

Age: 36, weight loss: 84lbs

He's worked out for years off and on. Undoubtedly overweight, he wanted to lose weight, so he started working out and eating better. But he could never quite obtain the goals he set. He finally had that come to Jesus moment, when he realized he needed help, if he ever wanted to meet his goals. Although he had been trying to do the right things, he recognized he needed someone to put together a plan, someone who would walk him through the journey and he would be ready and willing to do the work. Randolph always wanted to lose weight, transform his body and get to the point where he could actually compete. Personal Trainer, Nicole Raymond set the challenge and he accepted it. He said, "You give me the plan and I will execute it."

She was considered morbidly obese. While pregnant, she was diagnosed with gestational diabetes, testing her blood sugar four times per day and four times per day injecting with insulin. The diabetes, combined with having her first baby, made her realize she needed to take charge of her destiny. Working with the gestational diabetes nutritionists, got the ball rolling. She was even losing weight while she was pregnant because her food choices and portions were being regulated. Post-baby, Christina searched the internet and found a transformation division challenge. She approached Personal Trainer Nicole Raymond and told her this is something she wanted to do. Her weight was stagnant and she wanted to push herself to the next level. Nicole asked her, "Are you serious about this? Have you talked with your husband about this? Is he okay with you doing the Transformation division? Because there's a lot of work that goes into it and both of you need to be onboard."



She said, "Yes!" and accepted the challenge and Nicole said, "Let's do this!"

Biggest Challenges

Admittedly, an important lesson Randolph learned during this journey was that he would have to make sacrifices in order to achieve his goals. Unlearning years of bad habits and everything I thought I knew and replacing those bad habits with good habits was the biggest challenge I faced. **How did you go about that?** I had to tell myself that my goal comes first and I had to be a little selfish with it. I also had to recognize that this is new territory for me. I had a problem and I had to put trust in Nicole to help me fix it. Another crucial component was having the family support me and my goals. Not only did Christina support me but her family supported me as well. Out to dinner, family gatherings, they all understood I was working on changing my lifestyle. Global support; having the support and understanding of everyone that is close to me really made it easier to work towards my goals. As for the sacrifices I made? Drinking alcohol and giving up certain foods that I love and having to eat other foods was certainly a



“Unlearning years of bad habits and everything I thought I knew and replacing those bad habits with good habits was the biggest challenge I faced.”

sacrifice in the beginning. The changes I was making have to be sustainable; it's not just for a competition, this was for life. Learning that if I was going to eat indulgent foods, it has to be in moderation. It's not just to say I've met my goal and now I'm done, this has to be continuous and ongoing. **Is it still a conscious effort everyday?** It is, I still have to think about it, but it has become more routine now. More habit than challenging, because I know this is what I have to do and I'm ok with it and I feel better because of it. This is the best I've ever felt in my life and this is the best shape I've ever been in my entire life. It's wonderful! **Do you still miss those foods you said you loved?** No, actually I don't because you learn to love something else. I've learned to love the way I look and the way I feel and to me that's more important. My priorities have shifted from hey, I want to gorge on a slab of ribs to replacing it with something that's better for me and that's just what it is.

I think it's important for people to understand that this is the way that it works. It's not about depriving yourself, like you said, you've made other priorities and it's not like you can never have certain foods, you can have them whenever you want in moderation. I look at food completely differently. When I look at a piece of chicken, a bowl of rice or vegetables, I more or less think about what it is doing for me rather than what it's doing to me. So, I eat with a purpose and I don't just eat for pleasure. For me that was a big thing. I used to go to a restaurant and order the most greasy, indulgent thing ever because I thought it would be the most satisfying.

“This is the best I've ever felt in my life and this is the best shape I've ever been in in my entire life. It's wonderful!”

The biggest challenge for Christina was being a new mom, full time employee from home and having to adjust to a totally new lifestyle. Now, add to that, fitness goals. Pre-baby, I would fit in a workout whenever I could while Randolph would always go to the gym early in the morning. Now since I'm training too, we had to ask ourselves "How do I adjust? And how do we adjust where we can both fulfill our fitness goals but still maintain our household with

a newborn." Randolph had to adjust to sharing some of those early morning workout times with me. Juggling and scripting everything to accommodate both of us became necessary. **So often as a wife and mother we tend to put everyone else first and put ourselves last. So how did you shift to make yourself first?** We made the decision to get a nanny at 6:30am in the morning 2-3 days a week, which was a tremendous help. Next, we chose a gym that would have good childcare so that on Saturday mornings we could both get in our workout together. Picking the right gym, getting the nanny, adjusting our schedules, working out whenever we can, we did what we needed to do. It required a lot of planning ahead and time management, but it allowed us to be more efficient and effective and that's a big part of how we make it work, recognizing we needed help if we wanted to reach our goals. This is important to us, so these are the changes we are going to make. It's a big thing. **A lot of people have trouble getting to that point. What was it that made you say - we need help?** Diabetes never even crossed my mind until I was pregnant. But with gestational diabetes and having to give myself insulin shots, it was a reality check and a real eye opener. Now that I've had the baby, my mindset shifted to wanting to lose weight and take charge of my destiny. We are doing it in a healthy way and Randolph and I now have new goals and we're doing it as a couple.

Photo by Nvision Photography of Atlanta



continue to make improvements in my physique. Christina said, I didn't realize I was so big until I saw a picture. There was no trauma or depression. I was happy with my life. I was eating well! But, I knew I had to make a change. I did the Transformation division this past August, placing 2nd. While I was already somewhat familiar with bodybuilding through Randolph, I could now see that community from a female's perspective. I met a lot of women and that inspired me to push to the next level. My new goal is to train for my first official NPC show in the Wellness division. Getting on stage in a tiny bikini and training for Wellness is not something I ever planned on doing. It wasn't a bucket list item, I just need something to push me and challenge myself with.

How long did it take you?

It took Randolph 6 months to lose 60lbs. That's approximately 10lbs per month. **You have to really be committed to following the plan to lose that amount of weight, in that amount of time.** People want or need to see change right away and being our own worst critics, we don't always see the changes even when it's happening.

Again I say, set small goals because then you can achieve it. And being happy with small changes, you can build on it. Every 10lb was my goal. **How did you reward yourself?** My reward was to be able to continue seeing what more I can do. Christina's 84lbs weight loss came over 17 months. Considering she was a new mom, 5lbs a month is a very safe and healthy way to lose the weight and keep it off!

Two other tips

Another key to my success was I surrounded myself with people that I knew were going to support me. And what

does that support mean? I hate to say it, but I (temporarily) stopped hanging around certain people that I knew would be a negative influence and detrimental to my diet and to my goal. Sometimes you have to go to the extreme and remove those enablers, otherwise you're never going to reach your goals. I had to figure out that was one of my problems. Once I made those changes, it made losing weight a lot easier because I had people around me that were supportive and they understood. For years I struggled because I was trying to do it on my own. But to know whether I go out with friends and family and still stick to the plan or I've had to say "Hey, I can't join you today because I just can't." or when you feel the temptation is too great and you bow out early, the people around you understand. And that was definitely a contributing factor to my success. Finally, you have to be able to do this on your own. It's a lifestyle. Educate yourself and take responsibility. Each time changes were made to our nutritional plan, Nicole took the time to explain why we were making the changes, so we could learn and it made sense. It's not easy, but it doesn't have to be difficult either.

Advice

Christina's advice to anyone wanting to start their own journey is to pray about it and seek guidance from God. Start somewhere. Set small goals like this week I'm going to drink 8 glasses of water each day and next week I'm going to walk 10 minutes. Start somewhere. Don't think about the negative. Just think about the positive and take it one day at a time. It's not easy, but you can do it. Randolph's approach is that first and foremost you have to really think about your goals and what it is you want. Start small. Make the smallest change. Using school as a metaphor, think of your goal as levels and each level is a grade. You go through each grade and progress and get better. Take small baby steps, establish the goal, prioritize the goal, he said, that's really what it was for me. Small steps, small changes, changes turn into progress. You keep repeating this and you will reach your goal.

7 TIPS TO SUCCESS

1. Small steps
2. One day at a time
3. Committed consistency
4. Make yourself a priority
5. Surround yourself with people who support you and understand your goals
6. Educate yourself and take responsibility
7. Remember this is a lifestyle and YOU'RE WORTH IT!

.....
“ I did the transformation division this past August, placing 2nd. My new goal is to train for my first official NPC show in the Wellness division. ”

Meal Prep

Randolph cooks healthy foods the majority of the time. Now since I've jumped on his bandwagon, he just has to cook twice as much! It was a mental shift for us too, because we have kids in the house; not only the baby but we also have a 12-year old and neither of them always eat what we eat so, we have to sometimes cook totally separate meals for them. It's definitely become a joint effort in the kitchen; and again, we're doing what we need to do to reach our goals. Nicole sent us our plans and really focused heavily on nutrition. When your trainer says 80% of your success is diet, it's truly 80% diet!

Competition

Randolph's dream of competing on stage came to fruition at the 2021 NPC Southern Muscle Showdown, where he competed in Men's Bodybuilding, competing in four categories and placing in all four — True Novice, 4th place; Novice, 3rd place; Masters 40+, 5th place; Open Super Heavy-weight, 2nd place. I definitely plan on competing again as I

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Joey Dwight Webb

56 years old, Retired Paramedic/Police Officer
NPC Competitor, Wilson NC

My journey began back in high school playing football, wrestling and baseball. I started weight training to become stronger in the sports I was participating in, but then I set aside training to focus on my college education. I received certifications in Paramedics, Personal Training and Nutrition. Once I started working, I noticed my weight gain was getting way out of control, meaning I was 270 pounds with a body fat of close to 30%.

I joined a local gym and so began my journey. As I started seeing results, I gained confidence. I have never had a trainer, but I have met several IFBB Pro's that I contact from time to time and they provide me with good sound advice. After training for three years, the owner of the gym and several of my friends convinced me to compete. I decided to give it a try. When I stepped on stage for the first time, I was 162 pounds at about 7% body fat and I was hooked and knew I would definitely compete again. I competed up until 1996, when I became a father.

“When I stepped on stage for the first time, I was 162 pounds at about 7% body fat and I was hooked and knew I would definitely compete again.”

Once again, I set aside training so I could be the best dad that I could be. I was blessed with obtaining full custody of my daughter Brianna Nicole Webb and all my attention was solely on raising her. On June 17, 2006 I married the love of my life Amanda Felton Webb and we have been blessed with 2 beautiful daughters, Ashton Gray Webb and Olivia Reese Webb.

In 2010, I restarted my fitness journey with the intention of improving my physical condition and health, but that didn't last very long; competing was running through my veins. I stepped back on the stage at 54 years old and surprisingly, I placed 3rd. I set my goal on making improvements and competing again in a couple of years.

In January of 2021, I started my competition prep. Everything was progressing very well until 8 weeks prior to my competition when I went to my doctor for a routine



Photo by NPC News Online

check up. I felt great and had plenty of strength thinking this was just another doctor's visit. Within a couple of days my results came back, with the doctor requesting that I return to the clinic. I was confused and curious. When I arrived at the doctors clinic, I was now feeling anxious and concerned. The doctor walked in and started talking to me about his findings, at which point, I was in tears and my heart sunk. I had been diagnosed with prostate cancer!

I was tested and had CT scans and MRIs. Two weeks later I was also diagnosed with kidney cancer! Being a very determined athlete, I sat in the gym, in front of the mirror and told myself that I wasn't a quitter and wasn't going to succumb to this disease. I continued my show prep with a tremendous amount of love and support from my family and friends.

I stepped on stage on my 56th birthday! I was beyond humbled with the support that I received from the other athletes and the spectators. I was pleased with my performance at the show, placing 4th in Men's Bodybuilding Masters 50+ at the 2021 NPC Charlotte Cup.

“Since June 2021, I have had major kidney surgery as well as removal of my prostate. I am still healing and progressing very well. Being a fighter, I am proud to say I'm cancer free.”

Since June 2021, I have had major kidney surgery as well as removal of my prostate. I am still healing and progressing very well. Being a fighter, I am proud to say I'm cancer free. As I continue to go through the recovery process, as always with the love and support from my family and friends, my goal is to compete again, maybe even in 2025 at a young age of 60.

My advice to anyone who wants to start their own fitness journey is, first get medical clearance from your doctor, second, find a gym that fits your needs and third, start your training. If you're new to training or it's been a long time, I would also suggest you acquire a personal trainer and do your research.



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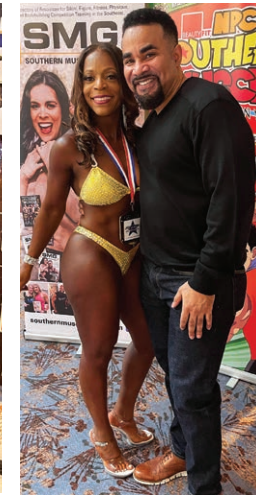
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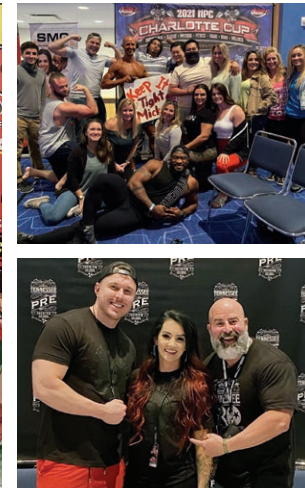
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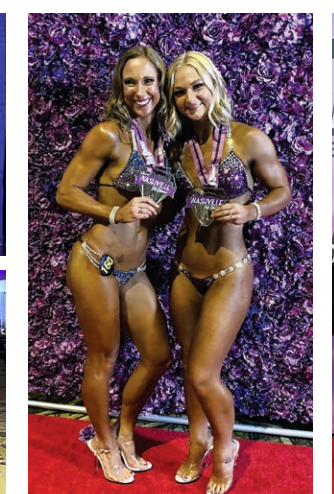
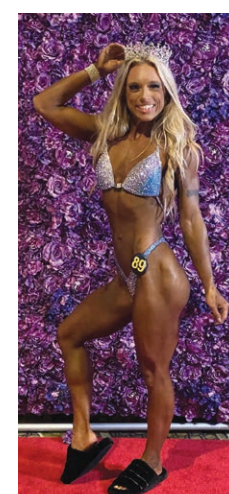
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2021 NPC Charlotte Cup



2021 NPC IFBB Nashville Fit Show



2021 NPC Lee Haney Games



2021 NPC Southern Muscle Showdown



2021 NPC Nashville Night of Champions



2021 NPC Southern Tournament of Champions



2021 NPC Riptide Classic



2021 NPC Vulcan Classic

Go to SouthernMuscleGuide.com for more show pics!

Day Of Show Checklist

Before you get there

- All competitors must wear their competition suits to check-ins
- NPC card — can purchase online at npcnewsonline.com. We recommend you purchase before you go to check-ins. Have a picture (copy) of your NPC card on your phone. For quick and easy access, save it in your favorites.
- Download the MuscleWare App & subscribe to show.
- Wear your warmups & flip flops
- Loose t-shirt or tank (or robe cover up)

Pack Your Gym Bag

- Change of clothes for after the show
- Toothbrush, toothpaste
- Towel
- Music — back up copy music on CD or flash drive if you are doing a posing routine

- Phone, charger
- Tanning Products - if doing it yourself we recommend our exclusive partners' LSR Competition Bronzer Mousse (this kit comes with everything you need)
- Hair stuff — brush, comb, hot iron, blow dryer, mirror
- Posing suit (2) (includes back up suit)

Females Only

- Boobs!
- Shoes (2) (includes back up pair)
- Jewelry — earrings (2 pair), bracelet (2), ring (2) (includes back up jewelry)
- Make up — including eyelashes & glue — including nail polish and press on nails for emergency
- Vaseline for lips
- LSR Stick It, Bikini Glue
- Safety pins, needle & thread, scissors, sequin glue

- Tampons — can't tell you the number of girls who start their cycle the day of the show!

For the Hotel Room

- Sheets — if you are staying in a hotel, bring a set of dark sheets, pillowcase, hand towel and bath towel
- Plastic wrap to cover toilet seat — to avoid getting tanning product on seat

Take to the Show

- Gym bag you packed
- Directions to venue
- Water
- Cooler with food for the entire day. Include vitamins, plastic utensils, baggies, paper towels. Please accept that you may be eating most of your food cold for the day.
- Confidence & a smile! You're going to do great!



DEMONTE DUDLEY PRESENTS



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 OPEN MEN'S PHYSIQUE MASTERS 35, 45, 50

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 Charlotte Convention Center

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2022 Competition Schedule

The competitions listed in this directory are NPC competitions in the southeast, national level shows and shows promoted by our advertisers as of January 20, 2022. The shows are alphabetical, arranged by date. Pro Qualifiers are in **Bold**. Shows that are in **RED** you can click through directly to their website from the digital version of this publication. **You can also find our competition calendar on our website at www.southernmuscleguide.com.**

Show Name	Date	Location	Website/Promoter/Contact
Arnold Sports Festival	March 3-6	Columbus, OH	arnoldsportsfestival.com, arnoldamateur.com, Mike Davies, 614.306.9484, beefcakedavies@aol.com
NPC Northern Kentucky	March 12	Covington, KY	garyudit.com, GMU Productions, Gary Udit, gary@garyudit.com, 412.377.1438
NPC Sunshine State & CJ Classic & NPC National Wheelchair	March 12	West Palm Beach, FL	frankdaltoevents.com, Frank Dalto & CJ James, 561.627.9638, frankdalto44@yahoo.com
NPC Diamond Classic	March 26	Boca Raton, FL	qcbbpromotions.com andres Miller, 954.326.8821, qcbbpromotions@gmail.com
NPC Tri-City Classic & Columbus Fit Expo	April 1-2	Columbus, GA	tricityclassic.com , Roland Huff, hbodybe1@aol.com, 706.405.9539
NPC Southern Tournament of Champions	April 2	Manning, SC	kd-promotions.com , Kevin DeHaven, KDprep@gmail.com, 704.661.5142
NPC IFBB Pro League Klash Championship Series, NPC Border Klash Championships, IFBB Pro League World Klash Pro Bikini	April 2	Orlando, FL	theklash.com , Joe Pishkula, 937.536.9581, npcborderklash@gmail.com
NPC Atlanta All States Invitational	April 9	Peachtree Corners, GA	npcgeorgiapremierbodybuilding.com , Abdul Gibbs, Jag Fitness, 770.762.7682, info@amglifsystems.org
NPC Mel Chancey Champion Muscle Classic	April 9	Tampa, FL	timgardnerproductions.com , Mel Chancey, Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
IFBB Professional League Charlotte Pro & NPC Charlotte Cup	April 15-16	Charlotte, NC	johnnystewartproductions.com , Johnny Stewart, 704.449.5603, stewartfitness@yahoo.com, Sanders Armstrong, 704.560.4637



Show Name	Date	Location	Website/Promoter/Contact
NPC Memphis Bodybuilding Championships	April 16	Memphis, TN	npcmemphischampionships.com, Allen Sizemore, 865.384.9800, Farsha Jones, 901.949.7154
NPC Panhandle Showdown	April 16	Pensacola, FL	panhandleshowdown.com, Russ Meseey, 850.499.2508, iammaxfit@yahoo.com
NPC Southeastern USA	April 23	Orlando, FL	npcsoutheastern.com, Chris Eaddy, 407.474.8502, chris.eaddy@gmail.com
NPC Bayou Muscle	April 30	Kenner, LA	louisianamuscle.com, Luke Tesvich, 504.439.6224, Robin Tesvich, 504.650.0733, NPCLAoffice@aol.com
NPC IFBB Pro League GRL PWR, NPC GRL PWR Championships, IFBB Pro League GRL PWR Pro Bikini	April 30	Orlando, FL	npcgrlpwr.com , Shannon Dey, 407.757.2804, ceo@bombshellfitness.com
NPC Iron City	April 30	Birmingham, AL	npcironcity.com , Kelly Pruett, 256.490.5858, Will Wise, 256.653.0150, info@npcironcity.com
NPC Kentucky Derby Festival Championships	April 30	Louisville, KY	kentuckymuscle.com, Brent Jones, 502.387.3808
NPC Florida Grand Prix	May 7	Boca Raton, FL	floridasportsfestival.com, Serge Saric, 561.460.6000, floridagrandprix2016@gmail.com
NPC Riptide Classic	May 7	Panama City Beach, FL	850fitproductions.com , Mike McKinney, 850.527.4479, michael4palingen@gmail.com or Vic Sellers, 850.541.2511, vsellers@timpcb.com
NPC Junior USA Bodybuilding Championships	May 13-14	Charleston, SC	npcjuniorusa.com , Tres Bennet, tresb@comcast.net, 843.270.4373
NPC Iron Life Classic	May 14	Daytona Beach, FL	npcironlife.com, Tony Curtis, 386.299.1314, npcironlife@gmail.com
NPC Cydney Gillon Peach Classic	May 21	Atlanta, GA	cydneygillonpeachclassic.com , Cydney & Tangelea Gillon, 404.409.8143, Cydneygillon@gmail.com, 404.519.1104, Tangelea@cakefactoryfitness.com
NPC Triumph Classic	May 21	Boca Raton, FL	npctriumph.com, Rich Alvarez, 954.501.5858, Maria Ballando, 305.968.3318
NPC Optimum Classic	May 21	Shreveport, LA	optimumclassic.com, Robert Blount, 318.347.2208, info@optimumclassic.com
NPC Palmetto Pro-Am	May 28	Columbia, SC	kd-promotions.com , Kevin DeHaven, KDprep@gmail.com, 704.661.5142
NPC Vulcan Classic	May 28	Birmingham, AL	thenpcvulcanclassic.com , Morris & Kelly Pruett, kellywpruett@comcast.net, 256.490.1115
NPC IFBB Pro League Miami Muscle Beach	June 4	Miami, FL	miamifitexpo.com, Paula Geobanny, 786.217.2110, miamimusclebeachpro@gmail.com

Show Name	Date	Location	Website/Promoter/Contact
NPC Atlantic Coast	June 11	Wilmington, NC	carolinanpc.com, grady818@aol.com, 910. 200.0778
NPC Battle at the River	June 11	Chattanooga, TN	npcbattleattheriver.com, Bryan Hayworth, 423.677.3347, Austin Hayworth 423.677.1493, Allen Sizemore, 865.384.9800, npcbattleattheriver@gmail.com
NPC Battle on the Gulf Coast	June 11	Biloxi, MS	npcbattleonthegulfcoast.com , Douglas Sellers, 225.324.9991
NPC/IFBB Pro League, Clash of the Titanz Pro Am	June 11	Mariatta, GA	titanzklash.com , Daniel Stuckart, 706.449.9809, daniel@titanz.net
NPC Jr. National Championships	June 17-18	Chattanooga, TN	npcjrnats.com, @spectrumfitnessproductions, @robinchang_ifbcpro
Wings of Strength & Fit Body Fusion IFBB Professional League Yamamoto Nutrition Puerto Rico Pro, IFBB Professional League Puerto Rico Masters Pro, NPC Enchanted Isle Classic and the NPC Worldwide Flex Appeal Miami World Caribbean Championships	June 17-19	Bayamon, Puerto Rico	timgardnerproductions.com , Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Mid-Florida Classic	June 18	Orlando, FL	dekewarner.com, Deke Warner, 321.276.3057, deke@bellsouth.net
NPC Mid-South Muscle Showdown	June 25	Southaven, MS	midsouthmuscleshowdown.com, Wesley & Casey Nelson, 901.606.4329, casey@hustlehousegym.com
NPC Southern USA	June 25	Orlando, FL	npcsouthernusa.net, Shannon Dey, 407.757.2804, ceo@bombshellfitness.com
NPC Victory Classic	June 25	Charlotte, NC	kd-promotions.com , Kevin DeHaven, KDprep@gmail.com, 704.661.5142
NPC Universe Championships	June 2- July 30	Teaneck, NJ	bevfrances.com, NPCnortheast@gmail.com
NPC IFBB Pro League Orlando Championships	July 2	Orlando, FL	ubuexpo.com, Ed & Betty Pariso, 817.498.3631, betty@visionstarentertainment.com
NPC Clash at the Capstone Beach Addition	July 9	Orange Beach, AL	npcclashatthecapstone.com , Ron Wedgeworth, 205.361.7137 Morris Pruett, 256.490.1115, clashatthecapstone@hotmail.com
NPC Southern States	July 9	Ft. Lauderdale, FL	npcsouthernstates.com, Maria Bellando, 305.968.3318, npcsothernstates@gmail.com
NPC Greater Tennessee Valley Championships	July 16	Huntsville, AL	greatertnvalleychampionships.com , Will Wise, 256.653.0150, info@greatertnvalleychampionships.com
ISBB Professional League Lenda Murray Atlanta Pro and NPC Lenda Murray Atlanta Classic	July 16	Atlanta, GA	wingsofstrength.net, Alex Sacasa, Alex@wingsofstrength.net, 480.747.7401

Show Name	Date	Location	Website/Promoter/Contact
NPC Mississippi Championships	July 16	Jackson, MS	npcmsbodybuilding.com, Gordon & Cyndi Weir, npcmsstateshow@gmail.com, 601.906.8772 or 601.906.8837
NPC Ty Pope Classic	July 16	Ft. Lauderdale, FL	typopeclassic.com, Ty & Joanna Pope, 321.460.0910, tyjopope@yahoo.com
Teen Collegiate & Masters National Championships	July 20-24	Pittsburgh, PA	garyudit.com, GMU Productions, Gary Udit, gary@garyudit.com, 412.377.1438
Fit Body Fusion iFBB Professional League Wings of Strength Chicago Pro, IFBB Professional League Chicago Masters Pro, NPC Worldwide Ms. International Classic Women Bodybuilding and the NPC Wings of Strength Chicago Extravaganza	July 22-23	Chicago IL	timgardnerproductions.com , Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Dexter Jackson Classic	July 23	Jacksonville, FL	centerpodium.com/dexterjacksonclassic, Dexter Jackson, Gayle Elie, Chris Minnes, 775.375.5438, events@centerpodium.com
NPC Natural Muscle	July 23	Baton Rouge, LA	www.louisianamuscle.com, Luke Tesvich, 504.439.6224, Bubby Lupo, 504.330.4784
NPC USA Championships	July 29-30	Las Vegas, NV	musclecontest.com, Lindsay Productions, Tamer@musclecontest.com, 310.796.9181
NPC Body Be 1 Classic	July 30	Dothan, AL	bodybe1.com , Roland Huff, hbodybe1@aol.com, 706.405.9539
NPC Prestige Crystal Cup	July 30	Boca Raton, FL	qcbbpromotions.com andres Miller, 954.326.8821, qcbbpromotions@gmail.com
Wings of Strength & Fit Body Fusion IFBB Professional League Yamamoto Nutrition Tampa Pro, IFBB Professional League Wings of Strength Tampa Masters Pro and the NPC Tampa Extravaganza	August 4-6	Tampa, FL	timgardnerproductions.com , Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Camellia Championships	August 6	Slidell, LA	camelliachampionships.com, Danielle Kifer, 985.774.9029, danielle@daniellekifer.com
NPC Knox Classic	August 6	Knoxville, TN	npcknoxclassic.com, Brian "Beano" Wallace, npcknoxclassic@gmail.com, 865.200.5880
NPC Upstate Classic	August 6	Spartanburg, SC	dutchstrengthpromotions.com, Davina Cross, 828.989.0598, davina1@hotmail.com
NPC Florida State Championships	August 13	Orlando, FL	dekewarner.com, Deke Warner, 321.276.3057, deke@bellsouth.net
NPC Tennessee State Championships	August 13	Chattanooga, TN	npctn.com , Allen & Becca Sizemore, 865.384.9800, sizemore365@yahoo.com

Show Name	Date	Location	Website/Promoter/Contact
NPC Kentucky Open & Kentucky State Championships	August 20	Lexington, KY	kyopenbodybuilding.com, Gene & Tina Goode, 859.516.4109 or 859.319.2122, kyopenbodybuilding@gmail.com
NPC IFBB Pro League Max Fit Classic Pro-Am	August 20	Pensacola, FL	maxfitclassic.com, Russ Meseey, 850.499.2508, iammaxfit@yahoo.com
IFBB Pro League and NPC Nashville Fit Show (female only)	August 20	Nashville, TN	nashvillefitshow.com, Whitney Wiser, info@nashvillefitshow.com
NPC Total Body Championships	August 20	Tupelo, MS	totalbodygym.net , Judy & Timmy Gaillard, 662.837.5957
NPC Alabama State Championships	August 27	Gadsden, AL	npcalabama.info , Morris Pruett, GetFitStayFit@comcast.net, 256.490.1115
NPC Excalibur Championships & IFBB Pro Bikini	August 27	Charleston, SC	solidattitude.com, Tres Bennet, tresb@comcast.net, 843.270.437
NPC Mel Chancey Harbor Classic	August 27	Port Charlotte, FL	chanceyfitness.com, Mel Chancey
NPC Night of the Gladiators	August 27	Valdosta, GA	npcnightofthegladiators.com , Maria & Jim Wells, 58 Frances Lane, Chula Ga. 31733, 229.646.0655, Mariawells54@gmail.com
NPC North American Championships/ IFBB Pro League Pittsburgh Pro Masters	August 31- Sept. 3	Pittsburgh, PA	garyudit.com , GMU Productions, Gary Udit, gary@garyudit.com , 412.377.1438
NPC Ironman	Sept. 10	Sarasota, FL	www.npcironman.com, Stacy Taylor, 813.545.3312, npcironman@gmail.com
Lenda Murray Savannah Pro Am	Sept. 10	Savannah, GA	wingsofstrength.net, Alex Sacasa, 480.747.7401, Alex@wingsofstrength.net
NPC Louisiana Open Championships	Sept. 10	Baton Rouge, LA	louisianabodybuilding.com, Bubby Lupo, Chick Biggio, Jason Neatherlin, 504.303.4784 504.303.1077 406.754.8355
NPC Beach Bash	Sept. 17	Orange Beach, AL	npcbeachbash.com , Ron Wedgeworth, 205.361.7137, info@npcbeachbash.com
NPC/IFBB Pro League Janet Layug's Battle of the Bodies	Sept. 17	Ft. Lauderdale, FL	janetsbattleofthebodies.com, Sofia Evangelista, sofia4janet@gmail.com
NPC Stewart Fitness and Greater Triad Championship	Sept. 17	High Point, NC	johnnystewartproductions.com , Johnny Stewart, stewartfitness@yahoo.com, 704.449.5603
Wings of Strength IFBB Professional League Yamamoto Nutrition San Antonio Pro, IFBB Professional League San Antonio Masters Pro, NPC San Antonio Extravaganza	Sept. 24	San Antonio, TX	timgardnerproductions.com , Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Ultimate Muscle Extravaganza	Sept. 24	Lakeland, FL	thedebsgym.com, Deb Callahan, 863.812.8788, debsgym@gmail.com

Show Name	Date	Location	Website/Promoter/Contact
IFBB Pro League Ben Weider Natural Pro AM Natural Championships	Sept. 30	Alexandria, VA	garyudit.com , GMU Productions, Gary Udit, gary@garyudit.com , 412.377.1438
NPC Armed Forces Nationals	Oct. 1	Alexandria, VA	garyudit.com , GMU Productions, Gary Udit, gary@garyudit.com , 412.377.1438
NPC IFBB Pro League Daytona Beach Classic	Oct. 1	Daytona Beach, FL	thedaytonabeachclassic.com, Tony Curtis & Mike Matassa, 386.299.1314, toobehuge@aol.com
NPC Greater Gulf States	Oct 1	Kenner, LA	louisianamuscle.com, Luke Tesvich, 504.439.6224, Robin Tesvich, 504.650.0733, NPCLAoffice@aol.com
NPC Southern Muscle Showdown	Oct. 1	Dalton, GA	southernmuscleshowdown.com , Steve Payne, 678.641.9188, steve@trainwithpayne.com
NPC First Callout	Oct. 8	Coral Springs, FL	npcfirstcallout.com, Rich Alvarez, 954.501.5858, getpumped121@aol.com
NPC Muscle For Heart	Oct. 8	Panama City Beach	850fitproductions.com , Mike McKinney, 850.527.4479, michael4palingen@gmail.com, or 850.541.2511, vsellers@timpcb.com
NPC Puerto Rico Championships	Oct. 8	Bayamon, Puerto Rico	timgardnerproductions.com , Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Rocket City Classic	Oct. 8	Huntsville, AL	robertmcaidory.com , Robert McAdory, robertmcaidory@gmail.com, 256.468.6166
NPC Ultimate Grand Prix	Oct. 15	Ft. Lauderdale, FL	floridasportsfestival.com, Serge Saric, 561.460.6000, floridagrandprix2016@gmail.com
NPC Kentucky Muscle Strength & Fitness Extravaganza	Oct. 15	Louisville, KY	kentuckymuscle.com, Brent Jones, 502.387.3808
Wings of Strength & Fit Body Fusion IFBB Professional League Hot Spot Tanning Hurricane Pro, IFBB Professional League Wings of Strength Hurricane Masters pro, NPC Hurricane Bay Championships	Oct. 22	St. Petersburg, FL	timgardnerproductions.com , Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Mid Atlantic Classic	Oct. 22	Charlotte, NC	kd-promotions.com , Kevin DeHaven, KDprep@gmail.com, 704.661.5142
IFBB Pro League and NPC Chattanooga Night of Champions	Oct. 22	Chattanooga, TN	npcifbbpronightofchampions.com , Allen Sizemore & Kelly Webb, sizemore365@yahoo.com, 865.384.9800
NPC Rock Hard Show of Champions	Oct. 29	Ft. Walton Beach, FL	npcrockhard.com, Russ Meseey & Aaron Stillwater, 850.499.2508, iammaxfit@yahoo.com
NPC Ruby Championships	Oct. 29	Boca Raton, FL	qcbbpromotions.com andres Miller, 954.326.8821, qcbbpromotions@gmail.com

Show Name	Date	Location	Website/Promoter/Contact
NPC Elite Muscle Classic	Nov. 5	Greensboro, NC	quincyroberts.com, Quincy Roberts, 336.987.4007, qrelite@gmail.com
NPC IFBB Pro League Klash Championship Series, NPC Klash Series All South Championships, IFBB Pro League World Klash Pro Wellness Championships	Nov. 5	Orlando, FL	theklash.com, Joe Pishkula, 937.536.9581, pishkula@gmail.com
NPC Natural Kentucky	Nov. 5	Covington, KY	garyudit.com, GMU Productions, Gary Udit, gary@garyudit.com, 412.377.1438
IFBB Professional League Wings of Strength Rising Phoenix World Championship, IFBB Professional League Wings of Strength Arizona Women's Pro, NPC Arizona Women's Extravaganza	Nov. 5	Phoenix, AZ	timgardnerproductions.com, Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Southern Muscle	Nov. 5	Kenner, LA	louisianamuscle.com, Luke Tesvich, 504.439.6224, Bubby Lupo, 504.330.4784, NPCLAoffice@aol.com
Men's Mentis IFBB Professional League Wings of Strength Romania Muscle Fest, NPC Worldwide Romania Muscle Fest	Nov. 12-13	Bucharest, Romania	timgardnerproductions.com, Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
NPC Florida Gold Cup & Amanda Marinelli Classic	Nov. 12	West Palm Beach, FL	npcfloridagoldcup.com, Frank Dalto & Amanda Marinelli, 561.627.9638, frankdalto44@yahoo.com
NPC Lee Haney Games & Georgia State Championships	Nov. 12	College Park, GA	leehaneygames.com, Lee Haney, info@leehaneygames.com
NPC Monsta Classic	Nov. 12	Lake City, FL	monstaclassic.com, Tony Curtis, 386.697.6315, futurefitnessfl@yahoo.com
Wings of Strength & Titan Medical IFBB Professional League Fit Body Fusion Atlantic Coast Pro, IFBB Professional League Atlantic Coast Masters Pro, NPC Atlantic Coast Championships	Nov. 18-19	Ft. Lauderdale Beach, FL	timgardnerproductions.com, Tim Gardner, 813.518.5995, tgflex.florida@gmail.com
Carolina NPC State Championships	Nov. 19	Shelby, NC	solidattitude.com, Tres Bennet, tresb@comcast.net, 843.270.437
NPC National Championships	Dec. 2-3	Orlando, FL	npcnationalchampionship.com, Gary Udit, 412.377.1438, gary@garyudit.com
NPC Mel Chancey Holiday Classic	Dec. 10	Ft. Lauderdale, FL	chanceyfitness.com, Mel Chancey
IFBB Olympia and Olympia Amateur	Dec. 16-18	Orlando, FL	mroylympia.com, Dan Soloman/Tamer Guindy, contact@mroylympia.com

Directory of Resources

Advertisers are in **RED** and you can click through directly to their website from the digital version of this publication.

The businesses listed in this directory support the sport of bodybuilding. The information was verified as of January 20, 2022 and is arranged alphabetically by category. There are hundreds of other businesses that support this sport and we appreciate them all. We encourage you to support the businesses that support the sport of bodybuilding. If you would like your business to be listed, please contact rachel@southernmuscleguide.com.

AFTER PARTY

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Muscle Vodka

1st & only certified trainer approved & gluten free vodka
musclevodka.net, musclevodka@gmail.com

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APPAREL & SHOES

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Asesinadesigns.com, FB, IG @asesinadesigns

Bellringer Athletic Gear

Bellringerathleticgear.com, info@bellringerathleticgear.com
910.393.8716, Micheal & Kristi Guyton

Bulletproof Sports Inc.

bulletproofsportswear.com, Amy Kozle, Ken Richardson, bulletproofsw@yahoo.com

Monsta Clothing Company

2370 SW State Road 47, Lake City, FL 32025
386.466.1001, monstaclothing.com, Tony Curtis

Silverback Krew

Silverbackkrew.com, Silverbackkrew@gmail.com
Adam Weidel, Owner

AT HOME, IN GYM & ONLINE WORKOUTS

BodyFit with Aimee

Aimee Parscale, aimeeparscale.com
770.633.8257, bodyfitaimee@gmail.com

Ashley K Fit

Ashley Kaltwasser, 3X Ms. Olympia, AshleyKFit.com

Mojotivation - Positive Power

Virtual training, motivational speaking, positive jewelry, coaching & more, 864.993.4810
info@mojotivation.com, mojotivation.com

Nikkifit Fitness

nikkifitfitness.com, IG: @nikkifit_fitness
D. 678.832.2265 | C. 770.366.3176

BOOKS AND MOTIVATION

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Build Your Back, HIIT Your Way Fit, MPower Your Life, Seven Day Dial-In Six Days of Squats, Bodybuilder's Kitchen, Train Like A Bodybuilder

Erinstern.com, 2X_ms_olympia
also available at Amazon

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Lilburn Sports & Family Wellness

3035 Five Forks Trickle Rd, Lilburn, 30047
770.985.5223, www.lilburnchiropractic.com
Dr. Robert Pruni

Well Adjusted Buckhead

70 Lenox Pointe Rd NE, Suite D, Atlanta, GA 30324
404.600.4117, @drjessica_welladjusted
welladjustedbuckhead.com

FACE & SKIN CARE

Arbonne

Rachel Bochat, District Manager & Independent Consultant, @rachelbochat

Beauty Fit

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IBrows

Laura Ungureanu, Eyebrow specialists & Spa
912 Killian Hill Road, Suite 202 E
Lilburn, GA 30047, 678.464.0221
i.brows@gmail.com, ibrows.com

FITNESS FACILITIES/ PERSONAL TRAINING GYMS

Biltmore Fitness

711 Biltmore Avenue, Asheville, NC 28803
828.776.0524, biltfit.net

Body Be 1

2536 Weems Road, Columbus, GA
706.405.9539, @bodybe1
Hbodybe1@aol.com, bodybe1.com

Carbon Culture - USA (Two Locations)

209 S. Royal Oaks Blvd, Suite 184, Franklin, TN
615.628.7547, info@carbonculture-usa.com
1311 Greshampark Dr, Murfreesboro, TN
615.807.1381, info@carbonculture-usa.com
carbonculture-usa.com

Elite Fitness

15903 Old Statesville Rd, Huntsville, NC
704.727.0710, huntersvilleelitefitness@gmail.com
Elitefitnesshuntersville.com
@elitefitness_huntersville

House of Payne Personal Training

4565 Lawrenceville Highway NW
Lilburn, GA 30047, 678.641.9188
trainwithpayne.com

Iron Works Gym

220 Eisenhower Drive, Biloxi, MS 39531
228.456.9496, ironworksbiloxi.com

Titanz Fitness

1834 South Cobb Ind. Blvd, Smyrna, GA
770.989.1884, @titanzfitness
titanz.net

Total Body Gym (Two Locations)

104 Cooper Street, Ripley, MS
8975 Highway 178, Olive Branch, MS
662.512.6060, totalbodygym.net

Tres Gym

1662 Savannah Hwy, Ste 125
Charleston, SC 29407, 843.270.4373
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Willmore Total Fitness

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6185 Crooked Creek Road NW, Suite H
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scott@scottpryorlaw.com, Scott Pryor
404.474.7122, @scottpryorofficial
scottpryorlaw.com

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Maximum Beauty

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BeautyAtItsMaximum.com

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Valerie Payne, Make-Up Artist

770.330.9960, Instagram: [makeup.by.val](#)
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[isolatorfitness.com](#)

Six Pack Bags

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[sixpackbags.com](#)

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Maria Wells

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Lilburn, GA 30047, 678.641.9188
[southernmusleguide.com](#), Rachel Payne

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CPR/AED/FIRST AID INSTRUCTOR
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[RejuvenateGeorgia.com](#)

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Atlanta, GA 30339, 770.955.9000
[colgrove.com](#), Dr. Colgrove

MUSIC DJ'S

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IFBB Pro League DJ, [@trashtronaut](#)

DJ Nelson

[@djnelsonmusic](#)

Freddy Naidu

DJ/Emcee, [freddy.naidu@gmail.com](#)

DJ Shannon C.

[Djshannonc.com](#)

ORGANIZATIONS/ EDUCATION

International Association of Fit Sciences

P.O. Box 142489, Fayetteville GA
770.460.8844, [IAFSCertification.com](#)

National Physique Committee (NPC) and IFBB Pro League

[npcnewsonline.com](#)

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678.382.2264, activatefiq.com

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Healthy supplements
info@hivefit.com, hivefit.com, Raul Hiteshe

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leehaney.com

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APRIL 9, 2022

Mel Chancey NPC
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NATIONAL QUALIFIER

[Centro Asturiano De Tampa Theater/
Home 2 Suites by Hilton Channel District]

JUNE 17-19, 2022

Wings of Strength & Fit Body Fusion
IFBB Professional League
★ **YAMAMOTO NUTRITION PUERTO RICO PRO**

IFBB Professional League
★ **Puerto Rico Masters Pro**

★ **NPC Enchanted Isle Classic**
NATIONAL QUALIFIER

[Caribe Hilton San Juan, Puerto Rico]

JULY 22-23, 2022

Fit Body Fusion IFBB Professional League
★ **WINGS OF STRENGTH CHICAGO PRO**

IFBB Professional League
★ **Wings of Strength Chicago Masters Pro**

★ **NPC Worldwide Ms. International Classic Women Bodybuilding**
PRO QUALIFIER

★ **NPC Wings of Strength Chicago Extravaganza**
NATIONAL QUALIFIER

[Tinley Park Convention Center/Even Hotel Tinley Park]

AUGUST 4-6, 2022

Wings of Strength & Fit Body Fusion
IFBB Professional League
★ **YAMAMOTO NUTRITION CUP TAMPA PRO**

IFBB Professional League
★ **Wings of Strength Tampa Masters Pro**

★ **NPC Tampa Extravaganza**
NATIONAL QUALIFIER
[Grand Hyatt Tampa Bay]

SEPTEMBER 24, 2022

Wings of Strength IFBB Professional League
★ **YAMAMOTO NUTRITION SAN ANTONIO PRO**

IFBB Professional League
★ **San Antonio Masters Pro**

★ **NPC San Antonio Extravaganza**
NATIONAL QUALIFIER

[Lila Cockrell Theater/San Antonio Marriott Riverwalk]

OCTOBER 8, 2022

★ **NPC PUERTO RICO CHAMPIONSHIPS**
NATIONAL QUALIFIER
[Venue & Host Hotel TBD]

OCTOBER 22, 2022

Wings of Strength & Fit Body Fusion
IFBB Professional League
★ **HOT SPOT TANNING HURRICANE PRO**

IFBB Professional League
★ **Wings of Strength Hurricane Masters Pro**

★ **NPC Hurricane Bay Championships**
NATIONAL QUALIFIER

[The Coliseum St. Petersburg/
Hilton St. Petersburg Bayfront]

NOVEMBER 5, 2022

IFBB Professional League
★ **WINGS OF STRENGTH RISING PHOENIX WORLD CHAMPIONSHIP**

IFBB Professional League
★ **Wings of Strength Arizona Women Pro**

★ **NPC Arizona Women's Extravaganza**
NATIONAL QUALIFIER
[Details on www.wingsofstrength.net]

NOVEMBER 12-13, 2022

Mens Mentis IFBB Professional League
★ **WINGS OF STRENGTH ROMANIA MUSCLE FEST PRO**

★ **NPC Worldwide Romania Muscle Fest**
PRO QUALIFIER
[Details on www.wingsofstrength.net]

NOVEMBER 18-19, 2022

Wings of Strength & Titan Medical
IFBB Professional League
★ **FIT BODY FUSION ATLANTIC COAST PRO**

IFBB Professional League
★ **Atlantic Coast Masters Pro**

★ **NPC Atlantic Coast Championships**
NATIONAL QUALIFIER

[Broward County Convention Center/
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