



Bill Cochrane

is one of our GYM HEROES that demonstrate how motivations change over time! At age 12, Bill saw a magazine ad for protein powder and wanted to look like the models on the page. At age 18,

wanting to be a starter on his college football team, Bill started weight training. Without any formal instruction, Bill said he hung out with the guys who were bigger and stronger than him to learn exactly how to do it. **His advice is to find someone you admire – don't be intimidated!** A lot of times, people enjoy mentoring someone with questions. He later became a trainer to help others who looked up to him. Bill spent his 27-year career as a firefighter which demanded he stay in shape. He retired in 2015.

Now, Bill leads a very active lifestyle enjoying competitive and recreational sports. He **maintains a healthy body in order to prevent injuries and enjoy an action-packed retirement.** He also trains here because of the enjoyment that comes from it. He has never lost his LOVE for lifting, which is why Infinity is his gym!