

AROUND THE RINGS



VANCOUVER VIEW - No.4

Vancouver: Sunny 12°C / 1°C - Whistler: Sunny 7°C / -5°C

FEBRUARY 19, 2010

Q&A with BC Premier Gordon Campbell

British Columbia Premier Gordon Campbell tells *Around the Rings* that early doubts about the Vancouver Olympics are misplaced. In an interview with ATR Editor Ed Hula, Campbell speaks with confidence about the way the 2010 Games are unfolding – and the long-term payoff of hosting the Olympics.

Campbell, BC premier since the days of the bid eight years ago, is also a former mayor of the Olympic City.

ATR: We are almost one week into the Games so how do you feel about how the Olympics are unfolding?

GC: I think it has been great. I have had the chance to meet a lot of people that have come from other places in British Columbia and Canada. They've love it here. And I talked to lots of the athletes and they've really liked it. I think winter athletes are used to



BC Premier Gordon Campbell waves the flag at opening ceremony. (Getty Images)

weather being a challenge, so they understand what incredible work the people of VANOC have done. For me it has been a great time and I can tell for



Russian Nikita Kriukov edges countryman Alexander Panzhinskiy for gold in the individual sprint classic final. (Getty Images)

PHOTO OF THE DAY

Canada it has been great.

ATR: Everyday there seems to some issue that pops up and it has prompted some in the media to say that these may be the 'worst Olympics ever.' Is this media criticism fair?

GC: I think that kind of comment is coming from media that are not here. They are certainly not talking to athletes, the visitors and to the sponsors. I have had a lot of sponsors tell me that this is one of the best (Games) ever.

If you look television ratings, these are way up from where they were in 2006. If you look at the type of competitions that are taking place—I was at the opening round Canadian women verse Slovakia hockey game

(cont' page 4)

Climb Every Mountain Whistler to Cypress for Olympic Press

It's hard enough getting to the mountains from Vancouver, but two mountains on one day? That was the challenge for journalists hoping to catch Lindsey Vonn in the ladies downhill at Whistler at 11 a.m. Wednesday, then Shaun White in the halfpipe final at Cypress Mountain at 7:15 p.m.

Would it be a day of woe or go? Three long bus trips, three short bus trips, one chairlift and a very long walk later, mission accomplished.

A direct bus between Whistler and Cypress was the key, but journalists were frustrated to find out only one was

scheduled – at 8:40 a.m.

"The last few days I've had to beg VANOC to try to run a bus from the Whistler Media Center straight to Cypress instead of basically bypassing Cypress on the road to Vancouver and having to take a bus back. You lose two hours at least, if you miss the connection," Sean Gregory, Olympics writer for Time Magazine, told *Around the Rings*.

"If you're running nonstop buses to venues and hotels that are sometimes empty, on the one day you have high-profile athletes on a morning/evening split, it's a common-sense thing. I'm sure I'm not the only one. I'm not expecting my own

(cont' page 3)

POLITENESS

It is respecting other people

COURAGE

It is doing what is right

SINCERITY

It is talking without falsehood

HONOUR

It is keeping your word

MODESTY

It is talking about oneself
without pride

RESPECT

It is instilling confidence

SELF-CONTROL

It is knowing how to keep
your anger in check

FRIENDSHIP

It is the purest of all human feelings

JUDO

The Highest Application of Mind and Body

Prof. Jigoro Kano (1860-1936)



www.ijf.org



Climb Every Mountain: cont' from page 1

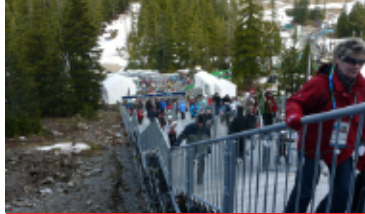
personal bus."

Word got around that if at least 15 journalists signed up, there would be an afternoon shuttle. The U.S. Olympic Committee entered the picture Tuesday and signed up journalists. A 3:30 p.m. bus was arranged.

The 7 a.m. bus for the two-hour trip to Whistler was packed. From the main depot, there was a short shuttle ride, then another shuttle or a chairlift – quite the maneuver with cameras and computer equipment -- to the finish area.

"I never had to use a chairlift to go to the Masters," said one veteran journalist.

Although Vonn finished her run at 11:50 a.m., time started running out to make the



Spectators climbed 192 steps to reach the bottom row of the grandstand for the snowboard halfpipe (ATR)

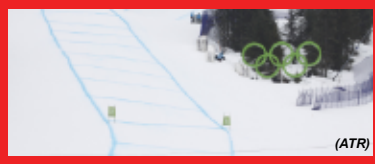
bus. The silver and bronze medalists had their press conferences by 2:30 p.m., but Vonn was still in doping. Apparently, she skis faster than she pees. Vonn arrived to meet the press about 2:50 p.m., but some journalists had already bolted. She finished 22 minutes later. While some journalists figured they'd missed the bus, the VANOC

transportation department proved to be flexible. The special bus made another stop at the downhill venue.

The trip to Cypress took about two hours, with journalists arriving in time to make the end of the halfpipe semifinals. The bus even dropped them off at security and a shuttle took them to the media center. No such luck on the way back. The shuttle was late and journalists had to walk more than half a mile to the bus staging area.

Where's a chairlift when you need one?+

KAREN ROSEN



Whistler Creekside, home to all 2010 Olympic Alpine Skiing venues, was originally created and opened to the public in 1966, in the hopes of hosting the 1968 Olympic Games. Whistler's bid wasn't successful back then, but over 40 years later, that hope is now a reality.

Surrounded by shops, bars, restaurants and hotels, the Olympic venue itself can hold up to 7700 spectators at what is known as the 'timing' flats'. The Men's downhill, after a mix of warm temperatures, heavy snowfall, rain and fog that have wreaked havoc with the Alpine schedule, came off in perfect conditions without a hitch. Olympic officials are now familiar with the finicky weather patterns of Whistler's West Coast location, but athletes are so far pleased with what they've experienced.

"The conditions were great," said Canadian Manuel Osborne-Paradis, who finished a disappointing 17th on his home track in the Men's downhill. "There's no way I thought it would be in such good shape after the weather we've been having."

Transportation to the venue has been seamless, with numerous buses making continuous stops along Hwy. 99 to shuttle ticket-holders, volunteers and local workers to and from Whistler Village, a short 10-minute trip.

"I haven't had a problem once with any of the buses," said Creekside resident Chris Worthman. "It's actually been a nice change of pace taking the bus everyday."

Whistler Creekside Venue and the Alpine Media Centre have been lauded in recent media coverage for its combination of top-notch organization, world-class runs and hassle-free spectator experience.

"I'm pretty impressed," said Los Angeles Times photographer Wally Skalij. "I think the venue is great as far as access for visitors and media alike. The jumbo screen at the finish is a hit with spectators and everyone has been very well informed of results and such."

Keeping in tune with the Canadian reputation for friendliness and politeness, the Creekside Alpine Venue has managed to keep the beat.

"I don't want to take anything away from the Italians," said Skalij, "but Whistler has been definitely a lot more organized than the Turin Games and people are a lot more polite. Even the police are nice. It's fun to be up here." +

TODD LAWSON



Whistler Blog Whistler Creekside Venue

YOU'RE INVITED! Around the Rings Newsmaker Breakfast

"Keeping the Games Alive"
Monday, February 22 - 7:30 to 9:00 am
Olympians Reunion Center - 51 Pender St.

RSVP: breakfast@aroundtherings.com

PANELISTS:

Dmitry Chernyshenko, Sochi 2014 CEO
Charmaine Crooks, Olympian/VANOC
Colin Hansen, BC Finance Minister
Craig Reddie, IOC member, Great Britain
John Steele, UK Sport CEO

AROUND THE RINGS

EXECUTIVE

Ed Hula - Founder, Editor
Sheila Scott Hula - Publisher
Peter Lewman - COO
Mark Bisson - European Editor

CORRESPONDENTS

Bob Mackin - Vancouver
Todd Lawson - Whistler
Karen Rosen - The Americas
Anthony Stavrinou - Oceania
James Corbett - Europe

PUBLICATIONS & NEW MEDIA DIRECTOR

Tristan Lucioti

EDITORIAL

Edward Hula III - Reporter
Sam Steinberg - Writer
Isia Reaves - Writer

BUSINESS

Cathy Herman - Accounting Manager
Rui Kang - Accounting Asst.
Janice McDonald - Special Projects
Kathy Kuczka - Circulation Director

AROUND THE RINGS

(ISSN 1095-9394)
www.aroundtherings.com
World Football Insider
www.worldfootballinsider.com

CONTACT

1776 Peachtree Street
Suite 436 North
Atlanta, GA 30309 USA

PHONE

+1 404 874 1603

FAX

+1 404 874 3248

ADVERTISING

Ads@aroundtherings.com

SUBSCRIBE TO ATR

SAVE 15%
USE PROMO CODE:
2010WOG

Go to AroundTheRings.com
Click "SUBSCRIBE"

Winners know how to tell their story.

At VERO, we help create and tell winning stories – for clients such as Rio 2016 and the International Rugby Board, with its Sevens campaign.

Born from the success of London's 2012 Olympic and Paralympic bid, VERO build successful campaigns, standout brands and develop winning narratives.

We find the truth at the heart of your story and tell it to the right people in the right way: in words, in pictures, through events – to media, to sport, to decision makers, to governments, to business, to the public.

We're in the winning business. Are you?

Contact:

Mike Lee OBE, Chairman
VERO Communications
34-35 Southampton Street
London WC2E 7HF
United Kingdom
t: +44 (0)20 7379 4000
e: mlee@verocom.co.uk



www.verocom.co.uk

www.AroundTheRings.com

BC Premier Gordon Campbell: cont' from page 1

and there were more people in the arena than there were for the men's final in Turin.

It has been really incredibly popular watching the skaters take off or watching the alpine events taking place. They've had challenges with weather but the athletes are ready to go.

The IOC is generally very happy with what is going on. They understand the challenges. Everyone was struck by the horrible accident that took place at the sliding center. I talked to the president of Georgia and I was really pleased that they were going to stay here in the Games. He said to me that he couldn't believe how giving the support from VANOC, the IOC and the people here.

I think that on balance that these have been great Games for us.

ATR: It sounds like with all these little problems that come up everyday, you are not particularly flustered?

GC: Everyone would like to have a flawless Olympics. There is not one Zamboni or one ice machine that takes down a Games. It is not going to happen. I think what we have shown is that we know how to host the world and that we care first and foremost about the athletes and we want our visitors to have a great time while they are here.

So far, that is what I am hearing. They are having a great time, the sponsors are happy, the athletes are happy, people in Vancouver are excited, Canadians are happy, I'm good.

ATR: Would you say economic development is

a legacy of the Olympics?

BC: I think there is a clear legacy that will be coming from this. There is tendency of people who come from Vancouver and I am one of those to think that the whole world knows about Vancouver. The world is just discovering Vancouver as a result from these Olympics.

When you look at the kind of ratings we have got from NBC, our own CTV and internationally these have been very successful for us. We have incredible natural resources. We've made a point of showing off our wood products whether it is in the speed skating oval or in the international broadcast center. Our BC Canada pavilion has been a huge success. People are loving it, they are learning about the province and country. I think from our perspective that this will really be a launching pad into the next two decades of the 21st century.

ATR: Are you talking about return on investment here?

GC: I think there will be huge returns on investment. It always interesting to listen to people attribute costs but the very seldom attribute revenues. I can tell you that from what I heard from people to date is how much they like the place. They are going to come back for sure they say. They say 'we're coming back to Vancouver.' I talked to a major investor whose sees major opportunities in Vancouver. I think we are going to see a major return on investment and it is really discovery time.

ATR: Can you put a figure on the true costs of the



ATR Editor Ed Hula interviews BC Premier Gordon Campbell. (ATR)

investment from the BC government into the Olympics?

GC: I often talk about the cost of the Olympics. What does the IOC expect us to do to host an Olympic Games. That cost is about \$1.7 billion dollars and British Columbia's share of this is about \$700 million dollars. The fact of the matter is that that is all the IOC asked for us to do.

We said 'lets take this Olympics and use it as a springboard.'

The springboard is into a more active and more healthier lifestyle. The springboard is more economic activity. The springboard is into more tourism investment over the long-term.

The Olympics help create the Athlete's Village here. Some people say that entire cost should be for the Olympics for the 16 days. To be candid, that is ridiculous. What happened was that VANOC was able to give them \$30 million to start a neighborhood, which has been planned by the city for 13 years. It is there now and it is going to generate substantial revenues in the future. It is going to be here for 50 years and it was not built for the 16 days of the Olympic Games.

ATR: What would

you like to see happen in these next 10 days or so?

GC: There are some events that I would like to happen. I would love for our women to win gold in hockey. I would love for our men to win gold in hockey. I think our curling teams have a great shot at getting gold. I would like for our athletes to continue doing extremely well. I think they have done well and we all hope that they will continue along that straight.

The major thing that I hope for the Olympics is that everyone who comes has a positive memory of Vancouver and British Columbia. I hope that British Columbians and Canadians recognize what we can do when we work together.

It is one of the great things that the Olympics gives to all of us. It give us the idea and understanding that when we act together and when we strive to the thing that we have in common, it is incredible what we can accomplish for the human family.+



ED HULA

(read full Q&A and watch video at AroundTheRings.com)

 THE OLYMPIC
MUSEUM
COLLECTION

Vintage designs for the Olympic athlete in all of us

Officially licensed merchandise by XP International



Available at these and other fine stores:

Hudson's Bay Co. Super Store - Vancouver
xpVintage.com • Bloomingdale's • Nordstrom's

COMING SOON TO CHINA

YOU KNOW DARTFISH FOR ITS PROMOTION™ AND EMMY AWARD WINNING SIMULCAM™ TECHNOLOGY, BUT DID YOU KNOW THAT...

- › Dartfish proudly claims over 100,000 users
- › We help coaches and athletes win by offering a total solution to capture, analyze, and publish videos
- › Dartfish users won 138 medals at the Winter Olympic Games in Torino
- › Dartfish.tv is our latest solution to help athletes win with performance critiqued online by coaches
See www.dartfish.tv & www.dartfish.tv/ussa



DARTFISH 
SEE. LEARN. SUCCEED.

info@dartfish.com
www.dartfish.com
www.dartfish.tv

The Great Vancouver Walk-Off Penalties Assessed

Sparks are flying in the only competition that lasts the full 17 days of the Games.

Publisher Sheila S. Hula continues to far outdistance Editor Ed Hula in the race for gold in Olympic Walking, outpacing him more than 2:1 in the fifth full day of competition.

However, the editor demanded a one-half kilometer penalty against the publisher, alleging she returned to the office to retrieve a forgotten item only as a way of boosting her score.

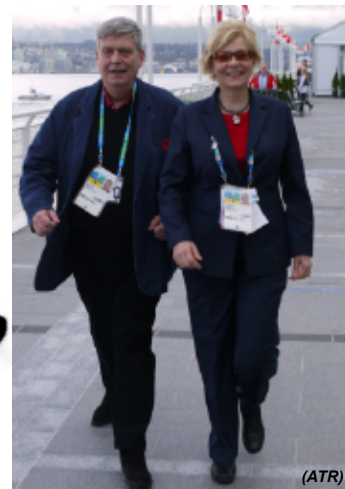
Following the publisher's acceptance of the penalty, her distance was reduced to 31.5 km from an even 32.00km, still more than twice the distance of the editor who clocked in at 14.4 km.

"I disagree with the claim, but in the interest of

sportsmanship and Olympism, I accept the penalty," publisher Sheila Hula said as the pair prepared for the next laps.

Results will be verified via the VANOC-branded pedometers contained in kits for accredited media. They will be updated throughout the competition period on AroundTheRings.com and [@aroundtherings.com](https://twitter.com/aroundtherings) on Twitter and www.youtube.com/AroundTheRings. More thrilling updates will be available Tuesday on YouTube.

Fans can send messages of support to either contestant (or both) at Walk2010@aroundtherings.com.+



(ATR)



Britain[™]
You're invited

VisitBritain

invites our friends in the media to meet the team as we look ahead to 2012.

We'll be celebrating with world marathon record holder Paula Radcliffe on 24 February 2010.

Contact invited@visitbritain.org if you'd like to join the party.



Sprint Together for Tomorrow!!

IAAF World Championships
Daegu 2011

27 August - 4 September 2011
Republic of Korea



Organizing Committee for the
IAAF World Championships Daegu 2011

Official IAAF Partners



sochi.^{RU}
2014 

XXII Olympic Winter Games

Gateway to the Future

SOCHI
2014
Poehali!