

## The Backcountry Boom

*It seems everywhere I look these days I hear and see a buzz about backcountry this and backcountry that. Mainstream ski publications once devoted entirely to resort pursuits now splash their pages with stories and photos promoting the backcountry experience. Marketers selling everything from soft drinks to software are attempting to cash in on the backcountry cache.*

*According to a 2011 Snowsports Industries of America (SIA) participation report, human-powered snowsports is the fastest growing segment of winter recreation. This segment includes backcountry skiing, alpine touring (AT), snowshoeing and cross-country skiing. SIA reports on equipment sales show that alpine touring equipment sales are growing by more than 50 percent year to year while other equipment segments are declining or flat.*

*This all-things-backcountry boom presents both opportunity and challenge for Winter Wildlands Alliance and our grassroots groups. It certainly shines the light on the need for our ongoing advocacy to protect the winter places we play. It makes us stretch beyond our traditional means in order to remain relevant to a new generation of skiers, snowboarders and snowshoers venturing into the backcountry.*

*We're working to meet the challenges. WWA's SnowSchool program will take more than 25,000 kids out for a snowshoe experience and a snow ecology lesson this winter. Our Backcountry Film Festival will show in more than 100 locations and will promote a responsible backcountry ethic to thousands of new backcountry enthusiasts.*

*As we reach out to those new to the backcountry community, we remain focused on our core work to bring balance and responsible winter management to our public lands. This year will bring positive resolution to our decade-long campaign to protect Yellowstone National Park, our most iconic winter sanctuary. We await a ruling on our legal challenge to the regulatory loophole exempting snowmobiles from off-road vehicle management guidelines and I am confident we will prevail. With our local grassroots groups, we are engaged in more than a dozen national forests where a safe, quiet backcountry experience is at risk.*

*None of this would be possible without our members, supporters and partners. On behalf of all of us at Winter Wildlands Alliance, I offer heartfelt thanks for your support.*

*Keep the Wild in Winter!*



**Mark Menlove**  
Executive Director  
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## FY 12 Accomplishments and Highlights

Winter Wildlands Alliance achieved concrete and measurable results during our fiscal year 2012 (July 1, 2011 – June 30, 2012) toward our mission of promoting and protecting winter wildlands and a quality human-powered snowsports experience on public lands.

### National Policy

As the national voice for backcountry and Nordic skiers, snowboarders, snowshoers, winter hikers, mountaineers and conservationists, WWA accomplished the following national policy objectives during FY12:

- Initiated a legal challenge to the over-snow vehicle exemption in the 2005 Travel Management Rule. If successful, this legal challenge will result in snowmobiles being managed under the same guidelines used for all other off-road vehicles in all other seasons on national forest lands.
- Provided extensive comments and marshaled public support through the Yellowstone National Park Supplemental Environmental Impact Statement process in order to ensure protection of Yellowstone's winter ecosystem. WWA and our coalition partners rallied our constituents to submit more than 66,000 commend letters advocating for a final rule that holds over-snow vehicle numbers at or below the level of the past five years, a period which led to a remarkable recovery for Yellowstone's winter ecosystem, wildlife and visitor enjoyment.
- Met with U.S. Forest Service officials in Washington, DC to suggest revisions to the Forest Manual in order to better facilitate human-powered recreation on national forest lands.

# FY12 ACCOMPLISHMENTS

- Met with U.S. Forest Service leadership to request clearer and more substantive guidelines for management of winter recreation on national forest lands.
- Presented at the Outdoor Alliance Partnership Summit representing human-powered winter recreationists.
- Recruited and educated outdoor business owners to speak to Congress in support of the Land and Water Conservation Fund.
- Advocated directly with Members of Congress, Administration decision-makers and Federal land management agency leaders on behalf of human powered winter recreation on public lands.

## Grassroots

WWA's network of grassroots groups forms the foundation of our work. This network of dedicated activists continues to expand, as does the scope of our work. In FY12, WWA accomplished the following in support of our grassroots network;

- Provided Congressional Testimony opposing a Federal Act that would force the sale of national forest lands to a Canadian developer in order to facilitate the SkiLink Gondola in Utah's Central Wasatch Range. If approved this proposal would bisect pristine backcountry terrain currently proposed as wilderness and including world-renowned backcountry skiing, mountain biking and hiking terrain.
- Drafted winter recreation and conservation language on multiple Travel Management or Forest Plans including Okanogan-Wenatchee, Shoshone, Idaho Panhandle, Lake Tahoe Basin and Huron National Forests.
- Submitted a formal appeal to the Bend Fort Rock Ranger District Decision to approve a 190,000 sq. ft. snowmobile parking lot at Kapka Butte near Bend, Oregon. WWA's appeal did not oppose the parking lot but requested that, as mitigation for expanded motorized use, a 3,000-acre Backcountry Recreation Zone be established on nearby Tumalo Mountain.
- Represented the interests of backcountry skiers on the Payette Winter Forum, a monthly stakeholder collaborative focused on finding winter recreation solutions on the Payette National Forest in Idaho.
- Commented on a snowmobile trail grooming plans on the Boise and Payette National Forests, advocating that such efforts be included as part of more comprehensive winter planning on the Forests.

- Represented human-powered recreation at meetings of the Boise Forest Coalition, a collaborative forest planning group.
- Participated in settlement discussions with the U.S. Forest Service officials in California with the goal of implementing more comprehensive environmental analysis and mitigation for California's over-snow grooming programs on national forest lands.
- Represented backcountry skiers in commenting on and appealing the proposed expansion of Breckenridge Ski Resort into a widely-used backcountry area known as Peak 6.

## Research and Publications

Winter Wildlands Alliance conducted research and prepared reports to provide data and analysis to public land managers, elected officials and grassroots activists;

- Commissioned a study, "A Pilot Investigation of the Pollution and Toxicity of Snowpack Collected from Snowmobile Recreation Areas in Washington and Wyoming" conducted by Dr. Ruth Sofield of Western Washington University.
- In partnership with the Idaho Outdoor Business Council, commissioned a poll to gauge attitudes of Idaho voters regarding conservation, public lands funding and quality of life.
- In collaboration with Lighthawk and other partners, conducted aerial and ground surveys of winter motorized incursion on the Caribou-Targhee and Beaverhead-Deerlodge National Forests. These surveys documented the positive impact of WWA's Winter Wilderness Stewardship Project, which has helped reduce snowmobile trespass into wilderness areas through better signage and education.

## Education and Outreach

Through media campaigns, action alerts, events and programs, WWA educates the public about issues affecting wildlands preservation and quality human-powered recreation on public lands. FY12 accomplishments include;

- Second annual Winter Wilderness Stewardship Project in Driggs, ID. With the help of 20 volunteer participants, we installed 16 boundary signs with more markers slated for installation. Volunteers racked up a total of 105 hours dedicated to helping protect the places we play.

- The 2011-12 Backcountry Film Festival toured to over 85 cities worldwide. Collectively over \$80,000 was raised for local groups working on outdoor education, avalanche awareness programs and human powered winter recreation advocacy.
- WWA participated in CLIF Bar's 'Meet the Moment' photo sharing campaign, which highlighted Winter Wildlands as one of five national non-profits. WWA received awareness from over 100,000 website visitors and over 1,500 moments were dedicated to WWA.
- WWA staff and volunteers participated in the summer and winter Outdoor Retailer shows and the winter SIA show to build awareness of WWA and our issues within the outdoor industry.
- The WWA Backcountry Partners Program added six new like-minded businesses committed to supporting quiet human-powered recreation in their communities.
- During the 2011-12 winter, SnowSchool reached over 27,000 students, 750 adult volunteers and added five new sites to the network.
- WWA helped found and provided organizational assistance to the Idaho Outdoor Business Council, a coalition of businesses and recreation groups dedicated to preserving and promoting Idaho's spectacular wild lands and waters, and to educating public officials as to the importance of conservation measures and public lands funding initiatives as drivers for Idaho's outdoor recreation economy and quality of life.

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2012 as presented by Harris & Co. P.A. Certified Public Accountants. For more information please email [info@winterwildlands.org](mailto:info@winterwildlands.org) or call (208)336-4203.

## Statement of Financial Position

### ASSETS

#### Current Assets

Cash & cash equivalents	\$307,473
Inventory	\$2,189
Prepaid Expenses	\$1,880

#### Total Current Assets

\$311,542

#### Fixed Assets (equipment, less depreciation)

\$3,420

#### Deposits

\$660

#### Total Assets

\$315,622

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts Payable	\$7,270
Accrued payroll liabilities	\$10,326

#### Total Current Liabilities

\$17,596

#### Net Assets

Unrestricted	\$128,933
Temporarily restricted	\$169,093

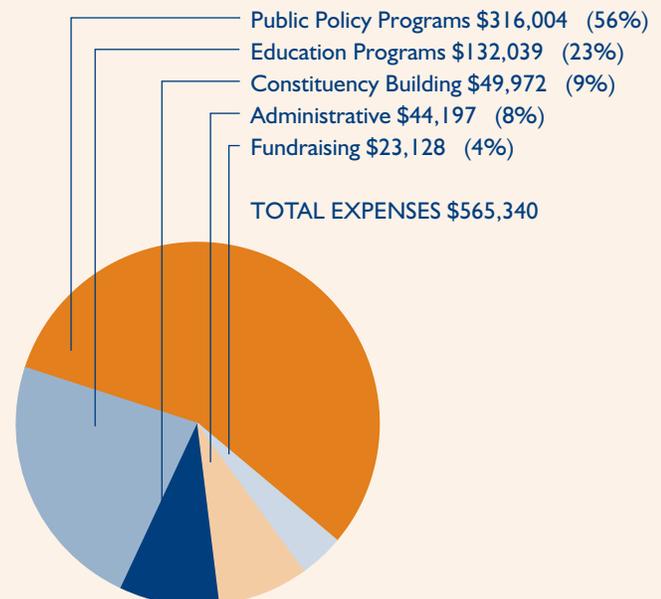
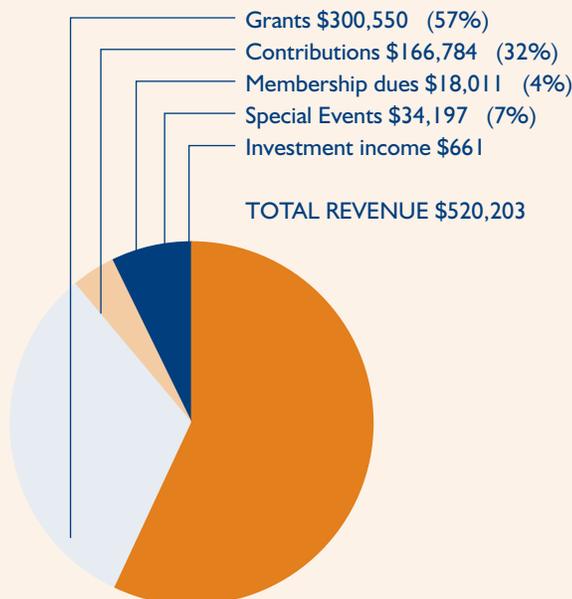
#### Total Net Assets

\$298,026

#### Total Liabilities and Net Assets

\$315,622

## Revenue and Expenses



# ACKNOWLEDGEMENTS

## Thank You!

WWA thanks our supporters, volunteers and board members for their commitment and dedication to our work preserving the human-powered backcountry experience. Without your support, none of our fiscal-year 2012 accomplishments would have been possible. WWA is grateful to the more than 1300 members who support our mission. We are proud to list the individuals, foundations and partners who contributed \$100 or more during fiscal-year 2012.

### Individual Donors, Partners and Foundations

40 Tribes Backcountry Adventures  
Henry Abrons and Li-hsia Wang  
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Alpenglow Sports  
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Shelley Pursell, Outreach and Events Coordinator  
Lana Weber, Program Director  
Tom Flynn, Outdoor Alliance Grasstop  
Advocacy Fellow

The Winter Wildlands Alliance Board of Directors met three times during the fiscal year: October 11, 2011, February 10-12, 2012 and June 11-12, 2012



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### WINTER WILDLANDS ALLIANCE

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### GRASSROOTS MEMBERS

**Alaska**  
*Alaska Quiet Rights Coalition  
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