

Bodybuilding World

by Sandy Riedinger



Winter, 2012

Sure, I'm a Dirty Dancing movie fan; even vacationed at Lake Lure, NC where the movie was filmed. Heard the guys at work quoting Bohdi from Point Break, and Dalton from Road House endlessly.... Now, I'm devouring a book written by Patrick's wife, Lisa Niemi Swayze, Worth Fighting For: Love, Loss and Moving

Forward. It goes into depth about how they experienced love, life, cancer, treatments, and how they prepared for the final script in Patrick's life as a team. Sometimes it's good to be re-awakened, quickened even. Every day we go through the motions of life. Steady as she goes...Some days living fully, others just getting by. Think about what is important to you. Death isn't the only way some things can be taken away or stripped from your grasp.

WEIRD QUESTION

Someone asked me a weird question... What is it that attracts me to bodybuilding? I thought what does that suggest exactly??? Well, I thought about it. First, I define bodybuilding as physique improvement no matter the age or gender. Here's what I came up with.

1. **I like to see results. Muscular strength, growth, and shaping are visual rewards.**
2. **The act of training is a discipline. Keeps a person steady.**
3. **Like mindedness. Those that work out together respect the pain and reward that training yields. Just like a team.**
4. **My career. It ties in with what I do for a living, improve health and body transformation.**
5. **My hobby. It is the force behind my physique judging which is now closing in on 25 years of experience.**
6. **The Competition – not necessarily who beats who, but who wins the inner struggle, who has made the greatest improvement.**
7. **Power. I saw somewhere that Power is the new Skinny. Just sayin...**



ANGEL LOPEZ

Photo by ATracker Photography



CHRIS CHATELLIER

LOVE FROM ALL OVER:)

Scott Hawkins writes from the Middle East where he provides Beverly International products and the No Nonsense magazine to US servicemen and contractors overseas... Meet Angel Lopez... She is a hardcore, natural, gym addict! She's in charge of our gym facility (shown in the pics... our old camp). She's a great gal and hopes to make it in the bodybuilding world! The other fella is Christian Chatellier, one of our PSD guys who sent me a funny pic illustrating his love for UMP! (I've heard of people just filling the container with water and drinking from it.) Scott's website is www.MuscleGearUSA.com.

Jeff Gallagher designed a lot of things for Beverly in past years. He recently ran across the **NEW LOGO** that we are releasing this year and said that he really liked it! That was a huge compliment coming from the guy who designed our current logo! He also told me a funny story, "I was wearing one of my old Beverly tees at the gym last week, and it attracted the eye of one of your regular clients here in Temecula. He claimed to be the only guy in the gym that knew about Beverly, but I proved him wrong. We had a good laugh over it, and now I have a new friend."



NATURAL NORTHERN GROUP



MUSCLE MAFIA

I asked Dave Lieberman if he would do me a favor at his October 1st, 2011 "Muscle Mafia" NPC NATURAL OHIO (open) DRUG TESTED BODYBUILDING, PHYSIQUE, FIGURE & BIKINI CHAMPIONSHIPS! Now, I knew I was asking a lot because Dave's show is one of the largest in the U.S. and I know from experience that the promoter has a million things to do the day of the show. I asked if he had the time, could he round up any BI users in the show and take a photo for the No Nonsense Magazine. I really didn't expect him to even remember, and even if he did make a general announcement backstage, I wasn't sure any of the competitors who have a lot on their minds the day of the show would participate. Well, Dave came through with flying colors, and our BI users came through too. What a photo! I can hardly believe it myself how many of the competitors were avowed Beverly International users. Thanks to everyone in the photo and to Dave for doing this for us.

OUR BEVERLY CLIENTS are the best in the world. Some have been with us from the very beginning and other dedicated users began even before we owned Beverly. (like for over 30 years!)

"Hi Sandy and the Beverly crew, Michael Fransen Here. Eleven years ago I introduced Beverly to my fitness center, Spiece Fitness and the line continues to be their best seller. Once people taste Beverly UMP or chocolate Muscle Provider, they won't settle for anything else!!!! This is my 15th year anniversary using Beverly supplements and I will continue to do so as I plan on returning to the Masters Nationals again in 2013.

Thanks for the great service and continuing to deliver the best supplements in the market!!!"



MIKE FRANSEN

MY BEVNUT ALL STARS!!!

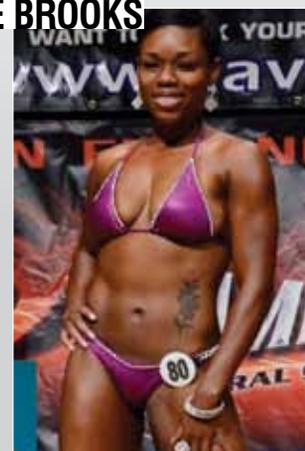
Terrence Dupree writes, "Hi Sandy, I just want to drop you line to say how much my clients and I love your product. I have 2 ladies who began training with me March 2011 and have each lost nearly 50 lbs. They've even competed in 2 NPC shows. Lisa Notturmo (49) and Pareese Brooks (23) both competed in the NPC Ohio Natural, and then again at the Western Michigan. Lisa competed in figure and improved from one show to the next. Pareese competed in bikini and placed 4th in the Western Michigan. Having competed and placed twice this year myself in the Men's Physique I couldn't have been more proud or happy for my girls. Our training sessions are intense and I know there's no way any of us could have made it through them without BI. For that I say thanks.

I opened the door for them with a Lean Out / 7-Keto stack and a No Nonsense Mag. The fire was lit after that. One of Lisa goals is to look great by age 50. I told her that with her determination there was a good chance we could get her inside the covers of No Nonsense. One goal accomplished.

Before they even hit the stage at the Western Michigan, they were already asking me about training for the NPC Northern KY. You wouldn't believe how excited they are. It's awesome. Here are a couple of Pics, tell me what you think. Thanks again for everything and see you in March." - Terrence Dupree, A-list Personal Training, t.dupree22@comcast.net.



**LISA NOTTURNO
PAREESE BROOKS**

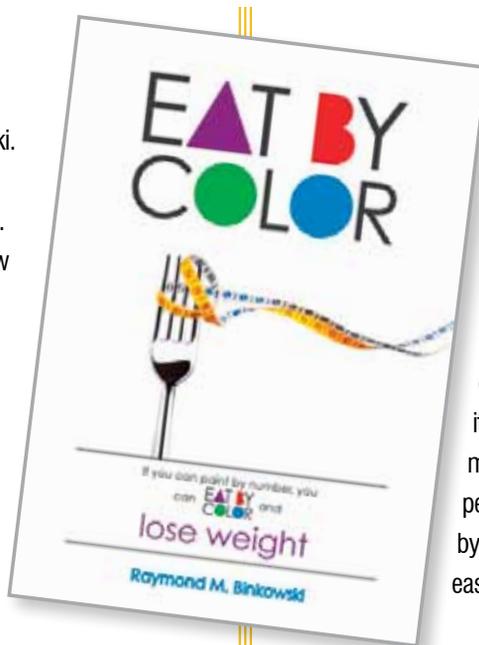


EAT BY COLOR

New book, Eat by Color, by Ray Binkowski. Ray is another long time BI Client. I think that Ray first came to Beverly about 15 years ago. I asked Ray what moved him to write this new read.

"Easy. I am a former fat boy. At one point I even met with a dietician who told me to cut my calories and fat and do more cardio. All of which I had been doing to no avail. I asked if he had even been overweight and got an interesting answer, "No, why?" At that point I realized I was really going to have to go it on my own."

I learned a lot from competing. It is the ultimate science lab. I learned what foods and combinations made changes in my body,



good, bad or otherwise. Competition is how I discovered Beverly and met you and Roger. You both turned out to be great sources of information and opportunity. I remember emailing Roger quite regularly and asking questions about supplements and nutrition.

Back to your question of "Why did I write a book?" Simple. Save others the frustrations I experienced trying to lose weight and keeping it off. I wrote "Eat by Color" as a simple way for me to share what I have found to work for most people. If you can paint by number you can "Eat by Color" and lose weight. It doesn't get much easier than paint by number.

Eat by Color is available on Amazon.com in both print and Kindle versions. More info can be found on <http://www.facebook.com/EatbyColor>

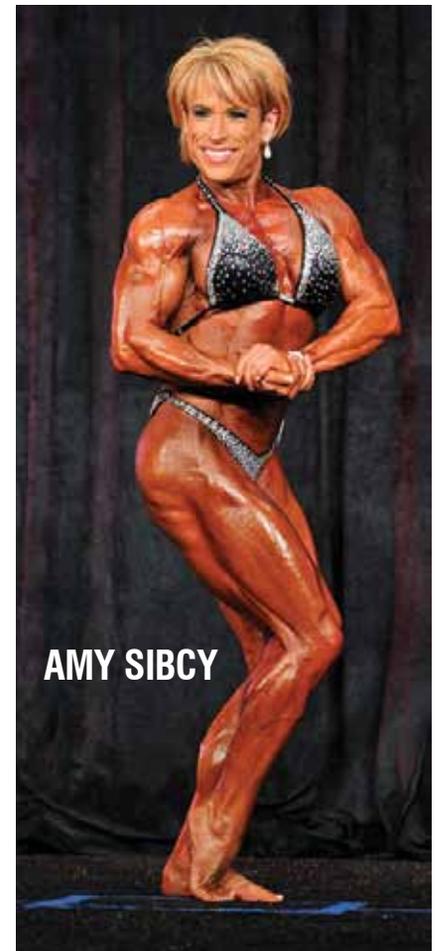
AMY SIBCY GOING PRO

Amy is in the 20 year "BEV Users" club ... This is what she says, "My journey to pro began in 2004 when I started training with Mike Ferguson at the PowerStation Gym. My first show was the 2004 Cincinnati. I competed as a light weight and won the overall title. After that I won the overall at the 2004 NPC Ohio. I knew then I might have a shot at being competitive in this crazy sport.

I began competing at the National level as a middle weight and was placing, but never better than second. I worked hard on improving my upper body and about a thousand pull-ups later, I placed first in my class at the 2009 North America and again at the 2010 Masters Nationals, but lost in the overall. I started working with Jason Theobald in February, 2011 in preparing for the Masters again in July. I was able to place first again as a middleweight, and after a tight race between me and the heavyweight, to my surprise the NPC decided to award two pro cards and I was fortunate to receive one. All of this would not have been possible if not for the support of my husband Eric and two daughters, Abby and Emma.

Beverly supplements were instrumental in helping me reach my goal of becoming a pro and I look forward to using Beverly supplements as I continue competing as a pro.

My husband and I have been Beverly users for 20 years. Over the years my husband and I have tried every Beverly product manufactured. During my contest prep, I looked forward every day to my meal of cream of wheat and vanilla Ultimate Muscle. I would start my day with Beverly 7-Keto before my morning cardio. During my workouts I used Glutamine Select plus BCAAs. My favorite product is the Ultimate Muscle Protein. I love to make a pudding, put it in the freezer, and eat it as an ice cream snack before bed."



AMY SIBCY

OVERALL PHYSIQUE WINNER

2011 KY Muscle Physique overall winner Chad Abner got inspired from the Northern Kentucky Physique division!!! Glad to be of service Chad!

After paying close attention at the 2011 NPC Northern KY, I decided to give physique competition a try. Several months later I was onstage at the NPC KY Muscle collecting the 1st place overall Physique trophy. Beverly UMP, Quadra-carn, and Glutamine Select were essentials in my nutritional program. My focus is on improving my physique and bringing in the best package I possibly can for the NPC Junior Nationals in Chicago. My training program is constantly changing, but my Beverly supplements are a constant. I can count on the consistent quality of Beverly International. Other companies sell hype, but Beverly delivers. We'll try to get more in depth training and diet info from Chad, and rest assured, we'll share it with you as soon as we get it.



CHAD ABNER

New labels will be rolling out of BI soon. We predict the entire line will be changed over by summer. Bit of Secret info: we are working on a whole egg protein product and an energy booster.

Congratulations to BI Team members, Steven and Rachel Wade on the birth of their son, Kessler. Steven was very happy that they squeezed it in the very last day of the year. Yes, New Year's Eve, folks. They not only got the babe, but a tax write off! That makes all of us very happy for them. Closing time! Please inform us of your success because we want to hear about it. Write to: sandyr@beverlyinternational.net.

Ta Ta for now! **Bev**