

RIPPED ON THE ROAD!

By Ron Harris • Photography by Per Bernal

Get Lean and Chiseled with GNC Road Warrior Bill Sienerth

A GRAPPLER FROM PITTSBURGH

Cover model Bill Sienerth was born 29 years ago in the tough steel town of Pittsburgh, Pennsylvania. Though he participated in a slew of sports, including baseball, football, soccer, karate, motocross, BMX and gymnastics, he found his niche with wrestling, thanks to his father. "My dad had been an outstanding wrestler in high school, and he had me rolling around on the ground starting to learn things literally before I could even walk," he says. As luck would have it, his father happened to be a friend of the dad of Olympic gold medalist and professional wrestler Kurt Angle, which led to Bill getting versed in both wrestling and weight training from Kurt while in sixth grade (for more on Kurt Angle, see his interview in this issue). "Kurt taught me all the basics as far as which exercises to do, how to do them properly, and for how many sets and reps," Bill tells us. This was while Kurt himself was training for the 1996 Olympic games.

Since Bill was equally good at both wrestling and football, his father helped him make a rough choice between the two at the start of high school. "I was 112 pounds, and while wrestling has weight classes, football doesn't, and I would be at a disadvantage on the field with much heavier players." Bill excelled as a high school wrestler until he broke his arm in three places in a match at the end of the season in his junior year. Though he could have come back as a senior, he decided instead to see what he had been missing out on. "For the last 10 years, nearly every weekend of the year I had either been to a wrestling match or a BMX race. I just wanted a break from all that finally."



Quitting wrestling turned out to be one of the major regrets of Bill's life. "I saw kids I had beaten in high school go on to the NCAA Championships, even the Olympics," he explains. "I realized I had missed out on an opportunity, that I could have achieved greatness if I had only kept at it and gave it a hundred percent like my dad always told me to in anything I did in life."

FINDING HIMSELF THROUGH FITNESS

Bill wasn't quite sure what to do with his life after high school. After going to aviation school and getting his commercial pilot's license, he moved on to Slippery Rock University to earn his degree in business management and marketing. In the meantime, he began weight training again seriously with his friend, Brian. "At the time I had no idea what I was training for, but I knew I loved it," he relates. "I did know that I always felt better after challenging myself to the max in the gym, that training was my meditation and my therapy." Looking good was just a byproduct, and it would be years before Bill stumbled into a career in the fitness industry. He did transform himself from a starting weight of 155 pounds at six foot all the way to a high of 245 before chiseling down to 200 for this photo shoot.

After a brief stint at Petco that served to motivate him to find something better, Bill became an executive team leader for Target. The money was excellent, but the hours were so long and demanding that for a full year, he lacked both the time and energy to make it to the gym. A defining moment came in February 2008 when he was watching the New England Patriots play the New York Giants in Super Bowl XLII. "Back in high school, my good friend Ray 'Bubba' Ventrone had been the best football player and I had been the best wrestler," he recalls. "Here he was playing for the Patriots, and what had I done with my athletic talent?" After Ventrone made one exceptional play, the next commercial that came on was for Monster.com, and Bill saw it as a sign to switch careers.

Soon after, Bill was about to settle in Sarasota, Florida, where he had found a new position, when the final sign came to him while watching a brilliant sunset over the Gulf of Mexico. Bill's mother

had passed away a few years prior, and he felt she was trying to communicate to him that this was not what he was meant to do. Trusting his gut, he immediately returned to Pittsburgh before even starting the new job, and found work as a store manager at a GNC retail location. It had the dubious honor of having the lowest sales in the region, but in less than a year Bill turned it around and made it number one.

"IF YOU'RE CREATIVE AND DETERMINED, YOU CAN ACTUALLY GET A GREAT WORKOUT WITH NO MORE EQUIPMENT THAN THE BANDS AND A COUPLE CHAIRS."

A CAREER HELPING PEOPLE LIVE THEIR BEST LIVES

In his time managing the GNC, Bill had a vision—which he kept to himself—of seeing himself in the store window display. Shortly afterward, he was helping out at the GNC booth at the NPC Teen, Collegiate, and Masters Nationals when he started talking to Greg Johnston, senior event manager for GNC, who recognized that Bill was a perfect fit for that branch of the company. Bill is now in his fourth year as a team event coordinator for GNC, managing sponsored athletes and booths at contests and expos all over the USA. Bill also found that the fruits of his labors in training hard and eating right for years led to his vision coming true. Not only has his ripped image graced posters, displays, and even supplement bottles

for GNC, but he was featured in a 30-foot tall display at the 2011 Olympia Weekend in Las Vegas, visible from all points in the massive expo hall.

STAYING IN TOP SHAPE ON THE ROAD

Bill is on the road about 100 days of the year with his job, which means a little extra effort is required to maintain his training and nutrition regimen. Before heading to any destination, Bill does some research to see if his hotel has its own gym, as most do these days. "The first thing I usually do when I arrive is work out right after checking into my room, or sometimes I will even train before going to my room." If the hotel doesn't have exercise facilities or if he's at an event with such long hours that getting there isn't feasible, he has made do many times with a 20-minute circuit in his room with the "On-the-Road Exercises" featured here. "I always train, no matter what," he explains. "It clears my head and energizes me, and I also like to do some cardio on the treadmill as soon as possible after flying just to get the circulation back in my legs after sitting in that airline seat for hours."

Bill always packs two exercise bands with heavier and lighter resistance in case he winds up training in his hotel room. "If you're creative and determined, you can actually get a great workout with no more equipment than the bands and a couple chairs," he adds. Eating well on the road is a bit trickier, but is easy to manage with some planning ahead of time. "I see how long I'm going to be there, and I will cook and freeze as many meals as I will need or very close to it," he tells us. "I will call the hotel ahead of time to arrange for a microwave and a refrigerator for my room, but I've also made do with just my own cooler and ice from the

DAILY DIET (used for this FitnessRx Men photo shoot)

- Meal 1:** GNC Pro AMP Amplified Wheyboldic 60 Extreme
- Meal 2:** 10 oz. fish, chicken or steak and ½ cup oatmeal
- Meal 3:** 10 oz. fish, chicken or steak and ½ cup oatmeal
- Meal 4:** (pre-workout): GNC Pro AMP Amplified Muscle Meal
- Meal 5:** (at the gym, post-workout): GNC Pro AMP Amplified Wheyboldic 60 Extreme
- Meal 6:** (ASAP after workout): 10 oz. steak, 9 egg whites, broccoli
- Meal 7:** GNC Pro Performance 100% Casein Protein

MORNING SUPPLEMENTS

- GNC Mega Men® Sport
- GNC Triple Strength Fish Oil
- GNC Preventive Nutrition® Liver formula
- GNC Herbal Plus® Standardized Cranberry
- GNC 75 Billion CFU Probiotic
- GNC Preventive Nutrition® Quercetin
- GNC Preventive Nutrition® CoQ-10
- Resveratrol 500 mg
- GNC Pro Performance® Amp Creatine 189™

AFTERNOON SUPPLEMENTS

- GNC Triple Strength Fish Oil
- GNC Longevity Factors Cellular Antioxidant Formula
- Resveratrol 500 mg
- GNC Super Foods Supreme

EVENING SUPPLEMENTS

- GNC Pro Performance® ZMA
- GNC Triple Strength Fish Oil
- Resveratrol 500 mg
- GNC Melatonin
- GNC Beyond Raw® Re-Forged
- Thermogenic, a.m. and afternoon
- GNC Beyond Raw® Refine

PRE-WORKOUT

- GNC Beyond Raw® Ravage or GNC GenetixHD™ Pro Sculpt
- GNC Pro Performance® Beta-Alanine

With each meal:

- GNC Preventive Nutrition® Multi-Enzyme Formula

When dieting:

- GNC Vitamin B-12 1500 and GNC GenetixHD™ Physio-Burn™, 2 in the morning, 2 post-workout, 2 in the p.m. hours
- GNC Total Lean™ Waterex™ (During Depletion)
- GNC Total Lean™ Waterex™ (During Depletion)



machine out in the hall." When he does eat at restaurants, Bill never hesitates to make sure his food is prepared the way he wants it. "It's your body and your money, so don't ever be afraid to ask for no butters or oils or extra salt," he advises. Should he run out of prepared meals for whatever reason, he seeks out the nearest Whole Foods. "They always have a great selection of healthy and fresh cooked food," he notes.

AN EXAMPLE TO FOLLOW FROM THIS ROAD WARRIOR

Those of you who have jobs that require regular traveling certainly have a plethora of excuses to wander astray from your workouts and healthy eating habits while on the road. Just being out of your normal environment is itself a daunting challenge. But hopefully the example Bill Sienerth has set with his phenomenal physique shows you that it most certainly can be done, so long as you are truly committed to looking and feeling your best. With determination and planning, you can continue working on your physical masterpiece no matter where you are.

ON-THE-ROAD EXERCISES

Push-ups

Target muscles: Chest, anterior deltoids, triceps

Performance: You can drop and do 20 of these just about anywhere. Keep your torso and legs parallel to the ground and be sure to lower until your arms are bent at 90 degrees. You can emphasize more pecs with hands spaced farther apart, or bring them inside of shoulder width to hit more triceps. Advanced trainers can do push-ups between two chairs for a deeper stretch and greater range of motion.



Chair Dips

Target muscles: Chest, anterior deltoids, triceps

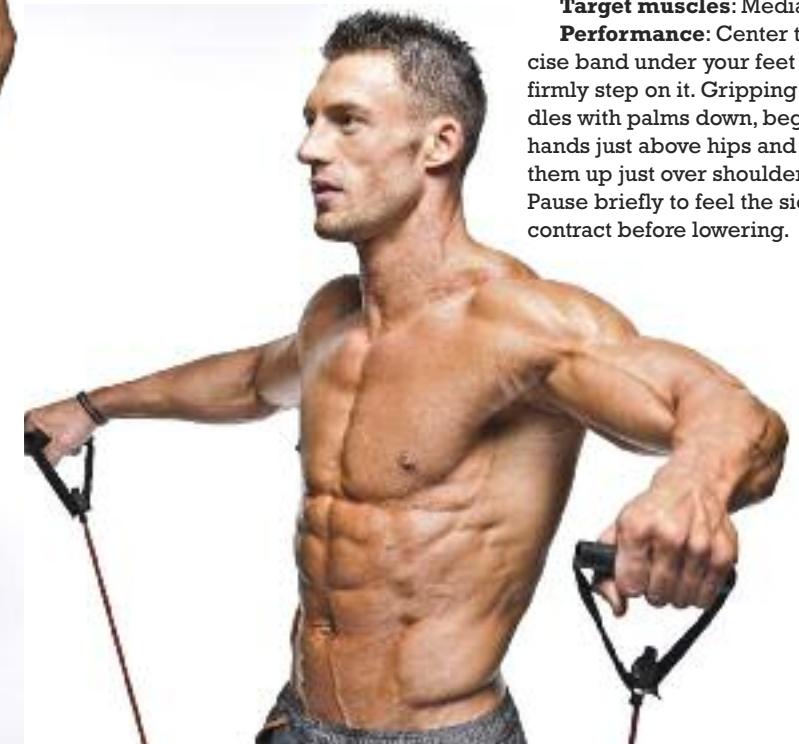
Performance: Beginners can use one chair and leave their feet on the ground, but otherwise have your hands behind you on one chair and your feet propped up on a second chair in front of you. Lower yourself until you feel a stretch in your chest and tri's, then smoothly push back up to lockout.



Side band raises

Target muscles: Medial deltoids

Performance: Center the exercise band under your feet and firmly step on it. Gripping the handles with palms down, begin with hands just above hips and raise them up just over shoulder level. Pause briefly to feel the side delts contract before lowering.





Overhead triceps extensions with bands

Target muscles: Triceps

Performance: Step on the center of the exercise band with the handles behind you, bringing them to a start position where you feel a stretch in the triceps. Extend both arms overhead to full contraction.



Biceps curls with bands

Target muscles: Biceps

Performance: Adjust band length by setting foot width wider or narrower until you find the optimal resistance level. Start with arms fully extended and curl up until biceps are fully contracted. Be sure your elbows remain pinned to your sides.



Crossovers

Target muscles: Chest

Performance: Though shown with cables, you can also improvise these with an exercise band by finding any vertical upright object, such as a pillar, to wrap the band around. Begin with arms bent as if ready to hug an enormous person, and then bring both hands together while keeping your arms in the bent position.



HOTEL GYM EXERCISES

Pull-ups

Target muscles: Latissimus dorsi, rhomboids, posterior deltoids, biceps

Performance: It's the most basic back exercise you can do, yet the toughest. Pulling your own bodyweight up to a bar stresses the lats like nothing else. If you have access to a unit like the one shown, you can hit different parts of the back by switching up your grip. Pull all the way up and pause before lowering for a stretch.

Incline dumbbell chest press

Target muscles: Chest (emphasis upper), anterior deltoids, triceps

Performance: Begin with arms bent at 90 degrees so that they form the bottom of a rectangle, then press both dumbbells up and together. Be careful not to set adjustable benches at too high of an angle lest this turn into more of a shoulder press.



Standing dumbbell curls

Target muscles: Biceps, brachialis

Performance: Start with dumbbells at sides, palms facing in toward body. Curl up with one arm at a time, rotating the palm away from the body so that it finishes facing up toward the sky. Alternate right and left arms.

Flat dumbbell chest press

Target muscles: Chest, anterior deltoids, triceps

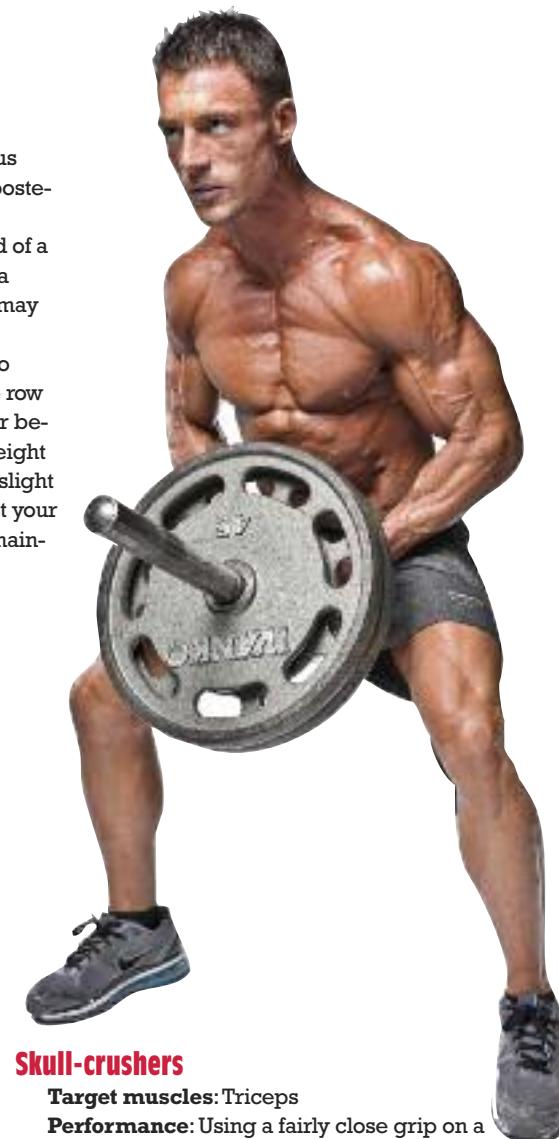
Performance: Do these just as you would the incline presses. The barbell bench press is often called the king of chest exercises, but most men have found dumbbells offer both a better feel in the pecs as well as superior results.



T-bar rows

Target muscles: Latissimus dorsi, trapezius, rhomboids, posterior deltoids, biceps

Performance: Set one end of a barbell in a corner and slide a plate over the other end. You may want to lay a heavy dumbbell across the end in the corner to keep it anchored. Slip a cable row grip attachment under the bar behind the plate, and pull the weight into your lower chest. Keep a slight bend in your legs but don't let your lower back round—instead maintain an arch.



Skull-crushers

Target muscles: Triceps

Performance: Using a fairly close grip on a barbell (hands about six inches apart), lower until the bar is just over your forehead. Keep your elbows pointing upward. Extend arms out to full lockout.

Dumbbell triceps extensions

Target muscles: Triceps

Performance: This is the same movement as skull-crushers, except that you use a dumbbell in each hand rather than a barbell. Since they are tougher to balance, go a bit lighter than the combined weight you would use with a bar.

Cable curls

Target muscles: Biceps

Performance: Cable curls are performed exactly the same as the version you would do with a barbell or an exercise band. Key points are to avoid letting the elbows drift forward, and to pause at the top of each rep to flex the biceps.

Concentration curls

Target muscles: Biceps

Performance: Sit down on a bench and brace the working arm against your inner thigh. Grip the dumbbell and start from a dead hang, curling all the way up.



Reverse single-arm triceps pushdowns

Target muscles: Triceps (emphasis long head)

Performance: With a reverse grip (palm facing up) on a high cable pulley, extend the arm all the way down to lockout.

Triceps pushdowns

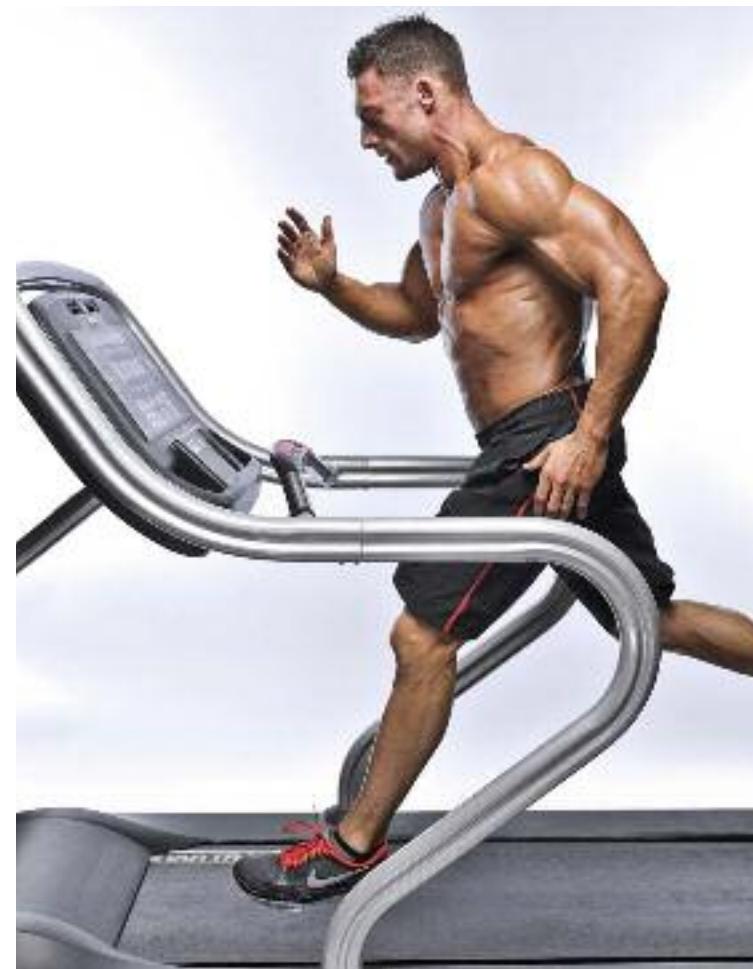
Target muscles: Triceps

Performance: You use a fixed grip attachment such as a short straight bar or a V-bar, or you can opt for a rope for more freedom of motion. Initiate the movement with elbows at your sides and your hands just about at chest level. Push down until triceps are fully contracted.

Leg raises

Target muscles: Abdominals

Performance: Holding yourself up on a chin-up bar, keep your legs locked straight and raise them up until your feet are above parallel to the ground. Beginners should do these with bent legs, raising the knees up. To hit the serratus muscles on either side of your abs, raise the knees up and away from the midline of your body, alternating right and left sides.



Treadmill

Even the worst-equipped hotel gyms inevitably feature a treadmill to walk, jog or run on. Since outdoor cardio isn't always possible in inclement weather, the treadmill can be your go-to tool to burn calories and keep your heart and lungs in tip-top condition.

Follow Bill on Twitter @willsienerth for tips on training, nutrition, motivation, and supplementation, and check out his Facebook fan page, Bill Sienerth.

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