

# MR. SKI WEEK IN LEVI

## Levi International Ski Seminar 25-28.4.2013



Welcome to join the international Mr. Ski Week in Levi and celebrate the end of the 2012-2013 ski season. The ski week includes seminar lectures both in class and out on skis, great after skiing parties and chance to meet colleagues and from other resorts, ski schools and countries.

### 25~~4~~ THURSDAY

12:00 welcome session  
12.30 lunch  
14-16 skiing in groups: how to sell ski school to beginner level?  
16-18 after skiing / sauna / change of clothes  
18:00 Guest lectures

- what makes skiing go in US?
- Youth potential!

19:30 dinner

### 26~~4~~ FRIDAY

7.30-9:00 Breakfast  
9.30-11.00 skiing in groups: how to sell ski school to intermediate level?  
11.30-13.30 lunch  
13.30-15.30 skiing in groups: how to sell ski school to advanced level?  
16-18 after skiing / sauna / change of clothes  
18:00 Guest lectures

- the Austrian way of skiing
- guest service in ski school

19.30 dinner

### 27~~4~~ SATURDAY

7.30-9:00 breakfast  
9:00-10:00 trends in skiing -what does the future look like?  
10:00-12:00 skiing in groups: better lessons – more returns!  
12:00-14:00 lunch  
14:00-16:00 skiing in groups: better lessons – more returns!  
16:00-18:00 after ski / sauna / change of clothes  
19:00 gala dinner

### 28~~4~~ SUNDAY

7:30-9:00 breakfast  
9:30-12.00 optional skiing  
12:00 departure

Mr. Ski Week is targeted to ski instructors, ski resort management, equipment manufacturers, ski media and any ski enthusiasts working in the ski business.

Book your Mr. Ski Week package now. The seminar package

**price of 199 €** includes

- seminar fee and attendance to lectures
- gala dinner on Sat 27.4
- 3 day ski pass

All inclusive package **price of 449 €** includes:

- seminar fee and attendance to lectures
- lunches and dinners for Thu, Fri and Sat (gala dinner on Sat 27.4)
- accommodation with breakfast for 3 nights in double room
- 3 day ski pass
- single room supplement 105 €

**Special: During the seminar Mr. Ski, Ulf Edborg, is celebrating his 60th anniversary as a ski instructor. His invited guests in the event include legendary Ingemar Stenmark, Pernilla Wiberg and Ylva Noven.**



# MR. SKI WEEK LECTURERS

## KLAS ÅSTRAND

Klas has been working with skiing all his life. He currently works at the Sport Science department at Linneaus University in Kalmar. He also acts as a president of IVSS International and holds a seat in the presidium for Interski International. During winter seasons Klas is employed by Vail resorts in Vail Colorado working as a ski instructor.



## STEVEN HOLLAND

Steven started teaching skiing in 1966 at Winter Park, Colorado while still in High School. During his tenure at Winter Park he taught lessons, coached masters ski racers, supervised group lessons and trained the instructor staff. In 1991 he moved to Vail Colorado and 2003 he was promoted to General Manager of the Vail Village Ski School. Steven strongly believes that the ultimate success of a ski lesson is often based more upon the relationship between the instructor and student than on learning great ski technique. In his role as General Manager Steve is frequently observing staff members exhibit great customer service and coaching others on how to achieve it.



## RONALD CRAWFORD-CURRIE

Starting his career as a ski instructor in 1965 in Riksgränsen Sweden, Ronald has come a long way in ski school business. Over the years he has run his own ski school in Åre-Duved and worked as a guest teacher in Nordic and Alpine skiing at the Sports Universities in Stockhol and Örebro. Since 2000 Ronald has been a private ski instructor in Deer Valley, Utah. He has written and translated various articles and books about Nordic and alpine skiing and outdoor activities as well and has been an active member of ISIA and Interski meetings since 1970's.



## RUDI LAPPER

Austrian born Rudi Lapper started his skiing career as a racer in the tyrolean ski team. After retiring from racing he worked as an examiner and demonstrator in St. Christoph under the famous professor Franz Hoppichler and also spent 19 years as a demonstrator in Japan. Between 2003 and 2011 Rudi was the head of the ski instructor courses in Tyrol and in 2012 he was elected the head of the national ski instructor examination in Austria.



## GUNNAR MOBERG

Gunnar Moberg started his ski instructor career in 1979 and has been working for the last 26 seasons in Vail, Colorado. During this time Gunnar has been a member of Vail demo team and has coached many trainers as well. His own racing career included a membership in the Swedish Mogul team 1982-1988 and K2 Pro Mogul team 1987-1990. Gunnar has also featured in Warren Miller's ski movies and coached racers including Toby Dawson, Olympic bronze medal winner from Salt Lake City. In addition Gunnar has more than 2 million feet heli skiing experience in Canada.



## RICK RAUCH

Since donning his first ski school uniform at the age of 14, Rick has challenged himself to perform at the highest level of the profession. He credits his coaches and mentors for helping him to twice represent the Rocky Mountain region at the try-outs for the PSIA National Alpine Team, the pinnacle of ski instruction in the US. In addition to Rick's expertise on skis and as a coach, he is a proven manager and leader. He has served as co-manager of business leading over 150 certified instructors on Vail Mountain. And, as founder of multi-million dollar Events Design Group, Rick knows the challenges and opportunities of leadership. After a career of planning events, Rick continues to envision the perfect guest experience while inspiring others to seek the best in themselves.



## BOOKINGS AND INFORMATION:

Levi Travel

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