

It's All *W* In The Choosing



We all strive to live the dream, whether that dream is having the perfect job, giving back to the community, having educational accomplishments, or having time to spend with family and friends. Christine Roedlich, owner of two Massage Envy franchises locally, has not only educational accomplishments, an amazing job, and a dream home, but an amazing family.

Christine's husband, Christian Roedlich, grew up in Germany, but they met at North Carolina State University while they were both in graduate school. After completing their doctorate degrees, they moved to Germany and lived there for over a year. In 1996 they moved to the local area. The couple have two children, both of whom enjoy soccer, tennis, and horseback riding.

Christine has a Ph.D. in biomechanical engineering and currently works at Autodesk, Inc., as the Product Support Channel Manager for the Americas region. "In the corporate world, I have been in management for the past 13 years and it's something that I really enjoy doing," she shared. But not only does she have an amazing job, she also works with her husband managing their two Massage Envy locations.

Christine and Christian have always been interested in alternative medicine and healthcare. "When we learned about franchise opportunities with Massage Envy it was such a fantastic fit. We decided to follow our dreams. Christian quit his corporate job and we started our two Massage Envy clinics in Mooresville and the university area," she explained.

In many cultures around the world, it is common place to use alternative forms of healing, such as massage, chiropractic treatments, yoga, and meditation. The U.S. is starting to catch on, with more and

more people looking for ways to ground themselves, relaxing their physical bodies and minds, and in the process, preventing disease. Christine's passion for their business comes through when she talks about the far-reaching benefits of massage: "Many people don't realize that up to 90% of today's diseases may be stress-related, and therapeutic massage is one of the best, natural stress relievers available."

When Christine is not busy being a productive business woman, wife, and mother, much of her time is spent in refuge among her horses on the family's horse farm, The Equestrian Center at Boulder Spring Farm. Christine and Christian also have a special place in their hearts and business for giving back to children in the community. "Children are our country's future. My husband and I feel very passionate about the increasing need of underprivileged and neglected kids. We actively support Barium Springs Home for Children in Troutman with our time and sponsorship, and we donate to other charities on a regular basis," she commented.

Christine hopes to be an example for other women by taking care of herself while pursuing her goals at the same time. "Be good to yourself," she advised. "By continuing to pursue my own passions and hobbies, and taking great care of myself, I show my children that I can do anything in life that I choose—it's all in the choosing!" People sometimes ask how I manage everything and I tell them that my motto is based on the Nike commercial 'Just Do It!' If you are passionate about something and you are willing to do what it takes to get there, then stop talking about it and get to work!" 