



IN THE PHOTO: BEV FRANCIS, FRANK SEPE, STEVE WEINBERGER

40 Years at the East Coast Mecca: Bev Francis Powerhouse Gym Celebrates a Legacy.

Franke Sepe

SYOSSET, N.Y. — For four decades, Bev Francis Powerhouse Gym has been far more than a place to train.

Known throughout the bodybuilding world as the East Coast Mecca, the legendary New York gym has been a proving ground, gathering place and second home for generations of champions. Its walls have witnessed countless workouts, careers, friendships and moments that have become part of bodybuilding history.

That history was on full display as Bev Francis Powerhouse Gym celebrated its 40th anniversary, bringing together an extraordinary collection of Olympia champions, professional bodybuilders, athletes and longtime friends under one roof.

The celebration wasn't simply about looking back at 40 years. It also provided a glimpse at the next chapter of the gym's story with the upcoming release of *IRON LEGACY: The Incredible Journey* of Steve Weinberger, arriving in September.

The anniversary gathering featured a remarkable cross-section of bodybuilding history, including two-time Mr. Olympia Derek Lunsford, six-time Mr. Olympia Dorian Yates, 2024 Mr. Olympia Samson Dauda, eight-time Mr. Olympia Ronnie Coleman, six-time Ms. Olympia Cory Everson, 4x Mr. Olympia Jay Cutler, 2008 Mr. Olympia Dexter Jackson and 2019 Mr. Olympia Brandon Curry.

Also joining the celebration were Nick Walker, Bikini Olympia champion Lauralie Chapados, Victor Martinez, Men's Physique Olympia winner Ali Bilal, boxer Jarrell "Big Baby" etc Miller, and, of course, Bev Francis, whose name has been synonymous with the gym since its beginning.

For Steve Weinberger, seeing generations of champions and friends together was a reminder that the gym's legacy has always been about much more than trophies.

"Forty years sounds like a long time, but when I look around this gym and see all these people together, it feels like it went by in a second. Bev and I never set out to create a 'Mecca.' We wanted to

build a great gym where people who were serious about training could come together. The champions are part of the history, but so are the thousands of people who have walked through these doors, trained hard and become part of this family. That's what means the most to me."

Four Decades of the East Coast Mecca

The story of Bev Francis Powerhouse Gym is inseparable from the evolution of modern bodybuilding.

Over the years, the gym became a destination for elite competitors from around the world. Mr. Olympia champions could train alongside aspiring professionals, amateurs and everyday members, creating an environment where bodybuilding's past, present and future routinely crossed paths.

But what made the 40th anniversary celebration special wasn't simply the number of championships represented in the room.

It was the atmosphere.

IN THE PHOTO: STEVE WEINBERGER, JIM MANION, DAN SOLOMON



Champions who spent careers competing against one another were laughing, telling stories and remembering moments from decades past. Different generations of athletes were trading experiences. Everywhere you looked, another piece of bodybuilding history was standing only a few feet away.

It was exactly the kind of scene that explains why Bev Francis Powerhouse Gym has endured for four decades.

The Story Behind the Legacy

The anniversary also served as a backdrop for an ambitious new project documenting the people and stories behind that history.

Authors Frank Sepe and Zack Zeigler were on site interviewing Olympia champions and bodybuilding legends for an upcoming Bev Francis Powerhouse Gym podcast, social media and YouTube series that will launch in conjunction with IRON LEGACY.

The concept is simple:

LEGENDS. STORIES. HISTORY.

But the conversations aren't intended to feel like formal interviews or history lessons.

They are the stories told by the people who actually lived them—often with the kind of honesty, humor and laughter that happens when longtime friends get together and start remembering the old days.

That same spirit runs through IRON LEGACY: The Incredible Journey of Steve Weinberger.

The upcoming book explores Weinberger's journey and the creation of an institution that would ultimately become one of the most recognizable gyms in bodybuilding.

Weinberger's influence, however, extends well beyond the gym floor. His decades in the sport have placed him at the intersection of bodybuilding's athletes, contests, personalities and defining moments.

Yet Iron Legacy is ultimately about more than one man's résumé.

It's the story of the relationships, decisions, risks and relentless work behind something that lasted.

Bev and Steve

At the center of that story is the partnership between Steve Weinberger and Bev Francis.

Francis herself represents an extraordinary chapter in strength and bodybuilding history, and together Bev and Steve created something that developed an identity far beyond its New York location.

The East Coast Mecca became a place people wanted to experience.

For some, it meant getting a workout in while visiting New York. For others, it became the gym where they prepared for the biggest competitions of their lives.

And for many, it simply became home.

That distinction helps explain why a 40th anniversary could bring together athletes spanning so many different generations.

The names and championships may have changed over the decades.

The culture survived.



IN THE PHOTO: STEVE WEINBERGER, PHIL HEATH

The Next Chapter

The 40th anniversary party was presented by Powerhouse Gym, connecting the celebration not only to Bev Francis Powerhouse Gym's past but also to the larger Powerhouse Gym legacy and its future.

For those interested in becoming part of that future, opportunities are available to inquire about Powerhouse Gym ownership.

Meanwhile, the East Coast Mecca's story continues.

The anniversary may have celebrated the first 40 years, but the upcoming release of Iron Legacy will take bodybuilding fans deeper into the personalities, relationships and moments that helped create those four decades.

With the book arriving in September and a new series of conversations with bodybuilding legends launching alongside it, fans will get something increasingly rare: history told directly by the people who were there.

Forty years of champions.

Forty years of stories.

Forty years of the East Coast Mecca.

And now, the story behind that legacy is about to be told.

IRON LEGACY: The Incredible Journey of Steve Weinberger arrives this September

IN THE PHOTO: STEVE WEINBERGER, DEREK LUNSFORD, DORIAN YATES

