

Bosse Sports is expanding services

By **Benjamin Smith/ Staff Writer**

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Bosse Sports and Health Club is expanding services to its members by teaming up with a Newton based company.

The fitness center on Boston Post Road has partnered with GoodDeeds' Services to assist its members with errands and projects outside the usual sports and health field. The companies announced their partnership last week.

"As I understand, they have been wanting to expand their services into a concierge service, so it's really a perfect match for GoodDeeds who is able to provide what Bosse was looking for right away," said Heidi Boie, spokesman for GoodDeeds.

Bosse Sports Club already partners with Hercules Dry Cleaning, Boston Car Service and other specialized service companies to create a concierge center for the club's members.

GoodDeeds provides "life management services" according to the company's Web site. Its employees can oversee projects that often require multiple tasks and managing multiple vendors, everything from organizing a closet or basement to planing a vacation to personal shopping is provided by the company. The firm was co-founded in 2003 by business partners, Sarah Harris and Beth Miller, both former human resources executives.

"Part of my whole philosophy is to offer people experiences and benefits that transcend what other sports clubs provide," Bosse founder DJ Bosse said. "As we look for ways we can expand, we want to bring more value to the experience our members have."

The partnership allows both companies to provide clients all the services they require while saving on personnel. GoodDeeds gains a visible contact point in the Sudbury community and Bosse is able to provide outside services to it's members without having to hire more personnel.

"This will allow us to concentrate on what we do well, with the assess to the day spa and scheduling classes, while providing our members with services they need occasionally on their personal time," Bosse General Manager Marko Cosentino said

Bosses opened in 1999 and has nine tennis courts, a golf learning center, aquatics center, rockwall, cardio and weight-training equipment, day spa and café. Experts in exercise physiology, nutrition, sports psychology, and medical testing can create a personalized plan to help members reach their fitness goals.