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ASPEN
VALLEY SKI & SNOWBOARD CLUB

ANNUAL
REPORT



Alex celebrates winning Halfpipe at X Games Aspen, January 2019.



Alex and Caleb, a 9-year-old freestyle skier, training at Buttermilk Glacier, summer 2019.

“Not only did AVSC make me a great athlete, it molded me into a great human being. The building itself along with the staff acted as a vehicle for me to attain my dreams and now I get the chance to watch kids reach for theirs. It has really come full circle and AVSC is truly the gift that keeps on giving. I am grateful and honored to still be involved with the club and hope to be for the rest of my life.”

Alex Ferreira

AVSC Alumnus
AVSC Board Member
US Ski Team Member

WE COACH AND INSPIRE KIDS TO EXCEL WHILE PROMOTING A COMMUNITY OF PASSION, GRIT, AND MOUNTAIN CULTURE.

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AVSC LEADERSHIP

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Meredith Elwell | Aspen Supports Kids Director
Katie Houser | Director of Communications + Marketing
Eric Knight | Freestyle/Freeride Program Director
Johno McBride | Alpine Program Director
August Teague | Nordic Program Director
David Volz | Director of Finance
Miah Wheeler | Development Director



AVSC Fall Staff Retreat 2019

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Jim Laing & Karim Souki | Co-Presidents
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OUR MISSION

ASPEN VALLEY SKI & SNOWBOARD CLUB'S MISSION IS TO PROVIDE ALL YOUTH IN THE GREATER ROARING FORK VALLEY THE OPPORTUNITY TO EXCEL AS ATHLETES AND AS PEOPLE THROUGH WINTER SPORTS.

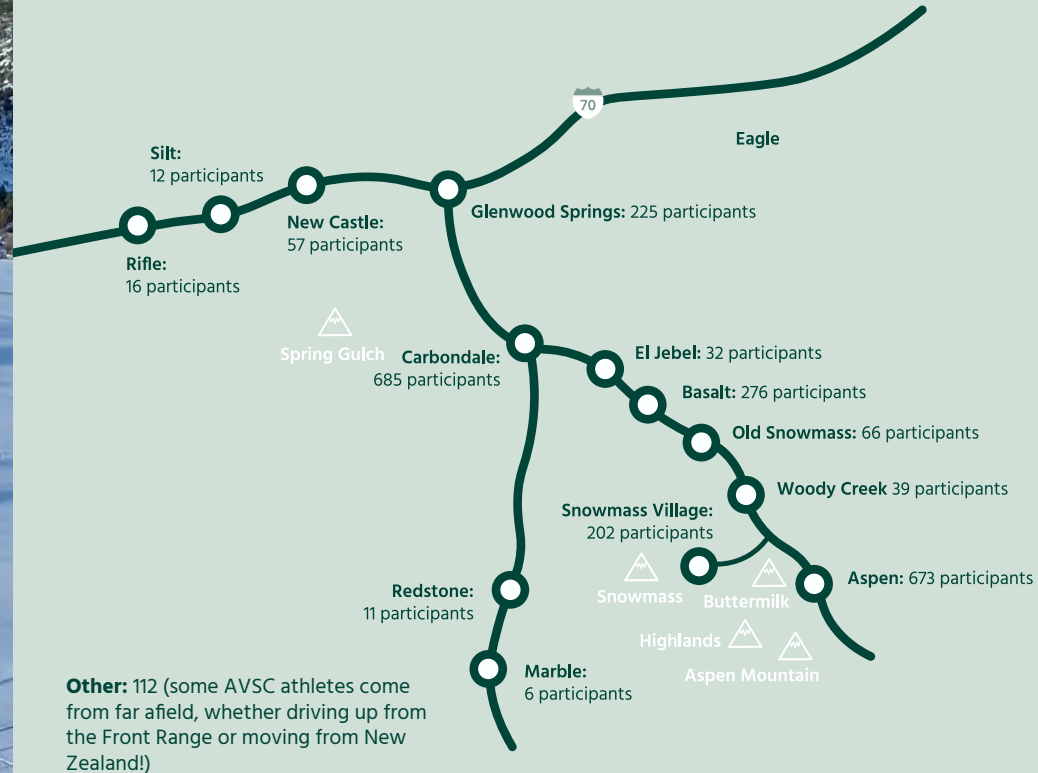


OUR CORE VALUES

COMMITMENT. TEAMWORK. INTEGRITY.



WHERE DO AVSC PARTICIPANTS LIVE?

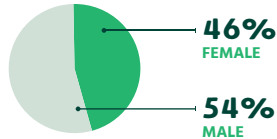


Did you know? AVSC provides free transportation for **408 kids** on **9 buses** for our recreational programs.

Buses travel from as far as Glenwood Springs to deliver Aspen Supports Kids skiers to and from Buttermilk and Snowmass and Bill Koch Youth Ski League participants take the bus from the Third Street Center in Carbondale to Spring Gulch (pictured).

PARTICIPATION:

2,412
AVSC ATHLETES



1,856 ATHLETES

in Recreational Programs

Aspen Supports Kids (Alpine + Snowboard)

Bill Koch Youth Ski League (Nordic)



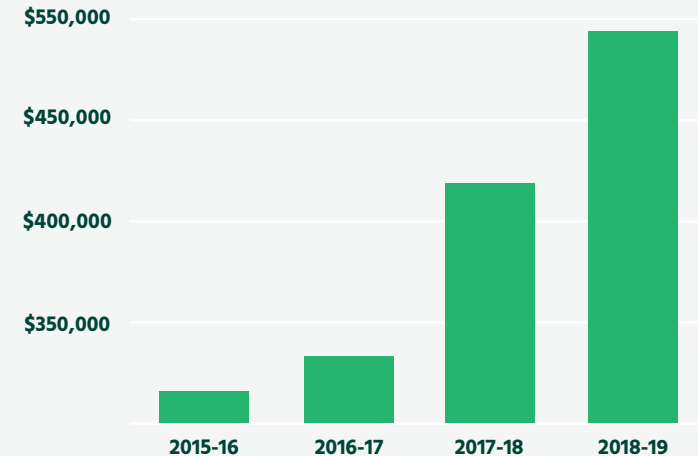
556 ATHLETES

in Competitive Programs

Alpine, Freestyle, Nordic, Snowboard

\$2.3 MILLION raised annually to reduce the cost of our programs, thanks to the generous support of our donors.

Scholarship Increase 2016-2019:

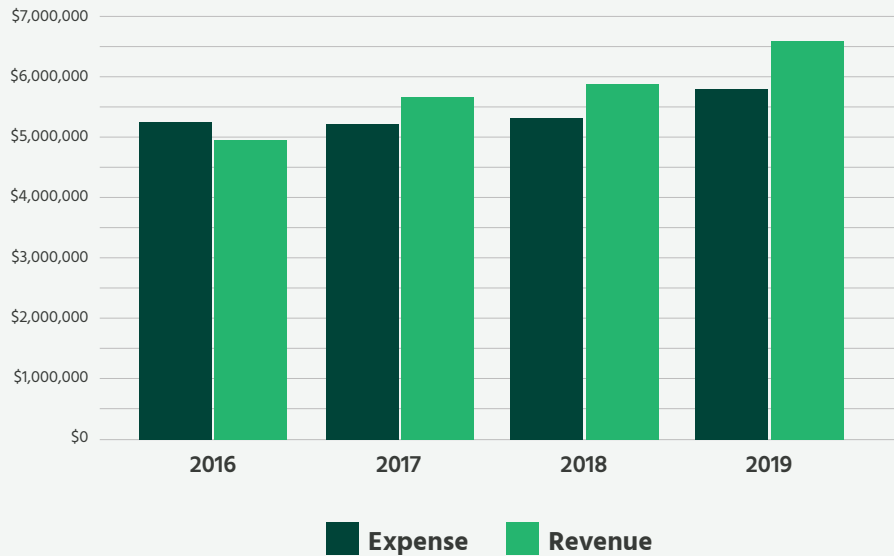


35% of participants received financial aid, totaling **\$542,328** in 2019.



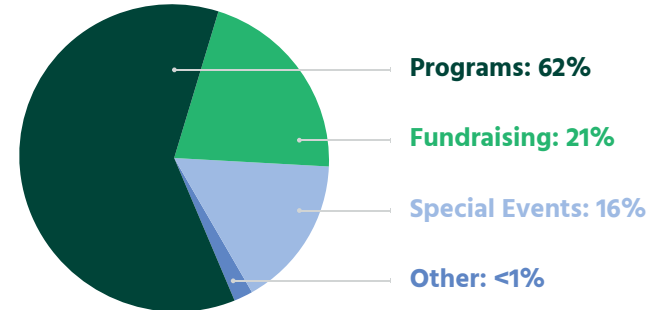
AVSC FINANCIAL SNAPSHOT

Revenue and Expense 2016-19

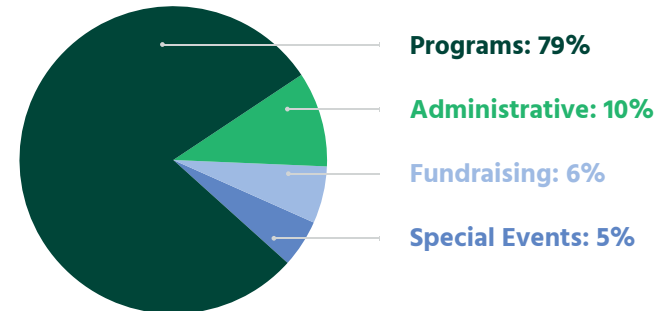


2019 Revenue and Expense Detail

Total Revenue: \$6,595,905



Total Expense: \$5,895,011



Fiscal Year: August 1st, 2018 – July 31st, 2019



NANCY OAKES HALL SCHOLARSHIPS FOR FEMALE ATHLETES

This year, many female athletes received financial support in their summer skiing pursuits through the Nancy Oakes Hall Scholarship. Nancy (pictured left) grew up in Aspen, where she ski raced and eventually coached for Aspen Valley Ski & Snowboard Club. She was well known for her athleticism, kindness and generosity.

This year, the custodians of the Nancy Oakes Hall Memorial Fund granted AVSC an additional \$25,000, on top of an existing scholarship for high-level AVSC athletes, to award to female athletes and staff to help them progress in their sport over the summer. Twenty four scholarships were awarded, ranging from camp costs for two Alpine ski racers to travel to Norway; to seven Nordic skiers for a conditioning camp in Bend, Oregon; to two coaches earning professional certifications.



We are so lucky to have an opportunity like this. It opens so many doors for the girls — it allowed some of the fastest girls in the club to get unparalleled on-snow summer training in an amazing place. While in Norway, we skied 11 days on a perfect training hill, starting with fundamentals and progressing into full length timed training. This will have a huge impact on their competitive season. Beyond the skiing, they gained a lot from the cultural aspect of the trip.

– Coach Gill Hearn, a Nancy Oakes Hall Scholarship Recipient herself, speaking of the impact on her athletes.



AVSC THROUGH THE YEARS



1936-7

The Roaring Fork Winter Sports Club, which had already changed its name to the Aspen Ski Club, made its first home in an old miner's cabin on South Monarch Street in 1938.

1946

The Aspen Ski Club became an official nonprofit organization in 1965, and began a focused campaign to raise money to offset the increasing costs of winter sports for participants. Volunteers served as coaches in the 1960s.

1989

Swiss Mountaineer Andre Roch spent the winter of 1936-1937 teaching local kids to ski, and along with townspeople including brothers Frank and Fred Willoughby, formed Roaring Fork Winter Sports Club.

1938

Aspen Skiing Corp. was formed; Aspen Ski Club hosted the first Andre Roch Cup, before the first chairlift on Aspen Mountain is operational. Racers – 23 men and 3 women – hiked up Roch Run in a foot of untracked powder.

1965

Bob Beattie, Brooke Peterson, and Charif Souki launched Aspen Supports Kids, a recreational learn-to-ski program for kids. ASK merged with AVSC in 1993.



AVSC reunited the Nordic and Alpine programs under one roof. Previously, the City of Aspen administered the Nordic program through the Recreational Department.

1995

1990s

Team Tiehack, a previously independent snowboard group, became part of AVSC.

Thanks to a generous gift of land from Carolyn and Tom Moore and community support, AVSC moved into its new home at the base of Five Trees.

2000

2011

The Club was awarded the Colorado Ski Hall of Fame's 'Top of the Hill' award for its outreach efforts and earned USSA's Club of the Year award.

AVSC sent nine alumni to the winter Olympics in PyeongChang. Competing in his first Olympics, Alumnus Alex Ferriera took home a silver medal in Men's Halfpipe.

2018

2019

AVSC is the largest ski club in the nation, serving over 2,400 kids, from Aspen to Rifle, across year-round competitive and recreational programs.

WELL-ROUNDED PROGRAMMING FOR WELL-ROUNDED ATHLETES

SHIFTING TOWARDS YEAR-ROUND PROGRAMMING

As of summer 2019, we've made clear distinctions between year-round and winter programs in each discipline. This is a change that we've been moving towards for a few years now in order to give all athletes the best experience possible. While the commitment level and training schedule varies between year-round and winter programs, the ethos of the programs remains the same: emphasis on developing a passion for sport, making technical and tactical progress towards each athlete's goals, building relationships with teammates and mentors, and becoming a part of our unique mountain culture.

SUMMER PROGRAMS

You can find AVSC athletes all over the Roaring Fork Valley in the summer – practicing their tricks on the trampolines and at Buttermilk Glacier, building cardiovascular strength on mountain biking and hiking trails, developing strength in the gym, and more. Furthermore, many travel far afield in search of snow and training opportunities – this summer brought trips to Norway and Bend, OR to name a few!

ACADEMICS AT AVSC

Research shows that youth who develop the work ethic, physical condition, and mental stamina necessary to compete in sports cultivate the skills necessary to lead a life of purpose. We want to reimagine the use of time so that student-athletes can earn credit for graduation outside of traditional school hours. We leverage offerings at our local high schools, Colorado Mountain College, and online learning opportunities to complete some courses over the summer, in the evening during the fall/spring, or through guided online classes. This allows student-athletes to increase their time on snow and decrease their academic load during the competitive season.

ATHLETIC TRAINING

We are excited to add a full-time Athletic Trainer to our staff. This role, made possible by Aspen Valley Hospital (AVH), is new to AVSC. The Athletic Trainer will support AVSC's competitive programs: to bolster strength during conditioning and prevent injury, to ensure proper treatment, and to create effective return-to-sport pathways post-injury. Based out of the AVSC Clubhouse, our Athletic Trainer will work with athletes on the hill locally as well as on the road during competition season.



CONGRATULATIONS TO KATE OLDHAM



AVSC's Andy Mill Award Winner for the 2019 season! The Andy Mill Award is AVSC's highest honor, awarded for athletic achievement. Oldham earned all-American honors this winter, was named to the U18 national team for the Scando Cup in Estonia, and dominated on the Rocky Mountain Nordic circuit, among other accomplishments. Congratulations, Kate!



CLUBHOUSE CHARACTERS: HAILEY SWIRBUL

AVSC Alumna & US Ski Team Member



Dear 10-year-old me: Do it. Join the AVSC Nordic program.

I know you dreamed of floating through the moguls course like your brother, but you won't regret joining the Nordic team, I promise.

When you skate ski for the first time at Thanksgiving camp, I wish you wouldn't be embarrassed. You are going to struggle, you are going to wonder why on Earth you aren't riding the chairlift to your next run on the slopes, you are going to be hundreds of meters behind everyone else with a single patient coach reminding you that you're going to get through it.

And that's OK. You don't have to be the best at something in order to fall in love with it.

You will have to wake up at 5:15 a.m. before class in high school to get in your morning gym session. But it won't be so bad. You will meet incredible mentors in your community, from the mayor to a professional bull rider, during the early hours of dawn at the gym. These people will take an interest in you and support you, and when you are in a time of need, will raise funds for you to travel to Kazakhstan to compete in your first World Junior Championships.

Be grateful, because you live in a network of caring, compassionate and supportive community members.

Suddenly, you won't be skiing for only yourself anymore, you will be skiing for your community, for your country. Your fans will become your supporters and become an even more integral part of your journey.

You're going to face difficult relationships with your body. When you learn about power-to-weight ratio and notice how lean World Cup athletes look, you are going to try diets and eat less to look a certain way with hopes it will make you a faster skier. At first, you will notice yourself achieving the physical results you had hoped for: thinner, more toned. But your immune system will suffer, you will get sick and injured, you will enjoy skiing less and train with lower quality when you do not feed your brain and body.

And worst, you will battle guilt if you eat something you decide is off limits. I wish you wouldn't give into these thoughts. I wish you would be proud of your body, for it is the vessel that will carry you to two World Junior Championships medals one day. I wish you would seek outside help about your relationship with yourself and food earlier than you do.

Before you know it, you will be recruited to ski at various colleges, and you will be stressed trying to decide if you should go to school or take a gap year to ski. Education is important to you – don't forget that – and you need another outlet in your life to take the pressure off of skiing. It's OK to be stressed about which school to attend. It's a big decision. Heck, cry if you need to (you will)! Then, let Alaska's wild and vast landscapes lure you north. Don't question that decision for another moment; you are going to love it there.

Your freshman year of college, you will earn third place in the relay event at the World Junior Championships in Midway, Utah, the first junior relay medal in the history of U.S. skiing, and the second medal of any kind. You will be on a team with three of your best friends whom you have raced against since you began skiing. It will feel euphoric! Let it motivate you and represent the potential that you and your country have in the future of Nordic skiing.

That potential? Believe in it. It will be this belief in yourself and your commitment to giving your best effort that will lead you to two individual World Junior Championships medals in Goms, Switzerland. You will become the most decorated junior skier in U.S. history. But more than the medals and congratulations, you will be proud that you have proven to young skiers following in your footsteps that they, too, can reach their goals if they focus on controlling what is in their power and believe in themselves.

Some days, you will want nothing more than to be a "normal kid." But always overriding this feeling will be your love of Nordic skiing and the opportunities that it brings you. You will travel the world. You will meet incredible coaches, mentors and friends throughout the US and beyond.

Ten-year-old me, you will not regret joining the AVSC Nordic program. Do it!



Watch the video! Have you seen our Clubhouse Characters videos? Check them out on our homepage (www.teamavsc.org) and see Hailey's letter come to life.

THANK YOU FOR YOUR GENEROUS SUPPORT:

Lifetime Giving

\$1.5M +

Jacolyn & John Bucksbaum

\$1M - \$1.499M

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Carolyn & Tom Moore
Charif Souki

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Michele Pfeifer

\$250,000 - \$499,999

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Annual Giving

Diamond: \$100,000+

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Karim (left) with his dad, Charif, at AVSC's Celebration of Bob Beattie, December 2018

Dedications

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Becky & Craig Ward: **In Honor of Margaret Hardy**
Jeanette & Scott Saylor: **In Honor of Vinio Zanier**
Elaine & Robert Lang: **In Memory of "Trees"**
Kathryn & Leonard Sakai: **In Memory of "Trees"**
Aspen Grove Associates LLC: **In Memory of Bob Beattie**
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Town of Snowmass Village



Driving through our valley one is struck by the incredible landscape. Whether your preference is skiing, snowboarding, or mountain biking, we naturally have some of the best venues in the world basically in our backyard. It's in the DNA of our communities and it makes our valley a truly special place. But access isn't guaranteed. We still have many children who don't believe they will ever be able to afford to participate in activities that many of us take for granted. We at AVSC believe that it is critical to the social fabric of our community to make sure we don't limit participation to those who can afford the price tag. We strive to provide access to an inclusive environment where every youth in our community has the opportunity to participate, to thrive and to excel!

- KARIM SOUKI, AVSC CO-PRESIDENT

THANK YOU FOR YOUR GENEROUS SUPPORT:

Bob Beattie Endowment

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Have you ever felt if you didn't have something, you wouldn't be who you are without it? Well, that's exactly how I feel about the AVSC program.

- 12 YEAR OLD SCHOLARSHIP RECIPIENT

THANK YOU FOR YOUR GENEROUS SUPPORT:

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AVSC would like to thank Aspen Skiing Company for their generosity and support of AVSC athletes and our community.

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To live in this beautiful valley and not have the same opportunity as others to participate in AVSC winter and summer programs is simply not right. We want to ensure that all kids can have the choice to be a part of AVSC.

**- JACOLYN AND JOHN BUCKSBAUM,
AVSC SUPPORTERS**



Jacolyn and John (center) with their sons and Ajax Cup team members at the 2018 Audi Ajax Cup.





ASPEN

VALLEY SKI & SNOWBOARD CLUB

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