

Lifestyle change becomes a career in fitness and nutrition

by Stella Shepard

Gregory Cormier of Vernon Bridge was unsatisfied with his lifestyle and found that his desire to change was greater than his desire to remain the same. “I was broke, out of shape, and feeling lost,” says Gregory. “I knew I had to make changes in my life.”

In 2014, Gregory started exercising regularly and eating healthier. “Exercise led to such big change in my life, physically and mentally,” says Gregory, founder of **East Coast Fitness & Nutrition**.

As his discipline and self-motivation grew, a business idea was born. “Changing my lifestyle gave me the confidence to pursue a career and to help other people by offering fitness and lifestyle coaching.”

In May 2017, Gregory graduated from Holland College with a diploma in Kinesiology. As well, he earned a certificate in personal training through the Canadian Society of Exercise Physiology and a certificate in Exercise Nutrition, became a member of Exercise is Medicine Canada, and earned his online training certification through Online Trainer Academy.

In May 2018, Gregory took his passion, skillsets and training and launched his business with the goal of changing people’s lives through online lifestyle coaching and personal training.

“Some people don’t want to go to the gym and prefer to work out at home,” says Gregory. “I design work out programs that fit their equipment and individual needs. I help them develop healthy lifestyle habits that bring them closer to achieving their goals while teaching them to aim for progress, not perfection. We do online check-ins to keep clients motivated and to make sure they are making progress and overcoming any roadblocks.”

“I also design programs for anyone who prefers to work out at a gym. I am willing to meet clients in person if they are local, as well as providing regular check-ins online. I have clients across the Maritimes who benefit from the online programs I offer.”

Steps to self-employment:

Community Business Development Corporation (CBDC)

CBDC assists in the creation of small businesses and in the expansion and modernization of existing businesses by providing financial and technical services to entrepreneurs.

At the CBDC location in Montague, Gregory met with **Martina MacDonald**, Executive Director, and **Helen Antle**, Business Development Loans Officer. “I was just out of college and didn’t have the income to start the business,” says Gregory. “CBDC approved a loan which helped launch my business, and I highly recommend their services.”

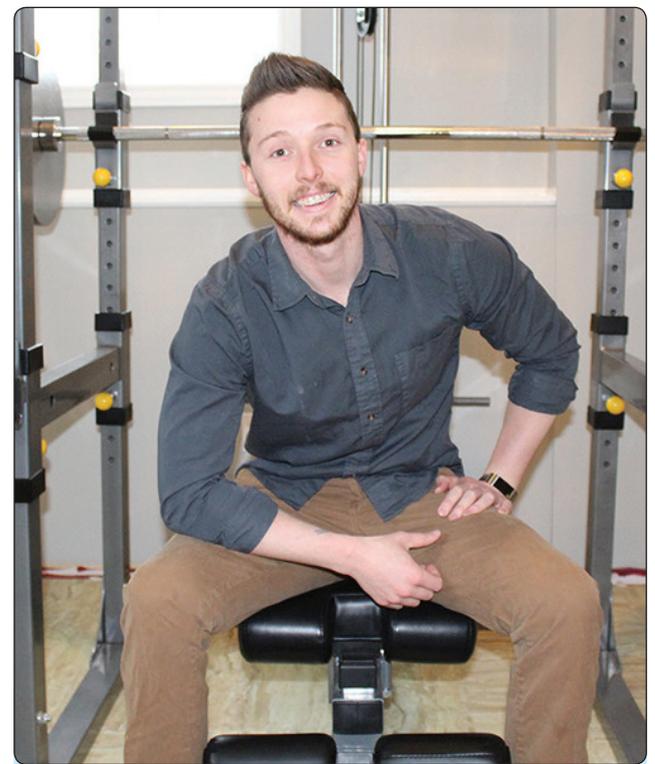
Gregory enrolled in the Successful Business Plan Writing program and the Successful Business Basics program offered at the Rural Action Centre in Montague. “The programs were very helpful because there was a lot I didn’t know about the operational side of business,” says Gregory.

SkillsPEI Self Employ PEI program

Self Employ PEI is an employment program which provides financial support and business counselling to new entrepreneurs during their first year of operation.

“I applied and was eligible,” says Gregory. “The program was crucial in the steps that led to self-employment.”

The Self Employ PEI program is funded in whole or in part through the Canada-PEI labour market agreements.



Gregory Cormier, founder of East Coast Fitness & Nutrition. Submitted photo.

Future plans

“As I grow the business, my long-term goal is to hire other fitness trainers to work online from their home,” says Gregory. “This will allow me to assist more people to achieve their fitness and nutrition goals.”

For more information about **East Coast Fitness & Nutrition**, contact **Gregory Cormier** at 902-326-9469 or email contact@eastcoastfitnessandnutrition.com

Visit www.eastcoastfitnessandnutrition.com
Follow on Facebook and Instagram.

For more information about **Rural Action Centre**, visit www.ruralactioncentres.ca

For more information about **SkillsPEI**, visit www.skillspei.com



Plans to grow the culture and creative industries on PEI

by Stacy Dunn

The first year of a plan to support the creative industries on PEI has just wrapped up. *Cultivating Growth: A Five-Year Action Plan for Culture and Creative Industries of PEI* sets forth the Government of PEI’s strategy to grow the sector.

“The Culture Action Plan was created to allow this community to grow,” says **Michelle MacCallum**, Director of Cultural Development with Innovation PEI.

“It signals to the world our culture is important and the creative industries are a good career path to take. We worked with industry members to create a plan to achieve good incomes and outcomes.”

Creative PEI reports about 2,000 people work in the creative industries on PEI. “It is challenging to determine an exact number because some people work in more than one career, and some of the work is seasonal.”

Creative industries include:

- Music
- Theatre & Dance
- Film
- Writing & Publishing
- Video Gaming
- Photography
- Craft & Design
- Libraries, Museums & Heritage
- Visual & Contemporary Art

“The plan looks at ways people can gain skills by working with others. For example, the Theatre Mentorship Program allows mentors to help pass along knowledge to keep the sectors vibrant. Learning by doing through internships, workshops and job shadowing are strategic training opportunities.”

The role of technology

“The craft industry has always been an exporter and is good at attracting tourists to PEI. Websites like www.Etsy.ca are helping PEI craftspeople promote and sell their work globally. Film PEI is looking at web platforms that could help export more local films.”

Networking and partnerships

Third Thursdays is a mixer held every two months at different venues on PEI. “This is a way for people from various sectors to see what others are doing, and to seek cross-cultural collaborations such as music and video game design. It also brings a sense of community and a sense of pride.”

Search **Third Thursdays** on Facebook to find the next event



For more information on the **Culture Action Plan**, call 902-368-5775. Follow on Facebook.

View the report *Cultivating Growth: A Five-Year Action Plan for Culture and Creative Industries of PEI* at www.princeedwardisland.ca and search **Culture Action Plan**.

For more about **Creative PEI**, call 902-367-3844 or visit www.creativepei.ca

