



July 4/09
Breaking Tradition
by Terry Goodlad

It's 3:30am and Wendy Ida is rising to greet the day, even though the day and most of the people in it are still sleeping soundly and will be for at least a couple more hours. She has a busy day ahead, personal training clients at 5:00am until noon then her own workout as she sharpens her physique for the next figure contest.

When the workout is done she is back home and working on her book, it's bravely called Wendy Ida's No Nonsense Approach to Health, Fitness, and Looking Good Naked. She just signed with one of the biggest agents in the business and she is working on a very tight publishing deadline so she has to be disciplined.

Her evenings are filled, like most fitness and figure competitors, with cooking and preparing for the next day. Then it's a few precious moments with her husband relaxing and winding down before she hits the sack around 10:00pm.

Wendy Ida's story is not at all uncommon in the fitness industry. She used to be heavy and wore a size 12 until she started working out and caught the fitness bug. At first she was afraid of getting too muscular until a trainers friend explained to her that it wasn't going to happen for a long time if ever. Now, in her off-season she wears a size 4, and a size 2 when she is in contest shape. A contest shape by the way that is good enough to put her solidly in first place and overall her very figure contest this spring in San Diego.

The biggest difference between Wendy Ida and hundreds of other figure competitors is that Wendy Ida has two kids and one grandchild which is not really unusual, but she also just celebrated her 57th birthday this year.

Ida spent the first 42 years of her life out of shape and sitting behind a desk then changed her life forever and has never looked back, "I worked in Corporate accounting for 20 years and at the end of my career I got into training. It made me come alive for the very first time in my life."

Ida loved the fitness lifestyle so much she made it her career and recently got the bug to compete, "I have



been a personal trainer now for 14 years. I'm certified through ACE and NCET as a nationally certified Master Trainer. One of my co-workers had been competing and I went to a show and was impressed. He encouraged me and I finally decided I wanted to do this."

Ida set her sights on an NPC show in San Diego in spring of 2009, "I wanted to push my mind and body to another level. I wanted to show off the results of my hard work and see where I fit in at my age. When I have a goal I am intense and focused."

The hard work and determination paid off with an overall win in masters over 45 and 35 and a second place finish in the open division, which qualified her to compete at the National level. While most women her age would be in the gym to stave off heart disease, try to turn back the clock on years of self abuse, or simply to get doted on by some beefy young trainer, Ida is in the gym getting ready to compete with the best amateur figure athletes in the country.

Ida will be competing in the NPC USA's in Las Vegas in a couple weeks and is fully confident she will not only look good enough to be there for her age, but more than good enough for any woman any age. She's already achieved that, it will be interesting to see what she puts on stage at the USA's, and it's a sure bet that when that book's done, it's going to be a best seller.

www.wendyida.com

