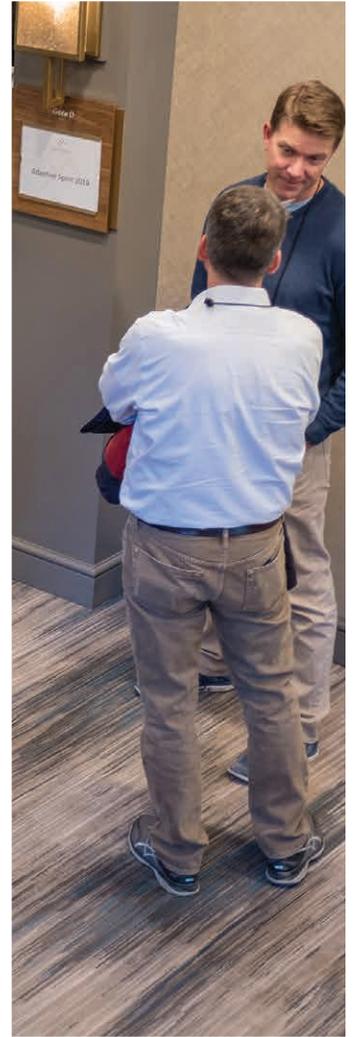


2020 ANNUAL REPORT



ADAPTIVE SPIRIT



I hope this message finds you and your family well. It has been over five months since we were going to be together in Vail to gather as colleagues and friends to celebrate the athletes of the U.S. Paralympics Ski and Snowboard Team at Adaptive Spirit's 25th Anniversary. This unique COVID-19 situation has touched everyone in a profound manner. Our personal and business lives have changed dramatically, and we are adapting to new ways of getting things done.

An important task for all industry members is to rebuild our business and the relationships

which create a robust economy. As we move forward, we will create new ways in which Adaptive Spirit can offer important educational and networking opportunities that make the annual event unique while respecting the new business and social environment. Our organization will also continue to work with other organizations such as SCTE, The Cable Center, RMCA and CableLabs to support the industry.

We can learn a lesson from the very athletes that we support as they constantly look for new ways to adapt in their daily personal and athletic lives. Our athletes were forced to deal with an early season termination and are now creative with ways to stay in optimal shape.

The U.S. Paralympics Ski and Snowboard Team is working hard to create plans for what is likely to be a modified competition season as well as deal with significant programming and budget cuts. The support of

Adaptive Spirit has never been more important. Several winter athletes are also summer athletes. They will be training for the 2021 Summer Games in Tokyo as they also focus on qualifying for the Winter Paralympic Games in Beijing in 2022.

The good news is our sponsors and attendees understand the challenges facing the team and, thanks to their support this year, we are in a position to make a substantial donation to the team for the 2020-2021 season.

In the meantime, thanks again for your continued support and we look forward to seeing you in April when we will have another chance to celebrate Adaptive Spirit's 25th Anniversary!

*Steve Raymond
Board Chair, Adaptive Spirit*

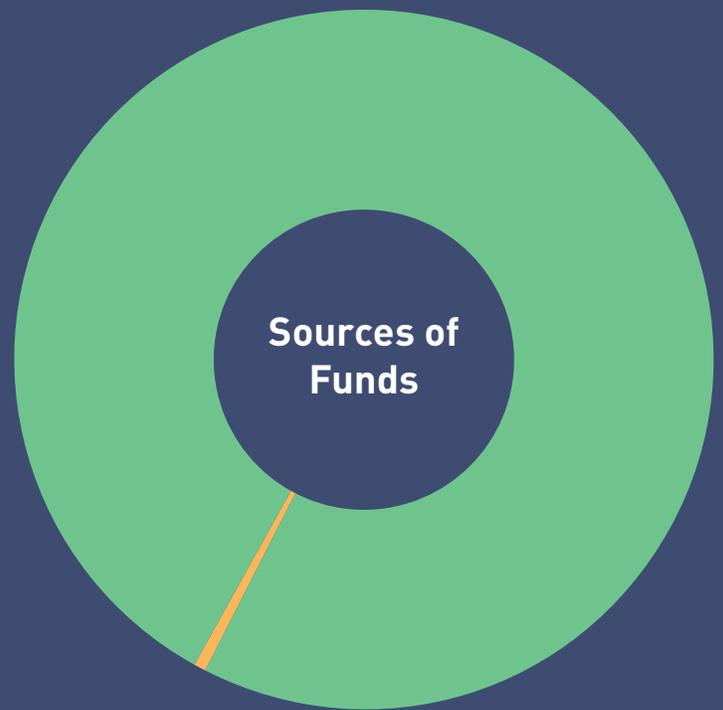
FINANCIAL OVERVIEW

In the organization's ninth year as a standalone entity, we continue to serve as a great networking and educational resource for the telecommunications industry. The board approved a donation of \$500,000 to the U.S. Olympic & Paralympic Committee to benefit the U.S. Paralympics Ski and Snowboard Team for its 2020-2021 seasons. Additional donations for special initiatives for the team may be approved during the upcoming fiscal year based on requests and needs.

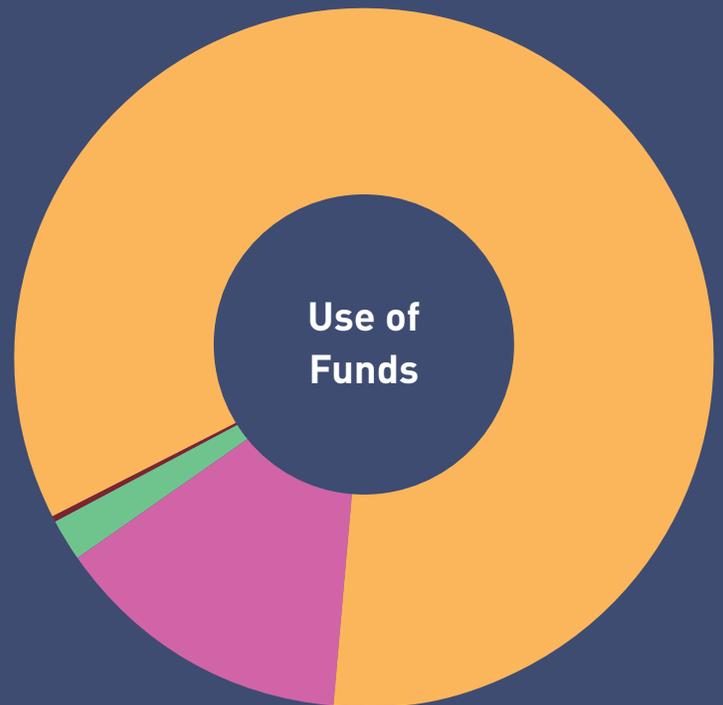
Even though the Annual Event was cancelled, the silent auction committee pivoted quickly and created an online silent auction. The silent auction and other Adaptive Spirit Athlete Partnership (ASAP) fundraising activities netted \$91,879 for the program. These funds are used to support the ASAP (administered by No Excuses Unlimited) and benefit the team's athletes on an individual basis. In addition, the Adaptive Spirit board approved a donation of \$80,000 to No Excuses Unlimited to provide incremental dollars to the program. (Most of the revenue and expenses for ASAP are not reflected within the Adaptive Spirit financial records as No Excuses Unlimited receives and disburses the associated dollars.)

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 locate its investment fund to Charles Schwab Corporation to take advantage of lower investment expenses and a more closely managed approach. At the end of the fiscal year in which the economy is showing an average of 30% loss, the overall portfolio value has increased 1.49% since inception.

Typically, Adaptive Spirit reports on a cash basis. Due to the cancellation of the Annual Event, this year's financial statements have been changed to a modified cash basis. This reporting change allows us to present a more accurate picture of the organization's financial status.



- AS2020 \$817,951-99.7%
- Other \$2,779-0.3%



- Charitable donations \$825,000-84.4%
- AS2020 \$131,726-13.5%
- Organization \$19,471-2.0%
- Industry events \$1,661-0.2%

Statement of Financial Position—Modified Cash Basis

June 30, 2020 (in thousands, unaudited)

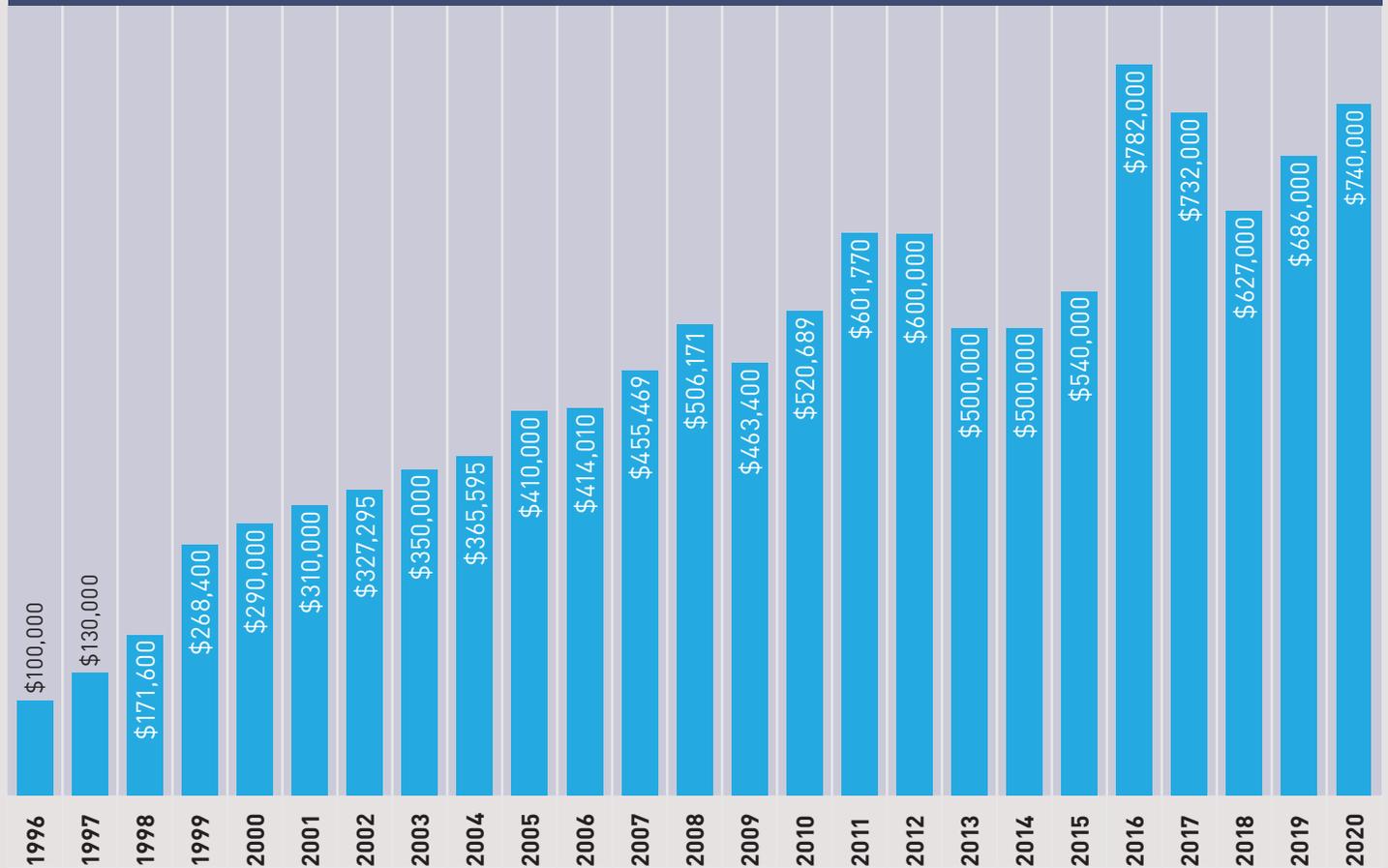
Assets	
Cash and cash equivalents	\$784.1
Schwab investment account	\$263.9
Deferred expenses	\$96.8
Fixed assets	\$7.8
	\$1,152.6
Current Liabilities—Deferred Revenue	
AS2020	\$375.7
Investment account	\$18.5
	\$394.2

Statement of Activities—Modified Cash Basis

July 1, 2019 to June 30, 2020 (in thousands, unaudited)

Revenue Sources		Charitable Donations	
AS2020	\$818.0	ASAP	\$80.0
Other	\$2.8	Empire State Games	\$5.0
	\$820.8	USOPC	\$740.0
			\$825.0
Expenses		Loss from operations	
AS2020	\$131.7		(\$156.9)
Organization	\$9.9		
Industry development	\$10.5		
	\$152.1	In-kind services value received	
			\$61.3

DONATIONS TO THE U.S. PARALYMPIC SKI TEAM



2019-2020 YEAR IN REVIEW

Annual Event

Like many other conferences, the Annual Event was cancelled to ensure the health and safety of our attendees. 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. All funds remaining after the expenses are paid go to a charitable organization. In 2020, Adaptive Spirit once again chose the U.S. Paralympics Ski and Snowboard Team as the recipient of the majority of those funds.

Colorado Snowsports Museum Hall of Fame Induction

During the summer of 2019, Adaptive Spirit received the very exciting news that Steve Raymond, Adaptive Spirit Board Chairperson, would be inducted as part of the 2019 class to the Colorado Snowsports Museum Hall of Fame and recognized in the Sport Builder category for his tireless work on behalf of adaptive skiing. On the evening of October 26, 2019, the ceremony took place in Vail to induct Steve and four others into a Hall of Fame that has inducted more than 200 athletes, coaches, patrons and supporters of the museum since its first class in 1977. It was, most definitely, a proud and momentous occasion for our organization!



» 2020 SPONSORS

Even though AS2020 did not happen, the "Spirit" was there! Thank you to our amazing sponsors, many of which allowed us to retain or roll forward sponsorship payments, our organization remains viable and we were able to issue donations to support elite adaptive snow sports.

Platinum

- > Akamai*
- > Cisco / World Wide Technology*
- > CommScope*
- > Cox
- > Ericsson
- > Fastly*
- > HBO
- > WarnerMedia*
- > NBCUniversal
- > Spectrum (Charter)*
- > Technicolor

Gold

- > AMC Networks*
- > Assurant*
- > Dell Technologies*
- > Fujitsu Network Communications*
- > Hitron Technologies
- > NTT
- > S&D Marketing | Advertising*

Silver

- > Advance*
- > Crown Media Family Networks
- > CSG*
- > Deluxe Distribution
- > Discovery*
- > Disney Media Distribution
- > Fox Corporation
- > Hewlett Packard Enterprise*
- > Horowitz Research*
- > Infinera*
- > IWCO Direct*
- > Nokia
- > Power & Telephone Supply*
- > Slalom Consulting*
- > Ubee Interactive*

Bronze

- > AccuWeather*
- > Adobe*
- > ADVA*
- > Anthem Sports & Entertainment*
- > Arterra Mobility
- > CAS Group*
- > Ciena*
- > Deloitte*
- > Dun & Bradstreet
- > eero*
- > EYEMG*
- > Federated Wireless*
- > Huawei Technologies USA*
- > Humax
- > Juniper Networks
- > Kids Central*
- > Launch Pad Media Advisors*
- > Myhren Media*
- > NESN
- > Netcracker
- > Precision Optical Transceivers*
- > Sand Cherry Associates*
- > Sparklight (Cable ONE)*
- > TIBCO Software
- > T-Mobile*
- > Universal Electronics*
- > ViacomCBS
- > Vecima*
- > WNC*

* denotes sponsor companies committed to a AS2021 sponsorship.

Industry Kick Off

In January of 2020, Adaptive Spirit partnered with Rocky Mountain Cable Association, NAMIC Denver, SCTE, The Cable Center and WICT Rocky Mountain for an Industry Kick Off to celebrate the new year and to share information about each of these industry associations. Adaptive Spirit had representation at the event with



Other Telecom Industry Conferences

Adaptive Spirit employed collaboration to increase its presence in the industry. In June, CableLabs generously allowed us to have a presence at their conference in Keystone, Colorado. Due to their industry niche, we were able to connect with numerous companies that were not aware of the Annual Event. At that conference, Adaptive Spirit's display was next to the SCTE booth and that fortuitous location gave us a new connection. In early October, the sponsor committee and board members spent time on the floor at SCTE in

New Orleans meeting with potential new sponsors and thanking current sponsors. SCTE very kindly donated promotional space at the Expo. In addition to a banner ad on its Expo app, they donated mentions in event emails, representation on their website and space in the media room. Additionally, our banner ad in the Cable-Tec Expo had the most "click-through" actions out of all the other links on the app. The board wishes to thank SCTE staff Mark Dzuban, President/CEO; Matt Aden, VP Sales and Operations; and Zenita Henderson, VP Marketing and Business Development for their support and help.



Ralph Green

event information and sponsorship commitment forms in order to make a last-minute push to fill some open spots for activity sponsors. The Adaptive Spirit video team created a 90-second sizzle video and Steve Raymond was able to give a formal presentation. Team USA alum and Adaptive Spirit board member, Ralph Green, served as the keynote speaker for the event. It was a great opportunity to spread the word about Adaptive Spirit to our colleagues in the telecommunications ecosystem.





ATHLETE SUPPORT SPOTLIGHT



UNITED STATES
OLYMPIC & PARALYMPIC
COMMITTEE

Paralympic Special Initiative Funding

Even though the season was cut short, the teams and individual athletes continue to use this year to prepare for the 2022 Winter Paralympics in China. In addition to the \$500,000 team donation, Adaptive Spirit created the financial ability for the U.S. Paralympics to complete \$240,000 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.

> **Alpine and Snowboard Teams:** Due to the cancellation of the season, the Alpine and Snowboard Teams have not been able to fully utilize this funding. As camps and training resume, they intend to use the 2019-2020 funding for development purposes as athlete development is still a top priority as they approach the 2022 Winter Paralympics. The Alpine Team is developing new equipment and more information

on this project will be available next year.

> **Nordic Team:** Nordic development initiatives had meaningful progress this season. Developing connections between athletes and the local/regional sport clubs will assist in Nordic training year-round. Also, funding from Adaptive Spirit helped to bridge the gap for Nordic athletes between their first competition and the World Cup arena. Greater visibility in the mainstream Nordic world means future development occurs without our direct involvement and more people will expand their view of what being a skier looks like. A record 55 athletes started Nordic skiing this season at USOPC supported events and camps. Four of these qualified for their first World Cup during the winter.

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, Austria.

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, in conjunction with Adaptive Spirit, wishes to honor Jack's memory and motivate members of U.S. Paralympic Ski Team to bring home the gold. There are two awards to honor podium placement and recognize Jack's leadership qualities.

Victory Incentive Program (VIP):

The VIP award is given annually to a Paralympic athlete whose dedication and perseverance exemplify Jack's famous proclamation that *"Fourth Place Doesn't Count."* This year's award 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



Laurie Stephens

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 third time Laurie has won this award in the last seven years.

Jack Benedick Leadership Award:

One of Jack's best and notable characteristics was his leadership ability. 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, the award winner was determined through a majority vote from current team members. There was a tie for this year's award. Both Oksana

Masters and Mike Schultz received equal votes by their teammates.

Oksana is a member of the Nordic Team and multiple medal-winning Paralympian in Nordic and biathlon. Oksana's most recent accomplishments include double gold in women's cross-country middle distance and sprint at the 2018 Paralympic Winter Games, as well as winning the overall 2018-2019 World



Oksana Masters

Para Nordic Skiing World Cup cross-country title in the women's sitting class.

Mike is a member of the snowboarding team. He was the first

person to win a gold medal at the X Games and Winter X Games and has multiple medals from previous Paralympics. Mike realized the need for advancements in high impact adaptive sports prosthetics and founded BioDapt, Inc. The entire snowboard team uses his company's prosthetic knee (Moto Knee) and foot (Versa Foot). More than 100 wounded soldiers and extreme amputee



Mike Schultz

athletes wanting to return to an active lifestyle are using Mike's prosthetics.

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 \$5,000. 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*

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
- > Advance
- > Akamai
- > Altice USA
- > AMC Networks
- > Anthem Sports & Entertainment
- > Arterra Mobility
- > Assurant
- > CableLabs
- > Cable ONE
- > CAS Group
- > CenturyLink
- > Charter
- > Ciena
- > Cisco
- > Cognizant
- > Comcast | Comcast Business
- > CommScope
- > Cox
- > Crown Media
- > CSG
- > Dell Technologies
- > Deloitte
- > Deluxe Distribution
- > Discovery
- > DISH
- > Disney Media Distribution
- > Dun & Bradstreet
- > eero
- > Ericsson
- > EYEMG
- > Fastly
- > Federated Wireless
- > Fox Corporation
- > Fujitsu
- > HBO WarnerMedia
- > Hewlett Packard Enterprise
- > Hitron Technologies
- > Horowitz Research
- > Huawei
- > Humax
- > Infinera
- > INSP
- > Integra Optics
- > IWCO Direct
- > Juniper Networks
- > Kids Central
- > Launch Pad Media Advisors
- > Liberty Global | Liberty Media
- > Metrological
- > Music Choice
- > NBCUniversal
- > NCTC
- > NESN
- > Netcracker
- > Nokia
- > NTT Communications
- > Power & Telephone Supply
- > Precision Optical Transceivers
- > Prolabs
- > REELZ
- > Sand Cherry Associates
- > Sercomm Technology
- > Shaw Communications
- > Stalom Consulting
- > Sling TV
- > Technicolor
- > TELUS
- > The Cable Center
- > TIBCO
- > T-Mobile
- > Universal Electronics
- > UP TV / Aspire
- > Vecima
- > Verizon
- > Viacom Media Networks
- > WNC
- > World Wide Technology
- > WOW!

**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*



EVENT COMMITTEE

Each year, the Annual Event depends on a talented and diverse base of professionals from the telecommunication industry to create our annual event. 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 and will continue its work for 2021.

Paula Birth

Industry Content Co-Chairperson
P Squared Solutions

Patty Bullington

Silent Auction Co-Chairperson
Charter, Director Accessibility

Susan Burgstiner

Social Chairperson
Marketing On Demand, President

Colette Carey, Publicity Chairperson

AXS TV, VP Marketing Operations

Eileen Carey, Nordic Team Liaison

Paralympic Nordic Team,
High Performance Director

Alex D'Addio, Video Chairperson

D'Addio Productions

Rich DiGeronimo

Event Committee Co-Chairperson
Charter, Chief Product & Technology
Officer

Sandy Dukat, Team Support

Marketing On Demand

Deborah Flippo

Committee Communications

Craig Heiting

Sponsorship Co-Chairperson
WURL, SVP Worldwide Business

Kevin Hord

Adaptive Sprit Athlete Partnership
(ASAP) 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 Alpine and Snowboard
Teams, High Performance Director

Zelda Martens, Sponsor Support

Z Marketing

Molly McCaskill

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

Brad Parobek, Race Co-Chairperson

Friend MTS, SVP Sales America

Steve Raymond

Event Committee Co-Chairperson
Charter, VP Accessibility

Greg Riker, Adaptive Sprit Athlete

Partnership (ASAP) Co-Chairperson
Metrological, SVP America Sales

Elena Ritchie, Silent Auction

Co-Chairperson
Charter, Group VP Content

Maria Rothschild

Industry Content Co-Chairperson

Roger Seiken

Sponsorship Co-Chairperson
WOW!, SVP Programming

Todd Stewart

Sponsorship Co-Chairperson
TAS Media

Lori Wood

Volunteer Chairperson
Comcast, Marcom Manager



ADAPTIVE SPIRIT ORGANIZATION LEADERSHIP

Steve Raymond, Chairperson

Steve Raymond is Vice President of Accessibility for Charter. In his role, Steve leads efforts to drive, launch and refine accessibility and universal design in Charter's accessibility products, features and services. Previously, Steve was VP Client Solutions for Nielsen Connectivity. Before Nielsen Steve was SVP at VUBIQUITY, Inc. From 2014 – 2017, Steve served as vice president of affiliate relations for AT&T Sports Networks in Denver. Prior to that position, 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 serves on the Paralympic Working Group and Paralympic Strategic Task Force for the U.S. Olympic and Paralympic Foundation and was inducted into the Colorado Snowsports Hall of Fame in 2019.

Deborah Flippo, Secretary

Deborah has over 25 years of experience in the telecommunications industry. She has held executive sales positions at Friend MTS, Amdocs Media (formerly Vubiquity) and iN DEMAND Networks. Her non-profit experience beyond Adaptive Spirit includes co-chairing the Cable Positive Denver Chapter and Positively Cable Show where she was a Brad Wojoski and Beacon Award winner. She also

served as President of the Virginia Tech Denver Alumni Chapter where the Outstanding Chapter award was achieved 10 years in a row. Deborah is currently completing her sixth year on Virginia Tech's National Alumni Board. She has served as secretary of the board since the organization's inception and communications chair on the event committee since 2004.

Amos Smith, Treasurer

Formerly CFO at Layer3 TV, Amos is now VP Operations at T-Mobile. 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.

Rich DiGeronimo, Director

Rich was appointed to his current position as Chief Product and Technology Officer in 2019 and joined Charter in 2008. Coming from Level 3 Communications where he served in multiple leadership roles over eight years, Rich started his career at Bear Stearns focusing on technology investment banking. In 2015, Rich was named WICT Rocky Mountain Mentor of the Year. He has a B.B.A. from the Ross School of Business at the University of Michigan where he graduated with high distinction.

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 US, Latin America, Asia Pacific, and Canada. Tim led global sales at C-COR and then joined ARRIS in 2007 as a result of the C-COR acquisition. Previously, he was with Southwestern Bell, AT&T and Lucent Technologies. In addition to his work with Adaptive Spirit, he serves as a director for Arrowhead at Vail Association. 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 has been in the telecom industry since 1984 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. Involved with Adaptive Spirit since 1999, Brad is a race co-chair and board member. He 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 executive 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 was 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 a telecom industry veteran with over 30 years of sales, sales management and business development experience. Most recently, he was VP of Sales at Akamai as a result of the acquisition of Nominum. While at Nominum, Pete was EVP of Sales & Marketing and during his tenure grew the business to 135 tier one/two telco, cable and mobile providers in 40 countries. His prior leadership include roles at Grand Central Communications (Google/SFDC), WhereNet (Zebra), ZeitNet (Cabletron) and Kalpana (Cisco). Pete founded Azure Sky Ventures, an advisory/consulting business. He has been actively involved with Adaptive Spirit for five years. Pete and his wife have two boys in college and split their time between Palo Alto, California and Vail, Colorado.

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 cutting-edge electronic equipment to sporty, USOC athletic apparel. This year, the net amount raised at the auction was \$89,931 which is an amazing feat considering the auction was an online only format.

With the assistance 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 2019 Tailgate With A Purpose took place at Broncos Stadium at Mile High prior to the Denver Broncos vs. Cleveland Browns game on November 3rd. Food was generously provided by 505 Southwestern in addition to donations from committee members. With the big turnout from Cleveland fans, a good time was had by all and \$1,948 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.

In 2017, Adaptive Spirit made a four-year commitment to ASAP which ensures an incremental donation of \$80,000 each year

through 2020. 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.



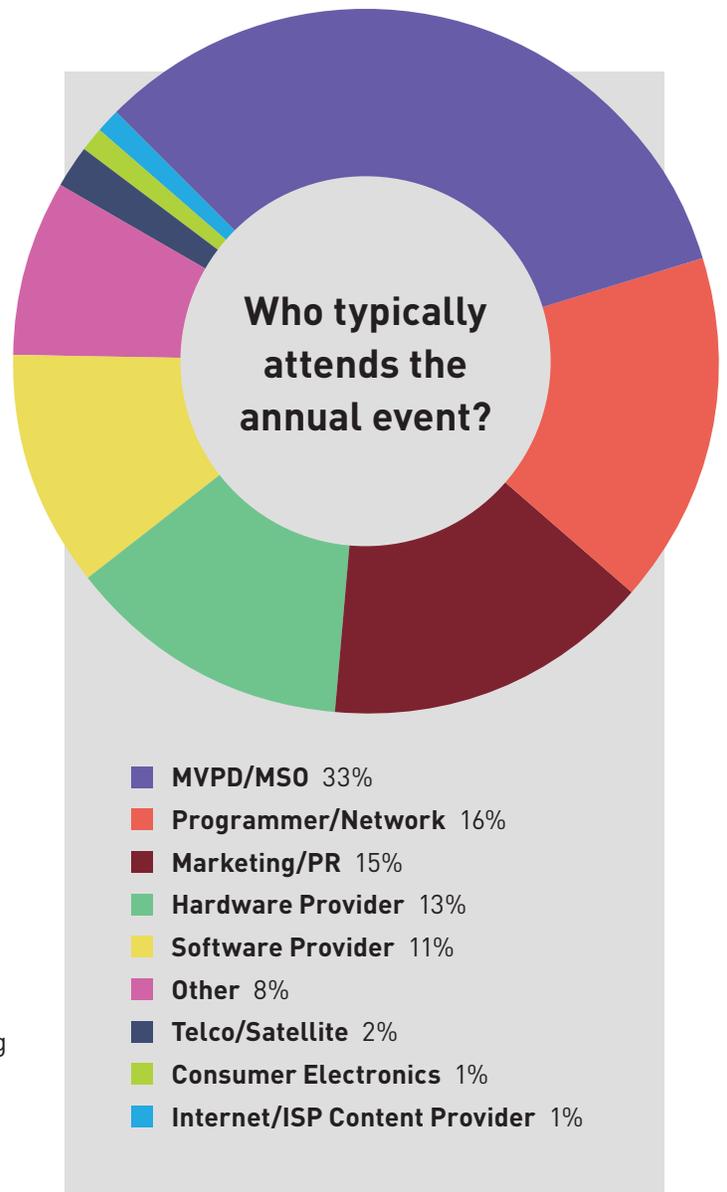
LOOKING FORWARD

The Annual Event will get a second chance to turn 25; this time in 2021. Our 25th annual event is a huge milestone for Adaptive Spirit. Started as a humble fundraiser for what was formerly known as the U.S. Disabled Ski Team, the Annual Event has grown into the largest single funding source for the U.S. Paralympics 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.

Adaptive Spirit is eternally grateful to the sponsors who have either renewed or rolled forward their sponsorships to the 2021 Annual Event. COVID-19 has taken its toll on many businesses so, for our amazing sponsors who kept or made additional commitments, we humbly thank you.

As we look forward to the 2021 Annual Event, the board and event committee will implement improvements to the Saturday Night Awards Banquet, now known as the Podium Bash. That evening's agenda has been streamlined to move more smoothly. In addition, the After Hours event will be located in the same venue concluding with a band and dancing after the Bash. We're looking forward to implementing this new dynamic format.

As always, our goal is to provide more insights on the changing telecom landscape, surpass funds raised in prior years and improve our attendees' experience. In 2021, we look forward to the second chance to make our Silver Anniversary year the very best yet!



“LOVE THE
EVENT, LOVE
THE PEOPLE,
GOOD ROI!”*

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



70% of the sponsor packages and activity sponsorships are sold!
Reserve your 2021 sponsorship today!



SAVE THE DATE APRIL 8-11, 2021

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

adaptivespirit.com #AS2021

