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winter 2013

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# NEW Ventures

By CARA WILLIAMS

## CrossFit Mozomo...



**Self-proclaimed** “gym rat” Michele Smeh has always been in shape, but she has never felt so strong as when she began CrossFit training in 2009. It was inevitable that she would start her own gym, but it was the discovery of CrossFit that gave her that extra push. In May of 2012 Michele opened CrossFit Mozomo, which she independently owns and runs out of Active Life Conditioning in Collingwood. “Mozomo” means “the power to effect dramatic positive change in a short period of time.”

Michele has Can Fit Pro certifications in personal training, nutrition and wellness, kickboxing and most recently CrossFit. Michele explains that after you’ve tried it CrossFit becomes almost an obsession: once the bug has bitten you, no other workout will do, mostly because CrossFit develops a phenomenally strong core base and CrossFit athletes see results almost immediately. The WOD (workout of the day) changes daily and CrossFit training is designed to be constantly varied, high-intensity, with functional movements in a short period of time. Michele explains that her athletes can get more out of 15 minutes in her gym, than in a full hour of running.

Their mission at CrossFit Mozomo is to make you believe that NOTHING is impossible and you CAN accomplish anything! They keep their class sizes small (max of 10) so that the trainer has the opportunity to closely monitor each athlete and provide detailed instruction on technique and form, accommodating individual fitness and skill levels. They do an Injury Prevention Assessment with all of their athletes before starting the regular WOD's to address any flexibility and range of motion issues and discuss previous/current injuries. Mozomo has clients that range from 24 years old right up to 59 years old and a complete array of fitness levels. The wonderful thing about CrossFit is that the workouts are “scalable” so if you're just starting out at the gym or have been going for years, you can do it!

Michele and her husband John are also the masterminds behind Met Con Blue, the insanely popular, insanely fun, adventure race at Blue Mountain Resort. **Book a free introductory class [www.crossfitmozomo.com](http://www.crossfitmozomo.com)**  
**Located in Active Life Conditioning (Cranberry Mews) Collingwood. |E|**

fun  
intense  
effective  
fitness

## RAD Design Inc...



a  
passion  
for  
spaces  
with  
style

**RAD Design Inc** was founded in Toronto, in 2010 by Golbou Rad. Specializing in architectural design, new construction and renovation, interior design, and consultation, RAD Design Inc has already garnered respect and has earned quite a name in Ontario. As acting Principle, Golbou draws upon a diverse educational background that includes both a Bachelor of Architecture and Master of Urban Design degree, as well as a broad international experience. Her team is able to deliver design solutions that not only work in the real world, but are also informed by Golbou’s experiences from around the globe.

Growing up in Asia and Europe inspired Golbou to pursue a career in design. She has since applied her skills at some of Canada’s most respected Toronto-based architecture and design firms. She is a LEED Accredited Professional in Building Design and Construction, with a passion for sustainable design matched only by her desire to improve the way people live, work and enjoy everyday life.

Golbou’s passion for skiing has brought her to the Southern Georgian Bay region and she brings her firm with her. RAD Design is close to completing their first “cottage project” at the base of Blue Mountain Resort. Watch for it in our Spring 2013 Makeover Issue!

At RAD Design, every element of both commercial and residential interiors is carefully developed and thoughtfully executed, and is the product of a planning process that ensures that choices made reflect a passion for sustainable design. Decidedly modern in the approach, the spaces created are sophisticated and timeless, and can be tailored to fit any budget.

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