

WORK THAT BODY

Fitness part of lifestyle

People are making fitness a part of their lifestyle instead of just a recreational activity, says Laurie Burns of Work That Body.

She is the owner of the successful women's fitness club which employs 15 staff. Located on Guelph Street at the corner of Mountainview Road, the company has eight instructors, six receptionists, a babysitter and a registered dietician, Karen Bottomley.

The company offers fitness classes (40 per week), weight training programs, fitness appraisals, babysitting, personal ex-

ercise plans and suntanning facilities.

What's new in the business? The company has a new lifecycle fitness trainer. The lifecycle is a computerized bicycle which allows you to train at a specific level to meet your personal needs.

The motto of the firm is to offer the safest classes in town and to continue to run safe and fun fitness.

Laurie Burns taught fitness classes in town for eight years. She

is continually updating her qualifications to keep up with all the new programs and techniques in the field.

Programs are designed for every individual customer, she says. "After a brief medical history is taken, we can accommodate most people in all of our classes," she says.

The age range of members is between 14 and 74 years. There are approximately 1,000 members enrolled in Work That Body.



Laurie Burns

Five little boutiques in 1 store

Judy Wickware, the owner of the store Pictures and Presents, describes her store as "five little boutiques in one large store."

On a room by room tour, Ms. Wickware explained the contents of each "boutique", beginning with the children's room, which overflows with stuffed toys of every size, shape and color. This room also has a menagerie of music boxes, each playing its own unique tune.

The bath and basket room carries a selection of towels and bath accessories, and the kitchen "boutique" has a variety of pottery, dishes, and a number of simmering pot pourri scents to choose from.

The decoy room also reflects its name accurately. Hand-carved decoys and other gifts for men are available to the customers at Pictures and Presents. The general giftware room, or "wedding" room as Ms. Wickware has named it, offers shoppers gift choices suitable for weddings, and other special occasions. In this room, limited edition prints by artists such as Robert Bateman, Carole Black, James Lumbers, Ron Parker and Trisha Romance cover the walls.

Ms. Wickware also explains that one of Pictures and Presents' unique services is custom framing of a "very high quality", for items such as certificates, needlework, posters and other items.

"I'm always looking for new types of giftware and there's never a lack of a variety. You'll always see something new," she said. When asked how she felt about being a woman in the business world, she said that she hasn't had any problems.

"In this type of business, there are a lot of women. In fact, I'd say that a great proportion of my customers are women too. I'm not really sure if a man could sell giftware the way a woman can."

Ms. Wickware explained that during her school career, women had the choice of becoming a teacher, a secretary, or a nurse. Ms. Wickware herself taught Kindergarten classes in Bramalea, but, she said, things have changed.

"Girls are now raised to expect to have a career. They're taking it seriously - looking into what they want to do. Now there are so many choices open to women - there are no longer any limitations!"

Ms. Wickware is presently taking courses at York University in Business Administration. She also has planned to attend seminars on retail sales in the near future. As for her plans for the future, Ms. Wickware confided, "perhaps one day I'll open a store in another area."

You can visit Pictures and Presents on Mondays, Tuesdays, Wednesdays and Saturdays from 10 a.m. to 5 p.m. and on Thursdays and Fridays from 10 a.m. to 9 p.m.

The store is always looking for new gift lines. "This year I have found simmering potpourri very popular. I've introduced a line of gift towels and will feature several new lines of giftware this spring."

Business has grown tremendously since the owner took over the store three years ago. She said people are becoming more aware that they can shop in town and still buy quality.

When not working, Mrs. Wickware takes a business course at university and enjoys cross country skiing, golf and travel. Her children are ages 20 and 16. Jim is at Guelph University and Jody is enrolled at St. Thomas Aquinas High School.

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The Rose Bowl

At Georgetown Bowl, the facility provides a service to the community by providing programs for people from 3 years to 90-year-olds, says Rose Radyk.

"We provide a meeting place for newcomers to Georgetown and also, a lifelong sport and recreation. The high schools also incorporate five-pin bowling into their curriculum."

Rose has been actively involved in the business and administration end of the sport of bowling. She has been over 20 years on the board of directors of the Bowling Proprietors Association of Ontario with 250 member centres. She has also served seven years on the bowling proprietors association of Canada.

She has received over 30 plaques

for contributions to the sport and a member of the Women in Sports committee for Sport Ontario. Rose was an honoree at the Builders in Bowling Industry Dinner in 1983.



Rose Radyk

Georgetown Bowl has been chosen to host the National Golden Age Championships in June with teams participating from provinces coast to coast.

"We are a family-oriented bowling service centre with bowling leagues for women, men, mixed leagues, youth leagues and golden age leagues," she says.

The bowling centre also is involved in charity fund raisers such as the Big Brothers, Muscular Dystrophy and Drug Abuse. The facility was built in 1960 with 12 deluxe five pin bowling lanes. In 1975 the centre was expanded to 20 lanes to better service the community.

An integral part of the business and support are husband Bill Radyk, daughter Christine and brother Pete Williams who all work at Georgetown Bowl in managerial capacities.

PHOTO REPRINTS

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