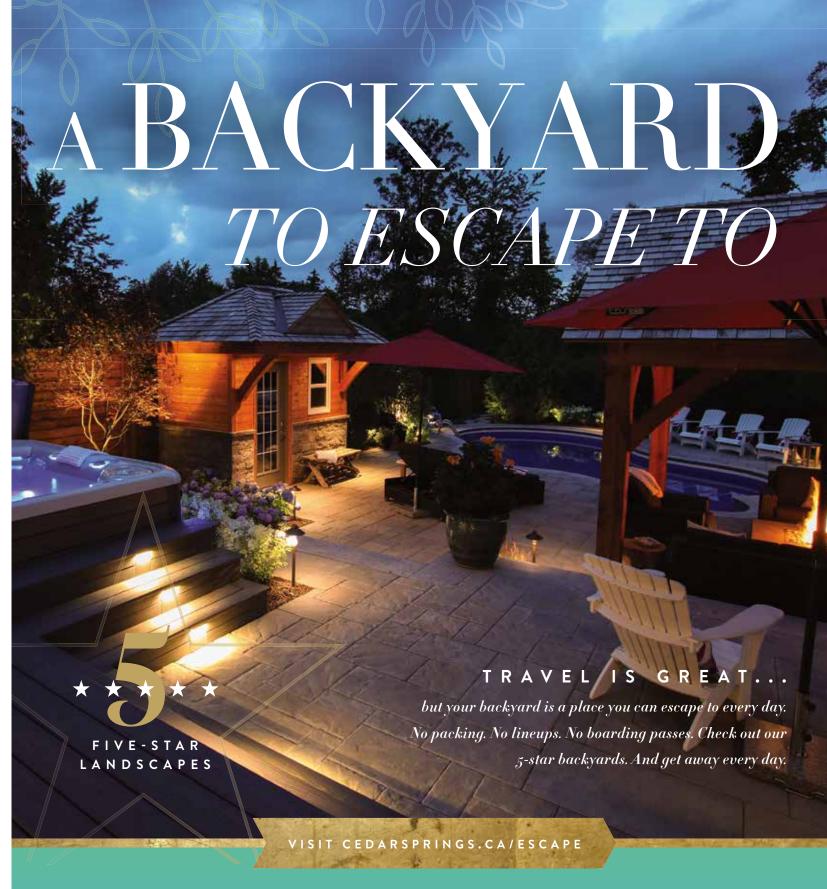






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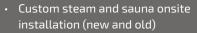
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FORUM

SHIMA HOMES

8 Cover Story

PHOTO BY CAMERON ST.

Cedar Springs Landscape Group

40 Rolls-Royce Cullinan

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Feature: SHIMA HOMES

- 58 The Grand Hotel, Oslo by Emilia Florek-Guerrero

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FROM THE PUBLISHERS

Welcome to the August/September 2018 edition of Forum Magazine! Amir Khashayar and Mohammad Kassirian of Shima Homes dazzle us with a modern marvel in the heart of one of Toronto's most desirable neighbourhoods in North York! Modern or classic trends, their commitment to carefully crafted builds earns their clients' trust, time after time! Plus, their integrity and sincerity are totally transparent and genuine - perfectly placing Shima Homes as the custom builder of choice.

There is an art to transforming bland backyards to a spectacular luxury oasis, Cedar Springs Landscape Group are the masterminds with the imagination to do just that, anything is possible for a beautiful backyard space. Contact them today to transform your backyard space into the ultimate staycation destination and Get away every day!

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Would your company make an excellent cover story? Are you building a unique custom home? Contact us, let's profile it in an upcoming edition.

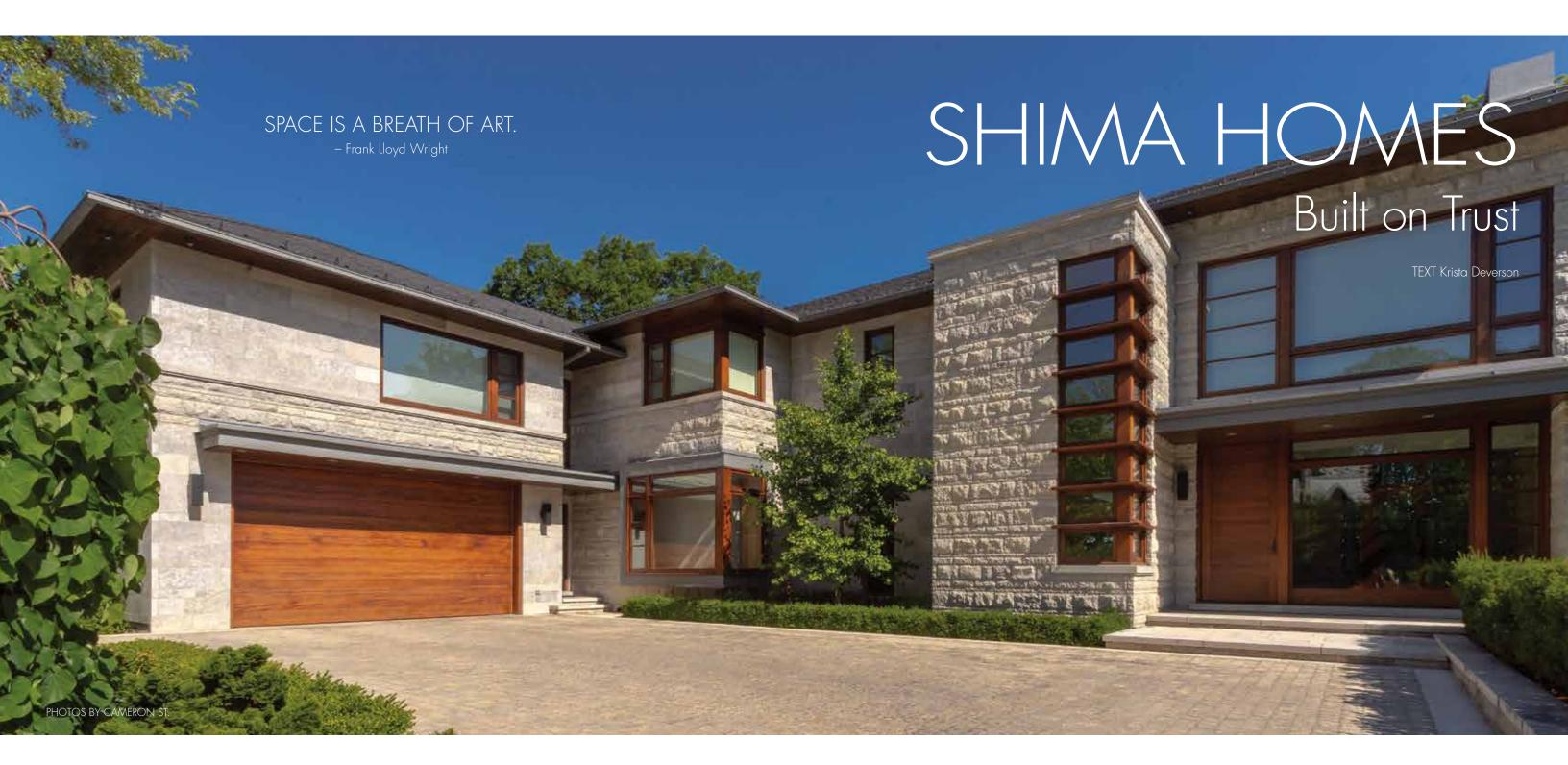
Enjoy the rest of your summer!

Until next time.

Sean & Ana Patrick **Publishers**



Forum Magazine Forum Magazine



n home construction, quality speaks for itself. Solid structure, attention to detail, precision construction and durable finishes tell the story of fine craftsmanship. Over time, such craftmanship boasts an enduring impression. At Shima Homes, their commitment to beautiful quality construction and continuing services have been the only calling card that the company has needed

to capture interest and earn clients' trust.

For Mohammad, who started the company in 1993, a commitment to high standards and post-construction services have been a self-fulfilling prophecy. By treating the client's homes as well as he would treat his own family's home, his business grew solely by word-of-mouth and his clients came back time and again. His goal was never to be a

high yield construction company, but to focus on a smaller yield of a few custom homes where he could impart that personal touch and ensure the highest construction quality.

Having immigrated to Canada in 1989, Mohammad's original intention was to establish a wheelchair export company to the Middle East. Iranian by birth, Mohammad knew that the war between Iran and Iraq had left 1.8 million people handicapped and in need of physical aides. He was living in Germany at the time where he had earned his Master of Science and was working at Siemens, while doing some home renovations in his spare time. On a visit to the city of Cologne, Mohammad saw a Canadian immigration poster and inquired about Canada, a country which

at that time, he only associated with the cold. However, he received some excellent advice and a one-week visitor's visa which he used to come and learn about how industry works in Canada. Upon returning to Germany, he knew he wanted to be Canadian, so he started the process and suggested the wheelchair project as a work enterprise. Because of his business plan, his



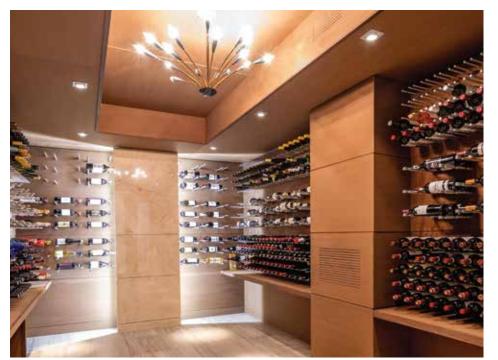












paperwork was processed quickly, and he received his documents to come to Canada in short order.

However, within his first year working in Canada, he encountered challenges with the wheelchair business model because of the government's high export tax at the time. It wasn't long before he changed directions and started in construction, relying on his prior work experiences in Germany and refining these learnings incrementally. He started off small, buying investment properties and building them for resale. For the first project, Mohammad acted as his own foreman and while he was working on the home, a neighbour asked him why he was renovating it. The neighbour was so impressed by the caliber of work that she saw that she purchased it from him and he completed it at her request. Since then, she has continued to be a loyal customer, having built six newer homes.

For Shima Homes, it's a frequent occurrence that clients return to build their new property or refer their friends and family to the builder. Because of the company's three foundational pillars of quality, cost and time, they've developed a loyal customer base and solidified their enduring legacy as builders of distinction. Their developments have been in localized pockets of Toronto



Forum Magazine Forum Magazine



including Rosedale, Moore Park, Lawrence Park, Hoggs Hollow, Bedford Park and Old Mill.

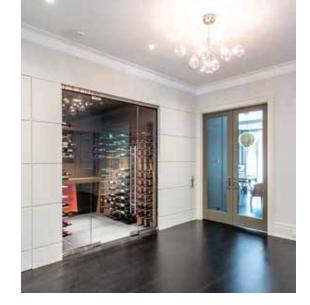
With the majority of their clientele in the Lawrence Park area, one of Toronto's first planned garden suburbs, Mohammad knows the homes there must be built to meet the modern day needs of their clients while complementing the grand surroundings.

With a unique style that mixes traditional and transitional, Mohammad aims to build a comfortable home that will make clients very happy for years to come.

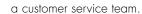
With all the work they have done in the Lawrence Park area, they've developed quite the niche for themselves. They know the neighbourhood and clientele well and the style of homes they like. They have been

asked to go broader, yet they prefer working within their known neighbourhoods, so they can have better oversight and quality control. Their beautiful finishes and high-end construction aren't conducive to all areas of the city, so they stick with what they know best and the clients appreciate it. From beginning to end, clients work directly with Shima Homes and are not passed down to









Stylistically, they can create any kind of home their customer desires, but they are always focused on the high caliber of the workmanship. Historically, they specialized in traditional and transitional homes because that was the preferred style at the time. However, within the last several years they've noticed a shift in the client's tastes to a more contemporary and transitional design. They work with the client's aesthetic and the plans of the architect and interior designer to achieve the right visual appeal throughout. Regardless of the style, Shima Homes focuses on solid fundamentals like strong foundations and excellent inner workings of the home including automation, electrical and plumbing. Being a small-scale

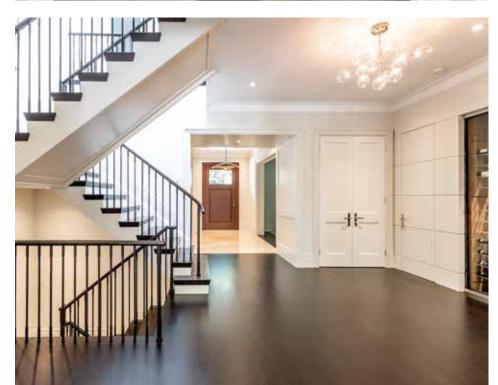














builder, they are personally divested in their projects and directly oversee the quality tradespeople they hire, ensuring homes are optimized to last for generations.

Overall, the homes they build are larger in scale, typically ranging from 3900 square feet up to about 14,000 square feet, mainly due to the upscale location they work in. They can do any size home, but because the quality control in the build is always the same, a smaller home would cost more to build than the average builder would charge. Their tradesmen are highly-customized and focus on a certain quality range to ensure uniformity in the durability of the final product. Superior materials and reliable labour cost more because they are built to last.

Because of their work ethic, their customers speak very highly of them. Once completed, clients find that they are part of the Shima Homes family and can always rely on them if service is needed on the home.

In the area, the neighbours are supportive of their projects because they are so familiar with their buildings and work habits. For







example, Mohammad says they are always responsive and very neat on their construction sites. Just as the neighbours respect his projects, he also ensures that his whole team respects the neighbourhood. By managing their sites very well, they always get permission from neighbours and make sure they don't block driveways or bother anyone. In turn, it is easy for them if they must meet with the committee of

adjustments for one of their projects because the neighbours support their work. In 2012, Mohammad's son-in-law Amir joined the company and they continued to build custom homes principally in and around Lawrence Park. Amir had been working in the capital markets IT sector, and by watching his father-in-law he became intrigued by the construction process. His passion for building grew and

he realized many of the core skillsets from the financial industry were transferrable to the construction industry. Whereas a multimillion dollar project in capital markets might have a multiyear horizon with changes in direction mid-delivery, the construction projects had a shorter and more stable turnaround. They worked well together because they complemented each others core skills and could collaborate

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well with each other. They shared the same passion for building and client services. Over time their roles have evolved further where Mohammad has moved more into running the business and negotiations, while Amir's role has focused on the business operations.

The partners understand that quality and service is the solid foundation of their business. From the beginning, Mohammad noted that, "North America is a continent based on service. If we provide the service, they recommend us, and they come back to us again and again. It makes our customer happy and it makes us happy to serve them so well too!"

Having built custom homes since 1993, Mohammad says they feel so fortunate to work in Canada. They have a palpable passion for building custom homes that their clients adore. Earning the clients' repeat business, and then watching their clients' families grow and being able to help with their changing housing needs gives the Shima Homes team great satisfaction. They

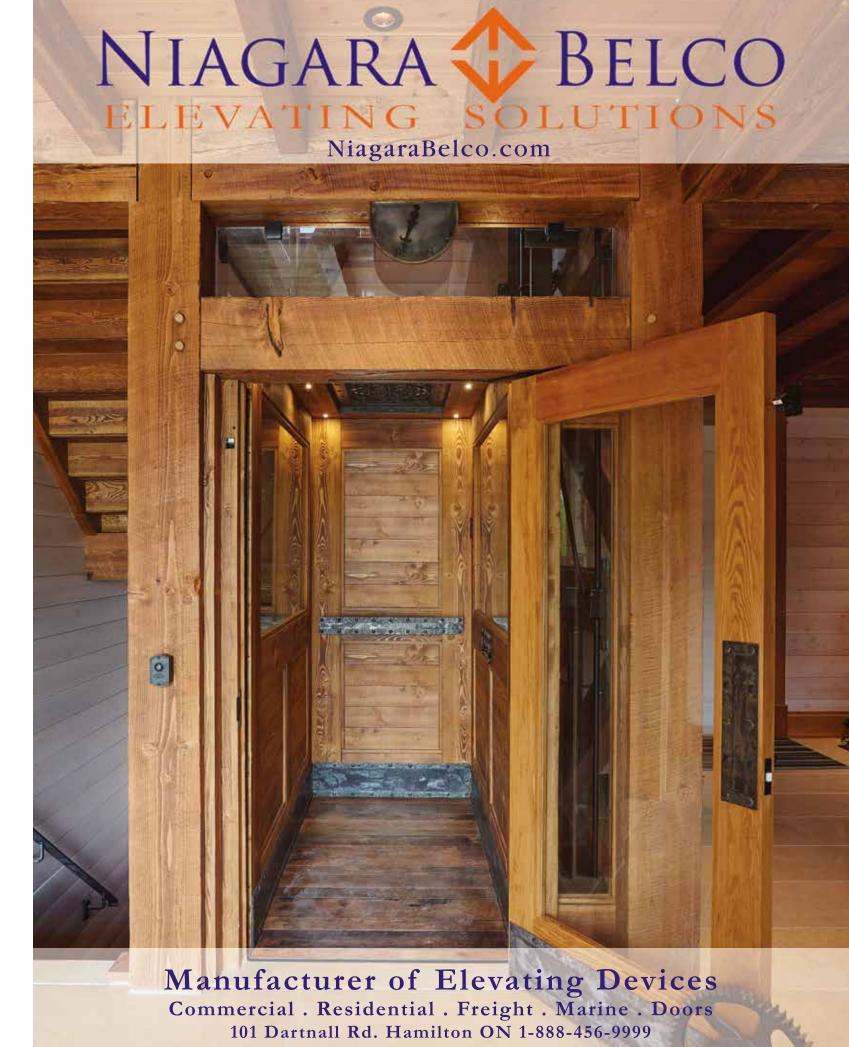
pride themselves on their word-of-mouth business because it lets them know they're doing an excellent job. Mohammad sees it as a way of giving back to a country that has given them so much.

"I'm very happy here," he explains, "Canada is a good country and it's my home! I consider myself above all, a Canadian. I love this country that gave us the opportunity to work here, building our own dream and those of our clients."

Their clients adoration of Shima Homes is mutual and the desire to share their experiences with this wonderful company with their neighbours and friends is proof of that.



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Reaching your goals begins here

ost people perform better when they are heading toward a goal. But it is important to understand that the goals must motivate. If your goals leave you feeling inadequate, stressed out, or over-worked, then you will lack the motivation to complete them.

Goals that motivate have specific characteristics:

- Clarity. Clear goals are specific, measurable, actionable, realistic, and time-bound (SMART). When a goal is clear and specific, people know what needs to be done and what is expected.
- Challenge. We are often motivated by achievement, so we'll judge a goal by how difficult we perceive

- it to be. If it is too easy, we won't give it as much attention and energy. However, if it demands us to stretch ourselves in order to achieve the recognition of a job well done, we are more likely to be motivated to excel.
- Commitment. For goal setting to be effective, the goals need to be agreed upon and understood. While this doesn't mean you negotiate every goal with every employee, there is value in engaging the people working towards the goal in crafting it. When we help to create the stretch goal, we are more connected to the challenge and more willing to commit. The harder the goal, the more commitment is needed.
- Task Complexity. For goals that are highly complex, we have to not only give people sufficient time to meet the goal, but actually provide the time to practice or learn skills that are necessary for success. The purpose of goal setting is successful achievement, so you have to be careful that the conditions around the goal support that success rather than
- Feedback. Incorporating feedback into the goal setting process allows for expectations to be clarified, difficulty to be adjusted, and recognition given. In particular, when a goal is long-term in nature, it's important to set benchmarks that help people gauge their success and see their achievement.

Once the goals are defined, each goal should be "drilled down" with specific objectives and measures.

Objects can be thought of as the yardstick; measures can be thought of as the exact location on the yardstick of each goal area; and both short-term and long-term objectives and measures should be defined.

When determining your objectives and measures it can be helpful to ask, "How will we know when this goal is achieved?" "What, exactly, will be different around here when the goal is attained?"

I appreciate this simple statement from Sir Edmund Hillary: "You don't have to be a fantastic hero to do certain things - to compete. You can be just an ordinary chap, sufficiently motivated to reach challenging goals."







Imagination fuels Imagination

TEXT Termina Ashton

Tvery invention also leads to the form like words, pictures, diagram or Lacreation of a new knowledge. Knowledge is created to fulfill the necessity of the human beings. How does the necessity or the desire of people get converted to knowledge?"

The answer lies in the ability of human beings to imagine what is beyond the sensory perception-sight, sound, taste, smell and feel.

"Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution. It is, strictly speaking, a real factor in scientific research." - Albert Einstein

It is through the human imagination that all knowledge has been created. Knowledge can be represented in any Artist, mathematician and architect,

audio-visual medium. The knowing of knowledge again triggers imagination as the needs keep on evolving, which again produces fresh knowledge.

As children, we have the most vivid, uninhibited dreams, and at this time we truly were the artists of our life. We invented, laughed deep and some of us even liked to play in dirt, carefree. And there are those who as they grew to an adult, continued to work on their uninhibited dreams, their masterpiece. They chose to follow their own advice rather than the crowd and found their way off the evasive clone carousel. They became the influencers of society, the initiators of knowledge and the creators of what we do or use now, here is an example;

Forum Magazine Forum Magazine 21 Leonardo da Vinci sketched plans of underwater crafts. This fueled the imagination of author Jules Verne and from this knowledge he created a story, one with a submarine called Twenty Thousand Leagues Under the Sea, long before we traveled underwater

With his book, Jules Verne fueled the imagination of readers and inventors, advances in technology and human occupied submersible vehicles were created. These submersibles fueled the imagination of author, Tom Clancy, and this led to the invention of his novel, The Hunt For Red October. This novel and others fueled the imagination of screenwriters and directors bringing to us more movies, Tom Clancy's novel, for example; gave opportunities for actors such as Sean Connery to play in the world of inventions. And the imagination continued to be fueled giving scientists the opportunity to explore the seafloor with remotely operated vehicles.

Thought is imagination and it is the essence for creating our physical existence, at all times. Life outcome is transmitted through imagination by choice and decision. The code and the activator. A single thought is the bar code transmitted to the Universe or "the formless substance – A thinking stuff that forms all things." as Wallace Wattles calls it in his book, "The Science Of Getting Rich.," This transmitted bar code will give evidence of the exact product.

Choice is thought we give our attention to or what we believe to be true, the bar code of the product. If we extend this thought, we have decided to activate this in the thinking stuff (formless substance) and bring to fruition the product (outcome) into our life. It can be joy, a touchable item, a feeling, fear or doubt. Even fear and doubt is a decision.

The more we repeat thoughts we make the decision to reinforce specific thought

patterns and welcome them into our life results again and again. Good or bad, we get what we decide every time.

Jules Verne repeated his thoughts of underwater travel when he wrote his book. Readers repeated these thoughts when they read it.

In any moment, we can change our thought patterns regardless of how much we have repeated them and relieve ourselves from our restrictive beliefs and decisions. Einstein stated:

The only reason for time is so that everything doesn't happen at once.

Everything cannot happen at once. Choose one pattern, one frequency. To feel healthy instead ill, safe instead of concern, or happy instead of anything you don't feel great about. All we need

do is to decide not analyze how we are feeling, or want to feel, this is only adding resistance if we overthink good or bad.

Or you could imagine...

We are not limited to only thinking about what we desire. Even playing with our imagination, producing ideas of what is not present or has not been experienced will change the frequency transmitted to the formless substance and create patterns that bring into existence knowledge for legacy's.

Imagination is inherent within all of us. Stir your giant within by finding inspiration; your journey will sprout and cultivate, and imagination will fuel imagination. Wherever the inspiration is found, it matters not, the only important thing is this is the story of your new future, with the greatest potential of a legacy; and will begin the moment you write upon the Universal canvas with your thoughts.

Allow yourself to Imagine. Use this word often. Because it is in this word that a mystery and one of the secrets is hidden.

Great things are only possible with outrageous requests. – Thea Alexander







effective way
to enhance emotional health
and make it ready
to beat any
complication
or challenge.



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10 surefire ways to powerful visualization

TEXT Linda Boertjens

Isualization can be very powerful when working on your goals. You **V** may have already created a so called Vision Board, or Dream Board with fantastic goals and dreams on it, where you cut and paste images on a board and focus on it for inspiration. You are excited about it, however it's been a while since you put it together and none of your goals have actually made it into your reality yet. You may be feeling like you are doing everything right, but just can't seem to get ahead. You wonder "is this whole visualization thing not working after all? Are all those top motivational speakers, magazines and books wrong when they say visualization is a very important – if not crucial-element when it comes to goal achievement and creating the life of my dreams? It all makes sense though what

they explain about visualization and how it can help you attract what you desire, by Law of Attraction. Why don't I seem to get it right?"

So why is your visualization not working for you?

Well, first of all, let me reassure that the concept of visualization is as valid as could be and one of the most powerful ways to stay inspired and achieve your goals. There is more to it then you first may have thought though, so let me explain the most important reasons why your visualization may not be effective and how to turn this around so your Vision Board will indeed coming to fruition in incredible ways you never thought possible.

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You don't have clarity on your vision and goals

If you are not clear on your goals, your vision will stay too general and will therefore not inspire you.

Whenever life gets touch, you won't be motivated enough to stay in action as your "why" is not clear enough. You will also be much more easily influenced by others around you who think they know what is good for you and tell you what to do. So when visualizing your goals, it is important to be crystal clear on your Vision. The more clear and detailed you are the more effective and inspired you can visualize. So just relax, sit down and really brainstorm about what is important to you. The achievement of which items or events would truly make a difference in your life. Losing weight? Changing your career and become a writer? What would make you fulfilled and happy? Take some time to think about this. You know, most people take more time to plan their holidays than to plan their life! It is worth spending some time on though, right? When you are clear on the things you wish to achieve in the future, write them down and also note why these goals are important to you; how would you feel when you achieve them? If needed, get some professional guidance to support you in this process.

2. You are visualizing everyone else's dream but yours

Sadly, we often tend to focus on dreams that are created for us by someone around us. This could be your parents, partner, friends or children. The challenge is that you visualize the things you think you SHOULD be visualizing instead of what you really want in your heart of hearts. Visualizing these kinds of goals won't work very well, as you don't have the

emotions of true desire attached to them. Besides that, it is not going to fulfill you anyway when you do achieve them, it will only fulfill others around you. So make sure you only visualize YOUR true desires. The ones that make your heart sing just thinking about them!

3. Your self-limiting beliefs hold you back

Another important aspect in the process of manifesting your dream life is your beliefs. If you spend valuable time visualizing your goals but at the same time your true inner feelings are negative and of disbelief, then "it ain't going to happen". You know, we tend to build up a lot of limiting beliefs in our lifetime that keep us from actually creating the life of our dreams. Have a quick look at that and be really honest with yourself. What are the feelings or thoughts you have that keep you from reaching your full potential? What beliefs do you currently have that hold you back from taking the actions necessary to make your goals a reality? You might, for instance, feel like you don't deserve them, or are not good or smart enough to make them happen. It is very important for you to address these self-limiting beliefs and replace them with positive empowering affirmations. Affirmations help you to reprogram your subconscious mind by telling it how you would like things to be.

Make sure to include these affirmations on your Vision Board!

4. You just don't know how to create an effective VB

Our experience as the leading provider of Visualization and goal setting systems is that many people just don't know where to start. Especially when you have never heard of Vision Boards, or even the concept of visualization, it can be hard to get your head around this; we recommend getting some professional guidance if that is the case. You see, when creating your Vision Board, there are a few important key elements you need to take into account and some crucial processes to follow for it to be effective and successful.

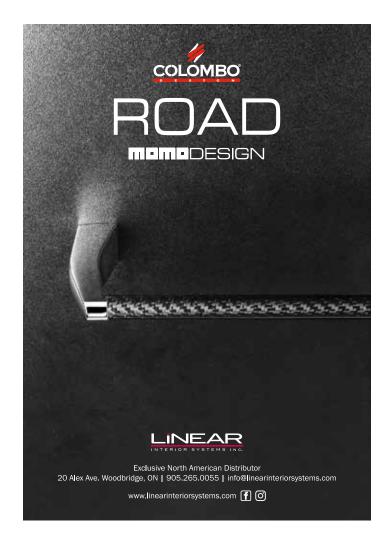


Before you actually start putting your Vision Board together, you need to work on your vision, goals in different areas, limiting beliefs, affirmations etc. Then once you start assembling, it is for instance important where possible to use images that have you in it. This reinforces the idea and feeling of you already having achieved that goal, it is precisely this feeling that will attract it into your reality. I would recommend to educate yourself about this so you increase your chances of success.

5. You are thinking of your goals, not from your goals

When you think OF your goals, it creates a certain distance between you and your goals. Your emotions around your goals won't be as strong and subsequently your visualization will be less effective. So rather than thinking of your future home when you visualize, (and how nice it will be to have it in the future), think from it.

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Imagine yourself already living in that dream house, so as if you have already attracted it. Imagine walking through that house, what do you see? What do you smell? What does the kitchen look like, how about your living room? This "acting as if" is crucial in the whole process of goal setting. By feeling as if you have already achieved it, you are basically placing an order with the universe. What you see in your imagination, is what you will eventually see for real with your eyes! This method is called "vivid visualization" and is extremely powerful. By practicing it, you will find that your self-image begins to conform to these new images in your mind. You are literally growing into the new successful person you intent to become! This will help to attract the goals you have set for yourself. By using moving images on a dynamic kind of Vision Board, for instance one on your computer, you can facilitate this vivid visualization in a very powerful way.

6. There is no consistency in your visualization regime

Creating your Vision Board is the first step to take. Once finished, you need to keep focusing on your Vision Board with intention and eager anticipation as often as possible. If you passionately visualize your goals on some days, and totally forget about it on other days you water down the effect. Your Vision Board will make sure you keep an inspired, positive mindset as much as possible. The more consistent and frequent your visualization practice is, the

stronger and faster the result. So I recommend to create a structure to make sure you focus on your goals and dreams at least twice a day with intent. You could create a reminder in outlook or make it a habit of focusing on your goals as soon as you wake up and go to bed. The challenge many people report to us though, is that they don't have the time or just forget to look at their Vision Board. If that is the case for you too, then we recommend having an automatic Vision Board system in place on your computer that pops up pro actively, to help you keep focused and reminded of your goals as much as possible.

7. You don't have enough exposure to your Vision Board

As mentioned before, the more you put your energy and focus on the display of all your amazing goals on your Vision Board, the quicker and easier you will make those goals a reality in your life. So it is valuable to have a look at ways to increase the exposure to your Vision Board. You could, for instance, hang your Vision Board on your office wall, in the kitchen or any other place you are often. The challenge when creating a "traditional" cardboard Vision Board, is that you only have one board to display when finished. As a suggestion, you could take photos of your Vision Board and hang these around your home, or create mini cardboard Vision Boards. An excellent alternative is to use computerized Vision Board systems that will allow you to create multiple Vision Boards and expose them in many different ways.

8. Your plan of action is not clear enough

How often have you made a decision to set a goal to really lose that weight this time, go to the gym a couple of times a week, start that business or take some more time off for yourself? You know how it goes: in one of those "aha" moments you realize you are "not going to keep going like this" and "really will take action to improve this area of your life" and you set a fantastic goal for yourself. You might even take some action for a week or so. But one day you really need to finish a project at work. Or you feel too tired to go to the gym. Then what happens....? Sadly, your brilliant resolution ever so often gets pushed out of sight on your priority list as soon as other commitments kick in or the automatic pilot of life takes over. Nothing happens really. You didn't do it consistently in the first place, and unless you really make the effort to do things different, nothing will structurally happen ever. It will be the story of your life; "Yeah, I wanted to do it, but....". You will live your life by default. Unless you create a plan around it to stay inspired. This is crucial! Create a clear plan of "attack" and -just as important-then put a system in place to keep you motivate to achieve your goal. A Vision Board is one of the key ingredients, as well as some proper coaching to create an effective plan of action and ongoing inspiration.

9. You see your visualization as a burden, a "must-do-in-order-to"

You may be one of many who feel that visualizing is kind of \boldsymbol{a}





burden, another thing on your to-do list in order to achieve your goals. So each day you look at your Vision Board, see the different goals, maybe dream away a little, only to get impatient, jump up and quickly "get on with life". In today's fast paced world it can feel like a challenge to take time to relax and focus on your Vision Board with intent, excitement and anticipation for what is coming your way. The trouble however, is that your visualization won't work unless you do it with conviction. The key is to really relax and properly sink into your goals and dreams in the most wonderful, magical way. Put the phone off the hook, get comfortable and dream away while watching your Vision Board with all the incredible things you would like to do, have or become. One thing that can truly enhance this experience is to make sure your Vision Board is interesting and dynamic to look at and really makes you feel your dreams. If possible, have it playing on your iPod so you can even look at it on a truly inspiring place such as the beach or near a stream. You can also have a poster print out next to your bed, so you

can look at it first thing in the morning with fresh eyes; the perfect day to set you up powerfully for your day!

10. You don't have a supportive enough environment

When you have big goals and dreams to achieve, one of the things to be aware of is the influence of people you surround yourself with. You see, some people demand a lot of energy by complaining about everything and by doubting your chances of achieving these goals. Spending a lot of time with these kind of people can therefore really influence your positive mind set and actions and could sabotage the achievement of your goals. On the other hand you will find people who seem to emanate a wonderful force of positive energy which makes you sparkle and empowered. These people are interested and support you in your goals. Make an effort to surround yourself with uplifting people like that within your circle of friends and family and via networks, hobby clubs, online communities, etc. They will have big dreams too, so you can keep

each other motivated and inspired. Can you see how important an empowering environment like that is if you wish to keep a positive mind set? I realize that you can't always "escape" the negative people in your life, so to counteract their negative vibrations, make sure to have an inspiring Vision Board all around.

So there you have it: ten important reasons why your visualization may not have worked as well as you thought it would. At the same time, you have now also learned about some of the most important techniques of successful, effective visualization. Here is my proven recipe for success: Create a fun, dynamic Vision Board of all the goals that are clear and important to you, focus on it with consistency, genuine excitement while thinking from your goals. Add powerful affirmations to counteract any self limiting beliefs you have, put in place a solid plan of action, create massive exposure in various ways and top it off with some powerful people around you. I promise you will be on your way to the stars straight away!

Can we value differences?

TEXT Lenora Billings-Harris

Infortunately, it seems our society has become even more uncivil rather than more civil. Join me in being part of the change.

Have you ever observed or been a part of the following scenarios?

- You are seated at a busy upscale restaurant and the first words from the food server are, "Are you ready to order or do you need time?" It does not occur to the person to say, "Good afternoon," or "Welcome."
- You call tech support when your computer locked up in the middle of an important project. North American English is not the tech's

primary language, and you are having difficulty communicating. You lose your temper while explaining the computer problem.

You are participating in a discussion about immigration, and you are verbally attacked because your opinion differs from the others present.

As these and other similar situations become more common, do you often wonder what really makes people so rude? I was recently asked by a college to deliver a keynote to their faculty and staff during their in-service day.

I was asked to tailor my remarks to

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Forum Magazine Forum Magazine civility instead of diversity. My first assumption was that they just wanted me to avoid the "D" word. You know, talk about diversity but don't use the word.

Upon further investigation, I discovered the administration was very interested in building and sustaining a learning environment that respects differences of all kinds. After all, an institution of higher learning is the one place where diversity of all types should be encouraged.

The request to focus on civility came about due to the concern that too many people had a "short fuse' and the leadership wanted to foster a culture where disagreements were valued, not just tolerated. The client supported diversity and wanted its faculty and staff to learn how to disagree agreeably, and model a culture of sincere politeness.

With the outbreaks of violence on school campuses, leadership wanted to be proactive. They were not confusing the notion of valuing diversity with civility; rather they believed they needed to focus on civility before addressing issues of diversity that would undoubtedly lead to discussions filled with differing opinions.

So why do otherwise "normal" people become so rude in certain situations? I believe there are at least three reasons:

We don't make
 the time to connect with
 others as fellow members of
 the human race first

The one thing we all have in common is that we are human. We all want to be loved, respected, and safe. We have forgotten to use "common" courtesies as a matter of course. Politeness is not

30



"common" anymore.

Our time is so compressed, we shortcut politeness to get to the point. In many ways technology has caused our lives to become more stressful instead of less.

Everyone wants everything immediately. Email, voicemail and text messaging can cause misunderstandings. When a problem arises and we need to connect directly with a stranger, we don't even exchange pleasantries; we go right to the issue at hand.

To address this issue, a past client, the Ritz-Carlton Hotels succeeded in embedding courtesy into their culture. Their code is "We are ladies and gentlemen serving ladies and gentleman." All interactions with guests continued on page 36

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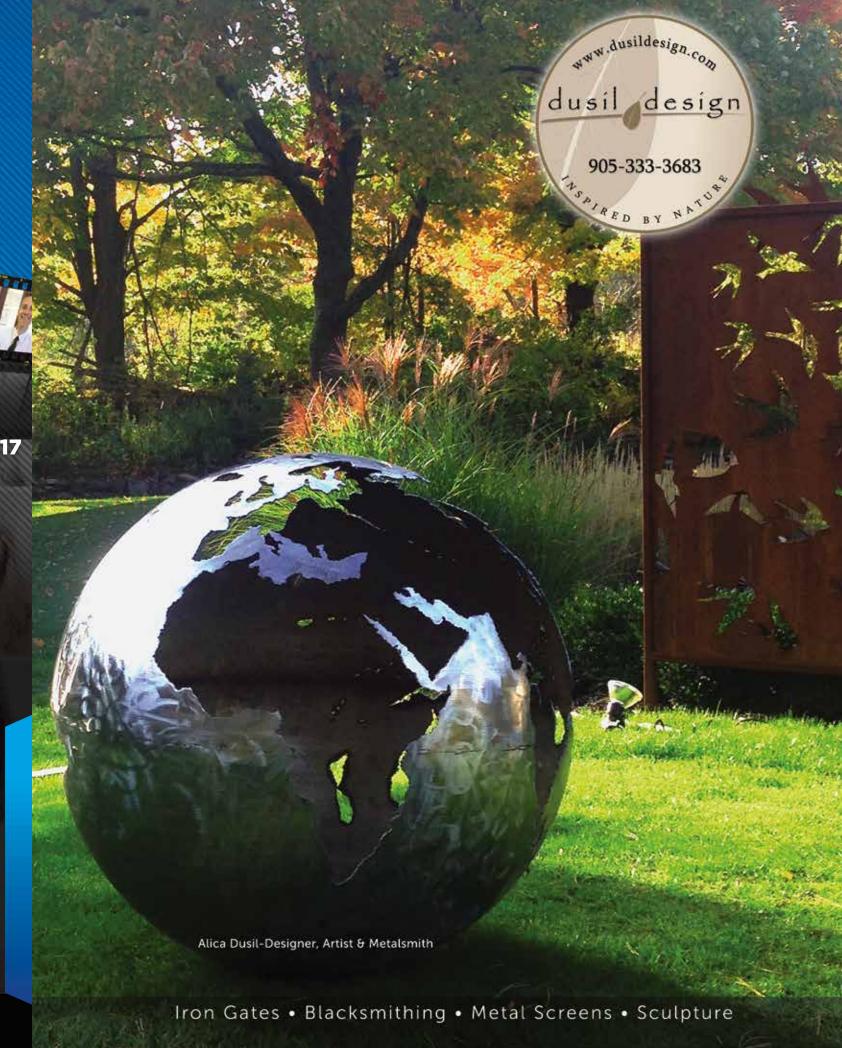
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glowing summer sun sinking low in the sky over the gentle lap of lake water, the scent of smoking barbecue in the air with the clink of ice swirling around a cold drink, and the laughter of friends beside a growing campfire are all hallmarks of a Muskoka Saturday well-spent. The Friday to Sunday getaway never quite seems long enough and it keeps Ontarians dreaming during the week of their next escape.

This summer however, the natural beauty and rejuvenating vibe of Muskoka are getting an upgrade much closer to home. The idyllic summer getaway can be as close as your backyard, easily eliminating the dreaded 400 highway commute,

zapping out mosquitos instantaneously, and never having the hassle of packing a bag.

Modern Muskoka is defined by its simplicity in lifestyle combined with its revitalizing natural resemblance to Northern Ontario's cottage country from its woodsy feel, to its natural stone and lakes, to its lush greenery and privacy.

Rustic but chic, the Muskoka upgrade turns a barren lawn space into a beautiful oasis that combines the lakeside feel of a mid-summer escape with the perfect outdoor space and ambiance for entertaining, all in the comfort of home.

Each element of the backyard retreat

combines the original Muskoka lifestyle ideal with the modern twist, while the placement of features allows for great site circulation and wonderful views from all sides of the yard. A large Douglas fir post and beam pavilion with privacy wall has the Muskoka log cabin feel while accommodating a large seating area, a natural gas fire pit and TV entertaining area. A natural stone barbecue island brings in the rocky cliff feel of the northern landscape while a huge grill modernizes the Muskoka dinner experience.

The lake life feeling of Muskoka is brought to life by the stunning in-ground pool with mortared flagstone pool coping and soothing water feature. And no Muskoka getaway would be complete without







a bonfire which the Modern Muskoka experience offers with a sleek natural gas fire pit surrounded by the iconic Muskoka lounge chairs atop flagstone stepping stones set in artificial turf

The final touches add to the rustic chic look from the custom laser cut Corten steel privacy panels, to the large modern rectangular slab patio areas, and the abundance of landscape lighting to enhance the night time ambience.

Cedar Springs Landscape Group are the masterminds that transformed this bland backyard into a spectacular Muskokan oasis. Their vision of a luxurious Muskoka resort that highlights the natural appeal of the north while featuring modernizations for today's city home produced an award-worthy landscape design.

With a little imagination, anything is possible for a backyard space. Today's homeowner finds stepping out into the backyard is a truly transformative experience that erases the stresses of the day and replaces them with the relaxation of the Muskoka summer getaway.

This beautiful retreat demonstrates that Cedar Springs is achieving their goal of making the backyard into the ultimate staycation spot. Instead of battling traffic up highway 400 to a cottage, Cedar Springs clients find their backyard to be all the vacation they desired.

With an outdoor space that's as comfy and luxurious as the indoors from the furniture, to the warmth of the fire pit, to the gentle sound of the waterfall, to the outdoor grill island and wood pavilion, Cedar Springs is successfully bringing Muskoka vacation time home and offering it up with a modern twist.

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Forum Magazine Forum Magazine

continued from page 28

and employees are built upon this premise.

2. We have become rigid in our thinking

Many believe their way is the only right way, thus anyone who sees things differently is immediately wrong. Our unconscious biases cause us to think our viewpoint is truth, rather than just our point of view. Without a conscious attempt to connect on a human level first, many people assume the other person is wrong or ignorant so the resulting exchange is one of intolerance.

3. We live in a society of blame

If you start your day by reading the newspaper or watching TV news, you will see everything wrong with the world, people feeling victimized and searching for someone to blame. This focus then materializes in our behavior with comments such as "It's not my fault!", "You made me do it!"

Our lives do not have to be this way. We

If somebody offers you an amazing opportunity but you are not sure you can do it, say yes – then learn how to do it later!

- Richard Branson

can influence our environment. We are responsible for our own actions. We can be civil toward each other even when we disagree with different points of view. Try the following actions for the next thirty days, and observe the difference in your own interactions. Perhaps they will even become new habits!

- Before starting any conversation for the first time with your co-workers, service providers or strangers greet them by saying "Good morning," or "Good afternoon."
- 2. Ask "why do you think that..." before jumping to a conclusion about someone.
- 3. Watch the news in the evening, instead of starting your day with bad news.
- 4. Look for reasons to be grateful, and find ways to be kind for no reason.
- 5. When someone says "thank you" to you, respond with "my pleasure" instead of "no problem."
- 6. When someone makes a potentially explosive statement, that is not in

the form of a question, respond with silence. If you must respond, try this. "Thank you for sharing. I see it this way... because...

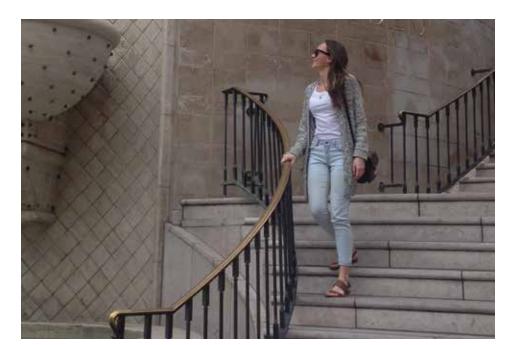
- 7. Create a quiet space for yourself.
- 8. Take a "cranky" quiz. http://www. whyiseveryonesocranky.com/ quizzes/time.htm

There are dozens of things we can do to return to civility. The first step is to follow Nike's tagline, and "Just do it.

"To address the needs of the above referenced client, I delivered one of my most popular programs, Turning Barriers into Bridges. As part of the presentation, the group brainstormed dozens of specific ways to bring the ideas to action.

So what does civility have to do with valuing differences? Everything.

Valuing differences is much more than being nice to others, but if we cannot slow down long enough to really connect to those different from ourselves, we cannot truly learn ways to understand and respect them.





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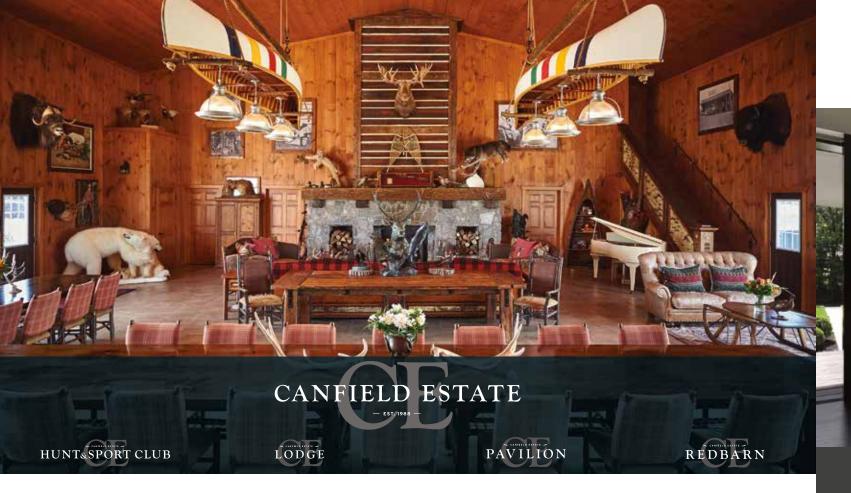
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ROLLS-ROYCE CULLINAN

"History set our precedent, and today Rolls-Royce answers its call to action," comments Müller-Ötvös, Chief Executive Officer of Rolls-Royce Motor Cars Ltd. "Our answer to the visionaries, adventurers, explorers and those who believe in the supremacy of liberty is the Rolls-Royce Cullinan."



The Rolls-Royce Cullinan is Rolls-Royce as it's never seen before. When Sir Henry Royce said, "Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it", he could have had Cullinan in mind.

"We knew we had to offer our clients what they couldn't find in the SUV market," continues Müller-Ötvös. "They do not accept limitations or compromises in their lives. They are the new pioneers, and for them it's about their sense of adventure and daring in how they live their experiences. This approach to life demands a motor car that can go-anywhere in ultimate luxury and style – Rolls-Royce style. Hence Cullinan."

It was clear that these new, younger and more adventurous customers wanted a Rolls-Royce that would take them completely off the beaten track and reward them with life's most enriching experiences. What they didn't want was a vehicle as ubiquitous as an SUV with compromises such as increased cabin noise due to the "two-box" formula; shared platforms that affect performance and comfort; the choice of being good either on-road or off-road; or a lower, more featureless SUV that blends in and becomes just another car.

"Cullinan is luxury in its purest form blended with perfect practicality and offroad capability," comments Müller-Ötvös. "Effortless, Everywhere is not just the promise behind Cullinan. It's the fact."

Making luxury Effortless, Everywhere engendered an evolution in Rolls-Royce's approach to creating an authentic Rolls-Royce SUV. The most obvious sign of this was the radical rear of Cullinan.

For the first time a Rolls-Royce has an opening





tailgate, called 'The Clasp'. In a nod to the

era when luggage was mounted on the

exterior of the motor-car, so the occupants

did not travel with their belongings, the rear

profile of Cullinan is a two-part, 'D-Back'

for three passengers in the rear, it will likely





The seats fold electronically in a number of configurations by pressing the appropriate button in the boot or rear door pocket.

For those who intend to transport large



items back from their adventures, the rear of Cullinan offers a large amount of space in different arrangements.

The rear compartment or boot area offers capacity of 1886 litres is accessed by electronically raising the boot floor to meet

the seat base, allowing the item to slide through effortlessly.

Rolls-Royce's investment in making the rear of Cullinan effortlessly and ultimately practical has the side benefit of offering a loading length longer than a Range Rover Vogue Extended Wheelbase. A very practical Rolls-Royce indeed.

Knowing that the Rolls-Royce customer expects to bespoke his or her Cullinan, a second rear configuration is offered

Adventure awaits

Cullinan awakes at the touch of the unlock button on the Bespoke key, or indeed by simply reaching out to its beautifully tactile stainless steel door handle. It lowers itself by 40mm to make entry effortless as the iconic Rolls-Royce coach doors stand open to welcome driver and passengers to their adventure.

Having stepped directly into the cabin, thanks to the wide aperture of the doors and completely flat floor, driver and passengers press the door closing button to seal themselves within the sanctuary of Cullinan's cabin. Or one touch of the sensor on the exterior door handles will see the doors automatically close themselves from

A touch of the start button then elevates Cullinan 40mm to its standard, commanding ride height, placing its occupants in the perfect position from which to see the world as it drives off.

The driver instantly recognises Cullinan as a driver's car thanks to its thicker, smaller steering wheel. It's heated, pliant rim hints at epic voyages which Cullinan is all too eager to begin, whilst heated and ventilated seats mean passengers will be perfectly acclimatised. From their commanding position at the helm of Cullinan, all equipment and technology is clearly seen and reached by the driver.

All information is clearly communicated by the latest generation of digital instruments, with the displays themselves designed with clear and beautiful virtual needles, Rolls-Royce jewellery-like chaplets and clear lettering.

The central information screen is for the first time touch sensitive, allowing the driver to quickly select functions, map views and vehicle set-up whilst on the trail. This portal can still be controlled from the iconic Spirit of Ecstasy controller which nestles on the central console with the 'Off-Road' button, Hill Descent Control button and Air Suspension height adjustment controls.



format, with the bustle denoting the place of a standard 560 litres of space, growing the luggage. 'The Clasp' opens and closes One press sees each backrest effortlessly to 600 with the parcel shelf removed. Furthermore, the base of the rear seats sits in its two sections automatically at the touch fold down, whilst at the same time moving of the key fob button. the headrests upwards to avoid making higher than the boot floor, so even with an imprint on the seat cushion. Both seat both rear seats folded, the items in the The rear passenger compartment of backs can be folded completely, creating boot cannot slip forward and are safely Cullinan has been designed to offer the best a flat load area or in a 2/3 and 1/3contained, unlike in any other SUV. But for seat in the house for the owner's particular split, increasing practicality even further. those wishing to carry a long item back from their trip – whether it be a Mark Rothko needs. Two rear configurations are offered Rear passengers can still travel with a long - Lounge Seats or Individual Seats. load, or use the carpeted seat back as from the Art Gallery or a newly discovered an occasional table on which to rest their artefact from the latest archaeological dig - a loading length of 2245mm and load The Lounge Seat configuration is the more precious personal items. functional of the two options. With space

44 Forum Magazine Forum Magazine A host of other cutting-edge technology makes Rolls-Royce Cullinan the most technologically advanced car of its type in the world. Further equipment includes: Night Vision and Vision Assist including daytime and night-time Wildlife and Pedestrian warning; Alertness Assistant; a 4-Camera system with Panoramic View, all-round visibility and helicopter view; Active Cruise Control; Collision Warning; Cross-Traffic Warning, Lane Departure and Lane Change Warning; an industry leading 7x3 High-Resolution Head-Up Display, WiFi hotspot, and of course the latest Navigation and Entertainment Systems.

For those not behind the wheel, the world's most spectacular scenery is to be seen from a privileged position. Those in the rear sit higher than those in the front of the car on Rolls-Royce's Pavilion Seating, enjoying grandstand views of their surroundings thanks to the large glazed area of Cullinan's side windows and industry-leading

panoramic glass roof. And if they wish to locate themselves or their latest far-flung discovery, they can zero in on their location on the rear touchscreen map.

Also, no photographic opportunity will be missed as all electronic devices can be charged via the five USB ports around the cabin, whilst phones can be wirelessly charged in the front of the cabin.

Arriving at their remote destination, the occupants can descend without dirtying their trouser legs as both front and rear coach doors wrap low under the sill of Cullinan, ensuring that all dirt remains on the outside of the door. A feature only Rolls-Royce would have considered.

Authentic Rolls-Royce engineering – everywhere

"The proposition of this car is an engineering masterpiece, its off-road capability, whilst

maintaining the world-famous 'Magic Carpet Ride' of Rolls-Royce," comments Müller-Ötvös. "When we began engineering this car, these were the guiding principles."

Key to the creation of the Rolls-Royce Cullinan SUV was the Architecture of Luxury – Rolls-Royce's proprietary all-aluminium architecture.

The Architecture of Luxury really comes into its own in creating Cullinan. The engineering team behind Cullinan adapted the Architecture of Luxury to the design template of a high-bodied car laid down by Giles Taylor and his design team thanks to its innate adaptability.

It was designed and engineered from the ground up in such a way as to be scalable to the size and weight requirements of different future Rolls-Royce models, including those with different propulsion, traction and







control systems, thus underpinning the longterm future product roadmap.

The 'Magic Carpet Ride' taken off-road

"The drivetrain system we engineered for Cullinan had one key job to do," explains Caroline Krismer, Engineering Project Leader for Cullinan. "To bring the famed Rolls-Royce 'Magic Carpet Ride' to all other terrains possible, while ensuring class-leading onroad behaviour in the SUV sector."

The suspension makes millions of calculations every second as it continuously varies the electronically controlled shock absorber adjustment system – reacting to body and wheel acceleration, steering inputs and camera information. A new double-wishbone front axle and 5-link rear axle deliver astounding levels of control over lateral roll and shear forces and deliver incredible agility and stability, as does the addition of four-wheel steering, all contributing to incredible drivability and nimbleness.

In the case of driving off-road, the electronically controlled shock absorber adjustment system uses an air compression system to actively push down any wheel it detects losing traction to ensure every wheel is constantly in contact with the ground and maximum torque is being provided to all wheels.

The final piece of the puzzle of ensuring that the Rolls-Royce Cullinan is Effortless, Everywhere is one single button. Known within Rolls-Royce as the 'Everywhere' button, one single push is all it takes to harness all the aforementioned peerless Rolls-Royce engineering and unleash all of Cullinan's off-road capability.

Once engaged, the driver can finesse the off-road setting to glide over any situation, whether it be rough track, gravel, wet grass, mud, snow or sand delivering all 850Nm of torque to all four wheels without interruption. And faced with deep snow, sand or the need to ford streams, Cullinan delivers the deepest wading depth of any super-luxury SUV at 540mm thanks to its highest ride height.



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Designing a force of nature

"At this point in the history of automotive design, SUVs have become homogenous and ubiquitous," comments Giles Taylor, Director of Design, Rolls-Royce Motor Cars. "The label SUV is now applied to anything with a two-box silhouette and the least suggestion of going off tarmac. We envisioned an authentic, three-box allterrain high-bodied car with a conventionchallenging design and absolute capability that would satisfy the adventurous urges of our clients."

This strength and power are immediately apparent from the face of Cullinan. Key features such as lights and air intakes are deep set into the bodywork, whilst strong vertical and horizontal lines create a powerful visage, with the prominent brow of a Saxon warrior created by the line that runs across the top of the pantheon grille and 'eyebrow'-like daytime running lights. This approach lends a toughness of expression to the front of Cullinan.

The arille is created from hand-polished stainless steel, but for Cullinan it is set slightly proud of the surrounding bodywork that pushes it up and forward. The Rolls-Royce badge and Spirit of Ecstasy ride significantly above the line of the wing, giving them a unique vantage point.

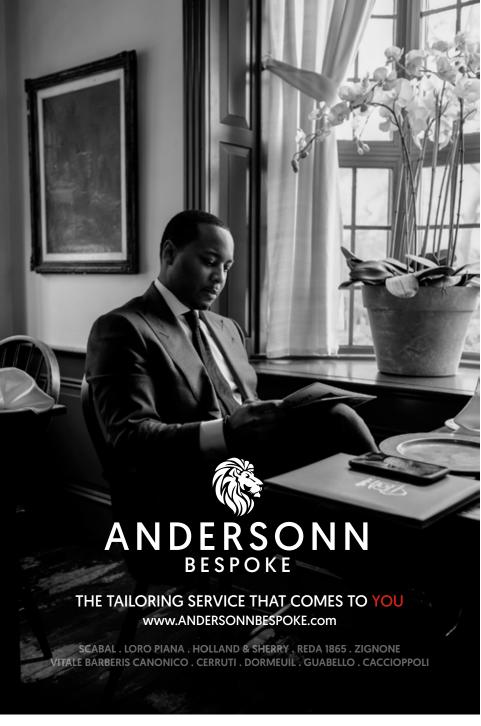
Away from the face of Cullinan the vertical lines that run from the A-pillars down along the raised bonnet edge, down the side of the grille and into the metal skid plate below emphasise the height of the car and its dominant character.

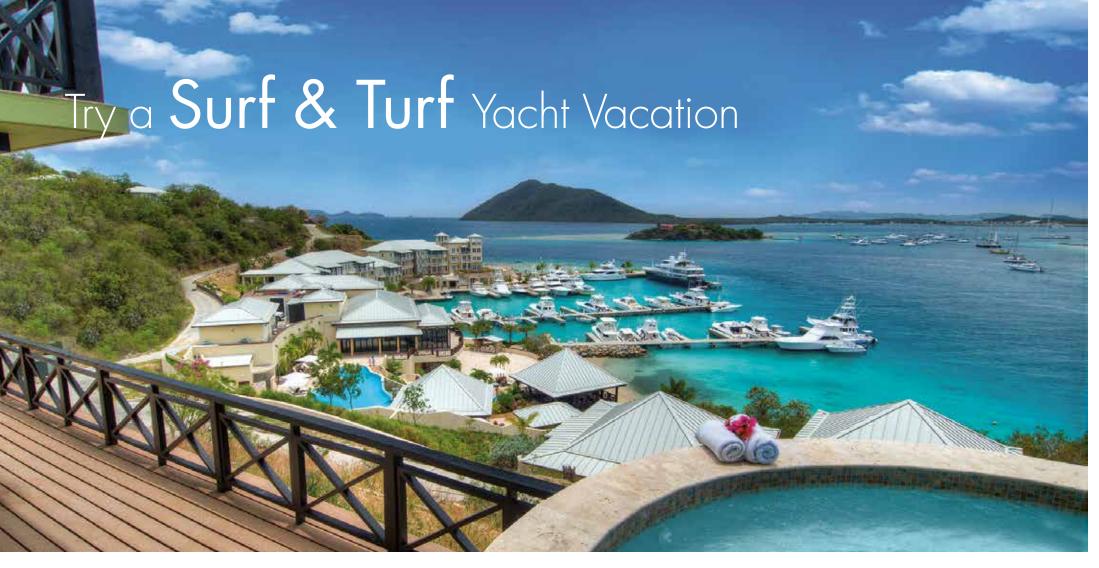
From the side, the purposefulness of Cullinan is clear. There is an uncompromising sheerness of the typical Rolls-Royce long bonnet profile, with the bonnet itself seen to be set higher than the wings of the car to communicate greater toughness.

The line then rises quickly on the A-pillar to resolve in an ultimate height for Cullinan of 1,836mm, a height accentuated by the glass to metal ratio as seen from the side. From just over the B-pillar, the



The rear view of Cullinan continues the theme of functionality, with the design reduced to a functional baseline. Any jewellery is subdued. So for instance, the Rolls-Royce badge stands on its own smaller plinth separate and above a thin metal finisher over the number plate housing. The design theme for the rear lights also remains simple as two narrow upright units house all the lights and are minimally adorned by thin narrow strips of jewellery at their centre. A final mark of functionality are the exposed metal exhaust pipes and skid plate, both reminding one of Cullinan's power and ability.





uring a few recent trips to Antigua in April and the BVI's in July, the crew and I took advantage of visiting some resorts with the idea of promoting them. It seems that more and more people are interested in complimenting their yacht excursion with a stay on land.

As we island hopped and visited various anchorages, many had resorts ashore which

looked very intriguing, some of which looked exclusive, but turned out we could visit.

As with many of the Caribbean islands, the beaches are all public none can be private by law, making it accessible to anyone. However we found it much easier when you come in by boat, anchor in the harbour and make you way ashore with your tender, dinghy, kayak or even by swimming.

th looked
Usually on week long vacation excursions the boats have a well equipped galleys for meal preparation. I recommend having breakfast, snacks and lunches aboard but enjoy taking in the local fare by going anyone.

This definitely has the makings of a more adventurous and fun vacation!

Many resorts do offer a day pass, whether its because you are having drinks poolside or actually paying a nominal fee to visit. This allows your crew to access to varied amenities and in most cases the fee is reasonable or included with your tab. This is the perfect opportunity to perhaps check out some resorts for your next visit or stay at this destination

Many of the places we visited offered spa services which are always welcome. The resorts are complemented with gift shops and the grounds, facilities are wonderfully landscaped and maintained making it a delight to spend some time there. Many offer water sport rentals like Hobie cats, jet-skis and para-sailing, kite-surfing and diving equipment. All these activities can greatly compliment your sailing vacation and I've usually found that the services are attended by people that are knowledgeable and familiar with the area.

Overall I found sleeping on the boat was less expensive and much more convenient than having to pack up repeatedly to move to another resort by land. Many of the resorts will be several hundred dollars per night, so their is value as well as convenience when sleeping aboard your vacation yacht and going ashore each time a resort beckons you to be checked out.



There is also something very prestigious and glamourous about showing up in a yacht and going ashore to check things out. Plus, you have the option of staying as long as you want or moving on to your next destination whenever it suits you.

The Scrub Island Resort, Spa & Marina is a great, friendly place to relax from a day of sailing in the BVI. It has a great formal restaurant with a good wine selection and entrees to satisfy any taste. The staff as a whole are very accommodating and friendly. Enjoy the pool bar and pools that make this place excellent for families.

Oil Nut Bay Beach Club offers stunning views and service in a relaxed setting. The recently built marina is now open to boaters and a quick shuttle takes you to the main resort facility. The world-class restaurant and collection of open-air patios and cabanas surround three swimming pools and all just steps from the white sand beach. Whether for a day of casual poolside fun, poolside dining or an evening of elegant dining, you are assured of a welcoming and memorable experience.

There are apparently 365 beaches in Antigua and during our visit we found the St James Resort in Mamora Bay and the Carlisle Bay resort are definitely great places to check out and spend a good part of your day.

If you are thinking about taking a yacht charter vacation and would like to incorporate some interesting activities and stops, your agent or broker can be of assistance. If you want this type of personal service I suggest you talk to one of our vacation planners about putting together your custom itinerary and mention the activities that interest you including of course what resorts, restaurants and beach bars are popular and worth checking out.



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Q. What is the Andersonn Bespoke elevator pitch?

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Q. What makes Andersonn Bespoke different?

A. Andersonn Bespoke is mobile, catering to clients that prefer or require a tailoring service that will meet where convenient including home or office!

Q. Being mobile, is Andersonn Bespoke limited in cloth selection?

A. Not at all, Andersonn Bespoke provides fabrics from top European mills some of which have been producing cloth since the 1700's. The selection includes a wide array suitable for each season, special occasions including business wear, formal wear and fabrics for travelling professionals. Andersonn Bespoke provides cloth from Scabal, Holland & Sherry, Vitale Barberis Canonico, Cerruti, Loro Piana, Zignone, Reda 1865, Dormeuil and Caccioppoli.

Q. What drives Andersonn Bespoke?

A. Thoroughly satisfied clients and a passion for seeing each





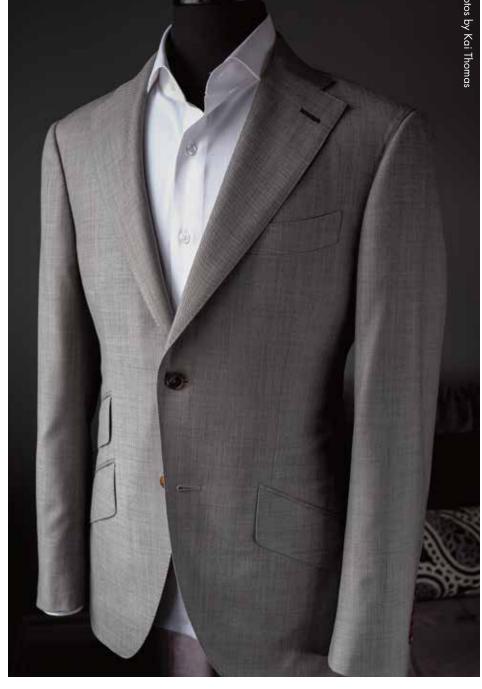
client reflect personal excellence through the right wardrobe choices. The impact attire can have on an individual's vocation can be significant whether it's a presenter at a conference wearing an ill-fitting suit or an executive conveying a strong sense of confidence, detail and creativity by the way they curate an outfit carefully.

Q. How significant is attention to detail?

A. Details are critically important. I like to say "the difference is always in the details." Most times it's the things that seem small or insignificant that have the most significant impact on attire. For example, you can wear a great suit with a shirt having a poorly constructed collar and immediately it makes the outfit look bad. Conversely, an average suit with a well-constructed dress shirt can make the entire ensemble look great! Items like collar/lapel style, type of chest pocket and button placement matter and create a world of difference. Your garment should not only fit well but should have each component in its proper place for it to look great.







Q. What else is vital to Andersonn Bespoke when dealing with clients?

A. Service, service, service! It is of primary importance to do whatever it takes to ensure that every client is happy with their garment and equally satisfied with the overall experience. The passion for the business is the catalyst to deliver exceptional service. Andersonn Bespoke thrives on providing an experience that keeps each client confident, educated and informed.

Q. What defines a bespoke suit?

A. An age-old tradition where a draft of your unique pattern including each body and posture nuance is made entirely from scratch. This drawn pattern is the flat lay design ready to be

traced onto the cloth. Traditional bespoke garments were all handcrafted but over time and with advancements in technology Andersonn Bespoke offers two garment construction options in addition to full handmade namely machine-made and half-hand half-machine. These additional options allow for cost savings and faster turnaround.



TOP 4 BENEFITS OF A PERSONAL TRAINER

TEXT Kelsey Hergott

t's no secret that when it comes to working out a lot of people find different ways to avoid it. Whether it's motivation, lack of knowledge or time related issues, making a commitment to yourself to live the healthiest life possible is difficult for many. However, with increased awareness surrounding the importance of staying active its prompted an increase in the demand of personal training, which is where I come in.

Being a personal trainer, I am in constant contact with many different individuals all with different goals, strengths, weaknesses and reasons behind why they've hired me in the first place. All unique, I build personal relationships with my clients and work with them side-by-side pushing past limitations to ultimately help reach their end goals. Clients that have been with me for a long time frequently get asked by friends/family why after so long they would still need me because shouldn't they know how to workout by now? It's not THAT SIMPLE!

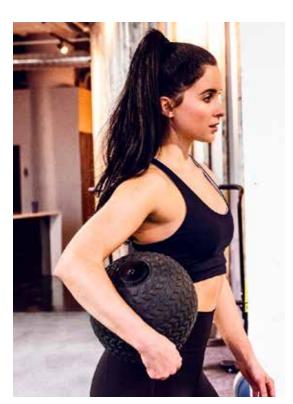
Knowing what to do is one thing but

showing up can be the most difficult part. Reasons differ person to person which is why I have listed the top 4 benefits of a personal trainer, outlining the main reasons why personal training is so effective and potentially allowing you to discover if this service is right for you. No more excuses, a healthier you starts today!

1. ACCOUNTABILITY AND MOTIVATION

They say the hardest part is getting there, and for a lot of individuals this statement





holds true. Having a personal trainer means having someone that not only has your best interest at heart, but will also hold you accountable. Similar to meeting a friend, you do not want to let that person down. If I'm here, you're here - physically and mentally. Knowing that you have someone waiting for you eliminates the option of making an excuse to cancel on the gym. This is a major step and most of the time I consider myself an accountability coach. I do not let my clients no show unless there is a valid excuse, not wanting to do a workout that day definitely does not suffice!

I am that extra push that they need, constantly encouraging and motivating them to be the best versions of themselves. Show up, work hard, push past your limits, that's it! No one ever regrets a workout they did do.

2. EDUCATIONAL

Are you able to get yourself to the gym, but stuck once you're there? Are you simply completing exercises that maybe you've seen online or by watching others, but not really sure if they are effective? This is the second major category many people fall into. There is a correlation between exercises and results, there is a rhyme and a rhythm to it. An effective workout consists of exercises properly compiled together and placed in a specific order. For example, exercises that require more energy (squats, deadlifts, bench press etc.) should always be done at the beginning of a workout when energy levels are still optimal.

When you work with a trainer they will build a program based off your goals and what you want to achieve in the most efficient way possible. Correct exercise pairing will optimize results with no wasted time.

A lot of gym-goers are also not aware of proper technique and form when completing exercises. There are specific mechanics that go into every moment in regards to activation, alignment, tempo etc. Slightly changing positioning or weight transfer and even speed of movement can make the exercise so much more effective. Any trainer that you are working with should have the knowledge base to cue proper movement and ensure proper form is being executed.

3. GOAL SETTING

Goal setting is important in every aspect of life and it's no different when it comes to exercise. It allows you to stay on track and keeps you focussed on the end results while being process-oriented. It is a reminder of why you started and became dedicated in the first place. Setting realistic goals with a trainer is a very important part of the process as a lot of the time we set ourselves up for failure by setting our stakes too high.

Everyone wants results as quick as possible, but it's our duty to set up an action plan that is maintainable and attainable. When you want to stray, we keep you focussed and on the right path reminding you that what you believe is what you can achieve!

4. PERSONAL CONNECTION

No doubt that you want to find a trainer that you feel comfortable and can develop a personal relationship with. A lot of the time trainers end up doubling as therapists which is something I love about what I do. You become that person's support system, not only do they rely on you in the gym but they also rely on you to listen when they need someone to talk to. You are that objective non-judgemental opinion and I find myself becoming a support system in more ways than one. Working out not only a physical release but it is mental as well, leaving stresses and worries from the day behind.

Investing in your health is the best investment you can make to truly live your best life possible. Working with a professional allows you to make the most use out of your time while ensuring you are taking the most effective steps towards reaching your goals. Working out can be daunting but having a personal trainer lessens the stress of the process and allows you to focus on becoming the healthiest version of you. At the end of the day, find someone who ultimately has your best interest at heart and work together to create a life you love!

Email hello@kelseyrosefitness.ca www.kelseyrosefitness.com



Do they really serve WARM BEER in Europe

TEXT Rich Carroll

eing a person that has experienced a significant amount of beer in Europe, people will sometimes ask me if they really drink warm beer there. Because most individuals like their beer almost to the freezing point and then served in a frosty mug, they cannot imagine how anyone could drink beer that isn't ice cold.

But the truth is Europeans do drink their beer significantly less frosty (typically 50-57 degrees Fahrenheit), as opposed to the North American version. But it is definitely not warm. This short article will explore a few of the reasons for that as well as shed a little light on actually what North Americans term as "warm beer".

Experts say quality beer, like red wine, is best consumed at a little below normal room temperature. When these beverages are at their peak quality we want to experience every bit of taste from

them as we can. If they are lacking in quality or tend to be downright poor, to make them drinkable they must be as cold as possible.

Europeans will tell you that most commercially-produced American, but not necessarily Canadian (wink-wink) beer will be served as cold as possible as a result. On top of it North American beers may be highly carbonated which additionally will mask the flavour yet give it a nice tingle. In Europe beer is beer on its own, and there is probably not a highly recognized quality beer in Europe that will carbonate their beverage.

History may play a part in this, as prior to the invention of the modern bottlecap carbonation was very difficult for proper beer storage and transport. Also, as traditional European brewing methods were established before

modern refrigeration, storage occurred in cellars or caves. With modern refrigeration temperatures can be more easily controlled.

Serving temperatures in beer can vary nation to nation. The particular brewing temps of ales tend to be about 52 to 63°F, and lagers about 40 to 48°F. This might differ between brewers, but these temperatures are where the greatest flavors can be acquired from the beer.

Understand that beer within Europe has a long-standing tradition, and even though North American brewers originated from Europe, over time beer was manufactured

for quantity, with quality being secondary.

So, to conclude this brief lesson on European beers: where can visitors to Europe find the highest-quality beer? Everyone will have their own opinion, but beer brewed in Northern Europe will be considered the best. If you are visiting Southern Europe (Italy, Southern France and Spain), generally speaking red wines will be considered better. Perhaps the most recognized European beer, Guinness, is brewed in Dublin and also served chilled (55-63 degrees F.).

Beer produced in Bavaria certainly have a great following, and they are on

full display at the Oktoberfest celebrations in Munich. Personally, I think beer brewed in Prague, Czech Republic is among the best. The Low Countries of Belgium and The Netherlands produce beer that has a different taste profile but are also very good.

But it is interesting that the same brands that are sold in North America are not exactly the same as you will experience in Europe. Guinness in the UK I think is richer and more full-bodied. It's still good here as well as in other parts of the world, but if you are in Europe you must try it there, as I am certain you will find this much superior to the North American variation.

4 Excellent Reasons to Donate Blood

TEXT Rich Carroll

t's a great thing that many people generously donate their blood. The need for blood for transfusions are growing, and since it still can't be manufactured satisfactorily, there is a consistent need for fresh supplies every day.

Half of all Canadians will either need blood or know someone who will need blood at some point in their lives. Yet only four percent of Canadians donate, according to the Canadian Blood Services website. About 100,000 new donors are needed every year to meet demand.

Yet even though most people only contribute blood to assist people in need, there are some outstanding health reasons for giving blood. Here are some of the reasons why those who contribute blood get a good health repayment:





1. Giving blood evens out your iron levels

Everyone that gives blood will lose a part of their iron. If they are iron deficient this is going to be an obvious problem, but because everyone is analyzed before they donate no one having an iron deficiency will be eligible. But people with excessive blood iron, particularly for postmenopausal women and more senior men, have a greater risk of cardiac arrest. This is because it has been found that too much iron can have inflammatory effects.

Iron is vital for life, as without it our cells wouldn't get proper oxygenation. But since the human system has a restricted capacity to get rid of iron it could possibly build up in our organs. As a potent oxidizer it could easily injure body cells if way too much is in our system, so it is essential that we maintain a balance.

2. Each time you donate you have a quick physical

Actually, the screening assessment can take more time than the process of withdrawing blood. The blood is tested for 13 infectious illnesses such as HIV, hepatitis B and C and others. Blood pressure levels will be checked, your heart rate taken and you'll be analyzed for blood iron content. These obviously are never an alternative to a full medical checkup, but nonetheless could be a forewarning for a quite a few medical issues

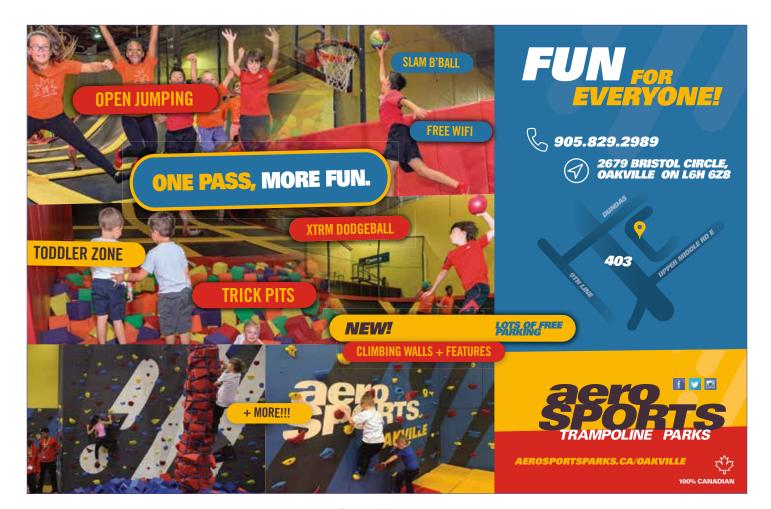
3. Donating blood helps for better blood flow

Brisk work-outs or any activity that gets the blood pumping throughout the system is going to improve your health. Thicker, slow-moving blood won't be able to properly reach the capillary vessels, and therefore will not allow the cells to be flushed out and nourished. Repeated blood donations permit the blood to flow better, which will help limit blood vessels issues and avoid arterial blockage. Regular blood givers are found to have fewer strokes, heart attacks and cancer.

4. Encourages healthy aging

This goes back to the altruistic explanations why folks give blood, but people who connect and assist other people in society are generally thought to live longer and happier lives compared to those who are more self-centered. People who do volunteer work merely for the sake of helping others seem to be blessed having less stress and a better sense of well-being.

So, by giving blood we can all do a great service to society, and at the same time reap great individual benefits.





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Black Maple

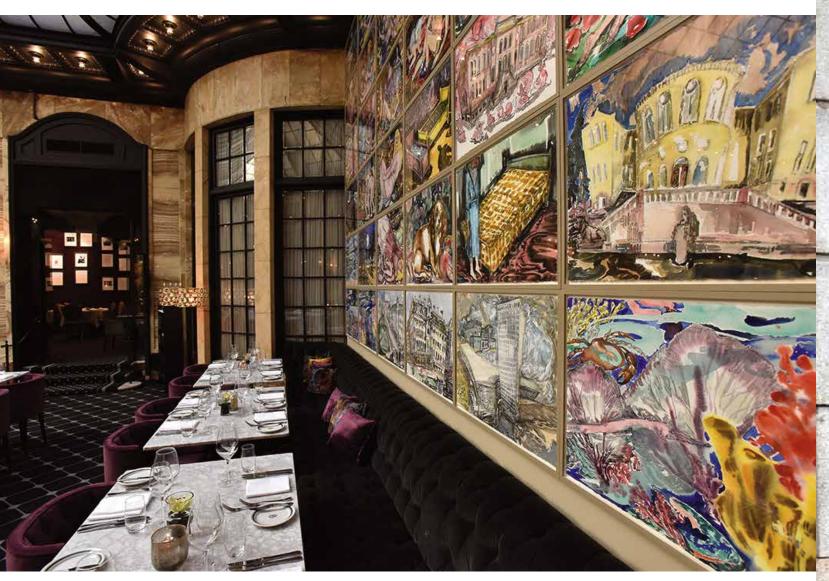
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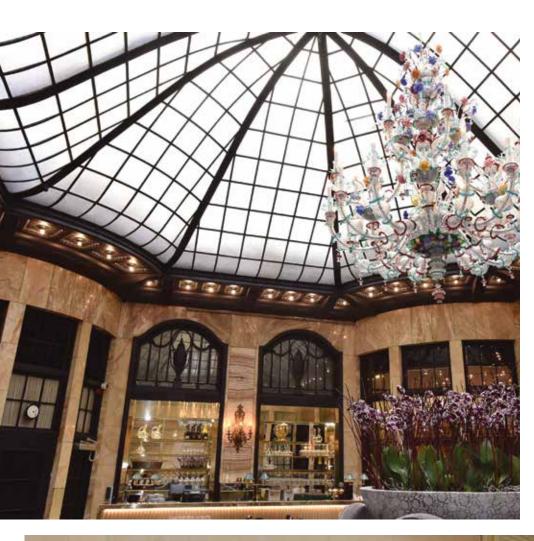


slo is a city with a unique beauty and charm that has many things to offer. As a global city, it is no wonder that many people from all over the world make Oslo a destination in order to learn about and embrace its high quality of life, architecture and culture. It is also a gateway to some of those most precious natural landmarks on Earth (fjords for example)! It is a place that has influenced designers on Modernism, Functionalism and Minimalism.

Even the Norwegian Design Council is located in Oslo! One can discover the large number of parks, the Royal Palace, the high-end Aker Brygge neighborhood, the Akershus Castle and Fortress and especially the Bygdoy peninsula which is the site of five museums such as the Viking Ship Museum. What better way to







enjoy this experience than by staying at the luxurious and most prestigious hotel in Oslo, the Grand Hotel.

The Grand Hotel contains 283 rooms where 54 are suites. You can expect that the Grand Hotel provides the best of Nordic Luxury with elements of elegance and design. The lobby, rooftop bar and the Palmen Restaurant have recently been renovated creating a new era at the Grand Hotel.

Originally opened in 1874, it is the best-known hotel in Oslo and the hotel cherishes that title with pride. This is an ideal place to have meeting and events, to relax and rejuvenate in the Artesia Spa and to sightsee everything that Oslo has to offer as it is ideally located in the heart of the city.

So many rooms, so many designs, every room will give a charm that will leave lasting memories. It is important to take into account the prestige and history of





the Grand Hotel as it has hosted world leaders, celebrities and the Nobel Peace Prize laureates. The guest rooms provide the best of both worlds when it comes to design. It is one of the most traditional hotels as it is a classical style building with a white granite façade and contains a clock tower. At the same time, the rooms contain modern design elements which Norway is renowned for.

All the rooms include of course all the amenities that make a stay perfect. The furniture contains classical elements which will make guests feel as if they stepped into a time machine to when the Grand Hotel first opened! There are rooms with a lounge area, French balconies with either views of the city or of the courtyard.

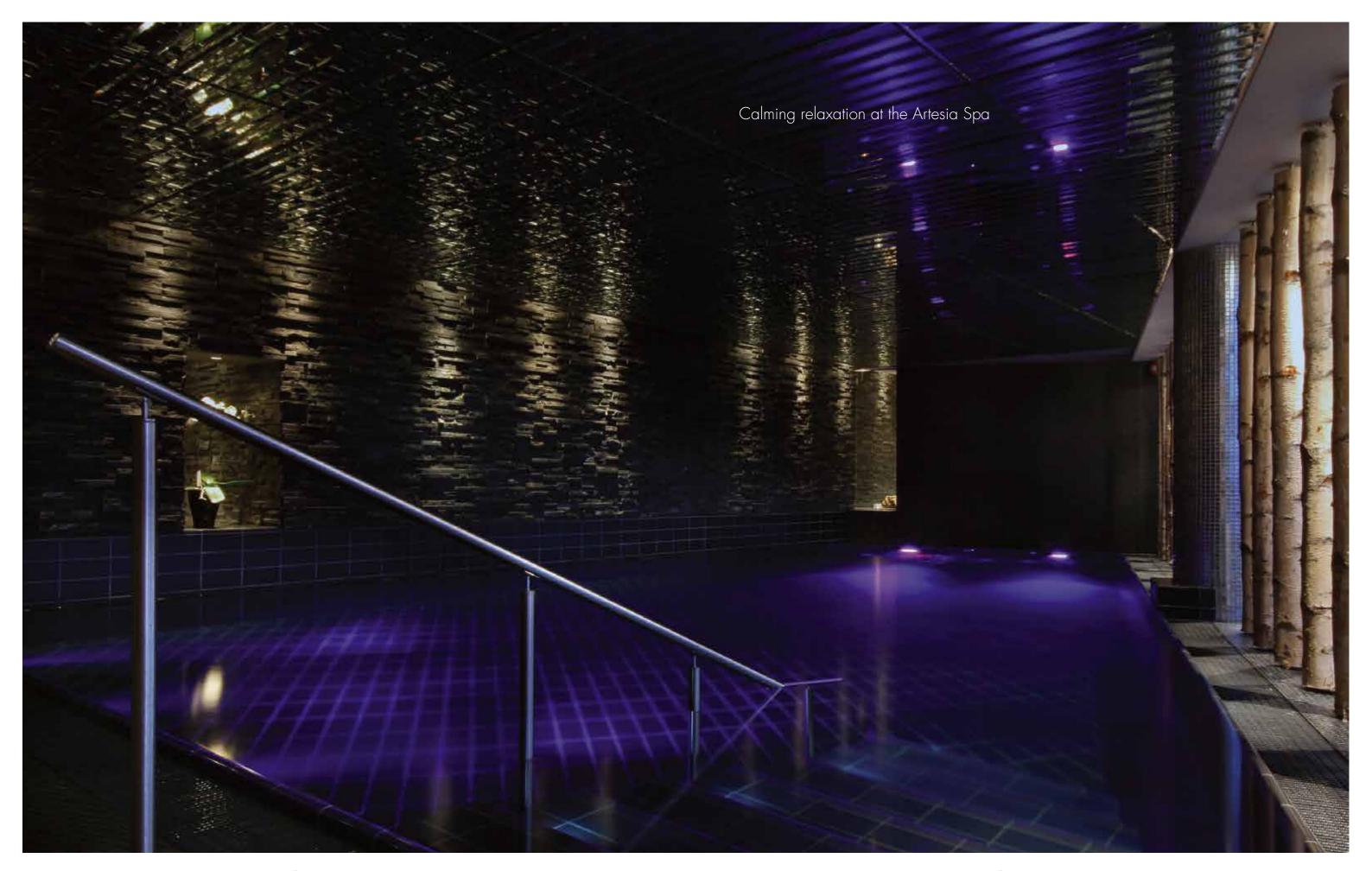
Newly renovated and refurbished rooms contain more modern furniture that blend perfectly together. As we explore the

Grand Suites, the spacious vicinity along with the fresh and vibrant colors and the wide array of choices provides a different experience every time you stay at the Grand Hotel. The Tower Suite is one of the most stunning suites in the hotel as it contains 3 floors and best of all a panoramic view directly from the clock tower.

To relax and make the best of your stay, you must use the services at the Artesia Spa. It is an award-winning spa that contains a fitness center, treatment rooms, a heated tranquility pool and a steam bath and sauna especially perfect to use during the winter season.

Enjoy a drink with stunning views at the Eight Rooftop bar overlooking Oslo's skyline!

Discover Oslo, Norway and The Grand Hotel. It will be a visit of a lifetime!





Grand Hotel Oslo by Scandic Karl Johans gate 31 0159 Oslo, Norway

www.grand.no

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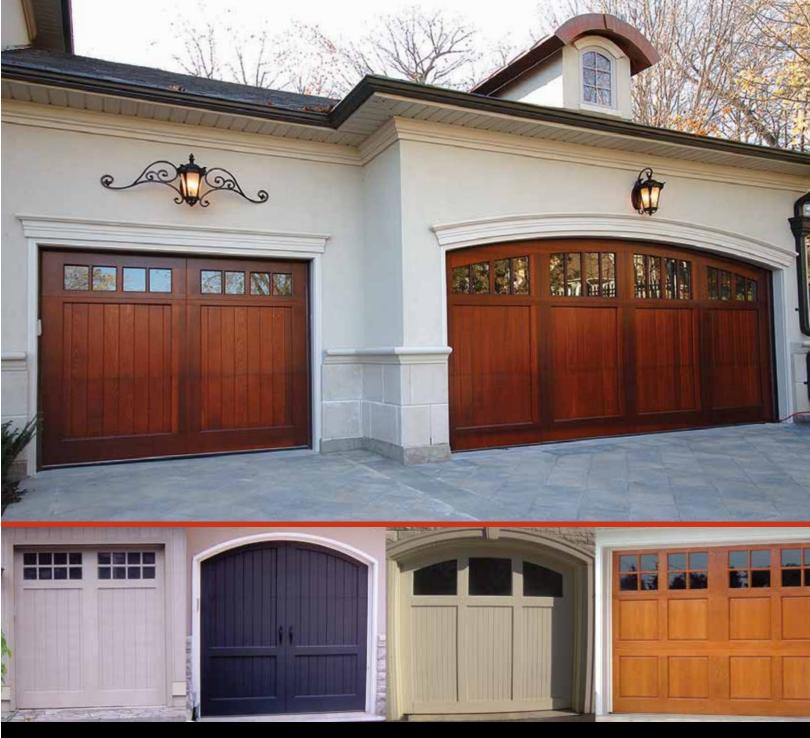
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