



**Formula Strategy Group  
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**PRESS RELEASE**

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## **Future USSA Skiers and Snowboarders Meet in Utah with Military Trainer to Learn About Resilience**

*Rookie athletes work with former Army pilot through innovative Military Mentorship Program*

**WASHINGTON, D.C.** — Rookie national team athletes with the U.S. Ski and Snowboard Association (USSA) will learn about resilience from a former Army helicopter pilot as part of the Military Mentorship Program, an innovative initiative of the USSA which brings together Olympic hopefuls and members of the U.S. military. On June 19, participating skiers and snowboarders with the rookie team, including two Olympic athletes, will meet at the USSA's Center of Excellence in Park City, Utah with Jen Housholder, a survivor of post-traumatic stress disorder who now works as a resilience trainer.

“In recent years, the U.S. military has done groundbreaking work in the field of resilience training,” said Luke Bodensteiner, executive vice president of athletics for the USSA. “But these concepts don’t just apply to the battlefield. As our athletes prepare themselves for years of rigorous emotional and physical training, we hope they can learn from the insights of service members who’ve worked in the field.”

Sponsored by PenFed (Pentagon Federal Credit Union), the Military Mentorship Program was founded by Army veteran and former U.S. Ski Team coach Robi Powers. The program has already held several events including a meet-up in Utah with athletes preparing for the Olympic Games in Sochi who spoke with Purple Heart recipients one-on-one, as well as a meet-up at a military base in Louisiana where service members collaborated with Olympic and Paralympic athletes.

A certified Master Resilience Trainer, Housholder currently works as a civilian flight tester at Edwards Air Force Base in southern California. In her off hours, she is the lead singer of Hous Band, performing original songs in venues such as the House of Blues about the challenges facing members of the military as they return to civilian life among other topics.

“Our nation’s defenders and our top athletes both know that their biggest obstacles lie within,” said James Schenck, PenFed president and CEO, and proud sponsor of the first ever Military Mentorship Program. “Whether trying to successfully complete a combat mission or win a gold

medal, learning to be resilient in the midst of high-stress situations can mean the difference between success and failure.”

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### **About the Military Mentorship Program**

Founded by the U.S. Ski and Snowboard Association in 2013, the Military Mentorship Program brings military personnel and elite athletes together to exchange and create meaningful experiences. The effort will take U.S. Olympic athletes to military bases nationwide and around the world and bring retired and active-duty U.S. military personnel, including officers, to the USSA Olympic training sites. The program will enable both athletes and military personnel to mutually benefit from each other. *To learn more visit: <http://ussa.org/military-mentorship-program>*

### **About USSA**

The U.S. Ski and Snowboard Association (USSA) is the national governing body of Olympic skiing and snowboarding. It is the parent organization of the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing. *To learn more about USSA visit: [www.ussa.org](http://www.ussa.org)*

### **About PenFed (Pentagon Federal Credit Union)**

Established in 1935, PenFed is one of the largest credit unions in the country serving over 1.2 million members worldwide; with more than \$16 billion in assets. Its longstanding mission has been to provide superior financial services, responsive to members’ needs in a cost effective manner. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members’ interests always in mind. Serving a diverse population, there are hundreds of ways to become a PenFed member; including numerous association members and employee groups. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act. *To learn more about PenFed, visit: <http://PenFed.org>.*

### **About Formula Strategy Group**

Formula Strategy Group (FSG) is a full-service, strategic marketing and communications firm specializing in military and sports themed properties. FSG features a wide array of clients that span the public sector, sports and media landscapes. Based in the Washington, D.C. metropolitan area, FSG has extensive experience and strong relationships working in the Nation’s Capital. Our diverse capabilities help clients develop innovative solutions to reach their goals. *For more information about FSG, visit: <http://formulastrategygroup.com>.*