BIRKIE 2016



Welcome to Birkie 2016

We are honored to be part of your day!



. First Overall Americans

. Top in Each WAVE!



tableofcontents

- 4 A Message from Ben Popp, ABSF Executive Director
- 6 A Humble Beginning
- 7 Tony Wise Museum of the American Birkebeiner
 Allison Slavik
- 8 Living the Birkie Lifestyle
- 9 ABSF Mission
- 10 Growing the Love of Skinny-Skiing
- 11 Permanent Start Becoming a Reality
 Ben Popp
- 12 Birkie 2016 Exciting Course Updates! Allan Serrano
- 13 Birkie Trail Map & Trails App
- 15 Thursday Thrills Schedule, February 18
- 16 Family Friday Schedule, February 19
- 19 ABSF 2016 & 2017 Year at a Glance Calendar of Events
- 21 Birkie, Korte, Prince Haakon Schedule, February 20
- 23 Birkie Bites What's New in 2016

Wave 70

Race Change Deadline

- 27 Meet the Birkie Ambassadors
- 29 Hope is the Only Thing Stronger Than Fear
- 30 Quick Training Tips for Birkie 2016
 Caitlin Gregg

The Birkie Countdown

Brian Gregg

- 31 World Class Events, World Class Volunteers!
- 32 Keeping the "Kid" in Skiing Annie Hart
- 37 Birkie by the Numbers

2016 Cover Design – Christopher Schmidt, 2016 Birkie Poster Award Winner

Photographers: James Netz, Mark Milford, Brett Morgan, Kelly Randolph, Darlene Prois and Sally Krueger



LIKE US on Facebook American Birkebeiner Facebook.com/AmericanBirkebeiner



FOLLOW US on Twitter @birkie Twitter.com/birkie



FOLLOW US on Instagram @ americanbirkebeiner Instagram.com/americanbirkebeiner

#BirkieFever

BIRKIE® STORE PREVIEW



Get a sneak peek at new Birkie gear! See page 14!

Shop Early – Some Quantities are Limited! See BirkieStore.com for more!

The words American Birkebeiner®, Birkebeiner®, Birkie®, Elite Sprints®, Birch Scroll® and Barnebirkie® are Registered by the American Birkebeiner Ski Foundation with the United States of America Patent and Trademark Office. All of the aforementioned words or phrases printed in the Birch Scroll® publication can be assumed to be designated as Registered. Use of these Registered words by any other entity is subject to approval by the American Birkebeiner Ski Foundation.



Greetings Skiers & Friends of the Birkie!

For many of you the journey to the start line of the 43rd American Birkie has already begun - dryland drills, strength training, roller-skiing, club training sessions, or just getting out to enjoy activities with friends. This, too, is the case here at the Birkie HQ as race prep is in full-swing with the securing of permits, ongoing trail maintenance, assigning of wave placements, creating of event signage, updating of 100's of volunteer briefings - just to name a few from an extensive list! We are working hard to make certain that 2016 Birkie week events are better than ever.



The Cable-Hayward area is committed to bringing you a world-class event that exceeds your expectations and provides a challenge to fuel you through a year of training! It is through the ongoing year-round efforts of a dedicated world-class event..

66Committed to bringing you a

staff, a focused board of directors, a posse of engaged volunteers, and incredibly supportive local communities that we are able to bring you the spectacle of Birkie week events.

It is important to me that our participants have the best Birkie experience possible – so don't hesitate to reach out to me or the Birkie staff if have you have any questions or need help with any race-related matters. We look forward to hosting you in February 2016!

Until then, I'll see you on the north woods trails!

Ben Popp

Executive Director

American Birkebeiner Ski Foundation

2016 race staff/chiefs

2016 ABSF STAFF Executive DirectorBen Popp Marketing & Communications DirectorNancy Knutson Director of Volunteer & Participant Services ...Ronda Tworek Office Admin/RegistrationCindy Zsohar Sponsorship DirectorSusan Kendrick Finance DirectorLisa Schmock Skier Development & Operations ManagerKristy Maki Birkie EnterprisesLouise Jones Trail Equipment MaintenanceBill Annala John Fitzgerald, Derec Strapon, Michael Haag, Paul Ostrum Event Operations StaffTim Dahlberg

2016 RACE CHIEFS Adaptive SkiJim Crandall Baggage BirkiePaul Eckerline Baggage KorteDave Tworek Barkie BirkieConnie Meek Barnebirkie Joe & Bean Timmerman Barnebirkie FinishColleen Graham, Jane Mandli Celebration PlazaMargaret Winter

Birkie Finish Food Station Sunny Schelvan

BusingPaul Wessel

	Gerry Hansen
Communications - Race Day .	Brian Cody, Wally Kruk
Elite Sprints	Scott Wilson & Tom Duffy
Expo Manager	Ben Kanters
Food Station Operations	John Moreland, Mike Scalzo
Powerline Aid Station	Scott & Stacey McKinney
Timber Trail Aid Station	Jed & Jane Malischke
Telemark Trails Station	Erik Hansen
Seeley Fire Tower Aid Station	J.B. Ellis
Boedecker Aid Station	Jim & Karen Pliska
OO Aid Station	Kathy Zuelsdorff
Gravel Pit Aid StationWilli	am Johnson & Roxanne White
Mosquito Brook Aid Station	Don Semler
Hatchery Aid Station	Charles Johnson
Giant Ski Lyne	ll Swenson, Hayward Chamber
International Bridge	Terry Penman
Junior Birkie	Bruce & Karen Manske
Telemark Venue Manager	James Bolen
Lost & Found	.Dee Taylor & Roxana Jackson
Medals Birkie	Karen Harden
Medals Korte	Lisa & Dave Hawkinson
Medical Director	Dayle Quigley
Medical Coordination	Eric Nilson
Medical Personnel	Mark Gritzmacher
Parking	TJ Edwards
Road Control	Noah Lattin
Start Gatekeeper	Rob Frenchik
Welcome Crew	PC Rasmussen

PRE-RACE 2016 Volume 41, Number 1

DIDCII CODOI I® CTATI

DIKCH SCKOFF	SIAFF
PublisherThe	American Birkebeiner
	Ski Foundation, Inc.
Executive Director	Ben Popp
Editor	Nancy Knutson
Ad Sales	Ronda Tworek
Design and Layout	Advance Printing

ADVERTISING

The Birch Scroll accepts advertising until one month before publication. The Birch Scroll reserves the right to refuse any ad due to content or space limitation. For rate and deadline information, contact American Birkebeiner Ski Foundation, Inc., P.O. Box 911, Hayward, WI 54843; telephone 715-634-5025; fax 715-634-

The Birch Scroll welcomes unsolicited materials and letters for possible publication. Once received, manuscripts, photographs, news stories and other contributions are considered property of the American Birkebeiner Ski Foundation and will not be returned to the sender. Letters and comments submitted to the Birkie must be signed and include telephone number and the address of the sender. The American Birkebeiner Ski Foundation is not responsible for content accuracy in the articles within this publication. The American Birkebeiner Ski Foundation reserves the right to edit all material submitted for length and

ARE YOU MOVING? LET US KNOW!

Please notify us of any address changes at this address: American Birkebeiner Ski Foundation, Inc., P.O. Box 911, Hayward, WI 54843.

AMERICAN BIRKEBEINER SKI FOUNDATION, INC. **BOARD OF DIRECTORS**

John Garrett	President
Dennis Kruse	.Vice President
Joe Timmerman	Treasurer
John Leighton	Secretary
Sue Scheer	Director
Jan Guenther	Director
Yuriy Gusev	Director
John Kotar	Director
Michael Mandli	Director
Charlie Dee	Director
Paul Eckerline	Director
Tom Duffy Representat	ive, Sawyer Co.
Brett Rondeau Representati	ve, Bayfield Co.

The words American Birkebeiner, Birkebeiner, Birkie, Elite Sprints, Birch Scroll **and** Barnebirkie **are** trademarked and cannot be used without the written permission of the American Birkebeiner Ski Foundation.

American Birkebeiner Ski Foundation, Inc.

P.O. Box 911 • Hayward, WI 54843 Telephone 715-634-5025 • Fax 715-634-5663 e-mail: birkie@birkie.com • www.birkie.com



THANKS TO OUR SPONSORS!

























































































A Humble Beginning

he year was 1206 and Norway was in the midst of a civil war when Birkebeiner skiers, so called for their protective birch bark leggings, skied through the treacherous mountains and rugged forests of Norway's Osterdalen valley, smuggling Prince Haakon, the son of King Sverresson and Inga of Vartieg, to safety. The flight took the Birkebeiners and prince from Lillehammer to safety in the town of Trondheim. Inga of Vartieg never became queen as the prince's father was killed before he could return for her in Vartieg. Norwegian history credits the Birkebeiners' bravery with preserving the life of the boy who later became Norway's King Haakon Haakonsson IV and forever changed Northern Europes' history by his reign.

The story and painting of the flight were the inspiration for the first Birkebeiner ski race held in Norway in 1932. To this day, Norwegian skiers still carry a pack, symbolizing the weight of an 18-month old child, in the Worldloppet's Norwegian Birkebeiner Rennet race.

In 1973, thirty-four men and one lone woman stood on the American Birkebeiner starting line, clad in woolen sweaters and knickers, for a 50-kilometer race from the Lumberjack Bowl in Hayward to Telemark Lodge in Cable, Wisconsin. Nineteen more women and juniors would ski a shorter race from "OO" to Telemark. Few knew they were going to make Birkie history.

Each year, in homage to the race's roots, two Birkebeiner warriors and Inga





reenact the history of the Birkie, skiing the entire race course on traditional wooden skis and in full period costume, inspiring fellow racers along the way. The Birkebeiner warriors carry a baby doll along the course route

and pick-up a real infant "Prince" before skiing the last two blocks, with Inga, to the finish line on Hayward's main street. It is a true celebration of the roots, legacy and traditions of the race.

From its humble beginnings, the American Birkebeiner has grown to become North America's largest cross-country ski race and the third largest in the world. To date, over 250,000 skiers have finished Birkie ski events. Nearly 45,000 spectators and skiers gather each February in the Cable and Hayward, Wisconsin, areas for the Nordic sports festivities and in celebration of the determination and perseverance of the Birkebeiner warriors, the "Birkies."





Honoring the Legacy

Tony Wise Museum of the American Birkebeiner

-By Allison Slavick, Museum Planner

The American Birkebeiner cross country ski race began in 1973 as the dream of the late Tony Wise. As a pioneer in the sport, perhaps no one has been more responsible for the growth of Nordic skiing in the U.S. To record and honor the history of the race, to provide a permanent tribute to Mr. Wise's vision and legacy, and to promote cross country skiing, in August the American Birkebeiner Ski Foundation (ABSF) announced the Tony Wise Museum of the American Birkebeiner.

What do you expect to see when you visit a museum? History? Science? Art? Hands-on activities for children? All these will come together in two new galleries at Birkie headquarters in Hayward. The Museum will highlight the race's history and growth and as well as the world-class American Birkebeiner trail system,

with interactive activities for all ages.

Equal parts education and inspiration, the professionally designed exhibitions will engage visitors in learning about the mechanics, physiology, and evolution of cross country skiing; allow people to step into a booth where they can virtually experience the excitement of being in the race; and shed light on how wax works. A focal point will be a three-dimensional map of the trail system. Other topics in-



Following 1977 race, Berit Lammedal, Oslo, Norway (left), Tony Wise, (center), Alison Spencer, Anchorage, Alaska (right).

clude the important work of 2,000 volunteers in carrying out the race, the Barnebirkie children's race, and the Foundation's vision for the future.

"The Museum will be an important tool to promote our mission. Anything we can do to inspire people to get out there and experience the trail in a healthy way is an asset," said ABSF Executive Director, Ben Popp. Birkebeiner enthusiasts can plan to see the Museum open in 2016.

ABSF Thank You to Foundation Members

A huge thank you to all 991 Birkie Foundation Members! We appreciate your support and dedication to our mission – the ABSF thrives because of passionate people like you!

Special thanks to our Birkie Fever Members:



anglersbarandgrill.com

Chris Algeo
Mark Bixby
Dale & Wendy Brott
Bob Bukowski
Wendel Chamberlin
Ronald Christenson
James Coors & Ann Pollock
Jeff Eichten Family
Steve Eiler
Bruce Fiedler
John Fitzsimmons
Brian & Larry Fuller

John Garrett & Colleen Graham
Gregory Grossart
Tom Gustafson
Emily Harris
Jo Anne House
Brent King
Bob Lamoreaux
Steven Louis Family
Tim & Amy Louis
Leslie Maclin
Gary Maher
Harry Maranowicz

Peter Maves
Duncan McLean
Bob Peterson & Jewel Market Family
Richard Pierce Family
Eric & Tiffany Pifel Family
Richard Pike
Steve Polacek Family
Leon Radant
Ron & Kathy Raymond Family
James Remington
Richard & Karin Roof Family

Larry Sobal
Greg Sorensen Family
Lori Steinbach
John Stien Family
Lynn Stottler
Tom & Jan Taggart Family
Gregory Trost
Mark Van Etten
Jeffrey Warshaw
Mark Ziegler

David Scott

Additional thanks go out to our Birkie Enthusiast Business Members:

Sue & Fred Scheer

Al Bowman, DPT Mogasheen Resort Paul Holte Cabinets & Woodworking
Hurricane Busing Norske Nook Advance Printing of Hayward
Riverside Motel & Mallards Landing Joe's Sporting Goods T & Z Urbanski Realtors

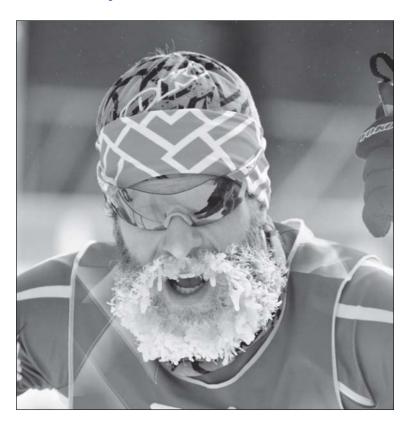
A significant amount of ABSF funding comes from annual dues paid by Foundation Members. We simply do not have space here to thank all of the members of the American Birkebeiner Ski Foundation. To see the complete list and to learn more about joining the Birkie Foundation, please visit www.Birkie.Com/Membership. Thank you!



Living the Birkie Lifestyle

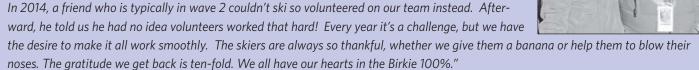
What is it that defines the intangible Birkie Fever?

or some it's the visceral anticipation of the challenge, mingled with apprehension, woven with an unspoken camaraderie as fellow adrenaline junkies make their pilgrimage through the hardwood forests along the Birkie Trail. For others it's the annual tradition of family and friends escaping to the north woods, it's the sound of drums thrumming along the trail, a celebratory post-race shot-ski, or the ringing of cowbells announcing the sweet taste of success. It's the palpable sensation of determination and accomplishment in the air. For those with Birkie Fever, it's more than a race – it's a feeling held close all year through. Whether skiing, biking, running or trekking – here's to hitting the trail and catching Birkie Fever!



The Gratitude is Ten-Fold – Thoughts from a Birkie Volunteer

"Volunteering at Boedecker Aid Station has become a family tradition with our kids, grandkids, nieces & nephews coming up to join in the fun. As the Volunteer Chief of the aid station for 6 years and a Birkie volunteer for fifteen, we organize 45-60 volunteers for race day. Each year, we have an island theme - complete with hula skirts, leis, and Jimmy Buffett. It's fun for skiers and volunteers alike.



-Jim & Karen Pliska, Long-time Birkie Volunteers

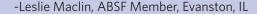
My 21 – Thoughts from a Foundation Member

"I've been an ABSF member since my first Korte in 1984. Twenty-one-and-counting Birkie events later, it's still important to me to support the Foundation and the community of folks who embrace a year round fitness lifestyle. Why? Because for me, the Birkie is all about:

Training...for...life; fond memories with friends; the annual pilgrimage; the pre (and post!) race rituals; the dearest friends who encouraged me to do the Prince Haakon for an interim few years – when a life threatening illness almost forced me from the sport I love – because they said it wouldn't be the same if I wasn't there; the yin to my liquid snow Stand-Up Paddle-boarding yang; always being ready to: Snow-N-Go.

My 21 = 8 Birkie's; 10 Korte's; & 3 Prince Haakon's - means living life to the fullest!"







Birkie has Changed My Life – Thoughts from a Birkie Skier

"I started doing the Kortelopet in 2012, and did my second Birkie in 2015. I'm an average, wave 7 skier, but nonetheless the Birkie has truly changed my life. It's inspired me to stay in shape year round and get stronger each year. The Birkie weekend is my favorite time of the year because it is a family affair. My dad does the Birkie, and my mom and sister have skied in the Prince Haakon. I have all of my bibs hanging in my room to remind me of my awesome accomplishments! I know a lot of the attention goes to the elite skiers, but I think the average citizen skiers, like myself, take just as much away, if not more, from the Birkie. Thanks for a great event! Looking forward to 2016."



-Sonja Hakanson, Farmer, Skier and Birkie Fan

Training for Skiing – Thoughts from a Birkie Trail Run Participant

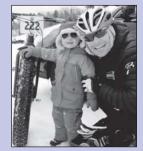
"The Birkie Trail Run has been part of my husband's and my running race line up the last 2 years. Why do I keep coming back? 1) There are many event and distance options. While I choose to do the marathon to train for cross-country ski racing, others may be running a relay leg or enjoying a trek in the woods. 2) The whole race is on a trail—I never have to set foot on pavement. 3) The course is challenging, with "rollers" on the Birkie Trail and great hill climbs on CAMBA single-track. 4) The scenery is beautiful with fall colors at their peak. 5) Birkie volunteers rock—they are some of the nicest volunteers out there. 6) And last, but not least, great after-race food and beverages! Looking forward to September 2015!"



-Heather Norton-Bower, Runner & Fitness Enthusiast

Leading the Way - Thoughts from a Fat Bike Birkie Participant

"To be able to ride my fat bike on the Birkie Trail, where I normally ski all winter long, is amazing enough but to be a part of the Fat Bike Birkie is just plain fun and exciting! Knowing that there are only a few days each winter when you can ride the trail is what makes participating so special. We have the absolute best trail in the country for such an awesome event. As a local sporting retailer in the Hayward area, I can tell you that people are coming to northern Wisconsin from all over the country to see what the buzz is all about. So, just like the Birkie ski event, the Fat Bike Birkie is leading the way to bigger and better things for fat biking



around the country. I've personally raced in all three Fat Bike Birkie races. Every year the Birkie puts on a well-run and challenging event that is absolutely growing the sport in a way no other trail can do."

-Timothy Swift, Birkie Fat Biker & Skier

The Mission of the American Birkebeiner Ski Foundation

- To promote and conduct the finest international cross-country ski competition and active lifestyle events;
- To serve as good stewards of the American Birkebeiner Trail;
- To support healthy and active lifestyles among people of all ages and abilities.











Growing the Love of Skinny-Skiing

ne of the pillars of the mission of the American Birkebeiner Ski Foundation is to support and spread the love of cross-country skiing as part of a healthy, active lifestyle. We hope to inspire the next generation of outdoor enthusiasts and reinforce the growth of cross-country skiing through the ABSF's Skier Development Grant Program. We're pleased that as of 2014, we've awarded nearly \$400,000 to youth cross-country ski programs across the United States. Each fall, the ABSF reviews submitted grant applications and notifies the selected recipients of their awards by the end of that given year. If you're interested in learning more about this impactful program, please visit www.Birkie.Com/Live.

Igniting a Passion – Thoughts from a Development Grant Recipient

"The Kewaskum Middle School cross-country skiing program is designed to ignite a passion for cross-country skiing. We used the 2014 ABSF grant to upgrade our boot and ski inventory. Our program allows over 400 students, each year, to get a taste of what skiing has to offer. We empower kids to stay healthy, learn a new skill, and be compelled to get in touch with nature. All of the participants fall down, all of them laugh with each other, and all of them get a taste of skiing. Hopefully that taste turns into a hunger to keep them on the trails or get them back out when they are older."



-Jeff Grotenhuis, Teacher, Kewaskum Middle School



As of 2014, the ABSF has awarded nearly \$400,000 to youth cross-country ski programs across the U.S.A.

WITH THANKS TO THE CABLE UNION AIRPORT!!

For 16 years, skiers starting their Birkie, Korte or Prince Haakon races have gathered at an area graciously extended to us by the Board of Directors of the Cable Union Airport. Each and every year, this group enthusiastically lends their support to the Birkie allowing us to provide for the thousands of skiers drawn to the area for Birkie ski events. Their ongoing support has been critical to the success of Birkie events and we offer a heartfelt THANKS to the Cable Union Airport Board of Directors and Management for their community spirit and generosity!

Permanent Start Becoming a Reality

-by Ben Popp, ABSF Executive Director

Just one year ago, the American Birkebeiner Ski Foundation (ABSF) announced a five-year strategic plan to help "Honor the Legacy and Ensure the Future" of the American Birkebeiner ski marathon and to guarantee stewardship and protection of the iconic Birkie trail.

We kicked off Phase-I on November 1, 2014 with a goal of raising \$650,000 to secure a permanent trailhead and race start area in Cable, WI, near the old Telemark Lodge, as well as construct a temporary International Bridge for use in downtown Hayward, WI during race week. It was with tremendous support from our Birkie family, near and far, a mix of skiers, bikers, and hikers, along with the surrounding communities, that we reached our Phase I goal in June of 2016. We are pleased to report that work is in full swing!

The first part of the International Bridge was introduced at Birkie 2015 and was a great enhancement to the overall participant race experience. We are in the midst

of planning an extension to the current International Bridge which will eventually span two additional lanes of traffic, for a total bridge expanse of four lanes over Highway 63 in downtown Hayward.

We are excited to report that in August of 2015, the ABSF purchased land near Telemark lodge, adjacent to the current start area near the Cable Airport. This, along with the addition of a few perpetual easements, will eventually allow skiing, biking, running, and hiking from the new Birkie start area year-round!

As you read this, bulldozers are moving dirt and sculpting the land for a future new multi-purpose start stadium and storage building. Once completed, the large storage building will be a great pre-race warm space on brisk race mornings. Additionally, a year-round trailhead building is under construction. The new Birkie permanent start will be key to improving overall participant experience, allows us to secure the future of our event, and provides us the opportunity to promote a year-round active lifestyle. While this area won't be ready for Birkie

2016, the new start area, parking, and buildings will be completed later that summer! This means you will have even more to look forward to for Birkie 2017!

66... in August 2015, the ABSF purchased land near Telemark Lodge.

Last year an estimated 25,000+ skiers, runners, hikers and bikers, of all ages, participated in events, races, and activities along the Birkie Trail. This number does not include the thousands of recreational silent sport enthusiasts who utilize the Birkie Trail system each year. The new permanent start venue will not only enhance future event experiences, but will act as a gateway to the recreational bliss we call the Birkie Trail!

As work wraps up in summer of 2016, the ABSF will launch Phase II of the capital campaign with a focus on sustainability, trail facilities, safety, and improved access to the legendary Birkie Trail for outdoor enthusiasts and events year-round.

Birkie Trail Season Ski Pass

id you know it takes three trail staff members 36 hours on PistenBully groomers, to groom the full trail system from one end to the other? What makes this even more remarkable is that most of the grooming is done at night when the rest of us are all tucked into our cozy beds. And, that is just in the winter months! The rest of the year involves seemingly endless mowing, trail erosion control, maintenance of lighting at "00" and the trailhead bathrooms, to name just a very few of the tasks involved.

While the Birkie Trail crosses County lands, the American Birkebeiner Ski Foundation is the steward of the trail system and responsible for ongoing maintenance and grooming. All of the money collected from trail passes goes directly into maintaining the trails we love.

The 2015-2016 Birkie Trail pass gives you access to all 107K of the American Birkebeiner Trail System and is valid from December 1 – March 31. Both season and

daily passes are available. Please make certain that all of the skiers in your family have this required ski pass!

For details on the Trail Pass program and information on where to purchase passes, please visit www.birkie.com/trail or stop in

and see us at the Birkie Office. Thank you for your ongoing support!

If you enjoy the beautiful Birkie Trail system, please support its ongoing maintenance by purchasing your pass this ski season. Thank you!



Birkie 2016 - Exciting Course Updates!

-Allan Serrano, Event Director

2015 has been a year filled with change. From the announcement of an exciting new permanent start to changes along the Birkie Trail course route, we wanted you to be the first to know as you plan your race strategies for Birkie 2016.

Work is underway to improve the first two kilometers of the classic technique course to reduce congestion and improve flow from the start area to the power lines. In previous years, the course was quite narrow where it left the airport and entered the forest, allowing for only three groomed classic tracks. We're in the process of upgrading the course, from the start to the first powerline, by straightening the corners and softening some of the climbs, allowing us to set six parallel classic tracks all the way to kilometer 2.5. That's double the tracks and double the fun!

Perhaps the most noticeable change involves the course in and around Rosie's field. After many years, the Martinson family who has so graciously allowed the Birkie to cross their private property - between the Hatchery aid station and Wisconsin Highway 77 - has sold a portion of their land. The new owners are friends of the Birkie and have worked very closely with our trail manager to build a new section of the course to accommodate the needs of both parties. Now,

instead of traveling around the edge of Rosie's field, a new horseshoe-shaped trail will take you in and around the area as you ski toward Hayward and the cheering crowds on Main Street.

The rerouting of a portion of Rosie's field is a net gain of nearly a full kilometer for both Birkie skate and classic courses. The new addition also features a challenging climb, adding 40-meters of elevation gain on the south end and a rewarding new descent on the other side. This change will offer an exciting tactical component to the second half of the course and is certain to add excitement to the elite race. Regardless of which wave you are in, get ready to add another Birkie climb to your race day! For every up there is a down and the Birkie Trail is rich with scenic climbs. Now skiers will have a climb leaving Mosquito Brook, followed by the climb out of Hatchery, right into the new climb with a sweeping lefthand downhill curve before returning to Rosie's field, and onto Duffy hill.

The addition of the new horseshoeshaped trail will increase the distance for the skate to 52K and 56K for the classic – but only for 2016! In 2017, when the Birkie moves to the new permanent race start - just south of the current start at the Cable Union Airport - the course will be reduced by 1.5 to 2K, returning to the traditional 50K skate distance.

66 ...the changes to the Birkie trail are thoughtful and will add to your race enjoyment and overall experience.

We think you'll find the race course in better shape than ever before. The Birkie trail staff has been hard at work all summer and fall trimming brush from the side of the trails, removing overhead branches, patching sections that need repair, and removing rocks that crop up throughout the year.

The only thing constant is change and we're making sure that the changes to the Birkie trail are thoughtful and will add to your race enjoyment and overall experience.



More than Just a Race

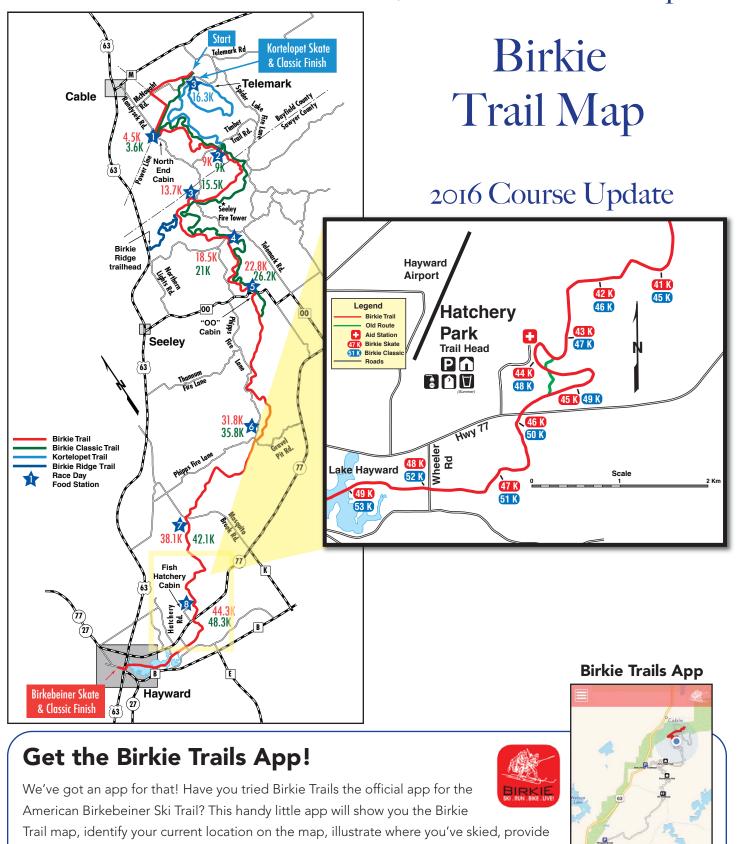
Have you ever wondered just what it takes to create the largest cross-country ski-marathon in North America? We wanted to share a snapshot of what happens behind the scenes and where your Birkie entry fees go. From moving snow on Main Street and busing, to biffies and security - the Birkie is so much more than just a race!



Where Does Your Birkie Entry Fee Go?

Busing	
Skier Bibs/Bags/Gifts/Pins/Medals	\$141,000
Food Stations	\$27,000
Insurance	\$18,000
Medical & Security	\$29,000
Permits/Private Property/Insurance	\$32,000
Start/Finish/Tents/Infastructure	\$76,000
Sounds/Announcing/Video	\$46,000
Timing/Registration	\$94,000
Main Street Snow	\$54,000
Volunteer Expenses	\$34,000
Signs/Communications	\$16,000
Operations Staff	\$120,000
Other Birkie Week Events	\$14,000
Trail Prep/Final Grooming	\$50,000
Toilets	\$18,000
Miscellaneous	

American Birkebeiner Skate, Classic and Kortelopet



a grooming report, track your time, distance, elevation, and gain! Plus, by using this interactive app you can help us prioritize trail maintenance activities. The app is available for

both iPhone and Android phones.

Google play

App Store

Check out the online store at www.birkiestore.com





4313 Haines Road, Duluth, MN 55811 800.626.4948 | Fax: 218.626.2916 sales@advantageemblem.com

birkiestore.com

Official Birkie Merchandise









Birkie Week - Family Friday!

FRIDAY, FEBRUARY 19

Junior Birkie - Mass Start Freestyle 8:30 a.m.

9:00 a.m. **American Birkebeiner Expo**

Junior Birkie - Team Sprint Relay Races 11:00 a.m.

Barnebirkie Youth Ski Tour 12:30 p.m. 1:15 p.m. Birkie Adaptive Ski Races

2:00 p.m. Nikkerbeiner 5K Vintage Ski Tour

2:15 p.m. Family Fun Ski 5K

Grab your family and join in the fun!

Register now at Birkie.com/Ski

ALL FRIDAY EVENTS SKI THE INTERNATIONAL BRIDGE AND END ON HAYWARD'S MAIN STREET









REGISTER NOW! VISIT BIRKIE.COM/SKI FOR DETAILS!





ALL FRIDAY EVENTS SKI THE INTERNATIONAL BRIDGE AND END ON HAYWARD'S MAIN STREET







REGISTER NOW! VISIT BIRKIE.COM/SKI FOR DETAILS!



AMERICAN BIRKEBEINER SKI FOUNDATION - YEAR AT A GLANCE

Calendar of Events

2016

January 1 2016 Birkie Trail Run & Trek Registration Opens

January 17 BirkieTour

February 18-21 43rd Slumberland American Birkebeiner – Birkie Week Events

March 5 45NRTH Fat Bike Birkie, Presented by Freewheel Bike

May 2 2017 Slumberland American Birkebeiner Ski Marathon Registration Opens

2017 Kortelopet Ski Race Registration Opens 2017 Prince Haakon Ski Race Registration Opens

2017 BirkieTour Registration Opens 2017 Fat Bike Birkie Registration Opens

July 30 Lumberjack Run 4.7 Miles Around Lake Hayward

August 6 American Birkebeiner Ski Foundation Annual Meeting

September 6 2017 Birkie Family Fun Week Events Registration Opens

October 1 15th Birkie Trail Run & Trek, Presented by Salomon

2017

January 1 2018 Birkie Trail Run & Trek Registration Opens

January 15 BirkieTour

February 23-26 44th Slumberland American Birkebeiner – Birkie Week Events

March 11 45NRTH Fat Bike Birkie, Presented by Freewheel Bike



Live the Birkie Lifestyle!

Join us for our year-round schedule of events!

Dates Subject to Change

Year Round Fun! Be a Birkie Volunteer!

If you're interested in joining our dedicated corp of volunteers, we have a position for you! From inside to outside, on the trail to the finish line, there are volunteer positions available no matter your preference. Beyond the great feeling you'll receive from giving back, Birkie volunteers come back year after year because of the fun (and the cool gift!)! Most importantly, you'll be appreciated. By the community, by the participants, and especially by the Birkie staff. We simply couldn't do it without you.

Volunteer opportunities are available for all Birkie events listed above: Sign-up at www.birkie.com/volunteer







In Celebration of ALL Skiers

Title sponsor of the American Birkebeiner,
Slumberland Furniture, is inspired by the
perseverance and dedication of all Birkie participants.

To recognize each epic story, Slumberland is providing the following –

NEW PRIZES FOR BIRKIE 2016!

OVERALL AMERICAN WINNERS

Male and Female
Will Each Receive a Premium, Luxury Mattress Set
from Slumberland!

WIN YOUR WAVE? WIN A PAIR OF PILLOWS!

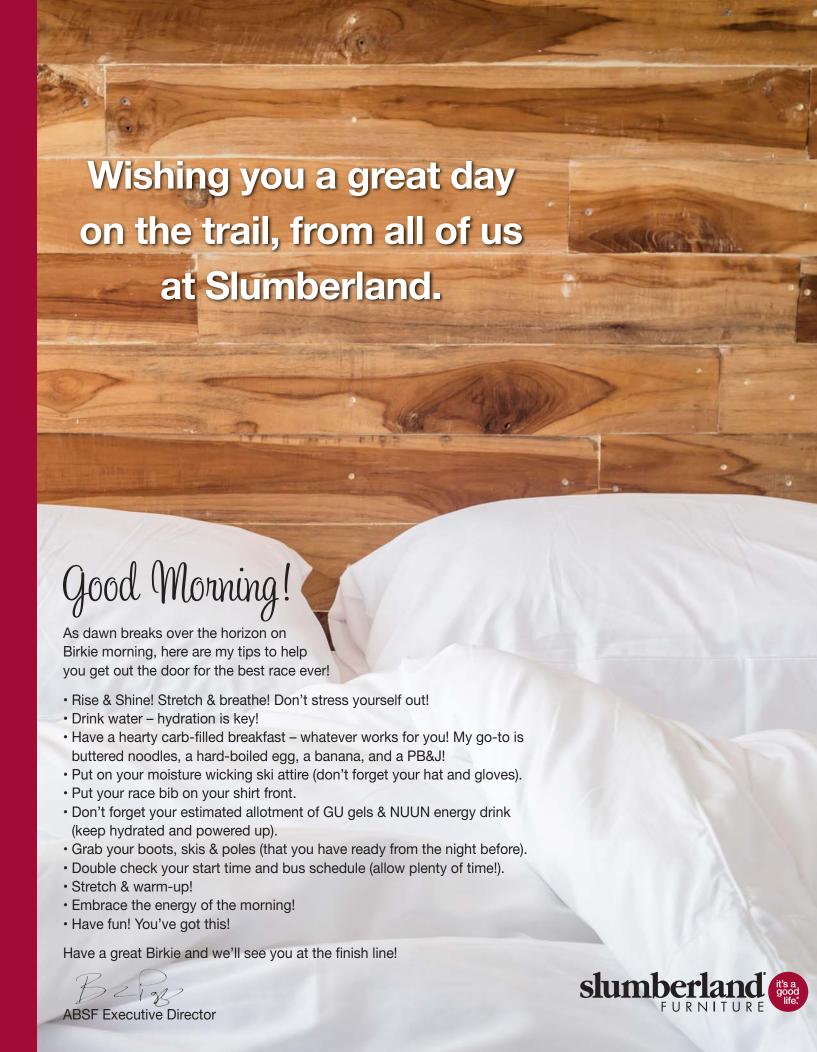
In Each Wave
1st Overall Male and Female Skate
1st Overall Male and Female Classic

You Receive a Pair of Premium Pillows from Slumberland!

Wave 1	Wave 70	Wave 7
Wave 2	Wave 4	Wave 8
Wave 3	Wave 5	Wave 9
	Wave 6	

We get it, the Birkie is a lifestyle!

Do your best and then relax and recover. We're behind you!



AMERICAN BIRKEBEINER SKI FOUNDATION

SIUMberland BIRKIE SKI.RUN.BIKE.LIVE!

2016 SLUMBERLAND AMERICAN BIRKEBEINER, KORTELOPET, AND PRINCE HAAKON

Schedule of Events

SATURDAY, FEBRUARY 20, 2016

7:50 a.m. Birkie - Spirit of 35 Start
7:50 a.m. Birkie - Inga & Warriors Start

8:00 a.m. to 6:00 p.m. Birkie Fever Celebration on Celebration Plaza, Downtown Hayward Birkie - Women's SuperTour Group & Elite Women Skate Start

8:05 a.m. Birkie - Elite Men & Women Classic Start 8:10 a.m. Birkie & Korte - Wave 1 Classic Start

8:20 a.m. Birkie - Men's SuperTour Group & Elite Men Skate Start

8:25 a.m. Birkie & Korte - Wave 2 Classic Start
8:35 a.m. Birkie & Korte - Wave 1 Skate Start
8:40 a.m. Birkie & Korte - Wave 3 Classic Start
8:50 a.m. Birkie & Korte - Wave 2 Skate Start

8:55 a.m. Birkie & Korte - Wave 70 Classic & Skate Start

9:05 a.m. Birkie & Korte - Wave 4 Classic Start Birkie & Korte - Wave 3 Skate Start 9:10 a.m. 9:15 a.m. Birkie & Korte - Wave 5 Classic Start Birkie & Korte - Wave 4 Skate Start 9:20 a.m. Birkie & Korte - Wave 6 Classic Start 9:25 a.m. Birkie & Korte - Wave 5 Skate Start 9:30 a.m. Birkie & Korte - Wave 7 Classic Start 9:35 a.m. Birkie & Korte - Wave 6 Skate Start 9:40 a.m. 9:45 a.m. Birkie & Korte - Wave 8 Classic Start 9:50 a.m. Birkie & Korte - Wave 7 Skate Start Birkie & Korte - Wave 9 Classic Start 9:55 a.m. 10:00 a.m. Birkie & Korte - Wave 8 Skate Start 10:05 a.m. Birkie & Korte - Wave 9 Skate Start 10:15 a.m. Prince Haakon Skate & Classic Start

SUNDAY, FEBRUARY 21, 2016

9:00 a.m. - 2:00 p.m. On-Snow Ski Demo & Party - "00" Trail Head

2:00 p.m. Volunteer Appreciation Celebration - The Steakhouse, Hwy 27S, Hayward, WI

This schedule is subject to change. Please see www.Birkie.com for updates to the event calendar.

A complete Birkie celebration calendar will be included in the final Race Participant Guide.



REGISTER NOW! VISIT BIRKIE.COM FOR DETAILS!



Birkie Bites: What's New in 2016

Family Friday

Everyone skis over the International Bridge and up Main Street! All events start on the lake at Hayward City Beach and finish on Main Street. Parking near the start with shuttle service between the race start and finish. See page 16 for event listings.

Birkie Wax Cabin

No place to wax your skis? No clue what to do? No problem! We will be providing a space to wax your skis, including benches, basic tools, and expert advice. Join us on Thursday and Friday prior to the race.

Start Your Race on Time

All participants are assigned a wave and required to start with that wave. Any participant starting in an earlier wave than assigned may be disqualified. If the race jury determines there are circumstances beyond the control of a participant which prevents them from starting at their assigned time, their time will be adjusted to reflect their actual time on the course. If you are late for your wave you will be allowed to start with the next wave of the same technique. No one will be allowed to start after 10:30 a.m.

Course Changes

Changes have been made to both the Birkie 52K skate and 55K classic ski race courses. Please see the article on page 12 for details.

Parking update

There will be no race morning bus pick-up at Hayward High School! There will be expanded parking capacity at both the Donnellan Field and Birkie Ridge lots. Operating hours will be extended at the Evergreen Tavern drop-off area (County Highway M).

Changes to the Wave Timetable

In order to ease some early congestion on the course, an extra five minutes will be added to the gap between classic wave 2 and skate wave 1, and an additional five minutes between classic wave 3 and skate wave 2. There will also be a 10 minute gap between wave 70 and classic wave 4.

Skiing the Entire Course

Participants must complete the entire course on skis and by their own means of propulsion to receive a finishing time and be eligible for awards. If a participant completes a different course from which they were registered, they will get credit for completing the race, but will not be credited with a time or be eligible for awards.

Ski Ties

Need a hand at the finish line? All finishers will receive a set of ski ties at the finish to help them organize their gear as they negotiate the Recovery Zone.

New Birkie Recovery Zone flow

Keep left after the finish line to get your clothing bag in the parking lot at St. Joseph's Catholic Church on 5th Street, change your clothes at the Hayward Intermediate School where there is more space than ever, get your post-race meal across the street in the food tent, and join us on Celebration Plaza!

Additional Updates

All updates will be posted on Birkie.com, in Carpe Skiem, and in the final Race Participants Guide.



Any skier aged 70 or older who is still tackling the Birkie or Korte deserves a special start position. We think it is high time that this seasoned group of amazing skiers are honored with a wave all of their own.

In 2016, Wave 70 skiers will start right after wave 2 skiers hit the course. With an earlier start time, Wave 70 skiers will have more time on the trail to enjoy the race experience. Of course, if a Wave 70 skier has earned a position in wave 1 or wave 2, they can move up to their earned wave.

Wave 70, we salute you!

Race Change Deadline!

The deadline for requesting the following changes is Friday, January 22, 2016 by 4:00pm CST.

- Birke to Korte Fee \$15
 - No additional fee if technique change is made at the same time
- Korte to Birkie Fee \$30
 - No additional fee if technique change is made at the same time
- Technique Change Fee \$15
 - Please be aware that some waves may be closed so you will be placed in the next available wave
- Wave Change Requests Fee \$15
 - Results from certified Birkie qualifying races can used to move into a new wave, see details at Birkie.com
 - Please be aware that some waves may be closed so you will be placed in the next available wave

Please call the Birkie office at 715-634-5025 to request the changes noted above. Credit card information will be required.



Birkie Trail Run & Trek















- 100K Ultra
- Marathon
- Marathon Relay
- Half Marathon
- 5K Run/Walk
- Nordic Trek

slumberland SKI . RUN . BIKE . LIVE! **REGISTRATION OPENS 1/1/16!**

www.Birkie.com/Run

Dr. Brent Carlson Orthopedic Surgeon & Birkie Skier

Dr. Carlson is a board certified orthopedic surgeon who has special interest in skiing and other sports-related injuries. As a repeat elite wave Birkie® skier, he understands what it takes to get skiers of all abilities back on the race course.





Surgical Expertise includes:

- Arthroscopic surgery of the Hip,
 Knee & Shoulder
- Total Hip, Knee and Shoulder Replacement
- Hand & Wrist Surgery
- Complex Fracture Care



BRENT CARLSON, MD







Seeing patients in Eau Claire, Chippewa Falls, Hayward and Stanley. For an appointment call 800.322.1747

CROSS COUNTRY SKIER





















We've got you covered

SUBSCRIBE TODAY!



crosscountryskier.com

Meet the Birkie Ambassadors!

We're thrilled to introduce the 2016 Birkie Ambassadors. These incredible athletes live the Birkie lifestyle every day and are inspiring others to do the same. Here's what they have to say about being a Birkie Ambassador.

ANNIE HART Stillwater, MN

- SMS T2 Professional Ski Team, Stratton, VT
- U.S. National Elite Training Group
- 2015 U23 World Championship Classic Sprint – 24th Place
- 2015 U.S. Nationals Classic Sprint –
 4th Place
- 2013 U.S. Nationals Skate Sprint –
 5th Place
- 2010 & 2012 U.S. National Junior Classic 5K Champion
- 2010 to 2015 5 Time U.S. World Junior/U23 Team Qualifier
- 2011 to 2014 5 Time All-American Skier – Dartmouth College

"Being a Birkie Ambassador means representing this amazing race, organization, and community - and everything this race, organization and community believe in, strive for, and act on - to the rest of the skiing community, and world. I'm honored to be given the opportunity to take on this big task!"

BRIAN GREGG Minneapolis, MN

- 2014 Olympian
- American Birkebeiner Podium Finisher '12
- Super Tour Distance Champion '14, '11, '10
- NCAA All-American Skiing
- 9 Popular Marathon Victories
- 5 Super Tour Victories
- 1 NorAm Victory

"The Birkie encompasses an active and healthy year-round lifestyle and I love being a part of that. I know that, for myself, a day that I get out to run, bike, ski, roller ski, or walk is a better day because of those activities. I am ex-

cited to inspire others to improve their lifestyle through fitness."

CAITLIN (COMPTON) GREGG

Minneapolis, MN

- 2015 FIS World Championship Medalist (10km Freestyle)
- 2010 Olympian
- American Birkebeiner Champion '14, '13, '11



- 6x National Champion
- NCAA All-American Skiing and Running
- 27 Super Tour Victories
- 2 NorAm Victories

"I love the lifestyle that surrounds the Birkie. To me being a Birkie Ambassador means being an ambassador of that lifestyle. Although the Birkie is once a year, the lifestyle is every day. This is something that I hope to do whether I am training with Birchleggers or first-time skiers."



IF YOU THINK THE BIRKIE IS GRUELING, TRY LIVING WITH ALS.

Just as the Birkie* is one of the most grueling sking challenges, ALS is a cruel disease that torments its victims. That's why the ALS Wisconsin Chapter is thrilled to join forces with the American Birkebeiner* Ski Foundation, through its Birkie* Skiers For Cures program.

Through this 3-year partnership as the exclusive non-profit partner, we'll work together to continue raising awareness and funding for this always fatal disease. And like the Birkie's mission to promote healthy lifestyles, finding a cure for ALS is a 365/24/7 commitment.





"Hope is the Only Thing Stronger Than Fear"

The American Birkebeiner® Ski Foundation, through its "Birkie® Skiers For Cures" program, is proud to enter into a three-year partnership with the ALS Association-Wisconsin Chapter. Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's Disease, is a motor neuron disease that remains fatal in 100% of all cases — with no known cause, no effective treatment and no cure. To put it bluntly, it's a death sentence that can strike anyone, at any time. The partnership aims to raise awareness about this cruel disease and funding for research toward a cure.

Multiple-time American Birkebeiner ski racer John Jaeckel was diagnosed with ALS in 2010. This is his story:



Seventeen times, from 1983 through 2010, John Jaeckel competed in the 50-kilometer American Birkebeiner ski race. He completed the grueling challenge each time, as well as three marathons, 20 half marathons and many other ski and bike races.

But since 2010, the former teacher and track/football coach has been tackling a different opponent – ALS. And like all those challenges before, he's remained determined to fight this one with all he's got.

Not long after recovering from a lifethreatening subarachnoid hemorrhage in 2009, John began experiencing muscle loss in his upper body. "Is this really what life after 50 is like?" he wondered.

After an EMG test and a follow-up with a second specialist, an ALS diagnosis was confirmed. "We were told to get our things in order and enjoy life as much as we could," John says. "While my daughter, Sara, and I were initially ready to spend the rest of my time crying on the couch and eating Doritos®, my wife, Deanna, said something that would impact the rest of our lives: We will NOT waste today worrying about tomorrow."

While John could no longer compete in the races he loved, it didn't completely slow him down. He made traveling a priority, visiting such places as Yellowstone, the Grand Canyon, Hawaii and Mexico, as well as Jamaica, where he walked his daughter down the aisle for her beach wedding in 2014.

John also became a staunch ALS advocate, traveling to Washington D.C. to speak with State Representatives about ALS issues and participating in many Wisconsin ALS Association events.

Today, the advanced stages of the disease now require him to be helped with such simple tasks as buttoning his pants, needing a walker or wheelchair to get around, and a machine to help breathe at night, but John still clings to positive thoughts.

"Each day that I wake up and fight is one day closer to finding a cause and a

cure," he says. "I must rely on hope, because that is something ALS cannot take from me unless I let it."

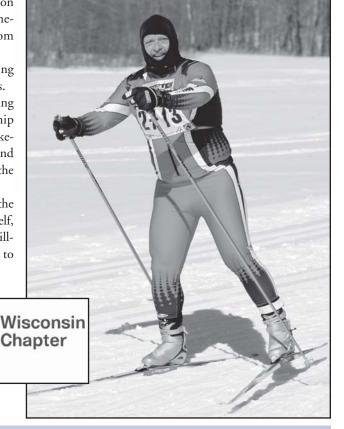
"Hope is the only thing stronger than fear," he adds.

And hope is what's driving the strong new partnership between the American Birkebeiner[®] Ski Foundation and the Wisconsin Chapter of the ALS Association.

Hope that a cure, like the finish line of the Birkie[®] itself, is within sight for those willing to work hard enough to reach it.

ASSOCIATION

- ALS is always fatal, with no known cause, no effective treatment and no cure
- One by one, it robs victims of the use of their hands, arms, legs, feet, and the ability to talk, swallow and breathe
- Someone new is diagnosed with ALS every 90 seconds
- More than 5,600 people in the U.S. will be diagnosed with ALS this year
- More than 400 Wisconsin patients are currently battling ALS
- It commonly affects people between ages 40-70, but can strike anyone, anytime



Details on how you can join the American Birkebeiner® Ski Foundation in the fight against ALS are in development.

In the meantime, visit vsals.org to learn more ways to become involved.

Quick Training Tips to Prepare for Birkie 2016

-By Caitlin Gregg

Caitlin is a Birkie Ambassador, 3x American Birkebeiner Champion - 2011, 2013 and 2014. She missed the 2015 Birkie to win a medal at the 2015 World Championships in Falun, SWE.

Find a Training Partner

Training with a partner can be a lot of fun. This is a great way to connect with new and old friends. Set training times together to help both of you stay accountable and make sure that you get out the door. Pushing each other in your workouts can be great, but "trail heading" is fine too. Trail heading is when you meet at the trailhead together, but perhaps train on different routes or at different paces. You can still meet up at the end of the workout.

Share Your Goals

Make sure your friends and training partners know your goals. Saying them out loud and writing them down makes them real. Most likely your friends can play a role in helping you reach your goals. It can be a bit scary to share your goals with others but it also adds a little fun and excitement. Who knows maybe you can help your friends reach their goals too.

Add Variety

Easy days, hard days, short days, long days, low volume weeks, big volume weeks, rest weeks and hard weeks give yourself plenty of variety in your training. Many skiers like to have their training all planned out; others go by feel and the weather. Whatever your style make sure that your training differs from day to day and week to week.

Recovery

Get the most out of your training with good recovery. Consume some protein within 20 minutes of finishing your work-out. Can you change in to dry clothes after your workout? When is the last time you washed your hands? Can you add some stretching or rolling into your everyday routine or downtime? Remember, it is when we recover from the stresses we put on our body that we become fitter.



Birkie Ambassadors, Brian & Caitlin, in Switzerland.

The Birkie Countdown

7 Days Until the Birkie: Training, Nutrition, Hydration

-By Brian Gregg

Brian is a Birkie Ambassador, 2014 Olympian and has finished as high as 3rd in the American Birkebeiner. He races for Team Gregg/Madshus and lives in Minneapolis, MN.

With a week to go until race day there isn't much that you can do to improve your fitness and become stronger, fitter and faster. That being said there is a fair amount you can still do to avoid a rough one on race day. Here are some tips on how to maximize your pre-race week preparation.

Training

Rest is your friend leading up to race day. It may be tempting to take advantage of the fitness you have gained by training diligently and to go hammer around with your buddies, but, a smarter option is cutting your training volume and intensity, as much as 50 percent. I still aim for the same number of training sessions, but most all of them are real short. Remember that if you still have a bunch of energy left after Saturday you can get out and ski on Sunday.

Nutrition

Now isn't the time to make any big changes in your diet. Stick with what your body is used to and go for that new exotic dish on Sunday after the race. It may be tempting to carbo load or eat extra leading up to race week. It is important to reach the start line with a full tank of fuel, but, remember you are dropping your training load during race week so just by eating nor-

mally you will be consuming plenty of calories. Have you been thinking about what kind of fuel you will be consuming during the race? Will you be relying on the aid stations or carrying your own snacks? Practice consuming these snacks during your regular workouts to confirm that they work well for you during the race.

Hydration

It is easy to remember to hydrate during the hot and sweaty days of summer, but, dry cold winter days can also take a lot of moisture from your body. Sip small amounts of water throughout the day to stay hydrated. Also, remember to drink plenty along the race course. Personally, I prefer to train with the same sports drink I will consume during the race.

World Class Events - World Class Volunteers!

Every year, thousands of volunteers come together in support of Birkie events. This group of dedicated souls have an amazing case of Birkie Fever! From aid stations to bib-pickup, to food tents, the finish line, and so much more, we simply could not do it without our incredible volunteers! So, next time you see one of the wonderful Birkie volunteers, please remember that they are the lifeblood of the events - and, if you appreciate all they do for you, please thank them. It is through their ongoing enthusiasm, selflessness, and their pride in their communities that the "greatest show on snow" happens every year. A thousand thanks to our spectacular Birkie Volunteers!



Hail to the Chiefs!

Birkie Chiefs are uber volunteers who lead large groups of dedicated volunteers to make sure that event participants have an amazing experience. The Birkie Chiefs are the backbone of the volunteer corp and we couldn't produce the Birkie spectacle without them. So, here's a shout out to this group of fabulous volunteers (see a listing of this year's Birkie Chief roster on page 4).







is proud to support the **AMERICAN BIRKEBEINER**

A proud supporter of the American Birkebeiner since 1978, we are once again pleased to take a lead role in this international event by co-sponsoring the Barnebirkie race.

Embedded in our culture is a genuine sense of mission to make every community where we live and work better because we're there. It's a philosophy anchored in the philanthropic spirit of our founder and demonstrated in the way we do business and the individual actions of our associates; which is why we're proud to support the American Birkebeiner.

10631 U.S. Highway 63 | 715.634.2611

Member FDIC Equal Housing Lender



JOHNSONBANK.COM

BANKING WEALTH INSURANCE

Keeping the "Kid" in Skiing

–Annie Hart, Birkie Ambassador & Professional Cross-Country Skier

Last January following the Birkie Tour, I had the great opportunity of working with the "Arctic Foxes," a subgroup of the Hayward Nordic Kids. After a jampacked 90 minutes, two images stuck in my mind:

I watched one girl take a tumble down a 3% grade for the umpteenth time, I was getting a little worried about her resiliency. She looked up at me with her glasses smashed into her face, hands covered in snow and skis going every which way. I asked her if she was okay. She totally ignored my question and responded, "But did you see how fast I was going?!"

Going down the hill might have been the biggest challenge for the Arctic Foxes. Snow plowing was a foreign concept, and the tendency was to bend at the waist and just shoot the skis straight down the hill. This led to a lot of falls. Perhaps the most epic fall came from a boy who lost his ski, and boot, when he hit the snow. After one second of confusion, he simply started marching back up the hill to retrieve his ski and boot, one ski and one wool green sock covered foot at a time.



The biggest question facing cross country skiing is how to turn kid skiers into teenage skiers, and those teenage skiers into adult skiers. A big focus of my time as a professional skier continues to be determining the best ways to encourage kids to keep skiing, and how to develop the skills in and foster a love for cross country skiing.

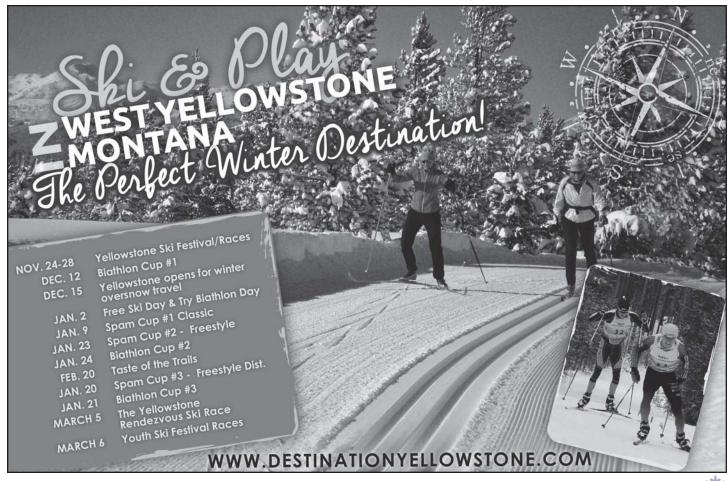
And, I think the answer is simple. We need to keep the "kid" in skiing.

These stories provide perfect examples of kids who weren't afraid to fail, and who didn't confuse falling with failing. These kids will keep on taking gravity-assisted steps towards success as long as fear doesn't creep into a risk calculation. As a professional racer, I've had my best days when I've had my most kid-like mindset.

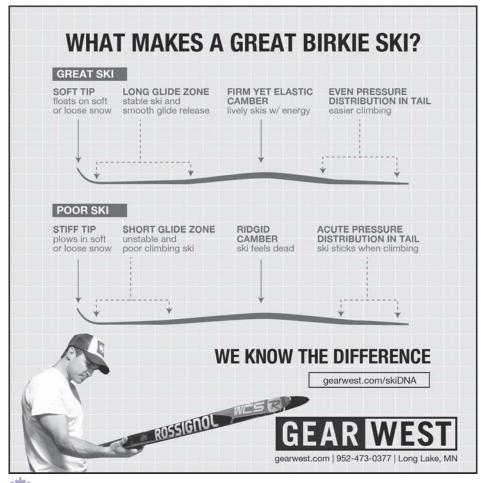
Our job as ambassadors is to keep kids in the mindset *they already have*. To provide an infrastructure that allows them to test boundaries and take risks. To be there when a fall becomes one too many, and encourage them to get up and keep trying.





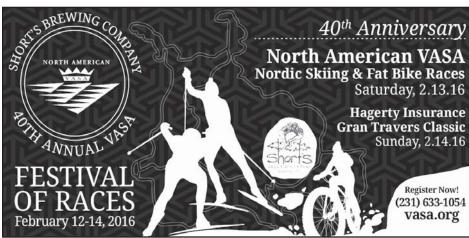












Morningstar Ranch



80 acre Ranch with a 6,000 sq.ft home (formerly a bed and breakfast) and many outbuildings located in the Winter Park Colorado area.

- Easy access
- Many opportunities such as: retreat center, B&B, subdivision, etc.
- Trail system on property for nordic skiing, snowshoe, biking, running, etc.
- · Minutes to world class downhill skiing and mountain community.



Call Sue Seemann for more information 970-726-2600 or sue@rewinterpark.com



48k Freestyle & 48k Classic



24k Freestyle & 24k Classic



Giants Ridge Race

10k Freestyle

Prior to Jan. 8 \$65 Jan. 9 - Feb. 12 \$75 Feb 13 - Race Day \$85

10k Race

\$35 18 years & under \$45 over 18 years old Through Race Day

SATURDAY, FEBRUARY 27, 2016

Birkie Qualifier • Proud ASM Member • Great Race Course & Trails • Spaghetti Feed & Much More!

For more information, call, write or e-mail:

Pepsi Challenge Headquarters • P.O. Box 505 • Biwabik, MN 55708

Phone: (218) 865-8072 • 1-800-688-7669 ext. 8072 • E-mail: pepsichallenge@giantsridge.com

www.pepsichallengeskirace.com











Birkie by the Numbers What does it take to host the Birkie each year?

- 13,000+ skiers
- 2,400 volunteers
- 30,000 spectators
- 11 food and medical stations
- 2,000 oranges
- 5,000 bananas
- 5,000 cups of hot chocolate
- 600 gallons of soup
- 5,000 gallons of water
- 5,000 gallons of sport drink
- 98,000 cups
- 42,000 cookies
- 190 portable toilets
- 57+ miles of snow-covered forest trails
- 30' wide groomed trail/course
- 60 buses to give over 12,500 rides
- 16 tents and 800 gallons of propane to heat them
- 200 medical support personnel

- 4,000 medals
- 11,000 pins
- 20,600 ski stickers
- 41,200 skis and poles
- 10 photographers and videographers
- 1 helicopter
- Limitless enthusiasm...and lots of coffee!



Get a Free Ride to the Birkie

from your Rice Lake Hotel!



The Rice Lake Tourism Commission is offering rides to and from the 2016 American Birkebeiner FREE of charge if you are staying in a Rice Lake Hotel!

You will be picked up at your given Hotel, and shuttled to the start of the race.

AmericInn

2906 Pioneer Ave. South Rice Lake, WI 54868 (715) 234-9060 1-800-634-3444 www.americinn.com

AmeriVu Inn & Suites

1710 South Main Street Rice Lake, WI 54868 (715) 234-4444 1-800-992-1669 www.amerivuinnricelake.com www.microtel.com

Best Western

2835 South Main Street Rice Lake, WI 54868 715-234-7017 1-800-528-1234 www.bestwestern.com

Curriers Lakeview Lodge

2010 East Sawyer Rice Lake, WI 54868 (715) 234-7474 1-800-433-5253 www.currierslakeview.com

Microtel

2771 Decker Drive Rice Lake, WI 54868 (715) 736-2010 1-888-202-4223

Pullman Motel

903 Hammond Ave. Rice Lake, WI 54868 (715) 234-7919 www.thepullmanmotel.com

Super 8 Motel

2401 South Main Street Rice Lake, WI 54868 (715) 234-6956 1-800-800-8000 www.super8.com

To sign up for this please contact: Visitor Coordinator, Rice Lake Tourism Office Email: info@ricelaketourism.com Phone: 715-234-8888 • Toll Free: 800-523-6318 Fax: 715-434-8888

2016-2017 WORLDLOPPET RACE SCHEDULE 11.02.17 LA TRANSJURASSIENNE 56 Km Classic **FRA** 13.08.16 USHUAIA LOPPET **ARG** 42/50 Km Free 12.02.17 LA TRANSJURASSIENNE 68 Km Free 27.08.16 KANGAROO HOPPET 42 Km Classic AUS **FRA** 18.02.17 GATINEAU LOPPET 51 Km Free CAN 3.09.16 MERINO MUSTER 42 Km Free NZL 19.02.17 GATINEAU LOPPET 51 Km Classic CAN 04.01.17 VASALOPPET CHINA 50 Km Classic CHN ► 15.01.17 JIZERSKÁ PADESATKA 25.02.17 AMERICAN BIRKEBEINER 56 Km Classic **USA** 50 Km Free CZE 25.02.17 AMERICAN BIRKEBEINER 52 Km Free **USA** 22.01.17 DOLOMITENLAUF 60 Km Classic AUT 26.02.17 TARTU MARATON 29.01.17 MARCIALONGA 63 Km Classic **FST** 70 Km Classic ITA 04.03.17 BIEG PIASTOW 54 Km Classic POL **──** 04.02.17 FINLANDIA- HIIHTO 50 Km Classic FIN 04.03.17 DEMINO SKI MARATHON 50 Km Free 04.02.17 KÖNIG LUDWIG LAUF 50 Km Free RUS **GER** 05.03.17 VASALOPPET 90 Km Classic **SWE** TO 05.02.17 FINLANDIA- HIIHTO 50 Km Free FIN 12.03.17 ENGADIN SKIMARATHON 42 Km Free 05.02.17 KÖNIG LUDWIG LAUF SUI 50 Km Classic **GER** 18.03.17 BIRKEBEINERRENNET 05.02.17 SAPPORO INT. 54 Km Classic **NOR** 50 Km Free JPN 29.04.17 FOSSAVATNSGANGAN 50 CT Classic **SKI MARATHON** ISL www.worldloppet.com

Conserve School Camp Birkie for Kids

- What: 9 Hour Environmental Education Camp for Kindergarten through 6th grade children. They go to camp while you ski!
- When: Saturday, February 20, 2016 (Birkie/Korte Race Day)
- Time: 7:00 a.m. 4:00 p.m.
- Where: Cable Community Center
- Cost: \$45/child (includes lunch, snacks, crafts & programs)
- Registration Deadline: Monday, February 15th, or when the camp is full (Limited to 75 children.)

Visit www.conserveschool.org/CampBirkie for details.



BIRCHLEGGINGS SKIERS!

ARE INVITED TO ATTEND THE ANNUAL

BIRCHLEGGINGS AWARDS BREAKFAST

SUNDAY MORNING, FEBRUARY 21ST, 9 A.M. AT THE STEAKHOUSE ON HWY 27 IN HAYWARD.

JOIN THE BIRCHLEGGING CROWD IN CELEBRATION OF 20 OR MORE BIRKIES COMPLETED!

WORLDLOPPE PASSPORT HOLDERS GATHERING

ALL WORLDLOPPET PASSPORT HOLDERS

ARE INVITED TO ATTEND AN INFORMAL

EUROPEAN-STYLE
CHAMPAGNE BREAKFAST
BUFFET GATHERING

FRIDAY, FEBRUARY 19TH, 2016

8:00 A.M. COFFEE SOCIAL • 8:30 BREAKFAST

THE BREAKFAST IS BEING HOSTED BY THE FLAT CREEK INN & SUITES, LOCATED ON HIGHWAY 27 SOUTH, HAYWARD.

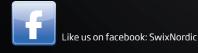
A FEE WILL BE COLLECTED THE MORNING OF THE BREAKFAST.

COMFORTABLE PERFORMANCE COMES IN LAYERS



Staying comfortable in all conditions is simple: Swix offers three layer weights in a system designed to stay breathable and warm in the toughest conditions.

The top-rated system in Norway is available now: layer up with Swix and enjoy all that winter offers.







Non-Profit Org US Postage Paid Permit #1557 Eau Claire WI



PistenBully 100. The world's best selling track setting groomer.