

2019 ANNUAL REPORT



ADAPTIVE SPIRIT

A MESSAGE FROM THE ADAPTIVE SPIRIT BOARD CHAIRPERSON

“The Push Makes It Possible” was the theme for our 24th Annual Event. We want to thank our sponsors and attendees for “pushing hard” to make AS2019 a success. The athletes of the U.S. Paralympic Ski and Snowboard Team push hard all year to compete against the best in the world.

And speaking of pushing, many of us have been pushing for years to make the Paralympics a more prominent part of the U.S. Olympic Committee. At press time for this report, the world learned the U.S. Olympic Committee formally changed its name to the United States Olympic and Paralympic Committee (USOPC)—a change celebrating all Team USA athletes including the Paralympic Movement. Oksana Masters, four-time Paralympian, said it best, “I have personally felt the growing support for Paralympic athletes

“I have personally felt the growing support for Paralympic athletes and the movement.”

—Oksana Masters,
U.S. Paralympian,
Nordic Team

and the movement. I am so proud to represent the U.S. in competition and this allows me to take similar pride as other members of Team USA.”

To get to this moment, it took the work of countless people who feel passionate about the Paralympic movement including you! With years of supporting Adaptive Spirit through attendance and sponsorship dollars, you sent a clear message: this movement matters. We always wanted to make sure this event showcased the athletes but also gave you the opportunity to do some networking, business and continuing education at the same time. Now, you can look forward to seeing the new USOPC logos at next year’s event!

And speaking of next year, our sponsor packages are at an 82% sell out including all platinum and gold.

There are still silver and bronze packages as well as a number of activities available. And believe me, you want to make sure you get your first choice and hold the dates for AS2020 (April 2-5) where we will commemorate our 25th anniversary! We have some big plans to “shake up” the event and we want you there to help us celebrate! Thanks for everything you do to support our industry and Team USA.

Steve Raymond
Board Chair,
Adaptive Spirit



FINANCIAL OVERVIEW

Summary

In the organization's eighth year as a standalone entity, we continue to serve as a great networking and educational resource for the telecommunications industry. The 24th Annual Event generated gross revenue of over 1.4 million dollars.

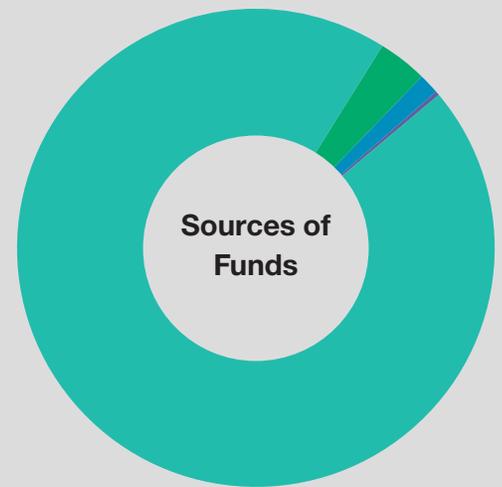
After paying event expenses, the board approved a donation of \$500,000 to the U.S. Olympic Committee to benefit the U.S. Paralympic Ski and Snowboard Team for its 2019-2020 season. Additional donations for special initiatives for the team may be approved during the upcoming fiscal year based on requests and needs.

During the event, the silent auction, Box O' Money raffle and other Adaptive Spirit Athlete Partnership (ASAP) funding efforts grossed \$126,662. (Most of the revenue and expenses are not reflected within the Adaptive Spirit financial records as No Excuses Unlimited receives and disburses the associated dollars.) These funds are used to support the ASAP (administered by No Excuses Unlimited) and benefit the team's athletes on an individual basis. In addition, the Adaptive Spirit board approved a donation of \$81,000 to No Excuses Unlimited to provide incremental dollars to the program.

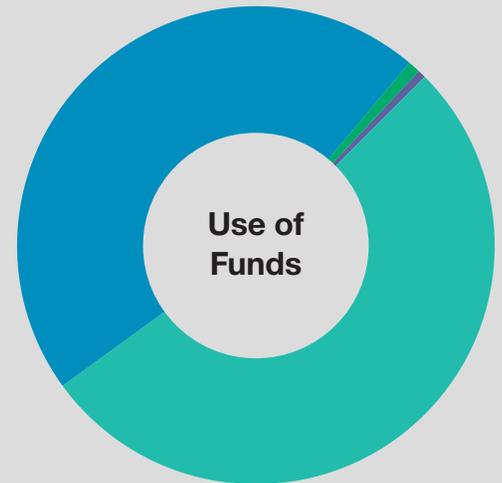
One part of Adaptive Spirit's financial plan is to maintain an investment account creating a "safety net" in the event additional team donations or unexpected expenses are incurred. In 2016, the board chose to relocate its investment funds to Charles Schwab Corporation to take advantage of lower investment expenses and a more closely managed approach. At the end of the fiscal year, due to a more favorable market, the managed asset portfolio value increased 5.83% since inception.

"Opportunity to build strong business relationships, while at the same time supporting a great cause... Everybody wins!"*

**Source: 2019 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit*



- 2019 Annual Event \$1,490,625—95.0%
- Membership dues \$56,000—3.6%
- Educational events \$20,000—1.3%
- Other \$1,930—0.1%



- Charitable donations \$774,000—52.6%
- 2019 Annual Event \$679,186—46.1%
- Organization \$11,448—0.8%
- Educational events \$8,087—0.5%



Statement of Financial Position

June 30, 2019
(in thousands, unaudited)

Assets

Cash and Cash Equivalents	\$656.9
Schwab	\$266.1
Deposits Asset	\$2.0
Contracts Asset	\$11.3
Promotional Assets	\$2.8
	\$939.1

Statement of Activities

July 1, 2018 to June 30, 2019 (in thousands, unaudited)

Revenue Sources

2019 Annual Event	\$1,490.6
Membership Dues	\$56.0
Educational Events	\$20.0
Other	\$1.9
	\$1,568.5

Expenses

2019 Annual Event	\$679.2
Organization	\$11.5
Educational Events	\$8.1
	\$698.8

Charitable Donations

Athlete Partner Program	\$81.0
Empire State Games	\$7.0
U.S. Paralympics	\$686.0
	\$774.0

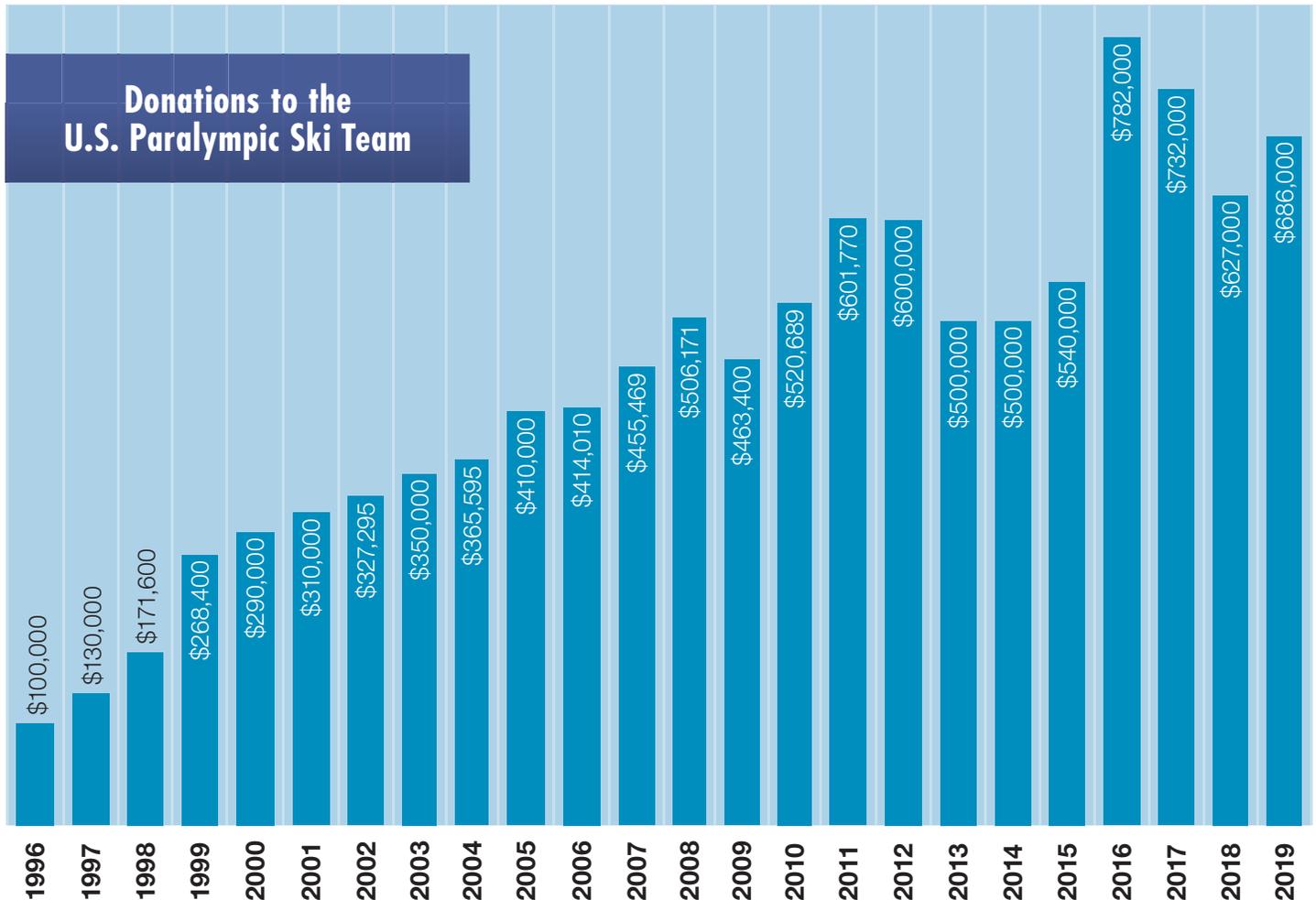
Gain from operations

\$95.7

In-kind services value received

\$92.4

Donations to the U.S. Paralympic Ski Team



2018–2019 YEAR IN REVIEW

24th Annual Event

An annual networking and educational event hosted by Adaptive Spirit, this three-day happening brings together telecom industry executives and their families from all over the country. It 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 distributed to a charitable organization. In 2019, Adaptive Spirit once again chose the U.S. Paralympic Ski and Snowboard Team as the recipient of the majority of those funds. The 24th Annual Event hosted 1,167 registrants and 145 industry companies were represented.

Educational Panel

In what is becoming a key draw to the Annual Event, the Educational Panel kicks off the weekend with a spirited and informative discussion on topics at the forefront of telecom's competitive landscape. This year's panel was dedicated to differing industry opinions about what it means to be disruptive in the marketplace. Moderated by long time industry reporter and Light Reading Senior Editor, Jeff Baumgartner, this panel attempted to take a futuristic view of market "disruption" and how operating in that manner



can build your business. The panelists came from a variety of telecom companies, each giving their own spin on the topic. Joining the panel were Danny Bowman, Chief Mobile Officer, Charter; Jeff Lewis, VP Connectivity & Managed Solutions, Comcast Business; Bruce McClelland, CEO, ARRIS (now CommScope); and Phil Wilson, Managing

Director, Telecommunications Strategy & Operations, Deloitte. Each panelist shared thoughts on the anticipated roll out of 5G technology—a huge part of IoT, autonomous vehicles and mobile media. They also disclosed how their companies are preparing for this and other disruptive technologies and the massive changes this technology will present.

Brain Trust Breakfast

The Brain Trust Breakfast is always a hit with attendees due to its unique premise: not a panel in a large venue but an intimate space where attendees have the opportunity to connect with the host in their room. Adaptive Spirit members are able to ask questions of top decision-makers,



technology suppliers and industry innovators and share ideas in an intimate setting. This year's hosts were: Danny Bowman, Chief Mobile Officer, Charter; Kristine Faulkner, SVP Marketing Operations, Cox; Julie Laulis, CEO, Cable ONE; Elena Ritchie, GVP Content Management and Strategy, Charter; and, Roger Seiken, SVP Programming, WOW!

AS Connections

One of our event's first-time sponsors, Metrological brought a new spin to this event. This networking activity (formerly created as B2B Après Ski), AS Connections offers industry members the chance to unwind and mingle after a busy Day Two. Metrological added a special experience to the activity with a rum tasting presented by Parce Rum. This "something extra" added to the networking experience as colleagues were able to discuss topics such as:

- > Challenges of integrating OTT content into current linear product and how to overcome them

- > Content your customer watches which you don't provide
- > How to shrink the EPG without shrinking the available content
- > The art of surfacing content for your customers

In the past few years, the AS Connections event has become a mainstay of Adaptive Spirit, putting operators and vendors together with consultants, marketers and content providers, all of whom head to this event for expanded networking opportunities.

Event Banquet

The Adaptive Spirit event banquet is the culmination of three amazing days of networking, collaborating and building new business connections. To cap off the event, the banquet is

also the time to celebrate our athletes, thank our sponsors and solidify commitments for the next year. At the 2019 Banquet, we were honored to welcome Tanith White as the emcee. White, a two-time Olympian and silver medalist in ice dancing, also served as a sports deck reporter for NBC's coverage of the 2018 Paralympic Games in PyeongChang. White's ability to bring an athlete's perspective added a special element to the evening's festivities, providing colorful anecdotes and insights. Another highlight to the evening was surprising Steve Raymond, board chairperson, with the news that he will be inducted into the Colorado Snowsports Museum Hall of Fame in October 2019 for his work championing adaptive snow sports.



2019 Sponsors

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

Platinum

- > Akamai
- > ARRIS
- > Cisco / World Wide Technology
- > Cox
- > Ericsson
- > HBO
- > Hitron Technologies
- > NBCUniversal
- > Spectrum
- > Technicolor

Gold

- > AMC Networks
- > Amdocs Media
- > Assurant
- > Dell Technologies
- > Fujitsu Network Communications
- > Humax
- > NTT Communications
- > S&D Marketing | Advertising

Silver

- > Advance
- > Crown Media
- > CSG
- > Deluxe Distribution
- > Discovery, Inc.
- > Disney and ESPN Media Networks
- > FCB Chicago
- > FOX
- > Horowitz Research
- > Infinera
- > IWCO Direct
- > Netcracker
- > Nokia
- > Ribbon
- > Samsung Electronics America
- > Slalom

Bronze

- > Accuweather, Inc.
- > Adobe
- > Alticast
- > Arterra Mobility
- > CAS Group
- > Ciena
- > Deloitte
- > Dun & Bradstreet
- > EYEMG
- > Huawei Technologies USA
- > Launch Pad Media Advisors
- > Myhren Media
- > NESN
- > NFL Network
- > Precision Optical Transceivers
- > ProLabs
- > Sagemcom USA
- > Sand Cherry Associates
- > Stingray Digital Group
- > TiVo
- > Trace3
- > Universal Electronics



TEAM AND ATHLETE SPOTLIGHT

A Paralympic Movement Achievement

On June 20, 2019, the U.S. Olympic Committee changed its name aiming to be more inclusive by recognizing the Paralympic athletes who represent our country in international competition. At its quarterly meeting, the organization's board of directors voted unanimously to adopt U.S. Olympic and Paralympic Committee (USOPC) as its new name. "It is much more than just a name change," said Susanne Lyons, the board's chair. "It's really a proud day for Olympic and Paralympic sports and it's a reflection of our commitment to Paralympics and to inclusion as one of our core values. Our Olympians and our Paralympians are both an integral part of Team USA and putting both in our name reflects that they are the stars."



The USOPC becomes one of the first national Olympic committees in the world to recognize Paralympians in its name. The organization immediately updated its branding and physical signage at USOPC facilities will be updated soon as well. The name change is just the latest push to put the U.S. Paralympians on equal footing with Olympians. Last year, the USOPC board also voted to increase monetary awards for Paralympic medalists to match those earned by Olympic

athletes. At that time, medalists from PyeongChang Paralympics were retroactively rewarded.

Paralympic Special Initiative Funding

The 2018-2019 season saw the team moving forward from its incredible success at the Paralympic Games in PyeongChang where they brought home 35 medals. In addition to the \$500,000 team donation, Adaptive Spirit created the financial ability for the U.S. Paralympics to complete \$186,000 in special initiatives where we encouraged the continued growth of the elite athlete pipeline, as well as implementing initiatives to prepare athletes for championship competition. Athlete development was the primary driver for the incremental fund requests in the 2018–2019 fiscal year.

Alpine Team: Extensive experience in international competition is important to long term success and the sooner athletes get this experience, the better the results. This initiative provides development team athletes with the opportunity to race within their ability in international events outside major competitions like the World

Cup. Participation in these races expose these athletes to all aspects of international competition including the stresses of long-term travel, learning proper time management, creating an effective balance between racing and practice and getting proper nutrition. This exposure also helps them to gain confidence and additional insights into their progress versus an international field. Adaptive Spirit provided funding for six development team athletes to attend an international training camp.

Snowboard Team: Funding to assist this team to develop a domestic race series was granted. The goal of this new series is to forge a strong relationship with the USA Snowboard and Freeski Association and legitimize a NorAm circuit. This circuit would not only allow competing in races to hone skills without the pressure of World Cup competition but also provides emerging athletes with the opportunity to race against their National Team counterparts, gaining valuable time on task in quality venues prior to the World Cup. The circuit also creates a long-term development pipeline for Paralympic athletes. During the Fall



of 2019, the team's event calendar will include Continental Cups to meet this need.

Nordic Team: Due to the technical intensity of standing skiing, it takes significantly longer to get Nordic developmental athletes to the podium. It is imperative for Nordic athletes to be integrated into local ski clubs at an early age. To be on the podium in 2026, it is estimated Team USA needs to identify and support skiers who are currently 8 to 16 years old. Adaptive Spirit's substantial support for the "Stand Up 2026 Podium Initiative" is helping the team make excellent progress. Highlights for the past year include establishing a new base of development in Salt Lake City, advances in coaching and athlete engagement in Minneapolis and initial traction in Spokane. In addition, the team integrated para programs in Boise. The team will also host national development camps during the spring, summer and fall, with the goal of targeting promising athletes discovered at these camps.



The Jack Benedick No Excuses Unlimited Memorial Program

Jack Benedick has been an inspiration to countless Paralympic athletes. In 1969, Jack lost both his legs in combat in Vietnam. During his rehab, Jack was introduced to skiing and the rest is glorious history. He won numerous medals in the Paralympics becoming adaptive sports' most influential advocate. He was named to the fledgling U.S. Adaptive Ski Team in 1979, continuing through a career that would be highlighted with a silver medal in combined at the 1984 Paralympics in Innsbruck.

While Jack's silver medal was a breakthrough, his real contribution was to adaptive athletes. After retiring as an athlete, he wanted to elevate the position of his sport. Jack began pushing programs for adaptive athletes nationally. He also wanted elite athletes to compete at the very highest level, similar to the able-bodied teams. He took his case to the U.S. Ski Association and was put in charge of a program that would become a model for all other Paralympic sports.

No Excuses Unlimited was created in 1986 with Jack leading the way. He served as its chairman until 2010. The organization wishes to honor Jack's memory and motivate members of U.S. Paralympic Ski Team to win. It created two awards to honor podium placement and recognize Jack's leadership qualities.

Victory Incentive Program (VIP): This award is given every year to a Paralympic athlete whose dedication and perseverance exemplify Jack's famous proclamation that

"Fourth Place Doesn't Count." This year's award, presented by decorated Paralympic skier Chris Waddell, went to Alpine skier Laurie Stephens. Laurie is a four-time Paralympian born with spina bifida. She turned to racing at age 15, joining Chris Young's New England Disabled Ski Team. She was also named Paralympic Sportswoman of the Year in 2006 by the USOC and was a 2006 ESPY Award nominee for Best Female Athlete with a Disability. This is the second time Laurie has won this award in the last six years.



Jack Benedick Leadership Award: One of Jack's best and notable characteristics was his leadership abilities. The Leadership Award is designed to reward an athlete who

contributes to the team and the sport by exhibiting high levels of leadership. For the first time, this award was determined through a majority vote from current team athletes. This year's recipient was Nordic team member Dan Crossen. Dan was serving as platoon commander for SEAL Team One in Afghanistan in September



2009 when he stepped on an IED and he lost both legs just above the knee. He is a two-time Paralympian winning six medals in 2018.

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 the board, Adaptive Spirit provided crucial, stop-gap assistance to fill in their athlete support funds. During this fiscal year, Adaptive Spirit granted funding of \$7,000. This request was brought to our attention through the efforts of Howard Horowitz, president of Horowitz Research (the official research partner of Adaptive Spirit) and a member of the Empire State Games Committee.

ABOUT ADAPTIVE SPIRIT

The focus of Adaptive Spirit remains steadfast: We aim to unite our members with resources that enhance business outcomes. We also work to stimulate innovative networking opportunities resulting in growth and success of the telecommunications industry while sharing 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 at 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's Goals

- > Unite members with vendors and resources that enhance the outcome of their business dealings
- > Stimulate innovative networking opportunities that result in the growth and successes in the telecommunications industry
- > Sharing 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. Member-only access to Adaptive Spirit research; and,
4. Access to member-only events.

Membership is open to any individual engaged in the telecommunications industry including multi-system operators, independent system operators, direct broadcast satellite companies, 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.



"It is just the right amount of social and business impact."*

**Source: 2019 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit*

EVENT COMMITTEE

Each year, the Annual Event depends on a talented and diverse base of professionals from 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. This is a hard-working group not just a list of names and titles!

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.

Paula Birth,
Industry Content Co-Chairperson
Fiplex Communications,
Chief Revenue Officer

Patty Bullington,
Silent Auction Co-Chairperson
Charter, Director Accessibility

Susan Burgstiner,
Social Chairperson
Marketing On Demand, President

Eileen Carey, Nordic Team Liaison
High Performance Director—
Paralympic Nordic Skiing

Colette Carey, Publicity Chairperson
AXS TV, VP Marketing Operations

Alex D'Addio, Video Chairperson
D'Addio Productions

Rich DiGeronimo,
Event Committee Co-Chairperson
Charter, Chief Product Officer

Deborah Flippo,
Committee Communications
Vubiquity, VP Sales Distribution

Craig Heiting,
Sponsorship Co-Chairperson
Vubiquity, EVP Sales

Kevin Hord,
Adaptive Sprit Athlete Partnership
Co-Chairperson
Charter, VP Purchasing Operations

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

Zelda Martens, Sponsor Support
Z Marketing

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

Brad Parobek, Race Co-Chairperson
Friend MTS, SVP Sales America

Steve Raymond,
Event Committee Co-Chairperson
Gracenote Connectivity, VP Client
Solutions

Greg Riker, Adaptive Sprit Athlete
Partnership Co-Chairperson
Metrological, SVP America Sales

Maria Rothschild,
Industry Content Co-Chairperson
Comcast, Executive Director TPX

Gary Schanman,
Silent Auction Co-Chairperson
Charter, SVP Video Products

Roger Seiken,
Sponsorship Co-Chairperson
WOW!, SVP Programming

Todd Stewart,
Sponsorship Co-Chairperson
TAS Media

Lori Wood,
Volunteer Chairperson
Comcast, Marcom Manager



ADAPTIVE SPIRIT MEMBER COMPANIES

Adaptive Spirit's membership continues to grow and pull 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.

- > Accenture
- > AccuWeather
- > Adobe
- > Adva Optical Networking
- > Advance
- > Akamai
- > Alticast
- > Altice USA
- > AMC Networks
- > Amdocs Media
- > ARRIS
- > Arterra Mobility
- > Assurant
- > AT&T
- > Broadcom
- > Cable Labs
- > Cable ONE
- > CAS Group
- > CenturyLink
- > Charter
- > Ciena
- > Cisco
- > Comcast | Comcast Business
- > Communication Associates
- > Cox
- > Crown Media
- > CSG
- > CuriosityStream
- > Dell Technologies
- > Deloitte
- > Deluxe Distribution
- > Discovery
- > DISH
- > Disney and ESPN Media Networks
- > Dun & Bradstreet
- > Ericsson
- > Fastly
- > FCB Chicago
- > Fox Networks
- > Fujitsu
- > HBO
- > Hewlett Packard Enterprise
- > Hitron Technologies
- > Horowitz Research
- > Huawei
- > Humax
- > Infinera
- > INSP
- > Integra Optics
- > IWCO Direct
- > Kids Central
- > Launch Pad Media Advisors
- > Liberty Global | Liberty Media
- > Metrological
- > Music Choice
- > NBCUniversal
- > NCTC
- > NESN
- > Netcracker
- > NETSCOUT
- > NFL Network
- > Nokia
- > NTT Communications
- > OLYMPUSAT
- > Oracle
- > Power & Telephone Supply
- > Precision Optical Transceivers
- > Prolabs
- > REELZ
- > Ribbon Communications
- > Sagemcom
- > Samsung
- > Sand Cherry Associates
- > Sercomm Technology
- > Shaw Communications
- > Slalom Consulting
- > Sling TV
- > Stingray Digital
- > Technicolor
- > TELUS
- > The Cable Center
- > ThinkAnalytics
- > TiVo
- > T-Mobile Home & Entertainment
- > Trace3
- > Universal Electronics
- > UP TV / Aspire
- > Verizon
- > Viacom Media Networks
- > World Wide Technology
- > WOW!
- > Xavient Digital



86% of the sponsors say the networking value of their sponsorship is high.*

**Source: 2019 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit*



ADAPTIVE SPIRIT ORGANIZATION LEADERSHIP

Steve Raymond, Chairperson

Steve is VP of Client Solutions for Gracenote Connectivity. He is responsible for long term business strategy for products and services across sports, media and entertainment verticals. Prior to Gracenote, Steve was SVP Sales for Vubiquity, a division of Amdocs Media. He spent 25 years in affiliate sales at the Walt Disney Company ending his time with them as SVP National Accounts. 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. Steve serves on the Paralympic Working Group and Paralympic Strategic Task Force for the U.S. Olympic and Paralympic Foundation and will be inducted into the Colorado Snowsports Hall of Fame in 2019.

Deborah Flippo, Secretary

Deborah has more than 25 years of experience in the industry. Currently, she is VP Affiliate Sales and Distribution at Amdocs Media (formerly Vubiquity), the leading global provider of premium content services and technical solutions. Previously, she held senior executive positions at iN DEMAND, Request TV and several MVPDs. Her non-profit experience beyond Adaptive Spirit includes

co-chair for Cable Positive Denver and president of the Virginia Tech Denver Alumni Chapter. Deborah currently serves on Virginia Tech's National Alumni Board. She has served as the Communications Chair of the Event Committee since 2001.

Amos Smith, Treasurer

Formerly CFO at Layer3 TV, Amos is now VP Operations at T-Mobile Home & Entertainment. In the cable industry since 1994, he held previous positions at Time Warner Cable including GVP Tech Ops, Care & Payment Services and SVP/CFO residential at Time Warner Cable. Prior to Time Warner Cable, he spent seven years at AT&T Broadband (formerly TCI) in various financial positions. Prior to those finance positions, 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 is a senior executive at Advance and focuses on corporate development and strategic partnerships. She served as president of Bright House Networks until its 2016 merger with Charter and Time Warner Cable. Nomi presently sits on the corporate board of publicly held Visteon Corporation and privately held 1010data, Mediamorph, Black & Veatch and a Stealth Space Company. In addition, she is a board member for her alma mater, University

of Rochester, One Revolution and member of the FCC Technological Advisory Council. Her real moments of brightness derive from her role as a dedicated wife to her husband and proud, loving mother of three wonderful daughters.

Ralph Green, Director

Ralph Green is a Customer Development Account Associate Representative at PepsiCo (Frito Lay). His clients include King Soopers, Walmart, Safeway, Sams Club, Target and the Air Force Academy. Adaptive Spirit attendees may remember Ralph as an 11-year member of the U.S. Paralympic Ski Team. While active as a ski racer he partnered with Cox, Coca Cola, United Airlines, The Home Depot and Rocket Fuel as a sponsored athlete and brand ambassador. A former board member of Disabled Sports USA, Ralph is a motivational speaker with a strong emphasis on youth violence. He has an M.B.A. with a marketing concentration from Keller Graduate School of Management.

Tim Gropp, Director

A 40-year veteran of the telecommunications industry, Tim recently left CommScope. Previously, he led sales teams for ARRIS Group, Inc., including in the U.S., Latin America, Asia Pacific, and Canada. Tim joined ARRIS in 2007 as a result of the C-COR acquisition. Previously, he was with Southwestern Bell, AT&T and Lucent Technologies. Tim has a B.A. from the University of Texas and

is active in SCTE. He was recently inducted into the Cable TV Pioneers. And speaking of pioneers, Tim is considered an Adaptive Spirit pioneer attending the event beginning in 1997 and almost every year since then.

Doug Moore, Director

Doug serves as President, CEO and representative director of Fujitsu Network Communications Inc. He oversees Fujitsu's North American businesses providing network infrastructure and services. Doug's held a variety of positions in sales, 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 STEM education and the growth of the digital economy. He is chairman emeritus of Tech Titans, chairman and board member of Truenet Communications, advisory board member of iCode LLC, board member of Asociar LLC., and board member and treasurer of 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 35-year veteran in the telecom industry and currently works for Friend MTS as Senior Vice President, Americas Sales. Brad has worked for Disney Channel, Bravo, Encore/STARZ!, Amdocs, Nokia and CSG. He is also a seed investor in BT&O Consulting, a data and analytics consulting company. Brad has been involved with Adaptive Spirit since 1999, he is a race co-chair and board member. Brad is passionate about mentoring young adults interested in business and technical sales roles and an avid golfer, conservationist

and outdoorsman. Brad resides in the Denver metro area with his wife, Sandra, and two daughters. Brad has a B.A. from Ohio University.

Jay Rolls, Director

Jay is a cable engineer and his previous position was CTO for Charter Communications from 2011 to 2019 where he had responsibility for advanced engineering and architectures across all lines of business. Prior to that position, Jay was at Cox Communications for 13 years achieving the position of SVP Engineering. Other career positions include VP of Business Development at Pacific Broadband and VP of Network Engineering at Excite@Home. Jay spent nine years in Germany with Alcatel and BBN Communications and began his career 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 Rooney is a cable pioneer. He has been a marketer and leader in the industry from 1981 to 2017. His previous position in the industry was CMO for Layer3 TV. Previously, Joe spent 29 years at Cox Communications achieving the position of CMO. Joe paved the way for innovative marketing concepts such as the original triple-play bundle. He has been recognized with marketing honors such as recipient of the 2004 NCTA Vanguard Award for Marketing. Joe was event co-chair for Adaptive Spirit for 13 years and joined the board in 2011. Additionally, Joe is on the advisory board for Stay-Focused, a SCUBA diving and self-discovery mentoring program for mobility-challenged teens. Joe and his wife of 35 years, Lori, live in Keystone, Colorado.

Pete Wisowaty, Director

Pete is EVP Sales and Marketing for Nominum which was acquired by Akamai in late 2017. Pete is a telecom industry veteran with over 30 years of sales, sales management and business development experience. Prior to Nominum, he was VP Strategic Sales and Business Development for Grand Central Communications. He also held senior level sales and sales management positions at several early stage companies including WhereNet (Zebra), Pluris, ZeitNet (Cabletron) and Kalpana (Cisco). Early in his career while working and living in Denver, he worked with service providers including AT&T and RBOC's and with cable pioneers such as Daniels Communications and TCI. Pete holds a B.S. degree in business administration with an emphasis in marketing from San Diego State University.

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.

NO EXCUSES UNLIMITED PARTNERSHIP WITH ADAPTIVE SPIRIT

Becoming a top-flight Paralympic competitor is an increasingly expensive challenge. To assist in this challenge, we have a funding opportunity known as the Adaptive Spirit Athlete Partnership (ASAP), formerly known as the Athlete Partner Program. ASAP is a much-needed source of funding for equipment, training and prosthetic care that athletes count on year after year. In order to administer and maximize the annual contributions, Adaptive Spirit partners with No Excuses Unlimited through ASAP to collect and distribute tax-deductible donations made by our sponsors and participants.

Every Adaptive Spirit Annual Event includes an amazing Silent Auction, with items ranging from a lavish trip for two to Monaco, to cutting edge

electronic equipment to sporty, USOC athletic apparel. This year, the net amount raised at the auction was \$126,662—a record amount in the event’s 24-year history.

Through the work of the ASAP committee, Adaptive Spirit also holds additional fundraising events. One of those is a Colorado favorite, the Tailgate With A Purpose. Adaptive Spirit and No Excuses Unlimited come together during this event to share good food and fun for a great cause. The 2018 Tailgate With A Purpose took place at Broncos Stadium at Mile High prior to the Denver Broncos vs. Houston Texans game on November 4th. Food was generously provided by 505 Southwestern in addition to donations from committee members. A good



time was had by all and \$2,899 was raised to support ASAP.

Unique opportunities also exist for companies to help individual athletes through a relationship which may include sponsor-branding opportunities where the athletes wears that logo or booking athletes to speak at company meetings where they inspire employees.

At the beginning of this fiscal year, Adaptive Spirit made a four-year commitment to ASAP which ensures an incremental donation of \$80,000 each year through 2021. The board and advisers of No Excuses Unlimited include longtime supporters, Adaptive Spirit event committee members and former Team USA 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 year-round secure online donation process, is available at NoExcusesUnlimited.org. You can also contact the ASAP co-chairs, Kevin Hord (Charter, VP Purchasing Operations) and Greg Riker (Metrological, SVP America Sales) using the information on the Event Committee page of the Adaptive Spirit web site.

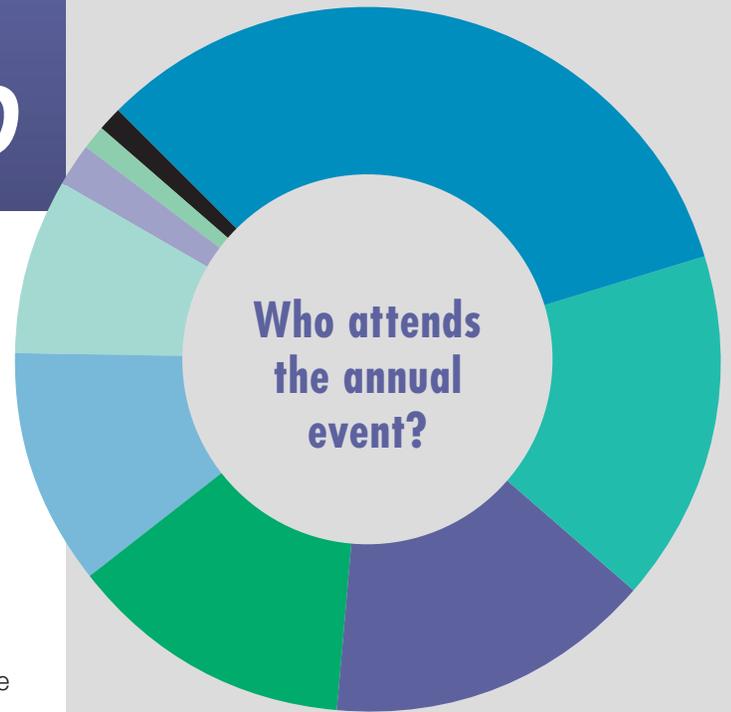


LOOKING FORWARD

The upcoming 25th year will be an amazing milestone for Adaptive Spirit. What started as a humble fundraiser for what was then called the U.S. Disabled Ski Team has now grown into the largest single funding source for the U.S. Paralympic Ski and Snowboard Team. In January 1996, the first event raised around \$100,000 with attendance of 110 guests. Today, the Adaptive Spirit annual event typically welcomes over 1,100 people and has contributed over \$10.6 million to adaptive snow sports since 1996.

Perhaps the most impressive accomplishment is the attendees keep coming back. Last year, our sponsor packages sold out in October—a new record. During the 2019 Awards Banquet, all of the event’s platinum sponsorships sold for the upcoming 25th Annual Event. The Adaptive Spirit phenomenon continues! Where else can one make new business connections, build on existing relationships and learn the latest in telecommunications technologies while supporting an amazing cause and enjoying the beautiful Colorado mountains in the town of Vail? It’s a rare opportunity, indeed.

As always, our goal is to surpass the funds raised in the prior year, to provide even more insights on the changing telecom landscape and improve our attendees’ experience. As we look forward to 2020 and our Silver Anniversary, there will also be a chance to look back, smile and to share the many memories from 24 years of Adaptive Spirit. On to the 25th year! It’s the beginning of the next 25 years.



- **MVPD/MSO** 33%
- **Programmer/Network** 16%
- **Marketing/PR** 15%
- **Hardware Provider** 13%
- **Software Provider** 11%
- **Other** 8%
- **Telco/Satellite** 2%
- **Consumer Electronics** 1%
- **Internet/ISP Content Provider** 1%

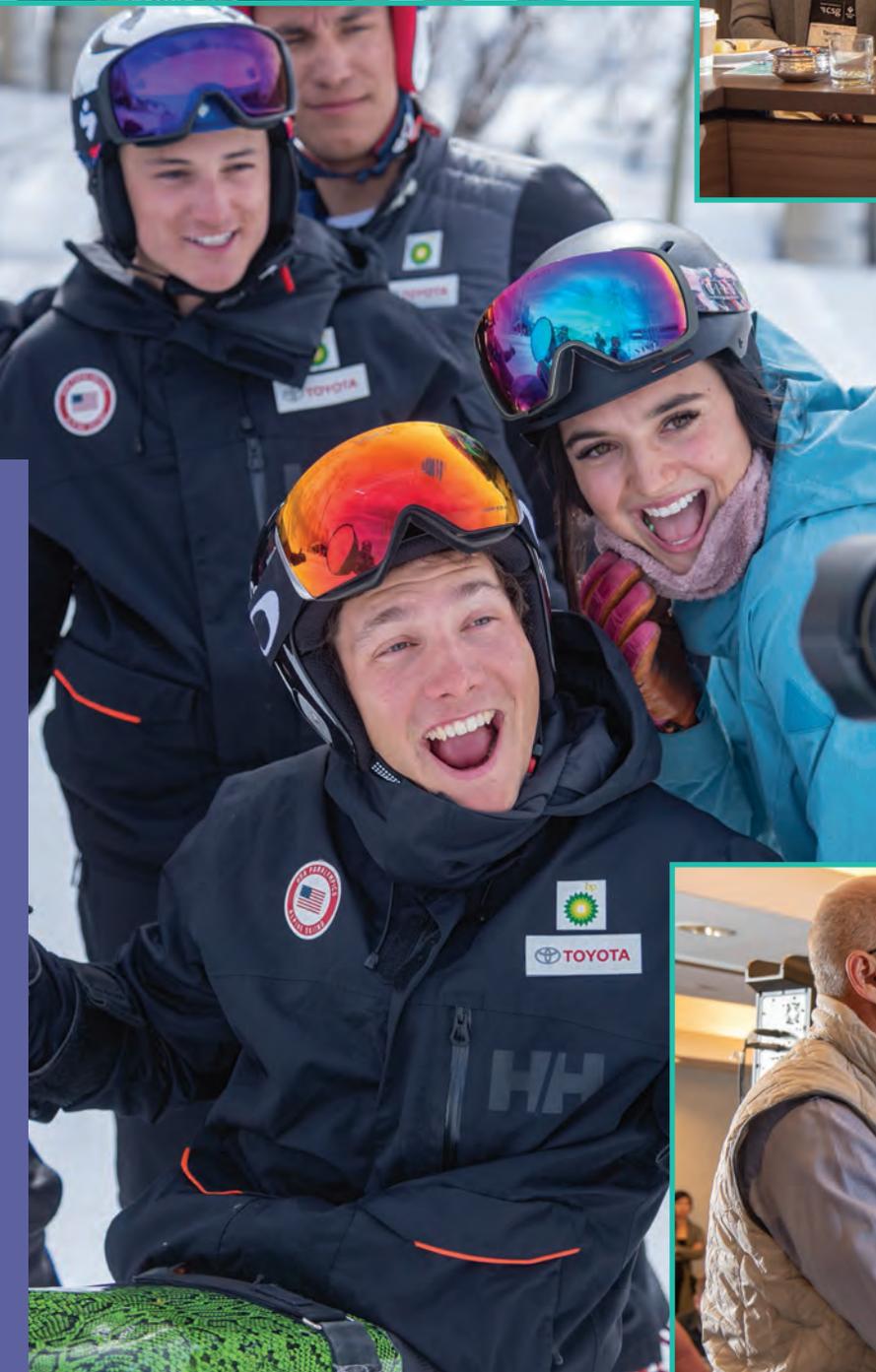
“Love the event, love the people, good ROI!”*

**Source: 2019 Attendee Survey conducted by Horowitz Research, the official research provider of Adaptive Spirit*





Reserve your 2020 sponsorship today!
We're more than 82% sold!



SAVE THE DATE APRIL 2-5, 2020

Celebrating 25 years!
To become a sponsor
or to learn more:
contactus@adaptivespirit.com

adaptivespirit.com #AS2020

