

Celebrating the Human-Powered Experience

My Backcountry Film Festival t-shirt is well-worn and well-loved. I love the shirt for its simple message: "Winter Wildlands Alliance Backcountry Film Festival – Celebrating the Human-Powered Experience."

The key word for me is celebrating. I understand, of course, that celebrating in itself doesn't accomplish our mission of protecting winter wildlands. Celebrating doesn't replace the need for strategic advocacy or for engaging in cumbersome, often discouraging, public processes. Indeed, without this grind-it-out work we'd have precious little to celebrate. But celebrating helps all of us remember why we do this work.

At WWA we try to infuse all that we do with a sense of celebration. Nowhere is this more evident than in our national SnowSchool program where, last winter, we took more than 27,000 grade school students out for a day of winter fun on snowshoes. Along the way we taught them a snow ecology lesson and worked to instill a sense of stewardship but we never forget – those kids don't let us forget – that the main objective is winter fun.

Even in the midst of long, drawn out policy work we find cause for celebration. As Yellowstone National Park officials delay, yet again, a final winter use plan for the park, WWA and our supporters celebrate the remarkable recovery the park has undergone as a direct result of our decade-long effort to reduce over-snow vehicle traffic in the park. We hope, soon, to be able to celebrate new national guidelines for managing over-snow vehicle use on national forest lands (more to come on that front). The fact that WWA continues to thrive, not just survive, in this difficult economic climate is certainly cause for celebration.

And celebration, as the t-shirt says, is the whole reason we created the Backcountry Film Festival seven years ago. This winter the Festival will provide a venue in more than 75 communities throughout the winter world for Nordic and backcountry skiers, snowboarders, snowshoers and others to gather in celebration of their shared love of winter.

To you, our members, supporters and partners, I offer heartfelt thanks for making this celebration possible.



Mark Menlove
Executive Director
mmenlove@winterwildlands.org

FY11 Accomplishments and Highlights

Winter Wildlands Alliance achieved concrete and measurable results during our fiscal year 2011 (July 1, 2010 – June 30, 2011) 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 FY11 accomplishments on the national policy front include:

- Attended White House meeting with President Obama for the release of America's Great Outdoors report.
- Met with Interior Secretary Salazar and other top officials regarding conservation and public lands initiatives.
- Traveled to Washington DC on three separate occasions to provide winter management recommendations to US Forest Service leadership.
- Met with key Congressional staff and committee staff from both Senate and House Natural Resources committees in support of winter management guidelines.
- Played lead role to ensure winter management was highlighted in Outdoor Alliance comments on the proposed Forest Planning Rule and in recommended changes to the Forest Service Manual.
- Marshaled individual constituent comments and prepared WWA organizational comments in support of protecting Yellowstone's winter ecosystem through a new Long-term Winter Use Plan.
- Recruited and educated outdoor business owners to speak to Congress in support of Land and Water Conservation Fund.
- Led panel discussion on winter travel planning at the Public Interest Environmental Law Conference at Oregon State.
- Represented Outdoor Alliance and the human-powered recreation community in the Washington DC-based-Climate Coalition.

FY11 ACCOMPLISHMENTS

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:

- Conducted on-site visits with 16 different grassroots groups in eight states to work on local winter management issues.
- Facilitated meetings and conference calls among grassroots network regarding policy, outreach, and the Backcountry Film Festival.
- Participated in Payette Winter Forum, a monthly meeting among snowmobile groups, ski area representatives, backcountry ski groups, Forest Service staff, elected officials and other stakeholders to find winter management solutions on the Payette National Forest.
- Drafted winter recreation and conservation language used by multiple conservation and recreation groups when commenting on the Okanogan-Wenatchee National Forest Land and Resource Management Plan revision.
- Authored joint comments in support of the Tumalo Mountain Backcountry Recreation Zone near Bend, Oregon.
- Submitted comments to protect prime backcountry ski terrain threatened by Breckenridge's proposed Peak 6 expansion.
- Wrote and submitted appeal for the Columbine Access Project on the Routt National Forest.
- Submitted letter opposing the sale of historic backcountry and Nordic acreage on Forest Service land at the base of Teton Pass.
- Organized a recreation sign-on letter in support of the White River Travel Management Plan.
- Crafted and submitted Congressional testimony in support of Wilderness designation for Montana's Mt Jefferson.
- Met with key Congressional staff members in support of Idaho's Boulder White Clouds Wilderness bill.
- Participated in Mt Jefferson winter use monitoring task force and strategic plan with US Forest Service and Montana conservation groups.
- Joined Snowlands Network and Center for Biodiversity in legal challenge to California State over-snow vehicle grooming program.
- Assisted Snowlands Network with comments on Tahoe Basin Management Plan.
- Participated in Colorado Wolverine reintroduction stakeholders meetings.
- Identified and nominated WWA grassroots leaders to attend the Outdoor Alliance Partnership Summit.

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.

- Conducted Backcountry Scientist trainings in Driggs, Lander, Jackson, and Bozeman where skiers learned how to identify, document and report rare carnivore tracks.
- Partnered with the Alpine and Arctic Research Center, Huxley College, and the Teton Science Schools to conduct sampling for water quality research project to analyze the impact of two-stroke snowmobile engines on snow and water quality.
- Produced the Winter Wilderness Stewardship Project brochure and winter kiosks to educate winter recreationists about stewardship of the Jedediah Smith and Winegar Hole Wilderness Areas.
- In collaboration with Lighthawk and other partners, conducted aerial and ground surveys of winter motorized trespass on the Caribou Targhee, and Beaverhead Deerlodge National Forests.
- Produced a report on snowmobile intrusion on Montana's Mt Jefferson non-motorized area.

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. FY11 accomplishments include:

- Added six new SnowSchool sites bringing our total to 38 sites in 16 states.
- During the 2010-11 winter season Snowschool reached 27,500 youth participants, 4,180 adult participants and 705 volunteer leaders who contributed 10,400 hours to the program.
- The Winter Wildlands Alliance Backcountry Film Festival was seen by more than 5000 outdoor enthusiasts in 53 cities, 4 continents, 5 countries, 16 states. The Festival collectively raised more than \$80,000 for local human-powered winter recreation, education and awareness programs.
- WWA Backcountry Partners Program added seven new like-minded businesses committed to supporting quiet human-powered recreation in their communities.
- In partnership with the Targhee National Forest, WWA organized its first annual Day of Action sponsored by CLIF Bar. WWA volunteers and Forest Service staff set 33 year-round boundary markers, two winter education kiosks and one wilderness entry sign on the Jedediah Smith and Winegar Hole Wilderness areas.
- WWA staff and volunteers participated in the winter and summer Outdoor Retailer shows to build awareness of WWA and our issues within the outdoor industry.

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2011 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	\$356,097
Inventory	\$2,189
Prepaid Expenses	\$1,750

Total Current Assets \$360,036

Fixed Assets (equipment, less depreciation) \$1,428

Deposits \$660

Total Assets \$362,124

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts Payable	\$9,332
Accrued payroll liabilities	\$9,629

Total Current Liabilities \$18,961

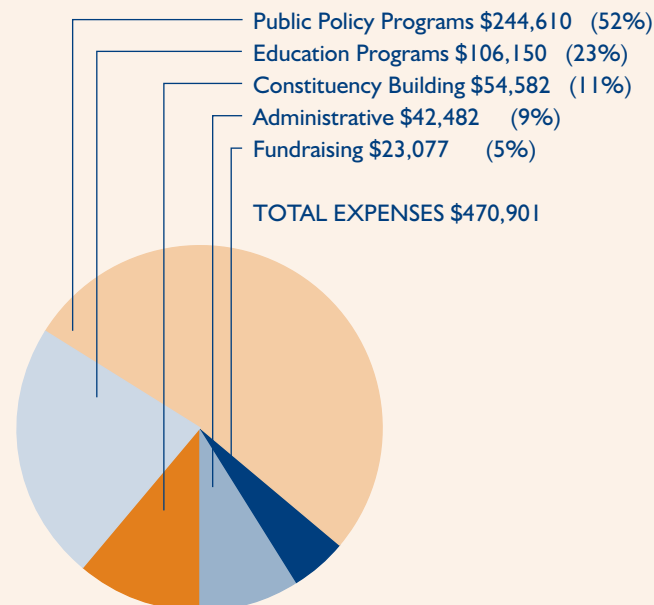
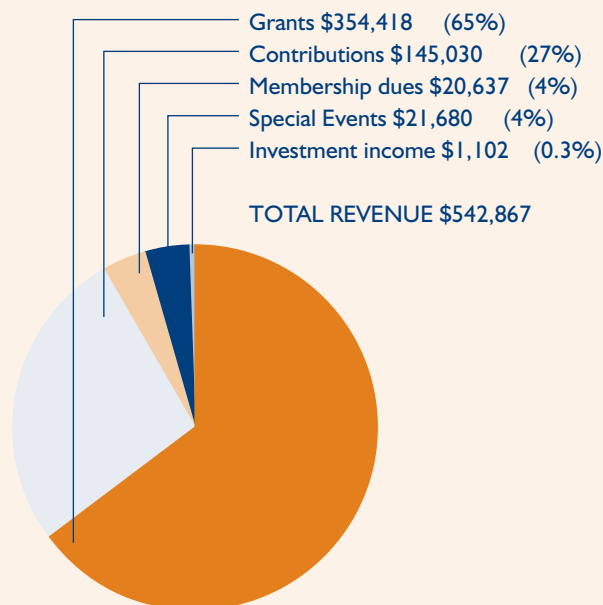
Net Assets

Unrestricted	\$94,865
Temporarily restricted	\$248,298

Total Net Assets \$343,163

Total Liabilities and Net Assets \$362,124

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 2011 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 2011.

Individual Donors, Partners and Foundations

Alaska Quiet Rights Coalition
Alpenglow Sports
Anonymous
40 Tribes Backcountry Adventures
The 4445 Foundation
Henry Abrons and Li-hsia Wang
American Institute for Avalanche Research and Education
Carol & Russell Atha III
Backwoods Mountain Sports
Beartooth Recreational Trails Association
Vaclav Benes
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Jay and Patricia Brahe
The Brainerd Foundation
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The Community Foundation of Jackson Hole
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El Sendero
Freeheel and Wheel
Friends of Berthoud Pass
Friends of Pathways
Friends of the Routt Backcountry
Teresa Garland
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Gravity Sports
Ginger Harmon
Reid Haughey and Mary Fox
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High Country Citizens Alliance
Tracey & Maynard Hoover
Robert Hutton
Ice Axe Expeditions
Idaho Mountain Recreation
Idaho Mountain Touring
Jackson Hole Ski and Snowboard Club
Marci Johnson
Barbara Johnson Foote
Alden Jones
The K-2 Corporation
KEEN Footwear
Jeff and Annamaria Keyser
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McKinley-Herndon Household
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Mark and Dana Menlove
Rich Meyer
Sarah Michael
Montana Backcountry Alliance
Montanans for Quiet Recreation
The Morgan Family Foundation
Leigh Morse, M.D.
The Mountaineer
The Mountaineers
Mountain Outfitters
New Belgium Brewing
Nordic Ski Club of Fairbanks
Nordic United
The North Face
Northern Rockies Conservation Co-op
Curtis Oldenburg & Joan Florsheim
Dirk and Margaret Olson
Outdoor Research
Patagonia Inc.
Payette Lakes and Alpine Yurts, LLC
James A. Pearre and Diane G. DeRocher
PECO Foundation
Pedal Your Turns
Lew Peterson
Pine Needle Mountaineering
Prescott College
The PromoShop/EcoPromos
Red Mountain Enterprises
REI
Rendezvous Backcountry Tours
Gerald and Laura Richards
Kathie Rivers
Todd Russo
David Saylor
Dan Schroeder
Caleb and Louise Scott
Dan and Erinn Seifert
Richard Simpson
Skiingthebackcountry.com
Leo Skinner
Skinny Skis
Smartwool Corporation
Snowlands Network
Spokane Mountaineers
The Stanley Family Fund
The George B. Storer Foundation
Summit Flags
Summit Winterlands and Trails
Teton Valley Trails and Pathways
Togwotee Pass Backcountry Alliance
Trailspace.com

Bill and Michele Tregoning
Two Knobby Tires
University Of Idaho Outdoor Program
George Wade, M.D.
Matthew Walter
Lana and Andy Weber Wells
James and Stephanie Werntz
Western Conservation Fund
Scott White
Thomas Windle
Eric Wolfe
Charlie Woodruff
The Wyss Foundation

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Lana Weber, Program Director
Shelley Pursell, Outreach and Events Coordinator
Chase Cusack, WWA Intern and Campus Ambassador
Tom Flynn, Outdoor Alliance Grasstap
Advocacy Fellow

The Winter Wildlands Alliance Board of Directors met three times during the fiscal year: October 9, 2010, February 12-13, 2011 and June 18, 2011



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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GRASSROOTS MEMBERS

Alaska

Alaska Quiet Rights Coalition
Mountaineering Club of Alaska

Arizona

Prescott College

California

Mammoth Nordic Foundation
Snowlands Network

Colorado

Colorado Mountain Club
Friends of Berthoud Pass
Friends of the Routt Backcountry
Friends of Red Mountain Pass
Summit Winterlands and Trails

Idaho

Central Idaho Recreation Coalition
High Desert Nordic in Twin Falls
Idaho Mountain Recreation
Nordic and Backcountry Skiers Alliance
Southeast Idaho Recreation Alliance (SIRA)
Teton Valley Trails & Pathways
University of Idaho – Outdoor Program

Minnesota

Backcountry Trail Patrol

Montana

Beartooth Recreational Trails Association
Montana Backcountry Alliance
Montanans for Quiet Recreation

Oregon

Bend Backcountry Alliance

Utah

Nordic United

Washington

El Sendero
Kongsberger Ski Club
Steven's Peak Backcountry Coalition
The Mountaineers

Wyoming

Friends of Pathways
Jackson Hole Ski & Snowboard Club
Togwotee Pass Backcountry Alliance
Wyoming Wilderness Association

Canada

Friends of the Rossland Range