

THE
STONE
CLINIC & STONE RESEARCH
FOUNDATION PRESENT...

STONEFIT

The Pro Women Athlete's Career Conference



FRIDAY, SEPTEMBER 19 AND SATURDAY, SEPTEMBER 20, 2008.
AT THE STONE CLINIC, SAN FRANCISCO.

Mission Statement: To help professional women athletes by expanding "coaching" to include new information on training, conditioning, and injury prevention in combination with career development guidance.

DAY ONE: FRIDAY, SEPTEMBER 19, 2008 • 8:00 AM AT THE STONE CLINIC

8:30 - 10:30 AM: Morning Session: Forging Elite Fitness

Workout session with CrossFit Training: Kelly Starrett, DPT and Eva Twardokens

- Off-Season
- Pre-Season
- In-Season
- Nutrition

11:30 - 12:00 PM: Lunch at Fort Mason, Bldg. D.

12:00 - 6:00 PM: AFTERNOON SESSIONS

12:15 - 12:35 PM: Brief Introduction and Mission of the Conference

Kevin R. Stone, MD and Lynsey Dyer

12:45 - 1:15 PM: Introduction: The Glass Ceiling for Women in Sports

Dawn Riley, America True

Are we judging the success of women's sports against men's?

1:15 - 1:40 PM: Q&A

1:45 - 2:45 PM: Your Sport as a Career: Maximize Your Time in the Spotlight

Sponsors: Debra Friedman, former Director of Women's Marketing, Burton Snowboards; Tim Petrick of K2 Sports; Ellen Krimmel, Athleta

- How to get and retain a sponsor.
- Why do sponsors work with athletes?
- What do sponsors look for in athletes? What makes you marketable?
- What works and what doesn't between athletes and sponsors -- how to maximize the relationship.
- The future of women and branding.

2:45 - 3:10 PM: Q&A

3:15 - 3:30 PM: Break

3:40 - 4:40 PM: Media: Managing Your Exposure

Media: Nicole Wool, PR Agent; Sian Parry of ICER; Alyssa Roenigk and Alison Overholt of ESPN Magazine

- Beauty and the Beast: will selling sex appeal work for you...or backfire?
- The importance of managing your reputation and why women will always be judged differently than men.
- Media Training 101 / Top 10 Tips
- How to make yourself media-friendly.
- Who gets the press -- how do they do it and why?
- How to leverage a little PR into a lot and make the most of your media exposure.
- Learn what makes a compelling story from the media's perspective.
- Top ten dumb uses of the finish line microphone interview...and what you could have said.

4:40 - 5:00 PM: Q&A

5:00 - 5:30 PM: Cocktails

5:30 - 7:00 PM: Dinner and Panel: Top Ten Strategies to Turn Gold into Gold

Franz Weber, World Skiing Champion; Marla Streb, Pro Mountain Biker; Megan Michelson, Skiing Magazine, MartyFunk, SportGenic

DAY TWO: SATURDAY, SEPTEMBER 20, 2008 • 8:00 AM AT THE STONE CLINIC

9:00 - 10:30 AM: Stone Clinic CrossFit Training Session: Tools for a Year-Round Program

Workout Session and Lecture by Kelly Starrett, DPT and Eva Twardokens

11:30 - 12:00 PM: Lunch at Fort Mason, Bldg. D

12:00 - 3:00 PM: AFTERNOON SESSIONS

12:15 - 1:15 PM: Manage Yourself or Hire a Manager?

Top Sports Agents and Lawyers -- Michael Spencer of Ego Sports Management; Amy Stanton, Stanton & Company; Susan Izzo of Mosaic Management

- Agents: who needs one and when, how much they cost, and how to structure the relationship fairly.
- Lawyer or agent...or both?
- Developing your "brand:" finding the right partner and how your choices affect your brand.
- The advantages and pitfalls of contracts: everything from clothing and equipment sponsors to food and beverage contracts.
- Challenges and opportunities for female athletes and women's sports, including non-mainstream sports.
- Using social networks to help your business career.
- Media savvy: protecting yourself with the media.

1:15 - 1:45 PM: Q&A

1:50 - 3:00 PM: Post Competition: Transitioning from Competition to a Lifelong Career

Susan Zaro, LMFT; Brandon Highland, Women's Snowboarding Development; Dustin Tester, Maui Surfer Girls; Jessica Baker, Ski Divas; Cindy Yim, the "Jock Market"

- How to lay the groundwork for a successful post-sport career -- while you're competing.
- Can you have it all? Managing family and situations unique to women in sports.
- How to apply entrepreneurial skills to your career.

With Additional Talks by:

- Lynsey Dyer, freeskier
- Emily Miller, PR& Marketing, Offroad Racer
- Vanessa Pierce, freeskier
- ...and more

3:00 - 3:30 PM: Q&A

4:00 PM: Closing Cocktail Reception at the Stone Clinic



please RSVP to catherine@stoneclinic.com