

From gearhead to life organizer



Talent & Passion

By Chuck Desmond

"Oh my goodness, Chuck. I'm not sure this title even makes any sense. Are you still finishing off your holiday eggnog?" Hey folks, I'm reading some of this for the first time myself. Give the writer a break here and I think it'll make sense as we dig into the life of Jeanne "Bean" Murdock.

1968 was the year in Cupertino (outside San Jose) that mom and dad Murdock welcomed Jeanne into their family. Mom was a homemaker and dad was a data manager for a high tech firm. In all aspects, Jeanne was a regular

little girl until one of her playmates called her "Bean" because it rhymed with Jeanne. The name stuck and perhaps in some ways, it set the stage for her to become a free spirit. By high school, Jeanne was excelling in girls' sports; field hockey and softball. After wiping off the sweat, she got herself all dirty again by working on cars. So much so, that in her senior year, Miss Murdock beat out all the boys from their various shop classes. Jeanne brought home the Senior Academic Award for Industrial Technology from her work and dedication in the auto shop class! Old VW's were a specialty!

Cal Poly in SLO came next where Jeanne earned her BS degree in Physical Education in

1991. It was during this time that Jeanne recognized in herself that she didn't want to be a PE teacher but rather saw her fitness future in a different direction. To accomplish what was becoming her path, the requirement of business classes became an important part of her curriculum. Jeanne decided that fitness is a science of the person that incorporates an internal organization of healthy mind, a fit body and solid nourishment to fuel the entire system. If "The System" ran properly, people would stumble over themselves far less, become more productive and accomplish plenty more of their potential.

Graduation came and then it was off to Phoenix for a half year of internship which was followed by a year in the grand Mecca of total fitness - Hawaii.



Jeanne Murdock

While the PASSION still lay dormant, the TALENT was emerging and the "BEAN-FIT" name was launched as her own enterprise. Back to the mainland she came and the plane landed in San Diego where Jeanne was to spend the next 11 years. The nutrition leg of the triangle needed to be folded in so Jeanne attended San Diego State where she completed all the requirements for the equivalent of a second degree in Nutrition.

Please see TALENT page 18

PASO PEOPLE

TALENT from page 16

Rent, food and all the rest got paid for as Jeanne paid her dues and built up her business. Personal fitness training and even roller-skating and swimming lessons added to the coffers. Slow and steady; and bit by bit, the true goal was emerging. Finding beginners who were, for lack of a better term, out of control in their lives, were the ones she could help the most. Yes, and while the physical piece is important, things like being organized in one's mind and office (or even space in the clothes closet) as well as time management can wreak havoc. All of it equates to being fit such that life can be lived and not be in constant turmoil. Every time she worked with a person, the overriding questions became: How did they get like this? Why did they lose control and how could they regain it? Stated more simply, Jeanne determined that people need to be fit in all aspects of their lives and that meant more than lifting weights and doing aerobics.

After the years in San Diego, which she says was really not

where she wanted to be, it became time for another physical relocation. Missing the Central Coast, Jeanne packed it all up and moved to El Paso de Robles in 2004. Armed with a clear Mission Statement, it was time to start from scratch. "I need to make an impact and help people capture a state of mind that would let them thrive instead of languish."



Jeanne with her signature truck.

The ideas and plans that had taken root in San Diego were now sprouting. Jeanne knew that concentrating on commercial and corporate fitness (according her definition) was the avenue she needed to travel. Educating the public on a variety of being fit topics was where the PASSION now resided. Jeanne had to change

the direction of her business from a one-on-one situation to multiple folks at once where they could even help one another or their families or the companies they work for. She could reach more people and spread the plan's concepts more easily with larger audiences. The next logical step was to promote fitness through speaking engagements and by writing. This chapter of her life was to take place in our town!

Now, Jeanne is very visible in our area. It's not uncommon to see her big white truck and high camper shell on the streets. For sure, Jeanne's not a very large person but the truck is hard to miss.

Some of her customers include the educational system, sole proprietors of businesses and larger established businesses. All of these have the same common need to make better use of people's time (and time management) and talents to create positive ideas and more productivity. Unload the clutter to let in some new energy and fresh ideas.

Jeanne has written a number of books as well. The most recent is titled, "The Every Excuse in the

Book, Book." It's 120 short chapters on how to gain from the benefits of overcoming the excuses that get in the way of moving forward. She also launched a new TV show on Charter Channel 2 which airs Tuesday at 6:30 p.m. and Sunday at 11 a.m. These are interviews with various health professionals on a wide variety of subjects.

When there is a moment left in her busy schedule, Jeanne continues to play on the City League softball teams. But, most importantly, Jeanne has Celiac disease, a condition whereby the body tolerates absolutely no gluten, and she serves as the Chair of the SLO County Celiacs Chapter, a support group for those afflicted.

Need more information? Maybe schedule a presentation? Find out more about Celiac Disease? Get a copy of the book? Call her at 226-9893 or web at www.beanfit.com. We're still early into 2009. This could be just what you need to get yourself or your organization kick-started again.

If you know someone who should be spotlighted for this column, please contact me at CDESConsult@yahoo.com.

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