



# Friends of the Northwest Weather and Avalanche Center

## 2011 Annual Report

**Mission:** The mission of the Friends of the Northwest Weather and Avalanche Center is to ensure the financial viability of the Northwest Weather and Avalanche Center and to save lives through public education and awareness about avalanches and avalanche safety.

Dear Members,

While it may seem that summer just started, the reality is that we are well into September and the winter of 2011-12 is not far off. At FOAC, the end of summer means that it is time to close the books on our fiscal year and start planning for the coming winter. We are happy to report that FOAC had another very successful year, and we are entering the fall in good financial health and ready to announce some exciting new steps forward.

The winter of 2010-11 will not soon be forgotten. While she may have held out for much of January and February, La Nina came through in a big way later in the winter and delivered record snowfalls in parts of the Northwest. She also stuck around well into the spring, and as a result, there is still a significant amount of snow in the Cascades and Olympics in September! Many of NWAC's weather stations recorded their maximum snow depth in late April and even early May. As a result, the skiing and riding was phenomenal well into the summer. On the down side, La Nina also took its toll with avalanches. There were four avalanche fatalities in the Northwest last winter, and several large and destructive avalanches that kept everyone on their toes well into the spring.

This coming winter may not be a whole lot different! NOAA recently announced that another La Nina current is developing, so we may be in for another big winter with substantial avalanche hazard. Now more than ever, NWAC's avalanche forecasts and the Friends education efforts are critical to keeping us all safe in the mountains.



### Supporting NWAC

The primary focus of FOAC continues to be ensuring that NWAC is thriving and able to provide the most accurate mountain weather and avalanche forecasting available in the Northwest. Over the past few years, the Friends role has changed somewhat from educating policy makers and raising money to playing a more active role in ensuring that NWAC's forecasts are reaching as large an audience as possible. FOAC's contributions to NWAC this past year included:

- Launching phase 2 of the combined NWAC/ FOAC website which incorporated the "dan-

*(Continued next page)*



ger rose” graphic display, a pop-up function on the home page that clearly portrays the avalanche hazard with minimal navigation, and a graphical display of the telemetry data, among other back-end changes.

- Contributing \$15,000 toward repairs and improvements to NWAC’s network of weather stations.
- Contributing \$5000 to NWAC’s operating budget to cover staff salaries.

- Educating state legislators about the importance of NWAC and successfully restoring \$79,000 for NWAC in the Washington State Parks budget...a major victory in these tough times for government budgets!

Looking ahead to the coming winter, we are happy to report that NWAC’s operating budget is fully funded, and if that changes, FOAC is in a good place to cover any shortfall. In addition, we have some exciting upgrades coming to the website...but we don’t want to jump the gun in announcing those just yet.





## Projected NWAC Funding Sources 2011-12

<b>Federal</b>	<b>\$127,000</b>
USDA-Forest Service	\$75,000
National Park Service	\$17,000
USDA-Forest Service Fee Demo Money	\$35,000
<b>Washington State</b>	<b>\$129,500</b>
Washington State Parks and Recreation Commission	\$74,000
Washington State Department of Transportation	\$45,000
Washington State Parks Snowpark Program	\$5,500
Washington State Parks Snowmobile Program	\$5,000
<b>Private + Carryover</b>	<b>\$72,501</b>
Pacific Northwest Ski Areas Association	\$5,000
Ski Washington	\$5,000
NW Winter Sports Foundation	\$15,000
Friends of NWAC	\$15,000
Other private	\$10,000
Carryover from FY09/FY10	\$22,501
<b>Total Projected Contribution to Operating Budget</b>	<b>\$329,001</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>



## Education

The FOAC education program continued to grow this year, as we have taken on a larger role in assisting NWAC with its education efforts. The recent boom in backcountry winter recreation, ski resort “side country” skiing, and more powerful snowmobiles has resulted in a growing number of people recreating in avalanche terrain, often without the knowledge that they are doing so. In an effort to raise basic awareness about the avalanche hazard, FOAC has allocated more and more resources each year to avalanche awareness education. This past year, we...

- Partnered with REI to conduct 13 free avalanche awareness classes at REI stores in Puget Sound, reaching a total of 443 students. Conducted an additional 11 classes reaching 348 students, for a total of 24 classes and 791 students.
- Funded the Alpine Safety Awareness Program in Bellingham, to conduct their snowmobile education program.
- Produced and distributed roughly 3000 avalanche safety brochures, 7500 avalanche

- hotline cards and 2500 avalanche safety checklist cards.
- Published NWAC awareness campaigns in three regional snow sport magazines.
- Purchased 16 avalanche beacons for the development of the youth program “beacon box” and conducted a youth pilot program.
- Surpassed 2000 Facebook friends, increasing our ability to reach out to the community with avalanche warnings and updates.
- Provided \$2000 in funding for the 4th annual Northwest Snow and Avalanche Summit, a full day of avalanche education with an audience of over 200 people.

While these accomplishments are admirable, there is a great deal more work to do. With that in mind, we took a huge step this month and have just hired an Education Coordinator. Scott Schell will be managing all of our education efforts and furthering the development of the youth and snowmobile programs. This is a big step for FOAC and NWAC and is only possible thanks to the support of our community. Thank you!

## Fundraising

While the economy has continued to hamper the efforts of many non-profits, FOAC has continued to thrive on the fundraising front, thanks entirely to our supportive community of individuals and companies. Our efforts this past year focused on the following...

- Held the 10th annual Snowbash to kick off the season at the Tractor Tavern to a packed house.
- Partnered with Outdoor Research, the Summit at Snoqualmie, Pro Guiding, Mountain Gear and Osprey to put on the 5th annual Vertfest - expanded to a full weekend of clinics, races and festivities.
- Hosted the third annual Snowball Dinner and Auction to a sell-out crowd of 290 who helped raise over \$50,000 for NWAC and avalanche awareness!

- And most importantly, worked with the Washington State legislature to restore \$79,000 in funding for NWAC in the next biennial budget.

In addition to our own efforts, we received a great deal of support from supportive friends who conducted benefits on our behalf. These events included the Feathered Friends Demo Dayz, the second annual Splitboard Fest at Mt Baker, Mt Hood Meadows’ Presidents Day Discount ticket benefit, The Mountain Shop’s Tele-Tuesday events at Mt Hood, and a showing of Dendrite’s “Out of the Shadows” at the Eastlake Zoo Tavern in Seattle by Libby and Bill Snead and their friends. We are extremely grateful to have friends like these, as well as all of those listed on page 6.



## 2010-11 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, 2010 through August 31, 2011.

<b>Revenue</b>	
Donations	\$23,202
Events hosted by others	\$21,474
Snowball	\$54,937
SnowBash!	\$10,151
Grants	\$10,650
Interest	\$2325
Website advertising	\$29,550
<b>Total Revenue</b>	<b>\$152,289</b>
<b>Expenses</b>	
Administration	\$3,524
Insurance	\$1,023
Advertising	\$5,370
Education	\$14,195
Snowball	\$23,958
SnowBash!	\$3,055
Corporate Fundraising	\$3,899
Grants	\$1,224
Membership Support	\$12,212
NWAC Direct Support	\$20,131
NWAC Website Support	\$37,224
<b>Total Expenses</b>	<b>\$125,814</b>
<b>Net Revenue</b>	<b>\$26,475</b>
<b>Cash Balance as of 8/31/2011*</b>	<b>\$216,403</b>

\*Our cash balance as of 8/31/11 is the result of 13 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 and NWAC last season. We are truly grateful.

### Extreme Hazard (\$1000+)

Alta Group  
Backcountry Access  
Crystal Mountain  
Dan Dole  
Egan and Assoc  
evo  
Feathered Friends  
K2  
Mountain Madness  
MSR  
Mt Baker Ski Area  
Mt Baker Splitboard Fest  
Mt Hood Meadows  
North Cascade Heliski  
Northwest Mountain School  
Northwest Winter Sports  
Foundation  
Outdoor Research  
Pacific Northwest Ski Areas  
Association  
Pro Guiding  
Rab  
REI  
Ski Washington  
Sleeping Lady Resort  
Stevens Pass  
Summit at Snoqualmie  
Tim and Kate O'Neill  
Timberline Lodge  
Voile

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

Annette Warnick  
Aaron Ostrovsky  
Backcountry Essentials  
Black Diamond Equipment  
BOEALPS  
Cascade Backcountry Ski  
Patrol

Crystal Hotels  
Downing Mountain Lodge  
Flylow  
Foothills Mountaineers  
James Fackler  
Jim Thornton  
Justin Davis  
Level 4 Crossfit Seattle  
Lowell Skoog  
Mountain Hardware  
North Bend Theater  
Osprey  
Pyramid Brewery  
Rainier Investment Manag-  
ement, Inc  
Second Ascent  
Shelley Hakanson  
Ski Patrol Rescue Team  
The Mountain Shop  
Timberline Mountain  
Guides  
Washington Ski Touring  
Club  
Yukon Trading Company

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

Alpental Ski Patrol  
Alpental Volunteer Ski  
Patrol  
Beyond Clothing  
Cascade Powder Cats  
Custom Boot Service  
Derek Ormerod  
Doug Loeb  
Doug Walker  
Eddie Bauer / First Ascent  
Exped LLC  
Grant Gunderson

Jan Halliday  
John Stimberis  
Luke 12:48 Foundation  
Mick Steinman  
Mountain Gear  
Mountain Savvy  
Off Piste  
Olympic Pipe Line Com-  
pany  
Patagonia  
Paul Campbell  
Ridge Explorations  
Roger and Beth Lamanna  
Scottish Lakes High Camp  
Sherpa Adventure Gear  
Steve Matera  
Suze Woolf  
Tom and Gretchen Lee  
Trip Frey

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

Alexandre Laudon  
Alki Kayak  
Anastasia Pantelias  
Backcountry.com  
Bill Lewis  
Brent Barber  
Cafe Humana  
Conrad Kreik  
Craig Moore  
Dale Karacostas  
Daniel Dietzman  
David Combs  
David Gerdes  
Erica Cline  
Eric Feigl  
Eric Noll  
European Skin Care LLC  
Frank Kaplan



Ian Craigie  
Integrative Physical Therapy  
Jeffery Spann  
Jill Sherensky  
Joel Spiegel  
John Alberts  
John Vert  
Julia Majkrzak  
Karl Watt  
Ken White  
Lawrence Hoyer  
Lee Wilcox  
Marmot Store  
Methow Valley Sport Trails  
Association  
Michael Magruder  
Mountain Khakis  
Orion Expeditions  
Pat O'Brian  
Pinhead Red  
POW  
Rhonda Schmidt  
Robert and Larina Davis  
Ruff Wear  
Shawn Ottley  
Sound Physical Therapy  
Stacy Chatfield  
Stuart Lee  
Susan Ashlock  
Susan Dehmlow  
Susan Long  
Terrence Seitz

**Low Hazard (<100)**

Adam Lewis  
Amanda Giles  
Amy Mann  
Andrew McDavid  
Andrew Carey  
Anita Cech  
Anne Archambault  
Anne Hopkins  
Ari Karchin  
Bala Krishnamoorthy

Bari Bookout  
Becky Cate  
Benjamin Landsmen  
Benjamin Weaver  
Benjamin Whiddon  
Beverly Armstrong  
Bradley and Becky Swank  
Brent Lower  
Brian Booth  
Bruce Benton  
Bruce Smith  
Bruce Berger  
Cale Hoopes  
Calvin Rider  
Carlton Keck  
Carmela Collins  
Carolyn Miesel  
Charles Soncrant  
Chris Ledoux  
Clint Schmidt  
Colin Wiseman  
Colleen May Hinton  
Colleen Murphy  
Craig Billings  
Craig McKibben  
Craig Mecklenburg  
Dakine  
Dale Travis  
Dan Styrlord  
Dan Phillips  
Daniel Tomko  
Daniel Rowe  
Daniel Miller  
Darryl Olson  
David Perlin  
David Antis  
David "Zap" Czaplicki  
Dean Margell  
Deborah Riehl  
Dennis Dubois  
Denny Trimble  
Diane Pinkers  
Dirk Fabian  
Don Wadland  
Drew Gaylord  
Drew Bryenton

Drew Fletcher  
Earl Johnson  
Ed Burns  
Ed Draper  
Ed McCarthy  
Edward Arthur  
Elizabeth Cummings  
Elizabeth Riggs  
Emily Johnston  
Emily Yarbrough  
Eric Basha  
Eric Popowski  
Erik Turner  
Erin Renshaw  
Evan Wang  
Five Bamboo  
Full Circle Editorial Inc  
Funny Feelings  
Gaylord Smith  
George Whyel  
Gerald Craft  
Gerhard Schneider  
Graham Mueller  
Greg Gottlieb  
Greg Langkamp  
Greg Glendell  
Greg Starup  
Gregg Brickner  
Gregory Hayes  
Gregory Louie  
GU  
Hang Hau  
Heather Alhadeff  
Heather Erickson  
Heidi Tinneland  
Ian Lauder  
James Brazil  
James Bigelow  
James Januszewski  
James Templeton  
Jan Nelson  
Jana Mines  
Jason Scott  
Jeff Renner  
Jeff Davis  
Jeff Kilpatrick



Jeffrey Hunt  
Jennifer Louie  
Jerry Casson  
Jim Greenleaf  
Jiri Richter  
John Cary  
John Traeger  
John Boardman  
John Crandall  
John Gastineau  
John Murphy  
John Cary  
Jon Garrison  
Jorie Wackerman  
Joseph Whittington  
Josh Miller  
Josh Warren  
Joshua Stumpf  
Judith Swain  
Julbo  
Julianne Vithoukias  
Justin Paglia  
Kalman Brauner  
Katherine Pryde  
Ken Zeman  
Kimberlee Chambers  
Kori Barnum  
Kristan Hodges  
Kurt Snover  
Kyle Hermansen  
Laura Kelly  
Laura Greenwalt  
Laurel Fan  
Laurie Sherman  
Leann Arend  
Lewis Turner  
Lyle Haugsven  
Mac McKay  
Mao Lim  
Mark Hillman  
Mathew McKittrick  
Mark Mennard  
Matt Poppoff

Matt Cassidy  
Matthew Logalbo  
Melissa Hathaway  
Michael Stevic  
Michael Schuller  
Michael Zawacki  
Montgomery Nelson  
Mountain Goat Products  
Leavenworth Mountain  
Sports  
Mountaineers  
Nancy Kohn  
Nichole Embertson  
Patricia Olson  
Patrick Mullaney  
Paul Donnelly  
Paul Campbell  
Paul Knippel  
Paul Nordquist  
Pauline Powledge  
Perry Turner  
Peter Baer  
Peter Moore  
Quentin Rhoton  
Rachel Severson  
Rachel Vasak  
Raynier Foundation  
Richard Leggett  
Richard Lum  
Richard Byrne  
Richard Evans  
Rob Hensel  
Robert Johnson  
Robert Hardwick  
Robert Blumberg  
Robert Green  
Robert Morris  
Robert Yerex  
Robert Sinnot  
Roger Wynne  
Ryan Megenity  
S E Hagstrom  
Samantha Beadel

Sarah Everett  
Scott Stugelmeyer  
Scott Graham  
Scott Anderson  
Scott Bingen  
Scott and Ann Radcliffe  
Sean Mathias  
Stephen Colmar  
Stephen Shapero  
Stephen Mills  
Steve Pedersen  
Steven Copson  
Steven Deem  
Tab Wilkins  
Teague Powell  
Ted Slupesky  
Terrill Welcome  
Thomas Lewis  
Thomas Cushing  
Tobae McDuff  
Todd Hanna  
Tom Eglin  
Tom Broznowski  
Tom Stringfield  
Tony DiPangrazio  
Tracy Barnes  
Travis Lilly  
Travis Thornton  
Tyler Barton  
Venture Snowboards  
Victoria Williams  
Virginia Thomas  
Wayne Harvey  
Web Brunsteter  
William Harper  
William Schenken  
William Silva  
William Eichenberger

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.



## Our Invaluable Volunteers

Alexandra Hart  
Amelia (Brett) Connelly  
Anita Thompson  
Aslie Solow  
Bob Rodgers  
Charlene Balick  
Cheri Higman  
Chris Cass  
Cynthia Hickey  
David Coleman  
Elizabeth Gintz  
Ellen Roth  
Erika Sunmark  
Harlan Anderson

Heidi Allen  
James Curry  
Jasmin McLean  
Jessie Rowe  
Juya Ghanaie  
Kaia Turner  
Katie Williams  
Kolbe Kegel  
Lace Thornburg  
Matt Dunnahoe  
Neil Giesler  
Nicole Heller  
Patrick Shaw  
Rachel Hopkins

Raquel Gaston  
Robyn Hull  
Sara Lingafelter  
Sarah Stewart  
Sarah Heerhertz  
Sean Nieves  
Stacy Barmuta  
Stefan Knorr  
Steve Hyatt  
Teresa Bruffey  
Stefan Knorr  
Teresa Bruffey

## FOAC Board of Directors and Staff

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Roland Emetaz

