

Expeditions 2011/2012



The Summit of the World and Asia

Everest 8,848m / 29,028ft

URS
BERNHARD

REQUEST FOR SPONSORSHIP

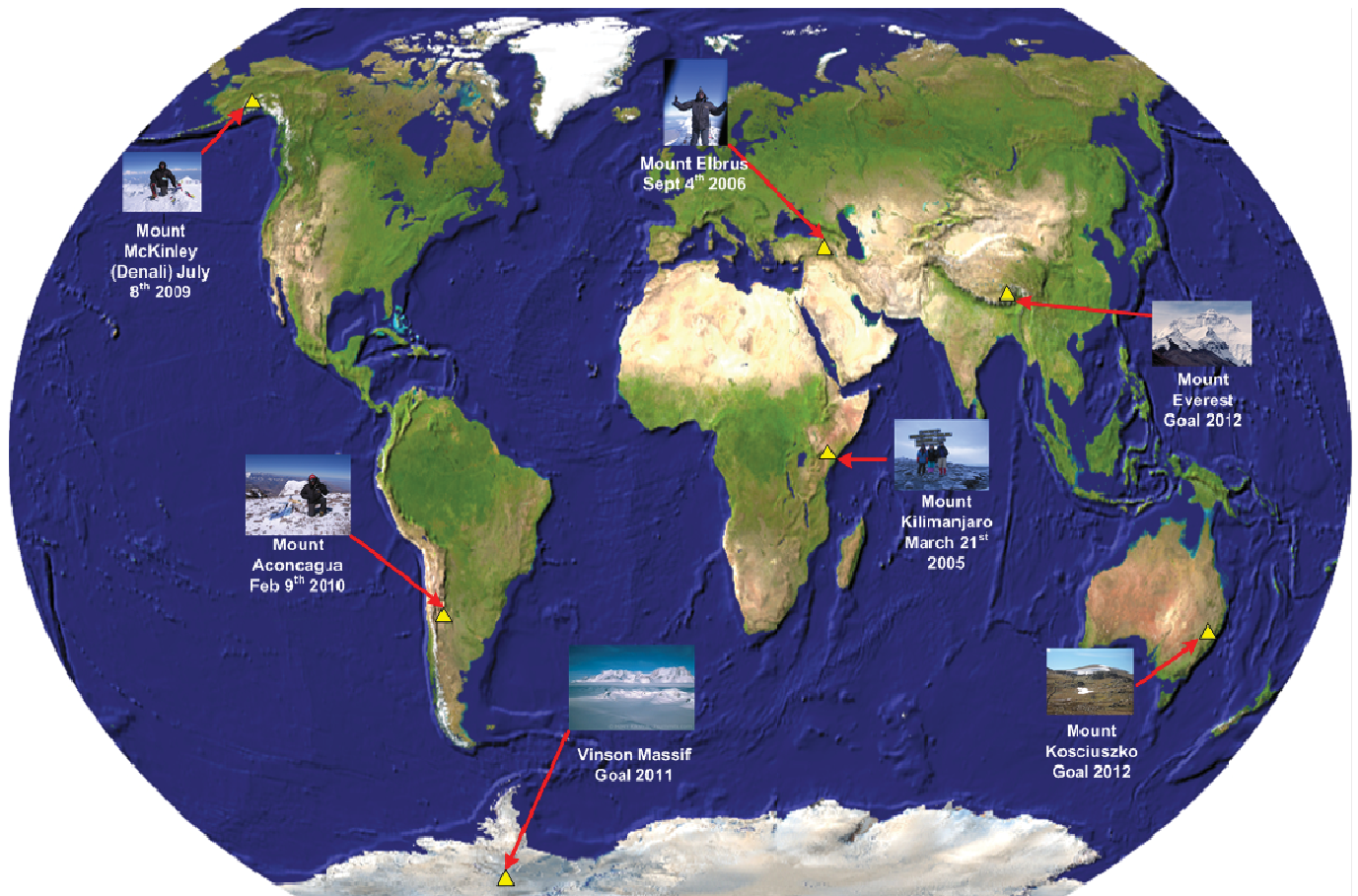
Climbing the Seven Summits

The highest mountain of each of the
seven continents

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The Quest for the Seven Summits



The quest of climbing the highest mountain on the seven continents is a challenging, but also an extraordinary journey. It lets us experience all types of climates, technical levels of mountaineering, environments and different cultures. It is an inspiring goal for those who are determined to apprentice and master this high altitude adventure pursuit and invest time and energy in some of the most beautiful and remote corners of the world.

As of July 1, 2011 I have successfully climbed four of the Seven Summits: Kilimanjaro, Elbrus, McKinley/Denali and Aconcagua. In May 2011, I have climbed up to 8,600m/28,380ft on the North side of Mount Everest, only 250m/825ft short of the summit.

1 Executive Summary

The Seven Summits are the highest mountain of each of the seven continents. Summiting all of them is regarded as a mountaineering challenge, first postulated as such in the 1980s by Richard Bass (Bass et al. 1986). The Seven Summits include the following mountains: Everest (Asia), Aconcagua (South America), McKinley/Denali (North America), Kilimanjaro (Africa), Elbrus (Europe), Vinson (Antarctica), Kosciuszko (Australia).

The desire to stand on the highest point on each of the seven continents has fired the imagination of climbing enthusiasts from around the globe. This amazing feat, known as the Seven Summits, demands much of the climber – traveling to remote and exotic corners of the world, scaling the heights of mountain giants such as Everest and McKinley, and overcoming extreme weather conditions and hostile environments for long periods over many years.

Climbing the Seven Summits is a huge challenge which demands determination, commitment, fitness and risk. It is also a major milestone in my life, representing a challenge undertaken, adversities faced, and experience shared in an often unpredictable environment. These challenges are an excellent training and learning ground for leadership development, team building and coaching.

Following my philosophy of climbing only with local guides, my goal is to always respect indigenous customs, culture and environment as well as to support the local business and communities. The locals usually know and respect their mountains and valleys, and we as foreign visitors and climbers should do the same.

As of January 2010, only approximately 275 climbers have climbed all seven of the peaks. My aim is to climb all of the Seven Summits by supporting local organizations and communities. To date I have successfully climbed four of the Seven Summits: Kilimanjaro, Elbrus, McKinley/Denali and Aconcagua. In May 2011, I have climbed up to 8,600m/28,380ft on the Everest North side, 250m/825ft short of the summit. For all climbs I have used the support of local guides. As a next step I am planning to climb Vinson in November 2011 and Everest in May 2012. The overall goal is to finish the all seven peaks of the Seven Summits by the end of 2012.

I am planning to climb Everest in April/May 2012 with the help of Lhakpa Gelu Sherpa, a Sherpa who has summited Everest 14 times. He is also the World Record Holder and fastest Everest climber, 2003, when he reached the summit from Base Camp in 10 hours, 56 minutes and 46 seconds. Climbing with him and his team of Sherpas will assure that we respect the local customs and approach our goal by valuing culture and nature.

The Vinson climb is scheduled for November 2011. For this climb I will have to rely on an international logistic company since there are no locals (except penguins) in Antarctica.

The total anticipated budget for climbing these two mountains is USD 76,500. (Everest: USD 35,800; Vinson: USD 40,700).

Due to the high costs of these two mountains, I am looking for companies and individuals who would sponsor these two climbs. The benefits to your organization will be pictures and video clips with your logo, interviews and articles in the company newsletter, leadership workshops and motivational speeches for management and employees as well as potential exposure in the local media.

1.1 Introduction



Urs Bernhard

leadership development and executive coaching

www.ubernhard.com

Urs Bernhard is an international management consultant and executive coach, and was formerly the Chief Organizational Effectiveness for Siemens Building Technologies, a Group of Siemens, an over US\$ 80 billion electronics company. As a senior management and organization development executive with over 20 years of international management development, human resources, executive coaching, leadership and strategy development experience, Urs has introduced strategic business and human resources concepts, quality improvement processes and competency-based training and development into the day-to-day management of many multi-cultural business environments. He achieved optimal human resources and organizational efficiency by designing, coordinating and implementing practical management development and strategy implementation solutions. In this capacity, he managed business relationship with customers in the US, Europe and Asia. His most important ability is to convert company strategy into business results. In this context, his main focus has been on the implementation of practical management development and coaching applications as well as on measurable change solutions. He has an in-depth knowledge of various industries.

Prior to joining Siemens, Urs was Manager Human Resources Development for Philip Morris, NCR and AT&T. His work experience covers many different cultures in Europe, the US and in Asia. Urs has been a speaker at international conferences in the US and Europe in the field of Competency Management and Management Development. He published articles in the field of competency management and part of his work has been published in books such as in Goleman, D., Boyatzis, R.E., McKee, A. (2002). *Primal leadership: realizing the power of emotional intelligence*. Boston, Mass.: Harvard Business School Press; in Spencer L.M., *The Economic Value Of Emotional Intelligence Competencies and EIC-Based HR Programs* in Goleman, D. and Cherniss, C. (2001). *The Emotionally Intelligent Workplace: How to Select for, Measure, and Improve Emotional Intelligence in Individuals, Groups, and Organizations*. San Francisco, CA: Jossey-Bass; in Boyatzis, R., E. and McKee, A. (2005). *Resonant Leadership*. Boston, Mass.: Harvard Business School Press; in Emmerling, R., J., Shanval, V., K. and Mandal, M., K. (2008). *Emotional Intelligence: Theoretical and Cultural Perspectives*. New York: Nova Science Publishers, Inc.

Urs has extensive experience in executive coaching, competency assessment and development at executive and managerial level. In the last 20 years, Urs has conducted hundreds of competency-based management appraisals and has done internal and external executive coaching on an ongoing basis. For the last several years Urs has worked as an Executive Coach with a particular emphasis on coaching at the MD and CEO level. Urs also works as an Executive Coach in Paris and Singapore for INSEAD, one of the leading Business Schools in Europe, and for the Global Institute for Leadership Development (GILD) in the US. During the last two years he worked mostly out of Pune, India, where he supported TATA, one of India's most respected companies. Currently he works on projects in Europe, India and the US.

He is a member of the International University Consortium (UNICON). Born in Switzerland, he has worked and lived in the US for over 15 years. He currently lives in California, Switzerland and India. He has a Masters in Sociology from the University of Geneva, Switzerland, and a Teacher Diploma from the Teacher College in Fribourg, Switzerland. He is fluent in English, German, French and has basic knowledge of Spanish.

Urs has a FAA Private Pilot license and a Skipper's sailing license. Besides that, he is currently in the process of climbing the Seven Summits, the highest mountain of each of the seven continents. This is a huge challenge which demands determination, commitment, fitness and risk. For Urs, these challenges are an excellent training and learning ground for leadership development, team building and executive coaching. He applies these real life experiences in his leadership development and executive coaching work. Just like in executive coaching, overcoming these challenges helps to create partnerships that inspire people to maximize their potential and enables them to produce extraordinary results in their lives, careers and organizations. Furthermore, every expedition provides Urs with the opportunity to experience and practice key leadership characteristics such as:

- Ability to translate direction and mission into reality
- Ability to align people with the chosen direction
- Integrity and the ability to develop trust
- Comfort with uncertainty
- Strong self-awareness
- Constant learning and adaptation

Lastly, the quest of climbing the Seven Summits helps Urs to raise his personal and professional bar by helping people to achieve their goals, realize their dreams... and successfully climb up to many personal summits!

1.2 Funding Required

Our proposal is seeking a total of USD 77,300 to climb Everest in Asia and Vinson in Antarctica. The estimated costs for climbing Everest is USD 35,900. The Vinson climb would cost USD 41,400. This includes the total cost of the expeditions in the respective area (Nepal, Tibet, Antarctica), material costs as well as the travel costs to Nepal and Chile, the starting point of the two expeditions.

The goal is to secure 50% of the total costs through sponsorship.

1.3 Benefits to your organization

Based on the level of sponsorship you contribute, I am offering several benefits to your organization. In return for your support my contribution to your company's efforts will be in the areas of brand image, marketing, leadership development, executive coaching and organizational effectiveness:

Platinum

US\$ 5,000.00 or more

- Use of **[sponsor]** logo on support material and mountaineering equipment
- Support of **[sponsor]** will be noted in news releases and announcements
- **[sponsor]** will be invited to participate in the official launch of the two expeditions and recognized as funding sponsor of the project
- Pictures and video clips with the **[sponsor]** logo will be available for marketing purposes
- A motivational speech/presentation at no costs for **[sponsor]** (excluding travel expenses)
- A 1-day Leadership Development workshop or six Executive Coaching sessions at no costs for **[sponsor]** management or members (excluding travel expenses)

Gold

US\$ 2,500.00

- Use of **[sponsor]** logo on support material and mountaineering equipment
- Support of **[sponsor]** will be noted in news releases and announcements
- Pictures and video clips with the **[sponsor]** logo will be available for marketing purposes
- A motivational speech/presentation at no costs for **[sponsor]** (excluding travel expenses)

Silver

US\$ 1,500.00

- Use of **[sponsor]** logo on support material and mountaineering equipment
- Support of **[sponsor]** will be noted in news releases and announcements
- Pictures and video clips with the **[sponsor]** logo will be available for marketing purposes

Bronze

US\$ 500.00

- Support of **[sponsor]** will be noted in news releases and announcements

1.4 Statement of Need

As of January 2010, only approximately 275 climbers have climbed all seven of the peaks of the Seven Summits. Most of them used international guides and expedition support. My goal is to climb all Seven Summits with local guides and support. This will be my small contribution to local families and the local economy. So far I have used this approach in Africa, Russia, South America and North America. Using the same principal in the Himalayas will bring awareness that Sherpas are much more than high mountain porters. This will help to support the case that we don't necessarily need foreign guides to climb Mount Chomolangma or Mount Sagarmāthā, how Mount Everest is called in Tibet and Nepal. I am convinced that Sherpa guides can do as good of a job as foreign guides, especially when guiding on "their home mountain".

1.5 The Seven Summits

There are two Seven Summit lists. The first Seven Summits list as postulated by Bass (The Bass or Kosciuszko list) chose the highest mountain of mainland Australia, Mount Kosciuszko (2,228 m/7,310 ft), to represent the Australian continent's highest summit. Reinhold Messner postulated another list (the Messner or Carstenz list) replacing Mount Kosciuszko with New Guinea's Puncak Jaya, or Carstenz Pyramid (4,884 m/16,024 ft). Neither the Bass nor the Messner list includes Mont Blanc. The Seven Summits include the following mountains: Everest (Asia), Aconcagua (South America), McKinley/Denali (North America), Kilimanjaro (Africa), Elbrus (Europe), Vinson (Antarctica), Kosciuszko (Australia) or Carstenz Pyramid (Messner list). I am planning to use the Bass list.

1.5.1 History

Richard Bass, a businessman and amateur mountaineer, set himself the goal of climbing the highest mountain on each of the seven continents, including mainland Australia. He hired David Breashears to guide him up Everest, the most difficult of his Seven, and completed his Everest summit on April 30, 1985. He then co-authored the book *Seven Summits*, which covered the undertaking (Bass et al. 1986).

Reinhold Messner revised Bass's list by using the broader definition of Oceania and including Carstensz Pyramid rather than Australia's Mount Kosciuszko. Pat Morrow first met Messner's challenge, finishing with climbing Carstensz Pyramid on May 7, 1986, shortly followed by Messner himself climbing Vinson on December 3, 1986. Morrow has also been the first to complete all eight summits from both lists.

As of January 2010, only approximately 275 climbers have climbed all seven of the peaks from either the Bass or the Messner list; about 30% of those have climbed all of the eight peaks required to complete both lists.

As of February 2010, I have successfully climbed four of the Seven Summits: Kilimanjaro, Elbrus, McKinley and Aconcagua.



A sunny day on Denali – Still motivated and in good spirit!

Heavy packs and lots of snow on the way up to Denali high camps...



1.6 Expedition Guide



NAME:	Lhakpa Gelu Sherpa
DATE AND PLACE OF BIRTH:	23-5-1967
MARITAL STATUS:	Married, 3 children
ADDRESS:	Juving 1 Solukhumbu
FATHER `S NAME:	Tharke Sherpa

One of the key persons will be Lhakpa Gelu Sherpa, Chairman of World Records Expeditions and Treks Pvt. Ltd. (WRET) and Mountain Guide Holding Certificate of Wilderness first Responder.

When Lhakpa Gelu Sherpa set out to set an Everest speed ascent record, little did anyone know he would not only break the late Babu Chirri Sherpa's Everest speed ascent record of 16 hrs 56, but shatter it altogether with a time of 10 hrs 56 min and 46 sec - 6 hours faster than Babu's seemingly unbeatable record.

Lhakpa Gelu had tried earlier on the 19th for the Everest ascent record, but was delayed by the route not being fixed. No sooner than a day or two later, coming from nowhere, Pemba Dorjie took the record at 12 hrs 45 min, beating Babu's record by an astonishing 4 hours. When Babu's record was set in 2000 everyone thought that it would never be touched, especially since he broke the previous record by over 3 hours. Imagine what everyone thought about Pemba's new time. At over four hours faster than Babu's record, Pemba's feat was likened to Roger Bannister's sub 4-minute mile that had shocked the world in the 50's - or so everyone thought.

Shy and reserved, Lhakpa bided his time and named May 25th as the day. Then late evening, the news came: 10 hours and 56 minutes. How could anyone ever have though back in 1998 when Kaji Sherpa set the record at 20 hrs 24 min, that it would almost be chopped in half less than 7 years later.

With two back to back speed ascent records, the youngest ascent ever, the 13th summit by Apa Sherpa and a female's first third consecutive, the Sherpas have stolen the Everest show in the true spirit of human achievement. The media has shown their spotlight on Hillary and Western climbers as usual. Hillary was knighted but Tenzing was not. 50 years after the first ascent, Everest is still the domain of the Sherpas.

1.6.1 Mountaineering Background

S.n	Mountains	Heights(m)	Team	Year
01	Baruntse	7000	French	1991
02	Everest(south east ridge)	Summit	British	1993
03	Everest (north ridge)	8300	British	1994
04	Everest (north ridge)	Summit	British	1995
05	Cho-oyu	8100	British	1995
06	Everest (north ridge)	Summit	British	1996

07	Cho-oyu	Summit	British	1996
08	Everest(south east ridge)	summit	British	1997
09	Cho-oyu	7500	Spanish	1997
10	Amadablam	Summit	British	1997
11	Everest north ridge	Summit	South Africa	1998
12	Amadablam	Summit	British	1998
13	Everest(south east ridge)	summit	British	1999
14	Everest(south east ridge)	summit	USA/Canadian	2000
15	Cho oyu	7500	USA	2000
16	Everest(south east ridge)	Summit	USA/Canadian	2001
17	Everest(south east ridge)	Summit	USA	2002
18	Everest(south east ridge)	Summit	USA/Germany	2003
19	Everest(south east ridge)	summit	Discovery Channel	2004
20	Everest(south east ridge)	summit	Iranian Everest	2005
21	Everest (South East Ridge)	Summit	Super Sherpa Everest	2007
22	3 time Aconcagua			
23	34 time Mt Rainier			

**On 26th of May 2003, Mr. Lhakpa Gelu Sherpa reached on the summit taking 10hours, 56 Minutes and 46 seconds from Base Camp to the summit.*

The World Records Expeditions and Treks Pvt. Ltd. (WRET) is well-established and government recognized adventure travel and expedition company run by the team of well experienced professionals in the field of adventure tourism, mountaineering, tourism management and the administration, as well as responsible business practices especially responsible tourism. Lhakpa Gelu Sherpa world record holder, the fastest climber on Mt. Everest, and the legendary mountaineers are including with other tourism professionals are committed to provide quality and reliable services to its valued customers maintaining wide and reliable networking with the people and agencies abroad.

WRET is more concerned on environment friendly tourism and is committed for sustainable tourism through responsible business practices based on Corporate Social Responsibility (CSR) approaches. WRET, generally offers expeditions, adventure travel, trekking including village tourism, mountain biking, rafting, nature tours, wildlife jungle safaris, bird watching inside Himalayan range of Nepal as well as neighboring countries. WRET is committed to Responsible Tourism providing welfare packages to its employees and the different projects run by the local communities and social organizations.

1.7 Goals

There are five main goals for this project:

- 1) Provide **[sponsor]** with pictures and video clips showing their logos during different phases of the project (trip to base camp; base camp to camp 4, camp 4 to summit).
- 2) Provide **[sponsor]** with e-mail and blogs explaining the progress of the project.
- 3) Climb the mountain solely with the help of the local Sherpa guides and support the local businesses, communities and families during the trip to base camp.

- 4) Create more awareness of the fact that Sherpa guides and Sherpa climbers receive the recognition they deserve for their extraordinary work on the mountain. Until now, the recognition and publicity went mostly to foreign guides in the West.
- 5) Climb the mountain according to the expedition schedule between March 28 and May 30, 2011 using an environment friendly approach and bring everybody safely back down.

1.8 Timetable

Phase	Description of Work	Start and End Dates
Phase One	Preparation of expedition (personal fitness and material)	October 1, 2011 – March 25, 2012
Phase Two	Trip to Kathmandu, Nepal	March 26, 2012 – March 27, 2012
Phase Three	Start of expedition from Kathmandu to Base Camp and Advanced Base Camp (ABC), 6,500m/21,300ft	March 28, 2012 – April 8, 2012
Phase Four	Climbing period of Everest, 8,848m/29,029ft	April 9, 2012 – May 23, 2012
Phase Five	Trip from Advanced Base Camp to 'Base Camp and back to Kathmandu	May 24, 2012 – May 30, 2012

Table 1 - Timetable for Everest Expedition, North Col.

Phase	Description of Work	Start and End Dates
Phase One	Preparation of expedition (personal fitness and material)	August 1, 2011 – November 10, 2011
Phase Two	Trip to Punta Arenas, Chile	November 11, 2011 – November 12, 2011
Phase Three	Start of expedition from Punta Arenas to Patriot Hills, Antarctica	November 13, 2011 – November 14, 2011
Phase Four	Climbing period of Vinson, 4,897m / 16,067 ft	November 15, 2011 – December 3, 2011
Phase Five	Trip from Patriot Hills back to Punta Arenas	December 4, 2011

Table 2 - Time table for Vinson Expedition, Antarctica

2 Project Description

2.1 Mount Everest Expedition



The **Everest Expedition North Col** will bring us from Kathmandu in Nepal across the Nepal – Tibetan border into Tibet and finally to the Chinese Base camp.

Everest expedition from Tibet side has become more popular among the mountaineers to make their dream come true to stand on the summit of Everest. Among the several reasons, low cost of royalty and other basic mountaineering services as well as the safest route to the summit are the key factors to attract more Everest climbers from North Col than from the South Col.

Technically, it is more challenging than the South side but does not have the ice fall danger. Another appealing aspect of the Everest North Ridge route is that it offers a view of Everest virtually the whole route from

base camp.

Expedition initially starts from driving to BC at 5,200m and from there it is 22 km to ABC at 6,400m with yak support. From ABC the route continues up the East Rongbuk glacier and then to snow slopes to the North Col at 7,000m where Camp 1 is established on snow. This is a comfortable camp location, with great views across the North Face and East Rongbuk Glacier. However, it is not expansive. Climbing snow slopes, Camp II will be pitched at 7400m at the head of the snow ramp that stretches up from the Col and the camp could be windy. The route from Camp II to Camp III consists of a series of rock and shingle steps and easy terrain. Camp III will be at 7900m on rocky shelves. The route from Camp II to Camp III is quite windy. From Camp III the route traverses across a series of rock steps and snow slopes, then again on mixed rock and snow to Camp 4 at 8,400m on rocky ground, but sometimes on ledges cut into snow, depending on snowfall in the preceding season. The summit day starts from here. The route consists of mixed rock and snow steps some of them are quite steep to the NE ridge and then finally to the summit via the Three Steps.

2.1.1 Itinerary:

Day 1 - 10	Day 11 - 65
<ul style="list-style-type: none"> Day 01 Arrive Kathmandu & transfer hotel 	<ul style="list-style-type: none"> Day 11 Chinese Base Camp to Middle Camp load carry by Yaks
<ul style="list-style-type: none"> Day 02 Kathmandu 	<ul style="list-style-type: none"> Day 12 Middle Camp - Advance Base Camp of Everest 6400m
<ul style="list-style-type: none"> Day 03 Kathmandu 	<ul style="list-style-type: none"> Day 13-58 Climbing Period of Everest 8848m.
<ul style="list-style-type: none"> Day 04 Drive Zhangmu, Hotel 	<ul style="list-style-type: none"> Day 59 ABC - Base Camp
<ul style="list-style-type: none"> Day 05 Drive to Naylam, Hotel 	<ul style="list-style-type: none"> Day 60 Drive to Tingri
<ul style="list-style-type: none"> Day 06 Rest Day for Acclimatized 	<ul style="list-style-type: none"> Day 61 Drive to Zhanmu
<ul style="list-style-type: none"> Day 07 Drive to Tingri 	<ul style="list-style-type: none"> Day 62 Drive Border exit and drive to Kathmandu.
<ul style="list-style-type: none"> Day 08 Rest Day for Acclimatized 	<ul style="list-style-type: none"> Day 63 Kathmandu
<ul style="list-style-type: none"> Day 08 Drive Chinese Base Camp 	<ul style="list-style-type: none"> Day 64 Kathmandu (Sight Seeing Around Valley)
<ul style="list-style-type: none"> Day 09 Chinese Base Camp 5400m 	<ul style="list-style-type: none"> Day 65 Final Departure
<ul style="list-style-type: none"> Day 10 Chinese Base Camp 	

2.2 Vinson Massif Expedition

The **Vinson expedition in Antarctica** will leave from Punte Arenas in Chile and a 4.5 hour flight will bring us to our camp side Patriot Hills, as this area is only accessible by air. Patriot Hills is nestled within the heartland of Antarctica. The camp is at 80° 19' south latitude and 81° 16' west longitude, 1000m above sea level and 1076km from the South Pole.

2.2.1 The Environment

Antarctica is the coldest, windiest, driest continent on the planet. The weather, strong winds and brutal storms have been synonymous with Antarctica since its discovery and continue to be a major challenge for modern explorers. Most of the early diaries and tales of exploration of Antarctica are filled with stories of how the weather was man's biggest enemy on the continent. Nature's power is seldom seen as ferocious as it is in Antarctica, making this one of the most inhospitable places on earth.

In the winter, the lowest recorded temperatures (without wind chill!) have reached -89°C (-129°F). The continent averages 2.4 km in height (1.5 miles) above sea level, making it 1.5 km (almost a mile) higher than the global average land height! Each year the South Pole receives less than an inch of water... in the form of snow, of course! This amount of precipitation is similar to that of another desert, the Sahara! Katabatic winds, reaching 300 km per hour (185 miles/hour), blow out of the continental interior and make the Antarctic coastal regions rather breezy.



2.2.2 The Continent

- Antarctica is the Earth's 5th largest continent, measuring 14 million square km (5.4 million square miles).
- The ice sheet that covers almost all of Antarctica is the largest body of fresh water on earth, containing about 91% of the world's ice and 70% of the fresh water.
- If Antarctica's ice sheet were to melt, it would raise the level of the world's oceans about 70m (200 ft).
- The thickest part of the ice sheet extends about 4,800km (2980nm) (15,700 ft) into submerged basins in the rock.
- Antarctica has the greatest average elevation of any continent at 1,860m (6,100 ft). The average elevation of North America is 720m (2,300 ft).
- The highest mountain on the continent is Vinson Massif, 4,897m (16,067 ft), situated in the Ellsworth Mountains.



2.2.3 Itinerary

- **Arrival in Punta Arenas**
- **Flight Preparations**
- **Day 1 - Departure for Antarctica**
- **Days 2-3 - Acclimatization, Vinson Base** - Our first 1-2 days will be spent near Vinson base with an ascent of one of the peaks in the area. This will give us a chance to acclimatize and practice climbing as a team so that we are strong and efficient when we tackle the main summit.
- **Vinson Base to Low Camp** - 2300 ft (700 m) of elevation gain, 5 1/2 miles (9 km) of distance, 4-6 hours travel.
- **Low Camp to High Camp** - 3900 ft (1200 m) of elevation gain, fixed ropes on slopes up to 45°, approximately 6-8 hours travel.
- **High Camp to Vinson Summit** – Return trip from High Camp. Summit day is our longest day of travel — 300 ft (900 m) elevation gain, 9 miles (14 km) distance, 9-12 hours travel.
- **Descent to Vinson Base and Return to Patriot Hills** - The descent to Vinson Base is usually achieved in one day from High Camp, re-tracing our route down the fixed ropes and along the Branscomb Glacier.
- **Return to Punta Arenas** - Weather permitting, the aircraft from Punta Arenas will arrive in Patriot Hills on the scheduled departure day.



Steep slopes and heavy packs on Denali, “The Top of North America”.



Climbing Denali – What a fantastic view!

3 Budget

3.1 Budget for Everest Expedition North Col

Item	Description of Work	Anticipated Costs
Item One	Preparation and material cost	USD 2,400.00
Item Two	Flight and travel costs	USD 1,900.00
Item Three	Expedition costs (total of 65 days)	USD 27,000.00
Item Four	Additional costs (rescue material and jeep, rescue insurance, tips, additional food)	USD 4,500.00
	Total	USD 35,800.00

Table 3 - Estimated Budget for Mount Everest

3.2 Budget for Vinson Expedition Antarctica

Item	Description of Work	Anticipated Costs
Item One	Preparation and material cost	USD 2,100.00
Item Two	Flight and travel costs	USD 2,500.00
Item Three	Expedition costs (total of 14 days)	USD 33,600.00
Item Four	Additional costs (rescue insurance, tips, additional food, communication costs)	USD 2,500.00
	Total	USD 40,700.00

Table 4 – Estimated Budget for Mount Vinson

	Description of Work	Anticipated Costs
	Everest and Vinson Expedition	USD 76,500.00

Table 5 – Total estimated Budget for Everest and Vinson

4 Evaluation

To determine whether project goals are being met, two strategies are being used to assess the success of the project:

4.1 Process Evaluation

It is necessary to assess the project at the process level. This will include the efficiency of the overall expedition planning, check if the accurate material is used for the challenge (e.g. ropes, tents, oxygen masks), evaluate the route finding process and look in more detail at the leadership and decision making process during the whole expedition. Another important point at the process level will be to check if all agreements in terms of respecting the local culture and environment standards are met.

4.2 Outcome Evaluation

The overall goal would be that the whole team climbs as high as possible and makes it safely back down to Base Camp. The key outcome measurement for the climb will be achieving Ed Viesturs motto: “Reaching the summit is optional. Getting down is mandatory.” This does not mean that we will not try to reach the summit and do whatever is physical and mental possible to make it to the “Top of the World”, but it also means that we will respect the internal limits (fitness, health) as well as the external factors (weather, climbing challenges) and make our decision according to the principle mentioned above.



High camp on Aconcagua – Strong winds at high altitude...



Looking up at Aconcagua from the South – Will we make it?

5 Endorsement

I am currently in discussion with several domestic and international companies regarding sponsorship.
Current sponsors are:

COACHSOURCE™
Inspiring Leadership

SYSERCO
AN ENERGY MANAGEMENT COMPANY



Schweizer
Kader
Organisation

Netzwerk für Kader und alle, die es werden wollen



Everest summit from the North side...

Next Steps

I hope that you enjoyed reading about this project. If you would like to know more about the details of the two expeditions, I suggest the following next steps:

1. Please provide me with your feedback regarding the project. It would be great to hear from you.
2. If you are interested in sponsoring this project, please contact me at the e-mail or phone number below. I would be happy to provide you with more details.
3. In terms of financial sponsorship, please see point 1.3 *Benefits to your organization* on page 6 of this proposal. Please inform me regarding your intention and I am convinced that we will find a solution that fits your budget.
4. If there is any interest in providing the expedition with material (e.g. outdoor equipment, communication tools, logistic material), I would be open to discuss this as well.

Contact information: E-mail: urs@ubernhard.com

Phone Switzerland: +41-76-416-4080

Phone US: +1-858-349-1712

“You can never cross the ocean unless you have the courage to lose sight of the shore.”

Christopher Columbus



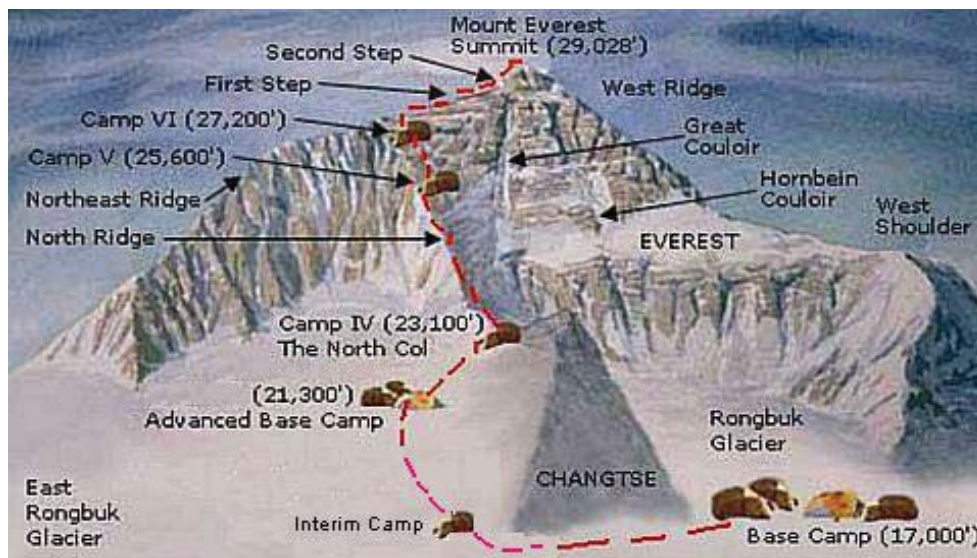
THANK YOU VERY MUCH FOR YOUR SUPPORT!!!!

6 Appendix



My intention is to climb the North Col route (in yellow on the picture to the left). The North Col was discovered by George Mallory while searching for possible routes to the summit of Mount Everest during the first British reconnaissance of the Everest region in 1921. On 8 June 1924 George Mallory and Andrew Irvine made an attempt on the summit via the North Col/North Ridge route from which they never returned. On 1 May 1999 the Mallory and Irvine Research Expedition found Mallory's body on the North Face in a snow basin below and to the west of the traditional site of Camp VI.

The North Col route begins from the north side of Everest in Tibet. It is a long approach from Base Camp to the summit. Technically, it is more challenging than the South side but does not have the ice fall danger. One of appealing aspects of Everest North Ridge route is that it offers a great view of Everest on virtually the whole route from the base camp.



7^a 7^b 7^c 7^d 7^e 7^f 7^g 7^h 7ⁱ 7^j 7^k 7^l 7^m 7ⁿ 7^o 7^p 7^q 7^r 7^s 7^t 7^u 7^v 7^w 7^x 7^y 7^z

Everest – Asia

Height: 8,848 meters or 29,028 feet



At 8,848 m (29,028 ft) Mount Everest is the world's highest peak. Even the trek to Base Camp is arduous. Climbers aiming for the summit must survive the extreme conditions of the 'Death Zone' and perform great feats of endurance. I am planning to use the North Col Route. Technically, it is more challenging than the South side but it does not have the ice fall danger. Another appealing aspect of Everest North Ridge route is that it offers a view of Everest virtually the whole route from base camp. In May 2011, I have climbed up to 8,600m/28,380ft on the North side of Mount Everest, 250m/825ft short of the summit.

Climbing Goal: 2012

Aconcagua – South America

Height: 6,962 meters or 22,840 feet

Aconcagua, which translates as "Stone Sentinel" is 22,840 ft, making it the highest mountain in the Americas and the highest mountain outside of Asia. This spectacular mountain is surrounded by numerous peaks over 20,000 ft. and the surrounding lowlands (up to 13,000 ft.) consist of beautiful desert landscapes with a large diversity of flora and fauna. I have experienced Aconcagua's strong winds and the extreme cold at high altitude several times, but finally was able to enjoy the summit view.



Summit: February 9, 2010

McKinley/Denali – North America

Height: 6,195 meters or 20,320 feet



Mt. McKinley, or Denali, meaning the "Great One," in the native Athabascan language, was my number three of my Seven Summits. Mt. McKinley rises steeply from its base at just over 2,000 feet above sea level to over 20,000 feet, a gain in elevation which is greater than Mt. Everest. Good weather is definitely a key success factor during the long climb to the summit of Denali. We were lucky and made it to the top as one of the last expeditions in July 2009. What an experience, and all the heavy loads were forgotten.

Summit: July 8, 2009

Kilimanjaro - Africa**Height: 5,963 meters or 19,340 feet**

Mount Kilimanjaro rises majestically from a rolling plain close to the Indian Ocean from hot savanna to a barren and frigid 3-1/2 mile high peak. It's the highest mountain in Africa and one of the largest free standing mountains in the world. Climbing Kilimanjaro is a must-do challenge for almost every trekker and mountaineer in the world. Uhuru Peak, how the top of the volcano is called, was my first of the Seven Summits. It is really an unique experience to hike through such a rich vegetation (banana trees, rain forest, high steppe, high desert) and end up in the snow of Kilimanjaro.

Summit: March 21, 2005**Elbrus – Europe****Height: 5,633 meters or 18,481 feet**

Mt. Elbrus is the highest point of Europe. The Caucasus Main Range is considered to be a border between Europe to the North and Asia to the South. Two main Mt. Elbrus summits are about 11 km (6.8 miles) to the North from the Main Range, inside European territory. Western summit 5633 m and Eastern summit 5621 m with the Saddle elevation 5416 m. . It was a great experience to visit this remote area near Chechnya and climb the "Top of Europe". Looking across the Caucasus Range into Georgia was quite amazing.

**Summit: September 4, 2006****Vinson Massif – Antarctica Height: 4,897meters or 16,067 feet. It is also 13km (8 miles) wide**

Vinson Massif, at 78°35'S, 85°25'W is 21km (13 miles) long and 13km (8 miles) wide. It lies on the southern part of the main ridge of the Sentinel Range. Named for Carl G Vinson, a Georgia congressman and a major force in 20th century US Antarctic exploration, it was first climbed in December 1966 by a combined group from the American Alpine Club and the National Science Foundation. After having visited Antarctica shortly last January, I am looking forward to climb Vinson.

Climbing Goal: 2011

Kosciuszko – Australia***Height: 2,228 meters or 7,310 feet***

Mount Kosciuszko is the highest mountain on the flattest and smallest continent. A thoroughly uninspiring peak, Kosciuszko gets a lot of abuse, particularly from those who claim that the Australia/Oceania continent's rightful contribution to the "Seven Summits". This will be the last of my Seven Summits. It will give me some time to reflect on the Seven Summit quest and the question: What is next?

Climbing Goal: 2012