



Women ⁱⁿ Business



NANCY
COOK

As diverse as they are in their individual areas of interest, the 2007 International Women's Day award recipients share numerous commonalities, not the least of which is their humble acceptance of the award itself.

Working tenaciously to effect positive change in the lives of others, to become role models and to lead by example, simply comes naturally to these selfless women. Being recognized through this year's "grow where you are planted," themed event, for what they merely see as following their passions, has therefore both shocked and honored each one of them.

"I was surprised and thrilled at the same time that they would actually honour me for something that I love doing," says award winner Nancy Cook. Having moved to Barrie in 2003 with her husband Bill Metherall and collectively their five children, ranging in age from 11 - 20 years, Nancy is a true inspiration.

As a fitness professional, specializing in nutrition and wellness, a personal trainer specialist and fitness

consultant, her roots were perhaps the precursor by which she would ultimately and most certainly "grow."

With famed NHL New York Rangers left and right wing great uncles Bill and Fred "Bun" Cook, her 27-year RCMP veteran father and her horticultural-award-winning mother who kept her daughter active in competitive figure skating and cross country skiing, Nancy had no shortage of positive role models during her formative years.

She has incorporated physical fitness, a genuine concern for the environment and the world in which we all live, into a lifestyle that simply works.

In an effort to do her part for the environment, Nancy advocates active transportation. She prefers to walk, bike or rollerblade to and from meetings wherever possible, rather than using a vehicle. "We wouldn't allow people to put cyanide poisoning into our food but we poison each other every day as we drive our cars. Yet we know that if we were to run our vehicles in a closed area, it wouldn't take us very long to die of carbon monoxide poisoning," she suggests.

Nancy is a firm believer in showing by example. As the much sought-after head of her own company Go Figure (Family Fun & Fitness), Nancy still takes the time to demonstrate her enormous propensity toward compassion. Actively involved with the Heart and Stroke Foundation, Simcoe Community Services and the Canadian Cancer Society, she volunteers much of her time. As a volunteer member of the Barrie/Springwater Good for Life committee, Nancy has volunteered much of her time to running various events in support of activities like the Family Challenge, in partnership with the Heart & Stroke Foundation. She is also actively planning to host a family fitness challenge to raise awareness for childhood obesity during the month of May.

"Kids just don't play like we did as kids and juvenile diabetes is on the rise. I think that often now the strongest part of a child's body are their thumbs from Nintendo, or their fingers from the computer," she notes.

Nancy's goal is to reestablish active participation and demonstrate that it can be a fun way to return to the basics. During last year's Active Barrie Coalition 23 facilities opened their doors to the public for the day at no charge. As a private fitness facility Go Figure lacked the space to accommodate such a crowd. Eager however to participate, she took Go Figure to Sunnidale Park and initiated an enormous game of tag. "You can advocate some strong family ties through physical activity when they get out and play with each other," she suggests.

Passionate about volunteering, Nancy's ambition is to demonstrate through example a better quality of life through physical activity is an inspiration. "It's no longer an option but a requirement," she adds.