



# Friends of the Northwest Weather and Avalanche Center

## 2010 Annual Report

### Dear Members,

The end of September is around the corner and with it the end of the Friends of the Northwest Weather and Avalanche Center's (FOAC) fiscal year. We are happy to report that, in large part due to your support, and despite a difficult economic climate, FOAC had another successful year and continued to thrive and grow as a healthy non-profit organization.

The winter of 2009-10 will not be remembered as one of the great ones. Mild temperatures and minimal precipitation throughout January and February resulted in relatively little avalanche hazard for much of the winter. However, substantial amounts of snowfall in November and April did result in the Northwest Weather and Avalanche Center (NWAC) issuing several avalanche warnings. While there were several close-calls, the only fatality in the Northwest occurred in central Oregon, outside of the NWAC service area. We are hopeful that the combined efforts of NWAC and FOAC to raise awareness about the avalanche hazard during these times contributed to the lack of accidents throughout the Northwest.

### Supporting NWAC

The core of the FOAC mission continues to be supporting NWAC and ensuring that it continues to thrive. Much of our work in this area over the past year has revolved around the new combined NWAC/FOAC website ([www.nwac.us](http://www.nwac.us)). We launched the website in October 2010 after almost two years of work and received a great deal of positive feedback. The new graphic interface improves the usability of the site



Photo: materaphoto.com

and makes information about mountain weather and the avalanche hazard far more accessible to the general public. Traffic to the site increased substantially this season suggesting that the NWAC forecasts are reaching a larger audience.

In addition to the improved interface, the new website also enabled us to generate revenue through advertising. Eighteen companies purchased advertising space on the site and helped us raise over \$27,000 dollars to support NWAC and avalanche education. We made every effort to maintain the integrity of the site and limit advertising to companies of interest to users of the site. The positive feedback we received suggests that we were successful in this regard. As the 2010-11 season approaches, we are busy working on the second phase of the website which we hope to implement before the snow falls. Stay tuned for these improvements!

*(Continued next page)*



Aside from funding the development of the new website, we also contributed close to \$10,000 to NWAC's operating and equipment budget and have budgeted to cover a more significant shortfall this coming season. Due to increased costs and flat contributions from cooperating agencies, NWAC is facing a budget deficit of almost \$30,000 this winter. The total operating

budget for the program is roughly \$340,000, but projected revenues currently amount to only \$311,000. While we are hopeful that this shortfall will be covered through other sources, FOAC is prepared to tap into its reserves to cover the expense if necessary. We are able to do this only because of your help! Thank you!

## Projected NWAC Funding Sources 2010-11

<b>Federal</b>	<b>\$133,870</b>
USDA-Forest Service	\$75,000
National Park Service	\$17,000
USDA-Forest Service Fee Demo Money	\$35,000
USDA Title II Funds	\$6870
<b>Washington State</b>	<b>\$129,500</b>
Washington State Parks and Recreation Commission	\$74,000
Department of Transportation	\$45,000
Washington State Parks Snowpark Program	\$4500
Washington State Parks Snowmobile Program	\$6000
<b>Private + Carryover</b>	<b>\$46,702</b>
Pacific Northwest Ski Areas Association	\$25,000
Friends of NWAC	\$5,000
Other private	\$10,000
Carryover from FY09/FY10	\$6702
<b>Total Projected Contribution to Operating Budget</b>	<b>\$310,072</b>
<b>Estimated In-Kind Support</b>	
USDA Forest Service	\$30,000
Washington State Department of Transportation (weather station and equipment support)	\$24,361
National Park Service (weather station and equipment support)	\$5,840
National Weather Service (office costs + product access etc)	\$70,856
Local Ski Areas (weather station and equipment support)	\$8084
All (one time cost for data support)	\$64,674
Friends of NWAC (web site development + equip)	\$25,000
<b>Total Estimated in-kind Support</b>	<b>\$228,815</b>
<b>Grand Total (Operating Budget and In-kind Support)</b>	<b>\$538,887</b>



Photo: Gwyn Howat, Mt Baker Ski Area

## Education

In conjunction with supporting NWAC, FOAC has continued to work on the development of our avalanche education program. The need to raise awareness about NWAC's mountain weather and avalanche forecasts has become increasingly apparent as the number of new winter backcountry enthusiasts expands dramatically each year. NWAC's forecasts are only helpful if those venturing into the mountains use them in combination with a foundation of avalanche education.

In an effort to increase awareness about avalanche hazards and NWAC's forecasts, FOAC has continued to offer free 1-2 hour avalanche awareness classes. This past winter, we conducted 22 classes and reached approximately 1250 students throughout Washington and Oregon. Our awareness program continues to grow and we are working on ways to actively reach out to a larger audi-

ence that may not be aware of avalanche hazards. This coming season, we will be conducting awareness classes for REI throughout the Puget Sound region. We are looking forward to helping REI educate its customers about avalanche hazards.

We also continued to focus on youth education this past season. More and more young adults are entering the "side country" at ski resorts and unknowingly entering avalanche terrain. Instilling this age group with a respect for the avalanche hazard is more important than ever. This past spring, we hired a consultant to help us improve our youth education program and identify youth programs that may be interested in partnering with us. We are currently evaluating the consultant's recommendations and anticipate moving forward with some of them this winter.



Finally, we continued to support the Alpine Safety Awareness Program (ASAP) in its educational efforts. We provided funding for the third annual Northwest Snow and Avalanche Summit, a one-day symposium involving talks by avalanche experts from throughout the US and Canada. The Summit was attended by close to 200 people and was very well received as always. This year's Summit will be held on Sunday, November 7 at REI.

We also supported ASAP's efforts to reach out to and educate the snowmobile community. The effort involved conducting two one-day seminars to develop avalanche educators within that community. ASAP's efforts to grow awareness among snowmobilers have been quite successful and we anticipate providing continued support for this project.



## Fundraising

Despite the challenging economy, 2009-10 was another successful year from a fundraising standpoint. We hosted the eighth annual SnowBash at the Tractor Tavern in December. This event has become our annual winter kick-off event for the backcountry community. A full house was entertained by the romp'n' bluegrass of the Tallboys, which has become a tradition at SnowBash. We raised almost \$8000 to support our efforts, but more importantly, we brought the backcountry community together once again to express support for NWAC. This year's party is scheduled for Thursday, November 11, so mark your calendars!

We also hosted the second annual end-of-the-season Snowball dinner and auction in April. This event brought over 200 of our supporters together for a great dinner and an entertaining evening with auctioneer David Silverman. De-

spite a challenging economy, you all stepped up and helped us raise almost \$40,000. We are looking forward to the third annual event next spring.

Aside from our two major fundraising events, we benefited a great deal from the efforts of others who hosted events on behalf of FOAC and NWAC. Feathered Friends hosted an on-line auction in conjunction with their Demo Dayz; Outdoor Research, the Summit at Snoqualmie, Pro Guiding and Osprey held another very successful Vert-fest; the second Mission Ridge Film Festival was hosted in Wenatchee; Crystal Mountain hosted a showing of Signatures and a slide show with Ian Coble; and the inaugural Splitboard Fest was organized at Mt Baker by Terry Schmidbauer. We are extremely grateful to have friends like these, as well as all of those listed below on page 6.



## 2009-10 Statement of Activities

The Friends of NWAC operates on a fiscal year beginning September 1 and ending August 31. The following table summarizes our revenue and expenses from September 1, 2009 through August 31, 2010.

<b>Revenue</b>	
Donations	\$20,872
Events by others	\$21,039
Snowball	\$37,943
SnowBash!	\$7,666
Grants	\$30,200
Interest	\$1124
Website advertising	\$27,125
<b>Total Revenue</b>	<b>\$145,969</b>
<b>Expenses</b>	
Administration	\$1,967
Insurance	\$3,433
Advertising	\$4,639
Education	\$9,270
Snowball	\$18,245
SnowBash!	\$6,175
Events by others	\$2,794
Fundraising and Memberships	\$9,409
Grants	\$5,114
Membership Support	\$8,512
NWAC Support - general	\$9,603
NWAC Support - Website	\$25,720
<b>Total Expenses</b>	<b>\$96,370</b>
<b>Net Revenue</b>	<b>\$49,600</b>
<b>Cash Balance as of 8/31/2010*</b>	<b>\$189,928</b>

\*Our cash balance as of 8/31/10 is the result of 11 years of work and is the emergency reserve that we maintain in the event that NWAC has urgent budget problems. FOAC is in the process of developing financial policies that will govern the use of these funds moving forward.



## Thank You

The work of FOAC and NWAC would not be possible without the support of the many companies and individuals who contributed time and money to FOAC last season. We are truly grateful.

### Extreme Hazard (\$1000+)

Backcountry Access  
Black Diamond Equipment  
Caribou Mountain Lodge  
Feathered Friends  
Friends of Philip Hollins  
K2  
Mountain Madness  
Outdoor Research  
REI  
Southern Explorations  
Tim and Kate O'Neill

### High Hazard (\$500-\$1000)

Annette Warnick  
Boeing Employees Alpine Society  
Cloudveil  
Crystal Mountain  
Everett Mountaineers  
Foothills Mountaineers  
Jim Thornton  
Justin Davis  
Leora Gregory  
Mountain Hardware  
Mountain Shop  
Mt Hood Meadows  
North Cascade Heli Ski  
Northwest Mountain School  
Ortovox  
Rainier Mountaineering Inc.  
Ryan Hayes  
Second Ascent  
Summit at Snoqualmie  
Voile  
Washington State Snowmobile Association

### Considerable Hazard (\$200-\$500)

Alta Group  
Brian Connolly  
Cafe Humana  
Cascade Designs  
Cascade Powder Cats  
Crystal Mountain Hotels  
Custom Boot Service  
Egan Associates  
Grant Gunderson  
Jeff Taipela  
Jim and Jean Kunz  
Kay Lloyd  
Mick Steinman  
North Cascade Mountain Guides  
Pamela Willis  
Patagonia  
Pro Guiding  
Pro Ski  
Pyramid Brewery  
Raynier Foundation  
Roger Lamanna  
Scottish Lakes  
Sleeping Lady  
Sound Physical Therapy  
Stephen Matera Photography  
Stevens Pass  
Suze Woolf  
Tom and Gretchen Lee  
Vera Fitness

### Moderate Hazard (\$100-\$200)

Adam Narwot  
Alexandre Lauden  
Anastasia Pantelias

Andy Hill  
Ann Scott  
April Morris  
Backcountry Magazine  
Bill Wagner  
Chloe Harford  
Conrad Kriek  
David Combs  
Doug Beighle  
Exped LLC  
Greg Lange  
Integrative Physical Therapy  
Joel Spiegel  
John Alberts  
John Bagley  
John Bell  
John Rouches  
John Vert  
Kathleen Robertson  
Methow Valley Sport Trails Association  
Orion Expeditions  
Paul Blackburn  
Rainer Burgdorfer  
Rob Gensel  
Robert Peshkin  
Stacey Chatfield  
Stuart Lee  
Sturdevants  
Susan Ashlock  
Susan Dehmlow  
Woody Hoye

### Low Hazard (<\$100)

Patti Polinsky  
Aaron Ostrovsky  
Adam Lewis  
Alex Morgan  
Alpental Ski Patrol  
Alpine Specialty Cleaning



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Amy Mann	Glen Kessler	Kristopher Arnold
Andrew Richardson	Glenn Cendell	Laurel Fan
Andrew McDavid	Graham Mueller	Laurie Sherman
Andrew Carey	Greg Glendell	Marcus Flexor
Bala Krishnamoorthy	Greg Hayes	Marcus Ward
Bari Bookout	Greg Starup	Maris Lemba
Barry Wark	Gregorie Louie	Mark Howard
Beth Cummings	Gregory Mayes	Mark Hillman
Brad Swank	Heather Erickson	Mark Johnson
Bradley Berger	Heather Alhadeff	Mary Karotki
Brandy Johnson	Heidi Allen	Mathew Logalbo
Brent Lower	Ian Jones	Mathew Linden
Brian Booth	James Brazil	Matt Jensen
Brian Flinn	James Keithly	Matt Stouder
Carleton Keck	James Pierson	Mathew Popoff Photography
Carmela Collins	Jana Mines	Message on 15th
Chad Patterson	Jason Scott	Michael Burke
Chandra Llewellyn	Jason Skerlong	Michael Flakus
Charles Hagedorn	Jayson Kastens	Mindy Rowse
Chris Clock	Jeanne Cavanaugh	Mountaineers
Chuck MacLaren	Jeff Ranish	Mt Baker Ski Area
Colleen May Hinton	Jeff Fuller	Mt Baker Splitboard Fest
Craig McKibbin	Jeff Jones	NC Wittenfeld
Curt Hammond	Jeff Renner	Neil Garrison
Cynthia Luksus	Jeffrey Hunt	Nice Dreams Pet and House Sitting
Dale Travis	Jennifer Osborne	Northwest Diving Institute LLC
Daniel Miller	Jim Greenleaf	Off Piste
Darryl Olson	John Stimberis	Pamela Means
David Cromer	John Boardman	Patricia Olson
David Smith	John Gastineau	Patti Horigan
David Conlin	John Traeger	Paul Cardosi
Deborah Riehl	John Weller	Paul Donnely
Deuter	Jon Garrison	Paul Nordquist
Doug O'Donnel	Jonathan Ursin	Perry Turner
Ed Draper	Jonathan Heller	Powderwhore
Edward Burns	Jorie Wackerman	Randall Hill
Erik Hagstrom	Joseph Whittington	Rich Evans
Evan Wang	Kalman Brauner	Rich Byrne
Evo	Karl Watt	Richard Lum
Footloose Comminications	Kasi Mout	Richard Clawson
Fred Shull	Katherine Pryde	Richard Meade
Frederick Slater	Ken Zeman	Rick LaHusen
Funny Feelings LLC	Kevin Fetherston	Robert Henry
Gary Harris	Kim Speed	Robert Johnson
Geoff Kunz	Kirk Alm	
George Whyel	Krista Brunch	



Robert Green  
Robert Eichenlaub  
Rodney Sofich  
Roger Joys  
Roger Wynne  
Salon Chemistry  
Sean Nordquist  
Sherri Wenrick  
Slim Jorgensen  
Stan Lanois  
Stefan Bittner  
Stephan Colmar  
Stephen Mills

Stephen Shapero  
Susan Price  
Susie Davis  
Teague Powell  
Temira Wagonfeld  
Teresa Brady  
Terry Hileman  
Thomas Lewis  
Thomas Quinlivan  
Tiffany Lindbloom  
Tim Hocking  
Todd Hanna  
Todd Stone

Tom Broznowski  
Tom Stringfield  
Tom Spors  
Tom Cushing  
Tony Dipangrazio  
Travis Lilley  
Tyler Gowey  
Virginia Miller  
Wayne Mohler  
Will Fisher  
William Silva  
Zap Czaplicki

### **Our Invaluable Volunteers**

Alexandra Hart  
Alysha Greig  
Ashlie Solow  
Bob Rodgers  
Cheri Higman  
Chris Cass  
Cody Hiatt  
Cynthia Hickey  
David Coleman  
David Whitlock  
Eleanor Edson

Elizabeth Gintz  
Ellen Roth  
Harlan Anderson  
Heidi Allen  
Jeff Crow  
Jessie Rowe  
Juya Ghanaie  
Katherine Crichton  
Katie Williams  
Kyle Miller  
Matt Dunnahoe

Nicole Heller  
Pat Beurskens  
Rebecca Cook  
Reid Backstrom  
Sara Lingafelter  
Sarah Stewart  
Sean Nieves  
Silas Wild  
Stacy Barmuta  
Stefan Knorr  
Teresa Bruffey

We sincerely apologize if we left anyone off these lists! If you donated your time or money last year but don't see your name, please shoot us an e-mail and we'll update our records.

## FOAC Board of Directors

Aaron Ostrovsky, President  
Jorie Wackerman, Vice President  
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Roland Emetaz