



Empty Gym – Full Hearts

by: Marcia Gensheimer

Like many business owners, we would have never believed we would have to close our business during a booming economy. March 17, 2020 will not be forgotten—the invisible virus penetrating our business plan, marketing strategies and sense of accomplishment. No time to mourn what is lost, but rather draw upon strengths.

There is no “stick to what you know” since no one has faced a pandemic such as this. Instead, our COVID-19 survival guide has evolved by cultivating strengths from the community of our members. Knowing we are not alone in this obstacle course, navigating challenges of financial resources and managing fear and expectations has been reassuring. We quickly realized that our members were feeling the same.

A family-owned business is not for the faint of heart. Like ours, passion and commitment take precedence over profits. So we tapped into industry resources and learned what similar fitness businesses were doing. Zoom virtual workouts became the norm.

We were very transparent with our members, informing them what options we had to compensate for the change in service.

Creative virtual workout classes were formed using household items for weight and intensity. Value-added experiences included virtual yoga and evening sip and stretch time to decompress. Sharing stories and laughter from a living room sparked the sense of community we longed for in our unwanted, socially distant world. Creative workouts, incentives of prizes and raffles along with team challenges kept the spirit of competitiveness going.

We’ve always felt that our members are our family;

their success is our success. We have been blown away by the generosity and outreach. From the onset of the quarantine, they have offered their resources of time and money to help with maintenance, equipment, monetary donations and gifts of sponsoring members dues for those who needed financial relief.

It’s said, “What goes around comes around,” and, “You reap what you sow.” We have been blessed with the opportunity to cultivate a community where like-minded people come together in times of adversity. We’ve learned not to take each healthy day for granted. We are grateful for the supportive Vacaville community, essential workers, service industry, healthcare workers and local, State and Federal programs.

We truly are in this together. Our hearts are full. ■

Marcia Gensheimer is the owner of CrossFit Vacaville is located at 192 Bella Vista Dr. Suite D in Vacaville. Call 707-474-5292 to set up your first workout.

