

WINTER WILDLANDS ALLIANCE FY14 ANNUAL REPORT

YEAR IN REVIEW

A year that started off, as this one did, with the successful culmination of a 15-year campaign to protect the magic of winter in Yellowstone National Park was bound to be a bellwether and WWA's fiscal year 2014 certainly lived up to that early indication.

I believe 2014 will go down as the year the backcountry community found its voice. We've known for some time now that our community is growing – indeed, backcountry is the only segment of winter recreation that is growing – but this year we realized the power we have when we speak in a coordinated and principled fashion.

We witnessed this voice coalesce in the fledging group of skiers and riders who came together as the Wasatch Backcountry Alliance to speak up for preserving their treasured Wasatch Range and are already recognized as the voice of winter in Utah.

On a national scale, backcountry and Nordic skiers, snowboarders, snowshoers and winter mountaineers came forward in unprecedented numbers to tell the Forest Service to add teeth to its draft rule on over-snow vehicle management. While we've not yet seen the final Rule, I can tell you from direct conversations with Forest Service and USDA leadership that our voice was heard.

And we'll see that voice come together in more than 100 towns this winter as the Winter Wildlands Alliance Backcountry Film Festival brings backcountry communities together in celebration of the human-powered experience. We'll hear laughter in the voice of youth as our SnowSchool program takes some 28,000 students outside for a winter adventure on snowshoes.

To each of you, our members and supporters, I offer heartfelt thanks for lending your voice and your support. I hope you are as pleased as I am with our shared success highlighted in this annual report.

See you on the Snow Less Traveled!



Mark Menlove
Executive Director
mmenlove@winterwildlands.org



FY14 ACCOMPLISHMENTS AND HIGHLIGHTS

Winter Wildlands Alliance achieved concrete and measurable results during our fiscal year 2014 (July 1, 2013 – June 30, 2014) 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 FY14:

- With our partner organizations, achieved long-term protection for Yellowstone National Park through a final winter use plan that protects and preserves Yellowstone's magical winter ecosystem while providing sustainable access and visitor experience.
- Rallied unprecedented engagement from the winter backcountry community to insist on a final Over-Snow Vehicle Rule that protects winter ecosystems and provides a quality human-powered experience on national forest lands.
- Met in person with Forest Service leaders and Administration decision-makers in Washington D.C. to present our concerns and comments on the draft Over-Snow Vehicle Rule.
- Finalized Memorandum of Understanding with USDA Forest Service to further our partnership for information sharing, stewardship opportunities and education including encouraging the establishment of SnowSchool sites on our national forests.
- Provided in-depth comments on new Forest Planning Rule Directives to provide better guidance on protecting and improving recreational use, opportunities and access in long-term plans.
- 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.
- Represented the backcountry community in commenting on national uphill travel guidance at permitted ski areas on Forest Service land.

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GRASSROOTS

WWA's network of grassroots groups form the foundation of our work. This network of dedicated activists continues to expand, as does the scope of our work. In FY14, WWA accomplished the following in support of our grassroots network:

- Reached out to and educated WWA's grassroots partners and many other organizations in the conservation and human powered recreation communities about the draft Over-Snow Vehicle Rule so that they were inspired and empowered to comment.
- Welcomed new grassroots partners in Colorado, New Mexico and Utah: Crested Butte Nordic, the Chama Valley Outdoor Club, and Wasatch Backcountry Alliance.
- Coordinated business sign-on letters from 190 outdoor business CEOs conveying support for maintaining the critical balance between developed resort skiing and undeveloped backcountry terrain in Utah's Central Wasatch; and a separate letter to USDA Forest Chief Tom Tidwell advocating for a stronger winter travel rule.
- With our grassroots group Wasatch Backcountry Alliance, participated in multi-agency Mountain Accord process to ensure the backcountry community has a voice in planning decisions on the future of the Wasatch Range.
- Submitted substantive comments concerning backcountry winter recreation on the Helena National Forest's Divide Travel Plan.
- Created a suite of new advocacy tools to help constituents understand and engage in winter travel planning.
- Continued representing 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
- With Idaho Outdoor Business Council and other partners, advocated for the creation of a Boulder-White Clouds National Monument.
- Participated in meetings and submitted comments on the revision of Forest Plans for the Nez Perce-Clearwater, Chugach and Inyo/Sierra/Sequoia National Forests as well as project level planning including Grand Teton National Park; Tres Rios – BLM; Mt. Spokane State Park; and Arapaho-Roosevelt, White River, Lake Tahoe Basin Management Unit.
- In conjunction with the Beaverhead-Deerlodge National Forest, facilitated a winter monitoring project on Mount Jefferson to better protect critical winter habitat.

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.

- Published a study on the economic contribution of backcountry winter recreation to local economies in the Teton-West Yellowstone Region.
- With Idaho Outdoor Business Council, published a report on the potential economic benefits of national monument designation for the Boulder-White Clouds region of Idaho.
- Published reports on trends and economic contribution of winter human-powered snowsports; environmental impacts of winter motorized use; and case studies in winter recreation management.

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 science-based snowshoe field trip for thousands of students nationwide each year. FY14 accomplishments include:

- The WWA national SnowSchool program engaged more than 28,500 participants across 45 active sites, with 50 percent of the students qualifying as underserved and 60 percent of the of kids never having been on snowshoes.
- Added six new SnowSchool sites. This included supporting the staff at Mt. Baker as they established a brand new SnowSchool program from the ground up that served 194 students in 2014.
- Authored a new SnowSchool middle/high school snow science curriculum and activity guide based on NASA snow science and aligned it with the Next Generation Science Standards and Common Core State Standards. WWA dispersed this document across the national SnowSchool network.
- Conducted outcome research on our SnowSchool program that demonstrated two-fold increases in student science knowledge in elementary, middle and high school participants. Among high school students, 94 percent reported that the program helped them understand why winter ecosystems are important places to protect.
- Worked collaboratively with Bogus Basin and the Boise National Forest to create a stewardship project designed to annually improve this wildlands area that serves SnowSchool students, Nordic skiers and backcountry winter travelers.

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- WWA Ambassador Program: Added five new ambassadors including Kim Havell, Forrest Shearer, HP Marshall, Brendan Lagasse and Jim Harris. WWA ambassadors provide a critical link between Winter Wildlands Alliance and the winter backcountry community by participating in WWA events and initiatives.
- Facilitate the third annual Winter Wilderness Stewardship Project on the Jedediah Smith Wilderness on the Caribou-Targhee National Forest. Volunteers installed wilderness boundary markers and a footbridge for both summer and winter travelers.
- The Ninth Annual Backcountry Film Festival toured more than 100 cities worldwide, collectively raising more than \$140,000 for human powered winter recreation and other like-minded ventures.
- Added four new Backcountry Partners and two new corporate partners. These like-minded business partners strengthen Winter Wildlands mission and provide valuable links within their communities.

ORGANIZATIONAL UPDATE

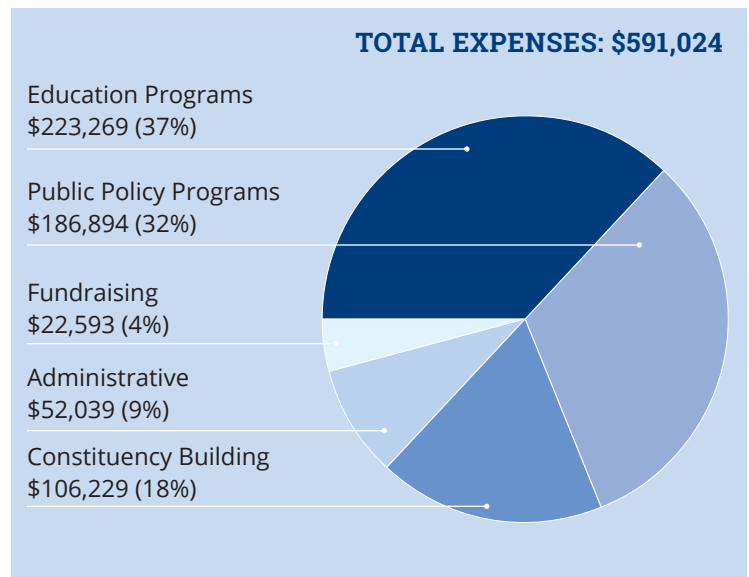
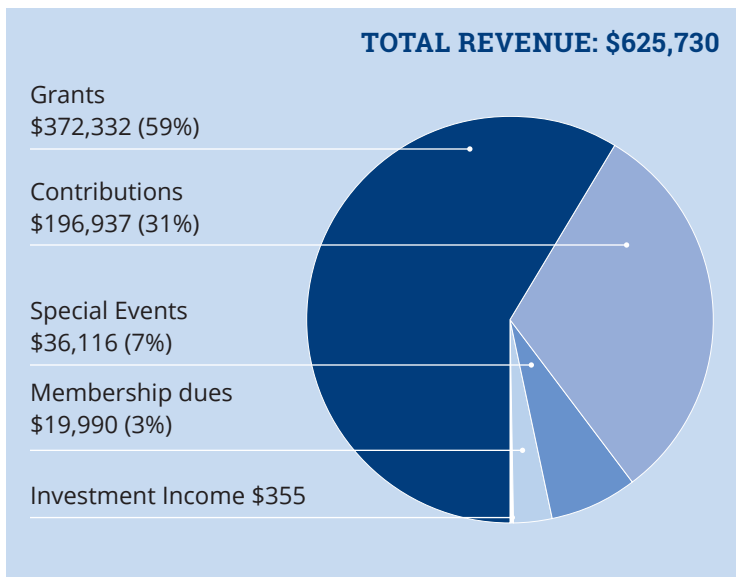
- Added the new position of Recreation Planning Coordinator to support advocacy efforts
- Launched new website
- Created new promotional outreach videos to highlight SnowSchool and WWA advocacy work
- Completed transition of Outdoor Alliance to its own 501c3 organization.
- Provided organizational assistance to Idaho Outdoor Business Council.

AUDITED FINANCIAL STATEMENTS

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2014 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	\$183,985
Inventory	\$1,500
Prepaid Expenses	\$5,030
Total Current Assets	190,515
Fixed Assets (equipment, less depreciation)	\$2,054
Deposits	\$660
Total Assets	\$193,229
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts Payable	\$4,726
Accrued payroll liabilities	\$11,016
Total Current Liabilities	\$15,742
NET ASSETS	
Unrestricted	\$177,487
Temporarily restricted	\$0
Total Net Assets	\$177,487
Total Liabilities and Net Assets	\$193,229



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ACKNOWLEDGMENTS AND 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 8,200 members and supporters. We are proud and grateful to list the individuals, foundations and partners who contributed \$100 or more during fiscal year 2014.

INDIVIDUAL DONORS, PARTNERS AND FOUNDATIONS

444 S Foundation
Alaska Quiet Rights Coalition
Alaska Pacific University
Allstate Foundation
Ambler Hats
Anonymous
Carol and Russell Atha III
Atlas Snow-Shoe Company
Backcountry Babes
Backwoods Mountain Sports
Don Bachman
Kirk Bachman
Bear Valley Resort
Beartooth Recreational Trails Association
Margaret Berglund
Greg Bishop
Black Diamond Equipment
Bogus Basin Recreational Association
Kristen Brengel
Ruth H. Brown Foundation
Frank Brzenk
Butte Silver Bow
Cascade Designs
Chama Valley Outdoor Club
Tom & Sue Chelstrom
Clif Bar
Nicholas Clinch
Kathleen Cline and Carl Steidtmann
Lea Colasuonno
Colorado Mountain Club
Conservation Alliance
Hilary Coolidge
Doug Coombs Foundation
Adam Cramer
Crested Butte Nordic Council
Jason and Tracy Crites
Peter Curran
Gale Dick
Discovery Southeast
Kenneth Dunn
Durango Nature Study SnowSchool
Dynafit
Eagle Cap Nordic
Eastern Oregon University
Kirk & Pam Ebertz
Eco-Lounge
EcoPromos
Educational Recreational Adventures
Elephant's Perch
Envision Matsu
Jeff and Brenda Erdoes
Feather River College
Tony Ferlisi
Michael Fiebig
Freeheel & Wheel
Friends of Berthoud Pass
John Garder
Frank Gariglio
Teresa Garland
Elizabeth Gemmill
George B Storer Foundation
James Gibson
Goal Zero
Tom Gordon
David & Kim Gottschall
Sue & Bruce Gottschall
Grand Targhee Resort
Green Mountain College
Green Peak Promotions
Judy Greer and Dick Dreissigacker

Greg Halberg
Arthur and Joanne Hall
Ginger Harmon
Reid Haughey
Hayden Beverage
Charles Herrington
Hewlett Packard
High Country Conservation Advocates
Katherine Hollis
Tracey & Maynard Hoover
Ice Axe Expeditions
Idaho Conservation League
Idaho Live
Gail J. and Robert B. Loveman
Alden Jones
Keen Footwear
Mike Keller
Jeff and Annamaria Keyser
Erik Lambert
Lazar Foundation
Jonathan Lee
Lemhi County Economic Development Association
Marcus Libkind
Ed Lizewski
Elise Lufkin
Maki Foundation
Charlotte Y Martin Foundation Trust
Stacy McCain
Forrest and Amy McCarthy
Russell McKinley
Michael and Kelly McLeod
Karen Mebane
Mark and Dana Menlove
Rich Meyer
Sarah Michael
Montana Backcountry Alliance
Montana Wilderness Association
Morgan Family Foundation
Lars Morris
Mount Buller Resort
Mountain Area Land Trust
Mountain Khakis
Mountaineer
Mountaineering Club of Alaska
The Mountaineers
Robert Mullins
National Environmental Education and Training Foundation
New Belgium Brewery
Norcross Wildlife Foundation
Nordic Ski Club of Fairbanks
Nordic United
Emily Nuchols
Matt O'Keefe
Osprey
Outdoor Alliance
Outdoor Exchange
Outdoor Research
Pajarito Environmental Education Center
Patagonia
James Pearre
Repeat Performance
Perpetual Weekend
Lew Peterson
Kathy Pierce
Point 6
Luther Propst
Christian Rawles
Mijo & Vera Reba
REI
Gerald and Laura Richards

Kathie Rivers
Brian Ross
Sage Yoga
Salmon Whitewater Park
Sawtooth Mountain Guides
David and Laurie Schmidt
Dan Schroeder
Dan Seifert
Eric Shankel
Joshua Simpson
Snowlands Network
Soldier Mountain
Sole
Sun Valley Trekking
Sunrise Retreat
Teton Backcountry Guides
Teton Valley Trails and Pathways
Timber Trails
Heather Townsend
Trailspace
Bill and Michele Tregoning
Trew Gear
Tsaltshi Trails Association
Unplugged
George Wade
Wes Wagnon
Cam Walker
Matthew Walter
Jim Watson
Marisa Weppner
James Wertz and Stephanie Mommsen
Western Conservation Fund
Western Slope Conservation Center
Scott White
Whitman College
The Wilderness Society
Tom Windle and Pat Weber
Eric Wolfe
Charlie Woodruff
Wyoming Wilderness Association
Wyss Foundation
Yampatika

BOARD OF DIRECTORS

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Tony Ferlisi, Secretary
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Erik Lambert
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Emily Nuchols
Lew Peterson
Dan Siefert

The Winter Wildlands Alliance Board of Directors met three times during the fiscal year: October 11, 2013; January 25-26, 2014; June 6-7, 2013

STAFF

Mark Menlove, Executive Director
Caillin O'Brien-Feeny, Policy Director
Hilary Eisen, Recreation Planning Coordinator
Brittany Jones, Program Administrator
Kerry McClay, National SnowSchool Director
Shelley Pursell, Outreach and Events Director

GRASSROOTS GROUPS

Alaska
Alaska Quiet Rights Coalition
Envision Matsu
Mountaineering Club of Alaska
Nordic Ski Club of Fairbanks
Tsaltshi Trails Association

California
Mammoth Nordic Foundation
Snowlands Network

Colorado
Colorado Mountain Club
Crested Butte Nordic Council
Friends of Berthoud Pass
High Country Conservation Advocates
Friends of the Routt Backcountry
Mountain Area Land Trust
Western Slope Conservation Center

Idaho
Idaho Conservation League
Nordic and Backcountry Skiers Alliance of Idaho
Teton Valley Trails & Pathways

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

New Mexico
Chama Valley Outdoor Club

Oregon
Bend Backcountry Alliance
Eagle Cap Nordic Club

Utah
Nordic United
Wasatch Backcountry Alliance

Vermont
Unplugged
Vermont Backcountry Alliance

Washington
El Sendero
Hurricane Ridge Winter Access Coalition
Inland Northwest Backcountry Alliance
Kongsberger Ski Club
The Mountaineers
Spokane Mountaineers

Wyoming
Friends of Pathways
Togwotee Pass Backcountry Alliance
Wind River Nordic
Wyoming Wilderness Association

ABOUT WWA

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

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