



ADAPTIVE
Spirit

2015

ANNUAL REPORT



Sponsor Feedback: 86% are likely or very likely to renew their sponsorship in 2016. 79% state the networking and relationship-building value is very high at SkiTAM.*

*Source: 2015 Attendee Survey conducted by Horowitz Research



“SkiTAM/Adaptive Spirit is always one of the best events I attend, either professionally or personally. I come away from the event invigorated and inspired, and really feeling like the cable industry has done something meaningful and fantastic.”



“I think the addition of the educational events is important for the industry overall and to maintain people’s ability to attend.”



A Message from the Adaptive Spirit Board Chairperson

It is hard to believe it has been 20 years since the first “SkiTAM.” In 1995, nobody could have imagined the event would grow into one of the world’s largest fundraisers for adaptive skiing not to mention be the single largest fund-raiser for the U.S. Paralympic Ski and Snowboard teams. Our industry can look back over 20 years and be proud to say we literally saved the struggling U.S. Disabled Ski Team and helped it grow into one of the dominant teams in International Paralympic competition. Along the way, we became one of the telecommunications industry’s best networking and educational events. And now we turn “21” and move our attention to the continuation of providing critical financial support to the U.S. Paralympic Ski and Snowboard teams by hosting our event in Vail April 7–10, 2016. We have also kicked off a personal giving campaign which focuses on direct athlete support. We announced the first phase of this campaign at the event this year and are off to a strong start with initial pledges of \$300,000. We will launch phase two of the

campaign in October. Keep an eye on your email for details on how you can participate. Finally, on behalf of the Adaptive Spirit Board, Event Committee and volunteers, we want to say thank you to those who continue to come back year after year. We have built an incredible community of support for these amazing athletes and it is truly heart warming to see the life-long relationships developed over the years. We look forward to seeing you next year as we hit 21!



**Steve Raymond, Chairperson
Adaptive Spirit Board of Directors**

20 Years Remarkable— the Year in Review

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 build up the telecommunications business. All funds remaining after expenses are paid are donated to a charitable organization. In 2015, once again Adaptive Spirit chose the U.S. Paralympic National Ski Team as the recipient of the majority of those funds. The 20th Anniversary Event broke all records with 1,215 registrants and 157 industry companies represented. Another record was broken when all of the sponsor packages sold out by December 15. This is the earliest sell out in history! We also hosted a record number of team alumni, many of which were on the team during the first few years of SkiTAM.



Educational Panel

Adaptive Spirit kicked off “20 Years Remarkable” by teaming with the Rocky Mountain Cable Association for a digitally dynamic opening panel. *Digital First: Telecom Lessons in Digital Marketing Success* was sponsored by Rocket Fuel and kicked off the 20th Anniversary Event. Top advertising and marketing experts gathered to discuss the current state of digital marketing. The panel featured a presentation by Rocket Fuel followed by a reactor panel with experts from Adometry@Google, Cox and Time Warner reviewing success stories and challenges in the ever-changing world of digital media. Moderated by Michael Grebb, Associate Publisher, CableFAX Group, the panel's presenter was Robert Jones, Senior Manager Research & Insights, Rocket Fuel. The reactors were Paul Pellman, Director and Head of Adometry, Google; Joan Gillman, EVP and Chief Operating Officer, TWC Media; and, Chris Shaffer, Executive Director Digital Marketing and Sales, Cox.





Brain Trust Breakfast

This year's Breakfast really scored big with Adaptive Spirit members. We increased the number of breakfast sessions which were hosted by Darcy Antonellis, CEO, Vubiquity; Tom Rutledge, CEO, Charter; Dr. David Steel, EVP Strategic Marketing North America, Samsung; Tony Werner, CTO, Comcast; and, Steven Wolfe Pereria, CMO, Datalogix. The Brain Trust Breakfast was originally added to the schedule in 2013, and has proven to be quite the networking hit. It has improved and grown since then! 99% of the attendees surveyed in 2015 feel the Brain Trust

Breakfast brings a lot of value to SkiTAM and the overall caliber of the executives is excellent. Industry executives have their questions answered and connect with the breakfast hosts in an intimate setting.

B2B Après Ski

Sponsored by Huawei Technologies, Adaptive Spirit added this activity to the 20th Anniversary Event. The telecommunications industry believes B2B is a very attractive revenue source. Companies are building higher-speed networks and offering new solutions for staying in touch with customers. Adaptive Spirit feels the time is here to target B2B-related operators and vendors to give them an environment to network effectively. 22% of 2015 attendees attended B2B Après Ski and 73% of those gave it excellent ratings for value. The Event Committee wishes to thank Ken Kraft, Cox Business, Vice President Marketing, and Todd Stewart, Bright House Networks, Corporate VP Advertising, for hosting this activity. Based on feedback from MSOs, consultants, marketers and content providers who attended, B2B Après Ski will be an annual activity as we look to grow the B2B segment.

Adaptive Challenge

What does it take to race in a sit-ski, stay vertical in a mono-ski or go downhill without sight? This year, we added this unique peek into what it takes to balance and move at lightning speeds on the mountain from the athlete's perspective. The sit-ski challenge and mono-ski demo was at the base of the Golden Peak racecourse.

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 support to fill in their athlete support funds. During this fiscal year, Adaptive Spirit increased the funding with a \$6,300 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.



Attendees gave the mono-ski a try and learned first-hand how core strength is integral to keeping it vertical. Some guests also chose to check out the Nordic sit-ski and move it over the snow. The visually impaired challenge was led by the team of athletes Danelle and Rob Umstead on Gopher Hill. Guests got to feel the thrill of downhill skiing with a blindfold and a guide.

A big thank you to Ericsson for creating the challenge!



Adaptive Spirit and U.S. Paralympics

Paralympic Adaptive Spirit Endowment Fund

In 2012, the board donated \$860,000 to the USOC to create the Adaptive Spirit Endowment Fund. With those funds, the USOC created the U.S. Paralympic Adaptive

Spirit Fund to help the USOC increase the Paralympic Champions Fund. This fund has grown to \$1.5 million from the original donation due to additions from other matching fund sources. Adaptive Spirit would like to see this fund become the seed money to support Paralympic skiing in perpetuity.

Details about the Paralympic Champions Fund are on the USOC web site at TeamUSA.org/US-Paralympics.



The 20 Fund

In honor of the 20th anniversary of Adaptive Spirit (aka SkiTAM) and the robust partnership between the telecommunications industry and the U.S. Paralympic Ski, Snowboard and Nordic teams, Adaptive Spirit launched a private giving program. Named the Adaptive Spirit 20th Anniversary Paralympic Skiing and Snowboard Endowment, 100% of the donations are directed to the athletes and to athlete programs. Started and anonymously funded by two Adaptive Spirit volunteers, the founding goal is to boast 100% Adaptive Spirit Board and Committee support of this fund. It is structured as an annual giving campaign with pledges over the next five years. The Endowment also hopes to engage all Adaptive Spirit members and get their individual participation. As one of the only privately-funded national Olympic and Paralympic movements in the world, personal philanthropy is critical to U.S. Paralympic success and Adaptive Spirit hopes to lead the way in these efforts with this new,

Rack 'em and Stack 'em

Adaptive Spirit, No Excuses Unlimited and generous sponsors hosted a great networking event during the 2014 SCTE Expo in Denver. Rack 'em & Stack 'em combined a poker tournament, 9-ball pool tournament, SCTE networking and FUN in an evening where participants showed their support for the ski and snowboard Paralympic athletes of Team USA! The evening raised \$20,000 and the proceeds went into the Athlete Partner Program. A big THANK YOU goes out to all of the sponsors. This incredible fundraising event would not be possible without their support! Look for details for another great networking event on October 14 during SCTE Expo in New Orleans.



private giving campaign. Currently, the campaign has netted more than \$314,000 in donations with all levels of gifts from \$20 to two \$100,000 pledges over five years. 100% of this gift is tax-deductible and you can use the following link to gift online: <https://donate.teamusa.org/page/contribute/adaptive-spirit>

Nordic Carbon Sit-Ski Initiative

This year, the Adaptive Spirit Board approved special funding to the Nordic Team. A \$40,000 fund was set up to pay for research and development to create a new kind of carbon frame for the Nordic team sit-ski athletes. Prototypes are scheduled to be delivered in time for the Nordic team's summer dry land training camps. The prototypes will be dry land tested by athletes to determine if the new frames generate the additional speed needed on the race course. Based on the dry land tests, the prototypes may travel with the team to their on-snow camps. Coach John Farra is also using the funds to pursue another builder who has a completely different approach to the design. This last strategy could potentially benefit all sit-skiers as it will reinforce areas where the current versions have failed.

It was tremendously impactful for the members of the Paralympic Advisory Committee (PAC) to join the Adaptive Spirit 20th Anniversary Event in Vail. To witness first-hand the support from Adaptive Spirit leaders and donors for the Paralympic ski and snowboard programs is remarkable and truly impressive. It meant a lot to our PAC members to be able to thank them in-person for all they've done and continue to do to champion our Paralympic athletes and hopefuls.

*Jim Benson, U.S. Olympic Committee
Board of Directors*

*Chairman, USOC Paralympic
Advisory Committee*

20th Anniversary Sponsor List

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—the fundamental reason for the success of Adaptive Spirit.

Platinum

ARRIS	Ericsson
Cisco Systems	HBO
Cox	NBCUniversal
Disney ESPN Media Networks	NetCracker Technology

Gold

Bright House Networks	ION Media Networks
Deluxe OnDemand	PM3
EYEMG	S&D Marketing Advertising
Humax USA Inc.	

Silver

Alcatel-Lucent	IgnitionOne
Amdocs	Neustar
CANOE	Rocket Fuel
FCB Chicago	Samsung
Fujitsu Network Communications	SeaChange International
Hewlett Packard	Stingray
Horowitz Research	Technicolor
Huawei Technologies	Vubiquity

Bronze

ADB	New England Sports Network
AMC Networks	NFL Network
Bullseye Marketing Systems	Nominum
CAS Group	ONE World Sports
Charter	Pace Americas
Ciena	ROOT SPORTS
Clearleap	Sand Cherry Associates
CSG	Scripps Networks Interactive
Dun & Bradstreet	ThinkAnalytics
Facebook	TiVo
Fox Networks	Turner Broadcasting System
ID Media	Univision
iN DEMAND	Visible World
IntegraOptics	The Weather Company
IWCO Direct	
Myhren Media	

Financial Overview

Financial Summary

In the organization’s fourth year, we continued to serve as a great networking and educational resource for the telecommunications industry. The 20th Anniversary Event (aka SkiTAM) generated record-breaking gross revenue of \$1.3 million dollars.

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 2015-2016 season. With the addition of the upper limb classification on the Snowboard team, there will be a substantial increase in size of that team. The board anticipates 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 brought in a new record net amount of \$77,400. The silent auction funds are used to support the Athlete Partner Program (administered by No Excuses Unlimited) to benefit the team’s athletes on an individual basis. Due to the increased team size during the 2014-2015 season, the Adaptive Spirit board approved a donation of \$50,000 to No Excuses Unlimited to provide incremental dollars to the Athlete Partner Program. Adaptive Spirit also co-hosted Rack ‘em & Stack ‘em at the SCTE 2014 expo which generated additional funds for APP.

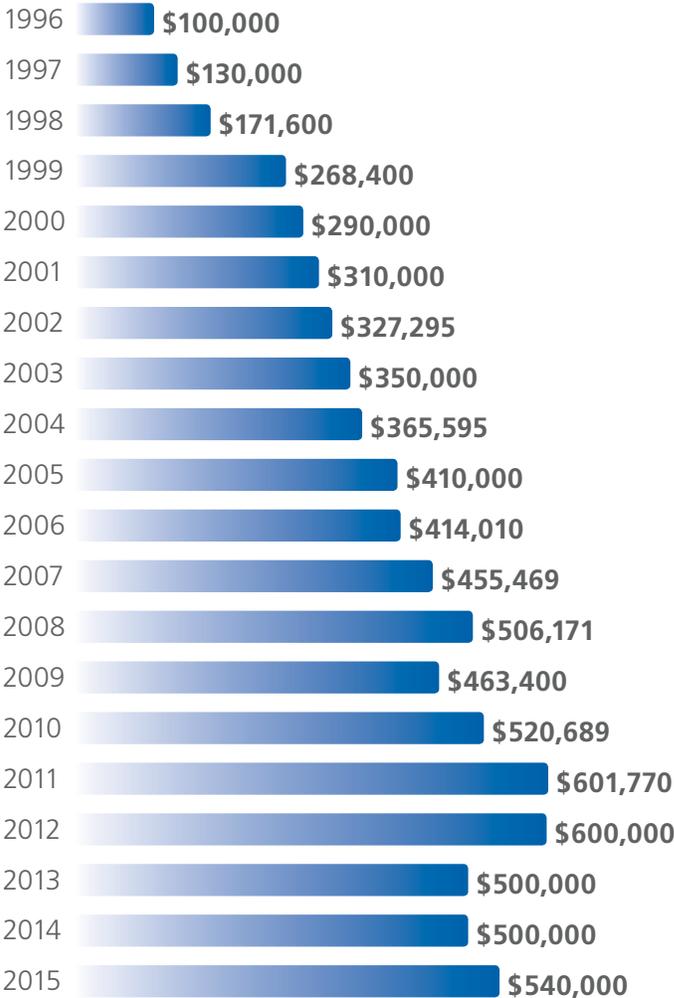
One part of Adaptive Spirit’s financial plan is to maintain an investment account which creates a “safety net” in the event an additional team donation or unexpected expenses are incurred. In 2013, the board chose Waddell & Reed to hold and invest the funds. In 2014, an additional \$100,000 was allocated to the portfolio. We are happy to report the fund has a return of 15.69% since inception.

Statement of Financial Position

June 30, 2015
(in thousands, unaudited)

Assets	
Cash and Cash Equivalents	\$582.2
W & R Investment Account	\$215.7
Promotional Assets	\$0.6
	\$798.5

SkiTAM Donations to the Paralympic Ski Team



Statement of Activities

July 1, 2014 to June 30, 2015
(in thousands, unaudited)

Revenue Sources

SkiTAM 2015	\$1,303.3
Membership dues	\$50.9
Educational Event	\$6.8
Other	\$1.5
	<hr/>
	\$1,362.5

Expenses

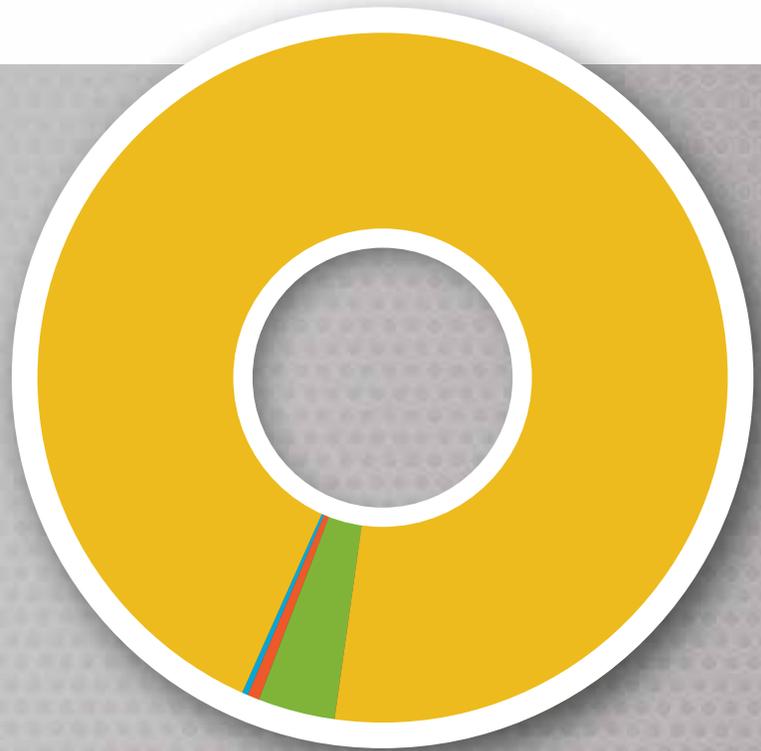
SkiTAM Donations	\$605.1
Organization	\$9.7
Educational Event	\$3.7
	<hr/>
	\$618.5

Charitable donations

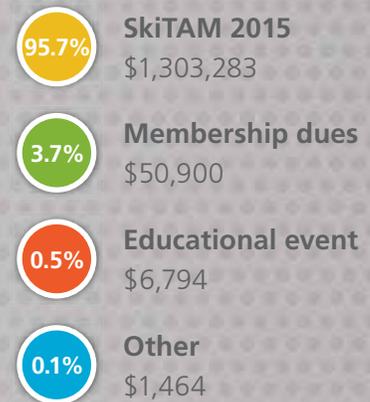
Athlete Partner Program	\$50.0
Empire State Games	\$6.3
US Paralympics	\$540.0
	<hr/>
	\$596.3

Profit from operations **\$147.7**

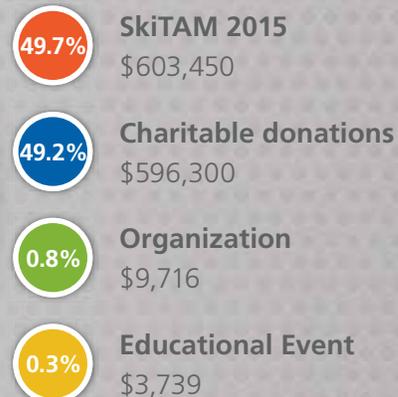
In-kind services value received **\$149.2**



Sources of Funds



Use of Funds





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 (NEU), APP funds are granted based on an application process. No Excuses Unlimited also administers the Jack Benedict Memorial Fund which provides funding for the Jack Benedict 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.



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 the focus of 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 television industry. We develop and support business relationships which provide our members with better results than they would have 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 the growth and successes in the telecommunications industry
- Sharing best industry practices with our members

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.

ADB	Dun & Bradstreet	Oracle
Al Jazeera America	Ericsson	Pace Americas
Alcatel-Lucent	EYEMG	Pivot
AMC Networks	Facebook	PM3
Amdocs	FCB Chicago	Rocket Fuel
ARRIS	Fox Networks	Rogers
Ballard Spahr	Fujitsu Network Communications	S&D Marketing Advertising
Bright House Networks	General Communication Inc.	Samsung
Bullseye Marketing Systems	Google	Sand Cherry Associates
Cable ONE	HBO	Scripps Networks Interactive
Cablevision Systems	Hewlett Packard	SeaChange International
CANOE	Horowitz Research	Shaw Communications
CAS Group	Huawei Technologies	Stingray Digital
Century Link	Humax USA	Suddenlink
Charter	ID Media	Technicolor
Charter Media	iN DEMAND	TELUS
Ciena	Infinera	ThinkAnalytics
Cisco	IntegraOptics	Time Warner Cable
Clearleap	ION Media Networks	Time Warner Cable Media
Comcast	IWCO Direct	TiVo
Comcast Business	Juniper Networks	Turner Networks
Comcast Media Center	MediaVest	Universal Electronics
Cox	Myhren Media	Univision
Cox Business	NBCUniversal	Verizon
Cox Media	NCTC	Visible World
CSG International	NetCracker Technology	Vubiquity
Deluxe OnDemand	Neustar	Weather Channel
DIRECTV	New England Sports Network	WideOpenWest
DIRECTV Sports	NFL Network	
DISH	Nominum	
DISH Media	ONE World Sports	
Disney ESPN Media Networks		

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 multisystem operators, independent system operators, direct broadcast satellite, 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 provided to the success of Adaptive Spirit and/or the well being of the industry.

Adaptive Spirit Organization Leadership

Steve Raymond, Chairperson

Working for DIRECTV Sports Networks as vice president, Affiliate Relations, Steve is based in the ROOT SPORTS, Rocky Mountain Regional office in Denver. He is responsible for developing and implementing affiliate marketing strategies, promotions, affiliation agreements and all aspects of distribution for the regional sports networks based 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. Steve was named "Chef de Mission" for 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 largest global provider of premium content services and technical solutions serving clients in 37 countries and reaching more than 100 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 ten years as President of the Virginia Tech Denver Alumni Chapter. Most recently, Deborah was elected to Virginia Tech's National Alumni Board. She has served as the Communications Chair of the Event Committee since 2001.

Amos Smith, Treasurer

As GVP Technical Operations, Care and Payment Services for Time Warner Cable Residential Business, Amos is responsible for financial planning and analysis. He is a key strategic partner working to ensure optimization of financial returns, accurate expense planning, budgeting and forecasting. He is

also responsible for residential payment services and signal security. Amos began his career at Time Warner Cable in 2002 as Vice President of Finance for National Division. Prior to joining Time Warner Cable, 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 designing flood control facilities. 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 Bergman is President of Bright House Networks, the sixth largest domestic MSO. She is an advocate and spokesperson for industry innovation, new technologies and services, all with the goal of continuously improving customer value and satisfaction. The company has earned top accolades from its customers as well as being recognized by highly regarded consumer brands such as Consumer Reports and J.D. Power & Associates among others. Nomi has received many industry accolades from WICT, *CableFax Magazine*, SCTE, *MultiChannel News*, *CED* and the prestigious Vanguard Award for Leadership. Nomi holds a degree in Economics and Statistics from the University of Rochester. She is an avid skier and enjoys activities such as running, swimming and hiking with her husband and three daughters. People attending SkiTAM over the years have watched her daughters grow up as they attend the event with Nomi.

Mike Hayashi, Director

Since Mike's retirement from Time Warner Cable in early 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 technological endeavors. Prior to joining Time Warner, Mike 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 Warner Cable's Qube project.

Doug Moore, Director

Adaptive Spirit welcomes our newest board member, Doug Moore. Doug currently serves as executive vice president and chief operating officer at Fujitsu Network Communications Inc. He oversees the companies' four principle 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 Bachelor of Science degree in mechanical engineering at the University of Arizona and Master of Business Administration degree at Arizona State University.

Ron Pitcock, Director

Ron Pitcock is currently VP and general manager of the national cable television group for Huawei Technologies USA. He is a technology entrepreneur with over 35 years in the industry. Ron serves as a CEO advisor for Leptron Industrial Robotic Helicopters and Hunting for Purpose. Previously, he served as Chairman/CEO/President for HomeSync, CEO/President for ICC Speed Cell, board member for ComPath, Chairman/CEO of LifeStyle Innovations and Integra5 as President and board member. He co-founded and served as President of High Speed Access Corporation. Ron has been recognized as a top 100 cable executive and is a Cable TV Pioneer. He is active in the leadership of the Shrine of Denver supporting children's hospitals. He has a BBA from the Texas A&M system, an Mtel from Denver University and is a doctoral candidate with Jones International University in Denver.

Jay Rolls, Director

Jay Rolls is SVP and Chief Technology Officer at Charter Communications. He and his team have responsibility for Advanced Engineering & 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

Recently retired from a 34-year career in the cable industry, Joe was most recently SVP Branding, Advertising and Social Media at Cox Communications. His first job out of college was selling cable door to door and he has moved within the industry ever since. Joe joined the Atlanta headquarters from the Cox Orange County, California, where he helped create a bundling strategy in the system which was recognized as being the first in the nation to offer the triple-play of digital video, telephone and high speed Internet. Joe's catch phrase "It's the bundle, baby" was borne out of his experiences driving bundle penetration in the OC. Joe won the 2004 NCTA Vanguard Marketing Award and the 2015 CableFAX Operator Lifetime Achievement Award. He has volunteered with Adaptive Spirit's SkiTAM event since 2002.

Ken Tolle, Legal Advisor

President and Senior Advisor, Launch Pad Media Advisors

Susan Burgstiner, Administrator

President, Marketing On Demand, Inc.

20th Anniversary Event Committee



Each year, a talented and diverse base of professionals from the cable and telecommunication industries come together 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,
Bright House Networks, President

Patty Bullington

Silent Auction Co-Chairperson,
Charter Communications,
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,
Evolution Digital Media,
Business Development

John Farra

Nordic Team Liaison,
High Performance Director,
Paralympic Nordic Skiing

Cheryl Feingold

Sponsorship Co-Chairperson,
TransCend Resources, CEO

Deborah Flippo

Committee Communications,
Vubiquity, VP,
Affiliate Sales and Distribution

Bill Futera

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

Steve Havey

Athlete Partner Program
Co-Chairperson,
Contec Holdings Ltd.,
SVP, Marketing

Nancy Heffernan

Sponsorship Co-Chairperson,
Cox Communications,
Director, Video Marketing

Anne Marie Hukriede

Marketing and Race
Co-Chairperson,
S&D Marketing | Advertising,
VP, Client Services

Kevin Jardine

Alpine Team Liaison,
High Performance Director,
Paralympic Alpine Skiing

Molly McCaskill

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

Brad Parobek

Race Co-Chairperson,
Huawei Technologies,
VP, New Business Development

Steve Raymond

Event Committee Co-Chairperson,
DIRECTV SPORTS,
VP, Affiliate Sales

Joe Rooney

Event Committee Co-Chairperson,
Cox Communications,
SVP, Brand Marketing,
Advertising & Social Media

Todd Stewart

Sponsorship Co-Chairperson,
Bright House Networks,
Corporate VP, Advertising

Lori Wood

Volunteer Chairperson,
DigitasLBI, Account Manager

Looking Forward

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

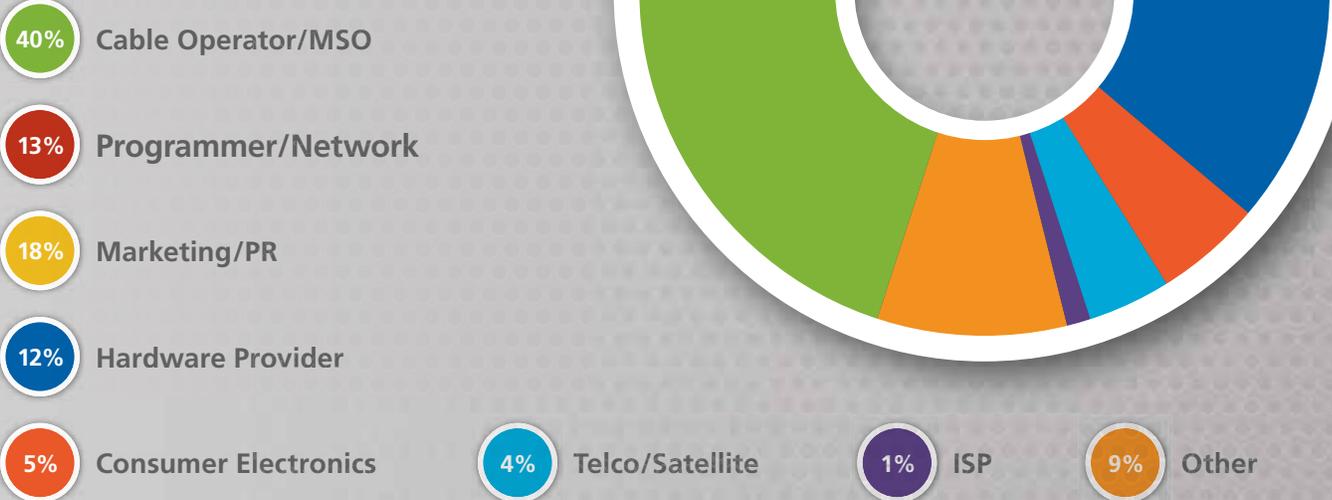
In the year ahead, Adaptive Spirit’s goal is to improve upon the winning formula that has attracted the best and brightest in the industry. This strategy has given those leaders a platform to share knowledge and best practices with their colleagues. In the coming year, Adaptive Spirit aims to support 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 work place and for better service and opportunities for the adaptive community.

Adaptive Spirit also looks to build upon the venerable annual event also known as SkiTAM. After twenty years of continued success—each year better than the next—the Event Committee remains solidly committed to surpass the funds raised at the 2015 event. A top priority is to find even more significant and timely speakers and topics for educational and networking discussions. By making constant improvements to the Annual Event, we ensure the event provides invaluable networking opportunities for years to come. Next year’s annual event will take place in Vail from April 7 to 10.

After 20 years of service and support, Adaptive Spirit (also known as SkiTAM) looks forward, in enthusiastic anticipation to 20 more wonderful years!

Who Are Adaptive Spirit Members?

Source: 2015 Attendee Survey conducted by Horowitz Research





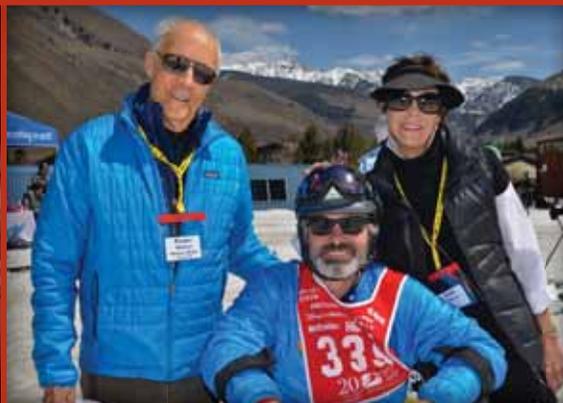
Adaptive Spirit

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Littleton, Colorado 80120
P: 303-797-9507
F: 303-797-6746

PRSR STD
U.S. POSTAGE
PAID
IWCO DIRECT

Reserve your SkiTAM 21 sponsorship today!

20th Anniversary
sponsor packages
sold out in December
last year. Don't miss out.



Save The Date

Adaptive Spirit's 21st Annual will take place April 7 to 10 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 www.adaptivespirit.com. *See you on the mountain!*