

Year in Review

2013 will go down as the most high impact period to date in the history of Winter Wildlands Alliance. In the culmination of an eight-year effort to remedy flawed national regulations on snowmobile management, WWA won a historic Federal Court Ruling in March directing the U.S. Forest Service to issue a new Federal Rule to bring management of over-snow vehicles in line with the guidelines used for all other off-road vehicles in all other seasons.

The result of this ruling is that once the new rule is in place, all national forest units where snowmobiling occurs will be directed to put in place a proactive winter travel plan that designates appropriate routes, trails and areas for over-snow vehicle use. Those areas not designated as open to over-snow vehicles will then be protected for wildlife habitat and human-powered access.

As thrilled as I am with the court ruling, I am equally pleased with the positive rapport WWA has maintained with our Forest Service partners through this process. By maintaining an open and productive dialogue, we avoided an Agency appeal of the court ruling and we are positioned to work proactively with the Forest Service and other stakeholders in developing the rule and implementing new winter travel plans at the forest level once the rule is finalized.

And, while it came after the end of our 2013 fiscal year covered in this annual report, 2013 also marks the successful culmination of 15 years of grind-it-out advocacy to protect Yellowstone National Park's magical winter season. No other management issue in the history of our national parks has garnered more public comment and attention than Yellowstone winter use and I congratulate the National Park Service on a thoughtful plan that protects Yellowstone's fragile winter ecosystem while providing sustainable visitor access.

Both of these victories are sweet, indeed, and both prove the value of the never-give-up attitude embodied by WWA's amazing staff and volunteers. 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 and I congratulate you on our shared success.

Hope to see you on the Snow Less Traveled!



Mark Menlove
Executive Director
mmenlove@winterwildlands.org

FY 13 Accomplishments and Highlights

Winter Wildlands Alliance achieved concrete and measurable results during our fiscal year 2013 (July 1st 2012 – June 30th 2013) 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 human powered snowsports enthusiasts, WWA accomplished the following national policy objectives during FY13:

- Achieved a historic Federal Court Ruling directing the U.S. Forest Service to issue a new Federal Rule to manage over-snow vehicle use on national forest lands under the same guidelines used for all other off-road vehicles in all other seasons.
- Held multiple meetings with Forest Service leadership regarding implementation of new Federal Rule on over-snow vehicle use.
- Testified on behalf of Outdoor Alliance, Idaho Outdoor Business Council and WWA before the U.S. House of Representatives Subcommittee for Appropriations on Interior and the Environment.
- Submitted substantive comments on Final Yellowstone Winter Use Plan and marshaled public support and comments from WWA members and constituents.
- With Outdoor Alliance colleagues, met in Washington D.C. with land managers and elected officials on numerous public lands bills and programs
- 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 organizations forms the foundation of our work. This network of committed activists continues to expand as does the scope of collaborative work between WWA and our grassroots groups. During FY13 WWA accomplished the following in support of our grassroots network:

- Hosted WWA's fifth Grassroots Advocacy Conference in Salt Lake City. Over the course of three days, 50 participants – including representatives from seven grassroots groups – were able to grapple with some of the defining topics and trends relevant to winter recreation. Grassroots advocates were joined by key Forest Service personnel as well as industry insiders and athletes. Presentations ranged from fundraising and engaging your

FY13 ACCOMPLISHMENTS

grassroots membership, to opportunities for collaboration under the new Forest Service planning rule and winter recreation management at ski areas.

- Assisted a local coalition in Utah to oppose Federal Legislation that would have conveyed national forest lands to a Canadian development company to accommodate the “SkiLink” gondola, which would have significantly impacted pristine backcountry in the Central Wasatch Range.
- Convened the first meeting and assisted in the organization of a new grassroots group, Wasatch Backcountry Alliance, working to unite the voice of the backcountry community and preserve the balance between developed and undeveloped lands in the Central Wasatch Range.
- Assisted in securing renewal of Rabbit Ears and Buffalo Pass non-motorized winter recreation area in Colorado.
- With Snowlands Network, achieved a court settlement requiring the U.S. Forest Service to review its snowmobile trail grooming program on five national forests in California: the Stanislaus, Eldorado, Tahoe, Plumas and Lassen.
- Participated in meetings and submitted comments on the revision of Forest Plans for the Nez Perce–Clearwater and Chugach National Forests as well as management plans for Lake Tahoe Basin Management Unit, Payette National Forest and Boise National Forest.
- Represented backcountry skiing interests on the Payette Winter Forum, a multi-stakeholder collaborative in McCall, Idaho, that protected a new high-value backcountry zone for skiers while opening some new terrain to snowmobile use.
- Rallied input from skiers in the Pacific NW on important access roads for backcountry skiers on the Mount Baker Snoqualmie National Forest. WWA’s Outdoor Alliance partner organizations are compiling similar information for climbing and whitewater paddling to provide vital recreation input as the Forest Service goes through a mandatory Sustainable Roads analysis.
- Added four new grassroots member groups to WWA’s network.

Research and Publications

WWA conducted or commissioned research and reports to provide data and analysis to public land managers, elected officials and decision makers. FY13 research and publications included:

- In conjunction with the Idaho Outdoor Business Council, designed and commissioned a poll of Idaho voters on conservation, recreation and the role of public lands in Idaho’s economy.

- Commissioned a study on the economic contribution of backcountry winter recreation to communities in the Teton-West Yellowstone region.
- With Idaho Outdoor Business Council, commissioned an economic impact analysis of potential national monument designation for the Boulder and White Clouds Mountains in Central Idaho.

Education and Outreach

Through media campaigns, stewardship programs, action alerts, events and programs, WWA educates the public about issues impacting wildlands preservation and quality human-powered recreation on public lands. Our national SnowSchool program provides a snowshoe field trip and snow ecology lesson to tens of thousands of students across the country each year. FY13 accomplishments include:

- Authored opinion columns appearing in The Salt Lake Tribune, Idaho Statesman, and Idaho Mountain Express. WWA staff were quoted in numerous media including The New York Times, Denver Post, Seattle Post Intelligencer, Spokane Review, City Weekly, Catalyst, Boise Weekly, Backcountry Magazine, Trailspace and Off Piste.
- WWA’s Eighth Annual Backcountry Film Festival toured to 98 locations in seven countries, was enjoyed by 15,000 outdoor enthusiasts, and raised more than \$110,000 for local groups working on outdoor education, avalanche awareness and advocacy campaigns.
- Engaged more than 28,000 students and 750 adult volunteers at 42 SnowSchool sites across the country in a snowshoe field trip and snow ecology lesson.
- Added four new SnowSchool sites to our network.
- Updated SnowSchool curriculum materials and aligned existing curriculum with Next Generation Science Standards and Common Core standards.
- Developed a new high school snow science program in partnership with Boise State University Geosciences Department.
- In conjunction with Bay Area Wilderness Training developed a winter education training model for outdoor educators.
- Partnered with US Forest Service on WWA’s Third Annual Day of Action for the Winter Wilderness Stewardship Project. Twenty volunteers installed more than 30 wilderness boundary markers to help educate all winter travelers about winter wilderness values.

- Hosted 25 volunteers at a stewardship project to clean up and enhance the Nordic trail system used for SnowSchool activities at Bogus Basin Mountain Resort.
- WWA staff 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.
- Added five new like-minded small businesses to WWA's Backcountry Partners program.

Organizational Update

- Launched a completely new website, with a modern look and easier navigation.
- Created a new five-year strategic plan, which expanded our program goals and objectives to include areas of intersection with resort skiing such as backcountry access, uphill travel at ski areas, and ski resort expansion. Core programs will remain advocacy for human-powered snowsports, over-snow vehicle management, Backcountry Film Festival and SnowSchool.
- Created a new National SnowSchool Director position to expand and improve WWA's national SnowSchool program.
- Assisted Outdoor Alliance in planned transition to its own 501c3 organization.
- Provided organizational assistance to Idaho Outdoor Business Council.

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2013 as presented by Harris & Co. P.A. Certified Public Accountants. For more information please email info@winterwildlands.org or call (208)336-4203.

Statement of Financial Position

ASSETS

Current Assets

Cash & cash equivalents	\$265,541
Prepaid Expenses	\$2,292

Total Current Assets \$267,833

Fixed Assets (equipment, less depreciation) \$3,067

Deposits \$660

Total Assets \$271,560

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$12,618
Accrued payroll liabilities	\$4,469

Total Current Liabilities \$17,087

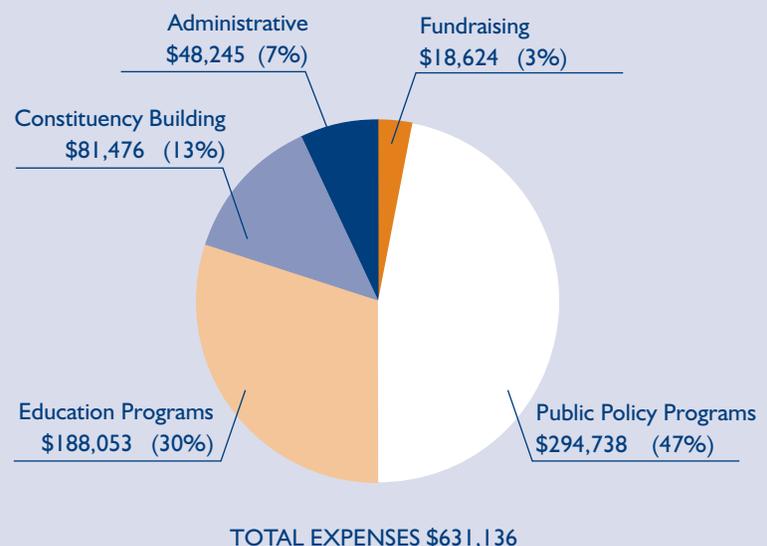
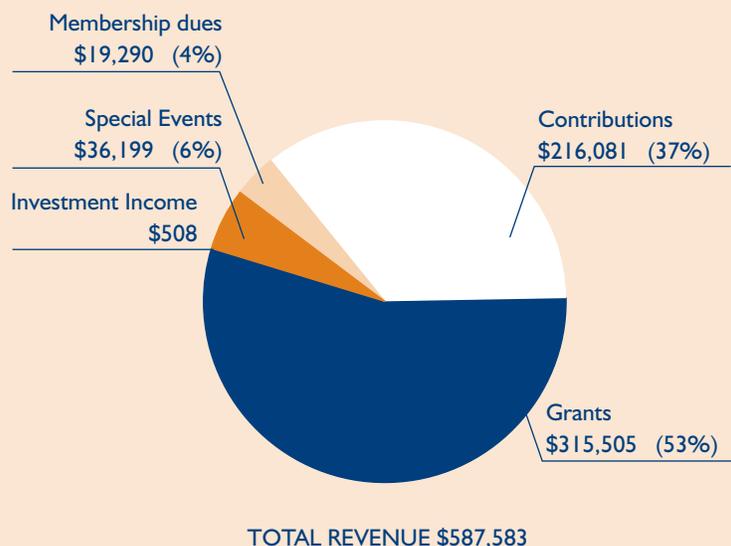
Net Assets

Unrestricted	\$139,544
Temporarily restricted	\$114,929

Total Net Assets \$254,473

Total Liabilities and Net Assets \$271,560

Revenue and Expenses



ACKNOWLEDGEMENTS

Thank You!

WWA thanks our supporters, volunteers and board members for their commitment and dedication to our work promoting and protecting the human-powered winter experience. WWA is grateful to our more than 6500 members and supporters. We are proud and grateful to list the individuals, foundations and partners who contributed \$100 or more during fiscal year 2013.

Individuals, Foundations and Partners

Henry Abrons and Li-hsia Wang
Advocates for the West
Lin Alder
Anonymous
Atlas Snow Shoe Company
Carol & Russell Atha III
Backcountry Babes
Backwoods Mountain Sports
Deb Badger
Black Diamond Equipment, Ltd.
Daniel Bruce
Frank Brzeniec
Jon Catton
Tom & Sue Chelstrom
Christensen Family Foundation
Jared Cieslewicz
City Peanut Shop
Clif Bar Inc.
Nicholas Clinch
Kathleen Cline & Carl Steidtmann
Lea Colasuonno
Doug & Carol Colwell
The Conservation Alliance
Peter Curran
Matt & Erin Davis
Gale Dick
Sheila Doherty
Elemental Herbs
The Egyptian Theatre
Mike Elggren
Tony Ferlisi
Michael Fiebig
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John Garder
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George B. Storer Foundation
James S. Gibson,
Goal 0
Tom Gordon
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Tracey & Maynard Hoover
Nina Jonas
K-2 Corporation
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Marcus Libkind
LOR Foundation
Maki Foundation
Forrest & Amy McCarthy
Samantha and Wally Mcfarlane
McMenamins Inc.
Mark & Dana Doherty Menlove
Rich Meyer
Sarah Michael & Bob Jonas

Andrew Mishlove
Morgan Family Foundation
Adam Morrey
Lars Morris
The Mountaineer
The Mountaineers Foundation
Robert B. Mullins
New Belgium Brewery
New Venture Fund
The Norcross Wildlife Foundation
Onion River Sports
Ellen Ostheller
Rachel Otto
Outdoor Research
Christian Overson
Packer Expeditions
Payette Brewing Company LLC
James Pearre
PECO Foundation
Lew Peterson
Kara Posner
Powder Ridge Yurts
Trustee Luther Probst of the Riverbend Fund
R & R Sport Queenstown
Ashley Rawhouser
Razoo
Mijo & Vera Reba
Red Mountain Enterprises
REI
Carl Richards
Gerald and Laura Richards
Kathie Rivers
Craig and Amy Roberts
Brian Ross
Diane Ruschke, & John Werner
Katie Russell
David Saylor
Dan Schroeder
Caleb and Louise Scott
Dan Siefert & Erinn Ackey
Sierra Trading Post
Richard Simpson
Skinny Skis
Snowlands Network
Stanley Family Fund of the Community Foundation of New Jersey
Teton Backcountry Guides
Trailspace.com
Thomas Turiano
Craig Turne & Karen Salzman
Two Knobby Tires
George Wade, M.D.
Cam Walker,
Max and Sharon Walker,
Matthew Walter
James and Stephanie Werntz
Western Conservation Foundation
Scott White
Whittaker, David
The Wilderness Society
Tom Windle & Pat Weber
Moe Witschard
Charlie & Liz Woodruff
The Wyss Foundation

Board of Directors

Charlie Woodruff, Chair
Lew Peterson, Vice Chair
John Garder, Treasurer
Tony Ferlisi, Secretary
Lea Colasuonno
Michael Fiebig
Reid Haughey
Rich Meyer
Dan Siefert

The Winter Wildlands Alliance Board of Directors met four times during the fiscal year:
October 13, 1012, January 16, 2013,
March 8, 2013, June 14-15, 2013

Staff

Mark Menlove, *Executive Director*
Cailin O'Brien-Feeney, *Policy Director*
Kerry McClay, *SnowSchool Director*
Shelley Pursell, *Outreach and Events Director*
Brittany Jones, *Program Administrator*
Tom Flynn, *Outdoor Alliance Regional Director*

GRASSROOTS MEMBERS

Alaska

Alaska Quiet Rights Coalition
Mountaineering Club of Alaska

California

Mammoth Nordic
Snowlands Network

Colorado

Colorado Mountain Club
Friends of Berthoud Pass
Friends of the Routt Backcountry
High Country Citizens Alliance
Mountain Area Land Trust
Summit Winterlands and Trails

Idaho

Central Idaho Recreation Coalition
Idaho Conservation League
Nordic Backcountry Skiers Alliance
Southeast Idaho Recreation Alliance (SIRA)
Teton Valley Trails and Pathways

Montana

Beartooth Recreational Trails Association
Montana Backcountry Alliance
Montanans for Quiet Recreation
Montana Wilderness Association

Oregon

Bend Backcountry Alliance
Eagle Cap Nordic Club

Utah

Nordic United
Wasatch Backcountry Alliance

Washington

El Sendero
Kongsberger Ski Club
Spokane Mountaineers
Stevens Peak Backcountry Coalition
The Mountaineers

Wyoming

Friends of Pathways
Jackson Hole Ski and Snowboard Club
Togwotee Pass Backcountry Alliance
Wind River Nordic
Wyoming Wilderness Association



Winter Wildlands Alliance is a national nonprofit organization promoting and preserving winter wildlands and a quality human-powered snowsports experience on public lands.

WINTER WILDLANDS ALLIANCE

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