Robin Appleford

Robin is a mom, wife, art director, designer, massage therapist, teen-chauffeur, and self-proclaimed, “jack-of-all-trades and master of none”.

Robin’s career in creative advertising and graphic design has spanned over 20 years at ad agencies in the Chicago and Detroit area (along with 15 years of local freelance). She has received national awards in Communication Arts Magazine, Print, and a Chicago Addys winner.

Robin attended the University of Queensland in Australia, and graduated from the University of Colorado in Boulder, Colorado (1992), and The Portfolio Center in Atlanta, Georgia (1995). Robin later received her LMT from Solace School of Massage at Boyne Mountain (2011).

In 2005, Robin, her husband David and their (then) baby Luke, moved to Traverse City from the Detroit area after falling in love with the outdoor lifestyle and of course, the fantastic people in the area.

Robin has been active in Traverse City community for several years. She has served as Gala Chair for The Children’s House, has been a volunteer with Safe Harbor, volunteers regularly at her children’s schools, and is currently active in local emotional support groups.

Robin is an avid mountain/trail/road cyclist, a cross-country and downhill skier, and is a nature, animal, art, and travel enthusiast. Robin believes in finding mental and physical health through nature.

Having served with Step Up since the early days, Robin is incredibly honored to “step up” to the new role.  “I am ready to discover what good we can do in the community. The possibilities are exciting.”

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Leslie Cooper is co-founder and Chief Operating Officer of Cooper Strategic, founder of Leslie Cooper Design and author of multiple health and fitness books and cookbooks. She has designed and led seminars for leaders and spouses in several prominent companies and with countless entrepreneurs. Her background includes merchandizing and design at The Fashion Institute of Technology in New York City and health sciences at Colorado University, Boulder. Leslie specializes in drawing together leading edge, proven insights on work-life balance, personal energy, health, wellness, and performance sciences. She is a widely acclaimed authority on high-energy living for leaders, entrepreneurs, and busy families. Books with her insights and recipes have sold more than three million copies and appeared on major bestseller lists. They include *The Health & Fitness Excellence Cookbook,* *America’s New Low-Fat Cuisine*, *Low-Fat Living, Low-Fat Living Cookbook, High-Energy Living*, *Flip the Switch-Lose the Weight* and *Cuisine7*. She is the founder of Leslie Cooper Design a custom hand-crafted gemstone jewelry business. She and her husband, Robert, live in northern Michigan and have two daughters.