



Friends of the Northwest Weather and Avalanche Center

2012 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 Friends,

It's hard to believe but the Friends of NWAC has wrapped up its 13th year of operations! We have come a long way since our humble beginnings in March of 1999. What started as a small group of volunteers committed to ensuring that NWAC continues to exist has grown into a mature non-profit that not only has lobbied successfully to keep NWAC operating but is also contributing to its budget, paying for and managing the NWAC website, and providing free avalanche education to the growing population of Northwest backcountry enthusiasts.

The winter of 2011-12 will not be forgotten in the Northwest. While we were lucky to have a much more stable snowpack than much of the western US, heavy snowfall on Presidents Day weekend resulted in one of the worst avalanche days in Northwest history, as three well-known skiers and one snowboarder were killed in two separate accidents. As is clear from the dramatic increase in the number of visitors to our website (up a whopping 22% from the 2010-11 season to over 470,000 unique visitors!), the importance of avalanche forecasting and education has never been greater.

As we close the books on another fiscal year, we take this opportunity to summarize what we accomplished in the last year, provide you with a statement of our financial health and thank all of those who made our 13th year a resounding success. We hope you will take a moment to read the following pages and know that we could not be where we are without the support of such a great community. Thank you!



Photo: Grant Gunderson Photography

Supporting NWAC

As FOAC has grown over the years, our relationship with NWAC has evolved. What started as an effort to influence the agencies that fund NWAC has morphed into a collaboration that not only contributes to NWAC's operating budget but also assists NWAC with public outreach and education. In 2011-12, FOAC supported NWAC in the following ways:

- Maintained and enhanced the combined FOAC/NWAC website. Since 2009, FOAC has paid for and managed the website that you see when you look at the latest mountain weather or avalanche forecast. In 2011-12, we made several improvements to the site, most nota-

(Continued next page)



bly the addition of the GIS map displaying the avalanche hazard, which we produced in collaboration with Western Washington University. While the map display of the forecast was well received, the real benefit of this work is still in development. This fall we will be rolling out an upgrade to the program that will enable users to upload snowpack and avalanche observations to the map. We are very excited about this improvement which we have been working hard on over the summer.

- Contributed \$30,600 to NWAC's operating budget. This money paid part of the forecasters' salaries and was used to repair several weather stations and upgrade some of the office computer equipment.
- Developed an Advisory Council comprised of representatives from all of the constituent groups that fund NWAC or rely on its services. The Council met for the first time last June and will be convened twice a year to provide high level input into the direction of both FOAC and NWAC.
- Conducted a survey (with over 2,000 responses!) to gather input on how FOAC and NWAC

can better serve the backcountry community.

- Worked with the USFS to ensure that a great replacement is hired for Mark Moore, the Director of NWAC, who is retiring in December. While Mark's shoes will be impossible to fill, we are optimistic that his replacement will be on board before the snow flies!
- Completed a 5-year Strategic Plan to guide us into the future. We have some big goals at FOAC and are excited to be making progress on many of them.

Looking ahead to this coming winter, we are taking another big step and developing NWAC's first observers network. With only three staff and a huge area to cover, the NWAC forecasters are not able to spend as much time in the field as they would like. In an effort to gather field data from backcountry areas with limited information, we are developing a pool of paid observers who will be providing field observations on an as needed basis. Stay tuned to the website for more information about this project as it gets underway. It should be a great asset to backcountry travelers as well as the forecasters!



Photo: Brandy Floyd, FOAC Advisory Council member



Projected NWAC Funding Sources for 2012-13

NWAC is funded through a cooperative effort involving 11 different government programs and private entities. FOAC contributes annually with both direct funds and in-kind support. We maintain an emergency reserve fund in case any of the other cooperators decreases or discontinues their support for any reason.

Federal	\$127,000
USDA Forest Service	\$75,000
US National Park Service	\$17,000
USDA Forest Service Fee Demo Money	\$35,000
Washington State	\$134,500
Washington State Parks	\$79,000
Washington State Department of Transportation	\$45,000
Washington State Parks Snowpark Program	\$5,500
Washington State Parks Snowmobile Program	\$5,000
Private and Carryover	\$68,420
Pacific Northwest Ski Areas Association	\$5,000
Ski Washington	\$5,000
Northwest Winter Sports Foundation	\$15,000
Friends of NWAC	\$20,000
Carryover from Fiscal Year 2011-12	\$23,420
Total Projected Operating Budget	\$329,920
Estimated In-Kind Support	\$234,406
USDA Forest Service	\$30,000
Washington State Department of Transportation (weather station and equipment support)	\$23,883
National Park Service (weather station and equipment support)	\$5,725
National Weather Service (office costs and product access)	\$69,467
Local Ski Areas (weather station and equipment support)	\$7,925
All (one time cost for data support)	\$63,406
Friends of NWAC (web site development and equipment)	\$34,000
Grand Total (Operating Budget and In-kind Support)	\$564,326



Education

For the past few years, FOAC has been expanding its role in education and public outreach, and last year was no exception. As the number of people recreating in the backcountry in the winter grows, the importance of raising awareness about the NWAC forecast and providing free avalanche awareness classes has never been greater. We made a lot of progress last year, largely due to hiring Scott Schell as a half-time Education Coordinator. Scott managed all aspects of the education program, and with his leadership, we accomplished the following

- Developed an FOAC avalanche awareness curriculum with a particular focus on the Northwest.
- Put together a great team of 14 AIARE certified instructors to help teach avalanche awareness classes.
- Conducted 75 Avalanche Awareness classes reaching a total of over 2,500 students.
- Continued to build our youth and snowmobile specific programs, offering 10 youth classes to 389 students and 3 snowmobile classes for 85 students.
- Conducted a pilot class entitled “Decision Making for Experienced Backcountry Users”. This class received very positive reviews from over 60 participants, and we are planning a complete lecture series this winter on that topic.
- Produced and distributed 2,000 Avalanche safety brochures, 1,000 Snowmobile safety brochures, 5,000 Avalanche Awareness cards, and 5,000 NWAC hotline cards.
- Placed avalanche awareness advertisements in five regional outdoor magazines.
- Provided \$1,000 to support the 2011 Northwest Snow and Avalanche Summit.





Fundraising

FOAC could not support NWAC or provide free education without successful fundraising efforts, and successful fundraising efforts could not happen without the support of such a great community. Our fundraising efforts continue to run the gamut, in many cases serving to bring the community together for fun times in addition to raising money. This past year we:

- Hosted the 11th annual SnowBash on November 3, changing the venue this year to the Nectar Lounge. Approximately 350 people turned out for yet another great party with live music from the Tripwires. The event raised close to \$8,500.
- Hosted the 4th annual Snowball Dinner and Auction on April 20. Snowball also grew again this year with a sell-out crowd of over 300 people who were treated to a great dinner and auction at the Mountaineers Program Center in Seattle. Contributions set a new record this year as well with over \$67,000 raised!
- Partnered once again with Outdoor Research, The Summit at Snoqualmie and Pro Guiding to host the 4th annual Vertfest at Alpental on Presidents Day weekend. The event grew again this year with 158 racers, 40+ clinic attendees and 255 people demoing gear. The continued growth of the event has interested more

sponsors who lent a great deal of support. Presenting sponsors included Coast Mountain Culture, La Sportiva, Mountain Gear, Osprey, Primaloft, Scarpa, and Stanley. When all was said and done, the event raised over \$16,000.

- In addition to events organized and hosted by FOAC, NWAC benefited from thirteen events hosted by other organizations on behalf of FOAC. All told, these events raised over \$37,000. FOAC and NWAC are extremely appreciative of the efforts put forth by all of the individuals and organizations involved with these events, including Powderwhore Productions, Sweetgrass Productions, North Bend Theater, American Alpine Institute, Crystal Hotels, the Mazamas, Crest Pictures, Chair 9, Innate, Mt Baker Splitfest, The Mountain Shop, WyEast Nordic and Mt Hood Ski Bowl.
- Raised over \$36,000 from 23 companies who advertised on the FOAC/NWAC website. This number continues to grow as more companies realize the benefits of reaching such a large, passionate audience of winter enthusiasts.
- Increased our individual memberships by 9%... up to 261. While we are pleased with this increase, we sure would like to see more memberships come from the 470,000 unique users that viewed our website last winter! If you have friends who rely on the NWAC forecast, we hope you'll encourage them to help support the service!

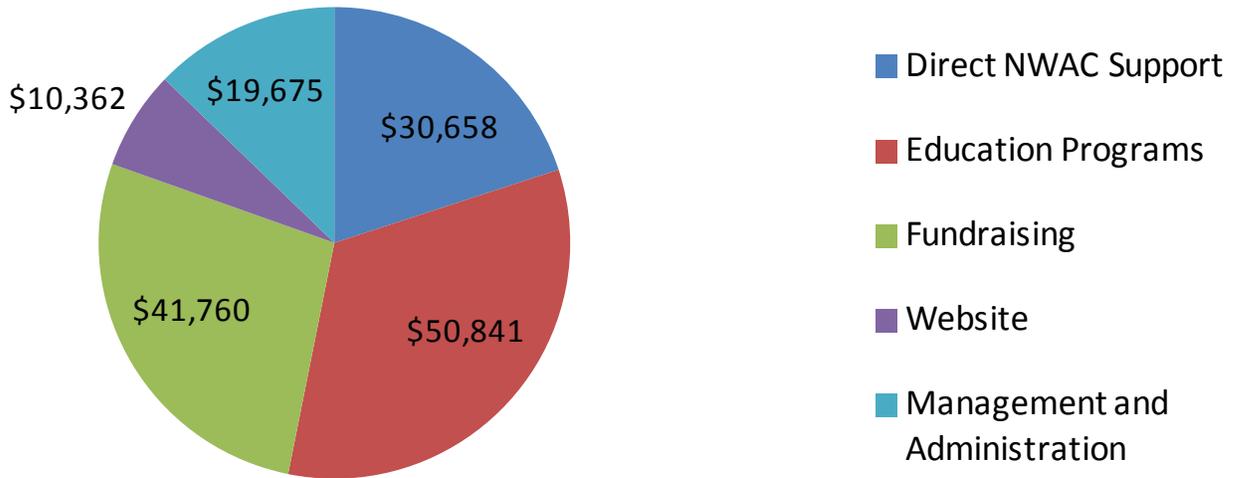




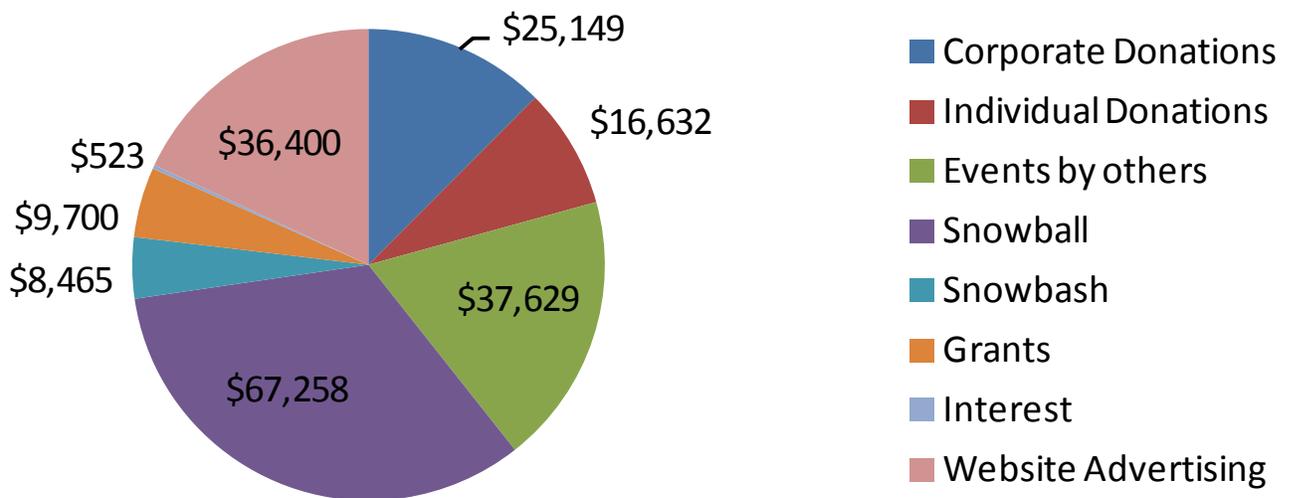
2011-12 Statement of Activities

The Friends of NWAC operates on a fiscal year beginning September 1 and ending August 31. The following charts summarize our revenue and expenses from September 1, 2011 through August 31, 2012.

Expenses (Total = \$153,296)



Revenue (Total = \$201,756)



Our cash balance as of 8/31/12 is \$264,863. This balance primarily comprises our NWAC emergency reserve, which we maintain in case any of the cooperators that fund NWAC decrease or discontinue their support for any reason.



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.

Company and Organization Partners

Extreme Hazard (\$1,000+)

American Alpine Institute
Backcountry Access
Backcountry Essentials
Black Diamond
Cascade Designs
Crystal Mountain
Evo
Feathered Friends
Julbo
K2
La Sportiva
Mission Ridge
Mountain Gear
Mountain Madness
Mt Baker
Mt Baker Splitboard Fest
Mt Hood Meadows
North Cascade Heli Ski
Northwest Mountain School
Northwest Winter Sports Foundation

Osprey
Outdoor Research
Pacific Market International LLC
Pacific Northwest Ski Areas Association
Patagonia
Powderwhore
Primaloft
Pro Guiding
Second Ascent
Ski Washington
Stevens Pass
Summit at Snoqualmie
Timberline Lodge

High Hazard (\$500-\$1,000)

Alpental Ski Patrol
Crystal Mountain Hotels
Level 4 Crossfit

Ridge Explorations LLC
Stanley
Sweetgrass Productions
The Mountaineers
Timberline Mountain Guides

Considerable Hazard (\$200-\$500)

Dynafit
Mountain Shop
Ridge Explorations LLC
Scarpa
Snowrider Project PDX
United Way of the Columbia-Willamette

Moderate Hazard (\$100-\$200)

Mazamas

Individual Donors

Extreme Hazard (\$1,000+)

Daniel and Jennifer Dole
Kathleen Crews Sheehan
WD Frank

High Hazard (\$500-\$1,000)

Adam Hitch
Chris Parkhurst

Colin Dettweiler and Kristin Fuson
Craig McKibben
Craig Moore
Joel Spiegel
Joshua Bertsch and Tif fany Arnone
Kathleen Robertson
Larina Davis
Martin Rues

Pareesh Kamdar
Tim O'Neill and Kate Burns

Considerable Hazard (\$200-\$500)

Adam Lewis
Alyssa Mehl
Anastasia Pantelias



Andrew Turner
Derek Ormerod
Erik Olson
Jake Sprouse
Joel Thomas
Jorie Wackerman
Ken White
Lisa McFarlane
Marcus Engley
Matt Hyde
Robert Stephenson
Seth Pollack
Seth Schwartz
Shelley Hakanson
Suze Woolf

Moderate Hazard (\$100-\$200)

Aaron Ostrovsky
Alexander "Sandy" Weil
Alexandre Laudon
Andrea Foegler
Andrew Richardson
Andy Hill
Angela Krisinger
Anita Arbin Cech
Anya Miller
Bari Bookout
Becky Bradshaw
Bill Lewis
Bill Snead
Carol Tobin
Cat Bakewell
Chloe Harford
Chris Clark
Dani Harder
Daniel Ach
Daniel Dietzman
Danika Dresden
Dave Wettstein
David Combs
David Perlin
Douglas Smart
Emily Larson
Emma Johnson

Eric Feigl
Eric Hvalsoe
Erica Cline
Grant Gunderson
Greg Lange
Greg Langkamp
Gretchen Dingman
Howard Clarke
Irena Netik
James Widick
Jason Dennet
Jeff Kilpatrick
Jeffery Hunt
Jennifer M
Jens Kieler
Jerry Demuth
Jerry White

Jill Sherensky
John M Cary
John Stimmeris
Jonathan Fisher
Karl Watt
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Larry Coughlin
Larry Gail
Larry Gregerson
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Mary Myslewicz
Matt Hallman
Matt Harman
Meghan McGrath
Michele Pearson
Michael Magruder
Patrick Brewer
Patrick Shaw
Rich Truax
Richard Marriot
Rob West
Robert Bolton
Roland Emetaz
Ross Freeman
Ross Leventhal
Sam Beadel
Scott Chamberlin

Scott Heinz
Scott Szeman
SE Hagstrom
Stacy Chatfield
Steve Rybolt
Stuart Lee
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Susan Ridgley
Susan Sayers
Thea Lehming-Brandt
Tim Ahlers
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Truc Allen
Web Brunsteter
Wes Giesbrecht
Woody Hoyer

Low Hazard (<\$100)

Aaron McCadie
Aaron Miller
Adam Brandt
Ainsley Close
Alan Freysinger
Alexandra Ramsden
Alexis Alloway
Alice Walter
Amy Mann
Andrew Carey
Andrew McDavid
Andrew Watterson
Anita Thompson
Anne Hopkins
Anne Meegan
Annette Frahm
Ari Karchin
Arlyn Dean
Ashley Braun
Benjamin Whiddon
Bjorn Ballien
Blake Prohea
Bob Rodgers
Brad and Becky Swank
Brent Lower
Brent Spencer



Brian Pratt
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Bruce Smith
Bruce Wilkins
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Carlton Keck
Carmela Collins
Caroline Teal
Carolyn Miesel
Carter Woolen
Celina Bednar
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Charles Soncrant
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Chris Lowe
Christopher Talley
Chuck Gustafson
Chuck McClaren
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Clayton Walton-House
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Diane Bowlin
Diane Edmonds
Diane Pinkers
Dirk Fabian
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Donald Gray
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Drew Gaylord
Drew Lehev
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Eddie Espinosa
Ellen Butzel
Elyse Haugstad
Ema Nemes
Eric Ayrault
Eric Johnson
Erik Turner
Erin Forest
Evan Chenoweth
Fitz Cahall
Garth Ferber
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Gerhard Schneider
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Graham Mueller
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Gregory Hayes
Gregory Louie
Hang Hau
Hans Adomeit
Heather Alhadeff
Ian Allaway
Ingrid Sparrow
Jake Lewing
James Brazil
James Greenleaf
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James Southwell
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Jamie Tackman
Jane Mauser
Jean Olson
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Jenna Volcko
Jennifer Louie
Jenny Turnow
Jeremy Allyn
Jeremy Brandt
Jerry Casson
Jim Leier
John Boardman

John Crandall
John Gastineau
John R Delbridge
John Ragan
Jordan Sunshine
Josh Miller
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Joshua Bertsch
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Judith Swain
Julianne Lamsek
Kalman Brauner
Kari Stiles
Katherine Pryde
Kathleen Sheehan
Kelsey McFarland
Kent Henneuse
Kerri Dellisanti
Kirk Swanson
Kurt Ferstl
Kurt Snover
Laura Greenwalt
Laurie Sherman
Layne Crocker
Leann Arend
Lin Heffner
Linda Givler
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Mark Hopkins
Mark Weeks
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Matt Poppoff
Matt Steinman
Matthew Logalbo
Matthew McKittrick
Michael Braun
Michael Cyrus
Michael Ensing
Michael J. Stevens
Michael Schuller



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Mike Helminger
Mike Waggoner
Mindy Rowse
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Tom Broznowski
Tom Eglin
Tom Stringfield
Travis Thornton
Virginia Miller
Virginia Thomas
Walter Schlim
Wayne Harvey
William Eichenberger
William J Silva

In-kind Donors

Extreme Hazard (\$1,000+)

Alta Group
Fuse
Mick Steinman
Tim Matsui
Voile

High Hazard (\$500-\$1,000)

Annete Warnick
Backcountry Magazine
Chester Gilmore and Mera
Mathews
Downing Mountain Lodge
Flylow

Justin Davis
Maiden Custom Skis
NAU
Ortovox
Pinnacle Sales
Rainier Mountaineering
Remote Medical
Scottish Lakes High Camp
Ski Lab
Venture Snowboards

Considerable Hazard (\$200-\$500)

Ayaffa Healing Space
Brandy Floyd

Cascade Powder Cats
Cilo Gear
Custom Boot Service
Eddie Bauer / First Ascent
Egan and Assoc
Evergreen Escapes
Exped
Jim Thornton
John Scurlock
Lynwood Honda
Mountain Savvy
North Cascades Mountain
Guides
Olympic Physical Therapy - Bel
levue
Pow Gloves



Roger Strong
Sound Physical Therapy
Stephen Matera
Yukon Trading Company

Moderate Hazard (\$100-\$200)

Dakine
Dynamic Alignment Bodywork
Green Lake Jewelry Works
Inside Out Designs

Jon Alberts
Luminous Yoga
Mountains to Sound Outfit
ters
Orion Expeditions, Inc
REI
RuffWear
Seattle Bouldering Project
Seattle Deep Tissue Mas
sage
Vertical World

Low Hazard (<\$100)

Bill Lawrence
Funny Feelings
GU
KAF Adventures
Maria Coryell-Martin
Pinhead Red
Ullr Labs
Washington Alpine Club

Our Invaluable Volunteers

Alexandra Hart
Arlyn Dean
Bob Rodgers
Bryce Hanson
Charlene Balick
Cheri Higman
Colin Walker
Crystal Raymond
Dan Engel
David Combs
Ellen Roth
Erika Sunmark
Evan Kutter

Heidi Allen
Ian Darrington
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Nick Rustigian
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Raquel Gaston
Rob Grey
Ryan Dorn
Sarah Stephan
Sarah Stewart
Sara Kimmel
Sheel Shah
Silas Wild
Stacy Barmuta
Stefan Knorr
Tanya Budiarto
Tracy Barnes

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.



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