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Jen
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SEPTEMBER 2009

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- High-Flying Hardbody Jen Hendershott

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2009

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Tony Breznik and Jen Hendershott appear on this month's cover. Hair and makeup by Yvonne Ouellette. Photo by Michael Neveux.

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In the next **IRON MAN:**

Our October issue has a distinct over-40 flavor. Cover man Clark Bartram talks about the challenges of staying muscular through middle age and describes how he plans to train and eat to add even more muscle. Then former competitive flexer Doug Brignole, *IM*'s November '82 cover model, is back—and as ripped as ever at nearly 50 years old. We'll present his complete routine, diet and conversation cut-ups with Lonnie Teper. Plus, we have 10x10 arm training, new vitamin D research and Power Surge, your heavy-lifting guide. Find the October issue on newsstands the first week of September.

Founding Fathers of Fitness



Muscle Beach—formerly in Santa Monica, California, and now located just down the beach in Venice: We have all felt its magic and experienced its magnetic pull. That siren song has changed lives—mine included—as it has changed America and the world.

As a young teenager living far from the warm, enticing West Coast beaches, I became aware of Muscle Beach through the photos in bodybuilding magazines. Those images of young men and women working out in the sun captured a lifestyle that was unknown anywhere else in the '50s. In reality they were a very small group of people, but they were very special because they were living on the edge of the bell-shaped curve, creating a new subculture that would be the springboard for what we now take for granted—gyms everywhere, millions of people going to gyms every day, the sports supplement industry, the awareness of the relationship between diet and health and the realizations that we can control the way we look and feel and that the simple barbell is the tool of transformation.

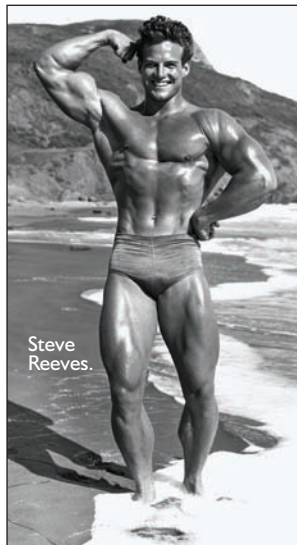
As we now say, 50 is the new 30, and 70 is the new 50—none of that would be possible without that small group of pioneers in Southern California—the denizens of Muscle Beach.

Unfortunately, most of the world does not connect bodybuilding and

Muscle Beach to today's fitness lifestyle, but a short list of some of the most famous names from the past will easily make the point. From the real pioneers—Jack LaLanne, Joe Gold, Zabo Koszewski, Vince Gironda, Armand and Vic Tanny—through the glamour of Steve Reeves and Arnold and Franco to the Muscle Beach of 2009, it's a history that has changed the world for the better.

And where would Muscle Beach and the worldwide fitness tsunami be without the publishing pioneers of bodybuilding—Peary and Mabel Rader and the Weider brothers—and the wonderful photos by Russ Warner and Artie Zeller that fueled the fantasy and spread the word. An amazing group of characters united by the bodybuilding lifestyle.

This Fourth of July marks the 75th anniversary of Muscle Beach, and I will be a proud participant in the celebration hosted by Joe Wheatley. I have become a part of a team that is producing a documentary on the history of Muscle Beach. The team includes Wheatley, Bodybuilding.com and Arthur Seideman, and our goal is to place that land of enchantment in its true context. All of this is very close to the surface for me because I have long felt that people have lost the connection between our history and the results it has produced. For me it is a labor of love—in a way an extension of my own dreams—and an ironic twist: I now have a part in preserving that which drew me here. I love it. **IM**



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