

BRIAN CANNONE'S

FITNESS ATLANTIC.COM



USA NATIONAL CHAMPIONSHIPS

SERIES XXIV

OFFICIAL REPORT OF 2012 FITNESS ATLANTIC

14th Annual

FITNESS **ATLANTIC.com** **CHAMPIONSHIPS**

BY BRIAN CANNONE



Dear Reader,

Another Fitness Atlantic event has come to pass and Thank You for being a part of it!

14 Years! Imagine That...

Nearly 200 contestants used this show to push them into the best shape of their lives and make that commitment to step on stage - and not just any stage - but the Oakdale Theatre stage.

The Oakdale is an amazing theatre with 5000 seats and a huge front expo area where we had for the second year now, Tony Horton the creator of P90X perform two incredible workout routines.

It was incredible to have 600 people come to workout with Tony Horton.

Well, for as great as the show is we still need to push to get more people and companies interested in working out and seeing these type of results!

Let me ask you this...

PHOTOGRAPHY BY TOM COUTURE



Have you ever really thought about the whole fitness industry?

I mean to really think back about how it started and why...

Also who are the biggest names in the industry?

I have been involved in fitness since 1991 and I think about this all the time - especially when people enter into physique contests.



The thing is, entering these contests is a very personal endeavor. You go hard for 12 weeks eating a strict diet and seeing incredible results in your physique and then go out on a stage in front of a crowd of people to see how you do against others in your division.

The whole process then can be a little of an ego bash if things don't go as you had liked and the entire process gets a bad taste. Some people go from show to show for a higher placing trophy. Because they are looking for that exposure and opportunity winners get.



I have always tried to encourage people to understand that it is the process of getting into shape that is the reward so always try to stand on the biggest and nicest stage as possible.

I always think of some successful people in our industry that have competed before and NEVER won.

Do you know the Body-By-Jake guy who has tons of fitness products started off training for the Mr. America contest?

Then there is Tony Little the other television commercial guy. He looked great too and was also





training for Mr America before his car accident.

Then one of the biggest names in fitness has to be Jack LaLanne!

Jack LaLanne started everything - the first gym chain with 200 locations in the United States but before that people took shots at this guy like crazy - doctors told even their patients not to go to his gym and lift weights because they claimed it wasn't healthy for them to do.

Jack's gym chain European Health Spa had over 200 locations in the USA and was then sold to Bally's - check him out on wikipedia he was an incredible guy at promoting fitness.

The reason I write this is because contests can be a lot of fun and being the winner is awesome but the knowledge you gain from entering shows is really the prize in itself.

I tell people my events are more "shows" than contests and everyone is a winner.



Today I believe Tony Horton is the new Jack LaLanne of the fitness industry. I like having Tony Horton at my event but many people don't yet see the connection between what we do and Tony.



Other fitness celebrities you have of course include Arnold who went from winning shows to becoming a Movie Star. He didn't get called into Hollywood movies because he won shows - he had to really work his way





in and knock on many doors - if you ever watched Hercules in New York you will see how bad he was...but Arnold got his lucky break after years of determination and going after his goals.

When Conan and Terminator came out and with saying very few words: He was able to capture that larger audience and get people outside of the sport of bodybuilding to know who he is. He became bigger than the industry.

But, he also had he own mail order products for years before that. He sold cassette tapes on workouts and mailed them out.



Many people own "Arnold's Encyclopedia of Bodybuilding" which is a huge popular book. Maybe it is fitness "How To" stuff but so is the entire Personal Training industry.

There is this connection between fitness and information products for how to help people get in shape.

And there is also a difference between a champion and an FITNESS ICON.

I encourage people to enter these shows and learn to then promote themselves by helping others in the fitness industry. Try to think of the

bigger picture and not just the trophy.

Think of people that go show to show and winning a bunch of them.

And then magazines from to cover to cover.

I ask you this "Where are YOU going with all this?"

And I ask many contestants the same thing after I see them from show to show to show. "Where does this all lead?"

I have never had a clear answer on the end result.





Then I ask yourself deeper questions:

I would start with:

- “Tell me what you learned so far.”
- “How can this information help people?”
- “Who can benefit from this?”
- “What is unique about what you do?”
- “What struggles have you gone through?”
- “How can that relate to others?”
- “What are problems people are having?”
- “How can you help with a solution?”

If you were a contestant in this show or are thinking about doing one - I say this over and over again.

It is not about trophies - trophies are just a small part of this event.

In fact, it is more about the results you gain than the trophy you may take home with you. This is a event that the contestants can't loose for it is their physique that is the trophy and the process of getting into great shape that is the reward.

Thank You Once Again,

Brian Cannone





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Thank you to our staff photographers

TODD GANCI

Contact Me www.tganci.com

Contest Stage Photography through Todd Ganci who has shot the Fitness Atlantic since 2002 and his shots are always used on the Fitness Atlantic promotional material and website. Todd is extremely reliable and his images are always at the highest resolution possible. He's always consistent in his photography and will capture you in your best light and make sure you don't have shadows under your eyes. His photo packages are priced more than fairly (starting at \$39) and he'll email you your images at Hi-Res and you may use those images for anything you'd like at no additional cost.



JASON ELLIS

Contact Me: www.jasonellisphotography.com

Jason has shot over 100 covers of popular fitness magazines and will be available all day Thursday and Friday at Host Hotel. Jason Ellis will be traveling to Fitness Atlantic from California looking for the next cover model. Jason knows what magazines are looking for as far as submitting to magazines.



LEIGH HAGAN LHG FX -

Contact Me imiragephoto@aol.com

Follow Us On Facebook www.facebook.com/imiragephoto

Imirage and HG3Photography

Leigh Hagan also know as Imirage Photography shoots at all fitness events through USA and Canada he will be available Thursday and Friday at Host Hotel. Imirage Photography is known for work that has a style to be submitted to sporting goods companies with a commercial work element.



JOHN RYAN Contact Me jryan06@snet.net

Follow Me On Facebook www.facebook.com/jryan06

John Ryan is a local photographer and has been Morris Mendez's photographer for all of his promotional work and has guided Morris and helped him from the beginning — a honest and reliable photographer. Has shoot backstage shots at Fitness Atlantic for the past six years.



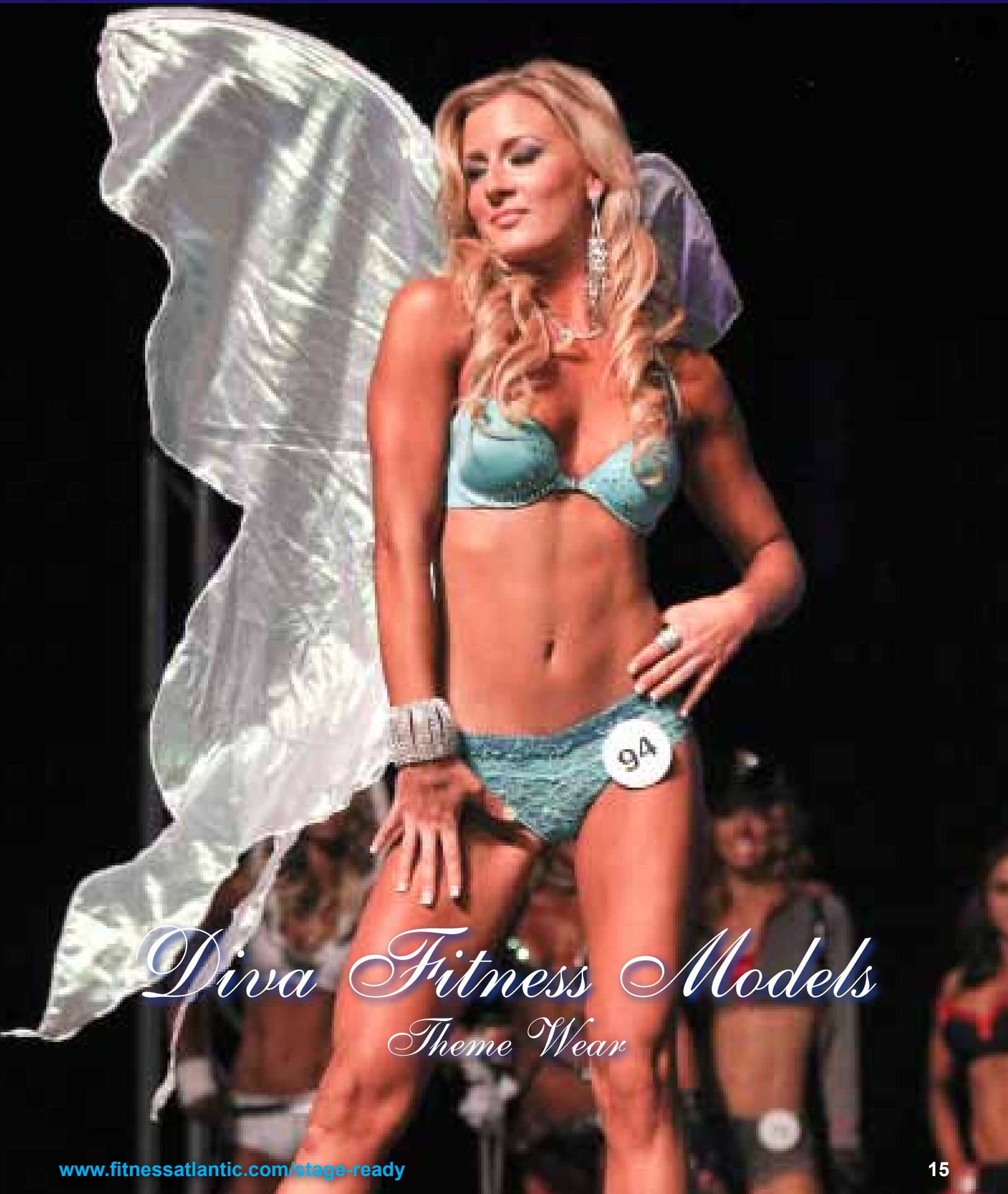
TOM COUTURE

Contact Me tom@tomcouture.com www.tomcouture.com

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Tom Couture is one of my personal favorites in his style of shooting and the one person I actually pay to shoot Fitness Atlantic because all of his images are used for the Class of 2010 and going forward Class of the year of the show pictorial 40-page report. I love Tom's style because he catches images in ways so different than other photographers because he is used to shooting rock concerts. Many fitness photographers like the stage to be have constant white light so they don't have to adjust their camera settlings and can crop and image to send to a magazine. I prefer the Fitness Atlantic stage set to look like a rock concert with haze, smoke, concert lighting, and effects and Tom is someone who knows how to capture that look I like.





Diva Fitness Models
Theme Wear



Erica Holiday



Christine Hychalk



Cindy Gruss



Heidi Jones



Malenna Saunders



Danielle Brenner



Robin Lee



Robin Trauth



Lynn Allen



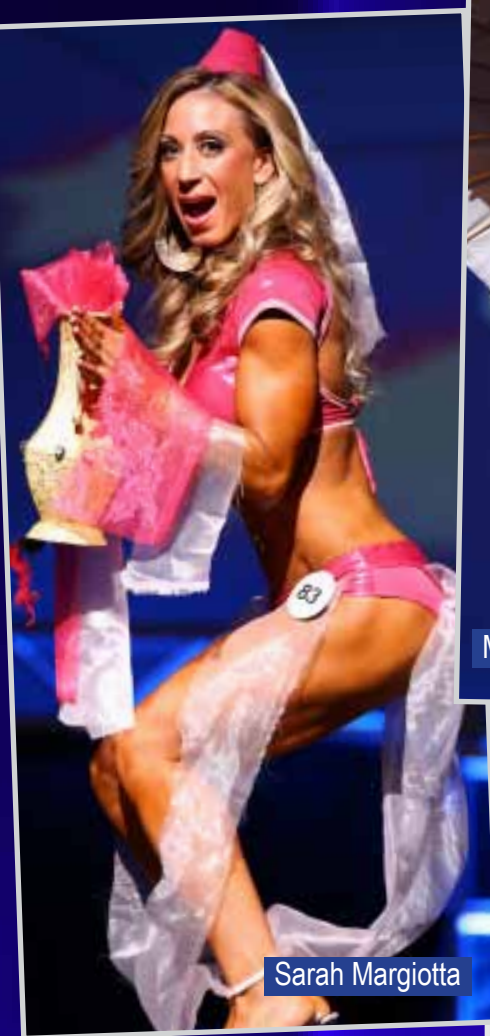
Tracy Reilly



Cate Amber Trapassi



Lynn Priest



Sarah Margiotta



Michelle Avila



Aundrea Annin



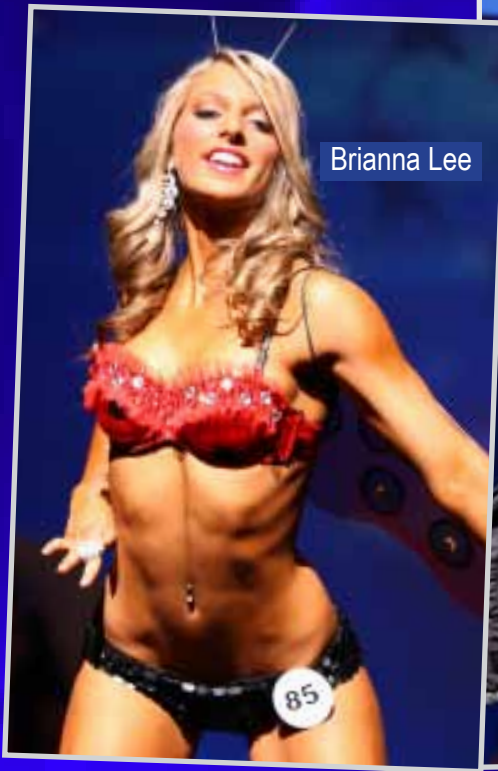
Kelly Smith



Gosia Calderon



Erica Holiday



Brianna Lee



Stephanie MacKay



Amber Trapassi



Donell Keith



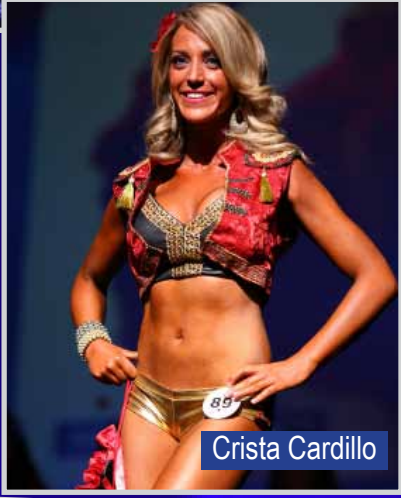
Cate Michaela



Taylor Kelsey



Audra Santos



Crista Cardillo



Teresa Gallinelli



Megan Reith



Veronica Blekis



Natalie Dudina



Neysha Tarrats



Alexia Askitis



Jill Larson



Marisa Messer-Belenchia



Kyra Williams



Elaina Estrada



Amanda Martelli



Brandi Jordan



Lynn Allen



Nora Lopez



Lucie DeRosa



Sharon Zaubi



Christina Sheil



Liz Calabro



Coryn Martin



Roseanne Federici



Elizabeth McMillan



Malenna Saunders



Candice Mumma



Sarah Love



Helen Sacon



Heidi Jones



Megan Letellier



Christine Corl



Aime Lykins



Alisa Amaral



Susan Boggs



Stephanie O'Donnell



Dana Hansen



Melissa Ferrao



Dawnita Fry



Tracy Reilly



Donna Bimonte

*Bikini
Diva*

*Theme
Wear*





Tracey Reilly



Cindy Gruss



Christine Hychalk



Danielle Brenner



Amy Connors



Lynn Priest



Kelly Smith



Alicia Haraksin



Michelle Avila



Sarah Margiotta



Stephanie McKay



Kayla Faith



Neysha Tarrats



Taylor Kelsey



Brianna Lee



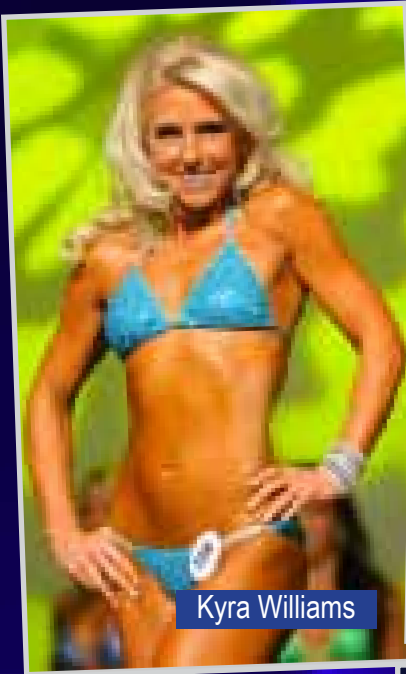
Cindy Gruss



Veronia Blekis



Jill Larson



Kyra Williams



Gosia Calderon



Elaina Estrada



Alexia Askitis



Cate Michaela



Marisa Messer-Belenchia



Sarah Brockner



Marian Sylvestre



Alyson Rogers



Brandi Jordan



Kelly Palmer



Nora Lopez



Colleen Gallagher



Coryn Martin



Megan Letellier



Christina Sheil



Roseanne Federici



Stephanie O'Donnell



Helen Sacon



Liz Calabro



Sarah Love



Elizabeth Conti



Kiara Messoro



Melissa Marcum



Donna Bimonte



Liz Calabro



Tracey Reilly



Jennifer Garofalo



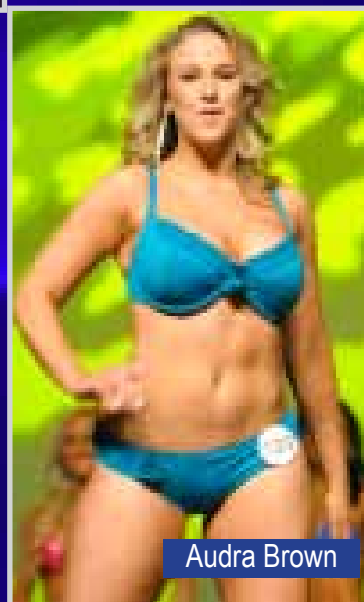
Melissa Ferrao



Stephanie Alicando



Christine Hychalk



Audra Brown



Madinah Robinson



Male Fitness Models
Theme Wear



James Alexander Ellis



Wittenberg Adolf



Dan Lourenco



Andrew Jones



Andrey Davidenko



Stephan Williams



Uchenna Obinabo



Igor Filins



Adam Laitas



Ian Daviau



Craig Kastning



Blair Qyteza



Tim Moore



Artur Wyluda



Santino Bruno



Jon Vel



Akeem Martinez



Tomoyuki Matsunaga



Alain Gonzalez



Lance Jackson



Rafael Garcia



Ronnie St Pierre



James Motely



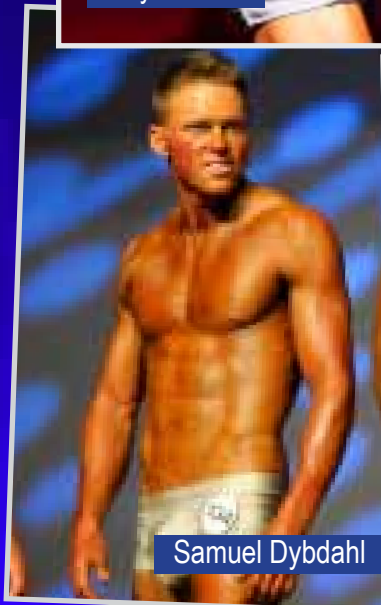
Tony Miranda



Al-Rahim Williams



Greg Kalafatic



Samuel Dybdahl



Phil Mangiaracina



Oronic Jin



Matt Hastie

*Muscle
Models*





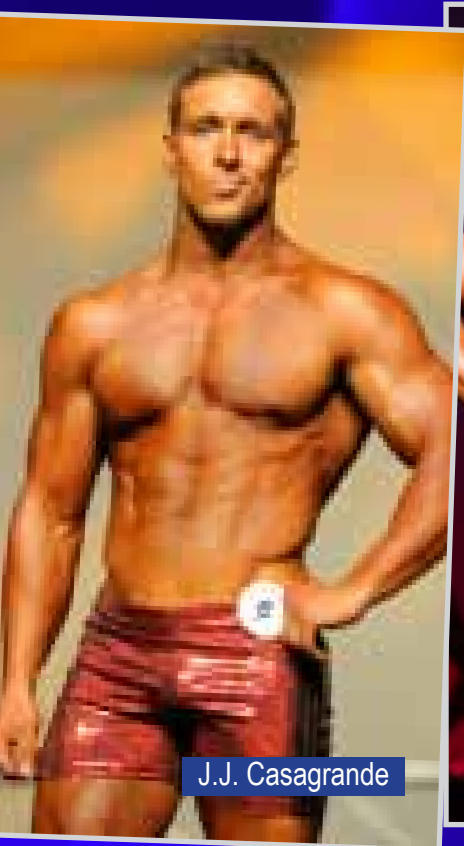
Wittenberg Adolf



James Alexander Ellis



Damien Mercier



J.J. Casagrande



Joe Coffie



Dan Lourenco



Kijuan Adams



Matthew Ashmead



Dan Poulos



Ralph Yates



Akeem Martinez



Chris Spatkowski



James Motley



Jordan Massa



Figure



Samantha Towe



Meisha Abbasinejad



Sharon Zaubi



Maureen Bergeron



Nicole Robinson



Kristen Vermillion



Anna Gibbons



Malenna Saunders



Laurin Hollander



Jennifer Clark



Cindy Wechsler



Annmarie Govoni



Kristina Marzik



Amber Trapassi



Tani Correia



Maureen Bergeron



Kristen Vermillion



Kerri Mankus



Cindy Wechsler



Jennifer Clark



Samantha Towe



Kristen Vermillion



Sharon Zaubi



Wendy Muckell



Jennifer Centopani



Julie Briggs



Heidi Cass



Aime Lykins



Annmarie Govoni



Laurin Hollander



Lucie DeRosa



Heidi Jones



Malenna Saunders



Audra Dowling



Meisha Abbasinejad



Morgan Swinburne



Anna Gibbons



Dawnita Fry



Kelsey Boyce



Raelynn Baumann



Muscle



Igor Filins



Ryan Wagner



Igor Glos



Robert McIntosh



Sean Hayes



Zack Cry



Jerome Hawkins



Eric Boguslawski



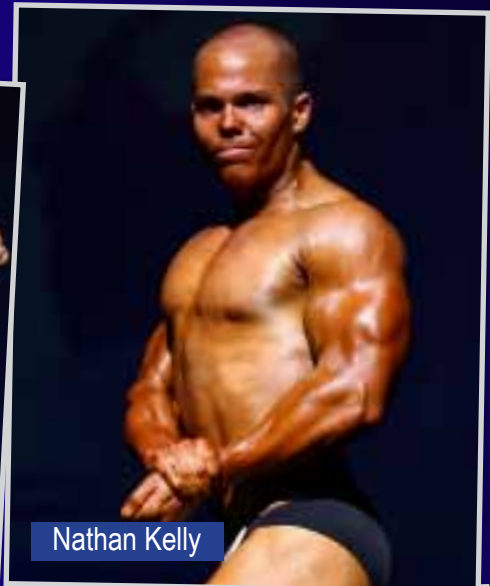
Dave Fitzpatrick



Al-Rahim Williams



Kyle Wellington



Nathan Kelly



Aaron Brown



Zack Cry



Chris Poirier



Edward Varipapa



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Uchenna Obinabo



Mike Costello



Mark Martell



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Edward Varipapa



Ryan Wagner



Dave Williams



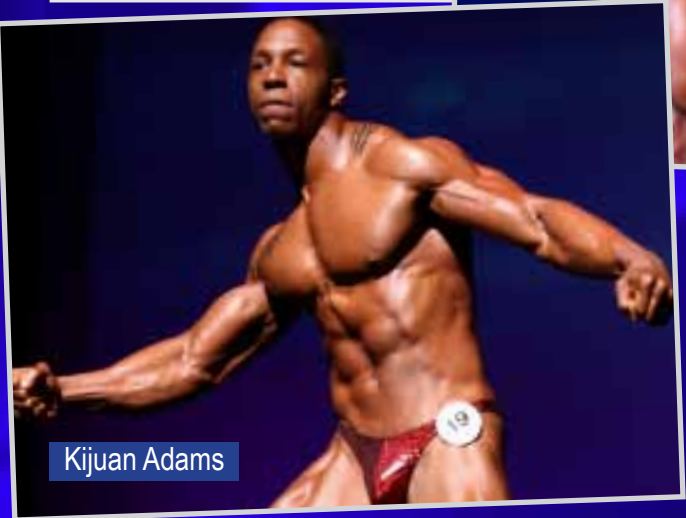
J.J. Casagrande



Dave Fitzpatrick



Laimondo Trowell



Kijuan Adams



Al-Rahim Williams



Edward Varipapa



Jerome Hawkins



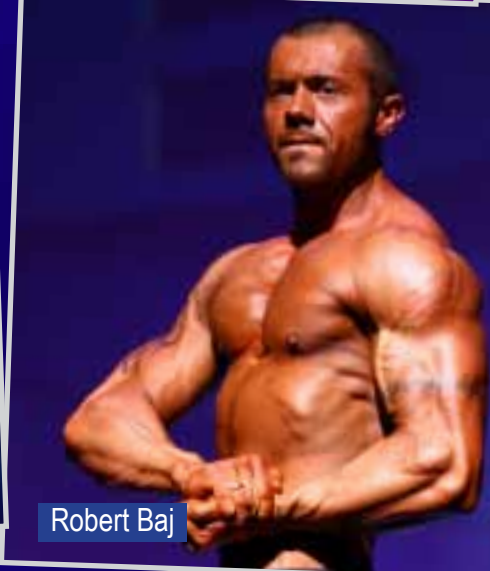
Claudio Boni



Damien Mercer



Eric Boguslawski



Robert Baj



Matthew Ashmead



Dan Rutherford



Uchenna Obinabo



Gabriel Garcia



Dan Niccioli



Jesse Baker



Mark Martell



Ralph Yates



Aaron Brown



Chris Poirier



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SERIES
XIV**



PHOTOGRAPHY BY **TOM COUTURE**

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DIVA FITNESS MODEL MASTER'S

COMPETITOR	PLACING
Erica Holiday	1
Christine Hychalk	2
Cindy Gruss	3
Heidi Jones	4
Malenna Saunders	5
Danielle Brenner	6
Robin Lee	7
Robin Trauth	8
Lynn Allen	9
Tracy Reilly	10
Cate Amber Trapassi	11
Lynn Priest	12



DIVA FITNESS MODEL SHORT

COMPETITOR	PLACING
Sarah Margiotta	1
Michelle Avila	2
Aundrea Annin	3
Kelly Smith	4
Gosia Calderon	5
Erica Holiday	6
Brianna Lee	7
Stephanie MacKay	8
Amber Trapassi	9
Donell Keith	10
Cate Michaela	11
Taylor Kelsey	12
Audra Santos	13
Crista Cardillo	14
Teresa Gallinelli	15
Megan Reith	16
Veronica Blekis	17
Natalie Dudina	18
Neysha Tarrats	19
Alexia Askitis	20
Jill Larson	21
Marisa Messer-Belenchia	22
Kyra Williams	23
Elaina Estrada	24
Amanda Martelli	25
Brandi Jordan	26
Lynn Allen	27
Nora Lopez	28



DIVA FITNESS MODEL TALL

COMPETITOR	PLACING
Lucie DeRosa	1
Sharon Zaubi	2
Christina Sheil	3
Liz Calabro	4
Coryn Martin	5
Roseanne Federici	6
Elizabeth McMillan	7
Malenna Saunders	8
Candice Mumma	9
Sarah Love	10
Helen Sacon	11
Heidi Jones	12
Megan Letellier	13
Christine Corl	14
Aime Lykins	15
Alisa Amaral	16
Susan Boggs	17
Stephanie O'Donnell	18
Dana Hansen	19
Melissa Ferrao	20
Dawnita Fry	21
Tracy Reilly	22
Donna Bimonte	23





BIKINI DIVA SHORT

COMPETITOR	PLACING
1. Kelly Smith	1
2. Alicia Haraksin	2
3. Michelle Avila	3
4. Sarah Margiotta	4
Stephanie MacKay	5
6. Kayla Faith	6
7. Neysha Tarrats	7
8. Taylor Kelsey	8
9. Brianna Lee	9
Cindy Gruss	10
Veronica Blekis	11
Jill Larson	12
Kyra Williams	13
Gosia Calderon	14
Elaina Estrada	15
Alexia Askitis	16
Cate Michaela	17
Marisa Messer-Belenchia	18
Sarah Brockner	19
Marian Sylvestre	20
Alyson Rogers	21
Brandi Jordan	22
Kelly Palmer	23
Nora Lopez	24

BIKINI DIVA TALL

COMPETITOR	PLACING
Colleen Gallagher	1
Coryn Martin	2
Meagan Letellier	3
Christina Sheil	4
Roseanne Federici	5
Helen Sacon	6
Liz Calabro	7
Sarah Love	8
Stephanie O'Donnell	9
Elizabeth Conti	10
Kiara Messoro	11
Melissa Marcum	12
Donna Bimonte	13
Candice Mumma	14
Tracy Reilly	15
Jennifer Garofalo	16
Melissa Ferrao	17
Stephanie Alicandro	18
Christine Hychalk	19
Audra Brown	20
Madinah Robinson	21

BIKINI DIVA MASTERS

COMPETITOR	PLACING
Tracy Reilly	1
Cindy Gruss	2
Christine Hychalk	3
Danielle Brenner	4
Amy Connors	5
Lynn Priest	6





MALE FITNESS MODEL

COMPETITOR	PLACING
James Alexander Ellis	1
Wittemberg Adolf	2
Dan Lourenco	3
Andrew Jones	4
Andrey Davidenko	5
Stephan Williams	6
Uchenna Obinabo	7
Igor Filins	8
Adam Laitsas	9
Ian Daviau	10
Craig Kastning	11
Blair Qyteza	12
Tim Moore	13
Artur Wyluda	14
Santino Bruno	15
Jon Vel	16
Akeem Martinez	17
Tomoyuki Matsunaga	18
Alain Gonzalez	19
Lance Jackson	20
Rafael Garcia	21
Ronnie St. Pierre	22
James Motley	23
Tony Miranda	24
Al-Rahim Williams	25
Greg Kalafatic	26
Samuel Dybdahl	27
Phil Mangiaracina	28
Oronic Jin	29
Matt Hastie	30





MUSCLE FITNESS MODEL

COMPETITOR	PLACING
Wittemberg Adolf	1
James Alexander Ellies	2
Damien Mercer	3
J.J. Casagrande	4
Joe Coffie	5
Dan Lourenco	6
Kijuan Adams	7
Matthew Ashmead	8
Dan Poulos	9
Ralph Yates	10
Akeem Martinez	11
Chris Spatkowski	12
James Motley	13
Jordan Massa	14



FIGURE MASTERS

COMPETITOR	PLACING
Samantha Towe	1
Meisha Abbasinejad	2
Shaon Zaubi	3
Maureen Bergeron	4
Nicole Robinson	5
Kristen Vermillion	6
Anna Gibbons	7
Malenna Saunders	8
Laurin Hollander	9
Jennifer Clark	10
Cindy Wechsler	11
Annmarie Govoni	12

FIGURE SHORT

COMPETITOR	PLACING
Kristina Marzik	1
Amber Trapassi	2
Tani Correia	3
Maureen Bergeron	4
Megan Eisenhandler	5
Kerri Mankus	6
Cindy Wechsler	7
Jennifer Clark	8

FIGURE MEDIUM

COMPETITOR	PLACING
Samantha Towe	1
Kristen Vermillion	2
Sharon Zaubi	3
Wendy Muckell	4
Jennifer Centopani	5
Julie Briggs	6
Heidi Cass	7
Aime Lykins	8
Annmarie Govoni	9
Laurin Hollander	10

FIGURE TALL

COMPETITOR	PLACING
Lucie DeRosa	1
Heidi Jones	2
Malenna Saunders	3
Audra Dowling	4
Meisha Abbasinejad	5
Morgan Swinburne	6
Anna Gibbons	7
Dawnita Fry	8
Kelsey Boyce	9
Raelynn Baumann	10

JUNIOR

COMPETITOR	PLACING
Igor Filins	1
Ryan Wagner	2
Igor Glos	3
Robert McIntosh	4
Sean Hayes	5
Zack Cyr	6



NOVICE

COMPETITOR	PLACING
Jerome Hawkins	1
Eric Boguslawski	2
Dave Fitzpatrick	3
Al-Rahim Williams	4
Kyle Wellington	5
Nathan Kelly	6
Aaron Brown	7
Zack Cyr	8
Chris Poirier	9
Edward Varipapa	10



MASTER'S

COMPETITOR	PLACING
Laimondo Trowell	1
Uchenna Obinabo	2
Mike Costello	3
Mark Martell	4
Pete Annino	5
Edward Varipapa	6



LIGHTWEIGHT

COMPETITOR	PLACING
Ryan Wagner	1
Dave Williams	2



MIDDLEWEIGHT

COMPETITOR	PLACING
J.J. Casagrande	1
Dave Fitzpatrick	2
Laimondo Trowell	3
Kijuan Adams	4
Al-Rahim Williams	5
Edward Varipapa	6

LIGHT HEAVY

COMPETITOR	PLACING
Jerome Hawkins	1
Claudio Boni	2
Damien Mercer	3
Eric Boguslawski	4
Robert Baj	5
Matthew Ashmead	6
Dan Rutherford	7
Uchenna Obinabo	8
Gabriel Garcia	9

HEAVYWEIGHT

COMPETITOR	PLACING
Dan Niccioli	1
Jesse Baker	2
Mark Martell	3
Ralph Yates	4
Aaron Brown	5
Chris Poirier	6





The 14th Annual Fitness Atlantic show was held at the Oakdale Theatre in Wallingford, CT.

When I first walked into the theatre I was amazed at how far fitness, figure, bodybuilding competitions have come since I first started competing 10 years ago. The venue was more of an event rather than just a bodybuilding show with five people in the audience.

There was a line out the door of fans waiting to train with Tony Horton and take pictures; Monica Brant was there as the sport's most beloved veteran; and the lobby area was full of vendors.

I was there as one of the judges for the show so as a judge and a veteran of the sport, I'll recap the show and my thoughts on the venue, results, and the following day's workshop.

The judging at the Atlantic was different than other shows. There were two judging panels; I was on judging panel 1 with four or five other judges and we judged the bodybuilding, figure, and muscle model categories. Panel 2 judged the Diva Fitness Model, Bikini, and Male Model

categories. Panel 1 and Panel 2 alternated seating so that no one from Panel 1 would be sitting next to someone else on Panel 1. We couldn't use cell phones, talk, and there was no discussion on the results in between the morning and evening shows.

The day after the show was the Workshop with Monica Brant and Rocco Castellano of AskRoccoMedia.com

Then Monica Brant presented and gave incredible insight on how she started in the industry -- and how her big break was her first Muscle & Fitness cover she did as a relatively unknown athlete at the time. That cover and her friendly and go-getter attitude opened up so many doors for her. I love hearing how a celebrity made it to stardom. I then had some one-on-one time with Monica since I was asked to bring her to the airport to catch her flight home. If you had told me 10-15 years ago that I would be chatting casually with Monica Brant in my car I would've laughed. She was the physique I aspired to have when I started training because I felt it was something my body could achieve WITH TIME AND PATIENCE. Starving myself as a teenager didn't work. Tried that and after a half of a day got hungry and ate a peach. So being rail thin wasn't ever going to work for me. But being an athlete all my life and loving food...now that's something I could work with. I enjoyed my 30 minute discussion with Monica and liked her openness. I'm hoping to now keep in touch as friends who share the same passion.

So it was a whirlwind of a weekend, but overall it was an incredible way to open the 2012 season.

— Michele Welcome



TONY HORTON



Throughout the years Fitness Atlantic has inspired hundreds of people to get in the best shape of their lives each year. That is a good amount of people over the past fourteen years of events.

That doesn't include the thousands of people daily on the website which have used education and motivation to transform their bodies and lives with proper training and nutrition.

The thing is this year and last year we have been honored to have someone at our event that has inspired and motivated millions of people to do just that.

In the spirit of fitness we were happy to present an Award for the Crowning Achievement of Excellence to Tony Horton.

For devoting his life to changing the lives of others through a health and fitness lifestyle.



TONY HORTON



WALLINGFORD, CT – APRIL 14, 2012 – Fitness trainer **Tony Horton**, creator of “**P90X® Extreme Training System,**” lead an open workout at the Fitness Atlantic Event.

Tony Horton, the master behind the best selling fitness program in America **P90X®**. Tony helps people get fit all over the world by keeping them motivated in health, physique, and lifestyle. Over the last 17 years Tony has acquired, perfected, and shared his fitness expertise with countless individuals across America. From professional athletes, sports teams, television and major movie stars, recording artists to the average American, Tony has helped people turn their lives around with the perfect mix of encouragement, humor, discipline and fun.

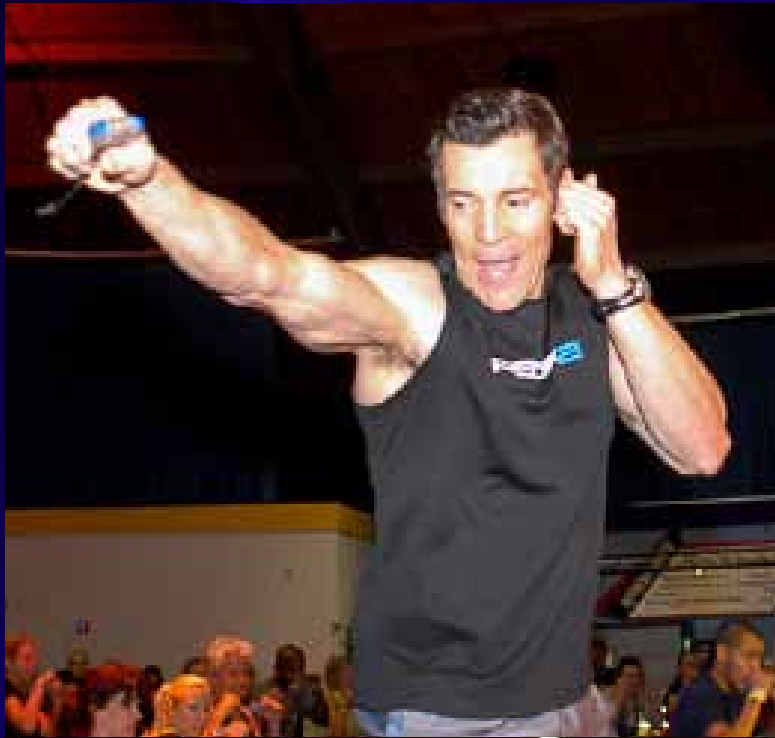
PHOTOGRAPHY BY **John Ryan**



His expertise includes post-rehabilitation training, advanced stretching, yoga, weight/resistance training, cardiovascular/aerobic training, boxing and kickboxing, plus circuit, cross and interval training. Aside from his powerful programs with Beachbody and operating ASH Fitness, a state-of-the-art training facility in Santa Monica, California, Tony hosts a minimum of three fitness camps per year where he personally helps scores of people meet their goals.

His **P90X** DVD's emphasize "muscle confusion," a method of cross training and periodization achieved through switching the order of exercises and incorporating new and varied movements. Muscle confusion supposedly prevents the body from adapting to exercises over time, resulting in continual improvement without plateaus.

His first book came out with Rodale books titled "Bring It!". Tony just



completed the Tony Horton “Ripped and Ready” Tour with Armed Forces Entertainment, where he traveled overseas to reach our soldiers, airmen, sailors and their families motivating them with a fitness regime geared especially for them. Tony loved helping teach and lecture on how working out is the practical tool that helps them prepare for the rigors of their job. Tony recently went to Washington, D.C., where he was the race marshal for the National Press Club’s 5K Race. He travels to D.C. regularly to whip about 140 members of Congress into shape on Capitol Hill at the Results Gym.

Tony has been featured in numerous national publications like Men’s Fitness, Fitness, People, LA HEALTH, Self, Washington Post, Washington Examiner, Politico, LA Times, Military Times and has made multiple appearances on National Television, including CNN, A&E, NBC, CBS, FOX and TV Guide Network.





His training techniques have produced amazing results for TV celebrities such as *Without a Trace*'s Poppy Montgomery and Roselyn Sanchez, *Brothers and Sisters* star Rob Lowe, James Bond star Sean Connery and legendary film star Shirley MacLaine. Music celebrities such as Bruce Springsteen, Usher, Tom Petty, Billy Idol, Annie Lennox and Sheryl Crow credit Tony for their mean touring machines. Former New York Giant Carl Banks. Finally, current Philadelphia Eagle David Akers, credits the **P90X®** Extreme Home Fitness program with helping him set the NFL record for most consecutive post-season field goals this year.

With a whopping \$500+ million in sales of an extremely impressive library of fitness programs like the highly acclaimed **P90X®**, **Power 90®**, *One on One with Tony Horton*, *Ten Minute Trainer*, *Power Half Hour™*, *Tony & the Kids!* (for ages 5 to 12), *Tony & the Folks!* (for senior citizens), and *Great Body Guaranteed!™*, this East Coast (Rhode Island) native incorporates his personal training experience and engaging personality to get people of all ages moving and digging deep to get their best results.



Discover The **"BACKSTAGE SECRETS"** That The Most Successful Fitness, Bikini, Model And Bodybuilding Competitors Use To Dominate Their Competition and Land on The Cover Of Famous Fitness Magazines...

BRIAN CANNONE'S

STAGE READY NUTRITION & TRAINING

You can now have in your hands one of the most powerful physique transforming tools in existence.



Just putting to use a few of the secrets in this program will change your physique for the better.

Whether you're competing in a show for the first time or you just want to boost your rankings here is the chance to get an exclusive behind the scenes look at the tips and tricks 1st place winners use.

No other author can offer this unique opportunity from someone who has competed in and runs more all natural bodybuilding shows and now produces one of the most popular shows in the country...here is your chance to get that extra edge.

PLUS



Follow this link and see for yourself.

CLICK HERE AND ORDER NOW!
www.fitnessatlantic.com/stage-ready

5 Best Things About Entering A Show

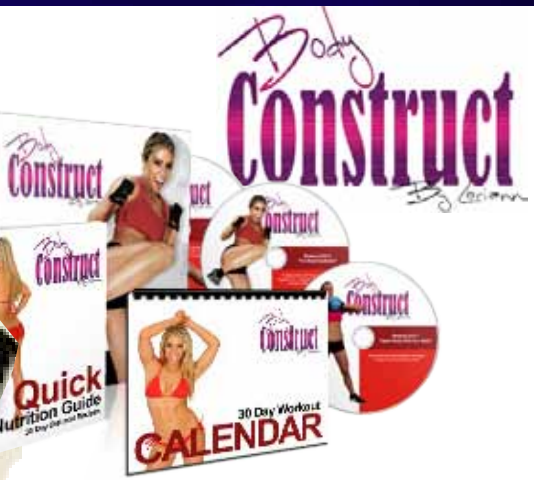
5. The Commitment - Following through to a deadline lets you see just what you can accomplish if you commit to something.

4. The Friendships - Sometimes more than not you walk away with more new friends with common interests that you would think from entering a contest. Many lifetime friendships have been created from meeting up for just one day.

3. Overcoming Fear - Try stepping on stage in the smallest outfit you never thought you would wear out in public - not only in public but on a stage with a spotlight on you! This is a true stage fright overcomer and helps build confidence.

2. The Experience - Each time you compete you learn different things about nutrition and exercise and if you are trained by a trainer or just figure things out on your own the process is a learning experience and the ability to get deeper into your workout routine and plan that you follow.

1. The Results - The amount of changes you can physically see in your physique are truly amazing in the actually short period of time. The average diet and training program is just 12 weeks and contestants go from regular looking people to fitness models in magazines.



**Stop Complaining
& Start Training**

My name is Lori-Ann Marchese, owner of Body Construct, LLC. I am a WBFF Pro, Fitness Cover Model, fitness magazine writer and won many bikini competitions.

After Training with Male Trainers, going gym to gym, and frustrations, I have realized nothing worked! I just couldn't get the lean legs, perfect glutes, abs, and definition I was looking for.

So I started training on my own. Guess what? I quit the Gym!! Thats right! I am finally going to release my Top Workout secrets to my success. I created this program specifically for women only! I wanted to share my experience and my top secrets to help women get the body they been always looking for.

Male Trainers just don't have an understanding of what women need! This program was created specifically for us women! My mission is to impact as many women as possible by releasing there frustrations and getting them RESULTS!



CLICK HERE & ORDER NOW!
www.body-construct.com

**Top 5 Worst Things
About Competing**

5. The Food - Eating the same types of foods over and over on a daily basis for a long period of time. Plain chicken, brown rice, and vegetables. Sometimes it isn't just eating plain foods but the grocery shopping and cooking that takes so much time. Learning how to get creative with cooking is the best thing you can do.

4. Drinking Water - Sounds like no big deal but try drinking a gallon of water everyday. Long drives are no fun and the frequent stops at every bathroom especially when you are on a highway and there isn't an exit for miles and you have to hold it and run into the nearest gas station and hope the bathroom is open and you don't have to go inside and get some crazy key on a chain attached to a board and go into some scary bathroom isn't fun.

3. Social Outings - Try going into a holiday and having your family see you eat salad while they are eating "regular" foods and having deserts like cake and cookies. Going out with friends while they are having drinks and being the one who is having to eat a 6th meal of chicken and vegetables and drinking water. The comments and shots people take at you make for an awkward time.



The Body Rock Project is for women who are looking for an intense workout in the comfort of their own home. With these workouts, I intend for every woman to completely let down her guard and execute the workouts to the absolute best of their ability without fear of looking or feeling "silly" or looking "awkward" inside a crowded gym.

TO LOOK YOU'RE BEST ...YOU HAVE TO TRAIN WITH THE BEST!



CLICK HERE & ORDER NOW!

WWW.BODYROCKPROJECT.COM

2. Being Judged - Everyone that competes wants to win the show. Thing is out of 200 athletes there is only about 6 different division winners and depending on who shows up and what the judges score depends on how you place. Many times athletes feel they should have placed and scored higher than they did. It can be natural to feel that way because it is a lot of work, time and effort that goes in and who wants to say, "I was second place." Sure, the best thing to say is, "I won." Your best thing to do is just show someone a picture of yourself on stage and then the placing really doesn't matter!

1. The Tanning Product - So people get as lean as they can and into contest shape to get sprayed by a power sprayer of dark lotion or painted by a friend with a sponge brush. The stuff stinks too and takes forever to come off and you can't shower once it's on until the contest is over. Best thing to do here is really fine a great spray tanning company and at Fitness Atlantic we have Elite Bronzing and MaryBeth takes all of the contest tanning stress away and makes sure your color is perfect and no mess.

THE WORLD'S FIRST FITNESS RADIO



Hosted by
Andre "Bricks" St Clair and Brian Cannone

Weeknights at 9:00PM EST

The Body Shop connects you with the hottest fitness models in the world - learn the backstage secrets that the most successful bikini divas, fitness models, and bodybuilders use to dominate their competition and land covers of magazines! Only on **The Body Shop** will you listen and talk to the best in fitness competitions!



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