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- Ms., Fitness and Figure International Blowout

# I Lift, Therefore 🎹





#### **Rachel McLish**

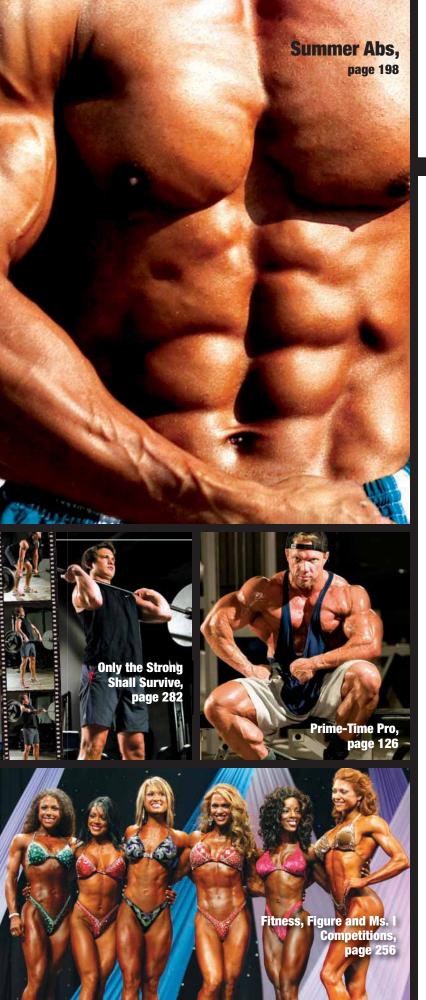
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July 2007 Vol. 66, No. 7

## 

We Know Training<sup>™</sup>

#### **FEATURES**

#### **62** TRAIN, EAT, GROW 93

The TEG men explain the pain of their new Shock workouts, from Eric Broser's P/RR/S strategy.

#### **88** HIT REDUX

Chris Mason interviews Ellington Darden about Nautilus, Arthur Jones and Ell's cool new book.

#### **118** A BODYBUILDER IS BORN 24

Ron Harris defuses workout excuses. Need motivation? How about Greg Rando, a blind bodybuilding champion?

#### **126 PRIME-TIME PRO**

David Young interviews Dave Fisher on his comeback to the pro ranks at 43—plus, his workout and diet.

#### **142 BLUEBERRY POWER**

Jerry Brainum explores the musclebuilding, anti-aging power of this very potent berry.

### 158 ARMS & SHOULDERS SHREDDER STYLE

Cory Crow talks with drug-free pro Dave Goodin on building the show bodyparts.

#### **180 HEAVY DUTY**

A guest appearance by the wisdom of Mike Mentzer—from the source.

#### **198 SUMMER ABS**

From the Bodybuilding.com archives, Layne Norton gives you all the ab-etching secrets you need to let 'em rip.

#### **214 RESEARCH TEAM**

Blood plasma expanders are the latest tactic for pro bodybuilders. Now a new supplement can mimic their effects and create hardcore pumps in the gym.

#### **238** WEIGHTS VS. CARDIO

Jerry Brainum looks at the fat-burning research and how to optimize the bodybuilding effects of both.

#### **244 HARDBODY**

You'll definitely want to take a peek at Monica Mark's peaked physique. Wow!

### **256** IFBB FITNESS, FIGURE AND MS. INTERNATIONAL BLOWOUT

The women had it going on. Hot contest shots here. Plus, John Balik's backstage Femme Physique Vérité.

#### **282 ONLY THE STRONG SHALL SURVIVE**

Bill Starr's dynamic back-building advice.







of bodybuilding and fitness, set your

browser for www.IronManMagazine.com and www.GraphicMuscle.com.

#### **DEPARTMENTS**

#### **32 TRAIN TO GAIN**

Staying injury free and other bodybuilding secrets.

#### **46 SMART TRAINING**

Coach Charles Poliquin gets into biceps tears and pullup scares, and he delves into diet too.

#### **52 EAT TO GROW**

The truth about bodybuilders' protein needs. Plus, how to shake up your mass gains.

#### **78 CRITICAL MASS**

Steve Holman ponders one-set wonders and how to extend your squat sets for bigger quads.

#### **82 NATURALLY HUGE**

John Hansen lays it all out about getting big.

#### **222 BODYBUILDING PHARMACOLOGY**

Steroids: A real heartbreaker? Jerry Brainum checks out the research on their cardiovascular effects.

#### **226 MUSCLE "IN" SITES**

Eric Broser ran across Boyer Coe's new site and was very impressed. He was also impressed—in a different way—with a sizzling hot-babe site. His impressive Net Results Q&A is here too.

#### 230 NEWS & VIEWS

Lonnie Teper is our go-to guy for physique-scene updates, not to mention Swami comedy. Jerry Fredrick's Hot Shots are in the house as well, and there's a remembrance of Ray Stern on page 236.

#### **250 PUMP & CIRCUMSTANCE**

Ruth Silverman covers the women's sports like smog covers L.A. That's not lightning, it's her camera flash popping. Lots of stimulating images here, folks.

#### **292 MIND/BODY CONNECTION**

Randall Strossen, Ph.D., explains the angles and edges of training, and TheRack flexes its home-training muscle.

#### **304 READERS WRITE**

Dazzling Dina Al-Sabah, eye-opening info and unreal wheels.

#### In the next IRON MAN

Next month we throw our annual birthday bash for our favorite Big Guy. No cake, just plenty of rare photos of the birthday boy himself, Arnold, in his prime. The Gov is turning 60, and we turn back the clock to when his muscles rocked. We're talking giant photos, many you've never seen before (we had to dig for them!)—a true collector's issue. Of course, we'll also have tons of training and nutrition info, like a delt blast from our Tactical Torture Training task master and lots of Power/Rep Range/Shock and X-Rep insights. But back to Arnold—his birthday is July 30, so watch for the August *IRON MAN* on newsstands the first week of July.

## Relationships, Part 2

IRON MAN's success over the past 71 years is directly connected to our ability to deliver quality information that our readers find useful. *Useful* is probably an understatement—maybe essential would be a better characterization. You are not just a reader but also a doer, and that distinguishes you and your needs from those of the masses who are simply observers. What you demand from IRON MAN are the tools you need to help you realize your goals, and that's what you get. Our motto is, We know training, but it's more than that: We do training.



The result-producing information and ideas we present flow from the minds and experiences of a diverse and accomplished group of writers. We have the greatest range of subjects of any of the top bodybuilding magazines because of that unique mix of contributors.

Jerry Brainum would be on anyone's short list of top training-andnutrition writers. With his 35-plus years of in-the-gym experience and in-the-journals research, he has probably counseled more bodybuilding stars on nutrition than all the so-called gurus combined. Jerry brings a passion to the science of bodybuilding that is second to none. His unique talent is to be able to gather the information, weigh it against his experience and then decode it so that the rest of us can understand and use it.

I recently watched Jerry's mind at work as he conduced two interviews, one with an M.D. and another with a Ph.D.—experts in their fields. While Jerry is a generalist and the men were specialists, his questions were as probing as any they had encountered. Jerry was able to comprehend what they were saying on a level that they had never experienced from a representative of a magazine that was not an academic publication—IRON MAN. They commented to me what a pleasure it was to work with someone who was so well versed in their subjects.

IRON MAN is also fortunate to have Charles Poliguin on our roster of writers. He contributes an extensive body of scientific knowledge tempered by the experience of a strength coach and bodybuilder. Charles stays on the cutting edge of exercise science, and he takes what he's learned and tests it in the crucible of his Poliquin Performance Center.

Bill Starr has a devotion to the basics of weightlifting—which work for most people—and he has honed them over his years as a professional strength coach. His series, Only the Strong Shall Survive, is a staple of IRON MAN, with information that's always innovative and inspiring. Check out this month's installment on dynamic moves for building the back. It's full of unique training insights—not your usual rows and pull-

IRON MAN knows training because our contributors share your passion and commitment to bodybuilding. To comment, please send e-mail to me at ironleader@aol.com. IM

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