

## It figures: healthy lifestyles way of life

Physical fitness became a trend in the 1980s, and has continued to increase in popularity throughout the 1990s. Fitness facilities are continually expanding to meet the needs of their growing membership.

The Prince George Family "Y" is no exception, as membership has increased by over 500 per cent in the past seven years.

In recent years the "Y" has expanded to offer aquafit classes, walking clubs, sports clinics, children's activities, massage therapy and childminding. These services ensure that the YMCA caters to the needs of all members of the community and fulfills their mission of "encouraging and supporting a balanced approach to development in spirit, mind

and body."

Kate Ramsay, the YMCA's kinesiologist, works with individuals hoping to begin a fitness routine, helping them to realize their goals and ensuring that these goals are realistic. As Kate finds that women tend to be more intimidated by the gym, she attempts to give them fitness options which allow them to work at their own pace, in a comfortable environment.

"Starting is the hardest part of getting in shape. The key is to stay consistent, be persistent, and commit to your goal. Then you will feel results."

Kate also discusses nutrition with her clients, having them recognize their poor eating habits.

"Most people see themselves as healthier and more active than they are, I

try to steer them to the right track, to give suggestions they can work with."

As more than half of the Prince George YMCA's members are female, the "Y" caters to the slightly different expectations of its female members.

"Women are concerned about their health, they participate for cardiovascular fitness, strength conditioning, toning, and weight loss. Women also pay high attention to convenience, cleanliness and friendliness of the facility that they choose to use."

These factors have led the "Y" to increase the cardiovascular equipment and range of aerobic classes available to members, giving more women the facilities, variation in programing, and convenience they are seeking.

Society's gradually changing attitude towards the connection between health and beauty have increased the number of young people involved in fitness programs. Twenty one per cent of "Y" members are students and youth.

Many of these are preparing themselves for their athletic pursuits, building strength and conditioning. Others use the "Y" to improve their health and self confidence.

In order to cover membership costs, students can volunteer, completing janitorial and clerical tasks in order to earn their fitness time.

Through the programs and services they provide, the Prince George Family "Y" works to support community and individual development.

## Van Horlick's

### 3 Decades of Recognizing Excellence

*For the Van Horlick family the trophy and recognition business is much more than a job.*

It is a family project and has been for over 30 years. Diane Van Horlick involved her daughters in the day to day operations of her business early in their lives. Paula and Lisa began as children learning to engrave trophies and by the time they were teenagers they were serving customers. "If it wasn't for our daughters, we would not have been



able to handle the volume of our business," says Diane.

Paula and Lisa grew up watching their parents work. They admired their parents perseverance and knew they wanted to follow in their footsteps. "We have great respect for our parents and their total dedication to this business. Out of that loyalty we wanted to help our parents achieve their dream," says Lisa.



As the market has changed in our city so have the Van Horlicks. "In order to respond to customer requests, we know we had to change with the times. We started focusing on custom awards geared to our northern lifestyle like pulp art, watches, fishing rods and binoculars," says Paula.

Their ability to change with the times is one reason for the longevity of Van Horlick's Trophy and Gift House - one of the oldest businesses in the city. Yet the family's dedication to customer service has always been essential to their success. "We never walk away from anything. We will stay up all night to get an order done," Paula explains.

It was this dedication that won the Van Horlick's the prestigious Retailer of the Year award in 1998 from the Prince George Chamber of Commerce.



## Van Horlick's Trophy & Gift House