

# NANCY COOK

*'Barrie's best kept secret'*

Certified Personal Trainer - Canadian Society of Exercise Physiology (CSEP- CPT)  
Personal Training Specialist( PTS) Can Fit Pro  
Fitness Leadership, Graduated with Honours  
Nutrition and Wellness Specialist (NWS) Can Fit Pro  
Resist-A-Ball C.O.R.E Instructor, level one Can Fit Pro  
Gymstick Nordic Walking Instructor, Gymstick  
Muscle/Cardio Instructor, Gymstick  
Youth Leadership Workshop, Women 55-70 Workshop, Facilitator , CAAWS  
Train the Trainer Workshop Facilitator - Active Transportation  
Emergency First Aid and CPR "C"  
Canada's Fitness Professional of the Year 2009 chosen by Can Fit Pro

2010 Business Woman of the Year Award Nominee, Women in Business, The Barrie Examiner  
2007 Sudbury Championships (Level 1) 2nd Place  
Women's Figure - short division - Sudbury, Ontario  
Woman of the Year 2007  
International Women's Day  
FAME - Fitness Model Competitor  
2007 Business Woman of the Year Award Nominee, Women in Business, The Barrie Examiner  
Nominated Barrie's Best Personal Trainer – Barrie's Advance 2006 Reader's Choice Awards

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## ENCOURAGING, SUPPORTIVE, HONEST

### QUESTIONS FOR THOUGHT

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**Why is it that females are prone to accumulating fat on the inside aspects of their legs and what would you recommend to be the best way 'work out' these difficult problem areas?**

Females are prone to accumulate fat on the inside of their upper thighs due to the genetic make up of a woman. Women are programmed by nature to store fat on the lower part of our bodies in order to protect our reproductive organs. The fat stores will be used for energy during pregnancy. The best way to combat these problem areas is to follow a healthy eating plan and to exercise.

Some of the best exercises to target that area would be:

### Wide stance squat

Stand with your legs farther than shoulder distance apart, as if sitting in a chair lower your bottom towards the ground until your legs reach a ninety degrees angle at the knees. It is important to keep your knees stacked over your ankle ( DO NOT allow your knees to pass your toes. ) Repeat exercise up to 15 reps to begin.

### Ball Squeeze

These toning exercises for the inner thighs involve squeezing of exercise balls using pressure of the inner thighs. Lie flat on your back and keep both your legs slightly above the ground in the air. Make sure that the legs should not get bent. The lower portion of the body including the hips should be firmly rested on the ground. Place both your arms at the sides of your body. Place the exercise ball in between the thighs and put pressure on the ball so that it gets squeezed. Hold this position for 20 - 30 seconds and release the pressure. Similarly, you can put the ball in between the shins and thighs, squeeze the ball.

### **What is the safest way to put on muscle mass for those finding it difficult to do so?**

The safest way to put on muscle mass is to follow a proper plan that includes muscle building diet, muscle building exercise and workout routine, as well as including the necessary rest days in between. It is important to understand the amount of calories your body needs to function and eating the appropriate amount of carbohydrate, proteins and fats. You will be more successful if you plan your meals and workouts. Start a journal. Choose exercise to develop your muscle... more weight, less reps. Seek professional advice to get the best results. Hypertrophy happens during your muscles rest period. Rest periods are essentials to safe muscle development.

### **What would you change about the fitness industry, and do you conform?**

The fitness field is basically an unregulated industry. That in itself is something that I would change. The certification process or standard is so varied that anyone can basically call themselves a personal trainer, or a variety of other related titles such as conditioning coach, and the list goes on.

This can be very misleading to our general public. Far too often we assume... that the title must mean expert. The professional could simply keep their own bodies in great shape therefore their belief is that they are experts. Without proper education how can we assume to help others.

I would change the education requirements, the ease to being able to get certified and the regulation of this industry.

Do I conform, yes as I responsible fitness professional I stay up to date with my information, I actively take part in professional development and I keep my insurance and certification active and up to date. I do have an post-secondary degree in the fitness industry.

### **What do you think of some of those extreme weight-loss T.V. shows and other related programs(personal and applicable beliefs)?**

This question is difficult. I like the ideas around the weight loss T.V show... but it is just that a T.V. show, a game show. It does not show a realistic approach to a lifestyle change. Is it safe to approach weight loss and fitness so aggressively? NOT.... that type of behavior promotes injury, frustrated and unrealistic goals.

Slow and steady is a true winner in the efforts of lifestyle change and commitments. But it would be boring television. Losing weight at a steady pace 1 to 2 pounds per week is a reasonable goal.

I run a weight loss competition in Barrie. It is through natural nutrition and physical activity that my challengers are successful. I promote steady weight loss with reasonable and attainable goal setting.

My thoughts are T.V. shows are great entertainment, but they are just that entertainment each show gives some really helpful hints to follow, but stick to the slow and steady to be truly successful in your journey.

### **Do you see yourself training in 5 years/ in what capacity?**

In 5 years I will still be in the fitness industry. I will not be teaching as many classes as I do at present. I am forty this year. I am really thinking about over use injuries and how I will take care of my body as I begin to age. Not being active in my life is not an option, I have played competitive sports and I do many classes sometimes back to back, this can take a real toll on our bodies.

I have started to write my book about weight loss based on my program. Motivational speaking, presenting and workshops is the direction that I see myself going. I can also see myself teaching others how to become the best personal trainers they can be.

I love the feel of helping other reach their goals. Seeing the pleasure and self gratification of people accomplishments is far too great of a reward to completely leave personal training. I imagine I will grow to be one of the oldest personal trainers in the industry.

There are certain memories, occasions, or success stories that tend to mold us and ignite the passion for our career what is one that you hold dear?

There is far too many. It is going to be difficult to just talk about one. My fondest memory or success story was of an older woman. (we will call her - Mary) Mary came to me looking to lose some weight. She was on various medications for her different ailments, some of which were depression, fibromyalgia, and arthritis. As you can imagine some of the medications were contributing to her weight gain.

In the beginning of our sessions Mary was unable to get up from the floor without assistance. Important for you to know ... is my studio is a real get back to basics type of place. I do not have any heavy machines just balls, bands, bars and free weights. By the end of our journey together Mary could stand up without assistance. Mary was also able to reduce her medications allowing her to lose some of the desired weight. We focused on feeling strong, confident and healthy instead of focusing on the number on the scale.

Mary loved Chapters (the book store) but feared shopping in the store as their books line the shelf right from the bottom (almost on the floor) to the top (quite high). Mary was afraid if she bent down to look at a book on the bottom shelf she would not be able to get back up. Now she is one of Chapters' best customers, often dropping off books for me (with little notes telling what shelf she found it on)

### **Do you feel that trainers should hold scholastic certifications or be required to complete 2 courses per year?**

When I decided to get into the fitness industry the first step I made is to go to school and receive an education in the field. This education consisted of anatomy, sport injury, periodization and many other subjects related to the biomechanics of the body.

When it was time to get certified, I looked shopped around to see what was the most well-renowned, and what the industry's best. (later meaning - needed a high level of education, strict guidelines) I certified with both CSEP and Can Fit Pro. CSEP (Canadian Society of Exercise Physiology) is a organization that require a University Degree in Health, but not as well known because fewer people are certified through them due to the difficulty. Can Fit Pro on the other hand is very well known but doesn't require any pervious education, if needed, they have a weekend course you can take. There course materials do not touch periodization, injuries or many other topics that I have learned in school.

Does a weekend course cover enough information to become well versed in how to develop a proper program to an average healthy person. I don't think so.....

I believe that all fitness professional should have the minimum of a two year course in post-secondary or private facility. Look at many of the other professions that require a license to perform their jobs. Fitness is a very dynamic industry. There is always a certain amount of risk with any fitness program, our professional should be educated.

### **Do you believe it possible for an individual to achieve 'strength' without actually lifting weights?**

I do believe that is possible for an individual to achieve "strength" without actually lifting weights. I am assuming that weights are dumbbells or a machine. One can achieve strength by various methods of training. The first method that comes to mind is calisthenics - a form of dynamic exercises consisting of a variety of simple moves using our own body. This can be one of the most effective ways to build muscle, increase strength and keep in shape at home or away. Some example of this would be pull-ups, push ups. You can also use Plyometric moves to develop strength.

### **How do you stay above and beyond the rest?**

I stay above and beyond the rest through education and experience. I take many personal development and continuing education courses. I do a lot of research and read as much information as possible. I also love to try things - the hands-on approach is always the best to get a true feeling of what each new movement should be. The learning never stops.... and if I don't have the answer, I locate someone who does.... It is okay not to know everything. It is important to understand your limitations and guide the person to the right professional.

### **Do you work in conjunction with any other professionals for the benefit of your client, is it done enough, do you think more trainers need to do the same?**

I do work with other professionals for the benefit of my clients. I have various networking group through the medical and health industries. If the needs of my clients are out of my scope of practice, then I locate a professional to help the client. I have taken the time to develop a solid referral group.

No, I don't think that trainers do this enough. You don't know ... what you don't know... don't be afraid to ask or direct some to the proper professional. It creates a strong unified group of professional and benefits all parties. You will gain the respect from your clients and word of mouth is the best advertisement.

### **Do you specialize in one-on-one training or group training—do you feel one is better than the other, and how did you settle on this vantage point?**

I actually do both. When I think of personal training is it more on a one-to-one basis. I think that you can really give the client the full attention they need or desire. Sometimes when there is more than one person it is easy to get distracted. My group training happens in more of a class room setting. I wouldn't classify it as personal training (hence the "Personal") but as I teach a class each individual get my attention. I am watching the form of each and other person. I also make the correction as we progress through the class so that each individual leaves, knowing they were performing the exercises correctly.

So I guess my answer to your question would be it is more advantageous to a client to have one-on-one personal training because they would get your undivided attention insuring every movement is correct. I settle on this vantage point having worked in both environments.

### **How is it exactly that training makes you a stronger person in your day to day life?**

This question is straight forward but could be very lengthy. SO I will sum it up as simple as I can...

Training gives you strength, confidence, energy, perseverance, attitude... it also allows you a vessel to deal with stressful situations that occur within everyday life. It helps connect our bodies, minds and souls. It gives us a sense of accomplishment and self worth. It gives us the confidence to be successful in our lives, families and jobs.... people who train get noticed... not just because of the physical appearance, but also do to their inner presence and strength.

When you start training you will discover how quickly our bodies adapt to change. You will be physically stronger, mental more alert and spiritual connected to your body and surrounding...

## WORDS TO LIVE BY...

*“What the mind conceives and believes, it will achieve”*