



## Inspiration and Community

### 2009 Honourees for In Her Footsteps Celebrated

by Annie Reid

VANCOUVER — It was an emotional evening as mentors, coaches and exceptional athletes were celebrated in a moving ceremony on Thursday, October 22nd at the annual IN HER FOOTSTEPS . . . CELEBRATING BC WOMEN IN SPORT event, a recognition program and exhibit celebrating exceptional BC women in sport, housed at the BC Sports Hall of Fame and Museum.

Darlene Currie, the late Wendy Ladner-Beaudry and Shirley (Gordon) Olafsson were honoured in the permanent exhibit celebrating women who have made a difference through sport for girls and women in British Columbia, whether through their own athletic excellence or by increasing opportunities for others. They join 40 women and teams who have been honoured since the program began.

This year's event celebrated the kind of passion that can make sport and physical activity not just a life-changing activity, but a world-changing activity. Emcee Kathy Kovacs reminded the full room of athletes, coaches and administrators that it is women like those honoured that enrich the communities they belong to by mentoring, promoting sport involvement and inspiring others. "We can make that difference," she said. As the late Wendy Ladner-Beaudry's husband Michel Beaudry told the crowd, "Let's show the world what a healthy active community looks like." The celebration of IN HER FOOTSTEPS did just that.



Honourees Shirley Olafsson and Darlene Currie in front of the exhibit



L-R: Marilyn Payne, Jenna Beaudry, Michel Beaudry, Maya Beaudry and Sue Griffin

Honouree Shirley (Gordon) Olafsson was so determined to succeed at what she loved that she became one of the world's top high jumpers. "As a child growing up with a club foot and many surgeries, I was always told I couldn't do anything in

sport," she said. "But I grew up and won championships, and I did it against able-bodied people."

Olafsson adapted the scissor technique in order to compete in the high jump, developing a unique style to accommodate her immovable left ankle. She went on to represent Canada at the 1948 London Olympics, and remained BC's champion jumper from 1945-1952. She also excelled in basketball and field hockey. "You just have to keep on going. I struggled and struggled, even though I had not a hope in hell." In addition to her Olympic history, Olafsson has had a long and distinguished career as a coach, official and sport administrator.

In Beijing during the 2008 Olympics, Olafsson was the oldest of 852 torch carriers. She has since brought that same torch into schools, allowing thousands of schoolchildren to run with it. Olafsson challenged the 2010 Canadian Olympic and Paralympic torchbearers to reach out to their communities in the same fashion, enabling more Canadians to be a part of the Olympic experience.

Honouree Darlene Currie has inspired and motivated women of all ages through her lifelong participation in sport. Currie played on the Canadian National Women's basketball team from

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## This Issue

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### Our Vision

All girls and women in the province of British Columbia will participate in and have access to a complete range of opportunities, choices and resources for positive experiences in physical activity and competitive and recreational sport and have equity as participants and leaders.

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## Message From the Chair

As 2009 comes to a close, we are taking time to reflect on and evaluate the many programs and services we offer. More importantly, we are looking to our future.

Recently we celebrated the addition of Darlene Currie, Shirley Olafsson and Wendy Ladner-Beaudry to the IN HER FOOTSTEPS . . . Celebrating BC Women in Sport exhibit for 2009 at the BC Sports Hall of Fame. Congratulations!

A special thanks to all the partners and supporters of IN HER FOOTSTEPS for the planning and funding of the event. A huge thank you to our Co-chairs, Kirsten Close and Samantha Coutts, for their volunteer time in organizing the evening and helping to make it a success.

This past October ProMOTION Plus, along with the Canadian Association for the Advancement of Women and Sport and Recreation (CAAWS) and the Victoria ProMOTION Plus Chapter, participated in the Celebration of Women in Sport gala evening. Congratulations to Kristy Franzen and PacificSport Victoria for an amazing event.

These two events were highlights that we can all be proud of. However, we face challenges as well.

Funding cuts by corporate and government entities affect us all. The impact of this is a challenge for provincial sport organizations, ProMOTION Plus and grassroots community organizations and their volunteers. With the current economic climate, we must be more creative as to how we expand operations and increase funding.

Over the next few months, ProMOTION Plus will be re-evaluating and re-defining

the organization as we complete the last year of our three-year strategic plan.

Our vision will remain the same, but our outlook will encompass forward thinking and outward direction.

In 2010 we celebrate our 20th anniversary. Plans are underway to host a series of events to showcase girls and women in sport and physical activity here in British Columbia. We look forward to working with our membership on these special initiatives.

In closing, we say farewell to our Executive Director, Beverley Siver. Bev has been with ProMOTION Plus for the past five years and under her direction we have made major in-roads on GIRLS ONLY programs, the Coaching Mentor/Apprenticeship program, expanding the IN HER FOOTSTEPS exhibit and countless other projects over the years. Bev has moved to a new position working on the 2010 Olympic Winter Games and we wish her all the best.

We are now less than 100 days away from the 2010 Olympic and Paralympic Winter Games. As the excitement builds for this important world event, we wish all athletes much success.

Warmest regards,  
Deborah Pyne  
Chair of ProMOTION Plus



# Thank You for a Phenomenal Experience!

I have been given the opportunity to work at the 2010 Winter Olympics with the team on the Opening, Closing and Victory ceremonies. This is a dream that I have had ever since the Games were in Calgary in 1988 and so am leaving ProMOTION Plus to go live out this long overdue dream.

Before leaving I would like to take the opportunity to thank the ProMOTION Plus Board of Directors, our partners, our funders, our membership and the large network of women and men who support the work of ProMOTION Plus, for the

honour of serving as your Executive Director.

The past five years have been an incredible journey for me, both personally and professionally. I have met and had the great experience of working with some of the very best athletes, coaches, administrators and leaders in the sport system today. It has been a great pleasure to have worked alongside you and to have had your support throughout my tenure. While I am excited about moving on to work at the Olympics, I will miss being involved in the programs and services

which ProMOTION Plus provides to the women and girls of BC.

Thank you to my esteemed sport colleagues for your guidance, your support and for teaching me that sharing our expertise, our time and our passion through volunteering and mentoring is not only a noble duty, but one of the greatest gifts that we have to give.

Thank you.

Sincerely,  
Beverley Siver

## Women Ski Jumpers Lose Appeal to be Part of the 2010 Games

by AJ Murray

In the spring issue of the Network News we announced our support for the women ski jumpers seeking to have their sport included in the 2010 Winter Olympics. In July, a BC court judge ruled that Olympic organisers were not bound by the Canadian Charter to offer a women's ski jump event at the Games. The ruling stated that even though the exclusion of women's ski jumping was discriminatory under Canadian law, VANOC (Vancouver Organizing Committee) could not be held responsible, as the final decision was that of the IOC (International Olympic Committee).

On November 13th and 14th, the women were back in court with an appeal built on the original trial judge's findings of discrimination, and the argument that VANOC is carrying out a government activity, and is therefore bound by Canadian law.

Ross Clark, lawyer for the ski jumpers, argued that by allowing the IOC to dictate what events can or cannot be held at the Games, Canada appeared to tolerate discrimination. Although VANOC is carrying out the IOC's decisions, they are doing it in Canada and as the organizers of the event they should be accountable to the Canadian Charter of Rights and Freedoms.

"[Canada] cannot host the Games contrary to the Charter. The IOC cannot force VANOC or anyone else here to violate the laws of Canada," Clark said according to Associated Press.

Deedee Corradini, president of Women's Ski Jumping-USA and former mayor of Salt Lake City, had this to say, "Canada has poured over \$2.5 billion taxpayer dollars into the 2010 Olympics and almost daily local, provincial and federal politicians are claiming credit for hosting the games. Rights to free speech are being curtailed

and government will be forced to underwrite any loss. It seems obvious that government is deeply involved."

Corradini also argued that VANOC's statement of support for the women ski jumpers was not credible. "This is not what support looks like. Support would be VANOC taking the jumpers' position to the IOC itself rather than having the athletes take on the fight themselves," she argued. "VANOC could have told the IOC there is a human rights law in Canada which says that a distinction cannot be drawn between men and women, and what it offers to one, it must offer to the other."

On November 13th the BC Court of Appeal dismissed the ski jumpers' appeal, deciding not to overturn the July decision. In the meantime, the women are considering appealing to the Supreme Court of Canada, although it is likely too late to have an effect on the 2010 Olympics.

# 2008-09 Girls Only Success Stories

“The goal was to create a bond between the girls and improve their self-esteem by learning new skills. We are keeping the culture as part of this activity, with the hope that the skills they learn both during the ski and dance components will encourage them to incorporate activity and fitness into their own personal lifestyle in the future. We are seeing some great results – the girls did bond and have good memories of our day on the big hill skiing together. The dance and fitness hopefully will keep growing and we will continue to achieve the goal of keeping the girls active and will continue to improve self-esteem.”

– Tish Diamond, Recreation Coordinator, Canim Lake Band

“Getting input from the participants about what activities they would like to do helped motivate the girls to come



*Canim Lake Band's Dance and Ski Program*



*Penticton Girls Get Active! Program*

each week and bring their friends to join. Several of the activities the girls chose to do were things that they had never tried before and likely would not have tried on their own due to lack of confidence and cost/transportation barriers. One of the biggest successes of the program is the planned continuation/sustainability of the program through our partnership with School District #67.”

– Carol Flynn, Recreation Coordinator, Penticton Community Centre

## 2009/10 Girls Only Incentive Program Recipients

ProMOTION Plus and the BC Recreation and Parks Association are pleased to announce that the following organizations have been selected to receive grants of up to \$2,500 through the Girls Only Incentive Program:

- **Girls Can Play Hockey Too!**  
(Regional District of Nanaimo)
- **MODEL – Building Individual Capacity in Girls** (Fraser-Cascade School District #78, Hope)
- **Girls on the Move**  
(City of Courtenay)
- **Girl Power! Judo Program**  
(PacificSport Northern BC, Prince George)
- **Tennis Clinics for Girls and Women of Salt Spring Island**  
(Southern Gulf Islands Community Services Society, Saltspring)
- **Girls Sport & Social**  
(Gladstone Community Schools Team, Vancouver)
- **Gibsons Youth Centre Initiative**  
(Sunshine Coast Regional District Parks and Recreation)
- **Girls Only Running Club**  
(Pender Harbour Aquatic and Fitness Centre)
- **Women Rowing Independently Program** (Creston Valley Rowing Society, Lister)

There were 88 applications from across the province and it was a challenge to narrow down the selection as there were so many worthy proposals received. Congratulations to all and we hope that those who did not receive funding this year will still endeavour to offer their Girls Only programming.

*The Girls Only Incentive Program is a partnership between ProMOTION Plus and the BCRPA and is supported by 2010 Legacies Now and the Federal Government. Its goal is to facilitate new sport programs tailored to the needs of girls and women. In the last two years alone over 700 girls and women (407 considered inactive) and 112 different partner organizations have been involved.*

For more information: [www.promotionplus.org](http://www.promotionplus.org)

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# Focus on Women in BC

## Ali Howard – Spirit of the Skeena Swim 2009

by Ann Holmes

After reading an article about an activist who swam the Amazon River to raise awareness about clean water, Ali Howard mentioned this to a friend of hers with the Skeena Watershed Conservation Coalition. A small idea casually mentioned turned into an epic swim one year later. This past summer on July 21st, the former water polo player dove into the sacred headwaters where the second largest river in British Columbia begins its 610 km journey to the Pacific Ocean. Her swim would trace the migratory path of spawning salmon as well as capture the imagination of the supporting northern communities along the river's path.

Ali describes herself as “a strong swimmer, not a good swimmer and what I lacked in technique, I made up for in heart”. She trained for nine months by doing long swims in a pool, then adding cross-training activities like squash and soccer to combat boredom and potential repetitive stress injuries. The last phase of training was held on a few tributaries of the Skeena. While very comfortable in the water, Ali did not have whitewater experience until just two months before



Ali Howard (photo: Brian Huntington)

the swim. A support team and safety crew was assembled, a schedule spanning 26 days was organized, and the Spirit of the Skeena Swim Project was born. Ali said, “The swim started with some nerves, but as soon as I got into the water, everything was fine. I immediately had a sense of peace and that the project was on the right track.”

Ali completed the swim wearing a dry suit, a lifejacket, a helmet, fins and a board. She swam using the head-up front crawl and needed all of the safety gear to protect her and help her navigate some of the rocky features and the Class 4 rapids. Ali described one personal, profound

revelation she had during her journey. “In the past it was easy to think that your body wasn't perfect, but on this swim, my body performed every hard thing I asked it to do. Why are we so hard on ourselves and our body image? How can you fault your body when it responds perfectly to what is being asked of it?”

She is a strong yet humble woman, who feels that she is an average person who got to experience something incredibly amazing.

When asked to sum up the trip she responded that “the trip exceeded her expectations both personally and within the watershed.” She was able to see some of the most beautiful landscape in the country, she met some wonderful people in all of the communities, and she got to set a lofty goal and achieve it. Perhaps one of the most important lessons we can take from Ali's swimming adventure is that she was able to prove to herself that you “just don't know what you can do until you try”.

For more information on the Spirit of the Skeena Swim Project, visit: [www.skeenawatershed.com/swim](http://www.skeenawatershed.com/swim)



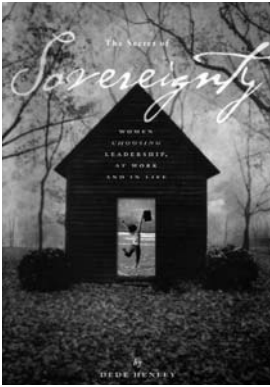
**PROMOTION PLUS**  
GIRLS AND WOMEN IN  
SPORT AND PHYSICAL ACTIVITY

*Show your support for ProMOTION Plus!*

**Become a new member or renew your membership  
to ProMOTION Plus for 2010**

On an annual basis we impact as many 4500 girls and women through our programs and services. This is made possible through partnerships, funding from the Ministry of Healthy Living and Sport, through 2010 Legacies Now, from membership fees and contributions from individuals. Every \$35 membership helps us support one or more programs or individuals.

**Membership forms are available at: [www.promotionplus.org](http://www.promotionplus.org)**



# The Secret of Sovereignty

## Women Choosing Leadership, at Work and in Life

Written by Dede Henley – *Reviewed by Denise Coutts*

I heard Seattle-based author Dede Henley speak to over 100 business, community and emerging leaders at the Minerva Foundation for BC Women's Learning to Lead leadership development program several years ago in Vancouver. I attended a further full-day session on women's leadership and subsequently bought and read Henley's book *The Secret of Sovereignty*.

There are many books like Henley's on the market and I believe that women need to attend workshops, read books and do whatever they can to support themselves and other women in their leadership roles. We can't be like Teflon all of our lives — something we read, hear or do is going to 'stick' and make a life-changing difference.

Henley declares in her book that, now more than ever, the world needs the strength and talents of women to help solve our most perplexing organizational, social, economic and environmental

problems. Donna Wilson, a senior vice-president with VANOC agrees, noting that "this book is a gift for all women leaders" . . . and the lessons she learned in reading the book and working with Dede were "life-changing" and remain with her through all her varied leadership roles.

Women leaders — even those described as powerhouses of strength, imagination and creativity — often limit themselves unwittingly and fall into any one of seven deadly traps, declares Henley. She describes these traps as including 1) being one of the boys; 2) playing the martyr; 3) having no voice and no choice; 4) waiting for rescue; 5) preserving peace at any price; 6) being addicted to speed and obsessed with time; and 7) being more concerned about self-protection and staying safe when thrown from their position of leadership.

Sovereignty is defined by Henley as the "freedom to choose". She states that "claiming and wielding the power of choice means staying awake to our truest

priorities and vision and therein lies the real work of a woman leader". She advises women leaders to choose daily, hourly and moment-by-moment to hold on to their power in all circumstance and that choice is a woman's gateway to sovereignty.

Henley describes five secrets to claiming one's sovereignty — the first, when it comes to work, is to follow your passion. There is no doubt that many women who become leaders (paid or volunteer) in the sport community are indeed following their passion. Women leaders in sport must be reminded to utilize the same amount of energy and passion that they expend in their work to "fill themselves" back up with other skills, abilities and loves that they have in their lives. By doing so, they will find balance, authenticity and a love for life and will find themselves leading from there.

To find out the other four "secrets" to claim your sovereignty, you will just have to read the book . . .

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## Vancouver and Whistler Host First Ever Pride House during the 2010 Games

When the Olympic and Paralympic Winter Games come to Whistler and Vancouver, for the first time in Olympic history there will be a venue called Pride House available to LGBT\* athletes, coaches, family, friends and allies.

CAAWS (Canadian Association for the Advancement of Women and Sport and Physical Activity) and several other organizations and community leaders are part of the Pride House advisory committee.

In Whistler, Pride House will be located in the centre of Whistler Village at the Pan Pacific hotel, and in Vancouver, events will be split between the Qmunity centre and Score bar in the West End. The purpose of Pride House will be to provide a celebratory and welcoming venue for the LGBT community to connect, seek support, and have fun; to provide information on upcoming LGBT events, conferences, and festivals; to provide outreach, support materials and contacts.

It is still illegal to be gay in over seventy countries around the world and in seven countries the punishment for being gay is death. Pride House aims to provide those citizens whose human rights are being denied a welcoming space, like-minded people and support and encouragement.

For more information:  
[www.gaywhistler.com/pride-house.php](http://www.gaywhistler.com/pride-house.php)

\* *LGBT refers to lesbian, gay, bisexual and transsexual people.*

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# PacificSport Victoria Hosts A Celebration of Women in Sport (WINS)

On Saturday, October 3rd, 2009, PacificSport Victoria hosted a celebration of Women in Sport (WINS) at the Victoria Conference Centre's Crystal Gardens.

This sold out event saw 400 special guests and supporters, including 120 local female athletes come together to inspire girls and women of all ages who participate in sport. Special guests were the Canadian Women's Hockey team who were in Victoria to play one of six exhibition matches against Team USA this season. Guests for the evening included local schools and sport academies, sport organizations, national team members, Island Olympians and Greater Victoria Sport Hall of Fame inductees. ProMOTION Plus Executive Director Beverley Siver, Chair Debbie Pyne, Past-Chair Irene Schell and Board member Irene Wallace were all in attendance as well as Patti Hunter



*L-R: Karin Lofstrom, Patti Hunter, Debbie Pyne, Beverley Siver, Irene Wallace, Cathy Potts, Irene Schell, Joan Wharf-Higgins and Cindy Andrews*

and Joan Wharf-Higgins, ProMOTION Plus Victoria Chapter Co-chairs.

Congratulations to PacificSport Victoria for a very successful evening!

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## **INSPIRATION AND COMMUNITY** (con't from page 1)

1959 to 1968, and then went on to coach the National team before beginning a long career of teaching and coaching in schools. "Sport is fun," she said simply of her continued involvement with sport. "You meet so many people and you want to share the good times."

Currie has continued to spread that sense of fun and community her entire life, notably by helping to promote the involvement of older women in sport. She was instrumental in starting a curling league for older beginners and won gold in the 2005 World Masters Games with what a documentary on them later dubbed, "The Oldest Basketball Team in the World".

The late Wendy Ladner-Beaudry (1956-2009) was an exceptional mentor,

administrator, volunteer and role model in addition to being a nationally ranked swimmer, a member of BC and Ontario senior field hockey teams and a Masters Champion in telemark skiing. Just before her death, Ladner-Beaudry was actively engaged in increasing participation among inactive women and girls from less privileged backgrounds than her own.

Kelly Mann, President and CEO of the BC Games Society, summed up Wendy's considerable influence on her community, "Wendy's ideas were like pebbles dropped in a pond where the ripple effect of that pebble would connect with the ripples of other organizations to become this great wave of change."

Michel Beaudry spoke on behalf of his wife, "Sport can be a social tool for

change," he said. "If you teach a young woman about sport and fitness, you have a stronger, healthier, happier person." Wendy's style of activism was personal and intimate. "Wendy wasn't afraid to work with people one at a time, one on one." Beaudry challenged the crowd to continue Wendy's work of advocacy and inspiration. "It's important to realize how much we can change things if we try."

IN HER FOOTSTEPS . . . CELEBRATING BC WOMEN IN SPORT is an annual joint initiative of the BC Sports Hall of Fame and Museum, 2010 Legacies Now, ProMOTION Plus, and the BC Centre of Excellence for Women's Health. For information on the exhibit, event and nomination forms visit: [www.promotionplus.org](http://www.promotionplus.org)

# New Sport and Recreation Programming for Women Aged 55-70



Courtesy of CAAWS

This past spring CAAWS (Canadian Association for the Advancement of Women and Sport and Physical Activity) delivered 3 workshops to members of the sport and recreation community in Prince George, Kelowna and Victoria on how to better provide programming to women aged 55-70. Women 55-70 realize that they need to invest in their health now to stay healthy as they age. However, reaching these women can be difficult, and current physical activity and sport programming could do more to attract and keep these women involved.

Building on the success of these workshops, CAAWS and ProMOTION Plus are putting out a call for proposals to groups in these cities for sport and recreation programs specifically targeting

women aged 55-70. Funding will be provided by 2010 Legacies Now through the BC Sport Participation Program.

**Deadline for applications:** November 30th, 2009

For more information visit [www.caaws.ca](http://www.caaws.ca) or [www.promotionplus.org](http://www.promotionplus.org)

## ProMOTION Plus Turns 20 in 2010 – Join Us for Year Long Celebrations

The 20th Anniversary Celebrations Committee has been formed and will develop a program of events to celebrate twenty years of providing girls and women opportunities and equity in sport and physical activity and to recognize the contributions and herstory of ProMOTION Plus and its achievements.

I would like to thank the committee members (made up of past Chairs or Vice Chairs) who have committed to making 2010 a memorable year: Sandy Friedman, Patti Hunter, Bryna Kopelow, Marion Lay, Simone Longpre, Diane Murphy, Irene Schell, Irene Wallace, Joan Wharf Higgins, and Debbie Pyne (current Chair of ProMOTION Plus).

Watch for updates in the next newsletter and on the website.

Jennifer Fenton, Chair  
20th Anniversary Celebrations Committee

Publication Agreement Number 41384544

## Mark your calendars!

**Bobbie Steen Awards nomination deadline: early March 2009, date to be confirmed.**

Please check the website in the New Year for updates.

### Bobbie Steen Legacy Foundation Award & Bobbie Steen Awards of Excellence

**The Bobbie Steen Legacy Foundation** was created to provide financial support to charitable activities dedicated to advancing gender equity in physical activity and sport and/or the community betterment resulting from female involvement in physical activity and sport.

The Bobbie Steen Legacy Foundation Award (\$1000) is given to an emerging leader whose dedication to the women and girls of BC parallels those of Bobbie Steen and the Foundation.

**The Bobbie Steen Award of Excellence for Career Achievement** recognizes the achievements of an outstanding role model (individual or organization) who has, over the course of their career championed women or gender equity in the area of sport and physical activity.

**The Development Award** (\$1500) is given to an individual or organization to develop a new or enhance an existing program or to support professional development which champions women or gender equity in the area of sport and physical activity.

For more information visit: [www.promotionplus.org](http://www.promotionplus.org)

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