

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

Morning Session: Forging Elite Fitness

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

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

AFTERNOON SESSIONS: 12:00 - 6:00 PM

1) **Brief Introduction and Mission of the Conference**

Kevin R. Stone, MD and Lynsey Dyer

2) **Introduction: The Glass Ceiling for Women in Sports**

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

3) **Your Sport as a Career: Maximize Your Time in the Spotlight**

Sponsors: Debra Friedman, former Director of Marketing Burton Snowboards; Tim Petrick of K2 Sports; Brandon Highland, Women's Snowboarding Development; Gordon Wright, Outside PR

- 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.

4) Media: Managing Your Exposure

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

Dinner and Panel: Top Ten Strategies to Turn Gold into Gold

Agents, Sponsors, Lawyers, PR Agents, Athletes

- 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.

DAY TWO: SATURDAY, SEPTEMBER 20, 2008

8:00 AM AT THE STONE CLINIC

5) Stone Clinic CrossFit Training Session: Tools for a Year-Round Program

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

6) Manage Yourself or Hire a Manager?

Top Sports Agents and Lawyers -- Michael Spencer of Ego Sports Management; Amy Stanton; Susan Izzo of Mosaic Management; Circe Wallace of Wasserman Media Group

- 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.
- Creating a promotional video on a budget.

7) Post Competition: Transitioning from Competition to a Lifelong Career

Post-Olympics, Post-X-Games, Post-Competition and Senior Athlete Break-Out Mentor Sessions by Top Successful Women's Athletes

- 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.
- Chris Davenport presents: What has worked for me and Aspen.
- Franz Weber presents: What works for me to sell trips and athletes.
- Alison Gannett presents: Green Athletes -- how to be an ecological role model while boosting your marketability.

With Additional Talks by:

- Lynsey Dyer, freeskier
- Emily Miller, PR& Marketing, Offroad Racer
- Dustin Tester, Maui Surfer Girls
- Marla Streb, Downhill Mountain Bike
- Lisa Caceres, Car Racer
- Nikki Stone, Olympic Skier (Aerials)
- Jessica Baker, Ski Divas
- Megan Michelson, Skiing Magazine
- Susan Zaro, LMFT
- ...and more TBD

Closing

SheJumps Cocktails and Reception



please RSVP to catherine@stoneclinic.com