

From the General Manager

As the snow quickly melted from the slopes and trails of Ashwabay, we began to reflect on 2014/2015 winter season. What a guessing game this winter was with our November snow, December melt and then finally some snow. With the uncertainty of snow fall and Alpine skiers we were still blessed with many positive happenings. Here are some highlights worth noting...

- Over 150 volunteers gave their expertise to the hill and exemplified Ashwabay's mission to provide year-round opportunities and programs to people of all ages promoting enjoyment of the outdoors
- Formed a Friends of Ashwabay committee that works solely on grants and fundraising
- The Chalet received a facelift with fresh paint and carpeting
- A scholarship program for low income families was implemented this winter – MADski, season passes and rentals were utilized by 12 youth and families
- Donations to the Foundation increased considerably, and a new grant was awarded by Bayfield County to improve the conditions of the Nordic trails
- Nordic trails were deemed the "best in Wisconsin" by our CANSKI traveling team and due to our expertly groomed Nordic trails we had a 5.74% increase in paid trail usage
- Friday Youth Night received 12 sponsors, the 1% Fund from Bayfield Recreation Center for BART transportation, and we happily had an increase in youth participation
- A generous gift was given to Ashwabay from Bayfield Electric by removing the monthly On Demand charges allowing us the freedom to make snow when we feel it's needed
- Hosted the High School Ski meet – due to the lack of natural snow this was a triumph
- Added two new events - Spring Gear Swap and Fall Adventure Race
- Enjoyed a successful summer with Big Top Chautauqua. Thanks go to Terry, Phil, Chelsea, Jen and the rest of the BTC team for their hard work putting together a great series of performances
- In January Big Top Chautauqua and Ashwabay boards met for a joint planning session to discuss the future of our unique and positive collaboration together

I would like to say thank you to all of our Donors, Pass-holders, Patrons, Staff, Volunteers and Board of Directors for all the gifts, work and expertise you have given to Ashwabay. I am truly thankful for all of your talents and willingness to share them.

As we rejoice in the list above we need to also be looking forward with the opportunities for improvement that lay ahead... continued upgrades to the chalet, rental equipment, a reliable groomer (the LMC, not Lloyd he's already wonderful), tubing hill, new beginners hill and tow-lifts, full time hill mechanic, summer kitchen.

We have such a unique opportunity with Ashwabay and its unlimited benefits for our community to provide a positive outdoor experience for all. With all of this and more to come it is essential we continue to ask for your support financially and physically. Many thanks to those of you who carry the torch and I ask that you share our story to bring in needed support.



Carol Fahrenkrog
General Manager

From the Board President

Just a note to say "Thank You" to everyone that has helped to keep our little ski area going. It would be next to impossible without our Volunteers, Benefactors, Board Members, and Staff.

Thanks,



Carol "Coke" Lindsey
AOEF Board President



From the Treasurer

Finances, like the weather, fluctuate. After posting two consecutive years with positive net income, AOEJ experienced a challenging year, financially speaking. A combination of old and tired equipment being replaced or receiving major repairs and a decrease in Recreational revenue resulted in a net loss for the reported period. AOEJ, however, received outstanding support from the surrounding communities in the form of donations received. A special thanks to staff and board members responsible for coordinating the fundraising efforts and the individuals and organizations whom responded to those requests.

Big Top Chautauqua had a great season last summer and in-turn AOEJ was able to increase its Food and Beverage revenue. AOEJ is anticipating another great summer with excellent performances offered by Big Top!

Despite a reported net loss, AOEJ is very much stable. Excluding depreciation – a non-cash expense – and accounting for early season pass sales, it currently has sufficient cash-on-hand to maintain operations. Future payroll expenses will decrease as new, lower tax rates have been issued, also many grant applications for the upcoming season are receiving positive review while some have already been awarded!

Regards,

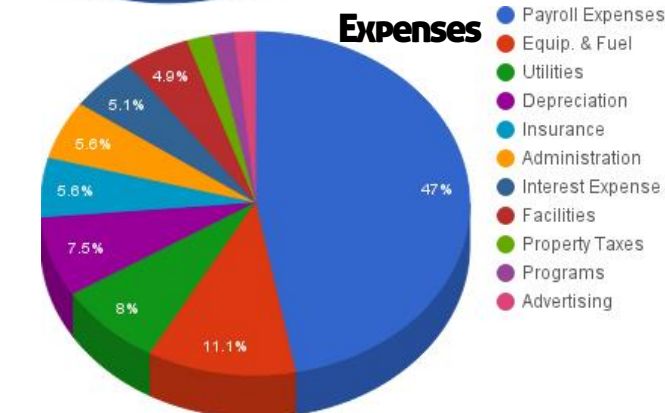
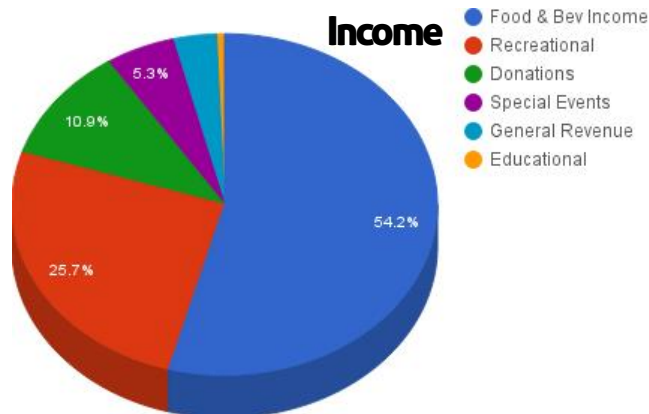


Levi Leafblad
AOEJ Board Treasurer

PROFIT & LOSS

April 2014 - March 2015

Income	
Food & Beverage	219,265
Recreational	103,814
Donations	43,921
Special Events	21,336
General Revenue	13,397
Educational	2,521
Total Income	404,254
Cost of Goods Sold	86,968
Gross Profit	317,286
Expenses	
Payroll	162,097
Equip. & Fuel	38,280
Utilities	27,497
Depreciation	25,882
Insurance	19,301
Administration	19,145
Interest Expense	17,642
Facilities	16,825
Property Taxes	6,625
Programs	5,773
Advertising	5,643
Total Expenses	344,711
Net Operating Income	-27,425



ASHWABAY OUTDOOR EDUCATIONAL FOUNDATION BOARD OF DIRECTORS

Carol Lindsey <i>President</i>	Mike Jackson <i>Vice President</i>	Levi Leafblad <i>Treasurer</i>
Steve Pierce	Cam Wilcox <i>Secretary</i>	Sara Sneed <i>Term end Feb 2015</i>
John Telford	<i>Term end Feb 2015</i>	Sue Radtke

2014/2015 GRANT SUPPORT

ASHLAND ROTARY CLUB awarded funds to the start-up of the Junior Ski Patrol for text books and safety materials. A grant from **The 1% FOR Recreation Fund** also helped with materials for forming of the Junior Ski Patrol. In addition, **The 1% FOR Recreation Fund** funded the BART transportation from Ashland, Washburn, Bayfield, and Red Cliff for the popular Friday Youth Nights.

BAYFIELD COUNTY FOREST RECREATION TRAIL AID awarded grant support to AOEJ. The funds will be used towards trail improvements, primarily culverts and drain shaping in critical areas.

Youth programs and scholarships were funded in part by **The Peter M. and Betty W. Rogers Fund of the Duluth Superior Area Community Foundation**.



A GIANT THANK YOU TO OUR GREAT VOLUNTEER CREW FOR 2014/2015

Our volunteers continue to be our staple at Ashwabay. Thanks to these generous experts we were able to provide the following programs and services:

- Ski Patrol
- Jr. Ski Patrol classes & training
- MADski lessons
- NASTAR Racing
- Ashwabay Ski Team
- Snowmaking
- Terrain Park
- Alpine & Nordic Grooming
- Hill, Lift, & Chalet Maintenance
- Special Events

Everyone's hard work and dedication ensures the ongoing growth and success of Ashwabay

Bob Aaron
Rusty Abel
Dave Anderson
Ginamarie Anderson
Eric Arnold
Michelle Aronson
Patrick Behne
Elle Benton
Gee Blanchard
Russ Blanchard
Deni Bradley
Jim Bratley
Joan Bratley
Phil Bratsch
Jenifer Bratsch
Bailey Cadotte
CAMBA Trail Crew
CANSki Parents
Dr. Don Christensen
Tala Ciatti
Chris Bretting
Ed Czapiga
Amy Day
Duane Dehn
Charlie Dougherty

Jerry Dunn
Lars Dukowitz
Matt Edmunds
Arfee Edwards
Burke Edwards
Tekhla Edwards
Tim Edwards
Adrian Diaz
Molly Fahrenkrog
Jake Fahrenkrog
Tim Faust
Mike Fetter
Bob Feyen
Carol Feyen
Lissa Flemming
Bridger Foster
Myra Foster
Kristian Fowler
Chris Gamble
Sam Gilbert
Heidi Goehring
Allen Goodness
Christine Goodness
Leah Goodness
Matt Goodness

Cliff Grand
Joe Groshek
Karrie Haak
Neil Harmon
Grace Hogan
Hunter Holman
Mike Jackson
Gary Jensen
Charlie Jones
Max Kaiser
Pete Kulenkamp
Anne Leafblad
Bob Feyen
Steve Leafblad
Jim Lean
Jon Lewis
John Lindell
Carol Lindsey
Dennis Liphart
Kate Liphart
Michael Lund
Brooke Lund
Paul Lundberg
MADski Parents
John Mesko

Mike Mlyrarnek
Pat Moe
Jim Moeller
John Murphy
National Guard
& Jeremy Walworth
Scott Nesvold
Becky Sue Nielson
Ashley Newbrough
Brooke Niermann
Paul Norris
Ed Olson
Mary Beth Parker
Bill Peterson
Holly Pierce
Karin Pierce
Steve Pierce
David Puhl
Kathy Radtke
Mike Radtke
Sue Radtke
Dave Renz, Sr.
Allie Roberson
Cindy Schwenzfeier
Tim Schwenzfeier

Trevor Schwenzfeier
School Group Teachers,
Parents, & Chaperones
Christine See
Joe See
Kristina Seldal
Jeff Skoraczewski
Patty Skoraczewski
Mark Sneed
Sara Sneed
Marilu Stepien-Belanger
Missy Stevens
Kim Stone
Karen Swanson
Finn Swanstrom-Arnold
Shannon Swanstrom
Doc John Telford
Karen Thomas
Lloyd Turner
Nami Vizanko
Steve Vizanko
Tyler Wescoat
Mike Weispfenning
Cam Wilcox
Dave Wilcox

DONORS & SPONSORS 2014/2015

The generosity of these individuals, families, businesses, and organizations signal continued belief in the mission of the Ashwabay Outdoor Educational Foundation and its programs

Over \$10,000

Anonymous

\$1,000 to \$9,999

Ashland Rotary Club
Paul & Terri Bretting
CANSki
CHASTA
Duluth-Superior Area
Community Foundation
Charles Hoffman Jr.
Shelly Johaniuk
Lake Effect Builders
Recreation and Fitness Resources
B. Susan Rychel
Mark & Sara Sneed

\$500 to \$999

Michael & Connie Jackson
Dennis & Kristina Liphart
Lulich Implement
Northern State Bank
Edward Rychel III
John & Christina Sauer
Jamie Tucker
Craig & Pattie Vernon

\$100 to \$499

Bayfield on the Lake
Condominium Association
Jack Carlson
Deltco Plastics
Jerry Dunn
Edmunds Log Home Restoration

Fastlane Motorsports

Ruth Goetz
Langford Pharmacy
Carol Lindsey & Tom Hmielweski
Hal Liphart
Clair Morud
Northern Clearing, Inc.
Northland Lawn Sport & Equipment
Paul Norris & Sue Radtke
Clark Olson
Becky Rathke
River Rock Inn & Bait Shop
Michael & Ellen Simon
Richard Vernon
Steve & Nami Vizanko
Walmart
Washburn School District

Up to \$99

Terry Anderson
Jim & Joan Bratley
Jane Halvorson
Matthew & Sara Hudson
Levi & Anne Leafblad
Jason Maloney &
Cindy Dillenschneider
Steve & Karin Pierce
Gretchen Wilson

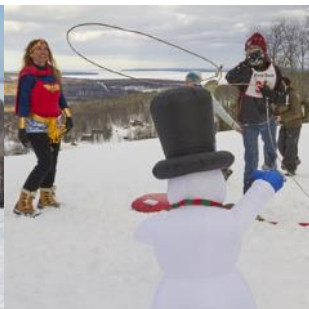
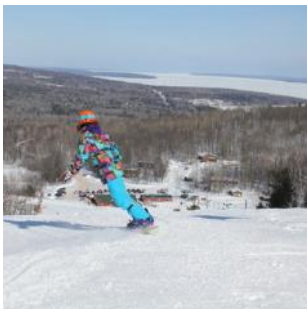
EQUIPMENT & MATERIALS

Fastlane Motorsports
Knights of Columbus
of Bayfield Peninsula
Midland Services
Stove & Fireplace Works
Xcel Energy

EMPLOYEE MATCHING GIFTS

Northern Clearing, Inc. (Craig & Pattie Vernon)
TCF Foundation (Charles Hoffman Jr.)

ASK YOUR EMPLOYER IF THEY HAVE A MATCHING GIFT PROGRAM



Friday Youth Nights
 \$10 Lift Tickets with FREE Rentals

School Classes & Groups
 Bayfield, Washburn, Ashland, and
 Marengo Students

Scholarship Programs
 Financial Assistance

Holiday Mini-Camps
 Learn-to Ski or Board

4-H CANSKI
 Chequamegon Area
 Nordic Ski Club

CAMBA Trails
 Chequamegon
 Area Mountain
 Bike Association

NASTAR Ski & Board
 Sunday Alpine Races

MADski Youth Programs
 Mount Ashwabay Development

Full Moon Events
 Nordic Ski & Potlucks

Women's Wednesdays
 Cross-Country Group Ski

Spring Gear Swap
 May (Inaugural)

Big Tap & Fatty 5k
 September w/ Big Top Chautauqua

Ashwabay Adventure Race
 September (Inaugural)

Applefest Peel Out 5k Fun Run
 October w/Bayfield Rec. Center

39th Annual Ski + Board Swap
 November

Special Olympics Invitational
 January

Double Doughnut Derby
 Fat Tire Bike Race
 January

NSL High School Alpine Race
 January

Summit Cross-Country Ski Race
 January w/ CANSKI & CHASTA

14th Annual King & Queen of the Mountain
 March

**WinterFLASH Youth Night, WinterDASH Race,
 & WinterBASH Dance**
 March w/Bayfield WinterFEST

Ed's Dual G.S. Race
 March

53rd Annual Spring Carnival
 March

SPECIAL EVENTS AND PROGRAMS

**Winter
Season Facts**
 Opening: December 20
 Average Temperature: 16°F
 Lowest Temperature: -17°F
 Total Snowfall: 102"
 Closing: March 15

**Season
Passes:**
537

**Daily Alpine
Lift Tickets:**
1,759

**Daily Nordic
Trail Passes:**
1,176

**Lessons &
Instruction**
 School Class Tickets: 326
 Ski/Snowboard Lessons: 25
 Mini-Camp Participants: 31
 MADski Students: 31

**Friday
Youth Nights**
 \$10 Lift Tickets with FREE
 Rentals for Grades 6-12
 Over 450 Lift Tickets Sold
 Sponsored by over 12 local
 businesses & organizations
 9 fun nights!

*Did you know?
 100% of Summer
 Bar & Grill Profits
 benefit AOE!*



BIG TOP CHAUTAUQUA
 2014 Summer Season
 New 950 Seat Tent
 57 Shows in 49 Days
 30,754 Patrons

