

From: OIWCNewsletter@oiwc.org  
Subject: **OIWC Newsletter for November 17, 2010**  
Date: November 17, 2010 8:46:24 AM MST  
To: kathythecopywriter@me.com



NOVEMBER 17,  
2010

[JOIN!](#) [OIWC NETWORK](#) \* [RESOURCES](#) \* [EVENT CALENDAR](#) \* [AWARDS](#) \* [LATEST NEWS](#)

## TOP STORY

### Leadership Award Nominations Now Open

Submit a nomination today for the outdoor or snowsports industry



Outdoor Industries Women's Coalition is now accepting nominations for outstanding women in the Outdoor and Snowsports Industries. The two leadership awards honor outstanding women who have made their mark in the industry. The Pioneering Woman Award recognizes a "maven of mentoring," typically a veteran who is committed to guiding other women in the industry. The First Ascent Award acknowledges an industry newcomer who demonstrates strong

leadership potential.

Do you know someone who should be recognized for her leadership in the Outdoor or Snowsports Industry? If so, [nominate](#) her today. The awards will be presented at the Outdoor Retailer and the SIA tradeshow held in January. The nomination deadline is December 7, so don't delay!

[Read](#) the biographies of past award recipients and get inspired! (Photo: 2010 First Ascent winner Devon Sibole (left) with Kelly Blake, who nominated Devon for the award.)

Thanks to [Timberland](#) and [Women's Adventure Magazine](#) for sponsoring OIWC's awards



## LATEST NEWS

### Sponsor a Ramp It Up Model: Registration Now Open

## PLATINUM SPONSORS



## GOLD SPONSORS



ARC'TERYX

## Showcase your women's product and support OIWC in this fun, unique event

In 2006, OIWC hosted RAMP IT UP, the most talked-about event in Outdoor Retailer history. Now for its 15th anniversary, OIWC dares men in the snowsports industry to join in the fun, don women's outdoor and snowsports apparel and gear, put on some feather boas and bright red lipstick, and be a part of the BIGGEST EVENT AT SIA 2011.

**RAMP IT UP will be the grand finale to SIA's fashion show** - when the 'real' work of the fashion show ends, the fun begins. But most importantly, RAMP IT UP is a fundraiser for OIWC, providing funds for educational programs designed to help women in the outdoor industries reach their professional goals.

### The Models

Who will be strutting on the catwalk? **David Ingemie (SIA)**, for starters. Don't let him have all the fun, though... get your company involved and sponsor a Ramp It Up model! Model registration is now open; model registration sponsorships are \$150 or \$500. [Learn more and register your model online today.](#)

### Thanks to Ramp It Up sponsors

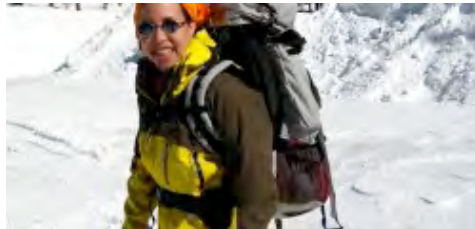


## What OIWC Gives Me

A firsthand account by [Kathy Pilney](#)

On October 21, a co-worker and I drove three hours to attend a regional event in Boulder, which happens to be the closest region to us. It was the second time we took the trek together to attend an OIWC event. In fact, our voyage has been a running joke with other OIWC members who find it intriguing that we'd commute six-hours just to attend a three-hour event.

To the untrained eye that may seem odd, but what people may not understand is that we live in a small town populated largely by our co-workers. Sometimes, it seems the identities of the town and its largest employer morph into one boundless entity.



I am an idea girl. Hearing new ideas and listening to how others handle situations energizes me. I believe that complacency is the enemy—and that conformity perpetuates lazy thinking. Situations that may bring others discomfort by forcing them to stretch beyond their comfort zone would most likely invigorate me. Conversely, what makes me the most uncomfortable is staying put inside the confines of uniformity; and keeping my thoughts and questions to myself.

So what do I get out of attending OIWC events? Being employed by a predominantly male-dominant company, I find camaraderie. I find that I can finally ask questions in a

DIGITAL  
LIZARD



safe environment on how to navigate in the business world. I learn from listening to how others have handled situations. And while I don't have the luxury of retracting my own missteps, I can benefit from others' similar experiences and possibly avoid future mistakes.

But mostly what I get is excited again. OIWC members are just as passionate about the outdoors as I am, which reminds me of why I chose this industry. During panel discussions and while networking, I realize these women are the reality incarnate of what I want to be someday. Some run large companies, some own their own small business. Some direct entire departments and some are a one-woman show. But each and every one of them has positively affected the outdoor industry in their own way, which is exactly what I want to be someday.

*OIWC provides connections, inspiration and education to women in the outdoor industries. Support these efforts today with a 100% tax-deductible donation! [Give online today](#) - it's safe, secure, and simple.*

## The Positives of Collaborative Leadership

"There are two ways of spreading light: be the candle or the mirror that reflects it."

—Edith Wharton

It's no surprise that employees who work well together positively affect an organization. In fact, a June 2010 survey commissioned by Microsoft and Verizon found that collaboration was the single most important factor in improving business performance. Survey findings indicated that collaborative employees had a positive impact on productivity, product quality and customer satisfaction

So how can you foster more collaboration in your organization? This month, OIWC identifies the qualities of a collaborative leader and explores ways to create an environment that encourages greater collaboration. [Check out the November resource page](#) to learn more.

## Be a Leader, Grow a Leader: Regional Event Recap

On October 21, OIWC hosted a regional event titled "Be a Leader, Grow a Leader," at the REI retail store in Boulder. A group of panelists discussed aspects of leadership, including characteristics, how to grow leaders on your team, and strategies to run a successful organization.

When talking about leadership characteristics, panelists stressed the importance of employing an open-door policy, displaying confidence without an ego, soliciting ideas from staff, and allowing staff to develop in their areas of expertise. Panelists also discussed leadership differences between men and women.

Panelists suggested that women measure success differently than men, and that success isn't measured by just money, but by intangible rewards like seeing others succeed in their roles with your help. Panelists also suggested that women seem to be better multi-taskers and are more willing to collaborate.

Speakers included moderator Neide Cooley and the following panelists: Judy Amabile,

President, Polar Bottle; Katie Blackett, CEO, Colorado Mountain Club; Julia Day, VP of Sales, Leisure Trends Group; and Nicole DeBoom, CEO/Founder, Skirt Sports.

[Read the full recap](#) and check out suggested reading on the topic.

## MARK YOUR CALENDAR

### Stay tuned for 2011 Education Series and Network Night event information

In 2011, regional events will continue in the Bay area, Seattle, Boulder, Burlington (VT) and Portland (OR). Plus, two new regions will be added – Salt Lake City and a Midwest region. OIWC extends a warm welcome to members in these areas.

## SILVER SPONSORS



### About OIWC

Outdoor Industries Women's Coalition is a membership community of professionals in the outdoor industries united to provide power, influence, and opportunity for women in outdoor-related businesses and to generate champions to inspire other women.

### Contact Us

PO Box 36261, Cincinnati, OH 45236  
208-860-6370, fax 877-686-6492

[info@oiwc.org](mailto:info@oiwc.org)

Follow us on  Find us on   
Unsubscribe

This email was sent to 'kathythecopywriter@me.com' from Outdoor Industries Women's Coalition. If you wish to stop receiving email from us, you can simply remove yourself by visiting: <http://www.oiwc.org/general/opt.asp?e=kathythecopywriter@me.com>.