

Arnold Schwarzenegger

1. Background

A. Determination of a career

1. First Workout
2. Reg Park

B. Training as a teenager

1. Weekly "Shock Workouts"
2. Sacrificing

C. Entrance into the Austrian Army

1. Weight room
2. Meeting Franco Columbo

11. Careers

A. Competitive

1. Jr. Mr. Europe
2. Mr. Universe
3. Mr. Olympia

B. Business

1. Gyms
2. Mail Orders

C. Acting

1. Stay Hungry
2. Pumping Iron
3. Conan

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Thesis: Arnold Schwarzenegger parlayed bodybuilding into a business career that has made him wealthy and an acting career that has made him well known.

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Arnold Schwarzenegger is the worlds most famous bodybuilder. He began bodybuilding at the age of fifteen mainly because he had a desire to be the best in the world at something, so he chose bodybuilding. Throughout his competitive career Arnold built up numerous titles to his credit. Along with these victories Arnold has been successful in a few films and he has built a secure future through a solid business career.

Arnold Schwarzenegger was born in Graz, Austria on July 30, 1947.¹ As a child Arnold was sickly though he had a sound nutritional diet and he was fairly active.² When Arnold was ten years old he got a feeling that he wanted to be the best in the world at something, so he started swimming. He won championships but he felt that he could not be the best. Arnold then started playing soccer but he did not like that too well because he did not get the credit alone if he did something special.³ To strengthen his legs for soccer, Arnold began weight training at a gym. Arnold had his first real workout in a gym about eight miles from his home in Thal, Austria. Arnold rode his bicycle to the gym. He worked out using dumbbells, barbells, and machines. The other weightlifters warned Arnold that he would get sore, but it did not seem to have any effect on him. Arnold felt he must go on, beyond the pain. As Arnold was riding home, his weakness started to show. He could not hold on to the handlebars, his legs were too weak to pedal, he fell off his bike many times. The next day Arnold was totally helpless from the pain he was experiencing.⁴ It was that workout that made up Arnolds mind that bodybuilding would be his career.

Shortly after beginning weight lifting, Arnold began reading American Muscle magazines with the help of a translator.⁵ Arnold saw a picture of Reg Park and Arnold immediately knew that he wanted to look like Reg Park. Arnold liked Reg Park's huge, massive look. Reg Park became the image in Arnold's mind from the time he started training.⁶ As Arnold grew he knew that it was possible for him to become (look) like Reg Park. Arnold became obsessed with Reg Park and Arnold's teenage training became brutal.

As a teenager Arnold experimented with different training methods in order to make the best gains he possibly could. One of the methods Arnold devised was called "Shock Workouts". The shock workouts usually took place out in the Austrian wilderness. Arnold and a friend, along with two girls, would go out to a forest on a warm summer day. Along with them, they would bring food, wine, and weights. They would have a picnic while Arnold and his partner would do squats for three straight hours-more than fifty sets-just to shock the muscles into responding. Arnold felt that the muscles had no chance to survive except to grow. The guys bragged to each other how bad the pain was, just to psychologically push each other past the pain barrier. Arnold and his partner felt that in that type of atmosphere there was no room for anything but one hundred percent effort.⁷ Each week Arnold would train a different bodypart and occasionally he would change partners and girls.

These weekly "Shock Workouts" were the only times that Arnold could have relationships with girls. Arnold had to sacrifice the normal high school relationships with girls that the other guys went through. Arnold

blocked out most parties, junk food, and drinking while these things were being enjoyed by most of Arnolds friends. Arnold felt that he did not have the time to take one girl out regularly and go through a normal high school romance with all its phone calls and notes. He needed the time to be in the gym.⁸ One thing Arnold could not sacrifice as a teenager was entrance into the Austrian Army. Entrance for one year is required in Austria.

Arnolds entrance into the Austrian Army proved very beneficial to him. Arnold made his entrance beneficial by going AWOL to Germany for a contest. Arnold won the contest and was punished when he returned to Austria. After his punishment, the Commander set up a weight room for Arnold to train in. Everyday after lunch, Arnold would train for six hours straight. Arnold devised a program so he would not get wiped out during those six hours. Arnold had to constantly train, he could not sit down.⁹ When Arnold finished his year in the Army he weighed two hundred and twenty five pounds. That year in the Army changed his bodyweight twenty five pounds which was the biggest gain Arnold ever made in a single year.¹⁰ Another benefit of the Army was that Arnold met his future training partner and best friend, Franco Columbo.¹¹

Arnold met Franco Columbo at the Jr. Mr. Europe contest in Stuggart, Germany. Franco was a boxer who turned to the sport of powerlifting. Arnold immediatly knew Franco would be a great training partner because of Francos great strength. Soon after their meeting, Arnold went to Franco's gym to look for more weight to handle and a better atmosphere to handle

it in. Soon after that Arnold had a job at Franco's gym as an instructor.¹² Arnold said to Franco, "These guys are shit. I need competition, someone who can handle the same weight I can. I need to run faster."¹³ So they scheduled their training so that they could work out together. Throughout the years, Arnold and Franco were training partners and best friends. Run faster they did, because in upcoming years they both achieved the coveted title of Mr. Olympia.

Arnold Schwarzenegger has allowed his bodybuilding publicity to help him achieve success in other careers. These careers being acting and business. Arnold's first career was competitive bodybuilding. Arnold's career started in the year 1965. While in basic training for the Austrian Army, Arnold received an invitation for the Jr. Mr. Europe contest, held in Stuttgart Germany. Arnold disobeyed orders that no one could leave the base during basic training and he took a train to Stuttgart. With the aid of someone else's body oil and posing trunks, Arnold put together a posing routine he memorized from pictures of Reg Park. Though very inexperienced, Arnold Schwarzenegger won the contest and became Mr. Europe Junior.¹⁴ Winning the Mr. Jr. Europe title brought Arnold much publicity. He was then invited to the Mr. Universe Contest in 1966.

The Mr. Universe contest was held in Munich Germany in 1966. Arnold placed second to a very well proportioned bodybuilder named Chet Yocum.¹⁵ In 1967, Arnold entered the Mr. Universe contest held in London England. This contest was amateur in status and Arnold beat out a very competitive bodybuilder named Dennis Tinnerino.¹⁶ Arnold's next Mr. Universe contest was professional and was again held in London England in 1968.¹⁷ Arnold

won this title easily and was cordially invited to America by Joe Weider so Arnold could compete in the IFBB Mr. Universe contest held in Miami Florida in 1968.¹⁸ Arnold placed second to Frank Zane at that contest due to a lack of definition.¹⁹ During the next two years, 1969-1970, Arnold won the Mr. Universe title three times to make a total of five Mr. Universe titles to his credit.²⁰

In addition to his five Mr. Universe titles, Arnold has put together a total of seven Mr. Olympia titles. In 1969, Arnold entered his first Mr. Olympia contest only to place second to the huge Sergio Oliva.²¹ Arnold came back in 1970 to defeat Sergio Oliva and win the Mr. Olympia title.²² During the next five years, Arnold defended his Mr. Olympia title. After his 1975 Mr. Olympia win, Arnold announced his retirement from professional bodybuilding. His reason being, "My ego was not being satisfied from winning anymore."²³ He also retired to promote bodybuilding through acting and his businesses. On November 25, 1980, Arnold made a surprize comeback as a Mr. Olympia contestant. Arnold entered the Olympia and unbelievably placed first, beating out some spectacular competitors who were in top shape.²⁴ This was Arnolds seventh Mr. Olympia win and possibly not his last.

Arnolds comeback was made possible because he has to continually work out to stay in shape for his seminars which are a major part of his business career. Arnolds business career started in Germany when Arnold purchased a gym in Munich. Arnold was able to purchase the gym with the money from odd jobs and loans from friends. This time period was a struggle for Arnold until he placed second in the Mr. Universe contest. After the contest, the gym membership rose from 70 to 200 due to Arnolds publicity from the contest

and then finally Arnold made some money through bodybuilding.²⁵

In 1968 Arnold sold his Gym and came to America.²⁶ Joe Weider brought Arnold to California to train under contract. Joe Weider also helped Arnold set up a mail order business which is still very profitable for Arnold.²⁷ This mail order business runs monthly in Muscle and Fitness and has workout courses for arms, chest, back, and all other bodyparts. The advertisement also has Arnold shirts, belts, posters, and gym bags for sale.²⁸ All these items make Arnolds mail order business very profitable to Arnold. Along with a successful business career, Arnold has been fairly successful in movies.

Arnolds second movie, Stay Hungry, showed Arnolds self confidence and showed he radiated assurance and appeal.²⁹ Vincent Canaby of the New York Times Film Review states, "Arnold Schwarzenegger, a Mr. Universe contestant, a nice, honorable young man who apperra to be trapped inside a huge body that has no relation to the convetional head on top of it."³⁰ Stay Hungry was fairly successful for Arnold and so was his next movie, Pumping Iron.

? Pumping Iron was a documentary of the lives of the bodybuilders who were competing for the 1974 Mr. Olympia contest. Nik Cohn of New York states,

All of this would be intriguing, no more, if it were not for the presence of Schwarzenegger himself, who lights up the film like neon every time he comes on the screen. Blonde and Germanic, muscular beyond all conceeving, he looks like a walking incarnation of the Mighty Thor, the marvel comics superhero. Yet his physical power is balanced by great humor, prodigious charm- that same mixture of sweetness and sass, mock arrogance and mock innocence, that Ali once possessed.³¹

Gene Siskel of the Chicago Tribune states, "Arnold, however, has been blessed with an attractive face and sunny disposition. He is a bodybuilder who clearly is not ashamed of his profession. Thats why

he is the sports number one star."³² Pumping Iron turned out to be a very successful movie as well as a number one selling book. Pumping Iron was Arnolds most successful movie and he is now filming a movie called Conan-The Barbarian.

Conan-The Barbarian will be a movie starring Arnold as the fictional superhero Conan. Conan the Barbarian is a warrior who fights for cities and justice. Arnold must change his bodyweight from 210 to 240 pounds as the character of Conan matures.³³ Conan will be released within the first three months of 1981.

Throughout his career Arnold Schwarzenegger has surrounded himself with good people, people he could trust, people who believe in quality. He has never made a mistake yet, not with his seminars or in competition or in business.³⁴ Arnold claims his life could not be better because he is financially secure, mentally satisfied and has achieved his lifetime goals. Through bodybuilding, Arnild has achieved many fortunes and worldly fame. He is finally satisfied with his accomplishments, but he is still seeking greater fortunes for himself and for bodybuilding.

FOOTNOTES

- 1 "Schwarzenegger, Arnold." Current Biography. (1979), pp. 338-341.
- 2 Ibid., p. 340.
- 3 Ibid., p. 341.
- 4 Schwarzenegger, Arnold and Hall, Douglass Kent. Arnold: The Education of a Bodybuilder.(New York: Simon and Schuster, 1977),p.15.
- 5 Ibid., p. 17.
- 6 Ibid., p. 17.
- 7 Dobbins, Bill. "Thighs" Muscle and Fitness, August 1980, p.54.
- 8 Schwarzenegger, Arnold:, p.29.
- 9 Ibid., p. 38.
- 10 Ibid., p. 39.
- 11 Columbo, Franco and Fels, George. Coming On Strong.(Ontario Canada: Beaverbooks,1978; and in Chicago: Contemporary Books.), p. 18.
- 12 Ibid., p. 18.
- 13 Ibid., p. 19.
- 14 Schwarzenegger, Arnold:, p. 36.
- 15 Ibid., p. 52.
- 16 "Schwarzenegger", Current Biography, p. 339.
- 17 Ibid., p. 338.
- 18 Ibid., p. 339.
- 19 Schwarzenegger, Arnold:, p. 93.
- 20 Ibid., p. 11.
- 21 "Schwarzenegger", Current Biography, p. 338.
- 22 Schwarzenegger, Arnold:, p. 106.

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23 "Schwarzenegger", Current Biography, p. 340.

24 Schwarzenegger, Arnold, "My Olympia Comeback", Muscle and Fitness, p. 6.

25 Schwarzenegger, Arnold!, p. 55.

26 Ibid., p. 95.

27 Schwarzenegger, Arnold, "Courses", Muscle and Fitness, p. 130.

28 Ibid., p. 131.

29 Boyum, Joy Gould, "Movies For Special Tastes", Wall Street Journal, p. 11.

30 "Stay Hungry", New York Times Film Review, p. 202.

31 Cohn, Nik, "Pumping Chic", New York, p. 72.

32 Siskel, Gene, "Pumping Iron", Chicago Tribune, p. 1.

33 Schwarzenegger, "Olympia Comeback", p. 148.

34 Preston, Marilyn, "The Bionic Success Story Is No Dumbell", Chicago Tribune,

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