

Joe Weider Passing

By
Alan Palmieri

Joe Weider was a living legend and will now take his rightful place with those legends that are no longer among us. Loved – hated – trusted – loathed – sought – rejected only add credence to the fact Joe Weider was no ordinary man. I don't care what you thought of him or what experiences you may have had with him, Joe Weider was different and special. He did what others failed to do. He had the guts to attempt things others just dreamed about. He personally laid it all on the line with no guarantee of success or a safety net. He took a risk and it paid off. The Joe Weider story is made of so many different peaks and valleys. Joe faced adversity and issues but never lacked the ability to remain positive and focused on his objective; it wasn't all about wealth it was about bodybuilding and publishing.

Being human he made mistakes, he was not perfect. He did things you and I might not agree with and I'm certain he carried regrets inside just as all of us do. Joe did things he felt he had to do, sometimes things he didn't want to do but none the less things he felt he had to do. Success in business does not come easily nor without pain and internal conflict. Success in business often, not in every case but in most, hurts others even when that is not the intent or desire. I've known many successful people in my life, some good and some just downright evil. Some of these never offered a hand or extended a kind gesture to anyone along the way. Many have tried to paint Joe that way and he does not deserve to be portrayed in that manner because I know first hand and personally Joe did extend his hand. Joe did good things for people most don't even know about.

Joe had plenty of ego and was not shy about taking credit for all good things. He had many good ideas and if the idea was not originally his he didn't have any problem taking credit for it anyway. Joe Weider, who he was, what he did and how it did it should be a mandatory course for anyone interested in marketing. Joe Weider was the absolute best in marketing and promotion. He built an empire out of nothing and built name recognition worldwide. He amassed millions from pennies and took bodybuilding into the mainstream.

My meeting Joe and our personal relationship has been written about many times. I've recounted my personal experiences with Joe and each encounter always was favorable and of fond memories; his view of bodybuilding, business, politics, and his often not mentioned sense of humor. In fact, I have nothing but gratitude and fond memories of both Joe and Ben. Over the years they were always extremely gracious to me, encouraging and free with material or anything else I may have requested.

Some years back I had the pleasure of getting to know Joe's personal Executive Assistant Celia. She is undoubtedly the most professional and gracious person I have ever been associated with in business. In later years knowing Joe was in poor health I

would send things to Celia and ask her to intervene for me and she was always kind enough and gracious to do what needed to be done.

My last personal visit with Joe was as enjoyable as my first. He was not in the best of health having had a complete back reconstruction surgery but his spirits were as positive as ever. Joe was the kind of guy who had no negative thoughts in his head, it was all positive all the time. Joe was hyper-positive about everything especially bodybuilding. He viewed every obstacle as simply a small detour on his way to achieving his goal. He was always convinced nothing could stop his objective. A more positive person I have never known.

Over the years I've heard so many people criticize Joe for just about everything. Some have given him a hard time over the Weider Research Clinic, Weider supplements, Weider equipment, Joe's magazines, his ghost writings, his Weider Principles, everything and anything associated with the name Joe Weider. Most of the criticisms are from people who have never even met Joe. Some can relay tales of horror about Joe that aren't even factual. For some, no matter what he did it was always wrong. They fail to tell the good Joe did or what he really felt or cared.

Did Joe fail in some relationships along the way, I think so and I believe he felt so as well. Some we have all heard about and there is no doubt things could have been handled differently but, who doesn't have some of those in their past?

We are all human beings. From the very worst of us to the very best of us we all share the same emotions and needs. We all laugh and cry, feel happy and sad, love and want to be loved. We all get hungry and thirsty, we all seek comfort, and we all get excited and tired. We are human; we share the same feelings and emotions. We do make mistakes and error.

I've used Weider equipment and the pieces I had were sturdy and I have no complaints. I used Weider supplements and loved them. I wish Super Pro "101" and Weider Hi-Protein tablets were still available. I couldn't wait to read Mr. America, Muscle Builder, Vigor, All American Athlete and other magazines Joe published. I've marveled at his courses and the quantity of material he developed. Are there better on the supplements and equipment on the market? Sure there are but they didn't carry the marketing and name of Joe Weider.

I loved talking with Joe about various methods, exercises and principles and how he tweaked them. I have fond memories of his offices in New Jersey. There were business and personal sides to Joe that were complicated but also very transparent and basic. Having been a lifetime in the private sector as well as the public sector I can honestly say I've known of very few who have been subjected to such undo criticism as Joe was.

While I place Joe in a special place, I have never expected more of him or anyone for that matter, than to be human. My mother and father raised me to believe it is not the color of a person's skin. Not their wealth or lack of wealth. Not their race, religion, or

gender that counts. What counts is what values they have as a person and how they treat people. Joe treated me wonderfully. I am proud to say he was my friend and I appreciate what he did for me personally and for bodybuilding.

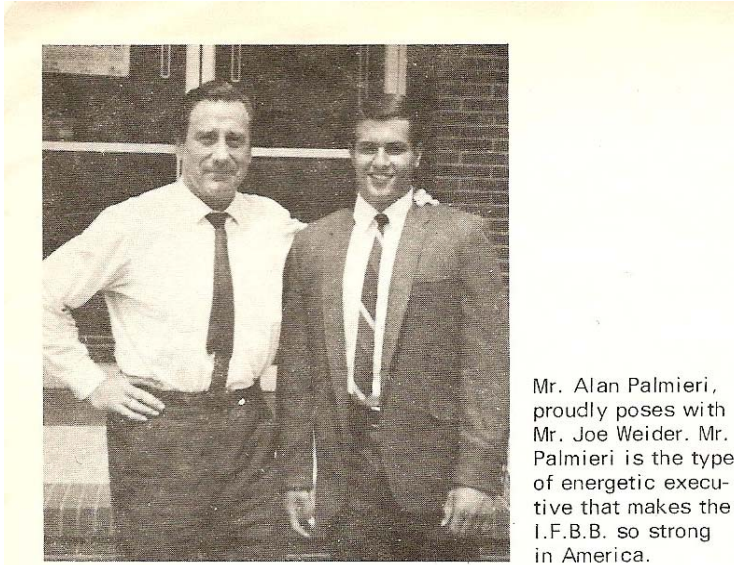
Thanks friend, God Bless Joe his family and loved ones.



Me and Joe at Joe's home for a brunch. Joe's first words after we hadn't seen each other for some years:
"Alan you kept all your size but you shouldn't have gained all that weight."

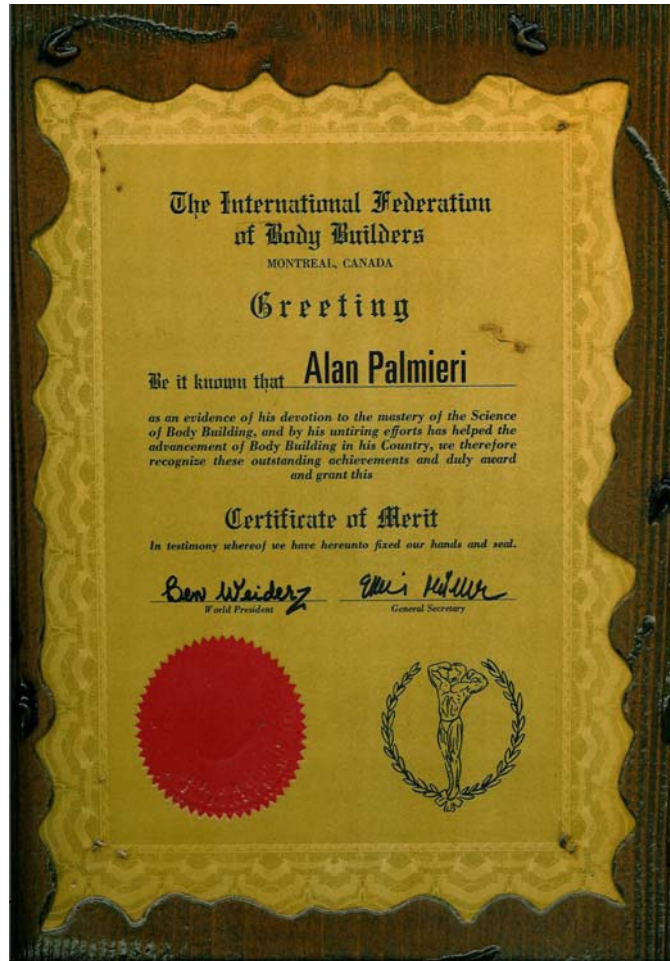


Early 60's Joe, me and my Dad in front of Joe's office at 801 Palisades Ave



Mr. Alan Palmieri, proudly poses with Mr. Joe Weider. Mr. Palmieri is the type of energetic executive that makes the I.F.B.B. so strong in America.

Photo in an IFBB News Letter announcing my being the State of Tennessee IFBB President



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