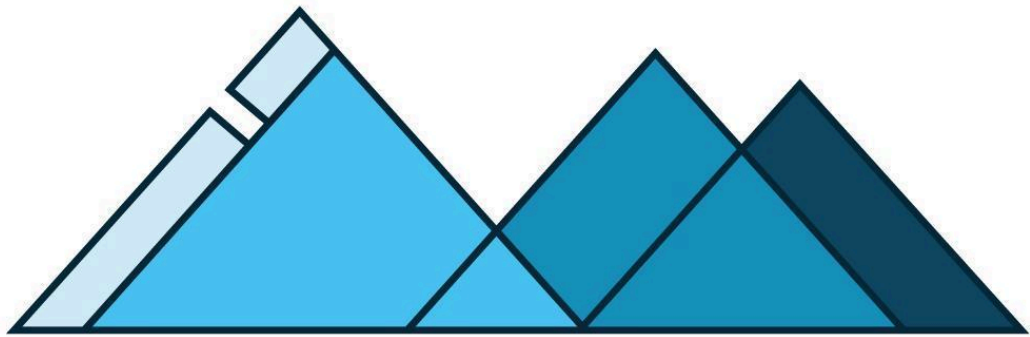


Central Oregon Avalanche Center
2022-2023 Annual Report



CENTRAL OREGON
AVALANCHE CENTER

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A personal note from your Board of Directors:

The COAC Board of Directors would like to thank the Central Oregon community, as well as its members in other parts of the state and nation, for their generous and continuing support which enabled the organization to continue providing the services that the backcountry community depends on. As a grassroots, user-funded organization, COAC relies almost completely on financial contributions from the membership program and event participation.

This year marked a significant turning point for the Central Oregon Avalanche Center. With a newly composed board of directors at the helm, we embarked on a transformative journey, one filled with growth, resilience, and a reinvigorated sense of purpose. Our board workshop was not only a coming together of minds but also a testament to our commitment to operate at the zenith of excellence. Through it, we set forth a strategic direction that aligns with best practices and laws for non-profit organizations like ours.

With new energy and perspectives, we established several pivotal sub-committees led by our passionate board members in areas such as governance, finance, technology, education, and events. This structure facilitated a portfolio of successful events, with VertFest, FreshTracks, and Know Before You Go taking the limelight, among others. This year also marked the commencement of a 7-day forecasting system for our region. Despite the financial risk, the board decided to proceed with the 7-day forecasting model to best serve the large number of users in the backcountry.. We believe we made the right decision..

Emerging from the shadows of the COVID pandemic, our organization has demonstrated unparalleled resilience. We owe our strength to every member of our team, including the indomitable spirit of several founding board members such as John Tapper, Kevin Grove, and Aaron Hartz, who chose this year to retire. As we bid them farewell with immense gratitude, we also extend our warmest welcome to Lauren Altemari, who transitioned into the pivotal role of development director, succeeding Zoe Roy. We remain confident that under Lauren's leadership, we will continue to scale new heights.

However, amidst our achievements, we carry the heavy heart of loss. The fatalities in the zones we forecast for serve as a somber reminder of the importance of our work. We remain committed to aiding in the response to these tragic events and ensuring our community remains empowered with access to timely snowpack and weather information.

We would also like to recognize the various individuals who keep the organization running and want to communicate how grateful we are for their service to the community as well as the organization.

Additionally, the following local businesses and their employees have provided long-standing and continuing support with monetary donations, and always being available for doing the little things that keep an organization afloat:



We would also like to recognize Visit Bend for their significant contributions to the organization. We are extremely thankful for their continuing support.



Thanks again for allowing us to be a part of your backcountry experience.

In unity and dedication,

Trevor Miller
Adam Stroup
Bryce Kellogg
Jereme Monteau
Shane Roy
David Gaines

Season Highlights

Lauren Altemari: Development Director

Lauren has been the Development Director for the organization for the past year. She is responsible for all event planning and execution, sponsorship, and fundraising for COAC.

Forecasting/Snowpack/Weather/Observations

Aaron Hartz: Forecaster, Professional Observer and Board Member

Aaron is a professional ski and rock guide for Oregon Ski guides and has been involved with COAC since 2013. He provides forecasting services to the organization.

Gabriel Coler: Forecaster and Professional Observer

Gabe is a professional ski and rock guide for Oregon Ski Guides and provides forecasting services for COAC. Gabe has been involved with the organization in a professional capacity since 2014.

Jonas Tarlen: Professional Observer

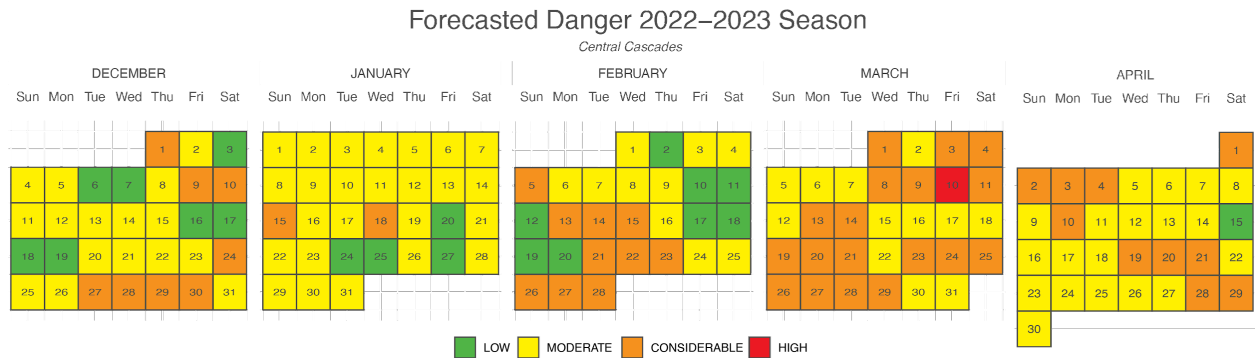
Jonas is the co-owner along with his wife Anna of Three Sisters Backcountry based in Sisters Oregon. He has been involved with COAC since nearly the beginning of the organization in 2009.

Elliott Reed: Forecaster and Professional Observer

Elliott has been involved with COAC since 2019.

COAC also utilized a handful of back-up professional observers this year and we would like to thank them for their contributions:

Geoff Lodge, Pete Keane, and Allison Hartz.



Mission/Board Members

COAC adopted an updated mission and vision statement in June 2022:

Vision: A community that stays on top of the snow.

Mission: The Central Oregon Avalanche Center empowers the backcountry community to make informed decisions by providing avalanche forecasting, observations, and education.

The Central Oregon Avalanche Center (COAC), an Oregon 501c3 non-profit, was founded in 2010.

COAC is run by a volunteer Board of Directors. The COAC Board seats run on a 2-year term, with a possible total of 10 board member positions.

Board members are as follows:

Name	Title
Trevor Miller	President/Founder
Bryce Kellogg	Treasurer
Adam Stroup	Secretary
Shane Roy	Director
Jereme Monteau	Director
David Gaines	Director

Services Summary

COAC is currently providing the following services to the backcountry community:

- 7-day avalanche forecasts for the Central Cascades with 3 professional forecasters from December 1st to April 30th .
- Free community avalanche education events, such as Know Before You Go Program, and meet your forecaster events.
- Weather stations at Moon Mountain and Paulina Peak.
- Hosting Bend SawCommunity events that promote backcountry travel, safety, and gear and raise funds for COAC identified needs.
- Thanks to the generous contribution of the Heilman family, COAC installed the Tyler Heilman weather station on Paulina Peak this season.

Website – www.coavalanche.org

Site visits and use continue to grow in line with our community. This is demonstrated by a significant uptick in new users, number of sessions and total page views. These specific numbers growing 46%, 59% and 65% respectively are encouraging to us as it means our mission and message of keeping our community on top of the snow is landing and resonating with our community.

Social and Traditional Media Exposure

COAC social media presence continues to grow significantly. This growth is organic and is not a result of paid promotions.

INSTAGRAM: The COAC Instagram page (<https://www.instagram.com/coavy/>) currently has 6,810 followers (109% increase from the 2020-2021 season) and made 83 posts during the 2022-2023 season.

FACEBOOK: The COAC Facebook page (<https://www.facebook.com/CentralOregonAvalanche/>) currently has 3,840 page likes (33% increase from the 2020-2021 season).

MAILING LIST: COAC collects emails at events as well as via its website. The mailing list grew to 2,128 subscribers (28% increase from the 2020-2021) during the 2022-2023 season. Seven email campaigns were sent for the 2022-2023 season and open rates averaged 56%.

TV/RADIO/NEWSPAPER: COAC staff conducted several interviews throughout the season with television and print outlets. COAC was featured on KTVZ TV, KTVZ.com, Central Oregon Daily, and The Source newspaper. Most of these interviews focused on avalanche awareness, avalanche incidents, education opportunities, and events in Central Oregon.

Education

COAC presented four “Know Before You Go” avalanche awareness classes during the 2022-2023 season, all in-person events.

The target audience for these clinics was all winter backcountry enthusiasts. Attendee experience with backcountry travel and avalanche education spanned the spectrum from novice to Avy Level 2-3.

The primary focus at the Know Before You Go presentations was to introduce attendees to what avalanches are, the dangers associated with avalanches, basics in avoiding avalanches, and an overview of avalanche rescue. The secondary focus was to inform those attending as to what COAC is about and how COAC can assist them with finding additional avalanche education opportunities, avalanche advisories, and web-based avalanche information products. It was also stressed that the success of COAC is dependent on community involvement and financial support.

Weather Station

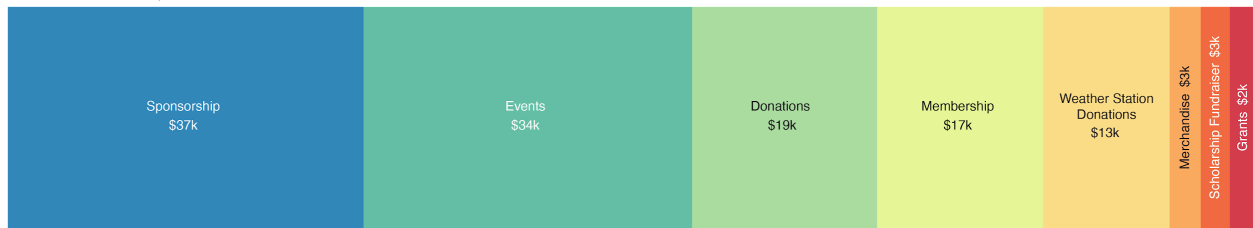
The **Moon Mountain** weather station continues to provide valuable data for our community of users. The data feed continues to update hourly on the Mesowest network. It is free to access by clicking on the weather station link on the COAC homepage.

Additionally, COAC

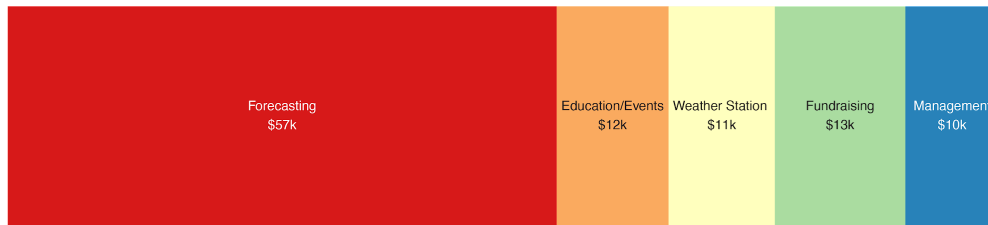
Revenue and Expenditures

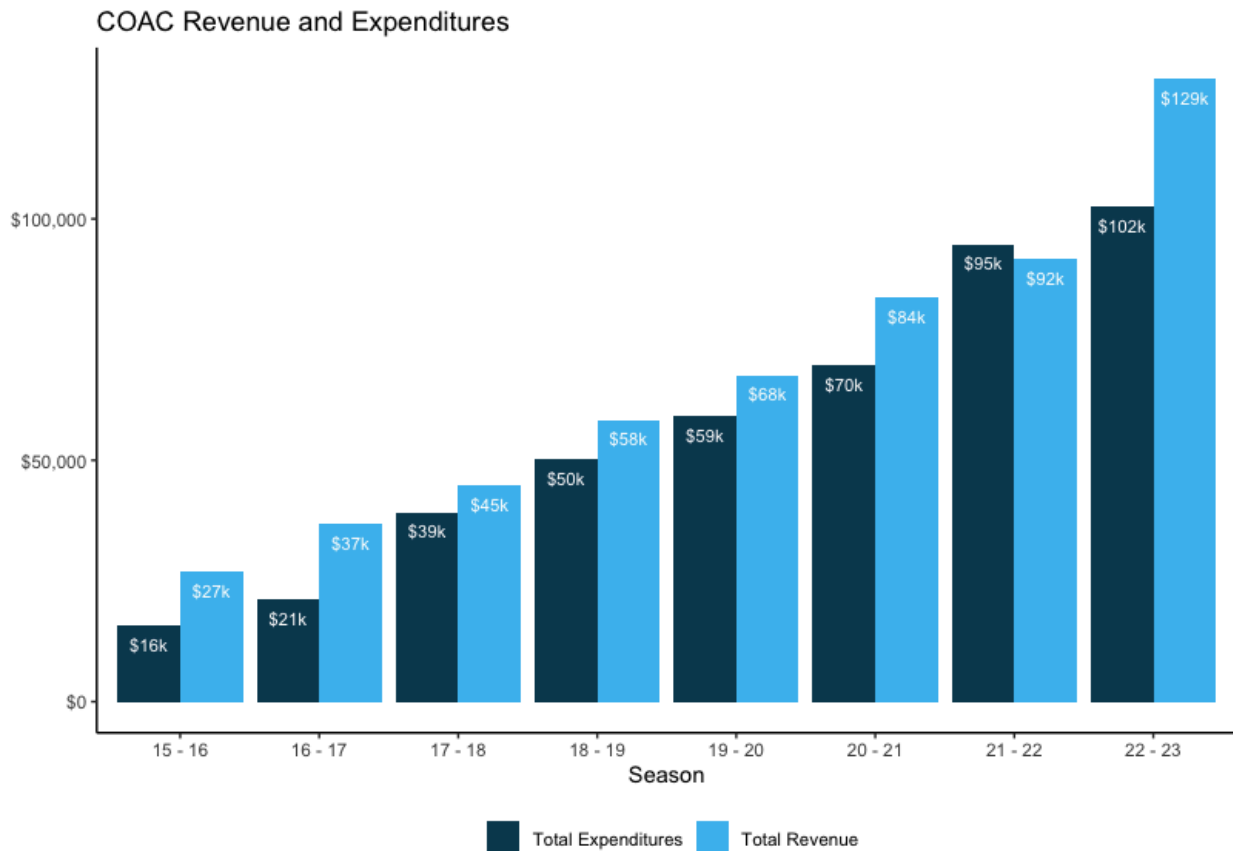
COAC had our best revenue year ever last season, doubling our annual revenue over the last five years. This allowed us to cover the expense of expanding to 7 day a week forecasting in the Central Cascades and contemplate expanding our coverage to the Paulina Peak area. As always community support in the form of memberships, donations, and events made up the majority of our revenue. Support from our sponsors was also critical.

Revenue: \$129,000



Expenses: \$102,000





Memberships

COAC continues fostering community engagement through the membership drive. 311 memberships were sold throughout the year, raising approximately \$20,875. Each individual received a tax-donation acknowledgement letter as well as a unique 2023 member sticker along with a hat or t-shirt depending on the level of membership purchased.

The membership program continues to be one of our better fundraisers for the organization and the best part is that the money comes from the community of users that rely on COAC for their backcountry information. Thanks to all who purchased memberships.

Sponsors

Since its inception, COAC has seen phenomenal product support from outdoor recreation and local companies for its raffles and prizes. COAC would like to acknowledge the product and cash donations of the following companies over the past year:

Pine Mountain Sports | Visit Bend | Mountain Supply | Subaru of Bend | Mt. Bachelor | Central Oregon Community College | Caltopo | North Barn Charitable Fund | Subaru of Bend | Jim Mead with UBS | Dirksen Derby | Oregon Ski Guides | Hydro Flask | Gear Fix | Deschutes Family Care | Crux Fermentation Project | Crow's Feet | Mammut | Backcountry Access | onX Backcountry | Skjersaa Group | Puffin Drinkwear | MOBO Board | Picky Bars | Black Diamond | Spark R&D | Ortovox | 10 Barrel | Blackstrap | Patagonia of Bend | Free Range Equipment | Bend Rock Gym | AquaGlide | DynaFit | Rhino Skin Solutions | Big Sky Mountain Products | Central Vineyards | Cog Wild | Edge Rescue | Jack Wolfskin | Klim | Pro Caliber | PureFit Pilates | Ruffwear | Stio | Sunnyside Sports | The Ale Apothecary | The Suttle Lodge & Boathouse | Thump Coffee | Timberline Mountain Guides | Zamp Solar

Organizational Goals

- Expand to cover the Paulina Peak area with consistent forecasting.
- Extend outreach to the motorized recreation community by providing additional web content that impacts this important user group.
- Extend coverage area of the center outside the Three Sisters Wilderness Area.
- Continue pursuing partnership with the USFS Deschutes National Forest.
- Upgrade web platform.

2022-2023 Members

Thank you to all who purchased memberships this season. Your support is critical to the continued functioning of the Central Oregon Avalanche Center.

Aaron Boone	Brigid Kennaday	David Butler	Jamie Dawson	Logan Olsen	Oliver Rye	Sean Becket
Aaron Wilson	Bryce Kellogg	David Hackett	Jamie Vogel	Luke Wolfe	Olivia Darwin	Sean Bissell
Adam Drummer	Caitlin Reed	David Hall	Jane Ward	Lynn Green	Oskar Zehren	Sean Chiasson
Adam McKibben	Cam Turner	David Reuss	Jarred Baker	Mackenzie Stabler	Patrick Cougill	Shane Roy
Adam Richards	Carmen LaMacchia	David Smullin	Jason Albert	Marc Jeannotte	Patrick Orr	Shawn Clark
Adam Steffen	Carolyn Husmann/Deb Stein	David Weil	Jay Dicherry	Maria Madden	Paul LaCava	Shenandoah Sampson
Aidan Whitelaw	Carrie Tomlinson	Deena Gomber	JB Nye	Mark Curry	Penn Meringolo	Skimo Co
Alan Ptak	Cassidy Quistorff	Derek Cardinale	JC Tehan	Mark Gonsky	Pete Alport	Stephanie Tuner
Alec Lawrence Entress	Chad Buelow	Devon Powell	Jereme Monteau	Mark Goodman	Pete Caligiuri	Stephen Stockdale
Alex Taran	Chad Davison	Dirksen Derby	Jess Bartush	Mark Simila	Peter LoVerso	Suzanne McCormick
Alexander Macdonald	Charles Brighton	Don Hutchison	Jessica Beauchemin	mark Stapleton	Phil Schoesler	Syver Pearson
Alissa Hettinga	Charlotte Dadabay	Doug Benedon	Jessie Schafer	Mary Carroll	Philip Gordon	Tamara Donnelly
Amber Langley	Cheney Chatwin	Doug Dryden	Jim Greenleaf	Mason Lacy	Radley Clothier	Tennyson Jones
Andrew Glenn	Chris Luzier	Dustin Gurley	Jodine Jeffers	Matt Cline	Rainer Rothbacher	Tess Phillippi
Andrew Henderson	Chrissy Gaul	Dylan Teichroeb	Joe Madden	Matt Crawford	Riley Lundquist	Thomas G. Mossinger
Andrew Jones	Christopher Bailey	Eli Zatz	Joe Smith	Matt Fox	Robert Pfister	Thomas Wilson
Andrew Laakmann	Christopher Reimann	Elise Kukulka	John & Nancy Sorlie	Matt Lieto	Robert Zehren	Thomas Yeoman
Andrew Laakmann	Christopher Rhoads	Elliott Reed	John Sterling	Matt Morenzoni	Randin King	Thomas Zajac
Andy Benish	Chuck Norton	Emily Wendel	Josh Dirksen	Matthew P Clausen	Rebecca Bar	Tim Green
Angelina swanson	Claire Cereghino	Eric Freckman	Josh Edwards	Matthew Sievert	Rebecca Hynes	Timothy deRosa
Anita Wilkins	Claire Christensen	Erik Ling	Josiah Esper	Max Nye	Reese Shepard	Tina Pavelic
Annie Fast	Clarence Greff	Erik Maass	Josie Norris	Maya Holzman	Ren Walkenhorst	Todd DeBonis
Anthony Biolatto	Clay Fox	Ethan Broder	Julie Donnelly	Megan MacNeill-Yeoman	Renee Patrick	Todd Hoffman
Austin Gillem	Cobin Soelberg	Evan Ludmer	Julie Nist	Meghan O'Malley	Richard Bartkowiak	Troy Johnston
Austin Gillem	Cody Gillenwater	Franco Fogoliato	Jym Bridger	Michael Preising	Riley Lundquist	Tyler Drace
Austin Kingsly	Cody Negrete	Frank Groundwater	Karen Levy	Michael Shim	Robert Pfister	Tyler Simons
Barnaby Bielskis	Cole Bramley	Gabe Christian	Kat Dougherty	Michael Staron	Robert Zehren	Ukiah Yeager-Woock
Barry Wicks	Cole Stuller	Gary Rischitelli	Kathy Farrell	Mike Harper	Ross Centers	Val Leonardo
Basim Kadhim	Corie Traylor	George Craig	Katie Hayden-Lewis	Mike Majerczyk	Russ Omizo	Valerie Niggel
Ben Brewer	Corky Luster	Giles Cranston	Katrina Langenderfer	Miles Britton	Ryan Altman	Whitney Drew
Ben Henson	Cory Eisele	Graham Zimmerman/ Bedrock Film Works LLC	Kevin Grove	Monica Welcker	Ryan Cleary	Yiorgos Makris
Ben McLeod	Cory Poulin	Grant/Katie Riggs	Kevin Hopper	Monika Acosta	Ryan Comeau	Zach Hill
Ben Suppe	Dan Serpico	Henry Daniels-Koch	Kevin Max	Nate Peterson	Ryan Servatius	
Beth Ann Orton	Dan Stern	Hilary Garrett	Kevin Porterfield	Nathan Hurley	Sam Burstein	
Bob Madden	Dan von Allmen	Ian Snyder	Koorosh Rassekh	Neil Baungard	Samuel Elcik	
Brant Wommack	Daniel Hall	Jackson Broshear	Kristin Lassala	Nicholas Boswell	Sanders Nye	
Brian Grossman	Danielle Nye	Jacob Streng	Lev Stryker Fam	Nick Jordan	Sara Pascal	
Brian Maxon	David Anderson	Jake Birchard	Liana Jones	Nickolas Birdseye	Sarah Miller	
Brian Sigler	David Baczek	James Robert Collins	Lindsey Clark	Noah Metzler	Scot Kellar	
Brian Zager	David Bennett	James Watts	Line Moisan	Nova Hogge	Scott von Eschen	

