

MICHELLE ROARK

2010 & 2006 Olympic Freestyle Skier
World Cup and National Champion
Business Entrepreneur



CAREER HIGHLIGHTS

- 2010- Named to Olympic team for 2010 Winter Olympic Games in Vancouver
- 2009- 1st Place, Sprint U.S. Freestyle Championships, Moguls, Squaw Valley, CA
- 2009- 2nd Place, World Cup, Moguls, Deer Valley, UT
- 2008- 1st Place, Sprint U.S. Freestyle Championships, Deer Valley, UT
- 2008- 3rd Place, Canada Post Freestyle Grand Prix World Cup, Mont Gabriel, QUE
- 2008- 1st Place, Nature Valley Freestyle World Cup, Lake Placid, NY
- 2008- 6th Place, World Cup, Moguls, Lake Placid, NY
- 2008- Named to the US Ski Team for the 2008-2009 season (12th year)
- 2007- 2nd Place, World Cup, Inawashiro, Japan
- At close of 2006 season, Michelle was ranked 3rd overall Freestyle Skier in the world, 1st in U.S.
- 2006- 1st Place, World Cup, Deer Valley, ID
- 2006- 1st Place World Cup, Lake Placid, NY
- 2006- Winter Olympic Games, Torino, Italy
- 2005- 1st Place, World Cup, Deer Valley, ID

Birthdate	11/16/74
Hometown	Denver, CO
Resides	Denver, CO
Height	5'0"



MEDIA EXPOSURE

- Michelle has been featured in *Denver Woman*, *Business Week*, *Self Magazine*, *The New York Times*, *Wall Street Journal*, *GoGameface.com's GameOn Broadcast*, *Washington Post*, *Colorado Homes & Lifestyle*, *Denver Post*, *Salt Lake Tribune*, *USA Today*, *Forbes*, *Fitness Magazine*, *Sports Illustrated*, *Snow Country*, *St. Petersburg Times*, *Ski Racing*, *Boston Globe*, *Vegetarian Times*, *Los Angeles Times*, *Universal Sports*.
- NBC, NBC Sports, CBS, ABC, MTV, ESPN and Versus have done lifestyle and feature segments.
- In Europe, she has had coverage on Live Euro Sport and Japan Broadcasting.
- Michelle has appeared in commercials for Conoco and Winter Park Resort.
- For the 2002 Olympics while returning from an injury, Roark made a series of appearances on CNN, RSN, and Park City TV as an expert commentator.
- Michelle has spoken at several corporate events and professional conferences, as well as to schools and community groups. Some of the topics Michelle has spoken on include women and business leadership, overcoming setbacks, being an elite athlete and inspiration.

AWARDS

- (2006) U.S. Freestyle Skier of the Year
- (2006) Rocky Mountain All Star Athlete of the Year



BACKGROUND

High-energy Olympian Michelle Roark is a seasoned champion. To date, Michelle has 6 World Cup wins and numerous other top-ranking victories. A seasoned veteran of the sport, Michelle continues to prove to the world that she will do whatever it takes to reach the top. The 2009-2010 competition circuit marked her 12th year on the U.S. Ski Team. Her enthusiasm for life and passion for the sport she loves is contagious and she was thrilled to be part of the 2010 Olympic Freestyle Ski Team.

She learned how to ski in her brother's hand-me-down boots with rolled up socks inside while growing up in Colorado. High costs drove her out of figure skating so she shifted to skiing, a family activity. Junior National moguls champion in '90, Roark missed the next two seasons with injuries, returned, and then headed to college for a few seasons. Michelle managed to put herself through school at Colorado School of Mines, studying Chemical Engineering while competing and training at a world class level.

Michelle has fought back from injuries several times during her career and has landed on the podium after each setback, including the overall World Cup title in 1999, moguls silver medalist at the 2003 World Championships and back-to-back World Cup victories in 2006. Roark continues to push the sport. In 2007, she finished 2nd in Inawashiro, Japan with the first "720" jump successfully performed by a woman in a World Cup competition.

In 2008 and 2009 Michelle won back-to-back U.S. National Championships. Finishing a strong 2009-2010 season, Michelle landed a spot on the Olympic team for the 2010 Olympic Games in Vancouver.

Michelle Roark is not only an accomplished athlete; she is a business entrepreneur as well. She started a natural perfume and cosmetics line based on the "Divine Proportions" of the number Phi. Michelle patented, packaged and started selling her own product line called "Phi-Nomenal."

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