



Polar Perspective

“Everyone, at some time in their life, will experience an Arctic Ocean,” claims Frida Waara. “Their experience may not look like the all white world at the top of the planet, but it will feel just as isolated and horrifying. I want to inspire and pass on the tools to help people cross to the other side of that ordeal.”

Waara was a member of the WomenQuest Polar Trek, the first all-female expedition to ski without re-supply from Russian ice to the Geographic North Pole in April 2001. The accomplishment earned her significance as the first woman from Michigan to reach True North on skis.

Then, in November 2010, she added Antarctica and the Geographic South Pole to her list of Polar experiences. Now, certifiably “bi-polar”, she shares the secrets to surviving the world’s most hostile climates. Her story is rich with photos and video, humor and honesty, and in the end she hopes to inspire how these lonely and forbidding landscapes can teach us about teamwork and leadership.



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