

StoneFit: Pro Women Athlete's Conference 9/19/2008 12:40:00 PM

Kevin Stone Introduction

- Not about causes, although they are important; it's all about making money and realizing what you are worth.

Dawn Riley:

- women's sports foundation president for 4 years, sailed around the world twice, won most dangerous legs and disproved all sponsors and journalists.
- 93-94 Raced around the world, 1995 America's Cup, Coached French Sailing Team (first time she was ever paid what she was worth, finally allowed her to buy a house at the age of 40)
 - Timeline of women's liberation
 - Olympics
 - 1972 Title 9 passed (makes it so we can go play sports legally, no discrimination)
 - 1974 Billy Jean King founded Women's Sports Foundation
 - 1978 women could get a credit card without her husband's/father's signature
 - **1981** first woman in the IOC (International Olympic Committee)
 - 1984 first women's marathon in the Olympics
 - Coors Light Silver Bullets
 - America's Team
 - 1996 Atlanta Olympics: Soccer mom's were born
 - Women's Rights are Human's rights declared by Hilary Clinton
 - 2007 put 18 million cracks in the "glass ceiling"
 - 2008 Highest percentage of women in the Olympics
 - There is a "glass ceiling" but we are making unbelievable progress
 - If we keep pushing we will not only break the "glass" ceiling, but we will break the green one...meaning we will finally make some money!

- Video Presentation about America's 3 Cup Defending Team of Women shown as an example of working with a sponsor to create a buzz around your "brand" and successes.
- Dawn Riley's "Plan B" for success
 - Knew her value, wasn't getting enough money. She decided to pursue a degree in Advertising (sailing put her through college)
 - Always look at what else you can do to earn you dollars in the off-season
 - Make sure you are flexible enough to take the opportunity if it came up
 - Mind Mapping:
 - Piece of paper with her in the middle and the date
 - Write down your BIG goals (i.e. Senator of the United States, event planner, CEO)
 - Along the lines drawn from the center, start writing the steps that are needed to get there; set up informational interviews
 - Putting it down on paper is the most important thing.
 - Circle the things you have to do, take a look a few months later and see how you have evolved.
 - Diversify:
 - Get creative in finding ways to become involved with your sponsor: "Doesn't your daughter need a personal trainer?" "Can I come and work for you in your advertising section?"
 - Try to get pieces of things done in time segments that correspond with your on-season and off-season requirements
 - Glass Ceiling question: are we comparing men's sports to women's sports?
 - Don't forget how hard it was for other women, give people reasons to sponsor you. No entitlement.
 - Fine balancing act to deal with when someone says "No."
 - Try to get paid for speaking opportunities!

- **“If you think you can, or you think you can’t, you are right.”**

Speaking Fees:

\$500 is acceptable for a community event, make sure you are professional, using AV materials, are familiar with what they want.

Move up to around \$1500, \$2000; Dawn uses her agent to market herself as an “inspirational speaker” and ends up paying them also

- **It’s emotion and possibilities that you are selling as an individuals. Have a generic outcome that people can get just from associating with you.**

Moving on:

- Bring two folders to interviews including two spectrums of your expectations
- Remember to inform your sponsors of your whereabouts and happenings, they don’t have time to check up on you;

Kevin Stone Wrap up from Dawn’s speech

- Informational interviews: USE THEM!
- Personal Business Plan
- Speaking Coach: speaking isn’t your sport. Making sure you are as awesome at speaking as you are at your sport is very valuable.

Deb Friedman, Director of Women's Marketing at Burton

Maximizing your time in the Spotlight

- Co-managed women's team for product development and marketing and brand marketing
- Team was "already engineered" to appeal to certain segments of the industry (e.g. Kelly Clark (focused dedicated athlete), Victoria Jealouse (core), Molly (cutesy))
- Being a great athlete gets you sponsored but understanding, cultivating and leveraging commercial viability will take you to the next level.
- Companies use a number of communication to reach their audiences and athletes are a huge part of that
 - **How do you ensure that these investments are beneficial to both you and your sponsor?**
- The trick to becoming more successful is making people care...more!
- The key is who are you beyond your sport, is there a bigger story about you that transcends you and your sport?

The Burton Process

- Involving the riders throughout the entire product development cycle
- Women's marketing applied it to the marketing process
 - Riders are unique individuals who collectively give the brand strength, relevance, and vitality
 - Deeply involved the riders to develop key content and stories.
- **Created brand statements for each rider**
 - Helped creative teams in their development of various communications
 - Gave the PR team more fodder to pitch relevant stories to the media
 - Helped the riders be more effective in managing their brand when evaluating the work we created as well as the opportunities they selected beyond Burton.

- EXAMPLES of riders' brands: Hannah Teter, the philanthropist
- Kelly Clark: "I progress to inspire others to do the same."
- Natazsa Zurich "reveals herself" getting her personality out there which helped to support her snowboarding
- **Owning your Own Brand**
- Determine what your athletic persona is, define it, and develop it
 - It can be different from who you really are or it can be the same
 - Make sure it is authentic and sustainable.
- Be competitive
 - Who else is doing what you are doing: how can you be different—stand out?
- Be confident about what you stand for and make decisions based on that.
 - Your ads, the interview you do, how do you show up in videos

Behold the Future: (from an Economist Article)

- Female athletes give companies a chance to compliment general or male-specific messaging through using the cool culture that exists among women
 - Inclusiveness, welcoming, non-hating, supportive, fun
- Exposing these attributes through sponsored athletes is an authentic, exciting way to connect with audiences in a meaningful and emotionally powerful way.

Tim Petrick of K2 sports

- Founded on Vashon Island, WA in 1962
- Acquired by Cummings Engine in 1972
 - Changed ownership 3 times thereafter
 - Acquired by Anthony Industries in 1985
 - Anthony Industries Changed its name to K2 Inc. 1996

Why do brands sponsor athletes?

- Sell more product
 - Business decision

- Develop Better Products
 - Variety of sponsored athletes allows “connections” to different target groups
 - Product testing
 - Graphic/optic input
- Enhance Brand Image

What do we look for in sponsored athletes?

- Technical competence: results
- Personality
- Reliability: absolutely counting on an athlete to be there
- Values, reputation
- Passion, enthusiasm

How to get sponsored?

- Find a company that “fits”
- Act like someone you’d like to have representing a brand at events, competitions, in daily life
- Network. Identify and meet the decision maker(s)
- Schedule an interview when appropriate; nothing worse than saying something to someone you just met like, “Let’s meet next week.”
Give people a chance to warm up to you.
- When you get an interview, arrive ahead of time ready to get in the game.
- Make your pitch **professionally** and **succinctly**...with humble confidence; humility is a critical skill

How to stay sponsored

- Wake up everyday knowing that you haven’t “arrived”
 - Continue getting the exposure and results that got you “there.”
- Create new ways to get more exposure and add value
 - E.g. Plake Down Home Tour!
 - \$20,000-30,000 meant reaching thousands of people
- Exceed expectations. Lend a hand wherever it’s needed. Offer to help.
- Engage clients/customers. Make every person feel special
- Be professional, courteous, fun to be around, easy to work with

- Be humble

The Future of Women and Branding

This is the Time of the Woman in the US and around the world

- Government: Germany-Merkel, Chile-Bachelet, Pakistan-almost Bhutto, USA-Hillary, Palin, Condoleeza Rice, etc.
- Industry: Oracle-Safra Katz, eBay-Meg Whitman, REI-Sally Jewel

Bumper Sticker: "If Mama's not happy, nobody's happy."

- Decision maker for recreation, vacation, sports participation
- Brands and activities can't succeed long-term if they don't welcome women.

K2 created the T:O Alliance Team nearly 10 years ago

- The "voice " of female consumers in terms of products, pricing, product positioning
- A full spectrum of women athletes at different life stages
- It is critical to have women's involvement to develop women's products
- Specifically designed products to help enhance performance help women have more fun.
- BCRF donations in excess of \$1million over the past 8 years.

Ellen Kimmel, Athleta

Lucky break for her accredited to her passion

- 1990 decided she was going to pursue her love for cycling, six years later she ended up riding for a team professionally in the US, meant she had to give up her passion for fashion.
- Her team needed sponsors; came up with a checklist of needed materials and started with their own friends. They were careful to have completely edited material
- Relationship with sponsor is more important in some ways than your race; without them you are lost. Symbiotic in nature... "this is what I have to do."
- If someone says something negative about you, your sponsor, or how you act, it spreads like wildfire. Don't snap at competitors, fans, or your sponsors; if you do, make it right.

Women athletes need to be inspirational athletes

- Important for athletes to benchmark themselves and be honest about where they stand in the scheme of things and figure out how you can use that to your advantage in terms of marketing.
- Even without results there can be great opportunity.
- Athleta's target community: 18-50

Dr. Stone's Wrap Up

- Brand Statement: owning your own brand, singularity (sticking to it) if you are going to be selling it and changing it all the time that will be harder.
- Elevator Speech is very important!
- Probably not a good idea to base your entire economic future on pygmy sports: "When you listen to them talk about the economics of these sports, you hear that there is not a lot of money in there for everyone...Think about how to broaden your appeal to other sponsors, think about how else that can appeal to people."

Nicole Wool, PR Agent; Sian Parry Of ICER; Alyssa Roenigk and Alyison Overholt of ESPN Magazine

- Beauty and the Beast: will selling sex appeal work for you...or backfire?
 - If it's honest and completely part of who you are, then it's fine.
 - Think about long-term effects and leverage for your career in the long-run.
 - What's your brand? Is sex what you want to offer? Who do you align yourself with?
 - Do women's magazine's first; they're less likely to cover you later if you start with male magazines

- The importance of managing your reputation and why women will always be judged differently than men.
 - Will they always be judged differently? It's more about society than media. As long as society is judging men differently than women, then those standards will apply. Judging will be different as long as we are interacting with each other and perceiving messages differently depending on if they come from a man or a woman.

- Media Training 101 / Top 10 Tips
 - Know what you want to say
 - Be prepared to speak in sound-bites.
 - Know who you are talking to and
 - Know the stories that they want to write (if you have representation it's their job to do this research)
 - Show up on time!
 - Act professional, humility goes a long way.
 - Remember you're always on the record. You can become friendly with a reporter so don't do or say anything that you wouldn't want the whole world to know about.
 - Don't overstate what you're doing, be honest!

- You don't have to answer every question. If you don't have the answer or you don't feel comfortable just say "I'll get back to you on that."
- In a casual conversation everything is up for grabs.
- If you don't have a publicist then hit the ground running.
- How to make yourself media-friendly
 - Lisa Lesley example: she always has something to say. Beyond the fact that WNBA is not that exciting, she still manages to show up everywhere.
- Who gets the press – how do they do it and why?
 - **KNOW YOUR STORY:** Most important thing is knowing what your story is and knowing what aspects of your story the magazines and press will identify with.
 - Gretchen Blieler's journey: X games athlete, long time to get back home (as a home-town hero)
 - Make yourself relevant to what's going on right now in your sports, can you tie what you're doing to other athletes and trends in your sport
 - Comebacks, personal triumph, injury
 - Assuming you have a story, it needs to be accessible (athlete availability); return your phonecalls!
 - Make yourself the face of that sport
 - Alyssa: Coalition of the Willing (at ESPN); not every story is a feature story/cover story, chances are slim. There are lots of pages with smaller tidbits in the magazine. Have your story available (and update it to the editors) so that they might use you to fill space in the magazine.
 - Basically, always pitch your story to different editors and places. They are looking for stories!
- How to leverage a little PR into a lot and make the most of your media exposure.
 - If you are involved in a charitable organization take a big moment and capitalize on it. Joey Cheek example, speed-skater now is an icon of charity in sports: left Olympics,

donated all money, wrote a play, rounds up a group of high profile athletes to work for the cause in Darfur. As long as you have something new going on all the time the magazines will keep writing about you.

- Notable that there are not women's names popping up right away: Hannah Teter donated all of her money and no one knew until it was too late to make it worthwhile.
- Get to know your local publications and reporters: they too are always looking for stories.
- 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.
 - TELL THEM A STORY!
 - The question, "How do you feel after that run?" doesn't mean what it says, they really just want a STORY. They probably didn't even pay attention to your run.

Lynsey Dyer's question: How did the panelists get to where they are?

- If you are interested in writing, talk to them!
- Alyssa: just kept convincing people that if other people are good at doing it, then she can too.
- Alison: follow all the advice that we have been given here today. If you constantly present yourself to a person and tell them that you are willing to do everything and all the legwork to get the job done, as well as put things into different paradigms, eventually someone will give you a chance.
- Motivate to get in touch with the right people and don't give up.

How to maximize your time in presence at an event:

- It's the people who are coming to the event who create the stories. Athlete liaison to reporters, make yourself known (the more in advance the better)

Managing yourself or Hire a Manager? 9/19/2008 12:40:00 PM

(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.

What is the role of an agent?

For Action Sports, it's especially useful because there are no federations Olympic athletes

Building a life plan beyond sports, transitioning out of a career

Lawyer or agent...or both?

- Attorneys are vital for reading contracts

Should athletes write contracts for themselves?

- It's great for an athlete to negotiate their own contract but keep in mind that sponsors can take advantage of that.
- Agents do research and know what companies can offer to athletes; they know what is realistic
- Important to work with someone who has your personal interest in mind.
- Come up with ways to tap into the company, even if they can't pay you more money (i.e. building a website)

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 you business career.

Media savvy: protecting yourself with the media

Prices of Agents:

- Sue Izzo: varies, but for the most part it's 10-20% for both endemic and non-endemic deals
- Amy Stanton: 20% on any new contracts, 15% on renegotiating
- Michael Spencer, bases prices on endemic vs non-endemic projects; typically anywhere between 10 and 20%. Some larger firms will go up to 25%

Other Services:

- Boutique firms are "all inclusive." Pre-determined expenses are included but it's not usually meant to include smaller things such as postage and, for example, snacks.
- Even athletes that have sponsors with one year or more left in the contract the agent still is on the "front line" for that entire year.

Negotiating sponsorships into different categories and what they mean:

- Bread and butter (bare bones)
- Promotional
- "Stoke" sponsors: restaurants, car rims etc.

At what monetary point does it become valuable to take on an athlete and not valuable?

- Amy Stanton: believe in athlete's potential and develop a plan *with* the athlete to gain monetarily on both sides.

At what point in an athlete's career does an agent become necessary?

- For a sounding board as more and more opportunities begin presenting themselves to understand which choices are the most logical and beneficial.
- Time management: if there are too many tasks to handle, allow for more training and improvement

Lynsey Dyer's question:

- What are athletes worth?
 - Components to weigh: performance, going above and beyond with other activities, availability, communication with media

- Resources to find out these values: IEG and Sponsorship.com, Media Kits from magazines disclose worth of advertising in full page, half page ads, etc.
- The more ways you can find to give back to your sponsors, the more money you can negotiate for.

Finding out information in your industry:

- How many skis were sold last year?
- Find out percentages and trends in the industry and be knowledgeable about all different types of skis, not just your type.
- Finding an agent, better to find one that has experience in your particular sport?
 - There is a benefit to the agent knowing a little bit about your industry, but having an agent who is not jaded or influenced by any previous knowledge of the industry.

Can agents help athletes with small business ventures that are sports-specific?

- Any information that is going to help you separate yourself from the pack is going to be beneficial

What is the top for females?

- Energy drinks: There are a bunch out there; some pay more than others and some do more. Not so much about the contract up front, but what's behind it as well. Guys:

Amy Stanton

- Being exceptional in your sport is a good start, but everyone has to work hard.
- She is passionate about creating female athletes as role models for her own daughters and successive generations

Susan Izzo

- Background info: 1998 started Mosaic Sports Management; fell into profession—originally a tennis player

- Youth market research (ages 10-24) talking about trends; returned to Wall Street and tell companies what kids are doing and spending their money on.
- Started selling snowboards in college and was immediately interested in marketing; gained knowledge in background of snowboarders. Started establishing aspects of a PR agent.
- Keir Dillon was her first client, now he is contracted with ESPN, FuelTV, NBC etc.; mostly carries male contacts in snowboarding.
- Also works with surfers where she focuses primarily on women.
- She tells her athletes, "If you can't match my work ethic, then I want nothing to do with you."

Michael Spencer

- Was originally fired from his job when he went to watch his wife win a gold medal in the Olympics, got a first taste of what it means to be a PR agent.
- Attended law school, returned to Utah to help certain athletes return to Olympics and gained experience with contracts.

Transitioning from Competition to Lifelong Career 9/19/2008 12:40

Susan Zaro, MFT Sports Health Counseling
(www.sportshealthcounseling.com)

Leveraging yourself *while* competing to move into the next post-career phase
Examples: Bonny Warner, Terry Holladay

Transition Motivators

Age

De-selection

- At some point you've got to move on

Injury or chronic illness

Goal fulfillment

Common Myths

- Planning for life after sport interferes with focusing on current achievements
- Athletes develop transferrable skills throughout sport experience
- Post athletic careers take a different form and can be more broadly life fulfilling
 - Life can be more balanced without sports
 - "Giving back has been more fulfilling than any competition I've ever won."—Terry Holladay

Transition Exploration Checklist

- Informational interviews
- Examining other skills
- Paying attention to other interests
- Consider your dreams
- Altering routine to create surprise opportunities
- Evaluate your education
- Surf the internet
 - Take online career courses

Process of transitioning

- Many productive career years ahead
- Visualize your future now

- Discover and develop new skills

Conclusion

- Where are you now?
- Where do you want to be in the future?
- Start exploring and planning now!

Cindy Yim, the "Jock Market" (www.littlejim.com)

- Investment opportunities for athletes and prize money (register online)

A few things to think about :

Will you be able to earn enough to pay for all your expenses and hopefully save money if you were to win all the tournaments in a given year in your sport?

- We assume a best case scenario here to help you see if becoming a fulltime pro athlete is sustainable
- If you will not be earning enough money, it may be better for you to just play your sport recreationally for fun in your spare time

If you weren't a pro athlete right now, what career would you pursue instead?

- The better your alternatives are, the less you should be willing to commit fulltime to being professional

Pursuing a riskier career choice is fine, but please make sure that your chances of doing well are very good

- This applies not just to pro sports, but also to other things that you may decide to do later in your life

Possible career options you may want to consider after you retire as a pro athlete

- Stay within sports industry as an athlete agent, coach or marketing director for a sports company
- Be a reporter covering sports and doing analysis of athlete performances
- Get an educational degree in an area of your interest that may not be sports-related
- Teach in schools, whether at the elementary, junior high or high school level
- Engage in entrepreneurship by starting a business in a field you find interesting and may know something about

Jessica Baker (www.skidivas.com)

- If you are getting frustrated with a uni-directional part of your career, there are plenty of paths that haven't been explored.
- Think outside the box, get creative

Dustin Tester (Maui Surfer Girl)

- "I'm in charge of my own destiny and I'm excited about that!"

Brandon Highland (Women's Snowboarding Development)

- Sell an idea
- What is the key to business success?
 - Informal board of advisors
 - Make list of 20 people you respect (diversify), invite with letter (will probably end up with four committed people)
 - Meet with them once a year as group, every month over coffee
 - "When you don't have an answer as an entrepreneur, get creative"
 - Be strategic
 - Clear and precise vision
 - Strategic marketing
 - Exit strategy
 - Call to action
 - What are your WISHES?
 - What is your #1 dream in the next year?
 - Where will "we" all be in one year from now?