

## More than a Lone Voice

*The staff at WWA sometimes joke that we're a lone voice in the winter wilderness. Indeed, it can be lonely work speaking up for quiet winter use and for protection of our fragile winter ecosystems.*

*In that sense it is doubly gratifying to see the broad range of support for our petition to end the loophole exempting snowmobiles from national management regulations. The result of which will be to finally bring balance to our winter landscapes.*

*The 90 groups who signed on to the petition represent more than 1.3 million members and span a diverse range of interests. Of course we are joined in the effort by our network of grassroots groups – the committed activists who work with us day in and day out to protect winter wildlands. But it is clear that better winter management is an important issue not just to skiers and snowshoers but to hikers, paddlers, mountain bikers, climbers, hunters, anglers, birders, wildlife advocates and conservationists of all stripes.*

*From the Sierra Club to the Outdoor Alliance to Defenders of Wildlife, the petition list is a virtual who's who of national and regional recreation and conservation organizations. In addition, Trout Unlimited and Backcountry Hunters and Anglers submitted a separate letter expressing support for the petition from the sportsmen's community.*

*All of us at Winter Wildlands Alliance are buoyed by the solidarity behind this initiative. We are proud to have our work validated by the broader recreation and conservation community. Even more so, we are grateful to our members and supporters who make this work possible. To you, our members, supporters and partners, I offer my heartfelt thanks. Together, we'll keep winter wild!*



Mark Menlove  
Executive Director  
[mmenlove@winterwildlands.org](mailto:mmenlove@winterwildlands.org)

## FY10 Accomplishments and Highlights

Winter Wildlands Alliance achieved concrete and measurable results during our fiscal year 2010 (July 1, 2009 – June 30, 2010) toward our mission of promoting and protecting winter wildlands and a quality human-powered snowsports experience on public lands.

### National Policy

Winter Wildlands Alliance is the national voice for Nordic and Backcountry skiers, snowboarders, snowshoers, winter hikers and winter conservationists. Our FY10 accomplishments on the national policy front include:

- With the support of 90 recreation and conservation groups, completed and submitted a petition to the Department of Agriculture and the US Forest Service requesting that the 2005 Travel Planning Rule be amended to remove the exemption for over-snow vehicles and thereby bring snowmobiles under the same management guidelines as all other off-road vehicles.
- Through a separate letter garnered support from the sportsmen's community for the over-snow vehicle petition.
- With our Yellowstone coalition partners, marshaled public support for a long-term winter use plan in Yellowstone National Park that further reduces snowmobile numbers, increases services and opportunities for skiers, snowshoers and winter hikers, and protects Yellowstone's fragile winter ecosystem from the negative impacts of motorized use.
- Representing the Outdoor Alliance, WWA played an active role in a national coalition of land and wildlife conservation groups to advocate for climate change legislation. WWA/OA produced two short climate change films and worked with adventurers Roman Dial and Conrad Anker to publish opinion columns in newspapers throughout Alaska and Montana.
- Held listening sessions in Boise and Jackson Hole to gather input from the human-powered recreation community toward President Obama's America's Great Outdoors Initiative and played a lead role in the joint Outdoor Alliance/Outdoor Industry Association report submitted to the Administration. This effort included in-person meetings with leaders from Department of Interior, Department of Agriculture and Council on Environmental Quality in Washington, DC.
- Played a lead role through Outdoor Alliance in providing input from the human-powered recreation community on the proposed Forest Planning Rule. This included a follow-up meeting with USDA Under Secretary Harris Sherman and Deputy Under Secretary Jay Jensen to stress the importance of sustainable recreation in the forest planning process.
- In partnership with the Targhee National Forest founded the Winter Wilderness Stewardship Project that will develop winter specific wilderness management policies and practices for the

- Jedediah Smith and Winegar Hole Wilderness Areas. This winter wilderness management plan will be the first of its kind in the nation and will serve as a model for how other forests can better manage wilderness areas in the winter.
- As part of an Outdoor Alliance effort to strengthen protections in the proposed Colorado Roadless Rule, WWA coordinated sign-on letters with our Colorado grassroots members, sent out multiple action alerts and rallied key support from the human-powered winter recreation community.
  - Working with our Outdoor Alliance partners advocated for full funding for the Land and Water Conservation Fund. This included multiple action alerts and sign-on letters in key states.
  - Submitted comprehensive comments on Travel Management Plans for forests not undertaking winter management asking that they reconsider winter use and also asking for documentation of their decision not to undertake winter travel planning.
- Grassroots**
- Winter Wildlands Alliance’s network of grassroots groups forms the foundation of our work. This network of committed and educated grassroots activists groups continues to expand, as does the scope of our work. The following is a list of specific accomplishments and actions that have supported our grassroots network:
- Enlisted nine new grassroots groups to join our network including: Mountaineering Club of Alaska, Prescott College, High Country Citizens Alliance, Mazamas, Kongsberger Ski Club, Jackson Hole Ski and Snowboard Club, High Desert Nordic, and Friends of the Rossland Range.
  - Assisted in developing the Southern Rockies Conservation Alliance’s Winter Recreation Policies Principles that was submitted to Region 2 USDA Forest Service headquarters and all the national forest supervisors in Colorado.
  - Organized and submitted a small-business and recreation group sign-on letter in support of Wilderness designation for Montana’s Mt. Jefferson to Senators Tester, Baucus, Risch and Crapo.
  - Working with a Wyoming State legislator organized a winter stakeholders meeting for Wyoming’s Togwotee Pass.
  - Joined six partner organizations to oppose the Forest Service’s use of a Categorical Exclusion to authorize Idaho Fish & Game to land helicopters in the Frank Church River of No Return Wilderness Area. In conjunction with the legal challenge, WWA members skied, snowshoed, hiked and even packrafted into the Frank Church Wilderness in February and March to emphasize the importance of winter wilderness values.
  - Promoted the Thousand Skier Project that is advocating for the designation of non-motorized recreation areas on Wenatchee National Forest.
  - Worked closely with Colorado’s Friends of the Routt Backcountry

- on the protecting historic non-motorized winter recreation areas in the Hahn’s Peak area.
- Organized and submitted a sign-on letter advocating for the protection of non-motorized winter recreation areas on Alaska’s Hatcher Pass.
  - Assisted California’s Snowlands Network in writing comments on the Lake Tahoe Land and Resource Management Plan.
  - Assisted Colorado’s Summit Winterlands and Trails in protecting traditional backcountry ski terrain from proposed Peak Six ski lift expansion.
  - Assisted Utah’s Bear River Watershed Council with their successful campaign to protect important wildlands adjacent to the Mount Naomi Wilderness from ski resort development.
  - Assisted grassroots members with fundraising efforts by connecting them with potential corporate sponsors based in their region and by organizing Backcountry Film Festival showings as fundraising events.

**Research and Publications**

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

- In support of WWA's over-snow vehicle petition created Environmental Impacts and User Conflict appendices presenting abundant peer-reviewed scientific evidence documenting adverse over-snow vehicle impacts on animals, plants, soil, air and water quality, wildlife habitat and the ecology of entire winter ecosystems; and first-person accounts of on-the-ground experiences by backcountry and Nordic skiers, snowshoers and other non-motorized winter recreationists documenting conflicts between traditional quiet recreation and snowmobile use.
- In collaboration with Lighthawk, conducted aerial snowmobile trespass surveys of the Bridger-Teton, Caribou Targhee, and Beaverhead Deerlodge National Forests.

- Produced a report on snowmobile intrusion on Montana’s Mt Jefferson’s non-motorized area.
- Partnered with the Alpine and Arctic Research Center, Huxley College, and the Teton Science Schools in developing a water quality research project that will analyze the impact of two-stroke snowmobile engines on snow and water quality.

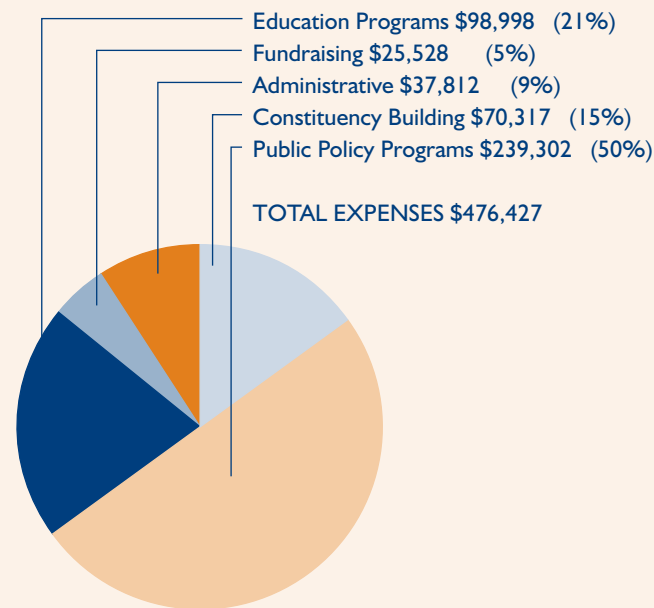
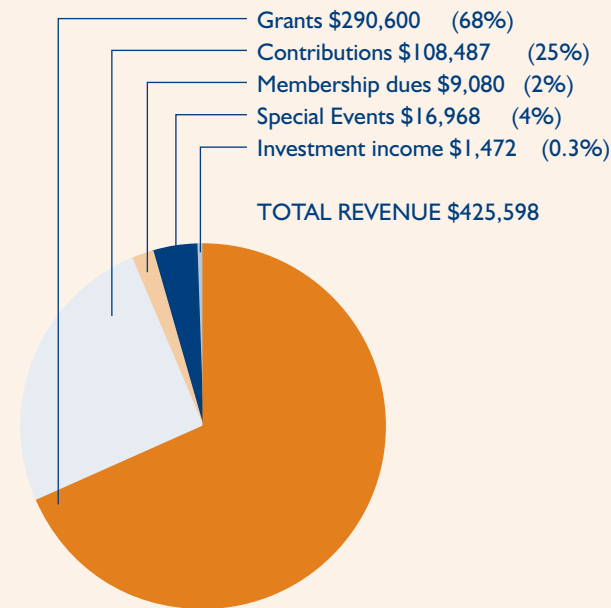
**Education and Outreach**

Through media campaigns, action alerts, events and school programs, Winter Wildlands Alliance educates the public about issues affecting wildlands preservation and quality human-powered recreation on public lands. FY10 accomplishments include:

- During the 2009-10 winter season Snowschool reached 23,156 youth participants, 4,590 adults and 468 volunteer leaders with

- our message of responsible stewardship and winter outdoor fun. We added five new SnowSchool sites in Nevada, Oregon, Michigan and Illinois.
- Developed the Backcountry Scientist Project that engages backcountry snowsports enthusiasts as citizen scientists to protect critical habitat and movement corridors for lynx and wolverine.
  - Produced and distributed the Winter Wildlands Alliance Backcountry Film Festival as an effective tool to raise awareness of WWA, our grassroots groups and our mission. The Festival showed last season at 31 locations throughout the country and raised more than \$25,000 for local groups.
  - Authored opinion columns and articles on WWA issues that appeared in numerous publications including Idaho Statesman, Salt Lake Tribune, Reno Journal Gazette, Bozeman Daily Chronicle, Jackson Hole News & Guide, Mountain Sports + Living, Cross Country Skier, Backcountry, Off Piste, NewWest, Park City Magazine, Island Park News, Boise Weekly, and numerous blogs and online communications.
  - We added new businesses to our Backcountry Partners program which enlists quiet recreation oriented businesses to work in tandem with our grassroots groups. These new partners speak from a non-motorized business platform and bring balance to discussions regarding winter recreation on public lands.
  - Expanded our social-media presence by upgrading WWA's Facebook page and establishing a Twitter page.
  - Participated in the Winter and Summer Outdoor Retailer shows to build awareness of WWA and our issues within the outdoor industry.
  - Presented at the Yellowstone Business Partnership annual conference on the economic contributions of quiet winter recreation with respect to Yellowstone winter use.

Revenue and Expenses



Audited Financial Statements

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2010 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	\$275,310
Inventory	\$3,383
Prepaid Expenses	\$1,992
Total Current Assets	\$280,685
Fixed Assets (equipment, less depreciation)	\$2,506
Deposits	\$660
Total Assets	\$283,851
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable	\$585
Accrued payroll liabilities	\$12,069
Total Current Liabilities	\$12,654
Net Assets	
Unrestricted	\$124,237
Temporarily restricted	\$146,960
Total Net Assets	\$271,197
Total Liabilities and Net Assets	\$283,851

# 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 2010 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 2010.

### Individual Donors, Partners and Foundations

Anonymous  
Li-hsia Wang and Henry Abrons  
Alaska Quiet Rights Coalition  
Carol & Russell Atha III  
Atlas Snow Shoe Company  
Backcountry Trail Patrol  
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Jackson Hole Ski & Snowboard Club  
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The Mountaineers Foundation  
Mountain Outfitters  
Mountain Riders Alliance  
New Belgium Brewing  
The Norcross Wildlife Foundation  
Nordic United  
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Osprey Packs  
Outdoor Research  
Patagonia  
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Pine Needle Mountaineering  
PECO Foundation  
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Lew Peterson  
Prescott College  
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Red Mountain Pass Ski Huts  
Rendezvous Backcountry Tours  
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Dan Schroeder  
Dan Seifert  
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George B. Storer Foundation  
Leo Skinner  
Skinny Skis  
Snowlands Network  
Southeast Alaska Conservation Council  
Summit Winterlands and Trails  
Teton Valley Trails and Pathways Inc  
Togwotee Pass Backcountry Alliance  
Trailspace.com  
Turner Foundation  
Two Knobby Tires  
University of Idaho – Outdoor Program  
George Wade, M.D.  
Max Walker  
Matthew Walter  
Lana and Andy Weber Wells  
Deb Wechselblatt  
James and Stephanie Wernitz  
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The Wyss Foundation

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### Staff

Mark Menlove, Executive Director  
Forrest McCarthy, Public Lands Director  
Lana Weber, Program Director  
Shelley Pursell, Backcountry Film Festival Coordinator  
Tom Flynn, Winter Wilderness Stewardship Intern

The Winter Wildlands Alliance Board of Directors met three times during the fiscal year: October 17, 2009, February 4-6, 2010 and June 12, 2010



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

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