

with snowboarding as Kleenex is with tissue, the hard part is staying cool. It helps, Burton said, that Burton Snowboards' decisions aren't dictated by Wall Street, "but are made by a guy and his family who snowboard 100 days a year."

His leadership style includes traits such as: He can't stand losing. Terje Haakonsen, a Burton athlete widely regarded as the world's top snowboarder, says Burton constantly challenges him at everything from snowboarding to swimming. "Jake just doesn't want to lose," he says.

He can't stand shoddy quality. During his 100 days of snowboarding, Burton isn't goofing off. He tests most of the company's equipment—from boards to gloves—before it goes to market, and he makes detailed notes on index cards. Designers wince when they receive one of the cards, Burton's CEO Laurent Potdevin said. "He has no patience for anything that jeopardizes the riding experience."

He can't stand boredom. One morning five years ago at a sales meeting in New Zealand, Burton asked Dave Downing, who does outside marketing for Burton, if he was up for surfing and boarding—the same day. The two sneaked out of the meeting and took a chartered helicopter to a beach to surf then to a mountain to snowboard.

He can't stand leaving things alone. Burton will test any product the design team sends him, says Chris Doyle, who oversees product development. He was the first—and last—to test pants with an internal fan ventilation system controlled by a pocket switch. He gave the all-clear to a glove, a hot seller this year, that comes with a beer-can holder. Even after designers work months on new products, Burton has turned them upside-down—or even nixed them—based on a suggestion from a teenage boarder on a ski lift.

He can't stand serious. At a recent roundtable with top executives and team riders, Burton broke it into "a no-holds-barred wrestling match," said Greg Dacyshyn, company creative director. "Jake will take on anyone at anything."

He can't stand still. Shaun White, the Burton rider who is an Olympic gold medalist and one of the U.S. team's great hopes in Vancouver, says there's no stopping Burton on a slope. "When he's in the trees, he does ripping turns. He's a wild man."

He can't stand combs. Jake's wife, Donna, who helps run the company and has been married to Jake for 22 years since meeting him at a ski resort bar, remembers her mother's comment after first meeting him: "I don't think he combs his hair."

INAUSPICIOUS BEGINNING

That he got this far in business surprises no one more than the guy who was born Jake Burton Carpenter, but goes by just Jake Burton. "I was a punk. I got kicked out of boarding school at 15."

For one thing, he was a self-described "loser" in shop class. But wanting to improve the design of "Snuffer" snowboards that were briefly popular when he was a kid, he made a new kind of board in his Londonderry, Vt., garage.

He created his first business plan to sell snowboards on an index card. He figured if he could make and sell 50 boards a day, he'd be rich. He sold just 350 the entire first year and ran up debt that nearly wiped him out.

But when he sold 700 boards the next year, he decided he was onto something. Until the next setback, that is. His bank cut off financing in 1984 when its executives decided snowboarding was a passing fad.

He persevered, becoming a one-man cheerleading squad. He visited hundreds of ski hills that had banned snowboarding, try-

ing to coax reluctant resort owners into allowing it. Many equated snowboarding with rowdiness, or worse. But one by one, they relented.

"He took on all the ski resorts," said John Horan, publisher of Sporting Goods Intelligence newsletter. "He's absolutely the father of the sport."

The sport has become so big that Burton Snowboards has attracted acquisition interest from the sportswear giants. Burton won't say who and insists, "Everybody knows that Burton is not for sale."

The headquarters is in an industrial area here, a funky building that looks more like a winter playground than a workplace. There's a snowboarding park out front—with jumps. Employees are free to use it at any time. Many workers are accompanied by their dogs—they are encouraged to bring them to work. Employees can warm up with company-supplied coffee or hot chocolate at a giant, wood-burning fireplace in the lobby.

Each also gets a free season lift pass to a nearby resort. Anytime it snows more than 2 feet, the place shuts down and everyone gets to go boarding.

There are worse things than to work for Jake Burton, but there may not be many better.

95TH ANNIVERSARY OF THE AMERICAN MEDICAL WOMEN'S ASSOCIATION

Mrs. BOXER. Mr. President, I take this opportunity to recognize the 95th anniversary of the American Medical Women's Association, AMWA. AMWA is the Nation's oldest and largest multispecialty organization for women in medicine.

The American Medical Women's Association was founded in 1915 in Chicago by Dr. Bertha Van Hoosen. At the time, women physicians were a minority, representing only 5 to 6 percent of all physicians in the United States. With the creation of AMWA, Dr. Van Hoosen intended "to bring Medical Women into communication with each other for their mutual advantage, and to encourage social and harmonious relations within and without the profession."

Since its inception 95 years ago, AMWA's membership has grown significantly. With more than 13,000 members today, AMWA has become a strong and trusted voice for women's health and the advancement of women in medicine at the local, national, and international level. For nearly a century, AMWA has empowered its members to be leaders in improving health for all, within a model that reflects the unique perspective of women.

AMWA's members include physicians, residents, medical students, and health care professionals, all of whom are engaged in making a difference in the communities they serve. AMWA's charitable program, the American Women's Hospital Service, has provided international relief for more than 90 years, supporting clinics all over the world. The Journal of Women's Health, AMWA's medical journal, is a trusted resource for research and information on a wide range of women's health issues, and has been cited

by the New York Times, Wall Street Journal, US News and World Report, and MSNBC.com. Through its many educational programs, support and mentorship of young women physicians, health care advocacy, and the promotion of excellence in medicine and scientific research, AMWA's members are truly champions for women's health.

Since 1915, the American Medical Women's Association has served as the vision and voice of women in medicine. On its 95th anniversary, I commend the American Medical Women's Association for its tireless efforts to advance women in medicine, and look forward to its many future successes.

NEBRASKA OLYMPIAN

Mr. NELSON of Nebraska. Mr. President, I rise today to congratulate Curt Tomasevich of Shelby, NE, and his teammates who won the gold medal in the four-man bobsled at the Winter Olympic games in Vancouver, British Columbia, Canada. It was the first gold medal for the United States in this event since the 1948 St. Moritz, Switzerland, games more than 60 years ago.

After blistering the course with back-to-back track records, the U.S. sled only needed to post a solid fourth run to give the United States a gold medal. The Americans made it through the course in 51.52 seconds, resulting in a total time of 3:24.46, 0.38 seconds ahead of second place.

Curt got his start in sports at Shelby High School, where he helped the football team to the State semifinals and was an all-conference pick as both a linebacker and a fullback. After high school, Curt attended the University of Nebraska, where he continued his football career as a Cornhusker.

In 2004, Curt began bobsledding; and just 2 years later, he earned a spot on the U.S. Olympic team competing in Torino, Italy. Since then, he has continued to compete in international bobsledding events and took home a World Cup gold medal in two-man sledding in 2007.

Curt's dedication and hard work is an inspiration to all Nebraskans. He showed what can be accomplished through determination and teamwork. Congratulations, Curt, on your inspiring achievement of Olympic gold. It is a tremendous accomplishment and instills pride in all Nebraska.

ADDITIONAL STATEMENTS

REMEMBERING DORIS HADDOCK

● Mr. FEINGOLD. Mr. President, today I pay tribute to Doris Haddock, who passed away on March 9. Doris was an extraordinary American who showed all of us the meaning of dedication and conviction.

Known to so many of her admirers as Granny D, Doris walked across the country, from California to Washington DC, to push for passage of the