

BirchScroll[®]

Volume 44, Summer 2017

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Report**



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Ski. Run. Bike. Live!

AMERICAN BIRKEBEINER SKI FOUNDATION



Message from ABSF Board President

Dear American Birkebeiner Ski Foundation Members & Friends,

On behalf of the American Birkebeiner Ski Foundation board of directors, I'd like to thank the friends of the ABSF - those who participate, volunteer, donate, sponsor, and support us and our events throughout the year. Without each of you, along with our safety officials, vendors, contractors, and our amazing Birkie community - the many ABSF events would simply not be possible.

While 2017 presented a few challenges, through your patience, enthusiasm, and support, the American Birkebeiner Ski Foundation continues to thrive. Certainly, the weather challenges of Birkie 2017 tested us all. As a team, the ABSF learned to be nimble and flexible, responsive and transparent, and innovative in our approach to problem solving. From operations and infrastructure to communications and logistics, we learned how to manage through the challenges. While success can be measured in many ways, I'm extremely proud of how successfully the ABSF touched lives in a positive way throughout 2016-2017.

“...the American Birkebeiner Ski Foundation continues to thrive.”

Perhaps most importantly, the past year taught us the importance of planning for the future - especially in areas that are distinctly out of our control. While we have been exploring and planning for some time, we are taking the first steps toward designing and implementing the beginnings of a snowmaking plan that can grow with the Birkie into the future.

On a related note, 2016-2017 marked the creation of the Foundation for the Endowment of the Birkie. You'll be hearing more about our Founder/Forerunner Campaign in the weeks to come.

For your convenience, we've combined our Summer *Birch Scroll* lifestyle magazine and the *American Birkebeiner Ski Foundation's Annual Report*. Please let us know if you have any questions.

We have an amazing community of silent sport, Birkie Trail, and ABSF enthusiasts! I thank you for your past support and ask for your continued help in growing and ensuring the Birkie lifestyle for all who embrace it.

Best-

Paul Eckerline, President - ABSF Board of Directors

Birch Scroll and 2016-2017 American Birkebeiner Ski Foundation Annual Report

Volume 44 - Summer 2017

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2016-2017

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MESSAGE FROM ABSF EXECUTIVE DIRECTOR



Hello from the Birkie-

While some experience the Birkie as a one-day event, for many it has evolved into so much more - a community, an inspiration, and a year-round way of life! Every day the Birkie staff, board of directors, volunteers, and greater community, work to improve our events, expand our reach, and ensure a lifestyle of healthy, active, outdoor activity is accessible to all. And, while the early months of 2017 threw some challenges our way, we are here and stronger than ever. Today, we are even more motivated to make certain everyone has the best possible "Birkie experience" at every turn. Seeing so many of you at Birkie Fest and the Fat Bike Birkie - and in very challenging conditions - reinforced to us just how strong your Birkie Fever truly is! We are grateful for the trust you place in us and look forward to exceeding your expectations in every way we possibly can.

Like most of you, it is a busy summer for the ABSF. Our Trail Crew is out working on annual maintenance and so much more. Thanks to over 1800 gracious donors, to date, our Phase 2 campaign is over 55% complete! This milestone translates into wrapping up work at all aid stations/trailheads, and includes: improvements to the buildings; year-round running water; improved parking; and power/heat at some locations (along with solar panels)! We are moving dirt in and around the Fish Hatchery Creek area, adding new culverts, and working on erosion repair, all to make skiing through that area on far less snow a reality.

“We are grateful for the trust you place in us ...”

With our focus on reaching the Capital Campaign finish line by the 2018 Slumberland American Birkebeiner, our sights are set on finishing the remaining projects on our list, including adding a year-round under pass at Highway 77, an outdoor recreation center at the 'OO' Trailhead (for daily users, visiting groups, events, and more), additional repairs on the trail, and even making a few initial steps toward installing a snowmaking system on a portion of the Birkie Trail.

While our Trail Crew is clipping along, there is an equal buzz of activity back at Birkie HQ. From the Lumberjack Run in July (as part of the Lumberjack World Championships - another iconic Hayward event), to Birkie Trail Kids, youth mountain bike camps, biathlon programs, ABSF board elections, and our Annual Meeting on August 5th, there is never a dull moment! Couple that with the excitement of the Birkie Trail Run Festival this September and our event's designation as the USATF Half Marathon Trail Championship and things are hopping at the ABSF!

As always, don't hesitate to reach out to me or any Birkie staff member if you have any questions, or need help with any event related matter. Until next time, I hope we see you in the north woods soon!

#BirkieFever,



Ben Popp, Executive Director - American Birkebeiner Ski Foundation

The Mission of the American Birkebeiner Ski Foundation

- To promote and conduct the finest international cross-country ski competition and active lifestyle events;
- To serve as good stewards of the American Birkebeiner Trail;
- To support healthy and active lifestyles among people of all ages and abilities.



American Birkebeiner Ski Foundation Birkie Events Calendar

Join us for a year-round calendar of fun events!

2017

August 5	American Birkebeiner Ski Foundation - Annual Meeting & Fun Day
September 29 & 30	Birkie Trail Run Festival
December 30	Double Pole Derby

2018

January 1	2018 Birkie Trail Run Festival Registration Opens
January 14	Birkie Tour
January 20 & 21	Gitchi Gami Games
February 22 - 25	44th Slumberland American Birkebeiner & Birkie Week of Festivities
March 9 & 10	Fat Bike Birkie
May 1	Registration Opens For: 2019 Slumberland American Birkebeiner 2019 Kortelopet 2019 Prince Haakon 2019 Birkie Tour 2019 Fat Bike Birkie
May 15	Lumberjack 5K Run/Walk Registration Opens
July 28	Lumberjack 5K Run/Walk

We hope to see you in the north woods soon!

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Birkie Trail Run Festival September 29 & 30, 2017

- Ultra
- Marathon & Relay (3 & 6)
- Half Marathon
- Nordic Trek
- 5k, plus 1K Free for Kids
- On the Birkie Trail!
- On-Site Camping!
- Picnic Fixin's!
- Live Music!
- Vendor Fair & More!

Register Soon! www.Birkie.com

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Going Green with Birkie Gear Bag

You know the drill, your wave is fast approaching...you anxiously load up your white or yellow plastic drop bag with your jacket, boots, warm clothes, and personal belongings, then toss it to the wonderful volunteer at the bag-drop area for pick-up at the end of the race. We're hoping that the scenario at Birkie, Korte, and Prince Haakon 2018 looks much the same...yet a whole lot different. Here's how...

During the registration process for the 2018 Slumberland American Birkebeiner, Kortelopet, or Prince Haakon races, registrants have an opportunity to help the American Birkebeiner Ski Foundation (ABSF) to go greener by donating \$35 to the ABSF toward a reusable Birkie gear bag. This -backpack or duffle style bag will be used in lieu of the large yellow or white plastic bags skiers normally receive as part of their race packet at bib pick-up. The Birkie gear bag is designed to hold all of the gear - warm clothes, boots, and personal belongings - that skiers need at the finish of their race. And, this sturdy Birkie gear bag is perfect for any recreational activity year-round.

The custom Birkie gear bag is a slightly larger version of that used by U.S. Ski Team athletes. The durable, gear bag comes complete with secure zippers, clip closures, a special clear sleeve for bib numbers on the top of the bag, and sturdy backpack straps. The \$125 value exclusive Birkie gear bag, created by High Sierra, is available only while supplies last and only during the Birkie, Korte, and Prince Haakon registration process. The order has already been placed and there are limited extra quantities available!

It is the hope of the ABSF that race participants will choose this option which will ultimately assist in reducing the overall amount of waste generated by use of plastic bags during annual ski events. Only the official Birkie gear bag or the provided yellow or white plastic bags will be accepted at bag drop-off on race day 2018; no other bags or packs will be accepted for bag transport. Claim your bag soon while supplies last! Details are available at www.Birkie.com.



Birkie Half Marathon on National Stage

USATF Half Marathon Trail Championship



September 30th marks the 16th Birkie Trail Run Festival held on the legendary hills of the iconic Birkie Trail. We're more excited than ever, as this year the Birkie Trail Run Half Marathon, part of the Birkie Trail Run Festival weekend of events, has been selected as the USATF Half Marathon Trail Championship by USA Track & Field, the national governing body.

"We are honored to host a USATF National Championship and welcome America's best runners to the beautiful trails of the north woods," said Ben Popp, ABSF Executive Director. "Last year, Corrine Malcolm, USATF 50-Mile National Champion and Hayward native, won the Birkie Trail Run Marathon. We are excited to welcome America's best long distance runners, like Corrine, to compete in this year's half marathon championship. It'll be an awesome day on the Birkie Trail!"

From the challenge and intensity of a 100-kilometer ultra marathon to the fun of a 5-kilometer run/walk, an estimated 1000+ runners and trekkers will take to the Birkie Trail for a day of fun, camaraderie, and outdoor adventure in the beautiful forest of northwestern Wisconsin. With eight events on the roster - including a marathon, marathon relay (3 or 6 person teams), half marathon, Nordic Trek, 5K run/walk, youth 5K (12 and under) and 1K Kid's Dash (free for ages 9 and under), along with the 100K ultra marathon - there is a north woods trail experience available for every ability level.

Fun Fact: the shortest leg on the 6-person relay team course is only 2.6K!



The Birkie marathon relay race continues to be a favorite with teams of 3 or 6 runners. By sharing the race, the course is broken up into shorter sections, one for each participant. From kitschy team t-shirts to post-race celebrations, it is an experience that teams come back for year after year. Interested teams are encouraged to register soon - there is a relay team registration cap!

The Birkie Trail Run Festival events, sponsored by Salomon, start and finish at Birkie Ridge Trailhead and place runners and trekkers on some of the most scenic stretches of the famous Birkie Trail and single-track sections of the CAMBA (Chequamegon Area Mountain Bike Association) trail system.

In 2017, the Birkie Trail Run Festival has expanded activities to include a Vendor Fair, full roster of events, live music, north woods picnic-style fare, Birkie Brew-Ski on tap, on-site camping at Birkie Ridge, autumn leaves (courtesy of Mother Nature), an obstacle course for kids (sponsored by Hayward Memorial Hospital and Water's Edge), and Birkie Fever aplenty!

With Special Thanks To Our Sponsors



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Start Your Training Day on the Right Foot!

— Annie Hart, U.S. Ski Team Member & Birkie Ambassador

2500 years ago, Hippocrates (the father of Western medicine) coined the term “food is medicine.” While there is no doubt that advances in medicine have significantly improved the quality (and length) of life, the notion that food can play just as an important role in maintaining and augmenting health is making its comeback. And in the tastiest way possible.

Meet my new favorite - Turmeric. Besides its stunning golden hue, Turmeric is also one of the most nutritious foods out there. And, Turmeric tastes delicious. It's subtle spiciness pairs perfectly with both sweet and savory dishes. It adds an unexpected but welcome punch to tea, oatmeal, and smoothies. Recently I've been seasoning roasted potatoes with turmeric, and have developed my new go-to morning oatmeal recipe which I'm happy to share with my fellow Birkie athletes!

Turmeric contains curcumin - a compound with impressive anti-inflammatory and antioxidant properties (and anti-Alzheimer, anti-cancer, anti-arthritis*...the list goes on...). For any athlete - whether you're running, skiing or biking - inflammation is the natural result of stress (training), the release of cortisol, and the breaking down and building of muscle mass. While inflammation is a necessary component of training, excessive inflammation greatly inhibits recovery. So, any food that blocks inflammatory compounds should be a staple of an athlete's diet. Curcumin specifically blocks NF-kB, a molecule that triggers inflammation genes*.

Athlete's should also seek antioxidant rich foods. In a nutshell, antioxidants block free radicals. Free radicals attack normal cells and in the absence of antioxidants free radicals can have devastating effects on typical body processes. In addition to providing antioxidants, Curcumin boosts the body's own production of antioxidants.



Annie Hart's Training Oats Serves 1

- 1 cup unsweetened almond milk (or other milk, water also works)
- 2 inch piece fresh turmeric, finely grated (alternatively 1/2 tsp ground turmeric)
- 1 inch piece fresh ginger, finely grated (alternatively 1/4 tsp ground ginger)
- 1/4 tsp ground cinnamon
- 1 fresh date, finely chopped
- 1 Tbsp maple syrup
- 1/2 cup rolled oats
- 1 scoop unflavored protein powder
- Banana, nut butter, hemp seeds, chia sees, yogurt, collagen...any toppings!

In a small sauce pan combine milk, turmeric, ginger, cinnamon, date and maple syrup. Bring to a boil, and then add your oats. Turn heat to low, and cook until liquid is all absorbed. Just before serving mix in protein powder. Let sit for two minutes, and then top with anything (and everything)! -Annie

In addition to turmeric, the ginger, cinnamon and maple syrup make this a beautiful and delectable morning treat. I add collagen peptides (an unflavored protein that has good for your gut properties), and top with Greek yogurt (probiotics!) and nut butter (healthy fats!).

For me, starting off the day with a breakfast that will not only power me up for a morning session, but then immediately help me begin my recovery for the next thing is crucially important. This meal sits easily in the stomach, making it perfect for any type of activity- be it some light morning yoga or an event at the Birkie Trail Run Festival (Saturday, September 30th). Give this a try on race day, or, for some added nutrition, add it to your morning routine the week leading up to your race! Let me know what you think, and if you're looking for other endurance recipes, check out @enduringeats on Instagram.

*<https://authoritynutrition.com/top-10-evidence-based-health-benefits-of-turmeric/>



Running for Better Skiing

Training Tips for the Off-Season

– Brian Gregg, 2014 Olympian, 2x winner of the American Birkebeiner Trail Run Half Marathon & Birkie Ambassador

Running is one of my favorite and most efficient ways to improve fitness. I love all 30-pair of my Madshus cross country skis, boots, and poles, and enjoy looking at the weather and snow to select the wax of the day, but sometimes it is hard to beat the simplicity of just lacing up the shoes and heading out the door for a nice run. Running is a full weight bearing exercise and catching your full weight over 180 times/minute can be a great strength workout for your legs too.

Workout Ideas

Easy Distance

Over 80% of my running workouts would be classified as easy distance workouts. Move at a comfortable conversational pace and don't stress about going too fast. In general I find it better to go slower and longer and my easy distance workouts range from 30-100 minutes

Over Distance

I try to do an over distance workout once every ten days. These workouts are designed to deplete your glycogen stores and build your endurance. Long distance workouts are 2+ hours and you should get tired from the duration.



Running with a friend will help put a smile on both of your faces.

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Natural Intervals

Find some hilly terrain and use the natural topography to dictate your intervals. Run the uphill hard, relax on the downhill, and take the flats at a medium pace. Depending on the course, some of your intervals may be several minutes while others may just be :30 seconds. Our heart rates tend to climb naturally due to the work of going uphill and you are just helping that along by increasing your effort. The terrain helps keep you honest and I love to do this on ski trails, especially the Birkie Trail. Natural intervals can help prepare you for ski season where you can glide and relax on the downhills.

Technique Ideas

I used to think that running didn't require any technique, and you just went for it and it didn't matter if you ran like a gorilla pretending to be a duck. Shortly before turning 25 a friend offered to help me with my running technique and after a few sessions and tips I improved my 3000m PR by nearly 1 minute or 10%. Since then I have continued to run faster and faster and am sold on a few basic technique ideas.

Cadence

Studies of elite runners have shown that a cadence of over 180 foot strikes per minute is ideal and that this cadence is similar during both race pace and training pace. It is also thought that a higher cadence means that you have less contact time on the ground and thus produce less force which can help reduce injury.

Arm Swing

Focus on swinging your arms forward and back as opposed to across your chest. You want to be as efficient as possible and move down the trail



Caitlin & Brian Gregg, 2016 Birkie Half Marathon Champions

rather than side to side. An easy drill is to carry your ski poles in the middle of the shaft and you can get a good idea of the trajectory of your arms.

Run Tall

Keep your hips and feet underneath you and stand tall. Good posture will mean that your lungs can fill up to maximum capacity with oxygen.

Run Forward (Not Up)

Pretend you are running next to a hedge and you want the top of your head to stay even with the top of the hedge the entire time. When you bound above the hedge you are wasting energy vertically, plus you then have to catch that energy on your next foot strike. I find it helpful to think about dorsiflexing my ankle and almost dropping my knee forward to limit my vertical movement. I have found this imagery of keeping a sharp angle in the ankle has helped my classic skiing too.

Running on trails is much more gentle on the body. Another way to help protect yourself from getting too beat up while adding some more upper body strength and burning more calories is to add short ski poles and run/hike/bound with poles. As we wait for our ski trails to be covered in snow, running is an excellent way to gain fitness and prepare for ski season. Find a friend and get out together to enjoy some time in the woods.

Enjoy the run and see you on the trails!

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Time is Priceless...Just Like Birkie Volunteers!

Time is perhaps the most precious resource in our lives. Yet in fall, winter, spring, and summer, our dedicated Birkie volunteers generously donate their time to help make certain that ABSF events unfold like clockwork. Their volunteer time, so thoughtfully given to improve the experiences of so many, is truly priceless.

Volunteers make an enormous difference



in our event logistics, they impact overall participant experience, and genuinely help to keep Birkie events in a class of their own. Birkie volunteers bring so much to the ABSF – skills, experience, friendship, leadership, enthusiasm, and inspiration – yet the gift of time, this precious commodity, they simply give. We thank our amazing, dedicated, and loyal volunteers for their generous and thoughtful gift of time.

The next time you encounter one of our wonderful Birkie Volunteers, please remember that they are the lifeblood of the events – and if you appreciate all they do for you and the Birkie, please thank them. We are grateful.

Special thanks to Timber Ford, the year-round sponsor of our Birkie volunteers!

If you're interested in becoming a Birkie volunteer or if you're a participant thinking

about giving a little something back throughout the year, we'd love to include you in our volunteer ranks. To learn more, please contact us at birkie@birkie.com.



Thank You to our Over 2000 Volunteers! #BestVolunteersEver

chief

noun

1. the head or leader of an organized body of people; the person highest in authority:

Not everyone knows that the Birkie has Chiefs...52 to be exact. Birkie Race Chiefs are uber volunteers who help to coordinate our hundreds and hundreds of volunteers. They are responsible for carrying on the tradition of excellence as established by decades of Race Chiefs before them. From leading volunteers at aid stations, to painstakingly organizing awards, to overseeing the finish line food tent, Race Chiefs have the highest rank in our posse of volunteers – and we couldn't do what we do without them!

With the recent retirement of a few Race Chiefs, we are looking for four dedicated volunteers who are up for the challenge! We are in need of Race Chiefs for Birkie Lost & Found, OO Trailhead Aid Station, Finish Line Food Station, and Parking. These key roles play an integral part during Birkie race week. Being a Race Chief is akin to being an extension of the Birkie staff during Birkie Week in



February. And, leading up to Birkie Week 2018, each Race Chief is responsible for assisting in securing volunteers for their specific location.

Beyond the fun, satisfaction, and good feeling Race Chiefs get through their volunteerism, are there any other benefits? Plenty! From a new, brand-name, Birkie Race Chief winter jacket (every two years), to other Race Chief specific SWAG items like hooded sweatshirts, quarter zips, or technical apparel, to a stipend to make sure their volunteers are comfortable on race day, and much more, the rewards are plenty!

If you're looking for a rewarding volunteer role that truly makes a difference to thousands of people, including the Birkie staff, please email us at birkie@birkie.com. You'll be wearing your Birkie Race Chief jacket with pride in no time!



The ABSF is On a Mission!

The Case for Developing a Life-Long Love of Skiing

With childhood and adult obesity putting all ages at risk for poor health, it is more important than ever to find ways to instill a desire to get up and get moving. Whether biking, running, hiking, swimming, skiing, or engaging in any other physical activity, the ABSF has made it their mission to promote fun, energetic activity as part of a healthy, active, Birkie lifestyle. From programming for youth and adults, to annual sporting events like the Birkie or Barnebirkie, or with grants through our ABSF Development Grant program, the ABSF is striving to get people moving like never before.



Each year, the American Birkebeiner Ski Foundation (ABSF) provides grant funding opportunities to programs that promote and encourage sport development. To date, the ABSF has awarded \$478,100 to sporting programs throughout the United States. With an emphasis on Nordic skiing, the ABSF Development Grant program has helped hundreds of clubs and thousands of youth and adult

“As of 2016, the ABSF has awarded \$478,100 to programs that promote and encourage sport development!”

skiers to embrace the love of the sport and develop a life-long love of skiing.

“We’ve found that lifestyle sports are, unfortunately, not always taught in schools,” said Ben Popp, ABSF executive director. “It is important to the ABSF that we create opportunities to expose all ages to healthy, active lifestyle sports, and to do our part to carry on the incredible Nordic legacy of the Birkie.”

From developing trails and training coaches, to helping after school programs secure ski gear, or helping Nordic ski clubs to participate in ski events, the ABSF Development Grant program is growing the sport one skier at a time.

Is your club or program eligible for an ABSF Development Grant?

Criteria for consideration when selecting ABSF grant recipients includes: the creation of new or expansion of existing cross-country ski programs; sustainable, quality programs that promote cross-country skiing; programs that demonstrate an ability to promote the Birkie mission and lifestyle in their communities; and programs that have matching grants. Additionally, programs that support running, biking, and other off-season programs for skiers are also considered and supported by the ABSF Skier Development Grant program.

What Kinds of ABSF Development Grants are available?

From small grants to large grants, coaches training grants to matching grants – there is bound to be an ABSF grant category to help you, in turn help us, to continue to grow the future of Nordic sports by developing future skiers today!



How do I apply for an ABSF Development Grant?

With a grant submission deadline of Thursday, September 18, 2017, all details and guidelines are available by visiting www.Birkie.com/Live. Questions? Email grants@birkie.com.

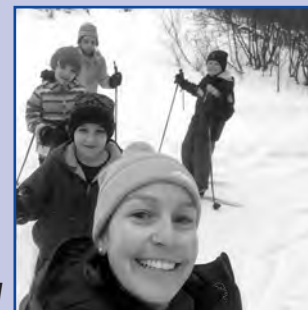
Whether a youth development program, a program for adults, a trail maintenance program, a new program, an established program, a multi-discipline program, or a coaches training program, we’d love to hear how your club or program is getting youth and adults up and moving!

ABSF Development Grants in Action

Our Kids Will Never Forget - Thoughts from an ABSF Grant Recipient

"We feel lucky to have received an ABSF Development Grant for our cross-country skiing program for students in our school district. During our 8-week program, kids learn the basics of Nordic skiing, nutrition, and are exposed to a healthy lifestyle. Nordic skiing is an experience that our kids will never forget. Most of our students don't get involved in this sport unless their family members are cross-country skiers themselves. It is our goal to teach as many kids as we can about cross-country skiing. I'm a believer that silent sports are a great, healthy, active lifestyle for students, our community, and our future."

- Ceci Aho, Physical Education Teacher, Ironwood, MI



For a New Generation of Skiers - Thoughts from an ABSF Grant Recipient

"Thanks to our ABSF grants, CXC Nordic Rocks for Schools and Igor Legacy Camps have impacted the lives of even more youth this past year. From enrolling new schools to adding new program participants, CXC and the many Nordic families & communities involved truly appreciate the support of the ABSF Development Grants in helping to promote a lifestyle focused on health, wellness, and fitness for a new generation of skiers."

- Bruce Manske, CXC, Stillwater, MN



ABSF Members Help to Make it Happen!

Thanks to our membership, the ABSF is able to continue our mission of hosting world-class events year-round; of encouraging a healthy, active lifestyle for all ages and abilities; and ensuring our stewardship of the amazing 100+ kilometer Birkie Trail – one of the most scenic and beautiful recreational forest trail systems in the world. As witnessed by the testimonials above, membership is also shaping lives by supporting a variety of youth development programs to inspire the next generation of outdoor enthusiasts. Being an ABSF member is also a commitment to securing the legacy and future of the largest and most amazing cross-country ski race in all of North America. **Whatever your reason for membership, we are grateful and truly thank you for your ongoing support.** If you're not a member, we'd love to welcome you to the Birkie family. Please contact us at birkie@birkie.com to learn more.

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We apologize for any inadvertent omissions or errors.

With Appreciation

Capital Campaign Phase 2 Donations at Work

Thanks to the generosity of over 1800 individual donors, Phase 2 of the *Honoring the Legacy - Ensuring the Future Capital Campaign* is over halfway there! The goals of Phase 2 are many, including: sustaining our valuable resources; enabling safe access to the Birkie Trail system; inspiring a healthy, active, Birkie lifestyle; providing quality infrastructure; and improving efficiency of all ABSF events.

To date, we've added or improved trailhead buildings, added wells at each location for water on race day and every day, repaired miles of the Birkie Trail, and so much more. As Phase 2 progresses and funds are raised, we'll begin construction of an Outdoor Recreation Center at the OO Trailhead, make an initial investment in snowmaking equipment to assist in low snow years; and begin planning for a new underpass beneath Highway 77. The improvements, both planned and completed, will ensure a better race day experience for all, will deliver opportunities for improved year-round trail access, and will provide an infrastructure that will nurture and support active lifestyle opportunities for generations to come. Please see page 22 for exciting Phase 2 Capital Campaign updates and progress!



We truly appreciate the generous support of all who have helped us to reach this milestone. If you're interested in helping us to reach the Phase 2 finish line, please contact Audun Mikkelson, ABSF Development Director, audun.mikkelson@birkie.com, or 715-634-5025.

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Birkie Fever... For some, it's the visceral anticipation of the challenge, mingled with

accomplishment in the air. For those with Birkie Fever, it's more than a race — it's a feeling held close all year through.



Ski.



Run.

slumberland
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Ski. Run. Bike. Live!



Bike.



Live!

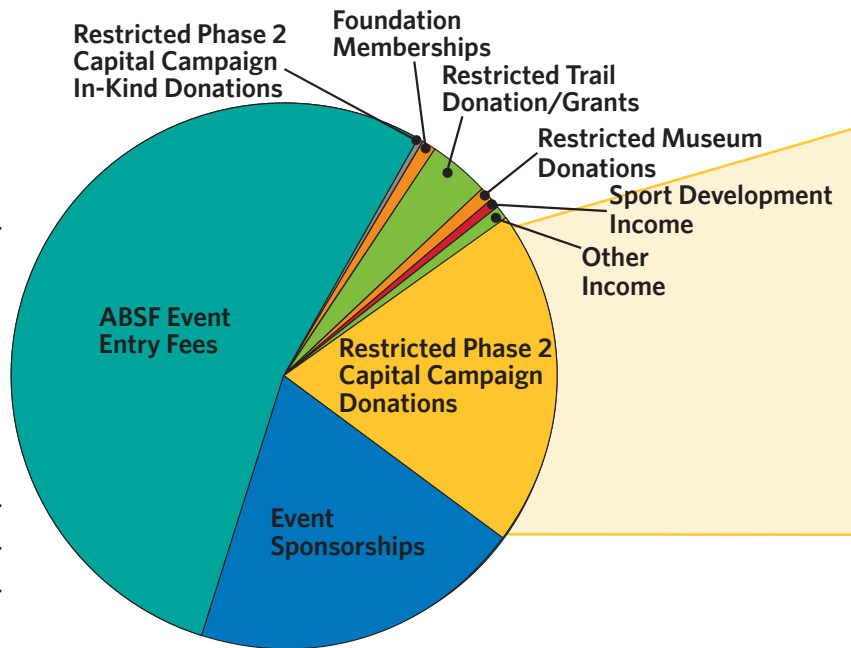
hardwood forests along the Birkie Trail. It's the palpable sensation of determination &

apprehension, woven with an unspoken camaraderie as fellow adrenaline junkies make their pilgrimage through the

American Birkebeiner Ski Foundation 2016–2017 Annual Report

ABSF Annual Income 2016-2017

All ABSF Event Entry Fees	\$ 1,556,205
Event Sponsorships	\$ 579,747
Foundation Memberships	\$ 19,215
Sport Development Income	\$ 21,115
Other Income	\$ 22,831
Subtotal	\$ 2,199,113
Restricted Trail Donation/Grants	\$ 107,193
Restricted Museum Donations	\$ 22,451
Restricted Phase 2 Capital Campaign Donations	\$ 580,372
Restricted Phase 2 Capital Campaign In-Kind Donations	\$ 6,599
Subtotal	\$ 716,615
TOTAL INCOME	\$ 2,915,728



ABSF Annual Operational Expenses 2016-2017

Birkie Tour	\$ 25,000
Fat Bike Birkie	\$ 52,829
Birkie Trail Run	\$ 77,017
Lumberjack Run	\$ 4,290
American Birkebeiner Week of Events	\$ 781,431
Trail/Facilities/Equipment	\$ 327,268
Event/Foundation Staff	\$ 412,298
Administration	\$ 172,749
Marketing/Expo/Promotions	\$ 339,317
Sport Development and Grants	\$ 106,172
Contracted Event Expenses (Events for Other Organizations)	\$ 5,477
TOTAL OPERATIONAL EXPENSE	\$2,303,848
Capital Expenses (including Museum & Phase 2)	\$ 451,083
TOTAL CAPITAL EXPENSES	\$ 451,083
2016-2017 TOTAL EXPENSES	\$ 2,754,931

Financial Statement as of 6.30.17 (unaudited)

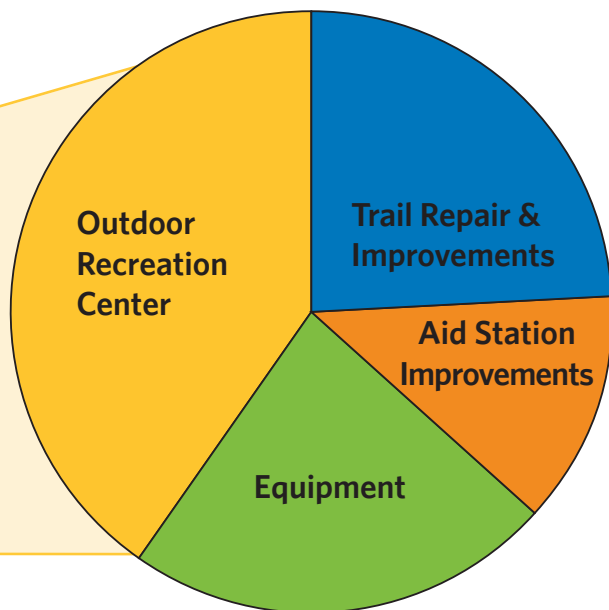


With Gratitude

Thanks to our ABSF membership, event participants, sponsors, volunteers, and all who give of their time and resources, the American Birkebeiner Ski Foundation is able to continue our mission of hosting world-class events all year through; of encouraging a healthy, active lifestyle for all ages and abilities; and ensuring our stewardship of the amazing 100+ kilometer Birkie Trail – one of the most scenic and beautiful recreational forest trail systems in the world. We are grateful and truly thank you for your ongoing support, participation, and for believing so passionately in all that we collectively hold so dear.

Honoring the Legacy – Ensuring the Future

Capital Campaign Phase 2



Phase 2 Capital Campaign - Planned Expenses

Trail Repair & Improvements	\$ 395,000
Aid Station Improvements	\$ 208,000
Equipment	\$ 375,000
Outdoor Recreation Center	\$ 700,000
TOTAL EXPENSES	\$ 1,678,000

Phase 2 Capital Campaign Donations

Phase 2 Donations received 9/23/15-6/30/16	\$ 133,316
Phase 2 Donations received 7/1/16-6/30/17	\$ 578,057
Phase 2 Donations committed after 6/30/17	\$ 128,496
Phase 2 Donations received & committed (total) ..	\$ 839,869

Phase 2 Capital Campaign - Expenditures to Date 2016-2017

Trail Repair & Improvements	\$ 45,534
Aid Station Improvements	\$ 130,698
Equipment	\$ 68,060
Outdoor Recreation Center	\$ 14,414
TOTAL	\$ 258,706

Financial Statement as of 6.30.17 (unaudited)

With Thanks

We extend a heartfelt thank you to all of our Capital Campaign donors. Thank you for sharing our vision, for your enthusiasm at what the future holds, and for your ongoing support of the American Birkebeiner Ski Foundation.



For Race Days & All Days

Making the Vision a Reality

There is a reason why *USA Today* named the Birkie Trail the No. 1 cross-country ski destination in the United States*. The over 100 kilometers of trails through the north woods of Wisconsin are a magnificent resource and a treasure to all who enjoy them throughout the year. The ABSF is committed to preserving and improving the Birkie Trail system for all outdoor enthusiasts today and for generations to come. With that goal



Beautiful New Timber Trail Cabin!



Thirsty? No problem! Now most trailhead cabins have water!

in mind, we embarked on Phase 2 of the *Honoring the Legacy - Ensuring the Future Capital Campaign*. We're pleased to report that many of our initial plans have come to fruition with improved trail infrastructure, new trailhead and trailside cabins, wells and power at trailhead locations, and improved access for all to enjoy as they head out on the trail.

New Outdoor Recreation Center at OO Trailhead

Ensuring and further developing the Birkie Trail as a World Class resource for race day and all days, is the overarching goal of Phase 2. We are over halfway to meeting our fundraising goals (thank you!) and closer than ever to seeing the vision become a reality. With funds from Phase 2, a new Outdoor Recreation Center located



Planned Outdoor Recreation Center at OO

at the OO Trailhead will be built to support the active outdoor lifestyle for use by skiers, bikers, hikers, youth groups, ski teams, clubs, families and outdoor recreation organizations. Imagine a heated space on race day morning! From a gathering and meeting space to restrooms, a kitchen, and a wax and bike prep room, the Outdoor Recreation Center will serve thousands of Birkie Trail enthusiasts year-round. A launching point to the north and south trails, the Outdoor Recreation Center will be a dynamic year-round venue for all to gather, organize, socialize, educate, and enjoy the beautiful north woods.

Gliding Beneath

Phase 2 will also fund a new trail underpass at Highway 77 and Fish Hatchery Road, enabling safer, year-round trail access for all who use the recreational trail.

Let it Snow!

This final stretch of Phase 2 will lay the initial groundwork for snowmaking with the purchase of a pump, compressor, a snow gun, and installation of a well. This investment will help us further the exciting longer term vision of an earlier ski season and the beginnings of a loop for skiing in low snow years.

Thank You!

Thank you, thank you, thank you to all who have generously donated to bring Phase 2 to life! With your support, the Birkie Trail system will continue to impact and positively enrich thousands of people's lives for generations to come.

If this vision excites you as much as it does us, please contact Audun Mikkelsen, ABSF Development Director, audun.mikkelsen@birkie.com, or 715-634-5025.

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