

WOMEN'S SUMMIT

Squaw Valley, California
March 7-9, 2016



Endorsed by



SUMMIT GUIDE

Itinerary	2
Nuts & Bolts	3
Keynote Speaker	4
Panel Presentation	5
Interactive Trade Show	6
Clinics	7-11
Coaches	12-17
Education Credits	18
Special Offers	19
Lodging Packages	20
Getting Here	21
Squaw Valley Maps	22-23
Squaw Valley Trail	24
Registration Form	25

GROW DARE PLAY

JOIN US IN THIS NATIONAL EVENT

bringing together professional women
from across the ski industry

INCLUDES

Three full days of coaching & collaboration, après parties, the Summit's comprehensive Resource Guide, signature item, a bucket load of new friends, time in the mountains, networking opportunities, and more.

TRAIN

with highly experienced world class colleagues

ENHANCE

your platform for leadership in the industry

ENERGIZE

your skiing, teaching, learning, coaching

SHAPE THE FUTURE



WWW.ELANSKIS.COM



"Best girls trip ever ..." Michèle

ITINERARY

ARRIVAL EVENING

SUNDAY, MARCH 6, 2016

TIME	ACTIVITY	LOCATION
5:00 PM—7:00 PM	Welcome Reception: Check-in & Session Registration	Ponderosa Room, SV Lodge
6:00 PM—7:00 PM	Keynote Speaker: Simone Janssen, SALT Leadership <i>"Leadership: Turning a Vision into a Mission"</i>	Location: pg. 23

DAY 1

MONDAY, MARCH 7, 2016

TIME	ACTIVITY	LOCATION
7:30 AM—8:30 AM	Check-in & AM Session Registration	Ponderosa Room, SV Lodge
9:00 AM—12:00 PM	AM Session	Meet on Snow-Base of Funitel
12:00 PM—1:00 PM	Lunch PM Session Registration	Your Choice (see offers pg. 19) Ponderosa Room, SV Lodge
1:15 PM—4:00 PM	PM Session	Meet on Snow-Base of Funitel
5:00 PM— 6:00 PM	EVENING Session: Interactive Trade Show and <i>"Strength from the Top of the Mountain"</i> by Kim Kircher <i>Light morsels and cash bar</i>	OLYMPIC VALLEY LODGE

DAY 2

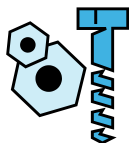
TUESDAY, MARCH 8, 2016

TIME	ACTIVITY	LOCATION
7:30 AM—8:30 AM	Check-in & AM Session Registration	Ponderosa Room, SV Lodge
9:00 AM—12:00 PM	AM Session	Meet on Snow-Base of Funitel
12:00 PM—1:00 PM	Lunch PM Session Registration	Your Choice (see offers pg. 19) Ponderosa Room, SV Lodge
1:15 PM—4:00PM	PM Session	Meet on Snow-Base of Funitel
5:00 PM— 6:00 PM	EVENING Session: Apres Panel Presentation: <i>"Diversity Collaboration Innovation"</i> <i>Light morsels and cash bar</i>	OLYMPIC VALLEY LODGE

DAY 3

WEDNESDAY, MARCH 9, 2016

TIME	ACTIVITY	LOCATION
7:30 AM—8:30 AM	Check-in & AM Session Registration	Ponderosa Room, SV Lodge
9:00 AM—12:00 PM	AM Session	Meet on Snow-Base of Funitel
12:00 PM—1:00 PM	Lunch PM Session Registration	Your Choice (see offers pg. 19) Ponderosa Room, SV Lodge
1:15 PM—4:00PM	PM Session	Meet on Snow-Base of Funitel
5:00 PM —	Final Day Wrap with Awards & Prizes	Ponderosa Room, SV Lodge



NUTS & BOLTS

The Women's Summit was first rate; it exceeded my expectations! Renew and celebrate your love of skiing at the Women's Summit! Dede

PROGRAM PRICING AND WHAT'S INCLUDED

Program Cost is \$125 per day and includes all items in the itinerary. We encourage all participants to sign up for all three days. If you are only able to attend one or two days, you may still attend the keynote speaker event and all evening sessions. *Lift tickets available at no additional cost to participants.* **See Registration Form on Page 25.**

LODGING PACKAGES

Lodging packages have been set up for you at the Squaw Valley Lodge, a ski-in/ski-out condominium facility, mere steps from our on-snow meeting area. All rooms are also in the same complex as the Ponderosa Room, our indoor meeting room. **See Page 20 for details and how to book your room.**

WANT TO ARRIVE EARLY OR STAYING LONGER TO SKI?

NEED LIFT TICKETS for Sunday March 8, Thursday March 12 or Friday March 13? Special "Women's Summit" discount tickets available for purchase at \$63 per day/per person. **PLEASE LET US KNOW** if you need these tickets so we can arrange for them. If you have a PSIA card, go directly to the ticket office for a \$63 ticket.

EDUCATION CREDITS

PSIA, USSA and NSP have worked together to make this an education event for all organizations. **See Page 18 for information about education credits for your membership organization.**

SPECIAL OFFERINGS

Some of the establishments in Squaw Valley have extended special offerings to all those who participate in the Women's Summit from spa treatments, rental skis to restaurant discounts. **See Page 19 for a list of these special offerings and how you can cash in on them!** [Note: The spa treatments require advance reservations so call as soon as you've made your lodging reservations!]

TRADE SHOW

Our Trade Show is a bit unique in that everything is interactive and offers you something you can take with you. Also check out the presentation "Strength from the Top of the Mountain" at the Trade Show. **See Page 6 for information.**

SIGNING UP FOR CLINICS

You can sign up for all three days of clinics on the first day, or wait and sign up for clinics every morning and at lunch, or a mix of these two. The Event Guide offers some insight into clinic offerings and lists some of the clinics that will be offered. Each day will be packed with clinic offerings for all levels, all conditions and interests. Our goal is to offer what interests you and pair the best coach to that clinic. We are flexible so don't fret over signing up for clinics.

TO REGISTER

Page 25 is the registration form—a fillable PDF. After completing it, please print and fax it to the PSIA-W office. We recommend NOT using email to protect your financial information.

NOTE: PSIA MEMBERS MUST register online.

Did we forget something? Please email us at info@womens-summit.com if you need more information that is not contained in this Guide.

KEYNOTE SPEAKER

Sunday March 6, 2016 at 6 PM in the Ponderosa Room, Squaw Valley Lodge

“Leadership: Turning a Vision into a Mission”



SALT LEADERSHIP Strategize | Act | Lead | Transform

As a coach, Simone helps her clients unlock their own potential to maximize performance, from the inside out. It is about helping you to learn rather than teaching you. As a consultant, she provides the best practices, strategies and tactics. Together, your ideas are identified, thoughts are organized, evaluated, summarized and reviewed to create a solid plan of action for a variety of challenges including: Business Growth, Leadership Skills, Developing Professionals, Team Development, and Personal Growth. The ultimate goal of all the training is to create a lifestyle that you absolutely love while being more productive.

Don't let yourself get in the way of your own success!

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure."

--Marianne Williamson

"A vision without a plan is just a dream. A plan without a vision is just drudgery. But a vision with a plan can change the world"

--Old Proverb

"Simone is a truly gifted coach. Her combination of incisive curiosity, deep listening, compassionate humor, creative intelligence and no-nonsense reflection provides the cauldron for exciting change. I have found new passion for my work as well as the perspective I needed to get unstuck in my personal life. Call her now!"

[SALT LEADERSHIP](#)

PANEL PRESENTATION

TUESDAY MARCH 11 AT 5PM IN THE OLYMPIC VALLEY LODGE
Presentation Begins 6:00 PM



“DIVERSITY | COLLABORATION | INNOVATION”

“The outdoor industry thrives and grows on innovation. As the definition of what being outdoors means morphs for the different generations and different people we, as an industry, need to make sure that our talent base includes more diversity of every sort but particularly includes women.” —Sally McCoy, CEO of CamelBak



DIVERSITY

“Every snowflake is different; no two leaves are the same ... — Maggie Huffman



COLLABORATION

“The whole is greater than the sum of its parts” —Aristotle



INNOVATION

“Anyone who has never made a mistake has never tried anything new” —Albert Einstein



STRENGTH FROM THE TOP OF THE MOUNTAIN

MONDAY MARCH 7 AT 5 PM IN THE OLYMPIC VALLEY LODGE

Presentation Begins at 6:00 PM

By Kim Kircher

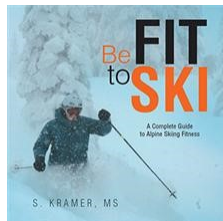


“Strength from the Top of the Mountain” not only identifies Kim Kircher’s website, but also tells a story filled with education and inspiration. For more information about Kim’s journey, her book *The Next 15 Minutes*, her radio show “The Edge” and more, visit her website: KimKircher.com

“Kim’s positivity and grace under pressure is incredibly inspirational. Her story is a joy to read, and it reminds all of us to get outside with the ones you love.” Ingrid Backstrom, Professional Skier

Followed by our

INTERACTIVE TRADE SHOW



Sue Kramer

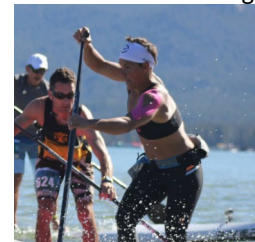


FUNCTIONAL
MOVEMENTS
SINCE 1994



NASTC
ALL-MOUNTAIN
FREESKIING COURSES

CROSS-TRAINING
Experience Dryland Paddling
for Skier Cross-training



Anik Demers-Wild

[paddle elite fitness](http://paddleelitefitness.com)

determination ~ drive ~ discipline

TAHOE WATERMAN

THE BOOT
BOOTH



Learn about
Ski Boot Fit
& Performance

Ellen Post Foster | Carol Levine

CLINIC SESSIONS

Clinics will be divided into AM and PM sessions. Topics are subject to change, weather & conditions permitting (or dictating) - no gates or drills if it's a powder day!! [Sign up for clinics each morning and at lunch.]

We will be offering a variety of clinics in each of the following CATEGORIES:

- ◆ SKI & EXPLORE
- ◆ FUNDAMENTALS AT WORK: PSIA & NSP
- ◆ COACHING APPROACHES
- ◆ CERTIFICATION & BEYOND
- ◆ CONCEPTS & RESEARCH IN ACTION

Below is a sampling of the clinics we are offering. Topics may change. We may add clinics and/or substitute clinic topics.

Ski & Explore

Squaw's Secret Stashes

With local talent leading the way, explore the nooks and crannies and secret stashes of Squaw Valley. Tips at the top of the run and on chair rides.

Push the Envelope

Whether you're doing GS turns, nonstop bumps or hiking, you'll burn extra calories. Expect your legs to turn to rubber.

Cruisin'

Cruisin' is about saving energy, not necessarily going slow. Find ways to be more efficient so you can dance all night after skiing all day!

Steep & Deep. Let's hope Godzilla El Niño delivers! Prepare to ski fast and get it before everyone else does.

Where Have All the Groomers Gone?

Just giggle while tuning up finding all the groomers at Squaw from Squaw Creek to Granite Chief.

Laps on KT22.

Sandy Poulsen did 22 kick turns down KT due to steepness. How many LAPS can you make off this mothership?

Head to Headwall.

Second only to KT22, Headwall offers access to adventurous laps on runs with legendary names like Hourglass chute, Classic Chute, Horse Trails and more. Find them all!

Steeps & Bumps. Spicy and Moderate versions of Steeps & Bumps. Explore a variety of techniques and tactics and dive in!

"Amazing time spent with so many interesting and accomplished women! I plan to sign up every year!" Katherine



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diversify

Fundamentals at Work

Gate Training to Improve Skills

Carol Levine | Ellen Post Foster | Fran Tone

Time to get and stay honest. Skiing in gates will reveal what we hide when we free ski. Use gate training to isolate habits that are interfering with your goal to ski better and learn new habits.

What We Can Learn from Racing to Improve Our Own Skiing (not in gates)

Ellen Post Foster

Sharpen your skiing with the U.S. Ski Team's skiing fundamentals. Ski racers must learn to ski well in order to ski fast. Cover technical fundamentals for good skiing and take a look at "performance" and "extension" turns.

Toboggan Skills (potential clinic - subject to approval)

Linda Barthel

Patrollers need to know how to maneuver toboggans in a variety of terrain conditions and pitch. Learn how a woman, through skill, can manage the toboggan without brute force.

Power up your Skiing.

El Furtney

Explore ways to get more out of your ski design from start to finish and gain balance, control and power for smoother fluid turns anywhere on the mountain.

Smoother on Four Edges.

El Furtney

Tune up your edging skills by exploring the flat ski and increase versatility for all mountain skiing.

How the Canadians Do "IT"

There really is more than one way to do "IT." Develop *DIVERSITY* and versatility by going out with one of our Canadian coaches.

Five Fundamentals to Better Skiing & Teaching

Dissect, explore and play with the 5 Fundamentals.

Myth Busting. What are some of the things you've heard—is it true? Why or why not?



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collaborate

CONCEPTS & RESEARCH IN ACTION

Fitness Preparation (Indoor and Active)

Sue Kramer

Don't let the first month of skiing be just a "warm up" for the season. Learn ways to get and stay in SKI shape so when the snow flies, you're read to boot up and go.

The Boot Booth (Indoor @ Trade Show)

Carol Levine | Ellen Post Foster

Offering at the **TRADE SHOW**. Bring your questions about ski boot fit and performance. Learn how ski boot mechanics affect on-snow performance and how to improve fore/aft and lateral balance. Carol has worked closely with boot technicians and has made a study of applying what she learned to on-snow performance. Ellen has five years experience as a boot technician, having worked for Ski Boot Fitting, Inc. in Vail, Colorado.

Growth Mindset (Indoor)

Linda Cowan

How do we approach learning and reaching goals with the right mindset? Approaches suggested by Carol Dweck in her book *Mindset* will help us think through how to approach situations in life that might look like obstacles as opportunities.

What We Wish We Had Known (Some Indoor)

Dee Byrne, Vice President Snowsports, Squaw | Alpine

Julie Brown, Senior Director, June Mountain Operations

Interested in pursuing the higher ranks in ski area management? Insights from lessons learned, practical applications of concepts to identify barriers and actionable approaches to assure progress toward success.

Biomechanics & Equipment in Women's Skiing

Our bodies are a little different than men and it helps to learn how, why and where that affects our movements on skis. Learn how you and your equipment can team-up and tackle commonly misunderstood problems.

Biomechanics in Children's Skiing

Most of us probably spend more time with children than any other age group. Understand how their bodies are developing and use this information to identify typical movement patterns.



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Coaching Approaches

Creating Progressions from the Inside Out

Ellen Post Foster

Learn a systematic approach to develop progressions based on your favorite exercises. The exercises will provide the focal point as you identify underlying skills and create the steps for meaningful progressions.

The Many Ways to Use Your Poles

Ellen Post Foster

Have fun and improve your skiing using your poles in many more ways than the traditional pole plant. If you have a tendency to lean in, rotate with your upper body, or not move forward into your turns, these ski-pole related exercises will help you and your students ... and improve your pole plant to boot!

WOMEN: Take Charge of Your Training!

Stacey Gerrish

Learn how to BE coached as a woman. Yes, we are different in many ways but that doesn't mean you have to give up training just because the trainer is a man or doesn't understand women. You can be in charge. Come out and learn how to take charge.

SkillsQuest: For ALL Kids, Young and Old.

Stacey Gerrish

Explore SkillsQuest drills developed by USSA and how these drills develop skills for you and your students.

Tools & Tricks of the Trade for Working with Kids

Stacey Gerrish

Whether you are teaching a beginner or training a potential Olympian, better understanding of learning and teaching styles will help you put your individual stamp on your teaching and coaching while remaining relevant and keeping your kids engaged.

Developing Good Coaching Skills for Kids

Sue Kramer

Go beyond being just the go-to gal to teach kids. Learn how to coach kids to maximize fun while developing the athlete and the skier.

innovate

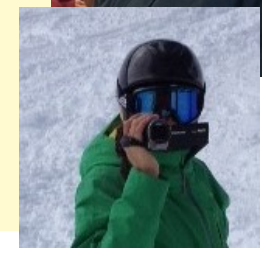


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lead



Certification & Beyond

Want Certification!

Clinics will be offered that are suitable for those seeking certification and offering opportunities to hone in on fundamentals and standards that comprise good skiing skills and technique, whether the approach is PSIA or USSA.

Mentoring New Instructors (Indoor-could be all day)

Linda Cowan

What does it mean to mentor someone? How do you start? How do you keep it going? Learn what mentoring is and how to and why you want to mentor new instructors.

Leading Others (Indoor)

Linda Cowan

What does it mean to lead? What is leadership? Different forms of leadership are used for different reasons. What works best and why?

Women's Programs

Whether the purpose is to create a program for women students or a training program for women instructors, identify key strategies to make the program successful and the students/trainees shine.

Train the Trainer

So you're about to lead or have been leading clinics and training your peers. COLLABORATE and take away new ideas to improve clinic delivery skills and offer exciting products to your staff.

NO LIMITS

And There's More. In addition to the above clinic topics, there will also be clinics for those who want to spend time on even more focused skier improvement and technical improvement with video analysis of your skiing.

Tell Us What You Want. Is there a clinic topic you want covered? Let us know! Email your clinic topic to info@womens-summit.com.

COACHES

*"I love the coaching and the support from the group to try something new."
—Libbie*



Heidi Ettlinger

Hometown:
Underhill, VT

Home Hill:
Heavenly, CA
Mt. Hotham, Australia

Feels Most at Home:
Hiking to a new peak

Up Next:
Learning to Yodel & more backcountry skiing.
Improving my PB on skinny skis in the Hoppet!

Heidi started skiing down the Green Mountains of Vermont not long after she started to walk. Her fondest memories include performing ice skating tricks on her frozen driveway up through scaling to the top of Tuckerman's Ravine without having a clue about how to do a hop turn. She holds a B.S. in Human Services & Counseling and after working for several years in the child protection field she began ski instructing. Heidi has since devoted her career to growing the snowsports industry. She spends most of her time developing custom instructor training programs and produces resources for the trade (gearingtogo.com) to improving the retention of new skiers and riders. She is a member of the PSIA-W Education Staff, serving a fourth term on their Board of Directors, and is on the current PSIA National Alpine Team. She also participates on the Learn to Ski and Snowboard Month Leadership Team. Heidi's biggest accomplishment has been the development of women's adventure programs for professionals and the public, many of which have served as a catalyst for helping more women successfully pursue recreation and professional endeavors in the snowsports field.



Linda Bartel

Hometown:
Ann Arbor, MI

Home Hill:
Mt. Brighton, MI

What I Do

If I'm not skiing, I'm fishing.
If I'm not golfing, I'm fishing.
If I'm not fishing, I'm sleeping.

Linda Barthel, of Ann Arbor, Mich., is the NSP's National Women's Program Director and a member of the Mt. Brighton Ski Patrol in Michigan. She has both her Certified and a National Appointment Number, and is an instructor in multiple disciplines, including toboggan, chair evacuation, CPR, and OEC. She is also a Professional Ski Instructors of America (PSIA) Level III certified ski instructor, and has a PSIA Central "Train the Trainer" accreditation. Barthel is one of the women responsible for developing the Central Division Women's Seminar. In addition to all her work with NSP and PSIA, Barthel is employed at the University of Michigan, where she manages a microscopy imaging core laboratory. "If I'm not skiing I'm fishing, if I'm not golfing I'm fishing, if I'm not fishing I'm sleeping..."



Dee Byrne

Hometown:
Spokane, WA

Home Hill:
Squaw | Alpine, CA

Must Do

Hike the Pacific Crest Trail

In a skiing family of hard charging brothers and sisters, Dee wasn't about to be left behind and she did everything to keep up and exceed! Her ski instruction career began at age 14, moving through levels to trainer, examiner and eventually the PSIA National Alpine Team in 1984 and again in 1992 after a 4-year hiatus. Dee's travels took her to Colorado where she started instructing, became the training supervisor for the Beaver Creek Ski School and eventually Vail Ski School Director, a position she held for 8 years. Today, Dee is the Vice-President of Snowsports for Squaw Valley | Alpine Meadows resorts, overseeing snowsports schools and ski teams. Like many in the industry, Dee has a passion for skiing, for teaching and seeing the sport grow. She is known not only for her great skiing ability, but also for her knowledge and experience as an industry leader. Having sat on many PSIA boards, working with nonprofit foundations and panels for NSAA and PSIA and working with USSA, Dee continues to work tirelessly to understand and unite the corporate, management and staff perspectives and needs.

COACHES



Linda Cowan

Hometown:
Everett, WA

Home Hill:
Stevens Pass

Favorite Quote

“The two things that matter the most are attitude and effort.”

Can Most Often Be Found

Chasing the peloton from Snohomish Bike Shop on Saturdays mornings

Linda Cowan was a two-time collegiate All-American soccer player who transitioned into ski instruction while studying elementary education in college. In 2000 she became a divisional clinician for PSIA-NW and is now serving her 4th term as a member of the PSIA-NW's Technical Team as clinician, examiner and Children's Specialist. Linda is a Level 100 USSA certified coach and Technical Director for Dave Lyon's race program, Stevens Pass Alpine Club, and has been coaching with Dave for the past 12 seasons. Last spring Linda spoke at PSIA's National Academy in Snowbird on current national trends in education and connections with instruction in the snowsports industry and recently returned from speaking at a teachers' conference in Beijing, China. Linda has a passion for coaching young athletes, along with growing snowsport instructor pedagogy, with the purpose of providing clients/students with the best learning opportunities possible. "I am passionate about teaching and learning." Having been a public elementary school teacher since 1989, she now serves as the District Induction Specialist/Coach supporting all first year K-5 teachers in 20 elementary schools in the Northshore School District in Bothell, Washington.



Elianne Furtney

Hometown:
Tahoe Vista, CA

Home Hill:
Squaw | Alpine, CA

Favorite Quote

If you're not living on the edge, you're taking up too much space

Ask Me About

The sweetest blind dog ever

Elianne ("El") grew up chasing her brother around the cold and icy slopes of Vermont before happily finding herself getting sunburned skiing in California. After majoring in Ski Team at Cal Berkeley (aka Social Sciences), she somehow landed at Alpine Meadows teaching skiing "for just one season" while figuring out what to study in grad school. Turns out a graduate degree in Ski Instruction was just the ticket and she never left. El equally loves to ski big mountain terrain and to coach other instructors to reach their potential. When not skiing secret stashes at Squaw | Alpine, you can find El on her downhill bike. One major item on her bucket list is going heli-skiing in Alaska. Currently, El is the Adult Ski & Snowboard School Manager at Squaw Valley, her home resort for the past 19 years. She is an active examiner & clinician with PSIA-W.



Stacey Gerrish

Hometown:
Woodstock, VT

Home Hill:
Beaver Creek & Suicide Six

Favorite Quote

“Don't be so busy making a living that You forget what you are living for.”

Secret Talent

Can rap all words to "Rapper's Delight"

Stacey, a PSIA and USSA certified skier and trainer, is the Training Manager for the Beaver Creek Ski & Snowboard School, where she has spent 26 winters. She is actively involved with PSIA-Rocky Mountain on the children's education staff, and with PSIA National on the children's task force. She has co-authored many editions of the Adult and Children's Alpine teaching handbooks, and the 2nd edition of the Children's Teaching Manual. She has also contributed to the development of the USSA Skills Quest program and to the USSA level 100 workbook. She has been on staff for several USSA level 300 events at Mammoth. "Skiing began for me on a Vermont hill as a 3-year old and has remained my passion all these years. My grandmother recently said 'my mother had no idea the impact of her decision to put me out in the snow on skis as such a young age!' Equal to skiing I have a passion for coaching and teaching skiing, along with infusing the stoke and sharing alpine knowledge with like-minded folks!" Stacey is also a 2009 National Powder-8 Champion. Stacey models the performance she develops in you; she inspires and creates learning that lasts a lifetime.

COACHES



Maggie Graham

Home Hill:
Mont Tremblant
Canada



Maggie Graham is a two-time Canadian Interski Demonstration Team member (St-Anton 2011, Ushuaia 2015) based out of Mont-Tremblant, Quebec, in eastern Canada. She is a level IV course conductor with the Canadian Ski Instructors' Alliance (CSIA) and a development level facilitator with the Canadian Ski Coaches Federation. Maggie holds a Bachelor of Science Honors and a Bachelor of Education. She currently sits on the CSIA Women in Skiing sub-committee which seeks to identify and share methodologies specific to the development of female skiers and to explore strategies to retain and increase female membership.

Cool Stuff

Has You Tube Videos!
One on [Warming Up](#)



Kim Kircher

Hometown:
Seattle, WA

Home Hill:
Crystal Mt., WA

Kim Kircher started skiing when she was three years old at Snoqualmie Pass near Seattle, where her parents were ski instructors. She quickly realized that not only could skiing get her up in the mountains for fun, it could also be a way of life. Kim started ski patrolling at Crystal Mountain while in college and after a brief stint as a high school English teacher decided to become a paid patroller. She's been at it for 28 years. At Crystal, Kim is an EMT and avalanche blaster. She has been given many awards, including a Green Merit Start from the National Ski Patrol, for saving a life in arduous conditions. Kim has logged over 600 hours of explosives control, earning not only her avalanche blaster's card, but also a heli-blaster endorsement, allowing her to fly over the slopes in a helicopter and drop bombs from the open cockpit, while uttering the fabulously thrilling words "bombs away" into the mic. When not on the slopes, Kim is an author. She is currently working on a novel placed at a fictional ski area. The beauty of writing fiction is the ability to create the perfect resort, one with perfect terrain and where it never rains! Kim also wrote a memoir, THE NEXT 15 MINUTES, about how her life as a ski patroller helped her deal with her husband's rare cancer diagnosis and liver transplant. Her articles have appeared in Ski Patrol Magazine, Powder Magazine and several other publications. Kim's husband's family owns and operates ten ski areas in North America. Her husband, John Kircher, is a second-generation owner-operator and has spent his life in the ski industry. Together they live and breathe snow sports.

Favorite Quote

"The ultimate measure of a man is not where he stands in moment of comfort and convenience, but where he stands in times of challenge and controversy. —MLK

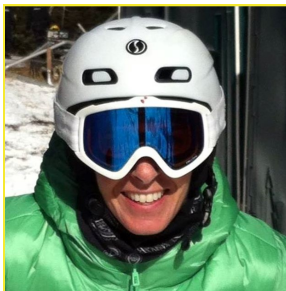
Secret Talent
Hula Hooping

I felt so supported! Coaches gave so generously, skillfully and wisely. Amazing Event. I will come again!
—Karen



"I loved the event and thought it was a huge jump in the quality of experience from the previous year (although I loved that experience as well!!!). There was clearly a huge effort put into it by all the organizers. The keynote speakers were well chosen and all brilliant!
—Emily

COACHES



Sue Kramer

Hometown:
Clifton, NJ

Home Hill:
Bromley, VT

Secret Talent

I bake an amazing eggplant parmesan

Ask Me About

Maximus, Cleocatra & Poopsie

Sue Kramer's passion for skiing began in the hills of Vermont. While as a young child her dream was to be in the 1984 Olympic games, she settled for a spot on her high school team, winning both the state championships and earning MVP during her senior year (1984). Kramer has spent her career teaching, coaching, and studying the sport of alpine skiing. She has a Masters degree in kinesiology as well as a Masters in ceramics. She is an examiner with PSIA, the coach of the eastern division's children's education team and the children's committee chairperson. In 2012 she placed in the top 15 at PSIA's national team selection. This past summer she published a book, *Be Fit to Ski*, a scholarly book on alpine skiing fitness. She hangs her hat at the Bromley Outing Club as the head technical coach working closely with all coaches, parents, and athletes and spends the summer months with her hands in clay, making and selling colorful pottery.



Carol Levine

Hometown:
Tahoe City, CA

Home Hill:
Squaw | Alpine, CA

Can Most Often Be Found

On the slopes loving the feel of skiing dynamic turns or in the woods enjoying a hike in the summer heat.

Must Do

Skiing the Mountain Collective in one long vacation

Carol has been "around the block" a few times! Having recently relocated to northern California, she remains engaged with PSIA and USSA and enjoys teaching and training for the Squaw Valley Ski & Snowboard School. Carol is a former head coach for the U. of Utah women's ski team, a trainer/examiner for a couple of PSIA divisions and was a two-term member of the PSIA National Alpine Team through the 80's. She designed and managed the PSIA National Women's Ski Education College in the 90's. She was the Vail and Beaver Creek Training Manager for a few years and has been a PSIA National Alpine Team selector for the last six tryouts. Carol enjoys the humbling activity of running gates and masters racing and continues to participate in industry projects and events, prodding and poking around the industry, always searching for *better... better turns, better learning, better teaching*. "For me it's all a big jigsaw puzzle - find new pieces and see how they fit! It's an adventure that I love to share with anyone wanting to go there."

I think this is an amazing event. It wins hands down best overall clinics I have ever taken ... and I have taken a lot. The energy and camaraderie is unsurpassed. It delivered more than I expected, as usual.



"It was great to ski with such accomplished women. The group that assembled were passionate about the sport and showed a high level of performance. The variety of coaches is excellent. There is something for everyone. I really liked the addition of gate training this year."



COACHES



Julie Matises

Hometown:
Oakland, CA

Home Hill:
Squaw | Alpine, CA

Favorite Quote

"A bad (ski) turn is like an old boyfriend ... get over it and move on!"

Ask Me About

Paella recipe, Japanese food, Dorothy Hamill and KENZO!

Julie started skiing at age 12, driving to Tahoe on weekend trips with her family from Oakland. She joined the high school ski team and under the influence of her Swiss coaches, learned to love the technical side of skiing. At CSU Sacramento, Julie raced at the collegiate level. After taking a course titled "How to become a ski instructor," ending in a "mock" exam and hiring clinic at Alpine Meadows, Julie began her teaching career in 1991. Julie quickly developed as a skier and ski instructor, becoming one of the top women instructors at Alpine Meadows, achieving her PSIA Level III certification. Since, Julie has been involved with women's ski programs with Alpine Meadows, NASTC, and Squaw Valley, and representing the K2 Women's Alliance Team. Julie's extensive background in teaching women's programs and ability to tap into the psyche of women made her a perfect person to help launch the new Women of Winter program at Squaw Valley. Currently, Julie is a staff trainer and instructor at Squaw Valley where her keen eye allows her to offer laser-precision feedback for quick changes to fundamental movements while showing what it looks like to the rip the mountain with grace.



Leigh Pierini

Hometown:
Simsbury, CT

Home Hill:
Keystone, CO

Ask Me About

My two beautiful children

Interests

Skiing, Sailing, Whiskey, SUPping, Traveling, Martinis

For the past eight years Leigh has been a member of the K2 Women's Alliance to promote the love of women's skiing. Leigh continues to work, and has worked for many years with National Ski Patrol, and also trains the Keystone Ski Patrol to enhance spatial awareness, endurance, and proficiency of their skill development in their skiing and riding. She has developed and directed women's ski programs throughout the nation most notably at Jackson Hole and Alpine Meadows. Leigh became an examiner with PSIA when she was 25 and has been an active examiner in the Eastern, Western, Intermountain, and Rocky Mountain divisions. She has selected examiner staff and held chair and board positions throughout the PSIA organization. Currently, Leigh is the Training Manager at Keystone, Colorado and is an examiner and serves on the Alpine Committee with PSIA-RM. Leigh is married and has two beautiful children and lives in Breckenridge, CO.



Ellen Post Foster

Hometown:
Averill Park, NY

Can Most Often be Found

Putting a shine on someone's skiing

Secret Talent

Riding a Unicycle

Ellen's skiing background is multifaceted, starting in childhood with a strong technical foundation as a member of the Jiminy Peak Junior Demo Team. The program evolved into a freestyle team, where she gained the skills to compete at the international level. During her freestyle career, Ellen had a first place finish in moguls, aericals, ballet, and the combined. After the freestyle circuit, she coached junior racers at Winter Park and helped to create the USSA Youth Ski League. She earned her PSIA full certification, and then immediately made it onto the PSIA National Demonstration Team. For the eight years she was on the team, Ellen educated instructors across the country with teammates Carol Levine and Dee Byrne. Afterward, Ellen wrote the book, Skiing and the Art of Carving and a series of books for coaching young skiers. More recently, Ellen co-authored the 2014 PSIA Alpine Technical Manual and currently, she's a trainer for the Beaver Creek ski school. Last spring, Ellen was honored with the Educational Excellence Award

COACHES



Kathy Prophet

Home Hill:
Mont Tremblant,
Canada



Likes

Biking | Swimming | Running | Waterskiing

CSIA Level 4, CSIA Level 4 Course Conductor, CSCF Level 2, past Interski team member. Kathy was a member of the Canadian Interski Team representing Canada in Crans Montana, Switzerland in 2003. She has served as a member of the Steering Committee and the Technical Committee for the CSIA. She is currently the Chairperson for the Women In Skiing Initiative reporting to the Education Committee within the CSIA. Kathy also sits on the CSIA National Board as an appointed advisor. Mont Tremblant is home for Kathy and when not on the slopes you will find her training on her bike, swimming, running and water-skiing. She is a passionate skier that is devoted to the improvement and development of all CSIA members to allow them to reach their full potential.



Francine Tone

Hometown:
Tokyo, Japan

Home Hill:
Squaw | Alpine, CA

Favorite Quote

"Be Awake in Your Dreams"

Current Goals

SUP Surfing Cutbacks
Learning to Carry a Tune (your cue to laugh)

Fran began her life pursuing academic endeavors but in her heart she always wanted to be an athlete. But her athletic pursuits had to wait until she was an adult. She learned to ski as an adult and is keenly attuned to women's issues when learning a high risk sport. She has overcome those limitations by being focused and passionate. Whether seeking her law degree, pursuing her PSIA Level III and USSA Coach's certifications, reaching the podium as a standup paddleboard racer on Lake Tahoe, becoming a PADI divemaster, or bringing her son back to full recovery from a severe brain injury, Fran's "grit" has led her to successes. She's also passionate about her role in the Soroptimist organization, helping women and girls achieve social and economic empowerment. Today, as a staff trainer at Squaw | Alpine, Fran remains passionate and dedicated to helping others reach their potential as a snowsports professional, instilling the love of skiing and continued development.

"It is not just for female athletes that we need more women coaching. We need more women coaches for all our athletes."
Ron Kipp, Alpine Sports Education Manager, USSA

FUTURE WOMEN'S SUMMIT COACHES

We are always interested in expanding the diversity of the coaching staff for the Women's Summit.

If you are interested in being a Coach for future Women's Summits,



EDUCATION CREDITS

Many snowsport professionals belong to two or more of these organizations. Each organization has a different focus in the industry. By being a member of more than one, your points of view expand, thereby growing your skill set. We all learn from each other and each organization learns from the other. And most importantly, each organization has something to offer all of us.

PROFESSIONAL SKI INSTRUCTORS OF AMERICA



Inspiring lifelong passion for the mountain experience

EDUCATION CREDITS FOR PSIA MEMBERS

For each day of participation, PSIA members receive a day education credit. Provide proof of attendance to your region office.

TO JOIN PSIA visit www.thesnowpros.org



NATIONAL SKI PATROL



The Gold Standard in Mountain Safety and Rescue

EDUCATION CREDITS FOR NSP MEMBERS

This event can be used as a Ski Enhancement Seminar for a senior elective. Provide proof of attendance and send to barthel@umich.edu

TO JOIN NSP visit www.nsp.org



US SKI & SNOWBOARD ASSOCIATION



Offering leadership to foster athletic excellence

EDUCATION CREDITS FOR USSA MEMBERS

This event can be used for USSA continuing education credits. Email: education@ussa.org or fax 435.940.2790 to provide proof of attendance.

TO JOIN USSA visit www.ussa.org



Special Offers



Inn Shop. 20% discount off ski rentals during event. Contact the Inn Shop by calling 530-583-2195 to reserve skis. Mention "Women's Summit" for discounts. Located in Plumpjack's Inn. Visit their website innshop.com to see selection of demo skis.



Trilogy Spa. 20% discount off all services with advance booking. Massage, Facials, Waxing, Exotic Body Treatments, Scrubs and Nails. To book, call 530-584-6125 or go to trilogyspa.com—select Tahoe location and indicate "Women's Summit" under Special Request.

Optional Special Lunch Deals

Detailed Menus will be available each morning to order lunch.
Orders Taken Every Morning

Tuesday



The Crest Cafe is providing a \$14 "bag lunch" which includes one of the following options, a bottle of water and a cookie or brownie.

- * Smoked Turkey Panini
- * Italian Panini
- * Roasted Veggie Panini
- * Salad Choices with or without grilled chicken
- * Soup & Salad
- * Tri tip Mango Wrap
- * Southwest Chicken Wrap

The Crest Café offers fresh dining at the entrance to Alpine Meadows, serving breakfast, lunch and Happy Hour including a sushi night.

Monday & Wednesday



Wildflower Bakery is providing a \$14 "bag lunch" which includes one of 5 options (sandwich or chili) plus a drink and cookie.

- * Honey Roasted Turkey Sandwich
 - * Avocado Carrot Sandwich
 - * Chicken Cranberry Walnut Sandwich
 - * Curried Chicken Salad Sandwich
 - * Vegetarian Chili
- Drinks: Coke, Diet Coke, Sprite, Water
AND A WILDFLOUR COOKIE!

Wildflower Bakery is known at Squaw as the premier source for scrumptious cookies, offering lifetime cookie passes to any Squaw Valley Olympian who wins Gold. And, it offers yummy breakfasts & lunches, too.

"If you are not skiing at the Women's Summit, you are missing out on the best event of the year! I've been to four Women's Summits, and each one surpasses the prior one. The mountain, the camaraderie, and the instruction ... this is the best opportunity to gather and learn both on and off the mountain." Sandy



LODGING AT THE SQUAW VALLEY LODGE

Lodging is Subject to First Come-First Serve (rooms are not "on hold")



ROOM TYPES & AMENITIES:

All Squaw Valley Lodge units are suites which include a kitchen or kitchenette, kitchen utensils with place settings for six, in-room, coffee makers/coffee, voice mail messaging, cable TV, an oversized bath with Paya Organics soaps and shampoos and wireless Internet Access.

Deluxe Studio Suite: 570 square feet with a kitchenette. The Deluxe Studios feature one queen sized bed separated from the living space area by a chest or dresser. There is a queen sofa sleeper or trundle bed couch located in the spacious living area for additional guests and general comfort. *Accommodates 2 to 4 people.*

One Bedroom Suite: 690 square feet with an oversized kitchenette. The One Bedroom features a queen sized bed in bedroom. There is a queen sized sofa sleeper or trundle couch in the spacious living area, a side dining area and one bathroom with two separate entrances. *Accommodates 2 to 4 people. ****One Bedroom Premium Suites available upon request. 750 square feet with a full kitchen.*****

Loft Suite: 800 square feet with a kitchenette and two full bathrooms. Our Loft Suites tend to be the best value room with one queen-sized bed downstairs separated from the living space by a bookcase or dresser, a queen sofa sleeper or trundle couch and a master bath. Upstairs the oversized loft features a queen sized bed and full bath. *Accommodates 3 to 6 people. ****Premium Loft has same amenities, but upgraded features*****

Two Bedroom Suite: 1300 square feet with a full sized kitchen, cozy fireplace, balcony and Washer/Dryer. The Two Bedroom features one King or Queen sized bed in the master bedroom with a luxurious oversized tub. The second bedroom has either a Queen bed or two twins with a full bathroom in the second bedroom, and a queen sofa sleeper in the living area. *Accommodates 4 to 6 people.*

Four Bedroom Suite: 1900 square foot single story condominium with 4 bedrooms, 3 1/2 bathrooms, Gourmet Kitchen, large living area and a Utility Room and custom cabinetry throughout. Master Bedroom has a king bed and expansive master bath with twin sinks and shower/tub combo. Second bedroom has a queen bed and flatscreen TV. Third Bedroom has two twin bunks, flatscreen TV and fireplace. Hallway Bathroom features a shower and small tub combo. Fourth Bedroom has one twin bunk and private bathroom. Living area features Sleep Sofa, fireplace, flatscreen TV, large dining table. Five-burner Range, oven, refrigerator, toaster, coffee maker with granite counter and seating for four. Utility room features a half bath and is a big mud room with storage for all your wet snowsports items, bicycles and other gear.

	Rack Rates Winter 3/6—3/9 2016		PSIA Women's Summit 3/6—3/9 2016	
	2 Nt Min Mdwk	2 Nt Min Wknd	2 Nt Min Mdwk	2 Nt Min Wknd
Deluxe Studio	\$249	\$329	\$199	\$267
One Bedroom	\$283	\$389	\$228	\$318
One Bedroom Premium	\$324	\$469	\$258	\$382
Extended Loft	\$299	\$449	\$233	\$360
Premium Loft	\$339	\$479	\$267	\$386
Two Bedroom	\$434	\$649	\$343	\$526
Three Bedroom	\$659	\$899	\$526	\$730

TO BOOK ROOMS

Call 800-922-9970

and ask for PSIA Women's Summit Group rates

OR go to website at:

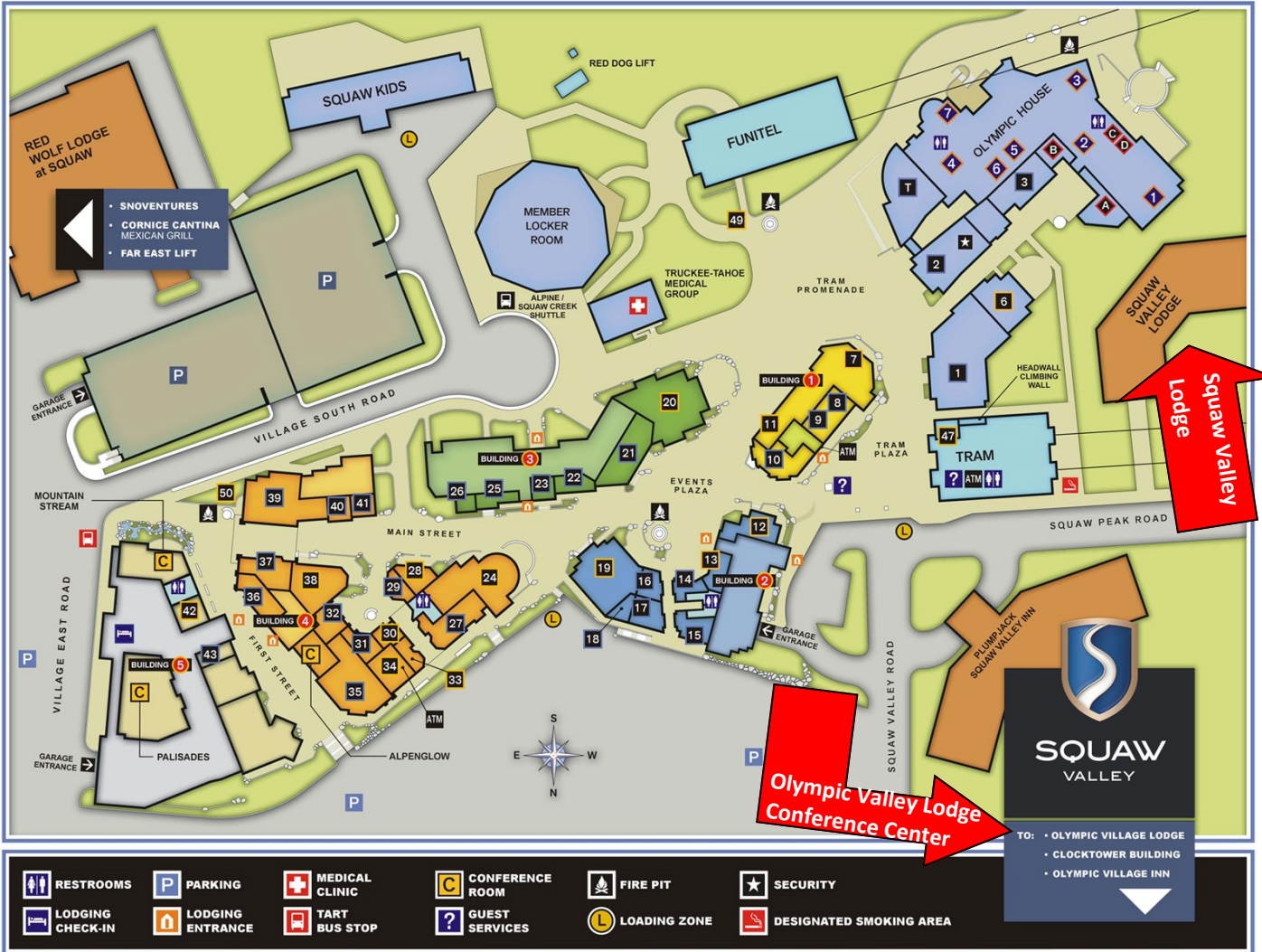
www.squawvalleylodge.com

Use Promo Code: **PS16**

LODGE AMENITIES: 24-Hour Front Desk | Seasonal Swimming Pool | Fitness Center | 2 Seasonal Tennis Courts | 3 Indoor Hot Tubs | 3 Outdoor Hot Tubs | Sauna | Steam Room | Ping Pong Table | Business Computer | On Site Massage | Locker Rooms | Showers | Family Game Room | WiFi Throughout | Covered Parking. Nearby in Village: Boutiques and restaurants | Full service Trilogy Day Spa | Wanderlust Yoga Studio | Candle Making and Crafts | Convenience Store.

TRANSPORTATION: Squaw Valley Lodge is located 45 minutes from the Reno-Tahoe International Airport. Shuttle service is available through North Lake Tahoe Express for \$40 per person, one-way or \$75 round trip. Group Discounts are available. Their phone is 866-216-5222 or you can reserve online at www.northlaketahoeexpress.com.

VILLAGE AT SQUAW VALLEY



- ### LODGING
- BUILDING 1** FIRST ASCENT SUITES
 - BUILDING 2** NORTH FACE SUITES
 - BUILDING 3** SOUTH FACE SUITES
 - BUILDING 4** 22 STATION WEST
 - BUILDING 5** 22 STATION EAST

- ### OLYMPIC HOUSE
- T** TICKETS / PASSES / SNOWSPORTS CENTER
- UPPER LEVEL
- 1** BAR ONE
 - 2** O' LOUNGE
 - 3** KT BASE BAR
 - 4** PLAZA BAR
 - 5** KTchen
 - 6** The POCKET
 - 7** DAVE'S DELI
- LOWER LEVEL
- A** WILDFLOUR BAKING COMPANY
 - B** SHARPSHOOTER IMAGING
 - C** DAY LOCKERS
 - D** ARCADE

- ### DINING
- 6** LeCHAMOIS & LOFT BAR
 - 7** TWENTY-TWO BISTRO & BAR
 - 11** THE SLOT BAR
 - 12** STARBUCKS COFFEE COMPANY
 - 13** MOUNTAIN NECTAR
 - 19** FIRESIDE PIZZA COMPANY
 - 20** ROCKER @ SQUAW
 - 24** AULD DUBLINER IRISH PUB & RESTAURANT
 - 28** EURO SWEETS
 - 30** SOUPA
 - 38** MAMASAKE SUSHI & SAKE
 - 42** UNCORKED WINE BAR & SHOP
 - 47** DORINDA'S CHOCOLATES CAFE
 - 49** EURO SNACK
 - 50** EURO CREPE

- ### SHOPPING
- 1** SQUAW VALLEY SPORT SHOP
 - 2** SQUAW VALLEY SKI RENTAL
 - 3** O' HOUSE DEMO & SNOWBOARD RENTAL
 - 8** SQUAW ONE LOGO COMPANY
 - 9**
 - 10** PLUMBJACKSPORT
 - 14** MIND PLAY
 - 16** DORINDA'S CHOCOLATES
 - 21** THE NORTH FACE
 - 22** KALIFORNIA JEAN BAR
 - 23** ATLAS MENS CLOTHING SHOES & GIFTS
 - 26** SPRUCE GIFT & HOME
 - 27** GALLERY KEOKI
 - 29** LATHER & FIZZ BATH BOUTIQUE
 - 31** SQUAW DOGS
 - 32** EVERYTHING HUNKY DORY

- 36** OAKLEY
- 37** SUREFOOT CUSTOM BOOT FITTERS
- 39**
- 40** LEDGE SNOWBOARD
- 41**

- ### VILLAGE SERVICES
- 15** SQUAW VILLAGE NEIGHBOURHOOD COMPANY
 - 18** TAHOE T.V.
 - 33** SPIRITS OF THE VALLEY
 - 34** ALICE'S MOUNTAIN MARKET
 - 35** TRILOGY SPA

- ### REAL ESTATE
- 17** CHASE INTERNATIONAL REAL ESTATE
 - 25** VILLAGE REAL ESTATE
 - 43** SIERRA SOTHEBY'S INTERNATIONAL REAL ESTATE

SHOP NAMES AND LOCATIONS MAY VARY

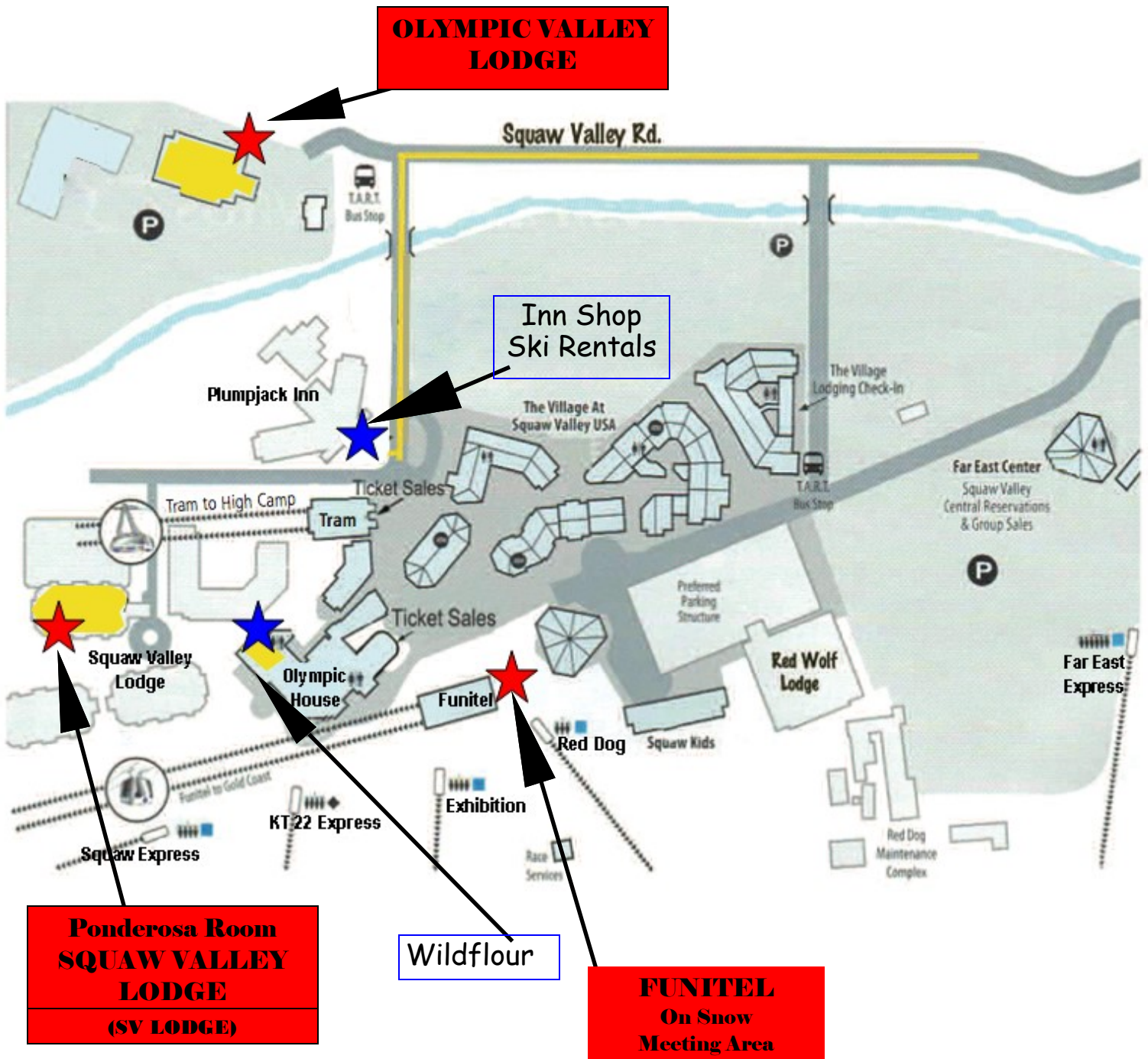
KEY LOCATIONS

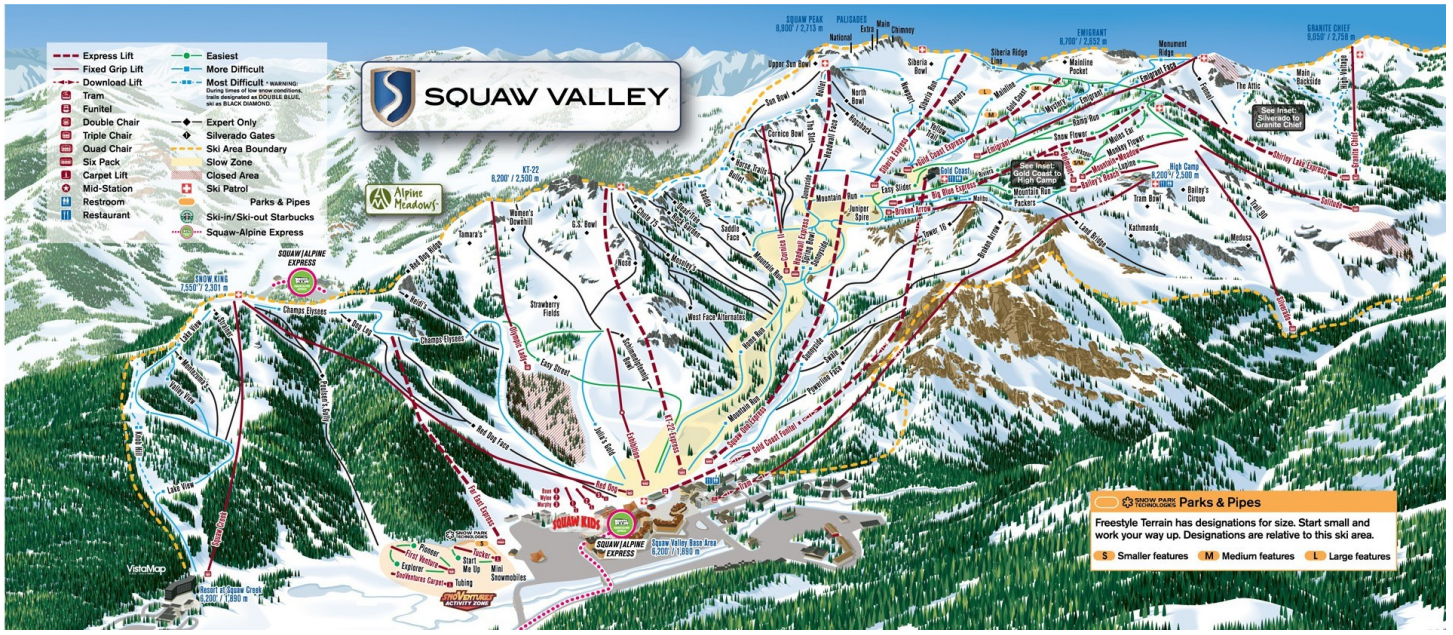
MEETING LOCATIONS INCLUDE

- ◆ Ponderosa Room, Squaw Valley Lodge
- ◆ Olympic Valley Lodge
- ◆ Funitel Base

VENDOR OFFERINGS INCLUDE

- ◆ Inn Shop—Ski Rentals
- ◆ Wildflour—Lunches (and more)





Registration Form WOMEN'S SUMMIT 2016

APPLICANT INFORMATION

NAME	PHONE
ADDRESS	
EMAIL	
<input type="checkbox"/> USSA MEMBER	<input type="checkbox"/> NSP MEMBER
Member Number:	

EVENT INFORMATION

<p>WOMEN'S SUMMIT Location: Squaw Valley, California</p> <p>March 6, 2016 Arrival Day evening Keynote Presentation is included and available to all participants.</p>	<p>March 7-9, 2016</p> <p>Day 1: March 7, 2016 (Monday)</p> <p>Day 2: March 8, 2016 (Tuesday)</p> <p>Day 3: March 9, 2016 (Wednesday)</p> <p>TOTAL DUE</p>	<p style="text-align: right;">check box</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"> </td> <td style="text-align: right;">\$125.00</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"> </td> <td style="text-align: right;">\$125.00</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"> </td> <td style="text-align: right;">\$125.00</td> </tr> <tr> <td colspan="2" style="text-align: right;">\$</td> <td></td> </tr> </table>	<input type="checkbox"/>		\$125.00	<input type="checkbox"/>		\$125.00	<input type="checkbox"/>		\$125.00	\$		
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Please list any physical or learning impairments for which PSIA-W needs to make accommodation in order to help you with the educational process.

SIGNATURE / RELEASE

I, _____, DECLARE: I am an experienced skier/snowboarder and wish to participate in this event. In consideration of acceptance to and participation in this event, I hereby waive, release and forever discharge the ski areas, PSIA-W, employees, agents, members, sponsors and all other persons connected with this event from any and all liability for injury, damage or death, caused by negligence or other unintentional conduct. I am aware of the risks of skiing/snowboarding, including serious injury and death. I agree to assume all risks and to release all persons above from any liability for negligence or otherwise actionable conduct. I have fully read and voluntarily agree to the above terms and conditions.

APPLICANT SIGNATURE	DATE	PARENT/GUARDIAN IF APPLICANT IS UNDER 18	DATE
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ADMINISTRATIVE FEES & POLICIES

CANCELLATION FEE:

1 week or more prior to event	\$10
Less than 1 week and more than 2 business days prior to event	50%
Less than 2 business days prior to event/No Shows	100% (no refund)

RETURNED CHECKS/DECLINED CHARGES: Returned checks will NOT be re-deposited and a \$25 fee will be assessed. All returned checks or declined charges must be re-paid 2 business days prior to event or registration will be cancelled.

EVENT FEES

PAYING BY CHECK CHECK #: _____ AMOUNT: \$ _____

PAYING BY CREDIT CARD: Visa Mastercard

ACCOUNT #: EXP: ____ / ____ SECURITY CODE: _____

SIGNATURE: _____