

# The History of Abcbodybuilding.com



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Writing your own history can be a daunting task, especially when so much of your time, blood, sweat and tears have gone into making that history. I say daunting because it often is not easy to relive some of the more difficult moments, but alas there have been so many great moments that I feel our story is worth telling.

Let me start by saying Abcbodybuilding.com is a labor of love for us. Quite simply put we are so intrinsically motivated to optimize muscle growth for bodybuilders around the world that we have dedicated our entire careers to the process. The process to which I speak began approximately 8 years ago. My brother Gabriel and I had been bit extremely hard by the iron bug and began devouring every bit of material we could get our hands on concerning bodybuilding. One thing we noticed was the extreme conflicting and often unscientific views, which existed on the internet. One site would proclaim that the only way to get huge was to consume 10,000 calories a day, whilst another would stress the importance of eating clean. On one extreme we had the 1 set per week HIT advocates, and on the other were those who recommended high volume protocols (>20 sets), and these two camps battled ferociously against each other.

I remember the controversy, which really peaked our interest was whether or not individuals could shape their muscles. After all bodybuilding is suppose to allow us to a degree to sculpt our physiques, yet many 'internet authorities' stated that this was not the case. Gabriel and I decided that the true answer lay within scientific literature. We began scouring studies, and seeing what they stated regarding the subject. Through extensive research we found a great deal of evidence suggesting that muscle tissue was actually differentially activated depending on the exercise, and that growth was indeed a non uniform process even within a single muscle fiber. We also noticed that of all the valid scientific resources we analyzed none were purely dedicated to developing the ultimate physique. To us, what the bodybuilding world needed was a scientifically valid database written and composed of works provided by true research scientists. We knew that if this were to be accomplished we needed to assume the role of the scientist. The road ahead of us was indeed a long and brutal one. We began looking at who we felt was an authority on the subject. Charles Poliquin was published, and had an expertise in strength and conditioning that impressed us. I looked up his credentials, and noticed that he had his

master's degree in exercise physiology, and also had the coveted certified strength and conditioning specialist accreditation. After reading this I knew that Gabriel and I would both attain not only those credentials and beyond, but the knowledge that came with them.

### **Abcbodbuilding – The Early Years – 2001-2004**

ABCbodybuilding was developed to cover the **A**natomy, **B**iology, and **C**hemistry of the sport of bodybuilding. During the early years of ABC, we began our first online magazine, called Beyond Failure Magazine. The meaning behind the name was straight to the point: "When you hit failure, your workout has just begun." We began by publishing insane workout regimens, each of which was based on scientific research. Gabriel and I were consumed by three things: (1) training, (2) studying, and (3) writing. Countless hours went into each paper we wrote for the site. During this time period, our goal was to establish a base of strong data for the members. By the end of the four years we had accomplished this, amassing hundreds of papers, and topping it off by obtaining our B.S. degrees with highest honors from CSU Eastbay University. The university, as far as B.S. degrees in exercise science goes is probably the most thorough in the nation. Our curriculum was insane and covered biomechanics, exercise stress, exercise physiology, clinical exercise physiology, motor learning, and numerous exercise nutritional courses along with many other supporting classes.

I must say that these early years were not without controversy. You see Gabriel and I had a choice to make. We could run a clean and godly Christian website where all would feel welcome, or we could go the route many others had taken and allow such things as naked pictures of women on our site, cussing, and flaming on the boards among other R/X rated materials. Many did not like the fact that we took the clean route and we took our hits, but felt strong in our decision. Unfortunately, during the process a number of moderators and members who did not see eye to eye with our choice parted ways with us. However, also during this time many individuals stepped up. For those familiar with our history you will recognize forum moderators Adam Knowlden, Nick (aka, NJI), William Ustov, Coz, and lostsheep, along with hundreds of loyal forum members.

Beyond the controversy of running a clean site, were the controversial issues we dealt with in terms of building muscle. For example, one of the camps on the internet stressed having high fat, low carb post workout meals. Yet, science clearly was suggesting the exact opposite of this scenario, and so we spent a number of years dismantling the position with one article after the other.

Finally, I would say the highlight of these years was the change of our magazine to an even more scientific name, known as the "Journal of Hyperplasia Research." Our dream was to create the first Scientific Bodybuilding Journal, that credential scientists published in. This Journal was to be dedicated to one thing and one thing only, "Muscle Growth."

### **Abcbodbuilding – The Latter years: 2005-Present**

From 2005 to present we have worked and researched at top flight institutes. Both Gabriel and I have obtained our master's degrees in exercise science, and are now in pursuit of our PhDs. Currently, I am a PhD candidate in Exercise Physiology at Florida State University, with a specialty in skeletal muscle physiology. While Gabriel is presently a PhD student in the department of Nutritional Sciences at the University of Illinois, Champaign Urbana – many consider this to be the top institute in the world for the study of *optimal* protein intakes for skeletal muscle growth, leanness, and health. Amazingly in this time span Gabriel and I have both presented at numerous national conferences, conducted a plethora of studies, wrote our first scientific book chapter on nutrition for weight lifting for CRC press, been interviewed on radio shows, and published in prestigious magazines and peer reviewed journals including: Medicine and Science in Sports and Exercise, Research Quarterly of Exercise and Sport, the Journal of Sport and Exercise Psychology, the Journal of the International Society of Sports Nutrition, Nutrition and metabolism, the Strength and Conditioning Journal, as well as the Journal of Strength and Conditioning Research. I knew we had obtained our goal of being true expert muscle research scientists when I discovered we were being quoted as such in peer review journals, bodybuilding magazines and websites, and even in some classrooms! But perhaps the greatest thing which has happened to us these years are the friends and colleagues we have made in the scientific and bodybuilding communities. For example, research scientists and bodybuilders Layne Norton, Dana Houser, and Shawn Wells have communicated with us, and we shall be collaborating on a number of exciting projects in the near future. Sadly in this current era we also parted with a remarkable friend and colleague, Adam "Old School" Knowlden. Adam was a great contributor to the site, but after years of chasing this dream with us, he decided to focus on his personal goals and set the dream aside.

### **Abcbodybuilding – The Future**

After nearly a decade of sacrifices, we feel bold in saying that we have accomplished the mission to which we set out so many years ago: to bring a site to the people, run by true, published research scientists. And to provide information which is untainted by selfish motives and unscientific jargon; but rather validated by scientific data, years of training experience, and a genuine love for the sport.

But be very clear on this my friends: this is only the beginning. Our future plans are to continue to build on this theme, creating a virtual **Disney Land for Bodybuilders**, including hundreds of animated exercises, new top of the line scientific papers on bodybuilding, and perhaps most importantly a place where we can build a community whose goal is to work together to reach all of our physical, mental, and most importantly spiritual goals. Are you ready for the revolution?

Yours in Sport

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