

Mama Bootcamp thrives on can-do message

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How does fitness guru **Lorri Ann Code** do it? The core values for her business, Folsom-based **Mama Bootcamp**, don't mention anything about losing weight or even getting fit, yet the company she founded amid an economic downturn is expanding throughout California and will soon open branches in Alaska and Virginia.

Code was the only coach when she started training about 50 clients in 2007. Today, she has 54 coaches who train more than 1,000 clients in the Sacramento region, [Bay Area](#), Fresno and Southern California. She will soon personally greet her first clients in Virginia and Alaska because coaches who moved to those states are starting up groups. Code likes this kind of organic growth, she said, because her coaches are steeped in the Mama Bootcamp philosophy.

Speaking of that philosophy, Code describes Mama Bootcamp's mission as empowering clients, motivating them, helping them to grow and change their lifestyles. You could talk with her quite a while before she even mentions concepts like building muscle mass or shedding pounds, even though the 53-year-old athlete recently finished the 1.2-mile swim, 56-mile bike ride and 13.1-mile run of the Half Ironman in just 6 hours, 8 minutes.

"In the fitness industry, we need to listen to what people say," Code said. "People have been let down and discouraged. We're at an all-time high for obesity, and there's obviously something we're not doing right. We need to give people faith and hope. ..."

"You might never have had anybody who believed in you growing up. I didn't. But if I can say to you as your coach, 'You can do it, too,' I think the sky's the limit."

As Code's business took off in 2010, her husband, **Les Myers**, left his job as a manager at **24 Hour Fitness** to help her manage the growth. The couple, who are business partners, acquired a building at 722 Sutter St. in Folsom last year to give Mama Bootcamp a permanent headquarters.

Read more here: <http://www.sacbee.com/2014/07/23/6578315/mama-bootcamp-thrives-on-can-do.html#storylink=cpy>