

Fitness club lets you Work that Body

"Fun, safe, quality fitness at a reasonable price."

That's how owner-manager Laurie Burns describes her Work That Body fitness club on 232 Guelph St. and an annual membership of 600 patrons suggests there's plenty of local ladies who agree with that summation.

Burns opened the 6000-square ft. ladies fitness club six years ago because she saw a distinct need for such a facility in the Georgetown area. "Somehow I'd always been involved in fitness and I'd seen a lot of clubs run wrong," said Burns. "I thought I could do it better."

Starting modestly by conducting fitness classes out of local school gymnasiums, Burns eventually moved into the Guelph Street location and it would appear that the enterprising businesswoman and mother (she and husband Rob have a three-year-old daughter, Lindsay) had indeed hit upon a formula for, "doing it better."

Today the club is thriving with not only its current membership of 600 but also with inroads into local corporate fitness programs. Curwood and Neilson's both offer their employees a package at Work That Body and the gym takes its workout to Varian's every week.

"That's where we're trying to get more involved," says Burns. With the expected growth in Halton Hills the energetic fitness buff feels corporate fitness will be a burgeoning market.

Meanwhile, Burns has 10 instructors at Work That Body who teach a total of about 36-40 fitness classes a week. Aside from Burns herself, other instructors include Donna Lanthier, Judy Allen, Anne Wadge, Cydney Sherry, Robynne Spence, Sandy Krosse, Rhonda Hall, Gail Reynolds and Nell Ramakers.

While Burns says the fitness classes are the major drawing card for Work That Body, the club also offers lifecycles (computerized stationary exercise bikes), a complete line of Global Gym weight training equipment and some free weights.

In keeping with modern exercise techniques, all of the classes offered at Work That Body are of the "no bounce" variety, which stresses less up-and-down pounding on the body's joints. While classes run the gamut from beginners to season fitness (a class for those over 50, taught by an instructor over 50), Burns has several new ideas which she hopes to implement in the near future.

In-house fitness testing and body composition tests are also offered at Work That Body, whose instructors are all fully trained and registered by the Canadian Association of Sport Sciences.

Despite catering primarily to Halton Hills' women, Work That Body hasn't forgotten the men. Male exercise fanatics can use the facility between 12-noon and 1 p.m. Monday through Friday and some take part in fitness classes as well.

Babysitting services make life easier for Work That Body members who can bring junior to the gym and concentrate on a good, solid workout. Local Kiku Shiatsu instructors offer their Japanese accu-pressure massage out of the building and Burns has recently revamped Work That Body's store which offers aerobic shoes and gymwear as well as dance shoes, hiking boots and walking shoes.

As if the thriving fitness centre wasn't busy enough, Sherry Lindsay-Jarvis also runs her well-respected dance school out of the facility.

Members hail mainly from the Georgetown area but Burns says the club draws from as far north as Erin-Hillsburgh and as far south as Milton. She's looking to hire a fulltime salesperson to cope with Halton Hills' expected growth and to familiarize newcomers - and new businesses - with what the club has to offer.

"We won't have a hardcore salesperson," she stressed. "But rather an information person

who'll let the community know what we're all about."

What the place is all about, says Burns, is fitness and fun, and the emphasis doesn't stop at the physical aspects of health. On May 6, for example, the club is hosting a Wellness Workshop which will provide insights into skin care, eating habits, body composition, massage and stress management.

Fun events are scheduled almost daily at the club, with a cross-Canada trip now in progress whereby members accumulate "miles" on a gigantic map of Canada on the gym wall for their regular appearances at classes, bringing a friend or meeting personal goals. The winner of the event will win a free trip to the provincial capital city of her choice.

"The ladies like the fact we're a ladies facility," Burns sums up. "They're comfortable here."

With big plans for the future, Work That Body is looking forward to introducing more ladies in Halton Hills to that comfortable feeling.



Building a better body

Laurie Burns, owner-manager of Work That Body fitness club, prepares for a set of pec deck flyes on a special machine designed to work the upper body musculature. Laurie opened her club six years ago to fill a void in Halton Hills and a host of delighted members are glad she did. (Herald photo)

Lamothe

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Mr. Lamothe graduated from the University of Alberta with a degree in Mechanical Engineering. He went on to manage the research and development department at Smith and Stone here in Georgetown. In his position there he worked as a liaison with the CSA and UL, eventually joining and chairing a number of committees. He was one of the seven industry representatives on the committee approving all CSV Part II standards. In 1979 he quit to form M.A. Lamothe and Associates Inc.

"I realized there was a real need for this type of consulting. I saw how many companies had trouble getting products approved because of the bureaucracy." An intimate knowledge of the standards and staff of these agencies gave him a major advantage in the field.

The company currently has 24 clients on their active job list. Of these, 13 are American, and four are European and Asian.

The company has kept them busy and successful. The only drawback? "Our children could never understand just exactly what we do," says Margaret. "They didn't know how to explain our jobs to their friends at school." The generation gap in reverse.

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