



“The Cochran Way.”

Mickey Cochran described the Cochran Way as follows:

I just tried to make skiing a heck of lot of fun. I always told them (Marilyn, Barbara Ann, Bobby, & Lindy): Even if you don't win a lot of races, you can still enjoy the excitement of competing in them. But I also tried to make them realize that ski races are won in split seconds and that winning would require a lot of nit-picking and a lot of work on details. It takes this to do a good job on anything in life. Also, I've always felt that every individual should strive to excel in something. I felt it was excellent training for our youngsters to learn to reach for a very high level of perfection and to develop the skills to where they could be quite accomplished, not so much from the winning standpoint but just to experience the hard work necessary to excel. I think this is an invaluable lesson in life, and it's what I hoped all our kids would learn from skiing.