



FIS Svetovni pokal v smučarskih skokih za ženske - sponzorja Viessmann



BRONASTI PARTNER OLIMPIJSKEGA
KOMITEJA SLOVENIJE

FIS
Ski Jumping
World Cup
Ladies
FIS svetovni pokal
v smučarskih
skokih
za ženske
25. ~ 26. januar 2014
25th ~ 26th January 2014

Spored Programme

LJUBNO OB SAVINJI

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Petak, 24. januar 2014 | Friday, 24th January 2014

- 12.00** uradni trening | Official Ski Jumping Training
14.00 kvalifikacije | Qualifying
18.00 Slavnostna Akademija ob 40 letnici Smučarsko skakalnega kluba Ljubno BTC | Festive celebration of the 40th anniversary of the Ski Jumping Club Ljubno BTC
19.00 koncert ansambla Mladi Avseniki (DO 01.00) | Concert by the Mladi Avseniki
20.00 javni žreb štartnih številk (VSTOP PROST) | Public draw of starting numbers (ENTRY FREE)

V prireditvenem šotoru bo v soboto in nedeljo od 12.00 ure dalje potekal zabavni program s številnimi koncerti. Zabavali se bodo tudi otroci, saj se bodo lahko spuščali po snežnem toboganu, obiskal pa jih bo tudi klovni Žare. Vabljeni!

On Saturday and Sunday, starting at noon, the main event marquee will feature an entertainment programme with a number of concerts. Children are sure to have plenty of fun playing on the snow slide and meeting Žare the clown. Welcome in Ljubno!



Sobota, 25. januar 2014 | Saturday, 25th January 2014

- 12.45** poskusna serija | Trial Round
14.00 tekma | Competition
slavnostna podelitev | Award Ceremony

Nedelja, 26. januar 2014 | Sunday, 26th January 2014

- 12.45** poskusna serija | Trial Round
14.00 tekma | Competition
slavnostna podelitev | Award Ceremony

 ČASTNI ODBOR | HONORARY COMMITTEE

Predsednik častnega odbora | Honorary Committee President

Jože Mermal
predsednik uprave BTC d.d.
President of the Management Board, BTC d.d.

Enzo Smrekar
predsednik Smučarske zveze Slovenija | Ski Association of Slovenia President

Franjo Naraločnik
župan občine Ljubno | Mayor of Municipality Ljubno

mag. Marko Fili
generalni direktor RTV Slovenija | General Director, RTV Slovenija

Mitja Petrovič
kreativni direktor Publicis Groupe Slovenija | Creative Charman Publicis Groupe Slovenija

Dimitrij Zadel
direktor OMV Slovenija d.o.o. | Managing Director, OMV Slovenija d.o.o.

Andrej Slapar
predsednik uprave Zavarovalnica Triglav d.d.
President of the Management Board, Zavarovalnica Triglav d.d.

Bogomir Strašek
direktor KLS d.d. | General Manager, KLS d.d.

mag. Dušan Zorko
predsednik uprave Pivovarna Laško d.d. in Pivovarne Union d.d.
President of the Management Board, Pivovarna Laško d.d. and Pivovarne Union d.d.

mag. Rudolf Skobe
predsednik uprave Telekom Slovenije d.d.
President of the Management Board, Telekom Slovenije d.d.

mag. Robert Pistotnik
predsednik uprave koncerna Sintal d.d. | President of the Management Board, Sintal d.d.

Alexander Lipovšek
izvršni direktor Josef Manner d.o.o. JV-Europa
Executive Manager, Josef Manner d.o.o. JV-Europa

Tihomir Krstić
direktor skupine Clarus d.o.o. | General Manager, Clarus d.o.o. group

Kobal Dušan
direktor Avtoprevozništvo Kobal | General Manager, Avtoprevozništvo Kobal

mag. Igor Mervič
generalni direktor Spar Slovenija d.o.o. | General Manager, Spar Slovenija d.o.o.



Na krilih navijačev v olimpijsko sezono

Into the Olympic season on the wings of fans

Leto 2014 pomeni za Ljubno ob Savinji novo pomembno prelomnico, saj smo vstopili v dolgo pričakovano olimpijsko sezono. Zgodovinski trenutek, ko bodo tudi ženske prvič nastopile na olimpijadi, se bo zgodil tudi po zaslugu tekem, ki smo jih v preteklih letih organizirali prav na Ljubnem. S tem smo našim vrhunskim skakalkam omogočili, da zabeležijo nove tekme v svetovnem pokalu, in poskrbeli za pomembno prepoznavnost te mlade perspektivne discipline.

V lanskem letu smo s široko komunikacijsko podporo, znanjem in delom Ljubencev ter predvsem s pomočjo naših skakalk, ki se razvijajo in postajajo iz leta v leto boljše ter posegajo po odličnih rezultatih, na tekmo pripeljali rekordno število navijačev in še več gledalcev pred televizijske zaslone, kot leto poprej. To smatramo kot dokaz, da svoje delo opravljamo dobro in da so ženski smučarski skoki disciplina, ki si zasluži vso našo ljubezen in podporo.

Zato, dragi navijači in ljubitelji skokov, vabljeni na Ljubno, da v prvi, zgodovinski olimpijski sezoni spodbudimo naše skakalke k novim uspehom, po katerih naj posežejo ne samo na Ljubnem, temveč tudi v daljnem Sočiju!

Srečno punce in se vidimo na Ljubnem ob Savinji!



Jože Mermal

Predsednik časnega odbora FIS Svetovnega pokala v smučarskih skokih za ženske Ljubno 2014 in predsednik uprave BTC d.d.

President of the FIS Women's Ski Jumping World Cup Honorary Committee, Ljubno 2014 and President of the Management Board and CEO of BTC

2014 marks an important turning point for Ljubno ob Savinji. It is the year of the long-awaited Olympic season, which will see female athletes take to the Olympic ski jumping hills for the first time ever. Many events have led to this historic moment, among them the competitions organized in Ljubno in the past couple of years. We have enabled our top ski jumpers to partake in World Cup competitions and significantly raised the level of recognisability of this young and promising discipline.

Last year, with the support of a wide communication network, the knowledge and hard work of the Ljubno locals, and especially with the help of our women ski jumpers, who constantly progress, improve every year, and bring in excellent results, we managed to bring a record-breaking number of fans to the competitions and even more viewers in front of their TV screens than the year before. This is proof of a job well done and shows that women ski jumping is a discipline that deserves all our love and support.

Dear fans and friends of ski jumping, we invite you to come to Ljubno, spur on our women ski jumpers in their first, historic Olympic season and encourage them to reach new heights - not only in Ljubno but also in distant Sochi!

Good luck, girls, and see you in Ljubno ob Savinji!

J. Mermal

Od Ljubnega 2012 do Sočija 2014

From Ljubno 2012 to Sochi 2014

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ORGANIZACIJSKI KOMITE ORGANIZATION COMMITTEE

Rajko Pintar

Predsednik ok
President of the Organizing committee

Mojca Hrženjak

Namestnica predsednika
Vice President

Marko Mlakar

Vodja tekmovanja
Chief of competition

Alojz Murko

ssk Ljubno BTC
Ski Jumping Club Ljubno BTC

Ljubo Jasnič

Smučarska zveza Slovenija
Ski Association of Slovenia

Andraž Kopač

Smučarska zveza Slovenija
Ski Association of Slovenia

Blaž Presečnik

Občina Ljubno
The municipality of Ljubno

Petra Novak

Marketing
Marketing

Anja Pukart

Akreditacije in org. sekretarka
Accreditations and Organizational Secretary

Lado Vindiš

RTV Slovenija
RTV Slovenia

Emil Velikonja

Slovenska vojska
Slovenian Armed Forces

Aleksander Podgrajšek

Policijska uprava Celje
Police Directorate Celje

Matjaž Sem

Policijska Postaja Mozirje
Police Station Mozirje

dr. Bojan Leskovšek

Zdravstvo
Health care

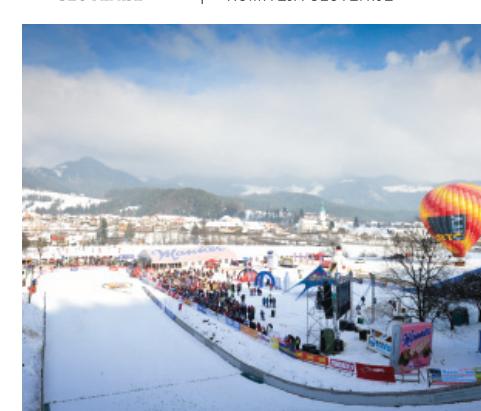
MOČ, VZTRAJNOST, KREPOST. NA OLIMPIJSKIH IGRAH SE ŠPORTNIKI BORIJO ZA USPEHE, KI SO REZULTAT NJIHOVIH ODREKANJ, TRDEGA DELA IN NADARJENOSTI. NA TEKMOVANJIH PREDSTAVLJajo SVOJE SONARODNJAKE, KI DOŽIVLJAMO NJIHOVE USPEHE IN PADCE KOT NAŠE LASTNE, NJIHOVE MEDALJE PA SI Z LAHKOTO PRISVOJIMO. NA DOBRE REZULTATE SMO PONOSNI, OB SLABIH SE DRŽIMO ZA GLAVE. NI NAM VSEENO.

Vletošnji sezoni se bodo olimpijske igre odvijale v Sočiju, nekoliko skrivnostnem ruskom mestu z vzdevkom ruska riviera, ki leži ob črnem morju. Seveda bodo tam nastopile tudi naše pogumne smučarske skakalke, ki s svojimi uspehi že vrsto let skrbijo za naš ponos. Vendar pa je prisotnost ženskih skokov na olimpijskih igrah daleč od samoumevnih. Čeprav so ženske skakale vse od začetkov tega športa, torej že od sredine 19. stoletja, se je svetovni pokal za ženske prvič odvil šele v sezoni 2011/2012. Ko je leta 2006 Mednarodni olimpijski komite zavrnil uvrstitev skokov med olimpijske discipline, so nekatere skakalke čutile, da se jim je zgodila krivica. Olimpijski komite je svojo odločitev podprt z dejstvom, da skakalke za sabo nimajo dovolj tekm svetovnega pokala.

Ljubno kot pomemben člen svetovne skakalne karavane

Slovenija je nesporno zibelka smučarskih skokov. To dokazuje s Planico, na podoben način pa tudi z Ljubnjim. Tu je bil že leta 2006 organiziran celinski pokal za ženske, ki je vključeval tudi skupen sestanek vseh držav z razvitimi skoki, ki so sklenile, da bodo nadaljevale z aktivnostmi, ki naj bi ženske skoke pripeljale na olimpijske igre.

Ko je Ljubno leta 2012 organiziralo prvo tekmo za svetovni pokal, je s tem postalo pomemben



BRONASTI PARTNER OLIMPIJSKEGA KOMITEJA SLOVENIJE



bujali "Vražje Slovenke, ki skačejo dlje", leta 2013 pričeli na "Enem naletu više" in v letu 2014 v imenu deklet zaprosili za pomoč navijače: "Dajte nam krila"!

Organizatorji upajo, da bo letošnja tekma v ta majhen kraj pripeljala veliko število navijačev. Vzdušje na Ljubnjem je vedno odlično, saj Ljubenci živijo s skoki, imamo pa tudi vrhunsko pripravljene skakalke, ki so sposobne poseči po najvišjih rezultatih. Letos bo vzdušje prav po-



sebno tudi zato, ker bodo skakalke po Ljubnem odletele v Rusijo, kjer nekatere med njimi čaka najpomembnejša tekma v karieri.

Če dekleta svoje navijače nagovarjajo, naj jim dajo krila, pa je "krila" že dobila olimpijska bačka, ki je poletela v vesolje in opravila svoj prvi vesoljski sprehod. Naj bo to namig - vražjim dekletom za njihove prihajajoče uspehe, navijačem pa za njihovo pogumno navijanje. Od Ljubnega vse do daljnega Sočija! •

STRENGTH, PERSISTENCE AND VIRTUE. AT THE OLYMPIC GAMES ATHLETES FIGHT FOR GOOD RESULTS, WHICH FOLLOW YEARS OF HARD WORK, DISCIPLINE AND TALENT. AT COMPETITIONS, THE ATHLETES REPRESENT THEIR COUNTRY AND ITS PEOPLE, WHO FEEL AS THOUGH THEY ARE A PART OF THEIR SUCCESS OR FAILURE, WHILE THEIR MEDALS ARE REGARDED AS OUR OWN. FANS REALLY DO CARE - WHEN GOOD RESULTS COME, THEY ARE PROUD. WHEN THE RESULTS ARE NOT AS GOOD, THEY BOW THEIR HEADS IN DESPAIR.

This season the Olympics will take place in Sochi, a somewhat mysterious Russian city, also known as the Russian Riviera, located by the Black Sea. Of course, the brave Slovenian jumpers, who have for many years now made us proud with their fantastic results, will also take part in the Olympic events. The inclusion of women's ski jumping in the Olympics is far from self-evident.

Although women have been ski jumping since the beginning of the sport in the middle of the 19th century, the first season of FIS Ski Jumping Ladies World Cup was the 2011/2012 season. When the IOC denied the inclusion of women's ski jumping in the Olympic disciplines in 2006, some athletes felt that a great injustice had been done. The IOC argued and supported its decision by stating that women ski jumpers at that time did not have any World Cup competitions under their belts.

Ljubno as an important venue of the world ski jumping circuit

Slovenia is without a doubt the cradle of ski jumping, which is proven time and time again in Planica, and in a way in Ljubno. Already in 2006, Ljubno organized the Continental Cup competition for ladies and hosted the joint meeting of all countries with ski jumping tradition, where a resolution to continue all the



activities which will help women's ski jumping become an Olympic discipline was passed.

In 2012, when Ljubno organized its first World Cup competition, the venue became an important part of the world ski jumping circuit. For a smooth realization of such an important competition a lot of volunteer work and especially a lot of knowledge and experience are needed. The organizers from Ljubno acquired them in the past with their activities within this sport discipline.



The communicational support provided by the BTC Company and Publicis Groupe Slovenija has significantly contributed to the recognisability of the event, the number of spectators at the event and to the overall development of this sport. Over the three years of our collaboration, we cheered "Devilish Slovenians jump farther" in 2012, started 2013 with "One gate higher", while in 2014 our ski jumpers will be asking their fans to "Give them wings to fly"!

Organizers are hoping that this year's competition will once again bring a lot of spectators to this small town. The atmosphere at the event in Ljubno has always been amazing, especially because we have top-notch athletes in our team, who are able to reach for the top positions, and also because the people of Ljubno live and breathe ski jumping. This year, there will be some additional excitement in the air: after the event in Ljubno, ski jumpers will fly out to Russia, to Sochi, where they will take part in the most important competition of their careers so far. While our ski jumpers are encouraging their fans to give them wings to fly, the Olympic torch has already got its "wings" when they flew it into outer space to take its historic first space walk. Let this be seen as an additional encouragement for our ski jumpers to look forward to their upcoming success and for all the fans to keep cheering them on. From Ljubno to distant Sochi! •

Ljubno z odliko opravilo začetne korake

Ljubno passes its first challenges with flying colour

Če se je katera izmed novejših smučarskih disciplin res uveljavila v preteklih nekaj letih, so to ženski smučarski skoki. Letošnje tekmovanje v Ljubnem v Savinjski dolini bo predzadnja ženska tekma v svetovnem pokalu v smučarskih skokih pred prvo tekmo v zgodovini te discipline na zimskih olimpijskih igrah v Sočiju. Prav neverjetno je, kako malo časa je minilo od prvih zavzemanj za enakopravnost spolov v tej atraktivni smučarski disciplini do prvega olimpijskega nastopa.

Ljubno je začetne korake v svetovnem pokalu napravilo z odliko in globoko sem prepričan, da bo tudi letos tako. Prav tako verjamem, da bodo prizadevni organizatorji s pokrovitelji, med katerimi velja posebej pohvaliti BTC in njegovega predsednika Jožeta Mermalja, tudi letos upravičili svoj sloves.

DR. JANEZ KOCIJANČIČ

Podpredsednik Mednarodne
smučarske zveze in

Predsednik Olimpijskega komiteja
Slovenije - združenja športnih zvez

FIS Vice President and President of the OCS



Vsem, zlasti pa hrabrim dekletom,
pred preizkušnjo kariere v Sočiju
želim v Sloveniji dobrodošlico, lepo
vreme, vrhunsko tekmovanje in
veliko športne sreče.

We welcome all in Slovenia,
especially the brave jumpers who
stand before the biggest test of their
careers in Sochi, and wish that they
enjoy a top-notch competition,
favouring weather conditions and
lots of good luck.

Among all the new ski disciplines, women's ski jumping has gained in its recognisability the most over the last couple of years. This year's World Cup competition in Ljubno ob Savinji will be the penultimate stop for the ladies competing in the World Cup before their first ever Olympic competition in this discipline in Sochi. It is astonishing how little time has passed since the first steps towards gender equality in this attractive ski discipline were taken, and that have led to the historic first Olympic competition for ladies in ski jumping.

Ljubno has passed its first steps as a World Cup venue with flying colours and I am positive that this year's competition will follow suit. I also believe that the hard working organizers will once again, together with the event's sponsors, among which I have to especially point out the BTC Company and the president of the BTC Management Board, Mr Jože Mermal, live up to the event's reputation.

Smučarski skoki so moj najljubši šport - takoj za gimnastiko

Ski jumping is my second favourite sport - right next to gymnastics

MITJA PETKOVŠEK

Vrhunski slovenski telovadec
Top Slovene gymnast



Kot športnik seveda z veseljem spremjam večino drugih športnih panog. To še posebej velja za zimske športe, saj v tem obdobju telovadci nimamo tekem in lahko iz toplega naslonjača v miru navijam za naše športnike in športnice. Izmed vseh zimskih športov me že od nekdaj najbolj privlačijo smučarski skoki, saj so kratki, razumljivi in razburljivi, torej že v svoji osnovni tržno zelo zanimivi. Že od nekdaj na vprašanje, kaj je moj najljubši šport poleg gimnastike, odgovorim, da so to smučarski skoki. Seveda me atraktivnost smučarskih skokov sama po sebi še ne bi prepričala, če ne bi imel možnosti vedno znova navijati in trepetati za naše odlične športnike. In sedaj lahko trepetam tudi za naše odlične mlade skakalke, ki kar žarijo od energije, zagnanosti in poguma, s čimer v naše domove vnašajo optimizem in samozavest. Še posebej sem vesel, da je v to zgodbo o uspehu

vpet moj dolgoletni osebni sponzor in sponzor celotne slovenske gimnastične reprezentance, podjetje BTC. Brez njihove podpore se gimnastika v zadnjih štirinajstih letih ne bi mogla pohvaliti s toliko osvojenimi kolajnami in verjamem, da igrajo osrednjo vlogo tudi pri razvoju slovenskega ženskega skakalnega športa. Navdušen sem nad vrhunsko promocijo naših "vražjih Slovenc" in njihovih rezultatov. Dandanes je pomembno, da izpostavimo tistega, ki si upa, ki naredi nekaj več, ki skoči malo dlje. Letos bodo naše puncе prvič nastopile na olimpijskih igrah. Čeprav sem sam dvakratni olimpijec, jim težko svetujem kaj koristnega. Pa ne zato, ker mi ni uspelo osvojiti kolajne, čeprav sem bil vedno znova v krogu favoritov. Pač pa zato, ker je proces priprave na tako pomembno tekmovanje vsaj toliko umetnost kot znanost. Želim pa si, da bi bile tehnično in fizično čim bolje pripravljene

in da bi karseda uživale v svojem nastopu. In da bi doživele olimpijske igre v vsej svoji veličini, ne samo s športne plati, ampak tudi družabne, kar meni, zaradi prevelike osredotočenosti na kolajno nikoli ni popolnoma uspelo.

Na naporni poti do olimpijskih iger potrebujemo puncе našo podporo. S tem namenom se bo 25. in 26. januarja celotna gimnastična ekipa udeležili tekmovanja za svetovni pokal na Ljubnem. Pričakujemo prvovrstno športno in družabno prireditev. Pridite tudi vi!



Punce, srečno!
Girls - good luck!

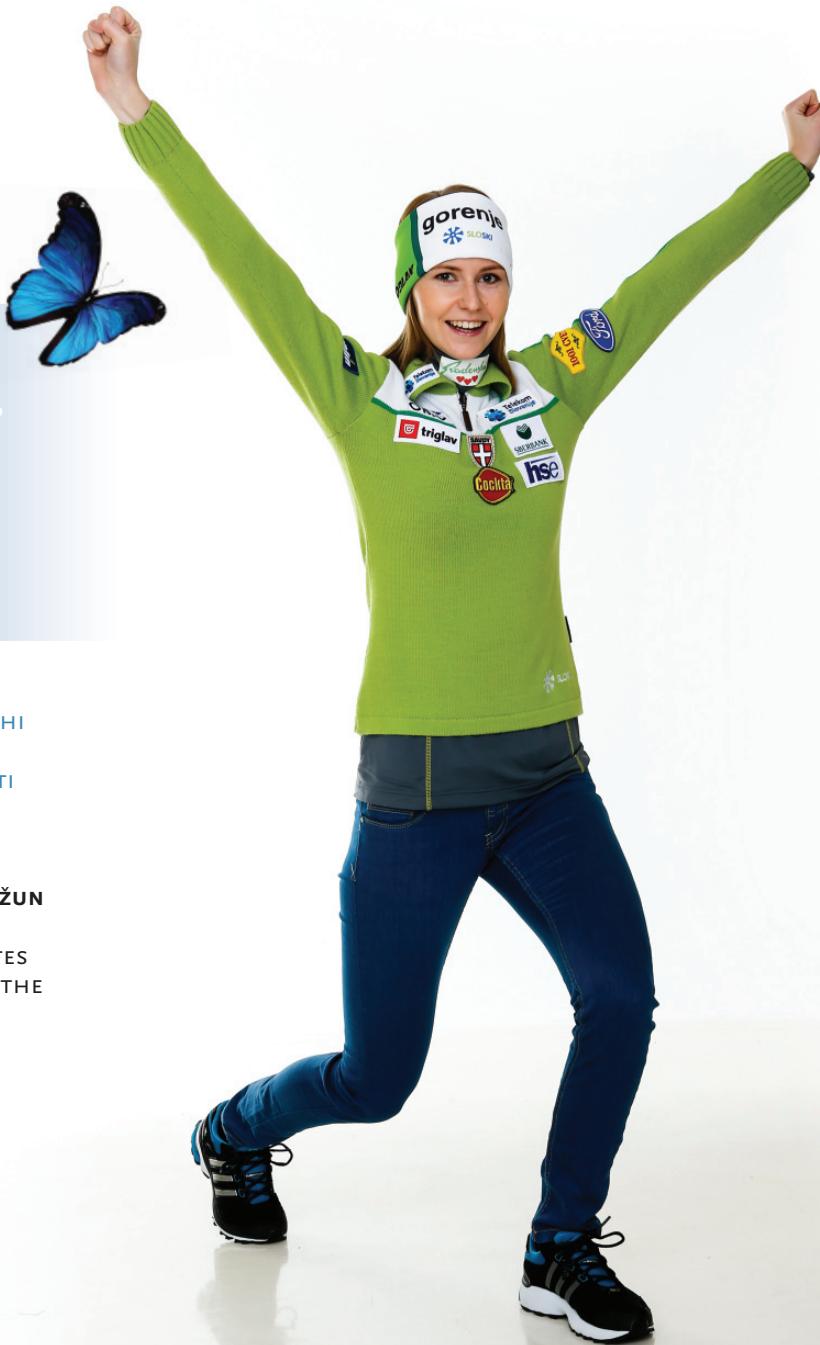
Since I am an athlete myself, I love to watch a lot of other sports as well. This applies especially to winter sports, since we don't have any gymnastics competitions in the winter months, which allows me to cosy up in my armchair at home and cheer for our athletes. Among all the winter sports, I have always had a special fondness for ski jumping. It is a sport that does not take too much time, has simple rules and lots of excitement, which makes it very attractive also from the marketing perspective. I have always said that ski jumping is, besides gymnastics, my favourite sport. I would probably not be as enthralled by it, if it weren't for our fantastic ski jumpers, who always keep me on my toes cheering for them. Now I also have the chance to bite my nails whenever I am cheering for our magnificent young women ski jumpers, who are full of energy, enthusiasm and courage, with which they

bring optimism and self-esteem to all their fans. It makes me especially happy to see the BTC Company, my long time personal sponsor as well as the sponsor of the Slovenian gymnastics team, being a part of this story of success. Without its support, Slovene gymnastics would surely not have boasted so many medals over the past 14 years and I believe that the BTC Company also plays an important role in the development of the Slovenian women's ski jumping. I am thrilled by the top-notch promotion of our "Devilish Slovenians" and their results. In this day and age it is important to put focus on those individuals who are daring, willing to do something more, those who are able to fly farther.

This year, the ladies will take part in the Olympic Games for the very first time. Although I have competed at the Olympic Games twice already, I can hardly give them any great advice - not because I never won a medal, even though I was always among the top contenders, but, because the preparation process for such a big event is at least that much of an art as it is science. I wish for our athletes to be technically and physically in top form at the Olympics and hope that they will be able to enjoy their first ever Olympic competition to the fullest. I would like to see them enjoy the Olympics not only from the competitive, but also from the social point of view, something I was never really able to do, since I focused too much solely on reaching that elusive medal. On the strenuous path to the Olympic Games the girls need all our support. That is why the entire Slovenian gymnastics team will attend the World Cup competitions in Ljubno on 25th and 26th January 2014. We are all expecting a superb social and sports event. Join us!

Katja

Anja



**ANJA TEPEŠ IN KATJA POŽUN STA S SVOJIMI PRETEKLIMI USPEHI ŽE MNOGOKRAT DOKAZALI, DA STA "IZ PRAVEGA TESTA".
PERSPEKTIVNI MLADI ŠPORTNICI KANDIDIRATA TUDI ZA MESTI MED ŠTIRIMI DEKLETI, KI BODO IMELA MOŽNOST POKAZATI SVOJ POGUM NA OI 2014 V SOČIJU.**

WITH THEIR PAST ACHIEVEMENTS, **ANJA TEPEŠ AND KATJA POŽUN HAVE PROVEN TIME AND TIME AGAIN THAT THEY "HAVE IT".** THE TALENTED YOUNG ATHLETES ARE AMONG THE CANDIDATES FOR THE FOUR SPOTS THAT WILL TAKE THE COURAGEOUS TO THE WINTER OLYMPICS 2014 IN SOCHI.

| Katja Požun

Kaj vam predstavljajo olimpijske igre?

ANJA | "Mislim, da so olimpijske igre dokaz o dobri pripravljenosti kateregakoli športnika. Zgodijo se enkrat na štiri leta in gre za poseben občutek, ko si med najboljšimi na svetu. Tam so pomembna samo tri mesta, vse ostalo pa se pozabi. Priti moram samo še med izbrano četverico, tako da bodo potem olimpijske igre res že zelo blizu."

KATJA | "Olimpijske igre so priložnost, kjer lahko pokažemo, da smo močna država, čeprav smo majhni, tako da upam, da bo vzdušje nepozabno in da bo prišlo veliko slovenskih navijačev. Ta tekma je eden izmed ciljev te sezone, ampak najprej se je potrebno tja uvrstiti, tako da me čaka še nekaj dela. Najprej je potrebno potrditi mednarodno formo. Potem pa: mesta so štiri, punc je sedem."

What do the Olympics mean to you?

ANJA | "I think the Olympics testify to the good work of any athlete. They take place once every four years and the feeling that you're among the best athletes in the world is very special. Only the first three places count, everything else is soon forgotten. Now I only have to qualify for the chosen four and then the Olympics will be really close."

KATJA | "The Olympics are an opportunity for us to show that we're a strong country, even though we're small, so I'm hoping for a fantastic atmosphere and loads of Slovenian fans there. This competition is one of the goals of this season, but first you need to qualify, so I still have a lot of work to do. First, the international qualification has to be achieved. And then - there are four spots and seven girls."

Vse, kar hočeš narediti, moraš doseči sam

Everything you want to accomplish is up to you alone



Anja Tepeš

Kako poteka delo z novim trenerjem? Se zelo razlikuje od dela z Matjažem Triplatom?

KATJA | "Ja, vsak trener je malo drugačen. Matjaž je bil perfekcionist, Jojo pa je bolj flegmatičen, sproščen. Osebno se mi zdita oba res dobra trenerja, ki sta iz nas želela potegniti najboljše. Je pa to posamičen šport, trener te samo usmerja. Vse, kar hočeš narediti, moraš doseči sam."

ANJA | "Delo je zelo drugačno, meni je sedaj veliko boljše kot prej, saj sem bila malo zapostavljen, novi trener pa med puncami ne dela velikih razlik."

How does it feel to work with the new coach? How does it differ from training with Matjaž Triple?

KATJA | "Every coach is a little different. Matjaž was a perfectionist, and Jojo is a bit more laid back, relaxed. But both are really great, both wanted to bring out the best in us. Still, it's an individual sport and the coach is only there to guide you. Everything you want to accomplish is up to you alone."

ANJA | "It's quite different to work with him. I like it a lot more than before, because I used to feel a little left behind, but the new coach makes no big distinction between the girls."

Anja, letos ste doživeli težjo poškodbo kolena. Kaj je bilo najtežje pri rehabilitaciji?

ANJA | "Najtežje je bilo gotovo to, da je bilo potrebno šest mesecev trenirati in čakati, saj dokler ne narediš tistih 10, 20 skokov, ne veš, ali bo koleno zdržalo pritisk. Ne veš, ali bo vse v redu, ali pa si ves ta čas treniral zaman. Jaz sem imela to srečo, da je bilo vse v redu."

Anja, this year you have suffered a difficult knee injury. What was the hardest thing about rehabilitation?

ANJA | "It was definitely hardest to train and wait for six months, because until you have done those 10 or 20 jumps, you don't really know if the knee will hold and whether everything's going to be all right or if all the training has been for nothing and you'll just get injured again. I was lucky that everything turned out all right."

Katja, ali imate v športu kakega posebnega vzornika?

KATJA | "Posebnega vzornika nimam, ampak mislim, da ima vsak športnik nekaj, v čemer je dober, na kar je lahko ponosen in v čemer je lahko vzor drugim ... Zato sem sedaj sama sebi največji vzor. Hočem najti tisto, kar je najboljše pri meni, in poiskati tiste stvari, ki jih lahko pri sebi najbolje izkoristim."

Katja, do you have a special sports idol you look up to?

KATJA | "I don't really have a sports idol. I think that every athlete has something he or she is very good at, can be proud of, and serve as a role model for others in that respect... That is why I'm my own role model right now. I want to find what I can do best and use it to my full advantage."

Tekme na Ljubnem so vedno dobro obiskane, letos pa bo tekma tudi zaradi olimpijske sezone še posebej zanimiva.

ANJA | "Moram priznati, da mi je ljubenska skakalnica ena najljubših v svetovnem pokalu,

tako da sem vedno vesela, ko gremo tja. Skakalnica je super, sedaj moram samo še dobro skočiti."

KATJA | "Na Ljubnem je potrebno vsako leto skakati z užitkom. Domača publika me spodbudi, ampak prisotna je tudi trema, živčnost, ker pred domačo publiko želim pokazati še več in skočiti še boljše kot na ostalih tekmah. Ampak upam, da bo tudi letos toliko navijačev kot lani, ker je res neprecenljivo skakati pred toliko ljudmi."

The competitions in Ljubno always draw a big crowd, but this year there's the additional attraction of it being the Olympic season.

ANJA | "I must admit that the Ljubno ski jump is my favourite among all the ski jumps in the World Cup, so I'm always happy to go there. The ski jump is great, now all we have to do is deliver great jumps."

KATJA | "In Ljubno, you have to enjoy every jump you take. The local audience encourages me, but there is also some nervousness involved, because I want to present myself to the home audience in the best possible way, and jump even farther than in other competitions. I do hope, though, that there will be as many fans supporting us this year as last, because it is really amazing to jump in front of so many people."



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Vse je v ekipi

It is all in the team

TOMI TRBOVC

Predstavnik za odnose z javnostmi
Smučarska zveza Slovenije
Public Relations Representative
at the Slovenian Ski Association



Na koncu izteka skakalnice na Ljubnem ob Savinji, v tako imenovani mešani coni, je stal carjevič. Za tiste, ki te sorte jabolk ne poznate, naj povem, da gre za naključnega sejanca, ki so ga proti koncu 19. stoletja našli nekje na Štajerskem. Skratka, je pristna slovenska jablana s sočnimi, sladko kiselkastimi plodovi. Jablana, ki je krasila skakalnico že odkar na Ljubnem skačejo dekleta. Že na prvi tekmi celinskega pokala, na katero me je pripeljal Beno Hvala, sem jih opozoril, da bo carjevič moral pasti. A ni šlo. "Ekipa se gradi počasi," mi je dejal Beno. "Pusti jih, naj sami ugotovijo, da morajo podreti drevo." Ekipa je rasla iz leta v leto, se učila in napredovala. Vsako leto sem jim razlagal in dolgovezil, zakaj mora carjevič pasti. Prišla je prva tekma svetovnega pokala. V mešani coni je med novinarji in televizijskimi kamerami stal carjevič. Rajku, Mojci, Petri, Anji, Marku,

Jožetu, Franju, Alojzu, ne vem komu vse sem še dopovedoval, naj gredo po žago. Ne, ni še padel. "Počasi, Tomi, vidiš, da se še učijo. Poglej, s kakšnim ponosom pripravljajo vse podrobnosti. Ljubno je na svetovnem zemljevidu. Prek Eurosporta jih gleda vsa Evropa. Zbrala se je ekipa, ki bo v naslednjih desetletjih iz tekme naredila nov slovenski športni praznik. Žensko Planico," mi je dejal Beno. In carjevič je rasel naprej, tako kot ekipa. Ekipa, ki je v pretekli sezoni pripravila najboljšo tekmo svetovnega pokala v ženskih smučarskih skokih, privabila več tisoč gledalcev na prizorišče in prikovala na sto tisoče pred televizijske zaslone po vsem svetu. Ekipa je zgrajena in je ena najboljših na svetu. Beno, uspelo ti je!

At the end of the landing strip of the ski jump in Ljubno ob Savinji, in the so-called mixed zone, there stood the carjevič. For those who aren't familiar with this apple species, let me explain. It is a random seedling that was found at the end of the 19th century somewhere in the Štajerska region. It is an authentic Slovene apple tree, with juicy, sweet and sourish fruits. The tree has been standing there embellishing the ski jump ever since ladies started jumping in Ljubno. Already at the first Continental Cup competition, to which Beno Hvala invited me, I warned them that the carjevič tree would have to be chopped down. Nothing happened. "The team is put together gradually," Beno said, "let them figure it out by themselves that they'll have to chop it down." Each year the team grew stronger, learnt and advanced. And each year I was there to explain and nag about why the car-

jevič tree had to fall. Then came the first World Cup competition. Among the reporters and TV-cameras in the mixed zone, there stood the carjevič tree. Rajko, Mojca, Petra, Anja, Marko, Jože, Franjo, Alojz, God knows who else I tried to persuade to go get the saw. Yes, it was still there. "Slow down, Tomi, they are just getting the hang of it. Look how proudly they attend to all the details. Ljubno is placed on the map of the world. Eurosport makes it possible for the entire Europe to see our town. This is a team that will turn this competition into a national sports holiday in the decades to come. Planica for women," Beno said. So the carjevič tree went on growing, just like the team - the same team that organised the best World Cup competition for ladies in the last season, attracted several thousand visitors and hundreds of thousands of television viewers all over the world. One of the best teams in the world has been made. Beno, you have done it!



Vas zanima, če carjevič še stoji?

*Pridite na Ljubno 25. in
26. januarja 2014 in poglejte sami!*

*Would you like to know whether the
carjevič tree is still standing?*

*Come to Ljubno on 25th and
26th January 2014
and see for yourself!*



LJUBNO 2014 Od "Vražjih skakalk" do skokov "na krilih" navijačev

From "devilish Slovenians" to flying "on the wings" of the fans

LJUBNO, NASELJE V ZGORNJI SAVINJSKI DOLINI, KI JE BILO NEKDAJ POZNANO PO SPLAVERSTVU IN NARAVNIH ZNAMENITOSTIH, JE DANES PO ZASLUGI LJUBENSKE LEPOPOTICE PREDVSEM KRAJ, ZNAN PO SVETOVNEM POKALU V SMUČARSKIH SKOKIH ZA ŽENSKE.

Leto 2012 je bilo prelomno leto za Ljubno ob Savinji, saj se je z organizacijo ženskih smučarskih skokov uvrstilo na zemljevid pomembnih športnih dogodkov v svetovnem merilu. To leto so skoki s pomočjo agencije Publicis Groupe in družbe BTC potekali pod gesлом "Vražje Slovenke skačejo dlje" in na Ljubno privabili preko 6.000 glasnih navijačev, medtem ko si je tekmo v neposrednem prenosu ogledalo tudi preko 440.000 televizijskih gledalcev. S promocijo po nakupovalnih središčih BTC City je v stik z ženskimi smučarskimi skoki prišlo preko 1,5 milijona ljudi.

Leto kasneje je tekme v ženskih smučarskih skokih na Ljubnem pospremil moto "En nalet višje", ki je znova poskrbel za presežke. To leto je bila zgrajena tudi "replika" Ljubenske skakalnice: 110-metrska Kristalna palača v BTC City Ljubljana se je spremenila v simbol ženske smučarske skakalnice na Ljubnem. V letu 2013 sta bila tako obisk tekme kot tudi gledanost televizijskega prenosa rekordna. Obe tekmi je obiskalo 9.000 ljudi, kar 50 odstotkov več kot leto poprej, gledanost tekem preko televizijskih prenosov pa je zabeležila kar 506.500 gledalcev.

Leto 2014 prinaša posebno, oplemeniteno zgodbo ženskih smučarskih skokov. Skoki na Ljubnem ob Savinji namreč pomenijo uvod v olimpijske igre, ki bodo februarja 2014 v Sočiju. Na vrsti smo torej navijači, ki nas v letu 2014 k udeležbi pozivajo z motom "Dajte nam krila!".



LJUBNO, A SETTLEMENT IN THE ZGORNJA SAVINJSKA DOLINA VALLEY, ONCE KNOWN FOR ITS RAFTING TRADE AND NATURAL SIGHTS, IS TODAY FAMOUS FOR HOSTING THE WORLD CUP COMPETITIONS IN WOMEN'S SKI JUMPING ON A BEAUTIFUL SKI JUMP.

Year 2012 represented a turning point for Ljubno ob Savinji - organising the women's ski jumping competitions placed it among the biggest sports events on a global scale. That year the competition was sponsored by the Publicis Groupe agency and the BTC Company. Accompanied by the motto "Devilish Slovenians jump farther", they managed to attract over 6000 passionate spectators and over 440000 television viewers. Promoting the event in various shopping centres within the BTC City, women's ski jumping was introduced and presented to more than 1.5 million visitors.

A year later the motto of the FIS Ski Jumping Ladies World Cup competition in Ljubno was "One gate higher" and the event exceeded all expectations. A replica of the Ljubno ski jump was built next to BTC City's 110-metre Crystal Palace, which became the symbol of women's ski jumping in Ljubno. In 2013, the attendance and the number of television viewers were record breaking. Both competitions were attended by 9000 people, 50 % more than the year before, while the ratings reached 506500 viewers.

Women's ski jumping in 2014 will come in a special, enriched edition. Ski jumping in Ljubno ob Savinji will act as a prelude to the Olympics taking place in February 2014 in Sochi. 2014 will be the perfect chance for the fans to show their best, participating with the motto "Give us wings to fly!".



S predanimi organizatorji postajajo ženski skoki vse pomembnejši

Dedicated organisers contribute greatly to the popularity of women's ski jumping

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WALTER HOFER

Direktor skakalnih tekmovanj
za svetovni pokal pri
Mednarodni smučarski zvezi
FIS Race Director Ski Jumping



Dragi prijatelji,

*v veliko čast in zadovoljstvo mi je, da vas
lahko vnovič nagovorim.*

Letos se bo odvila tretja sezona svetovnega pokala v smučarskih skokih za ženske. To bo tudi sezona, v kateri bodo dekleta prvič nastopila na olimpijskih igrah, ki bodo potekale v Sočiju. Čeprav je naša športna disciplina še precej mlada, se hitro razvija in širi, tudi s pomočjo predanih organizatorjev tekem svetovnega pokala iz Ljubnega ob Savinji.

Žensko skakanje na smučeh ima na Ljubnem že dolgo tradicijo, ki so jo leta nazaj pričeli graditi s tekmami kontinentalnega pokala, medtem ko bodo letos tretjič organizirali tekmе svetovnega pokala. Rad bi se zahvalil organizatorjem tekem svetovnega pokala na Ljubnem ter Slovenski smučarski zvezi za ves trud, ki so ga vložili v to majhno, a vznemirljivo in razvijajočo se športno disciplino.

Veseli nas tudi priljubljenost smučarskih skokov na Ljubnem ter v celotni Sloveniji. Tekme na Ljubnem tudi zaradi vloženega truda organizatorjev vsako leto privabijo več gledalcev. Prepričan sem, da bo majhen, a prisrčen kraj na bregovih reke Savinje, skupaj s prebivalci izkoristil vse svoje priložnosti ter sledil napredku v smučarskih skokih tudi v prihodnjem.



*Pri izvedbi tekem
na Ljubnem ob Savinji
vam želim obilo uspeha!*

*I wish you
all the best for the
competitions
in Ljubno!*

Dear friends,

*It's a great honour and a pleasure to
address you once again.*

This year, we look forward to the third edition of the Ladies World Cup in ski jumping and will also see the ladies' ski jumping competition for the first time ever at the Olympics in Sochi. Our discipline is still very young, but it is growing, also with the help of devoted organizers, like the ones in Ljubno.

Women's ski jumping is already a tradition in Ljubno, starting with the Continental Cup competitions years ago, and now for the third time as part of the World Cup. I am grateful to the organizers in Ljubno and to the Slovenian Ski Association for their efforts in this small but upcoming and exciting discipline. We are also glad to see that the popularity of ski jumping is on a high level in Ljubno in particular and in Slovenia in general.

Aided by the strong effort of the organizers, the competitions in Ljubno are attracting more and more spectators every year and I am convinced that this small and nice town on the banks of the Savinja river and its passionate people will make use of the opportunity and follow the development in ski jumping also in the future.

Ljubno - enostavno ga vzljubiš!

You simply fall in love with it!

Ljubno je eden od najmanjših krajev na svetu, ki gosti svetovni pokal. Čeprav ni sem Ljubenka, je kraj name naredil velik vtis že prvič, ko sem ga obiskala. Ljubno že dolgo živi s skakalnim športom, poseben pečat pa so kraju pustila dekleta z vsega sveta, ki se pogumno spuščajo po ljubenski skakalnici in tako Ljubno za tri dni v letu spremenijo v pravo zimsko športno prizorišče. Ljubno se je izkazalo kot izjemno prizorišče svetovnega pokala, saj se v ta prelepi kraj rade vračajo vse skakalke, pa tudi obiskovalci, ki jih je vsako leto več.

Kot članica Organizacijskega komiteja, ki skrbi za promocijo tega dogodka, sem izredno vesela in ponosna, da sem del ekipe, ki organizira ta pomemben športni dogodek, ki nima velikega pomena le za regijo, temveč tudi širše, za celotno državo. Še posebej sem ponosna, da so bila naša prizadevanja za promocijo tega športnega dogodka v lanskem in letošnjem letu nagrajeni s številnimi nagradami, opažena pa so bila tudi na mednarodnem nivoju, saj je družba BTC, ki je generalni pokrovitelj svetovnega pokala v smučarskih skokih za ženske na Ljubnem, prejela tudi Evropsko nagrado družbeno odgovornih podjetniških praks za projekt Ljubno, ki je bila podeljena letos v Bruslju.

Rada se vračam na Ljubno, zato vabim tudi vas, da se nam pridružite konec januarja, da skupaj navijamo za pogumno dekleta ter jim damo krila, da po Ljubnem čim dlje poletijo tudi na Olimpijskih igrah v Sočiju! •

BESEDILO  **Petra Novak**

One of the smallest places to host the World Cup competitions - Ljubno. The first time I came here, I was very much impressed, although I am not a local. The place has been living hand in hand with ski jumping for a long time. It was given a special touch by girls from all over the world, who take on the ski jump courageously, making Ljubno a true 3-day winter sport event. The place has proven to be an outstanding World Cup venue, since all athletes like to return here, not to mention the visitors who attend the event in greater numbers each year.

As a member of the Organising Committee in charge of promoting this event, it makes me very happy and gives me great pride to be a part of the team behind this important sports event that not only bears great significance for the region, but for the nation as well. I am especially proud of all the awards last year and this year, received for our efforts in promoting this important sports event, and in particular for being noticed on the international level. The general sponsor of the FIS Ski Jumping Ladies World Cup in Ljubno, the BTC Company, was presented with the European CSR Award for the Ljubno project this year in Brussels.

I enjoy coming back to Ljubno, therefore I would like to welcome you to join us at the end of January and help us cheer for all the courageous girls and give them wings that will not only allow them to fly far in Ljubno, but in Sochi as well! •



PETRA NOVAK

Organizacijski komite Ljubno 2014 - marketing
Organising Committee Ljubno 2014 - marketing

MOJCA HRŽENJAK

Namestnica predsednika
Organizacijskega komiteja
Deputy President of the Organising Committee

Ljubno - moj drugi dom

My second home

Ljubno je kraj, ki živi s smučarskimi skoki in ima več kot 80-letno skakalno tradicijo. V precejšnji meri se je prav na Ljubnem porajal zgodovinski boj za pravico žensk, da se v tej športni panogi pomerijo tudi na olimpijskih igrah - prvič v Sočiju 2014.

Ljubenski skakalni stadion se sicer ne more primerjati z ostalimi prireditelji tekem svetovnega pokala (Val di Fiemme, Oslo, Lillehammer, Zao), pa vendar so srca, prostovoljstvo, dobra volja, optimizem in vizija vseh Ljubencev v veliki meri prispevala k temu, da so bile zgodovinske tekme svetovnega pokala v ženskih smučarskih skokih v Sloveniji odlično izpeljane in da so se vsi obiskovalci počutili dobrodošli. Krajani in generalni pokrovitelj BTC d. d. smo priložnost, ki nam je bila z organizacijo tako zahtevnih prireditiv zaupana s strani Mednarodne smučarske zveze (FIS) in Szs, z veseljem pograbilo z obema rokama in se skozi celo leto trudili javnosti predstaviti tudi naravne lepote in bogato turistično ponudbo Ljubnega. Delati z Ljubenci je izjemno doživetje. Za najmanj 3 mesece na leto postane Ljubno moj drugi dom, kjer se kljub celodnevnim obveznostim počutim odlično in uživam v neokrnjeni naravi. •

BESEDILO  **Mojca Hrženjak**

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LET SMUČARSKIH SKOKOV NA LJUBNEM

Years of ski jumping in Ljubno

40

LET SMUČARSKO SKAKALNEGA KLUBA LJUBNO BTC

*Years of the ski jumping club
Smučarski skakalni klub Ljubno BTC*

20

LET POKROVITELJSTVA DRUŽBE BTC

Years of the BTC Company's sponsorship

BESEDILO  Rajko Pintar | predsednik ok | Organizing Committee President

SMUČARSKI SKOKI IMajo na LJUBNEM OB SAVINJI DOLGO TRADICIJO, A SKAKALNI KLUB, KAKRŠNEGA POZNAMO DANES, JE BIL USTANOVLJEN LETA 1973. DVAJSET LET PREJ, LETA 1953, JE BILA DOKONČANA 60-METRSKA SKAKALNICA, NA KATERI SO IZPELJALI PRVO VEČJE TEKMOVANJE. V TISTIH LETIH JE SKUPINA LJUBENCEV OBISKALA MEDNARODNE SKAKALNE TEKME V PLANICI, KJER SO SE ZAOBLJUBILI, DA BODO TUDI NA LJUBNEM ZGRADILI SKAKALNICO.

P oiskali so stik s konstruktorjem planiške velikanke inž. Stankom Bloudkom in z njim podpisali pogodbo o gradnji 60-metrske skakalnice. Zanimivo je, da je poleti Stanko Bloudek spet prišel na Ljubno in povedal, da je bil v Ljubljani kritiziran, ker so na Ljubnem zgradili tako veliko skakalnico. Leta 1955 je bila zgrajena tudi 20-metrska skakalnica, nekaj let kasneje še 40-metrska. V devetdesetih letih so se člani odločili za povečanje 60-metrske skakalnice na 85 metrov. Po letu 2000 so obnovili manjše skakalnice, jih preplastili z umetno maso, hkrati pa tudi na vseh skakalnicah uredili električno razsvetljavo, kar je omogočalo takoj treninge kot tudi tekme v večernem času. Nakupili so še opremo za umetno zasneževanje skakalnic, pa tudi teptalec snega.

A na Ljubnem so kmalu spoznali, da za uspeh ne zadoščata le korajža in zagnanost, temveč je vse bolj pomembno tudi dobro organizirano in sistematično strokovno ter vzgojno delo z mladimi. Ko je to spoznanje dozorelo, so se pokazali tudi prvi uspehi v tekmovalnem smislu. V najboljše slovenske selekcije so se začeli uvrščati najprej najmlajši skakalci, kasneje pa še mladinci in člani. Zaenkrat je bil vrh dosežen z uvrstitvijo člena ljubenskega kluba Primoža Pikla na tekme svetovnega pokala, na svetovno prvenstvo in naposled še na olimpijske igre.

Pred dvajsetimi leti se je pričela tudi imenitna zgodba o pokroviteljstvu družbe BTC d.d. iz Ljubljane. Brez tega partnerstva si seveda ne bi mogli predstavljati silovitega razvoja smučarskih skokov na Ljubnem, tako v tekmovalnem kot v organizacijskem pogledu. Predsednik uprave BTC d.d. Jože Mermal je znal dodobra motivirati svoje rojake z Ljubnega, ki so sledili smelim idejam in načrtom.

Ženski smučarski skoki v zadnjih letih dosegajo izreden razvoj in veljajo za najhitreje rastočo zimsko športno panogo. Pri tem imajo Ljubenci, še posebej pa pokojni Beno Hvala, izredne zasluge, saj so bili med prvimi na svetu, ki so pričeli organizirati tekme za celinski pokal in naposled tudi za svetovni pokal. Tekme v Ljubnem spremlja daleč največ gledalcev, zaradi česar v tem trenutku veljajo za najprestižnejše prizorišče v svetovnem pokalu. Pri organizaciji tekem je sodelovanje glavnega sponzorja BTC d.d. neprecenljivo, tako v finančnem kot tudi v organizacijskem pogledu. Ne gre zanemariti tudi velike podpore lokalne skupnosti ter številnih krajanov in občanov, ki prostovoljno sodelujejo v tej zgodbi o uspehu. Vsi našteti dejavniki so porok, da se bo ta zgodba nadaljevala tudi v prihodnje. •



WHILE SKI JUMPING HAS A LONG AND RICH TRADITION IN LJUBNO OB SAVINJI, THE SKI JUMPING CLUB, THAT EXISTS TODAY, WAS NOT ESTABLISHED UNTIL 1973. TWENTY YEARS BEFORE THAT, IN 1953, THE 60-METRE SKI JUMP WAS FINISHED AND SAW ITS FIRST COMPETITION. IN THE 1950S A GROUP OF PEOPLE FROM LJUBNO VISITED THE SKI JUMPING EVENT IN PLANICA, WHERE THEY PROMISED EACH OTHER THAT THEY WILL CONSTRUCT A SKI JUMP IN THEIR HOMETOWN.

They discussed this idea with the constructor of the big ski jumping hill in Planica, Mr Stanko Bloudek, and signed a contract with him to construct a 60-metre ski jump. Interestingly enough, Mr Bloudek visited Ljubno in the summer and complained about the criticism he received in Ljubljana for constructing such a big ski jumping hill. A 20-metre ski jump was built in 1955, followed by a 40-metre one a few years later. In the 1990s the members of the Ljubno ski jumping club decided to expand the 60-metre ski jumping hill into an 85-metre one. After 2000 they renovated all the smaller ski jumps, plasticised them with artificial mass, as well as equipped all the ski jumps with lighting, which enabled trainings and competitions in the evening time. The ski jumping club also bought all the necessary equipment for artificial snow-making and a snow groomer. The organizers from Ljubno quickly realized that success not only requires courage and enthusiasm, but also a systematic and well-organized educational work with young people. This realisation led to the first successful results in competitions. First successes were achieved by the youngest ski jumpers and juniors of the ski jumping club, with some of them later on even becoming members of the Slovene national team. The biggest success, up till now, has been achieved by Primož Plikl, a member of the Ljub-

no BTC ski jumping club, when he qualified for the World Cup, the World Championship and even the Olympics.

It was twenty years ago that the wonderful story of the sponsorship of the BTC Company from Ljubljana started. Without their support and sponsorship the competitive and organisational development of ski jumping in Ljubno would not be possible. The president of the BTC Management Board, Mr Jože Mermal, successfully motivated the people of Ljubno to follow their dreams and plans.

Women's ski jumping has over the past couple of years developed immensely and has become the fastest growing winter sport discipline. The people of Ljubno, especially the deceased Beno Hvala, are all to be given great credit, because they were among the first to start organizing the Continental Cup and later on also World Cup competitions. The event in Ljubno is the most visited in the World Cup, which makes it the most prestigious event in women's World Cup. The sponsorship of BTC d.d., the main sponsor of the event in Ljubno, is of utmost importance, financially as well as organisationally speaking. We should not forget the huge support of the local community and all the locals who volunteer to partake in this successful story. All these factors guarantee that this story of success will continue to be written in the future. •



**JOŽE
BERČIČ**

**PRIMOŽ
PETERKA**

JOŽE BERČIČ, KI JE PRI DEKLETIH ZELO PRILJUBLJEN, JE NOVI GLAVNI TRENER ŽENSKIH SKAKALK. NAZADNJE JE V DPNC V KRAINU POMAGAL PRI RAZVOJU NEKATERIHZNANIH SLOVENSKIH SKAKALCEV IN KAR 19 LET DELOVAL V SKAKALNEM KLUBU ILIRIJA. PRI USPEŠNIH PRIPRAVAH MU BO S SVOJIMZNANjem IN IZKUŠNJAMI ŠE NAPREJ POMAGAL **PRIMOŽ PETERKA**.

JOŽE BERČIČ IS THE NEW HEAD COACH OF THE SLOVENIAN WOMEN'S SKI JUMPING TEAM. THE GIRLS HAVE QUICKLY GROWN VERY FOND OF HIM. FOR 19 YEARS HE WAS AN ACTIVE MEMBER OF THE ILIRIJA SKI JUMPING CLUB AND HIS MOST RECENT WORK INCLUDES HELPING WITH THE TRAINING OF WELL KNOWN SLOVENIAN JUMPERS IN DPNC KRAJN. **PRIMOŽ PETERKA**, WITH HIS VAST KNOWLEDGE AND PRICELESS EXPERIENCES, REMAINS BERČIČ'S ASSISTANT IN THE SUCCESSFUL PREPARATIONS.

Na olimpijskih igrah pričakujemo boj za najvišja mesta

Aiming for the top at the Olympics

Kaj vam pomeni priprava skakalk za olympijske igre?

JOŽE | To mi pomeni ogromno, tudi zame je to izjemna čast. Nastop ženskih smučarskih skakalk na olimpijskih igrah je zagotovo zgodovinski dogodek, sploh za dekleta, ki so že 10 let v tem športu, za njih je to kot nekakšen vrhunec kariere.

PRIMOŽ | Izviv, kakršnega še nisem imel. Olimpijski so svojevrsten dogodek, ki se priredi samo vsaka štiri leta. Želje, cilji in motivacija so zelo visoki. Vesel pa sem, da lahko sodelujem pri tem. Dekleta so že v preteklosti pokazala, da lahko dosežejo vrhunske rezultate. Na olimpijskih igrah od vsake izmed naših udeleženk pričakujemo boj za najvišja mesta.

What significance does preparing the jumpers for the Olympics have for you?

JOŽE | The preparations are of great importance to me. Above all it is a great honour. For all women ski jumpers, the Olympics in Sochi are a historic event, especially for all those athletes who have been a part of this discipline for over ten years. This event could surely represent the peak of their careers.

PRIMOŽ | For me, it's an unprecedented challenge. The Olympics are a special event, held only every four years. Wishes, goals, motivation - they are all at the highest level. Whatever the outcome, I'm happy I can be a part of it. In the past the girls have proven that they can achieve top results. Each of our jumpers can be considered a candidate for the top places at the Olympics.

Kako pripravljate skakalke na tekmo na Ljubnem?

JOŽE | Če sem iskren, jih ni potrebno prav posebej pripravljati, saj je to za njih domača tekma, nastopajo pred svojimi navijači, starši in družinami, kvečjemu jih je treba mogoče nekoliko umiriti, da ni prevelike evforije (*smeh*).

PRIMOŽ | Tekmovanje na Ljubnem je eno izmed pomembnejših tekmovanj za naše skakalke. Vsako leto je eno od najbolje organiziranih, obiskanih, gledanih in odmevnih tekmovanj v ženskem svetovnem pokalu. Za naše tekmovalke pa bo letos tudi edina priložnost, da se dokažejo pred domačimi navijači. Tekmovalni naboje je najbolj očiteni prav na Ljubnem.

What preparations await the jumpers before the Ljubno competition?

JOŽE | To be honest, they need no special preparations, since Ljubno is their local competition, where they compete in front of their local fans, parents and families. Perhaps they only need to calm down a bit; they are pretty euphoric (*laughs*).

PRIMOŽ | The Ljubno competition may be one of the most important events for our ski jumpers. Each year it turns out to be one of the best organised, best attended, most watched and noticed competitions in women's World Cup, and a great chance for our jumpers to prove themselves in front of the home crowd. Their competitive spirit is most evident right here in Ljubno.

Dajte nam krila

Give us wings to fly

MAJA VTIČ

"Skoki bodo dolgi, vzdušje bo dobro, tako je vsako leto in tako bo tudi letos. Domača tekma nam da dodatno spodbudo in energijo, saj navijači poskrbijo za dobro podporo!"

"You can expect longjumps and a great atmosphere, the same as every year. Local competitions and great fan support always give us extra motivation and energy!"

KATJA POŽUN

"Upam, da boste prišli na Ljubno v največjem številu, ker ste neprecenljiva pomoč in naredite Ljubno tako posebno!"

"I hope to see as much of you as possible in Ljubno. Your presence is priceless and it is what makes Ljubno so fascinating."

EVA LOGAR

"Ker pride na tekmah svetovnega pokala največ navijačev prav na Ljubno, se ustvari posebno vzdušje, punce pa poskrbimo za veselje tudi po tekmi."

"Seeing that the World Cup competitions attract the most fans right here in Ljubno, there is a special atmosphere, which we make sure gets even better after the event."



ŠPELA ROGELJ

"Pridite, ne bo vam žal! Uživali bomo v dobri družbi in ob dolgih skokih."

"Join us, you won't regret it! We'll have a good time and enjoy long jumps."

URŠA BOGATAJ

"Upam, da vas pride čim več, saj nam to zelo veliko pomeni. Ta tekma je nekaj posebnega, saj je na domačih tleh."

"I hope to see you turn out in strength, since this is very important to us. Competing in front of a home crowd makes it a very special event."

EMA KLINEC

"Navijači, pridite nas podprt na Ljubno, saj bomo z vašo pomočjo skakale dlje."

"Dear fans, come and support us at Ljubno. You give us wings to fly farther!"

ANJA TEPEŠ

"Pridite na Ljubno, ne bo vam žal, punce se bomo potrudile, vraže smo in bomo tudi vraže dobro skakale!"

"Come to Ljubno and you won't regret it! We will give it our best - they say we are devilish - so we will give them hell!!"



Energetska učinkovitost vodi k uspehu. V zimskih športih in prav tako v ogrevalni tehniki.

Viessmann je sinonim za vrhunske dosežke: kot uradni sponzor zimskih športnih panog kot so smučarski skoki, tek na smučeh, biatlon, sankanje, bob in nordijska kombinacija. Kajti pri razvoju v prihodnost usmerjenih tehnologij ogrevanja-, veljajo enake vrednote-, kot v športu – vrhunska tehnika, učinkovitost, poštenost. In seveda uspeh, ki ga želimo vsem udeležencem. www.viessmann.si



Oljni-/Plinski kon-
denzacijski kotli

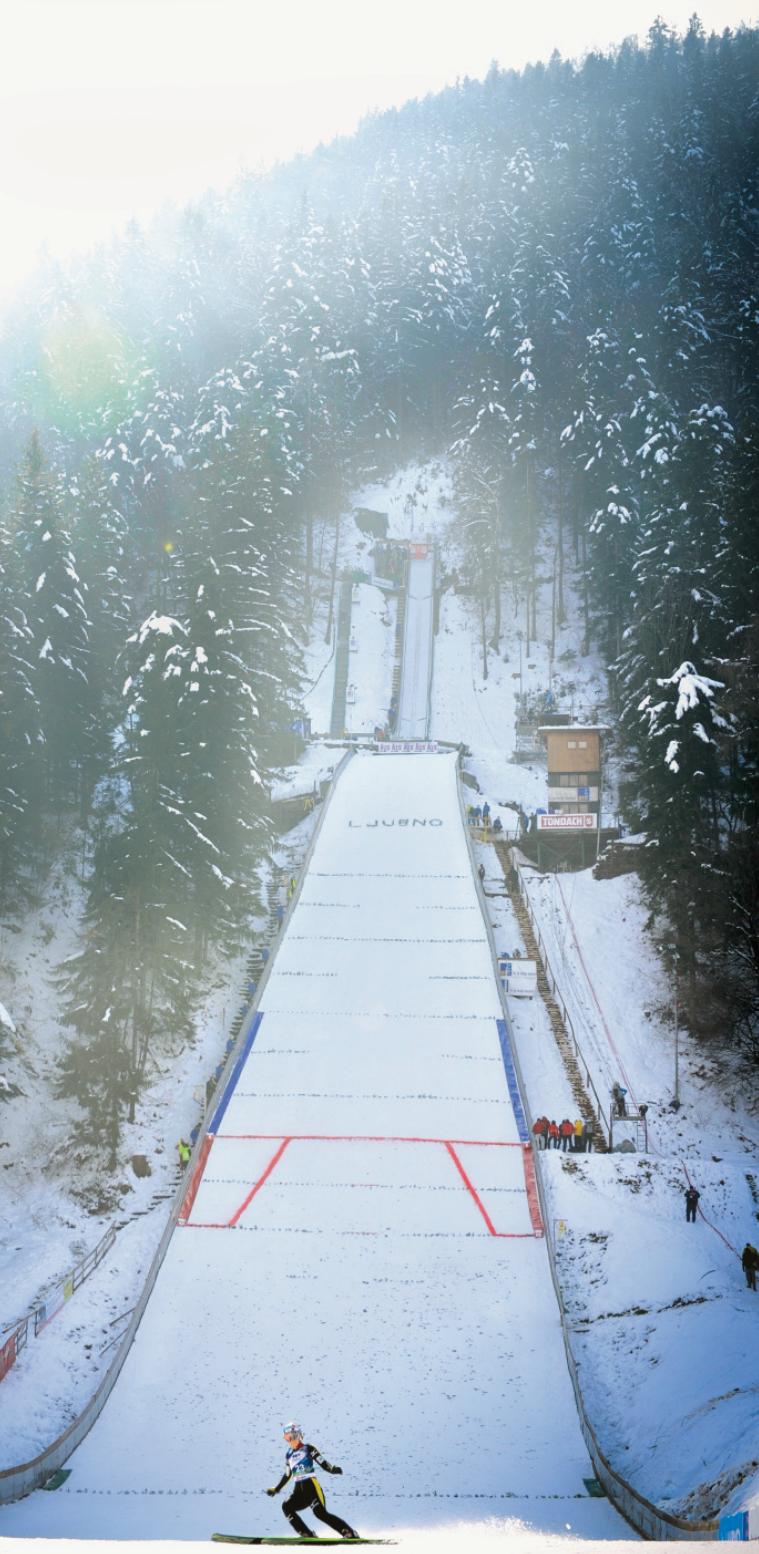
Lesni ogrevalni
sistemi

Toplotne
črpalke

Mikro
kogeneracija

Solarni sistemi/
Fotovoltaika

VIESSMANN
climate of innovation



Na vrh pridejo le tisti, ki se maksimalno potrudijo

Maximum effort makes top results possible



kls Ljubno je vodilno svetovno podjetje za razvoj in proizvodnjo zobatih obročev vztrajnikov za avtomobilske motorje ter ponosni bronasti sponzor ženskih smučarskih skokov na Ljubnem. Že 41 let ga vodi direktor Bogomir Strašek, ki je med drugim povedal tudi "Skladno z našo politiko družbeno odgovornega podjetja vsako leto del našega dohodka namenimo za sodelovanje in podporo humanitarnim, športnim in kulturnim dejavnostim v našem ožjem okolju. Že vse od nastanka našega podjetja podpiramo smučarske skoke na Ljubnem. Sedaj, ko smo uspešnejši, jim namenimo še večja finančna sredstva."



kls Ljubno is the world's leading company in development and production of starter ring gears for car engine flywheels and also the proud bronze sponsor of World Cup Ski Jumping Ladies event in Ljubno. Bogomir Strašek, who has been the director of the company for 41 years, also said that "Being a socially responsible company, each year we donate a part of the company's income to support humanitarian, sports and cultural activities in the local community. Ever since our company has been founded we have been supporting the ski jumping tradition in Ljubno. The success of our company also brings higher financial support."



Bronasti pokrovitelj
Bronze Sponsor



Bogomir Strašek

Direktor kls Ljubno d.o.o. | General Manager kls Ljubno d.o.o.

Kam segajo začetki vašega podjetja?

Lani smo praznovali 40. obletnico. Začeli smo leta 1972 kot kovinarski obrat v lokalnem gradbenem podjetju. Naše takratno delo je potekalo v zelo težkih delovnih razmerah, v bližnjih barakah in pod kozolcem. Pravna oseba smo postali decembra 1974, ko smo postali TOZD Kovinarstvo, in še isti dan položili temelje za novo halu na lokaciji, kjer je danes sedež podjetja.

Kako se je podjetje razvijalo? Na kaj ste najbolj ponosni v zadnjem desetletju?

Podjetje je imelo v svojem razvoju več kritičnih let, ki smo jih uspešno premagali. Najhuje je bilo po razpadu Jugoslavije in vzhodnoevropskih trgov. Takrat smo v obdobju od leta 1990 do leta 1992 izgubili več kot 90 % naročil. Najbolj sem ponosen, da mi je skupaj s sodelavci uspelo premagati ta zelo težka leta od 1990 do 1996, ko smo morali praktično, brez pomoči od zunaj, vse zastaviti na novo.

Katere odlike so po vašem mnenju pomembne za uspešno poslovanje?

Najpomembnejše je, da podjetje naredi dovolj velik napredek na področju kakovosti proizvodov in storitev, znižuje in obvladuje vse vrste poslovnih stroškov, povečuje učinkovitost zaposlenih in procesov ter izboljšuje svojo zanesljivost. Dobro podjetje mora podpirati svoje kupce pri njihovem napredku in dvigu njihove konkurenčnosti. Za dosego takšnih ciljev je potrebno uporabiti vso razpoložljivo znanje in zelo trdo delati. To je kot v športu. Za vrhunske rezultate nista dovolj talent in znanje, na vrh pridejo tisti, ki se za to maksimalno potrudijo.

Ali sodelujete tudi s tujino? Kako vam je uspel preboj?

kls več kot 87 % prodaje proizvodov doseže na tujih trgih. Več kot 12 % prodamo na Kitajsko. Nenehno povečujemo svoj ugled in konkurenčnost. Postali smo vodilni v tehnologiji za naš segment proizvodov. Dosegamo zelo visok nivo kakovosti proizvodov - manj kot 3 ppm in manj kot 2 reklamaciji na milijon dobavljenih proizvodov. Nikoli ne zamudimo. Zelo hitro se

odzivamo na posebne zahteve odjemalcev. Smo učinkoviti in cenovno konkurenčni.

Kakšni so vaši načrti za prihodnost, cilji, želje?

Naša poslovna politika in načrti so usmerjeni v to, da zagotovimo uspešno in stabilno poslovanje naše družbe tudi v prihodnjih letih. Za dosego tega cilja bomo morali še napredovati in pridobiti še večji tržni delež na svetovnem trgu, kar pomeni, da bomo rasli tudi v prihodnje. Za obdobje do leta 2017 smo si zastavili ambiciozne vendar realne cilje, v katere smo vgradili dosedanje dosežke na področju razvoja proizvodov in procesov. Ostati hočemo med vodilnimi proizvajalcii zobatih obročev na svetu. Zato nameravamo na Ljubnem še razširiti svojo dejavnost.

Zakaj ste se odločili za sponzorstvo in zakaj menite, da je podpora ženski reprezentanci smučarskih skokih pomembna?

Kako vi vidite njihove uspehe in "vražje" dosežke?

Poslovna kultura in poslovna politika kls sta dolgoročno naravnani na stalno povečevanje zadovoljstva vseh, ki neposredno ali posredno sodelujejo pri našem napredku in razvoju. Pomembno mesto na naši poslovni politiki zavzemata naš odnos do okolja in naša družbena odgovornost. Družbeno odgovornost izvajamo tako, da dosegamo dovolj dobre poslovne rezultate, ki omogočijo nam in vsem, ki z nami sodelujejo, trajni napredek in razvoj. Takšno poslovno politiko uveljavljamo že nekaj let. Venomer povečujemo kakovost našega dela in z izvirnimi rešitvami vsako leto dosegamo boljše rezultate. Smo dobro podjetje in povečujemo ugled kls v evropskem in globalnem poslovnom okolju.

Skladno z našo politiko družbeno odgovornega podjetja vsako leto del našega dohodka namenimo za sodelovanje in podporo humanitarnim, športnim in kulturnim dejavnostim v našem ožjem okolju. Že vse od nastanka našega podjetja podpiramo smučarske skoke na Ljubnem. Sedaj, ko smo uspešnejši, jim namenimo še večja finančna sredstva. Veseli me, da smo tudi pri skokih za dekleta zraven že od vsega

začetka. Tu vidimo več pozitivnih stvari: gre za razvoj nečesa novega v svetu, kar smučarski skoki za dekleta vsekakor so, ter za veliko promocijo kraja Ljubno po svetu. Ugled Ljubnega in uspeh naših športnic krepi tudi ugled kls, naši skupni uspehi pa povečujejo samozavest ljudi in dvigajo njihovo samopodobo, kar je dobra osnova za napredok in nove uspehe. •



*Našim skakalkam,
"vražjim Slovenkam", čestitam za veliko
borbenost in dosedanje uspehe ter jim želim
čim več dobrih skokov.*

*I would like to congratulate the "devilish
Slovenians" for their immense fighting spirit
and their success so far, and wish them as many
great jumps as possible.*

How far back does the foundation of your company reach?

Just last year we celebrated our 40th anniversary. We started off in 1972 as a metallurgical plant within a bigger construction company. Our work in the huts and under the hayrack at that time was accompanied by difficult working conditions. We formed a legal entity in December 1974 as the new company TOZD Kovinarstvo was established. On that same day we laid the foundations for the new hall at the location of today's head office.

How did the company progress? Which achievement of the last decade makes you proud most?

Over the years the company had been confronted by a couple of critical seasons, nevertheless we managed to overcome every single one of them. Times were most harsh after the disintegration of Yugoslavia and the East European markets.

Between 1990 and 1992 we lost more than 90 % of all orders. I take great pride in having overcome this difficult period between 1990 and 1996 together with my colleagues, especially since we had to start from scratch without any help.

Which features in your opinion contribute to a successful business?

It is of utmost importance for a company to make substantial progress in the field of product and service quality, as well as decrease and manage all business expenses, increase the effectiveness of the employees and processes, and strengthen reliability towards customers. A good company should assist its customers in achieving faster growth and in increasing competitiveness. To achieve this you have to put all your knowledge to use and work really hard, the same as in sports. Merely talent and knowledge aren't enough for top results - they are achieved by those who put in all their effort.

Do you collaborate with foreign companies as well?

What is the secret of breaking through?

More than 87 % of the kls Company's sales occur on foreign markets. More than 12 % are sold to China. Constantly increasing reputation and viability is one of our primary concerns. Regarding the technological approach, we have taken the lead in the segment of our products. Our product quality level is very high - less than 3 ppm and less than 2 complaints per million supplied products. We never miss a deadline. Our reaction time to special demands of the customers is very quick, which is one of the characteristics that make our business effective and financially competitive.

What are your future plans, goals, wishes?

Our business policy and plans remain focused on delivering successful and firm business activities in the years to come. We'll have to evolve even further and gain an even bigger market share on an international scale, resulting in the future growth of the company. Our plans until 2017 are bold yet realistic. They

are based on existing accomplishments in the field of product and process development. Remaining among the lead world manufacturers of starter ring gears is our main goal, which will result in expanding the facilities in Ljubno as well.

Why did you decide to sponsor our team? How would you describe the importance of supporting the women's national team in ski jumping? What are your thoughts on their success and "devilish" achievements?

In the long run the kls Company with its business attitude and policy strives towards continuous increase in satisfaction of everyone, directly or indirectly involved in our progress and development.

The company's policy towards the environment and its social responsibility present an important aspect of our business. Social responsibility manifests itself by achieving good business results which provide us and our partners with continuous progress and development. This is the business policy we have been following for years now. The quality of our work is constantly on the rise, bringing original solutions and better results every year. We are considered a good company and are constantly increasing our reputation in the European business environment, as well as globally.

Being a socially responsible company, each year we donate a part of the company's income to support humanitarian, sports and cultural activities in the local community. Ever since our company has been founded we have been supporting the ski jumping tradition in Ljubno. The success of our company also brings higher financial support.

As far as women's ski jumping is concerned I am glad we have been present from the very beginning, especially since there are several positive aspects involved, such as developing this fairly young sport discipline, promoting Ljubno, strengthening the reputation of the company and of Ljubno through success of female athletes, increasing people's self-confidence and self-image with our common success - all of which contributes to further development and new achievements. •

POPOLN POSTANEK NA VAŠI POTI



Maloprodajna mreža podjetja OMV Slovenija vključuje 106 sodobnih bencinskih servisov, med njimi jih je 21 na slovenskih avtocestah. Zagotavljajo visokokakovostna goriva, širok nabor prehrambenih izdelkov, pijač, izdelkov za vaš avto ter najssodobnejše avtopralnice. 27 bencinskih servisov je opremljenih z najvišjim standardom VIVA, ki poleg naštetege nudijo še bogato ponudbo svežih prigrizkov in kave.

THE PERFECT STOP ON YOUR WAY

The OMV Slovenija retail network comprises 106 modern filling stations, including 21 on Slovenia's motorways. The filling stations offer high quality fuel, a wide range of food, drinks and car products as well as carwashes equipped with the latest technology. Twenty-seven of the filling stations also feature VIVA shops of the highest standard, offering a large selection of freshly prepared snacks and coffee.



HOTEL PLESNIK

Logarska dolina 10
SI-3335 Solčava
T +386 3 839 23 00
E info@plesnik.si
W www.plesnik.si

V OBJEMU GOZDOV IN CVETOČIH TRAVNIKOV LOGARSKЕ DOLINE SE SKRIVA IDILIČEN HOTEL PLESNIK. PONUJA MEDNARODNE IN DOMAČE KULINARIČNE DOBROTE, ŠTEVILNE AKTIVNOSTI ZA PREŽIVLJANJE PROSTEGA ČASA TER RAZVAJANJE V PRIJETNI ATMOSFERI NARAVE. DIREKTORICA HOTELA, MARJANA CVETKO PLESNIK, JE RAZKRILA, KAJ DRAGOCENEGA PONUJA HOTEL PLESNIK IN KAJ JIM POMENI ŽE DRUGO LETO ZAPORED MED TEKMO V LJUBNEM GOSTITI REPREZENTANCO ŽENSKIH SMUČARSKIH SKAKALK. | HIDDEN IN THE EMBRACE OF THE FORESTS AND BLOSSOMING MEADOWS OF THE LOGARSKA DOLINA VALLEY STANDS THE IDYLLIC HOTEL PLESNIK. IT OFFERS BOTH LOCAL AND INTERNATIONAL CUISINE, NUMEROUS LEISURE ACTIVITIES, AND LOTS OF PAMPERING TO ITS GUESTS IN A SOOTHING NATURAL ATMOSPHERE. THE HOTEL'S DIRECTOR, MARJANA CVETKO PLESNIK, REVEALED TO US SOME OF THE GEMS ON OFFER IN HOTEL PLESNIK, AND TOLD US WHAT IT MEANS TO HOST THE SLOVENIAN SKI JUMPING NATIONAL TEAM DURING THE COMPETITION IN LJUBNO FOR THE SECOND YEAR IN A ROW.



V tej sezoni ponovno gostite tekmovalke FIS Svetovnega pokala v ženskih smučarskih skokih. Kaj jim je bilo v lanski sezoni pri vas najbolj všeč?

Zelo smo ponosni in hvaležni organizatorjem, da smo mogoči letos gostiti tekmovalke iz 14 držav. Lani so najbolj pohvalile dobro hrano in prijetno ter udobno nastanitev. Seveda pa so občudovalke tudi čudovit pogled na Kamniško-Savinjske Alpe, ki so ga nekatere lahko užile že iz postelje.

Po napornem treningu so se sproščale v bazenu in savni, ali pa so se sprehodile po gozdnih poteh Logarske doline.

Kakšna kulinarična doživetja lahko najdemo pri vas?

Kulinarična ponudba je zelo bogata in raznovrstna. Skakalkam smo lani pripravljali jedi po njihovem izboru. Poseben poudarek je na domačih avtohtonih jedeh. Jedi iz naše doline so sirnica, prežganka, sirnek, masovnik, obrnek, sirovi štruklji, ajdovi žganci, savinjski želodec, domač borovničev zavitek in še mnogo drugih okusnih specialitet.

Razvajanja v idiličnem hotelu Plesnik

Relax and pamper yourself in the idyll of hotel Plesnik

Vabljeni v Logarsko dolino na odkrivanje novih kulinaričnih dobrot in naravnih lepot!



This year, you are once again hosting the girls competing in the FIS Ski Jumping Ladies World Cup. What did they like the most about their stay here last season?

We are very proud and grateful to the organizers that we may once again host competitors from 14 different countries. What they praised the most last year was the great food and the very nice and comfortable accommodation. Of course, the fantastic view of the Kamnik-Savinja Alps was also much appreciated. Some of the girls could even enjoy the view from their beds. After the difficult training sessions, the ladies relaxed in the pool and in the sauna, or went for walks on the forest paths of the Logarska dolina valley.

What culinary delights can we expect from you?

Our cuisine is very rich and diverse. Last year we prepared whichever dishes the girls chose, with emphasis on domestic, local food. The specialities of our valley are the "sirnica" cheese pie, the "prežganka" soup, the "sirnek" cheese spread, the "masovnik", the "obrnek", cottage cheese, the buckwheat "žganci", the "savinjski želodec" (stuffed pig's stomach), the home-baked blueberry strudel, and many other delicious specialities.

We kindly invite you to the Logarska dolina valley, where you will discover great new cuisine and the beauty of nature!



Podobnosti in razlike med Ljubnjim in Sočijem

Similarities and differences between Ljubno and Sochi

LJUBNO | Ljubno

Prodnata | *Pebble*

Večinoma družine z otroci
| *Mainly families with children*

Smučarski skoki, rafting, kajak,
kanu, pohodništvo, ribištvo
| *Ski jumping, rafting, kayaking,
canoeing, mountaineering, fishing*

2.800 | *2,800*

Ljubenska potica | *Ljubenska potica cake*

79 km²

cca. 34 na km² | *approx. 34 per km²*

Franjo Naraločnik

Tolkec (mošt | *must*)

Večeje | *Relatively high*

Reka Savinja, potok Ljubnica
| *The Savinja river, the Ljubnica stream*

100.000

300.000 EUR | *300,000 EUR*

Slovenija | *Slovenia*

Smreka | *The spruce tree*

Svetovni pokal v smučarskih skokih za ženske
| *FIS Ski Jumping World Cup Ladies*

SOČI | Sochi

Prodnata | *Pebble*

Ruska elita | *Russian elite*

Olimpijske discipline | *Olympic sport disciplines*

343.334 | *343,334*

Boršč | *Borscht*

3.500 km²

cca. 95 na km² | *approx. 95 per km²*

Anatolij Pahomov

Vodka

Velike | *Even higher*

Črno morje, Rdeča poljana
| *The Black Sea, The Red Field*

3 milijoni | *3 million*

44 milijard evrov | *44 billion EUR*

Rusija | *Russia*

Palma | *The palm tree*

14. Olimpijske igre | *14th Winter Olympic Games*



BRONASTI PARTNER OLIMPIJSKEGA
KOMITEJA SLOVENIJE

KOLOFON

Izdajatelj:

ssk Ljubno BTC, Plac 2, 3333 Ljubno ob Savinji

Uredniški odbor:

Milan Slana, Mojca Hrženjak,

Petra Novak, Tjaša Podojstršek, Špela Bric

Lektoriranje in prevodi vsebin:

Mamblin, prevajanje in izobraževanje, d.o.o.

Producija :

Saatchi & Saatchi, Ameriška cesta 8, 1000 Ljubljana,
za Saatchi & Saatchi Špela Petač

Oblikovanje in prelom:

Dušan Grobovšek & Silvija Černe,
Idejološka ordinacija

Tisk:

Prografika, Žabnica

Naklada:

1000 izvodov

Več informacij najdete na:

www.ljubno-skoki.si

www.btc-city.com

www.fisskjumping.com

CREDITS

Publisher:

ssk Ljubno BTC, Plac 2, 3333 Ljubno ob Savinji

Editorial board:

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Petra Novak, Tjaša Podojstršek, Špela Bric

Proof-reading and translations:

Mamblin, prevajanje in izobraževanje, d.o.o.

Produced by:

Saatchi & Saatchi, Ameriška cesta 8, 1000 Ljubljana,
za Saatchi & Saatchi Špela Petač

Design and layout:

Dušan Grobovšek & Silvija Černe,
Idejološka ordinacija

Printing:

Prografika, Žabnica

Circulation:

1,000 printed pieces

More information can be found at:

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Generalni pokrovitelj
Svetovnega pokala v smučarskih skokih
za ženske Ljubno 2014

General Sponsor of FIS Ski Jumping
World Cup Ladies Ljubno 2014



Naše poslanstvo niso le medalje Winning medals is not our only mission



BTC prejel evropsko nagrado družbeno odgovornih podjetniških praks.

Družba BTC, je kot dolgoletni podpornik smučarskih skokov s prefinjenim in inovativnim trženjsko-komunikativnim pristopom ter brezhibno organizacijo Svetovnega pokala v smučarskih skokih za ženske na Ljubnem ob Savinji prejela Evropsko nagrado družbeno odgovornih podjetniških praks, ki na evropskem nivoju poteka pod okriljem CSR Europe (Corporate Social Responsibility), vodilne evropske poslovne mreže za družbeno odgovornost podjetij, ter Business in Community (BTC). Z generalnim pokroviteljstvom dogodka in s skrbno izpeljanim načrtom je sponzorstvo podjetja BTC preraslo v družbeno-odgovoren projekt, ki ima učinke na svetovni ravni, saj je organizacija tekem izredno pomembna za razvoj tega lepega športa, ob tem pa z organizacijo tekem tekmovalkam prvič v zgodovini omogočamo tudi nastop na olimpijskih igrah, ki bodo februarja 2014 v ruskem Sočiju. Strategija družbene odgovornosti je del strategije trajnostnega razvoja, ki jo zagovarja družba BTC in ki je naše vodilo tudi za v prihodnje.

BTC receives European Corporate Social Responsibility Award.

European CSR
Award Scheme 

The BTC Company is a long-time supporter of ski jumping. The sophisticated and innovative approach to marketing and communication strategies, not to mention the all-around flawless organisation of the World Cup in ski jumping for ladies in Ljubno ob Savinji, has brought the BTC Company the European Corporate Social Responsibility (CSR) Award, which is given Europe-wide under the auspices of CSR Europe, the leading European network in corporate social responsibility, and Business in Community (BTC). The general sponsorship of the event and the carefully implemented programme have elevated the support of the BTC Company into a socially responsible project with an international impact. Organising ski jumping competitions for ladies is incredibly important for the development of this beautiful sport and has led to women being able to compete for the first time in history at the Olympic Games, which will take place in Sochi, Russia, in February 2014. Corporate social responsibility is part of the strategy of sustainable development, which shapes the management of BTC and shall remain its driving force in the years to come.

FIS Svetovni pokal v smučarskih skokih za ženske - sponzorira Viessmann | FIS Ski Jumping World Cup Ladies presented by Viessmann



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