

# Jeni Briscoe -- fitness superstar and Northern Classic creator

By Amber Yake

FORT ST. JOHN -- Over the years, Jeni Briscoe, owner of Today's Techniques, has morphed from a quiet young girl to a fitness superstar.

"[When I met] her, a lot of people described Jeni as a very quiet, kind and sweet person. Today, I think people would still describe her in the same way, except I believe they would add the words determined, driven and has incredible self-discipline," said Shannon Stoski, a long time friend of Briscoe.

Briscoe and her staff do all the planning and coordination for the Northern Classic bodybuilding, figure and fitness show that is entering its eighth year.

Briscoe, who won the overall Canadian nationals in 2007, has come a long way since she first started bodybuilding. She started lifting weights at 18.

"I started weight training when I was 18 and then I met a couple body builders at the old body shop and they kind of helped me along the way," she said. "There were a few people who'd done shows back then so that intrigued my interest."

Briscoe started watching bodybuilding competitions in 1998; two years later she entered her first competition. She came in third out of six girls in the heavy weight class. Soon, she was hooked, doing two more shows that year. Six months after her first show, Briscoe opened Today's Techniques.

"I'd managed another gym in town and I just loved it," she said.

In the last nine years, Today's Techniques has expanded five times and the fitness show has been growing along with it.

"[The fitness show] gets better every year," Briscoe said. "It's really well-run, there are no glitches."

When asked why she wanted to start a show in Fort St. John, Briscoe explained that all of the travelling to shows elsewhere was costly.

"I had to go to Kamloops and Vancouver and Calgary and it was a lot of travelling and they were forgetting about us Northern people up here," she said.

The first year there were only seventeen competitors, now, there are around sixty.

"Even though we only had seventeen people we had a full house," Briscoe said.

Briscoe works with her staff to help train competitors for the show. She trains women for 20 weeks leading up to the show. She explained that while the training and diet is rigorous, people don't starve themselves.

"They eat lots of food and most people think we starve ourselves to get that lean but we don't, we eat six to seven times a day and it's very regimented," she said.

Meghan Lundsgaard-Lusk, a Today's Techniques trainer and group fitness instructor, has worked with Briscoe for the past five years on the fitness show as well as training with her for competition.

"I have watched her transform both men and women from sedentary to contest-ready," Lundsgaard-Lusk said. "The dedication and energy she gives each of her clients helps to push them through the 20 plus weeks of intense training and dieting needed to step out on the stage."

Briscoe's clients call themselves, 'Team Jen-etics'. She has trained women from many different places for different levels of competition.

"[Briscoe] is an inspiration to so many women all over northern B.C. and throughout the fitness industry," Lundsgaard-Lusk said. "[She takes] on clients from every corner of the country, and travels to watch them perform in their shows."

"I do it cause I love the sport and what it gives people, confidence and sense of achievement," Briscoe said. "The look on peoples faces when they lose, some as much as 50 plus pounds, and get on that stage is worth all the time in the world. That's what I love about my job."

Briscoe has continued competing along with running the gym and organizing the fitness show. In 2007, Briscoe won the overall Canadian Nationals; she is also an IFBB pro cardholder.

"There are only about 12 of us in Canada [that have Pro Cards]," she said.

"To train under [Briscoe] is a privilege that a lot of fitness enthusiasts would die for and

we are lucky enough to have her right here in our own community," Lundsgaard-Lusk said. "I hope everyone

will take to opportunity to come out and support our Northern Classic, who knows who will be our next big thing!"



Amber Yake photo

Jeni Briscoe, who along with her staff at Today's Techniques, plan and organize the Northern Classic Bodybuilding Show, stands at her local gym where local athletes prepare for the upcoming show. Briscoe herself has been bodybuilding since 2000.

## CROSSWORD

Answers in classified section

1	2	3	4	5	6	7	8	9	10	11	12	13	
14				15					16				
17				18					19				
	20			21					22				
			23				24	25		26			
27	28	29						30	31				
32					33	34	35	36					
37			38			39				40	41	42	43
			44	45	46				47		48		
	49	50						51	52	53			
54				55		56		57					
58			59			60	61				62	63	
64					65					66			67
68					69					70			
71					72					73			

- 65. Component of an element
- 66. A legally binding command
- 68. At some prior time
- 69. Disturbance
- 70. California school
- 71. Speaks
- 72. Nudges
- 73. A suggestive or sneering look or grin

CLUES DOWN

- 1. One who is reprehensible
- 2. An air or melody
- 3. Monthly apartment fee
- 4. An Asian temple
- 5. Provoking laughter
- 6. Astound
- 7. Profoundly wise
- 8. Baseball team position
- 9. Strategic Air Command
- 10. Back talk
- 11. Indo-European language
- 12. Familiarize
- 13. Females

CLUES ACROSS

- 1. Fish often farmed
- 5. Molds
- 10. Freight boat
- 14. Length by width
- 15. Nebraska city
- 16. About aviation
- 17. Ring
- 18. Art of illusions
- 19. Take off weight
- 20. Spray dispenser
- 22. First name in beauty
- 23. Cut into cubes
- 24. First state abbreviation
- 26. Hostelry
- 27. Madonna's theosophy
- 30. Choose
- 32. One of the Gershwins
- 33. One who tags
- 37. A unit of area
- 39. God of the sun
- 40. Dull painful emotion
- 44. Give up hope
- 48. To be unwell
- 49. Very near
- 51. Makes very happy
- 54. A way to till
- 55. Chum
- 57. From a distance
- 58. Instrument with bellows
- 60. Suddenly
- 64. Frost

- 21. Linear unit
- 22. Women's magazine
- 25. Soft-finned fish
- 27. Former OSS
- 28. Curved in shape
- 29. The act of preventing
- 31. Division of geological time
- 34. Type of viper
- 35. Tropical constrictor
- 36. Lilly, drug company
- 38. Yeddo
- 41. Type of scan
- 42. To hasten
- 43. Raised trains
- 45. Sports network
- 46. Large body of water
- 47. Defies
- 49. Circle of light around the sun
- 50. Bequest
- 52. Once around a track
- 53. Devious
- 54. Santa words
- 56. By and by
- 57. Having weapons
- 59. Son of Zeus & Hera
- 61. Spanish tie
- 62. Hair parasites
- 63. A Connecticut university
- 65. Current unit
- 67. Pitch

## SUDOKU

Answers in classified section

9			6			8		
		6				9		
5					4			1
7	5				2			1
3								5
	1		5				3	6
6			9					8
		2				3		
		5			7			2