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 finically 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 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, AOEF 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. AOEF, 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 AOEF was able to increase its Food and Beverage revenue. AOEF is anticipating another great summer with excellent performances offered by Big Top!

Despite a reported net loss, AOEF 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
AOEF Board Treasurer

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<tr>
<th>Income</th>
<th>April 2014 - March 2015</th>
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<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>219,265</td>
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<tr>
<td>Recreational</td>
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<td>Donations</td>
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<td>Special Events</td>
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<td>General Revenue</td>
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<td>Educational</td>
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<td><strong>Total Income</strong></td>
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<td>Cost of Goods Sold</td>
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<td><strong>Gross Profit</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<tr>
<td>Payroll</td>
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<td>Equip. &amp; Fuel</td>
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<td>Advertising</td>
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<td><strong>Total Expenses</strong></td>
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<tr>
<td><strong>Net Operating Income</strong></td>
<td><strong>-27,425</strong></td>
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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 AOEF. 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**

Ashwabay Outdoor Educational Foundation Board of Directors

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

Ashwabay Outdoor Educational Foundation | 32525 Ski Hill Rd | PO Box 1401 | Bayfield, WI 54814 | 715-779-3227 | www.mtashwabay.org
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

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 Johanik
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
Delto Plastics
Jerry Dunn
Edmunds Log Home Restoration

Equipment & Materials
Fastlane Motorsports
Knights of Columbus
National Guard
Parents, & Chaperones

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Jack Carlson
Delto 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

Equipment & Materials
Fastlane Motorsports
Knights of Columbus
National Guard
Parents, & Chaperones

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

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

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 AOEF!

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