



# 10<sup>th</sup> Mountain Foundation

2nd Quarter Update- 2018

## President’s Message (Trux Dole)

**General Update:** Second quarter was a busy on all fronts: Memorial Day at Tennessee pass - partner meetings – new partner proposals - Resource Center challenge grant – updating contracts – uncovering further administrative cost reductions and financial operations improvements – defining budgets for the teams BEFORE the annual meeting – improving coordination with National and Descendants – fielding grants and scholarship applications – initial preparations for annual meeting. You should be proud of the dedication and diligence of your foundation executive committee, administrative director and team leads.

A reminder that the Executive Committee decided to shift this year’s annual meeting to Labor Day weekend, both to give the teams more time to finalize budgets against requests and to align with the National Association reunion at Breckenridge.

There’s plenty more to do, including updating our website and collateral materials, improving chapter level communications and enlisting the help of some volunteers. (yes, we’d love your participation!)

### Financial Update:

This quarter the Foundation income totaled \$52,056 with \$21,761 from investments and license plate contributions. At the halfway point in the year, we are \$5,075 below projected income for investments and license plates.

We also received \$33,343 in donations with nine general donations, 64 license plate purchase donations, a \$10,000 scholarship donation and a \$5,000 challenge grant to the Collections team for the 10<sup>th</sup> Mountain Resource center. Thank you very much! (remember we do not yet budget for donations so these funds help us tremendously)

New foundation Treasurer, Joy Ellison continued to closely monitor our portfolio and believes we are on track relative to the market and our investment needs.

Foundation expenses are on track relative to budget. Our main expenses in Q2 were for the ongoing support of the Curator at the 10<sup>th</sup> Mountain Resource Center for the Collections team, the disabled soldier winter sports clinic grant and two NOLS scholarships for the Outdoor experience team plus our Memorial Day ceremony at Tennessee Pass.

Administratively we continue to make headway on reducing our administrative costs or shift them to program funding. I am pleased to share that PSIAA (the Professional Ski and Snowboard Instructors Association of America) has agreed to reduce the rent on the Foundation offices by 72% and use that savings for Outdoor Industry program support. We are just finalizing the updated contract and should see costs reflected in the 2<sup>nd</sup> half of the year.

Financial Update: 2nd Quarter and Year to Date - 2018		
Income		
Type	Q2	YTD
General Donations	15,295	15,744
License Plates	3,048	5,996
Scholarship	10,000	40,000
Resource Center	5,000	5,000
Monuments/Memorials	0	6,905
Investment Income	18,713	40,474
<b>TOTAL</b>	<b>52,056</b>	<b>114,119</b>
Expenses		
Program Area	Q2	YTD
Collections and Public Resources	7,750	15,500
Education and Scholarship	0	1,600
Monuments and Memorials	3,040	19,140
Outdoor Industry	91	529
Outdoor Experience	15,600	15,600
Promotion and Awareness	1,026	1,991
Admin Expenses	9,197	15,214
<b>TOTAL</b>	<b>36,704</b>	<b>69,574</b>

### **Donations made in Memory or On-Behalf-Of Veterans and their families (April – June 2018):**

*Alden Robinson, Ann and Robert Martin, Marion "Teeny" Sibley Howell Sr., Earl Clark, Frank Anderson, Clif Taylor, Alphonse E. Osowiecki, Henry Tonking, Floyd Erickson, John J Robers, Charles Payne, John William Crow, Hubert Schwandt, Charles L Gardner, Marvyn Wickum, Joe Tessari, Harold "Newc" Eldredge, Andrew F. Lopez, JT Wahrlich, John T. Shields.*



**Program Update:** The following recaps the different teams' work over the past Quarter:

**Monuments and Memorials:** Our 59th annual Tennessee Pass Memorial Day ceremony was by all accounts a success. We were blessed with fine weather and even a snow shower at the end of the luncheon. Ltc. John Hancher, the brigade commander of the newly repatched 1-157<sup>th</sup>/10<sup>th</sup> Mountain National Guard provided the key note, and representatives from Descendants, today's 10<sup>th</sup> and the 99<sup>th</sup> Viking battalion read profiles of the fallen. The new evergreen wreaths were most attractive in addition to being 66% less expensive and re-usable. Big thanks again to the Monuments team, Flint Whitlock and Dave Little, as well as to Administrative Director, Lynn Hutchinson and EVP, Nancy Kramer for all their hard work and attention to detail. Down in Boulder, past Foundation leader Hugh Evans and veteran Dick Over represented the 10<sup>th</sup> at the Bolder Boulder race. On the Camp Hale front, there have been no further developments concerning HR 4883, the Continental Divide Recreation, Wilderness, and Camp Hale Legacy Act.

PROGRAM PARTNERSHIPS	
<b>Outdoor Industry</b> Snow Shows, X-Promotional Partnerships Veteran Job Transition Support	<b>Outdoor Experience</b> NOLS and PSIA Scholarships Wounded Warrior Sponsorship 10 <sup>th</sup> Mountain Hut Association
<b>Collections &amp; Public Resources</b> 10 <sup>th</sup> Mountain Resource Center – Denver Public Library Living History Display Group Museum Support	
<b>Memorials &amp; Monuments</b> Memorial Day Events Monument Support	<b>Scholarship</b> Undergraduate Graduate Military History

**Collections and Public Resources:** The Ski and Snowboard Hall of Fame at Vail re-opened and 2<sup>nd</sup> hand feedback confirms that the 10<sup>th</sup> exhibit has been well done and is featured prominently at the entrance. Collections team lead, Dave Little, has leveraged the Resource Center advisory council in securing volunteer support for the collections team. One important note to callout for anyone with papers or artifacts they are considering donating: The 10<sup>th</sup> Mountain Resource Center at the Denver public library handles any letters, papers, photographs or film/audio items, while History Colorado handles any physical artifacts or gear. Lastly, we are most grateful to Descendant, Dan Whittemore for his generous challenge grant of \$10,000. With your help we could provide an \$20K endowment for the Resource Center!

**Outdoor Experience:** Over Memorial Day weekend, Outdoor Experience team lead, Paul Vertrees, along with President, Trux Dole and EVP, Nancy Kramer met with the Development Director for NOLS (National Outdoor Leadership School, and with leaders of the 10<sup>th</sup> Mountain Alpine Group to discuss options and ideas for better engaging and supporting today's 10<sup>th</sup> veterans looking to leverage their training into a career in outdoor education or recreation.

**Scholarships:** This year we received 6 scholarship grant requests, of which 4 met the minimum requirements. The team will be reviewing applications in detail and should be ready to announce recipients by the end of August. Given the Foundation's updated mission to serve veterans past present and future, I will be working with the team to help them refresh their thinking and initiate greater collaboration and coordination of scholarships across the 10<sup>th</sup> National and Descendants organizations.

**Outdoor Industry:** I am pleased to share that the PSIAA-AASI (Professional Ski Instructors of America – American Assoc., of Snowboard Instructors) agreed to our proposal to reduce our office rent by 72% in exchange for sponsoring instructor level 1 and 2 certification grants to 10<sup>th</sup> Soldiers and their families plus support of their online educational programs. We are updating our contract accordingly and this move will improve the Foundation's administrative expense ratio starting in the second half of 2018.



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Icelandic as our lead industry partner has sold out of their second production run of their 10<sup>th</sup> Mountain ski for which 15% of proceeds are donated to the Foundation. They are currently offering prints of the top skin artwork, as well as t-Shirts and 10<sup>th</sup> Mountain white anoraks. Get one today at <https://www.icelanticskis.com/collections/limited-edition>



Foundation President, Trux Dole, met with and submitted a cross-promotional marketing and donation proposal to Deviation Ski's in Portland. Deviation offers customizable graphics allowing for personalized ski's.



Foundation Chairman, Tom Hames is in similar discussions with Volant Ski's, Weston Snowboards, and Black Diamond climbing gear to offer discounts to National and Descendants members along with a revenue share for the Foundation.



### What's next:

As you can see on the adjacent chart, we have great folks, but they are doing double and sometimes triple duty. If you want to make a difference, your Foundation wants you!

We can also use help on our marketing team, particularly if you have web experience. Please feel to contact me ([t.dole@10thmdf.org](mailto:t.dole@10thmdf.org)) or Lynn Hutchinson, ([admin@10thmdf.org](mailto:admin@10thmdf.org)).

Thanks in advance for your help and consideration.  
Sempre Avanti

Trux Dole  
President

OPERATIONS	
<b>Governance &amp; Long Range Planning</b> Nancy Kramer - Steve Coffey – Thayer Shedd - Robbi Farrow	
<b>Finance</b> Bjorn Dahl – Joy Ellison – John Wright – Tommy Thompson	
<b>Marketing &amp; Communications</b> Trux Dole - Tom Hames	
PROGRAMS	
<b>Outdoor Industry</b> Tom Hames – Lead Volunteers: Trux Dole, Tom Williams	<b>Outdoor Experience</b> Thayer Shedd /Paul Vertrees – Leads Volunteers: Trux Dole, Jim Redmore
<b>Collections &amp; Public Resources</b> Dave Little - Lead Flint Whitlock   Volunteers: Galen Jackman	
<b>Memorials &amp; Monuments</b> Flint Whitlock – Lead Dave Little Volunteers: Steve Coffey, Steve Wilmot	<b>Scholarship</b> Robbi Farrow – Lead Sue Hagerman – Val Rios Volunteers: Gill Pearsal, Dave Little

### Officers:

**Chairman:** Tom Hames | **President:** Trux Dole | **Executive VP:** Nancy Kramer | | **Secretary:** Dave Little | **Treasurers:** Joy Ellison

**Administrative Director:** Lynn Hutchinson

### Board Members:

Bjorn Dahl | Steve Coffey (President, Descendants) | Robbi Farrow | Galen Jackman (President, Nat.Assoc.) | Sue Hagerman | Val Rios | Thayer Shedd | Paul Vertrees | Flint Whitlock | John Wright

### Marketing/Communications

We are seeking volunteers to help our marketing efforts. Please email [admin@10thmdf.org](mailto:admin@10thmdf.org) if interested. Visit our website and follow our Facebook page.



<http://www.tenthmountainfoundation.org/>  
<https://www.facebook.com/tenthfoundation/>