

YOUR

NEWBERRY COUNTRY CHAMBER CONNECTION

"We are the hub of the business community, promoting commerce and tourism making La Pine a vibrant community to work, live and play!"

TAKE SHAPE FOR LIFE - Owners: Bert & Liz Lundmark

Address: La Pine, OR 97739 • Email: liz!@comcast.net • Phone: 541-306-8464 or 503-704-1724

When did you open? "We opened in 2010." (They have been involved in several of our hometown fairs with their product lines.)

Are you the main players in your business? "My husband Bert and I are professional Health Coaches and we are developing and training our team of Health Coaches. Take Shape for life is all about being healthy, getting healthy and staying healthy."

Why do you live in La Pine? "We built a home here and moved into the local area 2 years ago this summer."

What is the potential for growth? "In 2010 they said that 36% of Americans are classified as obese. In 2012 it was reported that the figure is now at 37 % and continuing to increase. Obesity related deaths are close to half a million each year. It has impacted the insurance rates and work days missed because of sickness. We have joined forces in an attempt to get people healthy, get off of their 'Meds' and add 10 years onto their life!"

What is the biggest challenge? "The big challenge is convincing people how easy it is to make a "Life Style Change" to get healthy and that it is very possible to keep this weight off. In the 'Weight Loss Industry', Take Shape for Life is the only one that provides a Health Coach, who by the way is free, to walk along side until you reach your goal!"

What is the biggest highlight of your career? "I have been in the Fashion, Cosmetic and Gift business for over 30 years, as owner of Liz and Company. In 2009 a friend went on the TSFL program and was successful losing 113 pounds I needed to lose some weight and decided to give it a try, losing a pesky 25 pounds in two and a half months! I was so excited, I decided I wanted to help others reach their best potential and get Healthy in the process. We have helped hundreds of clients and now close friends (most of whom we have never met in person) across the United States. It is so satisfying and we have a passion for assisting others to discover great health!"

What do you do to relax? "Hanging out with our three children and their spouses, mentoring nine grandkids and doing all sorts of fun things!"

Do you have plans for the future? "We are involved with many people's lives, besides family. We are very active in several churches, we have two businesses and we are very focused on helping get America Healthy!"

In terms of volunteering in the community, what is your personal contribution to the community? "We want to be involved in the Wounded Warrior Project and we will work with local veterans."

What advice would you give to community leaders? "We have never been involved with a Chamber before and really appreciate what our local chamber is doing to create cohesiveness among businesses."

Do you have a mission? "Yes! We are 'on a Mission' and that is to help people realize their fullest potential and the old saying, "if you don't possess your health you possess nothing!" People with conditions like high blood pressure, high cholesterol, sleep apnea, diabetes typically disappear with weight loss through my program. We see many who successfully reached their optimum weight and are off all of their medications. Feeling great, more energy, sleeping better and doing the things you only dreamed of doing are all the results of my program."



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