

# TRAIL BREAK

*your report for silent snowsports*

Volume 2004, Fall Issue



## Grassroots Advocacy Conference stresses importance of forging relationships

Winter Wildlands Alliance hosted the 2nd Grassroots Advocacy Conference at Idaho's Bogus Basin Ski Area from October 15-17, 2004. The 40 attendees—including activists, Forest Service personnel, skiers, snowshoers, snowmobilers, attorneys, and a soundscape consultant—came from Illinois, Michigan, Colorado, New Mexico, Utah, Idaho, Nevada, Montana, Wyoming, Washington, California, and Washington, D.C.

Conference sessions included how to participate in the complicated process of travel management planning, legal strategies and current policy for non-motorized winter recreationists, building a diverse statewide advocacy group, setting up a 501 (c) 3 organization, membership and fundraising, and the economic significance of non-motorized users.

One of the highlights of the conference included the keynote address by Mike Finley, former Superintendent of Yellowstone National Park and current President of The Turner Foundation. During his address, Finley told attendees that the key to success is developing relationships with uncommon allies.

Kathie Rivers, an attorney specializing in environmental issues, presented a detailed report of winter use trail designations on all US Forest Service lands. This data is especially useful information for grassroots groups seeking equal access for non-motorized winter use on public lands.

Dave Holland, Director of Recreation and Heritage for the US Forest Service, discussed how to use the Memorandum of Understanding (MOU) Winter Wildlands Alliance signed earlier this year with the Forest Service. He specifically suggested that activists use the MOU to partner with local Forest Service personnel to develop much needed research projects that result in unequivocal data. Holland noted that this research and data is sorely needed for better management of public lands, citing the highest need for social data including economic impacts, demographics and how skier/snowshoer presence can have a positive effect on surrounding communities.

The finale of the conference included three case studies of groups who have experienced both successes and failures in working with the Forest Service. Leslie Lovejoy, of the Friends of the Routt Backcountry in Colorado, discussed the process of coming up with a vision and following through with as many people, businesses, and government entities as possible. She stressed that buy-in from diverse groups, especially the local government, is important in trying to convince the Forest Service to establish non-motorized winter recreation areas.

Dale Neubauer of the Central Oregon Backcountry Skiers discussed strategies to engage land managers. His examples included the safety issue of having pedestrians (skiers and snowshoers) in the same area as high speed machinery (snowmobiles); the need for documentation (especially photos of environmental damage); the importance of resubmitting existing information previously provided to the Forest Service in the past; and using the press to publicize issues. He also discussed the importance of capitalizing on setbacks, pointing out that if the Forest Service acknowledges an issue, does not act upon it, and there is a problem, it becomes a public relations nightmare for them.

Sally Ferguson, acting Director of Winter Wildlands Alliance, finished the conference by reiterating Finley's earlier message. She told the crowd that the biggest lesson from the weekend was that forging relationships—be it with similar constituents, diverse groups with similar goals, the land management agency, and even the opposition—is one of the basic tools that will bring success.

*WWA Board Member Kim Hedberg (far left) mediates a panel discussion of conference speakers, including (from left to right) Bob Maynard, Dave Holland, Jason Kiely, and Kathie Rivers.*



## Winter Wildlands Alliance says good-bye to Grimes, welcomes new executive director

At the end of August, Winter Wildlands said good-bye to its first Executive Director, Sally Grimes. Grimes began working at WWA at the organization's inception in November 2000.

"I am sad to say to good-bye to such an outstanding organization," Grimes said. "I was inspired every day by the dedication of its staff, board of directors, supporters and especially its on-the-ground members who work diligently—as volunteers—to protect the quiet and solitude of winter." Grimes remained involved with Winter Wildlands as a consultant since August, and will continue in that role through the end of the year.

"Sally's shoes were hard to fill, and we will miss her enthusiasm and leadership," said Sarah Michael, President of WWA. "The Board of Directors spent more than six months looking for the right person to replace her, and we are thrilled to announce that we have hired Mark Menlove as the organization's new Executive Director."

Menlove, a seasoned backcountry ski guide and outdoor writer, led successful legislative, fundraising and promotional campaigns through communications positions with Park City Mountain Resort and the U.S. Ski Team, plus as the president of the Utah Ski Association and numerous ski industry boards. "I am passionately committed to the mission of Winter Wildlands Alliance," says Menlove. "This is a great organization with a dedicated board and membership. I'm looking forward to playing a roll in protecting and restoring our public lands for human-powered winter recreation."

Menlove will begin his new role as Executive Director on December 1.



© Jim Meyers

## Officials waste no time keeping snowmobiles in Yellowstone

On November 4, 2004, two days after the election, the National Park Service approved a plan to allow 720 snowmobiles per day in Yellowstone. In Grand Teton, 140 snowmobiles would be allowed. The plan will be in effect for three winters, allowing snowmobile and snowcoach use through the winter of 2006-2007.

The National Park Service ignored its own findings that snowmobiles are incompatible with the winter wilderness and violate air quality and noise pollution standards. In September 2004, the Environmental Protection Agency urged the National Park Service to change its latest proposal in order to reduce the amount of pollution emitted by the machines. The study also did not address the issue of whether or not groomed roads influence bison distribution and abundance in Yellowstone National Park.

The Park Service is going to study the issue for three more years. Not only does this take scarce funds from other important park projects, it still leaves the public and local businesses in limbo.

Visit [www.winterwildlands.org](http://www.winterwildlands.org) to stay updated on snowmobiles in Yellowstone and what actions you can take to help protect it this winter.

## Skiers provide huge economic benefits

Winter Wildlands recently released a study titled "The Economic Impact of Human-Powered Snow Sports in the United States," which examines participation in Nordic skiing, telemark skiing, and snowshoeing nationwide. This study is a pioneering effort, and the results will have a significant impact on informing both local and national decisions that impact human-powered winter sports.

Using data from two studies conducted independently by the US Forest Service and Outdoor Industry Association, the study estimates that 10.8 million people cross country ski at least one time in a 12-month period. Further, the study estimates that 4.9 million participate in snowshoeing and 2.7 million in telemark skiing.

In terms of expenditures, the study estimates that each participant spends an average of \$221 per year on transportation, lodging, meals, groceries, access fees and incidentals associated with both local and extended trips to participate in these activities. This equates to an economic impact of nearly \$4.1 billion per year.

The study was commissioned by Winter Wildlands Alliance with support from Mountaineers Foundation and was authored by Strategic Intelligence, Inc., a market research firm based in Boise. Copies of the report can be obtained by contacting the Winter Wildlands office at (208) 386-9227.

# WWA helps start Montana grassroots group

## Montanans for Quiet Recreation Share their Story

*NOTE: In this special feature, Winter Wildlands asked grassroots member Montanans for Quiet Recreation to share, in their own words, the story of their struggle to protect their winter wildlands. If you or your group would like to write an article for future issues of TrailBreak, please contact Sally Ferguson at 208.386.9227 or sferguson@winterwildlands.org.*

In March of 2004, a group of 30 concerned Montana citizens met at a Forest Service (FS) office in Ennis, Montana. We met out of frustration that the FS, in conducting its Travel Planning process, was listening intently and responding to the demands of snowmobilers and OHV riders to the continued detriment of skiers, snowshoers, hikers, bikers, and equestrians.

The motorized recreation community has large and vocal memberships, significant monetary war chests and legislative lobbyists. Muscle-powered recreationists have historically been very independent and disinclined to “organize,” preferring the solitude and privacy of solo or small groups. We’ve had no voice at agency planning tables around the state, have not benefited from any state gas tax-funded recreation program (as have the snowmobilers and OHV riders), nor have we been recognized in the state legislature.

There is an enormous need for a quiet muscle-powered recreation voice statewide: to influence agency decisions; to work with agencies to promote better non-motorized access to public lands; to conserve and protect critical fish and wildlife habitat; to encourage better enforcement of existing travel plans; to add our voices to the ongoing travel planning processes across the state; to let agencies and motorized recreationists know they do not have a lock on public lands; and to educate agencies that the “shared trails” concept is outdated and unworkable and that

muscle-powered recreation deserves access to quiet lands in proportion to the number of people preferring this type of use.

We formed Montanans for Quiet Recreation to tackle these needs. We are dedicated to conserving and restoring Montana landscapes for quiet, muscle-powered recreation. We were assisted in many ways by Winter Wildlands Alliance, which provided intelligent guidance during our initial stages of development. WWA also agreed to act as our fiscal sponsor during efforts to secure funding while MQR works through the process of becoming a non-profit organization. To find out more or get involved, visit [www.quietrecreation.org](http://www.quietrecreation.org).

## Winter Wildlands leads development of statewide group in Idaho

Winter Wildlands’ six Idaho grassroots groups recently formed a statewide coalition to represent the interests of skiers and snowshoers throughout the state. Idaho Skiers and Snowshoers Coalition (ISSC), led by WWA, organized earlier this year as a statewide human-powered winter recreation voice that speaks to public agencies and political representatives.

ISSC will work primarily with Idaho Department of Parks and Recreation (IDPR)—the agency central to supporting, maintaining and developing skier opportunities in the state. As well, IDPR coordinates with other state and federal agencies whose actions and policies impact non-motorized winter recreation opportunities.

ISSC fulfills the need for a statewide network of skiers and snowshoers that will work together to serve as a resource for maintaining existing and creating new, high-quality, non-motorized winter recreation experiences. The coalition includes Winter Wildlands plus six regional groups representing McCall, Sun Valley, Pocatello, Driggs, Boise and Idaho Falls.

# JOIN WINTER WILDLANDS ALLIANCE TODAY



© Jim Meyers/Vertizon

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Sign me up to receive the WWA Action Alert, informing me of urgent issues affecting my winter solitude. (Email address required)

Enclosed are my membership dues of:  
 \$35    \$50    \$100    \$250    \$500   Other \$ \_\_\_\_\_    Check enclosed, or charge my Visa/MC:

NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_

Please send this form and payment to Winter Wildlands Alliance, 910 Main Street Suite #235, Boise ID 83702.  
To learn more, visit [www.winterwildlands.org](http://www.winterwildlands.org) or call 208-336-4203.



© Jim Meyers

## Letter from the President

There is a dust of snow on the high Boulder Peaks as I write from our home north of Ketchum, Idaho, stirring thoughts of white slopes and creek-side winter trails. The thought of snow brings great satisfaction as I reflect on all that Winter Wildlands Alliance has accomplished in our fourth year—a year of many accomplishments plus challenges and changes.

New grassroots groups bring greater strength to Winter Wildlands, and local successes this year have been very exciting. On the national level, Winter Wildlands Alliance's Memorandum of Understanding with the Forest Service signals our national stature as the voice for Nordic and backcountry skiers and snowshoers. Silent snowsports and lovers of quiet winter wildlands now have a seat at the table during federal regulatory and policy debates. Unfortunately, Chief Bosworth said he doesn't "have that sense of urgency, myself, regarding snowmobiles," when discussing better ORV regulations and management. Because of Forest Service attitudes such as his, the work of Winter Wildlands will be as crucial next year as it has been the past four years.

As we move into the next year, the biggest change is the departure of Winter Wildlands' first Executive Director, Sally Grimes. Sally opened Winter Wildlands' office in November 2000, bought a computer and furniture, and set about the business of creating a new national recreation/conservation organization. In a short period of time, we had grassroots groups recruited, management, fundraising, training programs in place, a website, newsletter, and a fully functioning board of directors. As a result of her skills, Winter Wildlands developed credibility with conservation groups, foundations, federal agencies, the snowsports industry and its members, and became a national voice for silent snowsports enthusiasts. I don't know of many non-profits who achieve this level of organization in their lifetimes. Sally made this happen in just a few years. Thank you, Sally, for your tremendous contribution!

And thanks to you, our supporters, for helping us reach these achievements. We are excited about forging ahead into the future with you. On behalf of the entire Board of Directors of Winter Wildlands Alliance, many wishes to you and your families for a happy holiday season—may it be filled with the quiet solitude of winter and the sound of snow under your skis.

*Sarah Michael*

Sarah Michael  
President, WWA

## FY04 Accomplishments

This past year included many exciting advances in the effort to protect winter wildlands and the human-powered snowsport experience.

### National Policy

Winter Wildlands is the voice for human-powered snowsports on the national level.

- Finalized and signed a groundbreaking **Memorandum of Understanding** with the Forest Service, ensuring that all skiers and snowshoers will have a seat at the table as key decisions are made that affect winter recreationists.
- Lobbied the Forest Service to include winter recreation in their revision of the **Off-Road Vehicle Regulations**. The Forest Service chose to ignore snowmobile conflicts in this revision, but promised WWA they will address winter sports in the future.
- Continued as the sole recreation voice to advocate for the removal of snowmobiles from **Yellowstone National Park**, including hosting the second 'Stand Up for Yellowstone' rally on February 14, 2004, which resulted in over 100 skiers rallying for our first national park.
- Previous years' efforts to initiate a powerful nonmotorized voice that formed the group temporarily called Coalition of Outdoor Recreation Enthusiasts led to a more powerful and complete group called **Outdoor Alliance**, which includes the six major non-motorized outdoor recreation groups: Winter Wildlands Alliance, Access Fund, American Hiking Society, American Canoe Association, American Whitewater, and International Mountain Bicycling Association. The group continues to develop, and ultimately will be a powerful voice aimed at protecting non-motorized outdoor recreation.

### Research and Reports

Winter Wildlands conducted studies and prepared reports aimed at protecting human-powered snowsports.

- Working with a professional data analysis firm, analyzed and organized the best data available on the economic impact of skiers and snowshoers, resulting in a groundbreaking study entitled **"The Economic Impact of Human-Powered Snow Sports in the United States,"** which shows that the economic impact of skiers and snowshoers is nearly \$4.1 billion per year.
- Contracted with an attorney that specializes in public land law to analyze all existing federal land management regulations dealing with recreation, resulting in a report entitled **"Advocating for Human Powered Winter Recreation on National Forest Lands: Legal Framework and Strategy."** The report will be used as an invaluable tool for Winter Wildlands and its grassroots groups as they continue with their efforts to designate areas of public lands as non-motorized.



Skiers and snowshoers from throughout the country gathered in Yellowstone on February 14, 2004, for Winter Wildlands' second 'Stand Up for Yellowstone' rally.

©Dave Long

### Grassroots Groups

Winter Wildlands added four new groups to the grassroots membership roster, providing technical assistance to 16 active and engaged grassroots organizations throughout nine key states.

- Brought together activists in three parts of Montana to form **Montanans for Quiet Recreation**.
- Worked with **Central Oregon Backcountry Skiers** to successfully close Dutchman Flat (part of the Deschutes National Forest) to motorized use.
- Led the development of **Idaho Skiers and Snowshoers Coalition**, bringing together six local groups and creating a template for other states to follow.
- On the Wasatch-Cache National Forest in Utah, helped the **Cache Backcountry Skiers Alliance** successfully fend off efforts by the motorized community and Forest Service to create a snowmobile route through the middle of a non-motorized area.
- In Idaho, worked with two separate groups (**Central Idaho Recreation Coalition**, Payette National Forest and **Southeast Idaho Recreation Alliance**, Caribou-Targhee National Forest) to prepare input for the winter travel management process by identifying, analyzing, and mapping specific areas skiers want closed to motorized use.
- In Colorado, helped **Friends of the Routt Backcountry** (Routt National Forest) successfully work with the Forest Service to include a skier-friendly alternative in the Routt winter travel plan.

### SnowSchool

WWA's SnowSchool program continued to educate kids about winter ecology and snowshoeing.

- **Added more sites**, including four in Montana alone, bringing the total to over 30 sites.
- Developed and launched **www.snowschoool.org**, providing an invaluable resource to SnowSchool sites everywhere.

## Audited Financial Statements

Following are the audited financial statements for the year ending June 30, 2004, as presented by Harris & Co, P.A., Certified Public Accountants. If you would like a full copy of the statements or the tax form 990, please email [info@winterwildlands.org](mailto:info@winterwildlands.org) or call 208.336.4203.

### Statement of Financial Position

**ASSETS**

**Current Assets**

Cash & cash equivalents	\$14,866
Employee advance	1,022
Prepaid expenses	1,196
<b>Total Current Assets</b>	<u>17,084</u>

**Fixed Assets** (equipment, less depreciation) 16,919

**Deposits** 660

**Total Assets** \$34,663

**LIABILITIES AND NET ASSETS**

**Current Liabilities**

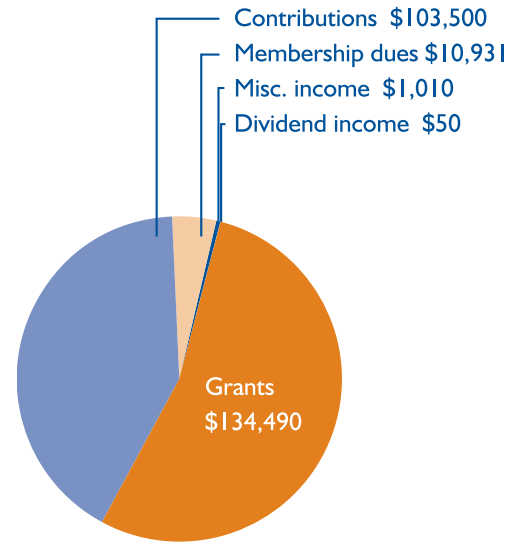
Accounts Payable	\$ 1,119
Accrued and withheld payroll costs	2,337
<b>Total Current Liabilities</b>	<u>3,456</u>

**Net Assets**

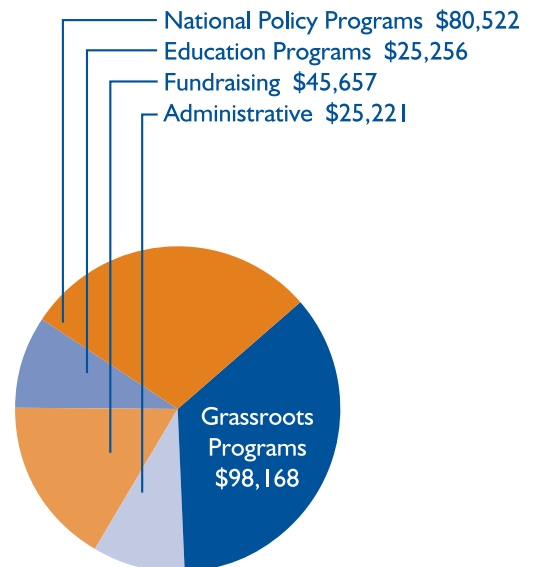
Unrestricted	27,412
Temporarily restricted	3,795
<b>Total Net Assets</b>	<u>31,207</u>

**Total Liabilities and Net Assets** \$34,663

### Revenue and Expenses



TOTAL REVENUE \$249,981



TOTAL EXPENSES \$274,824

## About WWA

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

### Staff

Mark Menlove, Executive Director  
Sally Ferguson, Grassroots Program Manager

### Board of Directors

Sarah Michael, President  
Jill Smith, Vice President  
Bill Tregoning, Treasurer  
David Gottschall, Secretary  
Cathy Baer  
Kristen Brengel  
Gail S. Ferrell  
Kim Hedberg  
David Jenkins  
Marcus Libkind  
Jim Wertz

### Trail Break is published quarterly by:

Winter Wildlands Alliance  
910 Main Street, Suite 235  
Boise, ID 83702  
Phone: 208.336.4203  
Fax: 208.336.0648  
Email: [info@winterwildlands.org](mailto:info@winterwildlands.org)  
Web: [www.winterwildlands.org](http://www.winterwildlands.org)

## Grassroots Members

### CALIFORNIA

Snowlands Network  
[marcus@snowlands.org](mailto:marcus@snowlands.org)  
[www.snowlands.org](http://www.snowlands.org)

### COLORADO

Backcountry Skiers Alliance  
[bsa@backcountryalliance.org](mailto:bsa@backcountryalliance.org)  
[www.backcountryalliance.org](http://www.backcountryalliance.org)

Friends of the Routt Backcountry  
Steamboat Springs  
[lovejoy@mindspring.com](mailto:lovejoy@mindspring.com)  
[www.forb.info](http://www.forb.info)

### IDAHO

Central Idaho Recreation Coalition, McCall  
[circ@e-mail.com](mailto:circ@e-mail.com)  
[www.centralidahorec.org](http://www.centralidahorec.org)

Friends of Alpine/Nordic Winter Sports.  
McCall  
[jimmca@ctcweb.net](mailto:jimmca@ctcweb.net)  
[www.frontiernet.net/~lcorder/FANWS/](http://www.frontiernet.net/~lcorder/FANWS/)

Idaho Falls Ski Club, Idaho Falls  
[lundberg@srv.net](mailto:lundberg@srv.net)  
[www.ifskiclub.com](http://www.ifskiclub.com)

Nordic and Backcountry Skiers Alliance,  
Wood River Valley  
[sarahmichael@sunvalley.net](mailto:sarahmichael@sunvalley.net)

Southeast Idaho Recreation Alliance  
[sira@sira4wildlands.org](mailto:sira@sira4wildlands.org)  
[www.sira4wildlands.org](http://www.sira4wildlands.org)

Teton Valley Trails & Pathways, Driggs  
[pathways@tetonvalley.net](mailto:pathways@tetonvalley.net)  
[www.tvtap.org](http://www.tvtap.org)

### MINNESOTA

Backcountry Trail Patrol  
[backcountry@trailpatrol.org](mailto:backcountry@trailpatrol.org)  
[www.trailpatrol.org](http://www.trailpatrol.org)

### MONTANA

Montanans for Quiet Recreation  
[mqr@3rivers.net](mailto:mqr@3rivers.net)  
[www.quietrecreation.org](http://www.quietrecreation.org)

### NEVADA

Coalition for Safe and Appropriate Winter  
Sports, Reno  
[csaws@pointers.reno.nv.us](mailto:csaws@pointers.reno.nv.us)

### OREGON

Central Oregon Backcountry Skiers  
[neubauer@pacifier.com](mailto:neubauer@pacifier.com)

### UTAH

Northern Utah Nordic United  
[sreynolds58@msn.com](mailto:sreynolds58@msn.com)

Outdoor Recreation Center  
[www.usu.edu/orc](http://www.usu.edu/orc)  
[kk@cc.usu.edu](mailto:kk@cc.usu.edu)

### WYOMING

Togwotee Pass Backcountry Skiers  
[kdoerr@wyoming.com](mailto:kdoerr@wyoming.com)



910 Main Street, Suite 235  
Boise, ID 83702

NON-PROFIT  
ORG.  
U.S. POSTAGE  
**PAID**  
BOISE, ID  
PERMIT NO.  
538

## Thank you!

WWA thanks all of its board members, volunteers, and supporters for their commitment and dedication to its work preserving the human-powered backcountry experience. Without their support, none of our Fiscal Year 2004 accomplishments would have been possible. Special thanks go to the significant contributors who make so many of our successes possible:

### Foundations

444 S Foundation  
Environmental Data Research Institute  
Fairweather Foundation  
The Lazar Foundation  
Maki Foundation  
Moore Memorial Trust  
Morgan Family Foundation  
The Mountaineers Foundation  
The Norcross Wildlife Foundation  
Patagonia  
Stanley Family Fund  
Turner Foundation  
The Westport Fund  
The Wilderness Society  
The Wyss Foundation

### Donors

Ann and Doug Christensen  
Paul Collins, MD  
Peter Curran  
John W. Douglas, Jr.  
Sue and Dick Hare  
Ginger Harmon  
Charles and Christina Holloway  
Joseph and Judy Houghteling  
Jeff and Annamaria Keyser  
Josef and Sandra Koenig  
Stephanie Kruse  
Marcus Libkind  
Sarah Michael  
Richard and Marlene Millikan  
Walt and A.K. Minnick  
Nordic and Backcountry Skiers Alliance of Idaho  
Alex and Marilyn Ridland  
Lee Rimel  
Brian Ross  
Arthur B. Schultz  
Snowlands Network  
Bill and Michele Tregoning  
Jim Watson  
Laurel York-Odell

### Corporations



## Board of Directors

The Winter Wildlands Alliance Board of Directors met three times during the fiscal year: September 5-6, Boise ID; February 14-15, Yellowstone National Park; and May 15-16, Boise ID. At fiscal year end, the Board included 12 members (the WWA bylaws allow 5-18 members). They were:

### Sarah Michael, President

Founder and past President of the Nordic and Backcountry Skiers Alliance of Idaho and Country Commissioner in Blaine County, Idaho.

### Jill Smith, Vice President

Attorney in Seattle with a focus in the areas of Native American, environmental, and employment law, and publisher of Public Lands Law News.

### Bill Tregoning, Treasurer

Accountant with thirty years of professional experience in the ski industry, including 18 as the President and General Manager of Greenwood's Ski Haus in Boise, ID.

### David Gottschall, Secretary

Analyst in the investments group at Genworth Financial, a leading insurance and financial services company in Chicago.

### Cathy Baer

Special Projects Coordinator for the Blaine County (ID) Recreation District and an expert in wildlife interpretation.

### Kristen Brengel

Legislative liaison for The Wilderness Society, based in Washington, D.C.

### Gail S. Ferrell

Founder of the Nevada Coalition for Safe and Appropriate Winter Sports (CSAWS).

### Kim Hedberg

Executive Director of the Backcountry Skiers Alliance in Colorado.

### David Jenkins

Virginia-based consultant for environmental nonprofit organizations, and previous Director of Conservation and Public Policy at American Canoe Association.

### Stephanie Kruse

President and senior strategist for KPS|3, a Nevada-based Advertising, Marketing, E-Communications and Public Relations agency.

### Marcus Libkind

Founding member and President of Snowlands Network (CA) and author of multiple books on ski touring.

### Jim Werntz

Director of Idaho's Operations Office for the Environmental Protection Agency.



910 Main Street, Suite 235

Boise ID 83702

Phone: 208.336.4203

Fax: 208.336.0648

Email: [info@winterwildlands.org](mailto:info@winterwildlands.org)