

# Women and Business

Preparing for Today and Tomorrow

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## MORE THAN JUST A PRETTY FACE



By Jean Ford

On meeting Christine Steiger of Super Fitness, the first impression is of a woman who typifies all that such organizations promise to those who dream of almost magical results from a fitness program.

Not only is she slim and lithe, with the grace and musculature of an athlete but she has that quality of glamour that we all tend to associate with the stars of showbiz. Her clothes are stylish and dramatic and masses of vibrant dark hair surround an attractive face, with huge eyes and the hollowed-cheek look which is so sought after by fashion models.

As if that isn't enough, she's clearly a bright and caring individual, whose enthusiasm is infectious and doubtless a tremendous asset to her partners in Super Fitness.

Christine was originally from Montreal, and started her career in the fitness field by working with Figure Magic. When her family

moved to Toronto, she joined Vic Tanny's organization, working in supervision, programming and teaching. She joined Super Fitness in 1982, becoming a Vice President a year or so later.

She's proud of the fact that they now have some 12 clubs from Oshawa to Mississauga, and comments:

"All our clubs are a little different, although there are a number of common elements. We feature exercise classes, individual programs and equipment. We have Nautilus, Global, Icarin, Polaris, Free Weights. A fitness test is a must, and we are careful and thorough. People are set up with a program designed to their personal needs.

"Some clubs have pools, saunas, whirlpools - much depends on the location. We shall soon be moving to updating some of our existing clubs.

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## CHANGING PERSPECTIVES IN FITNESS

by Wendy Foster R.F.A.

Just over five years ago, aerobics and running were the two most popular fitness activities. If you weren't competing with a Jane Fonda videotape in your own living room or training for The Boston Marathon, your fitness endeavours were considered obsolete. "No pain, no gain" and "go for the burn" became gospel to those involved in a fitness program; if it didn't hurt, and I mean HURT, the attitude was, "why bother?"

Well, five years of injury surveys and research by fitness professionals has changed the body and nature of fitness training. The key is moderation and variety. Gone are the days of intense training, day after day pounding the pavement striving for a P.B. (personal best.) The secret to a successful fitness program in the 90's is fun. FUN?!?

Most of us remember physical activity as twice weekly half hour sessions of humiliation, galumphing about like the gangly, uncoordinated teenagers that we were. Nothing worse than wearing "blueberry" rompers in front of BOYS. How "too shattering" for our already fragile self images.

What happened to the GAMES we enjoyed as children? Double-dutch and hopscotch provided endless hours of cardiovascular conditioning without us knowing. Tag in the swimming pool improved my speed and flexibility, and my recreational gymnastics improved my strength and co-ordination, without thinking that it was work. Why? Because it was FUN.

As a fitness professional, I counsel adults to remember which activities they enjoyed in their younger days. Fitness doesn't have to be two sets of twelve reps on a Universal weight system, nor does aerobic fitness mean designer leotards and tights designed for movement.

Think about what a pleasure movement really is. After sitting in

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## GODS IN EVERYMAN — JEAN SHINODA BOLEN

By Jean Ford  
Part 2 of a 3-part series

"Gods in Everyman," Jean Shinoda Bolen's new book on the psychology of men's lives and loves, was the basis of her lecture in Toronto on Friday, March 31st, and her seminar on April 1st.

Throughout, she kept her audience spellbound—with insights, anecdotes, warmth, humour, and a spirit of kinship.

Bolen typifies the description "small but mighty."

Articulate, occasionally lyrical, she has an amazing ability to touch the heart, while at the same time appealing to our need for intellectual conviction. Her presentation of Jungian concepts, paralleled to Greek mythology, is interspersed with everyday comparisons to which we can all relate.

If you have an opportunity to see or hear her, don't miss it - for your own sake! Bolen's previous book "Goddesses in Everywoman," on which she gave a fascinating and insightful lecture and seminar in Toronto last year, was described by The San Francisco Chronicle as "visionary," by Rita Mae Brown as "a glorious book."

Marion Woodman, Jungian analyst and author, commented on "Gods in Everyman," "carefully researched...brings us eye to eye with facets of ourselves that we have never articulated and shadow parts that we would prefer to disown. An illuminating insight into masculinity."

Bolen bases her thesis upon Jungian concepts and the integration

of the outer world of stereotypes with the inner world of archetypes. Her aim is to guide men and women to a greater sense of wholeness and integrity.

She believes "The gods and goddesses represent different qualities in the human psyche. The Pantheon of Greek deities in its entirety, male and female, exists as archetypes in us all, though the gods are usually the strongest and most influential determinants in a man's personality, as the goddesses are for women."

On her most recent visit to Toronto, Bolen understandably concentrated upon men - the focus of her new book, as demonstrated by the following report on her lecture.

"So many people, but especially men, are trained from the time they go to kindergarten not to give the impression of being foolish, naive or ignorant in any way," says Bolen. "So you always have to cover up and pretend you know exactly what you are doing, that you are not vulnerable and it prevents you from doing a lot of things, basically things that might be true to you or might occur in a moment of spontaneity."

"The realm of the gods is mostly in our culture (Western, North American, European culture) so much a Zeus - live in your head, think abstractly, go for the power, don't be vulnerable, aim for the top of the mountain."

"The gods ... represent the archetypes that are lived out by men, and women to some extent, because all the archetypes are present in all of us. We have the gods and goddesses, (continued on p.3)

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