

THE UNITED  
STATES  
OF AMERICA

# 2017 ANNUAL REPORT



ADAPTIVE SPIRIT



**“As a supporter and volunteer, this event is the big push for me. Professionally, I have developed good relationships over the years that translate into good business connections.”**



**“A great cause: very inspiring and an easy cause to get behind. Good chance to connect with people in a relaxed atmosphere.”**



# A MESSAGE FROM THE **ADAPTIVE SPIRIT BOARD CHAIRPERSON**



**Steve Raymond**

A big thanks to our sponsors and attendees for making the Adaptive Spirit's 22nd annual event a huge success. The event theme was "Rise," and all of you did just that! You rose to the occasion to support the U.S. Paralympics Ski and Snowboard Team. You also "adapted" as

the organization made last-minute lodging and venue changes. By all accounts and according to our research, 94% of the attendees felt we handled the changes well.

And, we met our financial goal and raised \$1.45 million. The educational panel that has traditionally opened the event for the last six years was outstanding. Big thanks to board member Tom Wlodkowski, VP Accessibility at Comcast, who assembled an all-star panel to discuss the 21st Century Communications and Video Accessibility Act, and how distributors and vendors are developing products and services to serve this audience. Special thanks to Suzy Rosen Singleton, FCC Chief of the Disability Rights Office, for her keynote and participation on the panel.

The year before a Paralympics year is an important one for the team and for Adaptive Spirit. As you saw from the fantastic videos we showed at the banquet, the team spent time in South Korea in early 2017 to compete on the hill, tracks and courses that will be used at the 2018 Winter Paralympic Games. They were able to do that because of your support! And for Adaptive Spirit, it is important to meet our fundraising goals in order for the team to head into the 2017-2018 season with the proper

training and competition to prepare them to represent our country and bring home medals! We are off to a great start with over \$600,000 sponsor commitments for SkiTAM 2018.

We look forward to your continued support of Adaptive Spirit and want to remind you to mark your calendars for the 23rd event, which runs April 5-8. We plan to celebrate the many successes and medals the team will bring home!

*Steve Raymond*  
Chairperson, Adaptive Spirit Board of Directors



## **SPONSOR FEEDBACK:**

# **89%**

**STATE THE NETWORKING AND  
RELATIONSHIP-BUILDING VALUE  
IS VERY HIGH AT SKITAM.\***

\*Source: 2017 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit

2016 – 2017

# YEAR IN REVIEW

## 22ND ANNUAL EVENT

### What is the Annual Event (aka SkiTAM)?

SkiTAM is the annual networking and educational event hosted by Adaptive Spirit. This three-day event brings together cable industry executives and their families from all over the country and is widely recognized as one of the industry's top-ranked networking opportunities. Thanks to industry support, this annual event brings Adaptive Spirit members together to continue our mission to expand and build up the telecommunications business. All funds remaining after expenses are paid are donated to a charitable organization. In 2017, Adaptive Spirit once again chose the U.S. Paralympics Ski and Snowboard Team as the recipient of the majority of those funds. The 22nd Annual Event had a record 1,136 registrants and 145 industry companies represented. Sponsor packages sold out once more, and we plan to make this happen again in 2018.

### Keynote Address

This year's keynote address was delivered by Suzy Rosen Singleton, Chief of the Disability Rights Office of the FCC. Suzy has practiced with the Commission since 2012. She has a personal connection to the office, as she is one of



**“In the past 10 to 20 years, there have been so many advancements. Those technological advancements have somewhat leveled the playing field for people with disabilities, and all of you have made that possible.”**

*Suzy Rosen Singleton statement during panel discussion*

three generations in her family with congenital deafness. Her presentation regarding the FCC's perspective on the Communications and Video Accessibility Act gave attendees a positive progress report on where the telecommunications industry stands in compliance with the Act. Singleton also shared her commitment to ensure that these advancements in adaptability continue.



## SUPPORT FOR THE EMPIRE STATE GAMES

The Empire State Games hosts numerous adaptive alpine, cross-country, biathlon, ski cross and snowboard cross athletes. The Games also host the Development Nordic Ski Camp, where regional athletes, development athletes and national team members have the opportunity to train together. Upon the recommendation of its board, Adaptive Spirit provided crucial, stop-gap support to supplement their athlete-support funds. During this fiscal year, Adaptive Spirit increased the funding with a \$12,354 donation. This request was brought to our attention through the efforts of Howard Horowitz. Howard is president of Horowitz Research (the official research partner of Adaptive Spirit) and a member of the Empire State Games Committee.



Suzy Rosen Singleton, Tom Wlodkowski, Peter Brown, Mark Lasser, Susan Mazrui and Rosie



## Educational Panel

The Event's kick off panel, *The Accessibility Journey: Making It Real*, expanded on last year's topic, which explored the establishment of accessibility platforms in the telecommunications industry. This year, our panelists reported on adaptability progress and new developments within each company represented. Moderator Tom Wlodkowski (VP Accessibility, Comcast) gave the attendees insights into Comcast products. Peter Brown (VP Design, Charter) led the panel in a discussion on some of the latest advances in telecom technology. Also sharing advances in accessibility, in both consumer

products and the workplace, was Mark Lasser (Senior Director Accessibility, Charter). And Susan Mazrui (Director Public Policy, AT&T Services) discussed her company's changes and also allowed the audience to view a video showing consumer impact.

## Brain Trust Breakfast

The Brain Trust Breakfast is always a hit with attendees due to its unique premise: not a panel, not a large venue, but an intimate meeting where everyone connects with the breakfast host. The breakfasts are hosted by top decision-makers, technology suppliers and industry innovators. With



## NO EXCUSES UNLIMITED

To maximize the charitable contribution made to the Paralympic Ski Team, Adaptive Spirit partners with No Excuses Unlimited to allow sponsors and participants to make tax-deductible charitable donations to the team. In addition, No Excuses functions as the administrator for Adaptive Spirit's Athlete Partner Program (APP). The APP supplies athletes with a funding opportunity for expenses associated with ski training and competitions. Funded primarily by Adaptive Spirit and administered by No Excuses Unlimited, APP funds are granted based on an application process. No Excuses Unlimited also administers the Jack Benedick Memorial Fund, which provides funding for the Jack

Benedick Leadership Award and Victory Incentive Program. The board and advisers of No Excuses Unlimited include a number of longtime SKiTAM supporters, Adaptive Spirit event committee members and former team members. No Excuses Unlimited is a 501(c)(3) organization and meets the public support tests of IRS Standards Section 509(a)(1). More information about No Excuses Unlimited, including a secure online donation process, is available at [NoExcusesUnlimited.org](http://NoExcusesUnlimited.org).



small rooms holding no more than 30 attendees, Adaptive Spirit members are able to ask questions and share ideas in a comfortable and informal setting. This year's hosts were Daisy Auger-Domínguez, Director Global Diversity and Inclusion, Google; Rich DiGeronimo, EVP of Product and Strategy, Charter; Andy Hunter, VP Programming, Comcast; Balan Nair, EVP/CTO, Liberty Global; and, Katharine Weymouth, former publisher and CEO of *The Washington Post*.

## B2B Après Ski

Sponsored by CSG International, this year's B2B was hosted by Ken Kraft (VP Marketing, Cox Business); Todd Stewart (Regional VP Advertising, Charter); and Paula Birth (Group VP Business Services, CSG International). The B2B Après Ski specifically targets B2B-related operators and vendors, giving them a unique and fun networking environment. This year's event was combined with the Silent Auction. The B2B will return to a standalone event in 2018.



Rich DiGeronimo, EVP of Product and Strategy, Charter



## PARALYMPIC SPECIAL INITIATIVE FUNDING

This season, Team USA made significant progress toward podium opportunities. The progress was enhanced by the support of Adaptive Spirit. In addition to the \$500,000 team donation budgeted for the end of the fiscal year, Adaptive Spirit also created the financial ability for the U.S. Paralympics to complete special initiatives.

In 2011, the overall Paralympic ski budget was more than \$700,000. In 2016-2017, thanks to the support of Adaptive Spirit, the U.S. Olympic Committee (USOC) invested nearly \$2.1 million in direct athlete and program support, camp and competition travel, training support, technology, elite athlete health insurance and hosting international competitions.

Last year, donors invested almost \$150,000 in the Adaptive Spirit Paralympic Ski Endowment. With the continued support of Adaptive Spirit donors, the total AS investment in the 2016-2017 season is more than \$750,000. The fund started with the initial \$860,000 Adaptive Spirit donation in 2013. The USOC goal, through private donor fundraising, was to match this fund. Thanks to the generosity of more than 40 private donors, the USOC expects to match via fundraising the \$860,000 in 2018. This generosity allows team members to pursue excellence—and supports the dreams of Paralympic hopefuls for the future.

The men and women of the Paralympic team were busy this past season competing and training for the 2018 Winter Games in Pyeongchang, South Korea. Adaptive Spirit provided funds to send the teams to South Korea for test events at the venue in Pyeongchang. Another incremental project was providing funds for a transportation vehicle for the teams while in Europe. Having access to this vehicle enhanced team efficiencies significantly, allowing the team and coaches to focus on performance and supporting athletes, and less on equipment storage, travel and logistics concerns. The most impactful investment in the snowboard team was the Adaptive Spirit funding of stipends for athletes, which gave athletes funds toward the purchase of prosthetics.

For the Nordic team, the single biggest advancement made with the funding provided by Adaptive Spirit is in the sit-ski designs. Frames made of carbon fiber were created with an extremely unique design and construction method, which make them super lightweight and strong. Team USA believes these frames will make a measurable difference in Pyeongchang.



# 22ND ANNUAL EVENT SPONSORS

The Annual Event would not be possible without the generous support of our outstanding sponsor partners, many of whom return year after year. Please join us in thanking the following sponsors for their support—the fundamental reason for the success of Adaptive Spirit.

## PLATINUM

Cisco Systems  
Cox  
Disney & ESPN  
Media Networks  
Ericsson  
HBO  
Huawei  
Technologies  
Humax USA  
NBCUniversal  
Netcracker  
Nominum

## GOLD

AMC Networks  
ARRIS  
Assurant  
Charter  
Fujitsu Network  
Communications  
S&D Marketing |  
Advertising  
Visible World

## SILVER

Amdocs  
CAS Group  
CSG International  
Deluxe OnDemand  
FCB Chicago  
Fox Networks Group  
Hewlett Packard  
Enterprise  
Horowitz Research  
IWCO Direct  
NETSCOUT  
Neustar Inc.  
Nokia  
PM3  
Ruckus Wireless  
Sagemcom  
Slalom  
Stingray Digital  
Technicolor  
Vubiquity

## BRONZE

Accedo  
Adobe  
Advanced 1  
AT&T Sports  
Networks  
beIN SPORTS  
Ciena  
Concurrent  
Dun & Bradstreet  
Espial  
EYEMG  
Hitron Technologies  
Americas  
iN DEMAND  
Initiative  
Integra Optics  
Myhren Media  
New England Sports  
Network  
Oracle Marketing  
Cloud  
Ovation  
Precision Optical  
Transceivers  
Samsung  
Sand Cherry  
Associates  
TiVo  
Universal Electronics  
Univision  
World Wide  
Technology



2017 AND BEYOND:

81%

OF THE 2017 ATTENDEES  
STATED THEY ARE VERY LIKELY  
OR LIKELY TO ATTEND IN 2018.

65%

STATED THEY ARE LIKELY  
OR VERY LIKELY TO BECOME  
MORE INVOLVED WITH  
ADAPTIVE SPIRIT.\*

\*Source: 2017 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit

# FINANCIAL OVERVIEW

## FINANCIAL SUMMARY

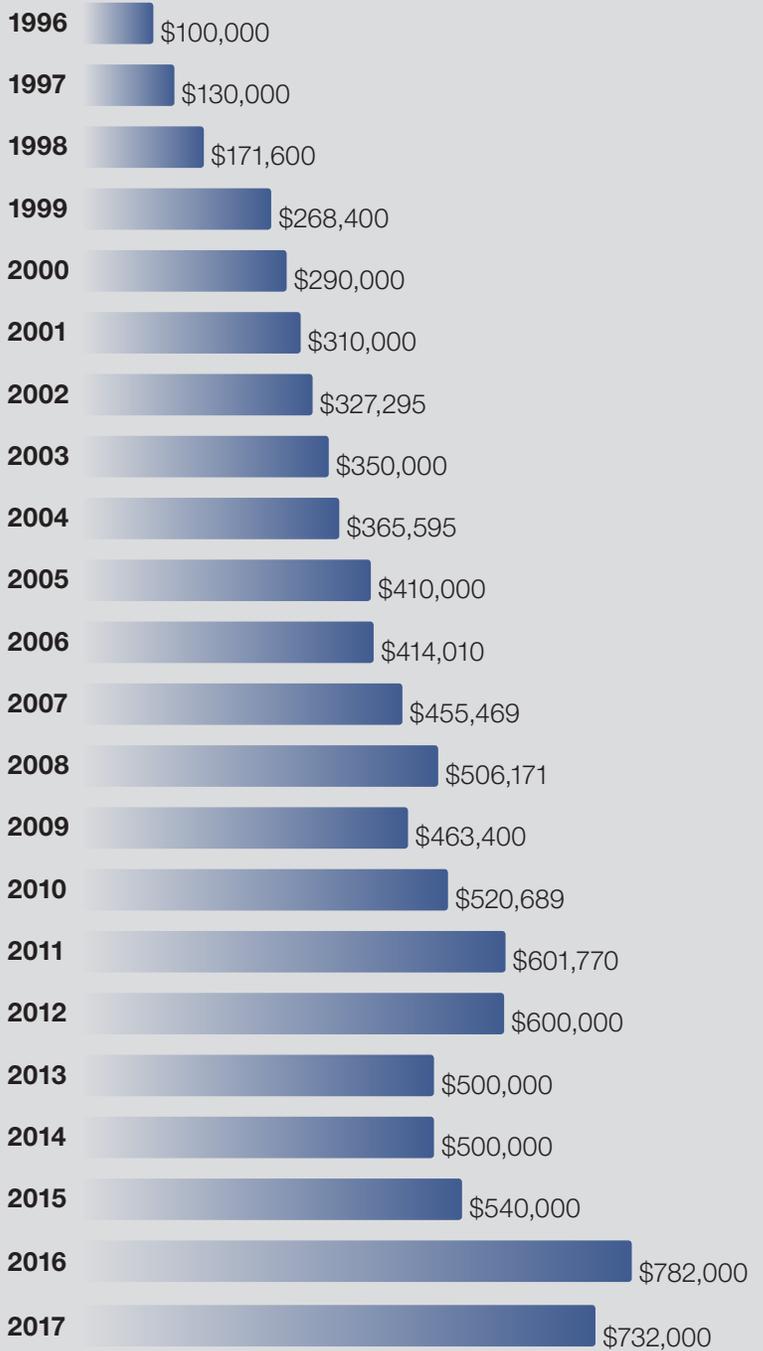
In the organization’s sixth year as a standalone entity, we continue to serve as a great networking and educational resource for the telecommunications industry. The 22nd Annual Event (aka SkiTAM) generated gross revenue of \$1.45 million.

After paying event expenses, the board approved a donation of \$500,000 to the U.S. Olympic Committee to benefit the Paralympic National Ski Team for its 2017–2018 season. This year, we look at supporting the team in the 2018 Paralympic Games in South Korea. An additional donation to the team may be approved during the upcoming fiscal year, based on special-initiative needs.

During the event, the silent auction, Box O’Money raffle and other Athlete Partner Program (APP) funding efforts brought in a gross amount of \$88,361. These funds are used to support the APP (administered by No Excuses Unlimited) and to benefit the team’s athletes on an individual basis. Due to the team size this year, the Adaptive Spirit board approved a donation of \$50,000 to No Excuses Unlimited to provide incremental dollars to the program.

One part of Adaptive Spirit’s financial plan is to maintain an investment account creating a “safety net” in the event that an additional team donation is required or unexpected expenses are incurred. In 2016, the board chose to relocate its investment funds to Charles Schwab Corporation to take advantage of lower investment expenses and a more closely managed approach. At the end of the fiscal year, due to a more favorable market and lower expenses, the portfolio’s value increased 6.4%.

## SKITAM DONATIONS TO THE PARALYMPIC SKI TEAM



## STATEMENT OF FINANCIAL POSITION

June 30, 2017 (in thousands, unaudited)

Assets	
Cash and Cash Equivalents	\$574.4
Schwab Investment Account	\$215.8
Deposit Assets	\$9.7
Promotional Assets	\$1.7
	<b>\$801.6</b>

## STATEMENT OF ACTIVITIES

July 1, 2016 to June 30, 2017  
(in thousands, unaudited)

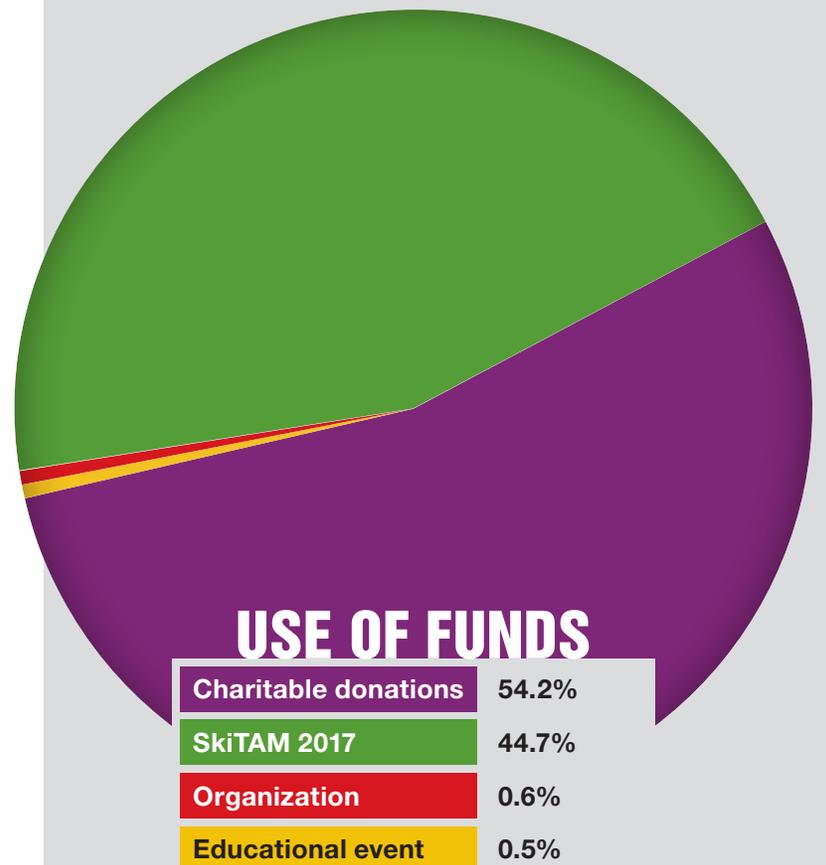
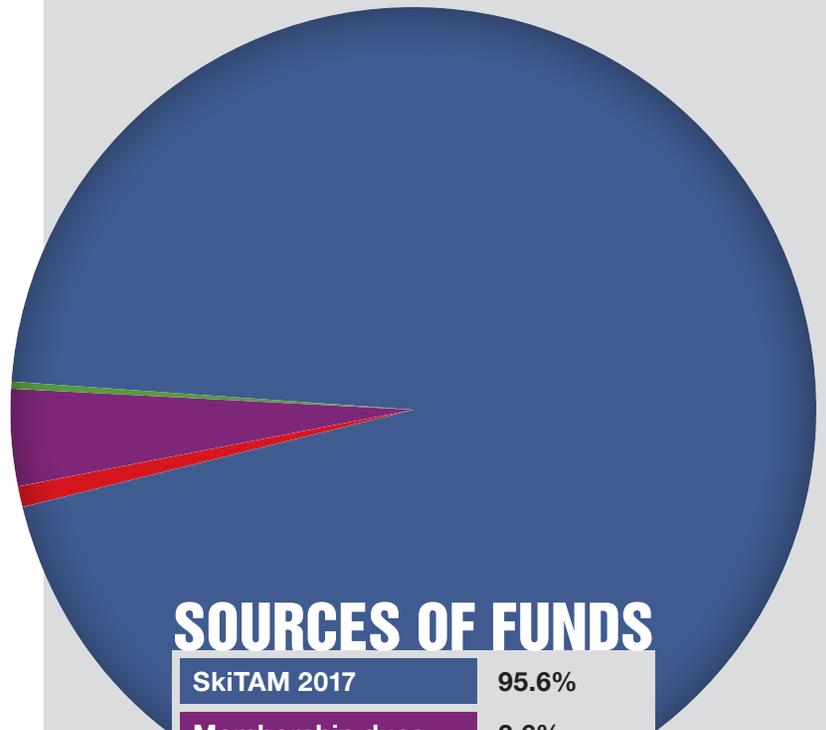
Revenue Sources	
SkiTAM 2017	\$1,384.2
Membership Dues	\$51.5
Educational Events	\$11.2
Other	\$7.5
	<b>\$1,454.4</b>

Expenses	
SkiTAM 2017	\$657.6
Organization	\$8.8
Educational Event	\$6.7
	<b>\$673.1</b>

Charitable Donations	
Athlete Partner Program	\$53.6
Empire State Games	\$12.4
U.S. Paralympics	\$732.0
	<b>\$798.0</b>

<b>Loss from operations</b>	<b>(\$16.7)</b>
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<b>In-kind services value received</b>	<b>\$73.3</b>
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# ABOUT ADAPTIVE SPIRIT



## **The focus of Adaptive Spirit remains steadfast:**

We aim to unite members with resources that enhance the business outcome, stimulate innovative networking opportunities resulting in growth and success of the telecommunications industry, and share best practices with our members. Also important to Adaptive Spirit is to provide the telecommunications industry with a way to give back to the community through the organization's venerable annual event.

Adaptive Spirit is a not-for-profit trade association with a focus on building business relationships and effective networking practices in the telecommunications industry. Through initiatives that center on education and networking, Adaptive Spirit champions the strength of business relationships and the end result of creating a more profitable industry. To that end, Adaptive Spirit provides education, recognition, information and networking opportunities for distribution companies, content providers and others who supply products and services to the industry.

Adaptive Spirit strives to serve as the premier networking and business relationship-building organization in the telecommunications industry. We develop and support business relationships that provide our members with better results than they would have achieved without Adaptive Spirit.

## **ADAPTIVE SPIRIT'S GOALS**

- Unite members with vendors and resources that enhance the outcome of their business dealings
- Stimulate innovative networking opportunities that result in growth and successes within the telecommunications industry
- Share best industry practices with our members

## **ADAPTIVE SPIRIT MEMBERSHIP**

An Adaptive Spirit membership creates:

1. Access to knowledge-sharing, collaboration and networking opportunities at Adaptive Spirit events;
2. Connections to distributors, suppliers, vendors and other telecommunications industry professionals via the members-only directory;
3. Members-only access to Adaptive Spirit research; and,
4. Access to members-only events.

Membership is open to any individual engaged in the telecommunications industry, including multisystem operators, independent system operators, direct broadcast satellite providers, incumbent local exchange carriers, electric utilities or municipally owned cable systems programmers, and suppliers of equipment or services to the industry. Honorary memberships may be conferred by the board of directors upon any person who, in the opinion of the board, has contributed to the success of Adaptive Spirit and/or the well-being of the industry.

# ADAPTIVE SPIRIT MEMBER COMPANIES

Adaptive Spirit's membership continues to grow and pulls from a wide variety of industry segments including operators, programmers and suppliers. Here is a sample of the companies that understand the value of supporting Adaptive Spirit.

Accedo	Comcast /	Fujitsu	Nominum	The Cable Center
Accenture	Comcast Spotlight	HBO	Oracle Responsys	The Weather Channel
Adobe	/ Comcast	Hewlett Packard	Ovation	
Advanced 1	Technology	Enterprise	PM3	TiVo
Altice USA	Solutions	Hitron Technologies	Precision Optical	Turner Networks
AMC Networks	CommScope	Horowitz Research	Transceivers	Universal Electronics
Amdocs	Concurrent	Huawei	REVOLT TV & Media	Univision
ARRIS	Convergys	Humax USA	Rogers	Verizon
Assurant	CountryWide	iN DEMAND	Roku	Visible World
Atlantic Broadband	Broadband	Initiative Media	Ruckus Wireless	Vubiquity
AXS TV	Cox / Cox Business	Integra Optics	S&D Marketing	World Wide
Ballard Spahr	/ Cox Media	IWCO Direct	Advertising	Technology
belN SPORTS	CSG International	Layer3 TV	Sagemcom	WOW!
Bell TV	Deloitte	Liberty Global	Samsung	
Broadcom	Deluxe OnDemand	Mediamorph	Sand Cherry	
Cable Labs	DISH	Mediavest   Spark	Associates	
CAS Group	Disney & ESPN	NBCUniversal	Scripps Networks	
CenturyLink	Media Networks	NCTC	Shaw	
Charter /	Dun & Bradstreet	NESN	Communications	
Charter Business /	Ericsson	Netcracker	Slalom Consulting	
Charter Media	Espial	Netflix	Sling TV	
Ciena	EYEMG	NETSCOUT	Starz Entertainment	
Cisco	FCB Chicago	Neustar	Stingray Digital	
Cogeco	Fox Networks	Nokia	Technicolor	



**SATISFACTION WITH SKITAM REMAINS HIGH:**

**95%**

**OF RESPONDENTS GAVE THE EVENT OVERALL 4/5 RATINGS ON A 5-POINT POOR TO EXCELLENT SCALE\***

\*Source: 2017 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit

# ADAPTIVE SPIRIT ORGANIZATION LEADERSHIP



## **Steve Raymond, Chairperson**

Formerly vice president, affiliate relations, at AT&T Sports Networks, Steve lives in the Denver metro area. He was responsible for developing and implementing affiliate marketing strategies, promotions, affiliation agreements and distribution aspects for the regional sports networks in Seattle, Denver, Houston and Pittsburgh. Previously, Steve spent 25 years in affiliate sales at the Walt Disney Company, with his most recent title as SVP, national accounts for Disney and ESPN Networks. Steve has won numerous awards for his volunteer work in the adaptive skiing arena, such as the CTAM Chairman's Award and ESPN Volunteer of the Year in 2003. He served on the board of directors for the National Sports Center for the Disabled in Winter Park, Colorado. Steve was named "Chef de Mission" at the 2010 Winter Paralympics.

## **Deborah Flipppo, Secretary**

Deborah has more than 20 years of experience in the telecommunications industry. Currently, she is vice president of affiliate sales and distribution at Vubiquity, the leading global provider of premium content services and technical solutions serving clients in 121 countries reaching more than 109 million households. Formerly, she held senior executive positions at iN DEMAND and Request Television. Her nonprofit experience includes five years as co-chair for Cable Positive Denver and 10 years as president of the Virginia Tech Denver Alumni Chapter. Deborah is serving on Virginia Tech's National Alumni Board. She has served as the communications chair of the event committee since 2001.

## **Amos Smith, Treasurer**

Amos is chief financial officer of Layer3 TV. He has been a leader in the cable industry for over 20 years. Prior to his current position, he was GVP Tech Ops, Care & Payment Services, and SVP/CFO residential business at Time Warner Cable. Prior to joining Time Warner Cable in 2002, he spent seven years at AT&T Broadband (formerly TCI) in financial positions from analyst to executive director of finance. Prior to finance, Amos was a registered professional civil engineer in Southern California. He has a B.S. in civil engineering from the University of Colorado and an M.B.A. with an emphasis in finance from the University of Kansas.

## **Nomi Bergman, Director**

Nomi served as president of Bright House Networks until its May 2016 merger with Charter and Time Warner Cable. She was one of the original founders of Bright House Networks, which grew to become the sixth largest U.S. cable operator. Currently, Nomi serves as a senior executive in the Advance/Newhouse companies and focuses on corporate development and strategic partnerships, primarily focused on advancing the company's investments in the data science and information technology space. She serves on various boards, including Visteon Corporation, 1010data and Mediamorph. In addition, she is a board member of the Cable Center and One Revolution, and a member of the FCC Technological Advisory Council. Nomi is an avid skier and also enjoys running, swimming, cycling and hiking. Her real moments of brightness derive from her role as a dedicated wife to her husband and proud, loving mother of three wonderful daughters.

## **Tim Gropp, Director**

A 37-year veteran of the telecommunications industry, Tim leads the Canadian Cable sales team for ARRIS Group, Inc. He is responsible for managing ARRIS product portfolio sales throughout the region. Tim joined ARRIS in 2007 as a result of the C-COR acquisition. Previously, he spent 23 years with Southwestern Bell, AT&T and Lucent Technologies. Tim has a B.A. from the University of Texas and is active in industry organizations such as SCTE. He was recently inducted into the Cable TV Pioneers. And speaking of pioneers, Tim is considered a SkiTAM pioneer, having attended the event beginning in 1997 and almost every year since then.

**Mike Hayashi, Director**

Since Mike's retirement from Time Warner Cable in 2015, he has served on the board of Espial, a maker of video software and user interfaces. Mike is also an industry advisor and partner with Jinsei2.0, a technology and business consulting services boutique firm focused on the cable industry. He is a recognized Technical Award Emmy recipient and inventor/co-inventor on 16 U.S. patents. Mike spent 22 years at the helm of Time Warner Cable's technical endeavors. Prior to joining Time Warner, he held various positions at Scientific-Atlanta, where he developed requirements for the first integrated electronic program guide. He started his career at Pioneer Communications as staff engineer for Time Warner Cable's QUBE project.

**Doug Moore, Director**

Doug currently serves as EVP, COO and board member of Fujitsu Network Communications Inc. He oversees the company's four principal lines of business—optical, wireless, software and services. During his career, Doug has held a variety of positions in sales and marketing, development, manufacturing, and engineering. He received his B.S. in mechanical engineering from the University of Arizona and his M.B.A. from Arizona State University. Doug is a passionate supporter of STEM education and the growth of the digital economy. His support includes being a board member for iCode, Asociar LLC., Tech Titans and the Telecommunications Industry Association. As an avid outdoorsman, he relishes all summer and winter sports. Doug especially enjoys his work as an Adaptive Spirit board member.

**Brad Parobek, Director**

Brad is a 30-year veteran in the telecommunications industry. Currently, he is the global director of sales for CSG International. He is responsible for managing new customers for CSG product portfolio sales throughout the Americas and Europe. Brad's experience in the industry includes positions for The Walt Disney Company, Rainbow Programming, Encore STARZ! and Huawei Technologies. Brad has a B.A. from Ohio University and is active in industry organizations such as WICT and NAMIC. He has been to all but one SkiTAM and joined the event committee as race co-chair in 1996. Brad resides in Lone Tree, Colorado, with his wife and two daughters.

**Jay Rolls, Director**

Jay is SVP and chief technology officer at Charter Communications. He and his team are responsible for advanced engineering and architecture across all lines of

business. Previously, Jay served in a variety of roles during 13 years at Cox Communications, at Pacific Broadband, where he was VP of business development, and two years serving as VP of network engineering at Excite@Home. Earlier, Jay spent nine years in Germany with Alcatel and BBN Communications (now part of Level3) and began his career working in the U.S. intelligence community. He received a B.S. in electrical engineering from the University of Virginia and an M.S. in systems management from the University of Southern California.

**Joe Rooney, Director**

Joe is a cable marketer. As chief marketing officer for Layer3 TV, Joe is responsible for the company's customer acquisition and marketing strategy while continuing to grow its brand. Previously, he was CMO for Cox Communications during his 29-year career there. As a "Cable Pioneer," Joe paved the way for innovative marketing concepts, such as the original triple-play bundle. He has been recognized with the cable industry's highest marketing honor as the 2004 recipient of the NCTA Vanguard Award for Marketing. Joe is the event co-chair of Adaptive Spirit (aka SkiTAM), the best networking event in the industry, and leading fundraiser for the U.S. Paralympics Ski and Snowboard Team. He is on the advisory board for Stay-Focused, a SCUBA diving and self-discovery mentoring program for mobility challenged teens. He has volunteered with the event since 2002.

**Tom Wlodkowski, Director**

Tom is the vice president of accessibility at Comcast. In this role, he is responsible for developing and executing the company's strategic plan focused on the usability of Comcast's products and services by people with adaptive needs as well as pursuing opportunities to further enrich the customer experience for that community. Throughout his career, Tom has been a pioneer in the accessibility field. Blind himself, he has been a champion for people with disabilities, working to improve usability of mainstream Internet, mobile, broadcast and cable television technology. He began working in accessibility and tech in the early 1990s at public radio and TV station WGBH in Boston.

**Ken Tolle, Legal Advisor**

President and Senior Advisor, Launch Pad Media Advisors

**Susan Burgstiner, Administrator**

President, Marketing On Demand, Inc.

# 22ND ANNUAL EVENT COMMITTEE



Each year, the Annual Event (aka SkiTAM) depends on a talented and diverse base of professionals from the cable and telecommunication industries to create our annual meeting. Beyond already demanding day jobs, the following individuals volunteer their time and talents to make the event a success. An experienced and virtually-connected group from a variety of disciplines, this committee spent untold hours during the year to make the event a remarkable weekend. This is a hard-working group not just a list of names and titles!

**Nomi Bergman**, Silent Auction Co-Chairperson  
Advance Newhouse, President Partnerships

**Paula Birth**, B2B Chairperson  
CSG International, Group VP, Biz Services

**Patty Bullington**, Silent Auction Co-Chairperson  
Charter, Senior Director, Marketing

**Susan Burgstiner**, Social Chairperson  
Marketing On Demand, President

**Colette Carey**, Publicity Chairperson  
AXS TV, VP, Marketing Operations

**Alex D'Addio**, Video Chairperson  
D'Addio Productions

**Rich DiGeronimo**, Sponsorship Co-Chairperson  
Charter, EVP, Product & Strategy

**John Farra**, Nordic Team Liaison  
Paralympic Ski Team, High Performance Director,  
Paralympic Nordic Skiing

**Deborah Flippo**, Committee Communications  
Vubiquity, VP, Sales Distribution

**Bill Futera**, Athlete Partner Program Co-Chairperson  
Bright House Networks, EVP/CFO

**Steve Havey**, Athlete Partner Program Co-Chairperson

**Nancy Heffernan**, Sponsorship Co-Chairperson

**Anne Marie Hukriede**, Marketing and Race Co-Chairperson  
S&D Marketing | Advertising, VP, Client Services

**Kevin Jardine**, Alpine Team Liaison  
Paralympic Ski Team, High Performance Director,  
Paralympic Alpine Skiing

**Ken Kraft**, Sponsorship Co-Chairperson  
Cox Business, SVP, Marketing & Sales Ops

**Molly McCaskill**, Silent Auction Co-Chairperson  
S&D Marketing | Advertising, Manager, Client Services

**Brad Parobek**, Race Co-Chairperson  
CSG International, Global Executive Director, Sales

**Steve Raymond**, Event Committee Co-Chairperson  
AT&T Sports Networks, VP, Affiliate Sales

**Joe Rooney**, Event Committee Co-Chairperson  
Layer3 TV, CMO, Marketing

**Todd Stewart**, Sponsorship Co-Chairperson  
Charter, RVP, Advertising Sales

**Lori Wood**, Volunteer Chairperson  
DigitasLBI, Account Manager

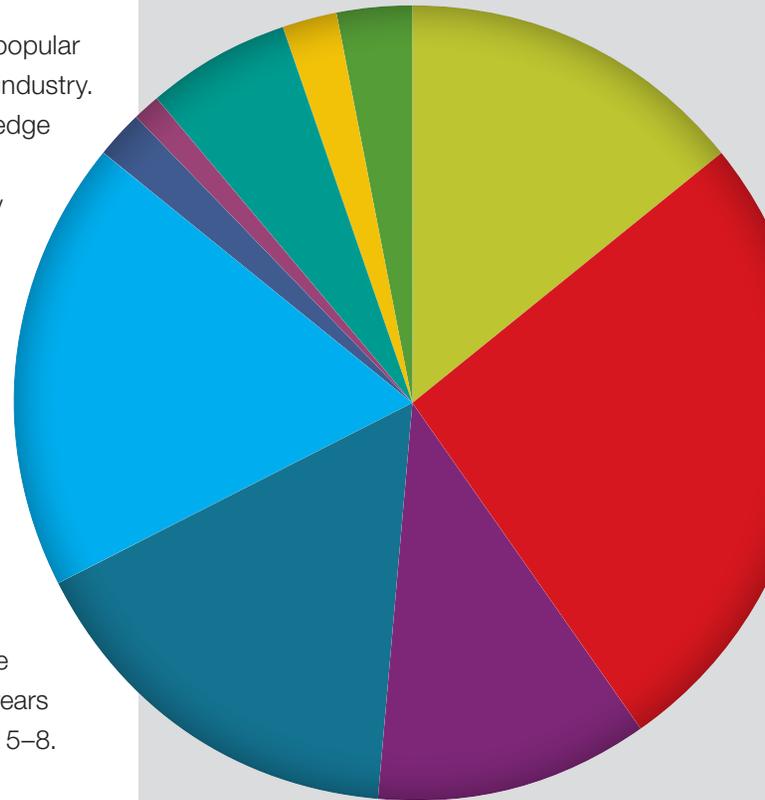
# LOOKING FORWARD

After another successful year, the Adaptive Spirit organization looks forward with the goal of adapting to the changing tides and fortunes within the telecommunications industry. This is a priority—to continue providing the most robust and relevant networking and educational support to our members.

In the year ahead, Adaptive Spirit’s goal is to improve upon the popular winning formula that has attracted the best and brightest in the industry. This strategy has given those leaders a platform to share knowledge and best practices with their colleagues. Adaptive Spirit aims to support and further promote the cause of increased adaptability in the workplace. We look to partner with telecommunications industry companies to push initiatives for a more accessible workplace and for better service and opportunities for the adaptive community.

Adaptive Spirit also looks to build upon the popular annual event also known as SkiTAM. After 22 years of continued success—each year better than the last—the event committee remains solidly committed to surpassing the funds raised at each previous event. A top priority is to continue to find significant and timely speakers and topics for educational and networking discussions. By making constant improvements to the annual event, we ensure invaluable networking opportunities for years to come. Next year’s annual event will take place in Vail from April 5–8.

## WHO ARE ADAPTIVE SPIRIT MEMBERS?



Cable Operator/MSO	26%
Marketing/Consulting/PR	18%
Programmer/Network	16%
Hardware Provider	11%
Software Provider	6%
Consumer Electronics	3%
Telco/Satellite	2%
Advertising Agency	2%
ISP	1%
Other	15%

**Adaptive Spirit**

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# SAVE THE DATE

**Adaptive Spirit's 23rd  
Annual Event will take place  
April 5 to 8 in Vail.**

We look forward to seeing everyone at this annual networking and educational event, where your company can share better business practices and learn how to build a more profitable industry. To become a sponsor or to learn more about Adaptive Spirit, visit our website at **AdaptiveSpirit.com**. See you on the mountain!

