

# Inside Business

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MEET YOUR MERCHANT: COREINATION MOVEMENT STUDIO / BONEDALE BALLET

## A studio by dancers but not only for dancers

### How did your business start?

We found that Pilates and yoga helped our movement quality, range of motion and injuries and essentially enabled us to keep dancing better and with more strength and fluidity. We found this to be quite a revelation and wanted to share this knowledge and understanding with our students. We feel that studying all three modalities is something that is ahead of its time in a way, and if people could feel what it is like to have this awareness harnessed in their bodies all activities would take on more of a dynamic and rewarding quality.

### What do you sell?

We offer the opportunity for students to connect with their bodies in a way that is healing, empowering and age reversing and can help people study where movement comes from in their bodies, which can be very useful as they age. We can show people how to access movement in a whole different way offering more control, grace, strength and modalities that don't build bulk or superfluous muscle. We do this by combining yoga, Pilates (on the reformer, chair and barrel) and ballet as the vehicles and our trained eyes as the coach. Also we offer performing and personal coaching.

### What positive lessons did you learn during the recession?

We learned to stick to our dreams and to fall back on what you love and have dedicated much of our lives to, in

### BUSINESS DIRECTORY

**Name of business:** Coreination Movement Studio / Bonedale Ballet

**Description:** We offer ballet, Pilates and yoga (and recently, jazz, youth ballet, Zumba). Our unique approach is in our trained awareness through our professional dance and ballet experience and knowledge.

**Owners:** Anthony and Alexandra Jerkunica, professional ballet dancers, Pilates and yoga instructors.

**Address:** Third Street Center, 520 S. Third St., Carbondale

**Phone:** 970-379-8108

**E-mail:** dancemoutains@gmail.com

**Website:** www.corepilatesballetyoga.com

**Date business opened:** 2001

a way that serves people with the idea that we strive to make a positive influence on their lives.

### What strategy do you use to hire good people?

We hire people that share our love for movement and can offer this enthusiasm and knowledge to our clients. And that can expand on what we offer in areas in which we are not knowledgeable.

### What is your strategy for growth in the next year?

We have signed a five-year lease and effectively tripled our space in order to expand our youth, teen and adult ballet



PHOTO COURTESY LARA WOODMAN CLAASSEN

Alexandra Jerkunica instructs some young students in the finer points of ballet.

program into Carbondale's first professional dance company/school through "Bonedale Ballet." So that means more performances and community outreach performances in libraries, schools, our studio/performance space. Also, we want to get dancers into more yoga and Pilates for a well balanced cross training diet.

For nondancers, we hope to offer the opportunity for people to feel what it is like to be a dancer even if they don't plan on dancing. Who is to say that

they cannot bring the feeling of dance into their weight lifting, cross fit and skiing activities, for example. We want to build these programs and bring the valley another professional option for dance.

### What is the best thing about running a business here?

The most rewarding thing is to serve a diversity of people in age, movement background and physical disposition and see them begin to change their perspective. We witnessed this

when we shared this philosophy with autistic children through the extreme sports camp. We hope to work with Alzheimer and Parkinson clients as recent science has proven that ballet helps arrest the symptoms and manages the effects of these diseases. This demonstrates how great these modalities are for the mind, body and spirit and how there are many audiences and untapped areas in our community that might benefit from our humble offerings.

## How to get the most out of your lawyer

Legal services aren't cheap, and the need for legal services often arises in emergent circumstances or part of a budgeted process. Sometimes, legal fees are covered by insurance, but most of the time, they're paid out of pocket. Legal work isn't easy, and, like performing surgery, it's generally unwise to do it yourself.

In light of these considerations, clients and lawyers should work together to promote the client's interests in an efficient and cost effective manner. Here are a few pointers to help you get the most out of your lawyer (and likely other professionals), to your mutual benefit:

First, be prepared for meetings and teleconferences with your lawyer. Collect relevant papers and organize them in a logical manner. Use paperclips instead of staples, which are the mortal enemy of the paraprofessional at the copy machine.

Don't mark-up contracts, deeds, testamentary documents or other original legally operative papers.

If your lawyer provides you with a questionnaire, fill it out to the best of your ability. Otherwise, ask in advance of your meeting if there is anything that the lawyer wants you to think about beforehand.

Try your best to identify your objectives before meeting or corresponding with your lawyer. That being said, come in with an open mind because your lawyer will likely have a perspective that you haven't considered.

Be truthful, honest and forthcoming with your lawyer. Sometimes, a legal issue involves embarrassing, unpleasant or sensitive information. A lawyer is ethically and legally bound to keep your secrets, and the lawyer-client relationship must be one built on trust. Hiding information or supplying a half-truth to your

lawyer is a formula for hardship, and, possibly, a fatal blow at trial when the other party brings up prejudicial information that you knew about, much to the surprise of your attorney.

Your lawyer needs to know your story and perspective, but avoid using your lawyer as a psychotherapist. A good lawyer who deals with clients in crisis will certainly be sympathetic and understanding, but no lawyer has the training or experience to guide a client out of serious mental or emotional distress. Even if a lawyer has that ability (which would be unnatural for a lawyer), the lawyer's fees will likely eclipse the rates charged by a qualified counselor, psychotherapist or clergy.

Take good notes, and do any follow-up tasks that the lawyer and you agree are your responsibility. In other words, don't pay your lawyer to keep you on track.

Understand that sometimes a team approach is best. I will occasionally encounter a client who, in the interest of

minimizing professional fees, will shuttle information between and among the offices of the lawyer, the accountant, the realtor or other the professionals involved because the thought of multiple fee-charging clocks running at the same time is difficult to stomach. This is understandable, but when an issue is truly multi-disciplinary, then letting the professionals talk to each other will likely reduce costs in the long run.

Finally, develop a professional relationship with your lawyer. Over time, a lawyer and client who have a history of working together will benefit from the efficiencies arising from mutual trust and familiarity.

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