

# Influence Partnership Stewardship Storytelling



**Annual Report 2017**

The Alpine Club of Canada | Le Club Alpin du Canada





# Message from the President

We have many reasons to celebrate our accomplishments in 2017. Several milestones have put us on a new and exciting course, setting the stage for our Club's bright future.

These achievements bring us to an important inflection point. The ACC is transforming into a more efficient organization that is working in partnership with our 22 Sections.

I am proud of our new 2018-2020 strategic plan, which we began developing in May and was approved by the board in October. The plan underpins our direction over the next few years.

Our new iMIS management platform and database system was put in place in December 2017. This new software will eliminate many of the legacy IT issues we have struggled to overcome and will, in time, provide a platform to allow services such as website hosting for Sections and online hut bookings for members. More importantly, this technology will also allow us to more easily engage with our members across the country in the hopes of better understanding their needs and increasing their knowledge of the Club through ongoing direct communication.

On the financial front, we have worked hard to institutionalize the investment management of our Designated Funds portfolio. This speaks to the growth and professionalization of our organization as we look to standardize best governance practices across all portfolios.

On a personal note, it has been rewarding to work with such an enthusiastic and engaged board. We challenge each other, share a passion for the organization and believe we are part of something special.

Thanks for everyone's commitment and enthusiasm, and for a wonderful year. I look forward to working with you all in 2018 and taking the organization to new frontiers.



—Neil Bosch, Edmonton Section



# Message du président

Nous avons plusieurs réalisations à célébrer pour l'année 2017, marquée par des tournants majeurs qui nous ont mis sur une trajectoire nouvelle et prometteuse préparant la voie de l'avenir lumineux de notre Club.

Ces réalisations nous emmènent à un important point d'inflexion. Le CAC devient une organisation plus efficace qui travaille en partenariat avec nos 22 sections.

Je suis fier de notre plan stratégique pour 2018-2020, commencé en mai et approuvé par le conseil en octobre. Le plan étaye notre orientation pour ces prochaines années.

Notre nouvelle plateforme de gestion et de banque de données iMIS a été mise en place en décembre 2017. Ce nouveau logiciel éliminera plusieurs problèmes que nous avons combattus en matière de technologie de l'information et fournira, avec le temps, une plateforme d'hébergement de sites web à nos sections et de réservation de refuges en ligne à nos membres. Mais surtout, cette technologie nous permettra de nous engager plus facilement auprès de nos membres à travers le pays, afin de mieux comprendre leurs besoins et de mieux leur faire connaître notre Club grâce à une communication directe et continue.

Sur le front financier, nous avons travaillé fort pour institutionnaliser la gestion de notre portefeuille de fonds désignés. Cela témoigne de la croissance et de la professionnalisation de notre organisation alors que nous cherchons à uniformiser selon les meilleures pratiques la gouvernance de tous les portefeuilles.

Sur une note plus personnelle, il a été très gratifiant de travailler avec un comité aussi enthousiaste et engagé. Nous nous lançons des défis, nous avons une passion commune pour l'organisation et nous avons la conviction de faire partie de quelque chose d'unique.

Merci à tous pour cet enthousiasme et ce dévouement, et pour cette année formidable. Je suis impatient de travailler avec vous en 2018 et d'emmener notre organisation vers de nouvelles frontières.

— Neil Bosch, section Edmonton



# Message from the Executive Director

The year 2017 was pivotal. The Club continued to grow in terms of membership numbers but also in terms of outreach as we adopted new engagement technology, refocused our environmental efforts, and invested in capital assets new and old. As part of our ongoing regional investment strategy, we gifted \$40,000 to the Club's newest hut at Peak 5040 on Vancouver Island, which is being competently stewarded by that Section.

Board and Section meetings took place in the Yukon and at the historic Abbot Pass hut, likely one of the highest elevation board meetings ever held in Canada! It was great to see so much energy at the Section meetings, which coincided with the Yukon Centennial Climbing Expedition 50th Celebration. A beautiful film of the original expedition was commissioned and has been made available online.

Another highlight was attending October's International Climbing and Mountaineering Federation (UIAA) General Assembly in Shiraz, Iran with our President, Neil Bosch. It was a reminder that the ACC is part of a world-wide community of shared values, such as responsible mountain access, and honour and respect for indigenous peoples and cultures. It was also a reminder that climbing interests in North America are well represented by The Alpine Club of Canada.

Recognizing the growth of the Club and our increasing influence in Canadian mountain culture, we added two full-time employees – a social media expert and a Services Director – as well as a part-time accounting member. Among a myriad of marketing efforts, we also introduced Travel Alberta staff to our hut system, which will now be part of its winter destinations strategy.

Finally, I'm happy to report that the digitization of the 110-year-old Canadian Alpine Journal is now complete, and was released online in December to coincide with International Mountain Day. The CAJ is our flagship publication and access is now free, as our gift to

those across the globe as part of Canada's sesquicentennial anniversary.

Thank you to all our members, volunteers and stakeholders for making 2017 a robust and successful one. You've set the bar high for 2018!

—Lawrence White



# Message du directeur général

2017 a été une année centrale pour nous. Le Club a continué de grandir non seulement par ses membres, mais aussi par sa portée grâce à l'adoption d'une nouvelle technologie de fidélisation, le recentrage de nos efforts environnementaux et l'investissement dans des actifs immobilisés récents et anciens. Par notre stratégie d'investissements régionaux, nous avons donné 40,000 \$ au plus récent refuge du Club au pic 5040 de l'île de Vancouver, que sa section gère avec compétence.

Les réunions du conseil et des sections ont eu lieu au Yukon dans le refuge historique du col Abbot — sans doute parmi les réunions à la plus haute altitude jamais tenues au Canada! L'énergie rayonnait aux réunions des sections, qui coïncidèrent avec les célébrations du cinquantième anniversaire de l'expédition alpine du Centenaire au Yukon, dont un très beau film a été commandé et mis en ligne.

Un autre point fort aura été d'assister en octobre à l'Assemblée générale l'Union internationale des associations d'alpinisme (UIAA) à Shiraz (Iran) avec notre président, Neil Bosch : un rappel que le CAC s'inscrit dans une communauté mondiale de valeurs partagées comme l'accès responsable aux montagnes et les droits des cultures autochtones. Cela a aussi rappelé que les intérêts de l'alpinisme en Amérique du Nord sont bien représentés par le Club alpin du Canada.

Tenant compte de la croissance de notre Club et son influence dans la culture de montagne canadienne, nous avons ajouté un expert en médias sociaux et un directeur des services parmi nos employés à temps plein, ainsi qu'un membre à temps partiel en comptabilité. Et parmi nos nombreuses activités de marketing, nous avons présenté notre système de refuges au personnel de Travel Alberta, qui l'introduira désormais dans sa stratégie de destinations d'hiver.

Pour conclure, je suis fier d'annoncer la numérisation des 110 ans de notre journal alpin canadien, le Canadian Alpine Journal, mis en ligne en décembre dernier pour coïncider avec la Journée internationale de la montagne. Cette ressource précieuse et gratuite est notre cadeau à tous les Canadiens et au monde en ce 150e anniversaire de notre pays.

Merci à tous nos membres, nos bénévoles et nos partenaires pour une année 2017 solide et réussie qui nous a fixé la barre haute pour 2018!

— Lawrence White

Skiing in Fairy Meadow. Photo by Bill McNally



# Who We Are

The foundation of the Club is our people. Their involvement reflects their varied passions and their great commitment to our mission, whether it be staff, board and committee members, volunteers or competitive athletes. Together, they serve as ambassadors for the Club. Within our Sections, members show their dedication by their actions: leading trips and courses, developing skills training, partnering with local organizations and providing a social outlet that energizes people to continue to be involved in our mountain community.

## Activities

*A highlight in my year was attending a week at the GMC and seeing the mix of returning participants and first timers, all full of excitement for the week to come. We have had full subscription for several years now and this upcoming summer, the GMC is already sold out.*

—Frank Spears, Prince George Section, VP for Activities

- ▶ Training modules for Top Rope Rock Climbing Leader and Winter Mountaineering Leader programs were completed. A module for Summer Mountaineering Leader is in draft format and a combined Ice & Mixed Climbing Leader module is in development.
- ▶ The Leadership Development Committee held its first training session for Top Rope Rock Climbing Leader at the Canmore Clubhouse in the spring. Representatives from eight Sections participated in the prototype training event. A team of ACC members is also translating the Top Rope Rock Climbing Leader module to provide a version in French.
- ▶ This year's 111th annual General Mountaineering Camp (GMC), took place in B.C.'s Selkirk Mountains at the Albert Icefields. The six-week program was fully subscribed with 160 participants and ended with an expanded Artist Camp.
- ▶ Several new adventure camps were offered in 2016-17. They included a 55+ Camp to Fryatt Hut, Rogers Pass Powder Camp, 6 Pass Traverse Women's Camp and the Nepal International Camp. Each provided the opportunity to explore new terrain, and bolster mountaineering, backcountry and ski skills. Several new adventure camps will be offered in 2017-18, including one to Norway, Introduction to Ski Mountaineering, Mount Edziza backpacking and the Adamants Climbing Camp.



Photo by Zac Robinson

2017 GMC. Photo by Laura Rapp



- ▶ Faculty members of the School of Environmental Studies at the University of Victoria participated in the final week of the GMC. They are working on the Mountain Legacy Project, which captures change in Canada's mountains through the use of historical survey photographs. <http://mountainlegacy.ca/>
- ▶ The Club's Take It Outside initiative aimed at younger gym climbers held an initial session in October with the University of Ottawa climbing club. Organized by Ottawa ACC volunteer Renee Diamond, this outing started with some basic instructions on the use of safety gear and saw many of the U of O climbers mastering routes that afternoon.

University of Ottawa climbing club trip in October.





## Membership Survey

In 2017, the Club conducted its first membership survey since 2006. Using the services of the University of Alberta, the Club received responses from 2,495 members. Participants answered questions about member satisfaction, fundraising, priorities and opinions about the Club. The survey breaks down responses from the 22 Sections, including the popularity of activities and services. Data from this survey provides valuable guideposts for the development of new programs and services, and to help in our strategic planning for the future. Read the full report on the ACC website at [www.alpineclubofcanada.ca](http://www.alpineclubofcanada.ca)

Fall volunteer work weekend at the ACC Montreal Keene Farm Hut, Keene, NY



Photo by Mike Babowicz

## Competitive Athletes

*Our athletes and members are bringing great energy to the organization and we are excited to move ahead with programs aimed at younger gym climbers. My personal highlights were week four of the GMC (fabulous!) and reaching a personal goal of climbing "Diedre on the Chief" in Squamish, B.C.*

—David Foster, Ottawa Section, VP for Services & Athletics

Lily Dubrowski, Newfoundland Junior Climbing Team member.  
Photo by Greg Locke



- It was a big year for Climbing Escalade Canada (CEC), where the ACC is represented on the board by Greg Locke, Newfoundland and Labrador Section. With competitive climbing included in the 2020 Tokyo Olympics, the CEC is working overtime to make sure Canadian athletes have the opportunities and support needed to own the podium.
- Ski Mountaineering Competition Canada (SMCC) – part of the ACC – is the national sport federation for "skimo" in Canada. In 2018, it will host the Pan American Championships.
- Our Canadian Ski Mountaineering Team ranked 16 at the ISMF World Championships in Italy in 2017, with leading results from the two-man team of Nick Elson, Vancouver Section, and Rob Krar, unaffiliated member.
- Peter Knight, Edmonton Section, and Kylee Ohler, Calgary Section, won the 2017 Vert180 Ski Mountaineering Race. Peter is the current Canada Cup calendar leader. Kylee placed highest among our women at the World Championships in Italy in 2017.
- In ice climbing, Noah Beek, unaffiliated member from Cranbrook, B.C., won the European Cup competition in Finland in 2018, and is ranked among the top 10 in the world by the UIAA.

## Volunteers

It takes an army of volunteers to help run the ACC every year. That's why we honour those who take the time to help in all facets of the Club. They lead trips, sit on boards and committees, fundraise for and build new huts, and send us their stories and photos from the field to keep members up to date on events and news.

### Honorary Membership

Bruce Fairley, Vancouver Section  
Gilbert Parker,  
Vancouver Island Section

### Silver Rope for Leadership

David Zemrau, Edmonton Section

### Distinguished Service Award

David Pors, Jasper/Hinton Section  
Elfrieda Bock, Ottawa Section  
Boris Kaschenko, Toronto Section

### Don Forest Service Award

Sandy Fransham, Calgary Section  
Anna Milino, Vancouver Section  
Joel Harvie, Newfoundland and  
Labrador Section  
Barry Anderson, Edmonton Section  
Amir Khanlou, Vancouver Section  
Vi Pickering, Calgary Section  
Kathryn (Sparky) Russell,  
Toronto Section  
Liz Bolt, Edmonton Section

### Eric Brooks Leader Award

Casey Blais, Calgary Section  
Marc Harden, Edmonton Section  
Jeremiah Aherne, Edmonton Section  
Foster Karcha, Edmonton Section  
Raz Peel, Vancouver Section  
Scott MacPherson, Vancouver Section  
Marion Mayerhofer,  
Edmonton Section  
Mark Carlson, Calgary Section  
Lida Frydrychova, Calgary Section

*Biographies of all the ACC's Volunteer Awards winners can be found on our website.*

## Nick Buda - Reward Comes from Watching Leaders Grow

Nick Buda got into ice and rock climbing in his late teens, so it was only natural he join the ACC. Over the past couple of decades, his role has grown and evolved.

"At the outset, I wanted to improve my climbing skills and I wanted to meet like-minded people," he says. "Staying with it long term, it's all about the people. I met my wife through the Club."

A member of the Thunder Bay Section since 1999, Nick's current role is co-chair of the national Leadership Development Committee, which is working with the board to develop a leadership competency program that would be available to all Sections.

It includes identifying promising leaders, reviewing leadership applicants for programs and developing field and training manuals.

For the past six years, Nick has also worked on the North Face Summer Leadership course and mountaineering camps. "I get to work with the best and brightest leaders from across the country and it's inspiring. I get super-charged; everybody who comes is so enthusiastic. I feel like I have so much positive impact on people in this role."

When he's not volunteering, Nick can be found climbing around Thunder Bay or in iconic Rockies destinations such as the Icefields Parkway.

*Nick's favourite part of being a volunteer is seeing people grow in their leadership roles. "What they get out of it, they take back to their Sections. And it has a ripple effect from there across the country."*



Nick Buda ice climbs at Orient Bay in Nipigon, Ont. Photo by Wes Bender



# Sections

*It was inspiring to see the future of the Club gather this year in Yukon, land of the midnight sun. The 50th anniversary of the Centennial Expedition was a chance for all Sections to meet among Canada's largest mountain peaks – where the biggest-ever climbing expedition was mounted by the ACC in 1967.*

—Toby Harper-Merrett, Montreal Section, VP for Sections

Section forums were held in the spring in Whitehorse, Yukon Territory, and in the fall at the Mountain Guides Ball in Lake Louise, AB. These forums bring together all Sections to ensure the Club best serves all the members of Canada's mountain organization.

**Yukon:** Held its annual Icefield Camp and its first backcountry ski camp, both in partnership with local organizers. Partnered with Skookum Backcountry Adventures to host one camp; another is planned with them in 2018. These two events for ACC members were a great success and promoted through the ACC's NewsNet.



Peak 5040 West Ridge Hut under construction. Photo by Chris George

**Vancouver Island:** Began construction on Vancouver Island's first modern-era ACC hut. The 5040 Peak West Ridge Hut will be a great basecamp for summer and winter alpine activities. Volunteers have been coming out in big numbers to build the hut, which is expected to open in October 2018.

To celebrate Canada's 150th birthday, members were challenged to collectively climb 150 different peaks on the island. More than 200 summits were achieved. See photos at <http://accvi.ca/programs/vancouver-island-150/>

**Vancouver:** Participated in a Squamish Access Society program to improve and maintain rock climbing crags. The Crag Keepers involved more than 40 ACC volunteers who scrubbed a crag and improved the access trail.

Introduced an Intermediate Mountaineering Course for people who have completed the Basic Mountaineering Course and climbed at least two peaks. The focus will be on more advanced rescue techniques, protecting more difficult climbing pitches in the alpine, and how to manage a climbing party.

Launched initiatives with BC AdventureSmart to educate the public on backcountry safety, the 10 Essentials, avalanche awareness and leave no trace programs. Upgrades were made to Jim Haberl Hut, which is now operational year-round.

**Whistler:** Partnered with the Spearhead Huts Society, members worked tirelessly with the Vancouver Section on construction of the first of three Spearhead Huts: the Kees and Claire Hut at Russet Lake in Garibaldi Provincial Park, scheduled to open in early 2019. More than 80 volunteers and 30 professionals took part.

Received a generous gift of \$1.5 million from Brian and Andrea Hill in November 2017 for the construction of the second Spearhead hut at Mount Macbeth. Design work begins in 2018.

**Okanagan:** Managed to get out and about despite being badly smoked out by summer forest fires. Highlights included oversubscribed ski trips to the Wheeler and Asulkan Huts at Rogers Pass, a very successful summer camp attended by 20 members based at the Wheeler Hut. Saw increases in membership and attendance at monthly Section events. Mid-week after-work cragging sessions continued to be well attended by Vernon and Kelowna-based members during the summer.

**Prince George:** Partnered with local outdoor and recreational groups to present the Peak Canadian Climbing and Mountain Culture Festival for two weeks in October as a Canada 150 celebration event.



Ala Archa National Park of Kyrgyzstan. Photo Steve Fedyna

**Rocky Mountain:** Held a successful climbing camp in Kyrgyzstan in Central Asia that put members onto the summits of five different 5,000-metre peaks: Boks, Baichichiki, Korona II, Uchitel and Pensnya Abaya.



Indoor climbing, Edmonton Section. Photo by Brian Morrell

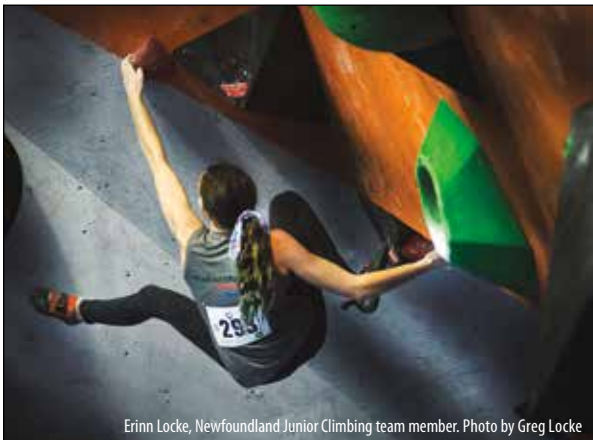
**Edmonton:** Enjoyed very successful group campsite bookings in Jasper, saw fast growth in the core of volunteers and had well-attended urban activities.

**Manitoba:** Held the most successful Banff Mountain Film Festival World Tour screening since hosting the show for the first time in 1993. From last year, the event has grown from a 1,600-seat theatre to a 2,300-seat sold out fundraiser and community-building event.

Held the first UIAA Respect the Mountains event in North America at several local crags with clean-up and climbing as part of the event. A gathering with presentations and a barbeque was held later in the day, followed by an overnight campout.

**Toronto:** Hosted the Banff Mountain Film Festival World Tour and the Vancouver Mountain Film Festival, with sold out shows. Held a successful full Bon Echo climbing and event calendar, with an introduction to mountaineering course at the Section camp, held at Lake O'Hara. Continued to add more trips geared to women.

**Ottawa:** Continued to offer members a great program of outdoor and indoor activities. Held several training sessions to introduce members to new skills and hone existing skills. Continued to foster a relationship with the National Capital Commission to maintain access and responsible use in Gatineau Park.



Erinn Locke, Newfoundland Junior Climbing team member. Photo by Greg Locke

**Newfoundland & Labrador:** Made history when Newfoundland climbers went, for the first time, to the Canadian National Youth Bouldering Championships in Vancouver in February 2017. Erinn Locke, 16, and Lily Dubrowski, 14, members of the Newfoundland Junior Climbing Team, both earned a spot at the nationals by qualifying in the Quebec provincial championships.

Hosted FlatBloc Fest: a bouldering competition on the Flatrock formation known as The Beamer, on Aug. 26, 2017. The objective was to climb as many of the 112 boulders spread over 20 acres in six hours. Joel Harvie hosted the event and worked on an Avalon Bouldering Guidebook.



# What We Do

The ACC is a multi-faceted organization that serves a passionate, mountain-loving community. Chief among our goals are providing great huts for backcountry adventures, bringing voice to the mountain community by telling our stories, reaching out to the public and celebrating our love of the outdoors through film, books and art. At the core of all our activities and events is the goal of preserving alpine environments for the future.

## Facilities

*The facilities team, again, did a phenomenal job over the past year of keeping the huts maintained and in great shape for our ever-increasing number of visitors. The Alpine Club of Canada has become recognized as a leader in the field of backcountry accommodation and, coupled with the increasing demand, this has resulted in numerous opportunities for future development. Stay tuned!*

—Jim Gudjonson, Okanagan Section, VP for Facilities

- ▶ A key milestone in 2017 was the completion of a Hut Development Opportunities Assessment, which will help the Club better assess and prioritize future hut opportunities.
- ▶ The rest of the year consisted of annual services and smaller projects such as staining, painting and fixing or replacing hut fixtures.
- ▶ Extensive work was done in and around the Bill Putnam (Fairy Meadow) Hut in B.C.'s Selkirk Mountains. The ACC maintenance team spent nine days in October clearing the trail, rebuilding the kitchen counter and shelves, and making room for two new ovens. The exterior of the wood-burning sauna and wood house were also re-stained.
- ▶ The team also spent seven days at Bow Hut in June painting, cleaning, replacing windows and more, and it also re-stained the Kokanee cabin, a major undertaking.
- ▶ A month-by-month report of hut maintenance can now be found on the ACC blog at <https://blog.alpineclubofcanada.ca/blog/2017/12/20/2017-month-by-month-hut-maintenance-review>

Bow Hut. Photo by Leigh McClurg





# Mountain Culture

*This is the year we brought the Canadian Alpine Journal – our premier publication and the record for Canadian mountaineering – to the world. The entire run, from 1907 to 2016, is now in an online open-access format. Happy 150th, Canada!*

*—Zac Robinson, Edmonton Section, VP for Mountain Culture*

- ▶ The ACC was proud to partner with the University of Alberta in 2017 to help develop and launch Mountains 101, a massive open online course (MOOC) that highlights Club culture, history and facilities, while teaching all things mountains. By the end of 2017, 20,000 registrants participated in the course from over 150 countries. [uab.ca/mountains](http://uab.ca/mountains)
- ▶ A special celebration of the 1967 Yukon Alpine Centennial Expedition was held during the Club's 2017 AGM at the MacBride Museum of the Yukon in Whitehorse. Chic Scott and Glen Crawford, both from the Rocky Mountain Section, premiered their documentary film Expedition Yukon – Fifty Years Later.
- ▶ The Canadian Alpine Journal (CAJ) celebrated its own centennial this year with the publication of its 100th volume in a new size with colour images. The CAJ archive, with more than 6,000 articles, is now completely digital. The initiative was a gift from the Club to all Canadians and the world, for the country's sesquicentennial. Check it out at [library.alpineclubofcanada.ca](http://library.alpineclubofcanada.ca).
- ▶ ACMG Mountain Guide Peter Amann, Jasper/Hinton Section, was honoured as the Patron of the 29th Annual Mountain Guides Ball in October. Peter's story is told by Jasper writer Bob Covey, Jasper/Hinton Section, in *A Remarkable Journey*, the 23rd installment of the Summit Series mountaineering biographies.
- ▶ As a founding member of the Banff Mountain Book and Film Festival, the Club was again proud to sponsor several important awards: Best Film: Climbing went to Psycho Vertical (Jen Randall, Light Shed Pictures); the Mountaineering Article award, co-sponsored with the University of Alberta, was presented to Nick Bullock for "Threshold Shift" in Alpinist; and Jim Herrington won the book festival's Grand Prize – The Phyllis and Don Munday Award for *The Climbers* (Mountaineers Books).

Photo by Alexander Kosyak

## Peter Amann – Connecting at High Altitudes

Peter Amann has never taken the competitive, checklist approach to mountaineering. Rather, he looks for peace and off-the-beaten path routes that throw him a challenge.

"I've never been one that if I don't do it, my life would be in ruins. It's non-competitive for me; a way of life rather than a goal-oriented activity," he says. "Though I love all types of climbing and exploring and going new places, solving a puzzle is what I love most."

Peter has been a revered fixture in the alpine world as a private mountain guide and member of the ACC for more than four decades. He and others helped found the Jasper/Hinton Section. He was chair of the Section for 20 years and has been a tireless volunteer since the 1970s. He's guided countless people up and over Alberta's and B.C.'s Rocky Mountains.

Peter is also recognized as a long-time practitioner in the world of avalanche safety. He was the lead avalanche forecaster for 20 years at Marmot Basin ski area in Jasper National Park.

It was only natural he was named Honorary Patron of the 2017 Mountain Guides Ball.

Peter has spearheaded dozens of the Club's General Mountaineering Camps, showing people the ropes of climbing. It's at high elevation on a mountainside that he really connects with others.

*"In mountaineering, you get to know people better. You're doing something with them that is very special to them and to you. Being able to share that is a huge reward."*

Peter Amann at Hidden Valley, east of Jasper.  
Photo by John Graves





GMC 2017. Photo by Phee Hudson

## Environment and Access

*We are all stewards of the mountains and our passion for these special places is what brings ACC members together. I feel so privileged to be part of an organization that works to protect the places we love.*

—Lael Parrott, Rocky Mountain Section, VP Access and Environment

- ▶ The Club welcomed Lael Parrott, an environmental geographer, as our new VP for Access and Environment.
- ▶ The portfolio is working on two key initiatives as part of the Club's 2017 Memorandum of Understanding (MOU) with the Royal Canadian Geographical Society. The State of the Mountains Report will become an annual publication providing a snapshot of current knowledge and understanding of the changing state of Canadian mountain environments, alpine ecosystems and human communities. The format will be open and accessible to all readers.
- ▶ A new smart phone app will be released at the same time as the Report and will allow members to upload photos and other media as they trek through the mountains. The app is intended to promote information and story sharing about mountain environments and self-propelled experiences among Club members.
- ▶ New web pages were developed to highlight the Club's actions and activities in Access and Environment.
- ▶ The Club participated in public consultations on Alberta's Castle area provincial parks, wrote a letter to the B.C. Premier stating our opposition to the proposed Jumbo Glacier Ski Resort development in the Purcells, and encouraged members to have their say on promoting responsible and sustainable recreational use of wilderness areas.

## Public Awareness

At a national level, the ACC strives to raise awareness among Canadians about our many activities, advocacy and actions each year. We engage Sections in marketing efforts and reach out to compatible community partners. The Club also aims to tell our story through a variety of communication channels, including publications, the website, social media and events.

- ▶ The ACC's national website had 1,032,526 page views, a 2.38% increase from 2016; 207,124 unique visitors (5.47% increase); and 28 new blog posts.
- ▶ The Club's national Facebook site had 12,381 followers at the end of fiscal 2017, a 12.88% increase from the previous year, and 6,720 Instagram followers – a whopping 179.88% increase.
- ▶ News outlet mentions of national ACC stories: 344, a 36.51% increase from 2016; social media mentions: 5,704, a 148% increase.
- ▶ The national office presented at five trade shows and sponsored more than 25 events with prizes.
- ▶ NewsNet subscribers from across the country increased by 1,000 to a total of 18,000.
- ▶ The Club's #GGW photo contest has had 6,658 submissions to date.

Stockdale GMC, 2015. Photo by Jeff Stewart





# How We Do It

The Alpine Club of Canada would not exist without the tremendous commitment of its supporters, who contribute leadership, ideas, time, talents, and the sweat of their physical labour to make all things happen. Our revenue comes from huts, membership and activity fees, and from the ongoing generosity of donors, members, supporters and sponsors.

The Club is committed to the wise stewardship of our finances, as well as innovative fundraising and partnership strategies as we build a sustainable future for the next generation.

How do we do it? In short, we do it through the dedication and generosity of our members, staff, board, volunteers, committees, donors, supporters and sponsors.

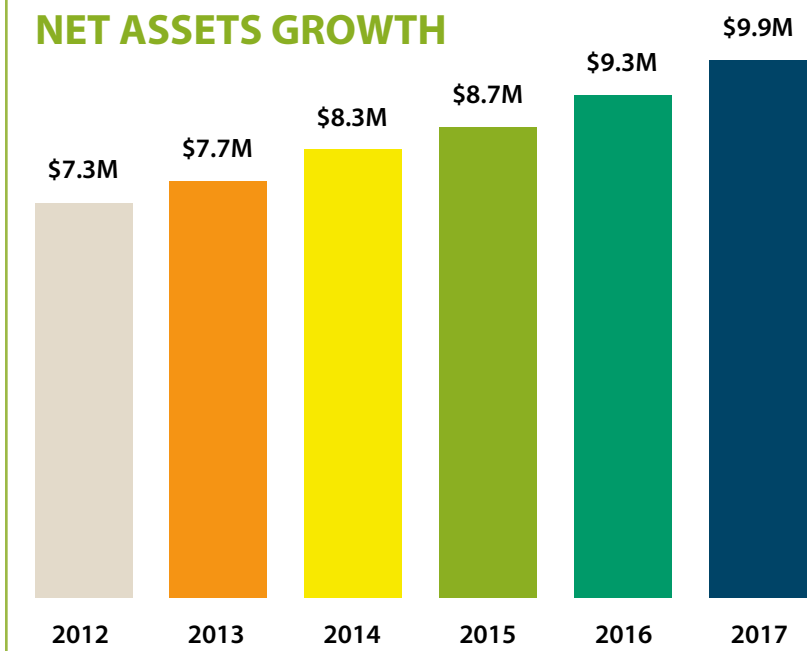
## Finances

Our goal through 2017 was to continue a cautious expenditure and investment management strategy. Sound budgeting and investing has given us another year of financial health and the ability to fund the projects and activities our members enjoy.

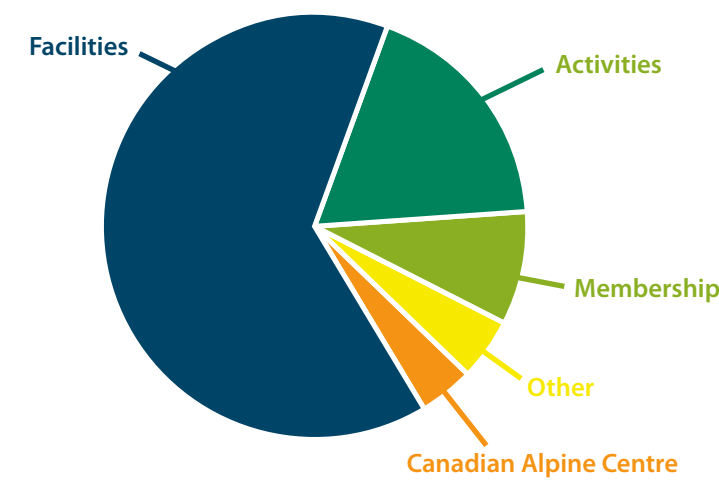
— Keith Sanford, Calgary Section, ACC Treasurer

- The Club’s operating surplus in fiscal 2017 was \$277,903 and capital expenses of \$180,083.
- Investments grew 7.57% to \$5.7M at the fiscal year end.
- Thanks to several initiatives outside the ACC, like the free park pass program, bookings throughout our backcountry huts and frontcountry hostels was robust in 2017. These increased revenues, along with many generous donations to the Club, mean both our operations and investments remain strong for the future.
- Major changes to our Finance and Audit Committee were made in 2017 with the addition of four new members from across Canada. This critical mass of experienced finance experts will ensure our financial health is well looked after going forward.

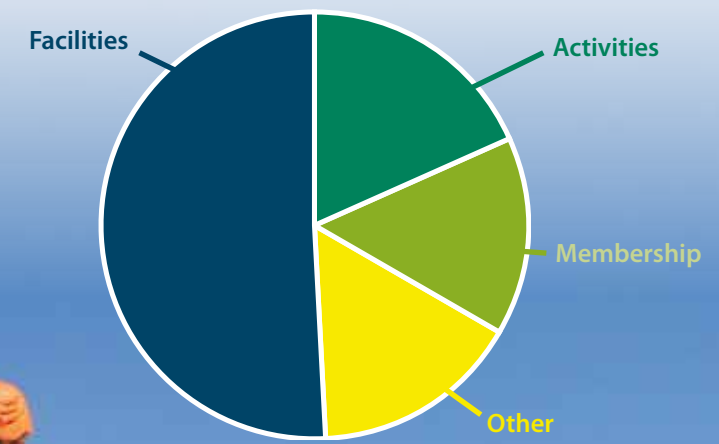
### NET ASSETS GROWTH



## Revenue



## Expenses



### Income Statement to October 31

REVENUE	
Facilities	\$ 2,379,335
Activities	\$ 672,161
Membership	\$ 317,481
Other	\$ 176,012
Canadian Alpine Centre	\$ 150,223
	\$ 3,489,709
EXPENSES	
Facilities	\$ 1,745,704
Activities	\$ 619,044
Membership	\$ 515,309
Other	\$ 537,252
	\$ 3,417,309
Net Income	\$ 277,903

### Balance Sheet at October 31

ASSETS	
Current Assets	\$ 314,191
Investments	\$ 260,029
Canadian Alpine Centre	\$ 1,173,532
Capital Assets	\$ 2,354,823
	\$ 4,055,722
LIABILITIES	
Current Liabilities	\$ 996,732
Members’ Equity	\$ 3,105,843
	\$ 4,102,575
Designated Funds	\$ 5,746,545



# Donor Gifts at Work

More than 700 donors generously supported the Club in fiscal 2017, raising over \$254,000 in support of a range of initiatives and projects. Here are some highlights:

**Greatest Needs:** The Greatest Needs Fund is a permanent legacy of the ACC. This year, funds allowed us to assess our governance structure and administrative compensation. As our club continues to grow, we need to ensure we have solid infrastructure, the right volunteers and employees, to ensure a high quality approach to delivering our mandate.

A third party was hired to conduct a board self assessment and needs analysis. We were able to identify gaps on the board and where people are most needed.

Some of the money also helped create a citizen smart phone app which will allow members to upload images and other media during their adventures. Through the generosity of our mountain community, the Greatest Needs Fund allows the Club to celebrate our history, pursue new opportunities, address pressing issues and make strategic decisions that benefit our national mandate. In 2017, 470 ACC members and donors gave \$43,129 to the fund.

**Leadership:** The Leadership Development Committee promotes and facilitates the delivery of leadership training for ACC members. In 2017, 43 donors gave to the Leadership Fund, raising \$6,390.

In 2017, the committee, headed by chair Franks Spears, Prince George Section, developed the Winter Backcountry Leadership module in partnership with Thompson Rivers University. Printed copies of the handbook and full course materials are available to all Sections. The Summer Mountaineering Leadership module is substantially complete with final edits underway.

In 2017, more than \$10,000 in grants were awarded through designated leadership funds such as the Jen Higgins Fund, the Jim Colpitts Memorial Scholarship and the Karl Nagy Memorial Scholarship. These grants support a variety of training and education opportunities, as well as trips and adventures designed to build leadership skills. More details on the leadership training program and grant recipients can be found on the ACC website at [www.alpineclubofcanada.com](http://www.alpineclubofcanada.com).

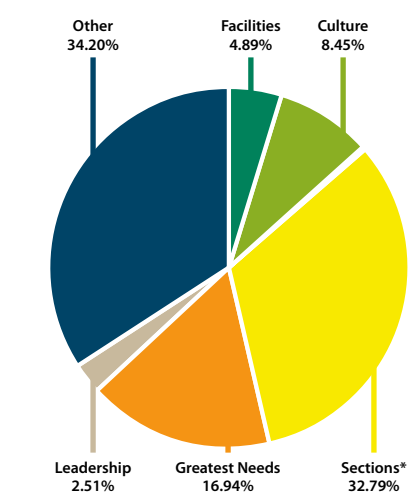
**Environment:** The ACC's Environment Fund was created in 2002 to support projects related to the preservation of alpine and Arctic environments and climbing areas in Canada. To date, over \$40,000 has been awarded.

In 2017, the Canadian Parks and Wilderness Society (CPAWS - Northern Alberta Chapter) received \$2,500 for Caribou Conservation: The Key to Protecting Our Wilderness. The project is designed to ensure Alberta's caribou range plans are scientifically sound and robust, conserve habitat and return the herds to self-sustaining populations.

The North Columbia Environmental Society (NCES) also received \$2,500 in 2017 for a project called Mapping Backcountry Rec to Help Protect Ecosystems. The initiative involves mapping backcountry use in Revelstoke to determine potential conflicts with ecological values. The goal is to monitor and gather baseline data and information that could then be used to support the development of a Backcountry Recreational Access Plan.

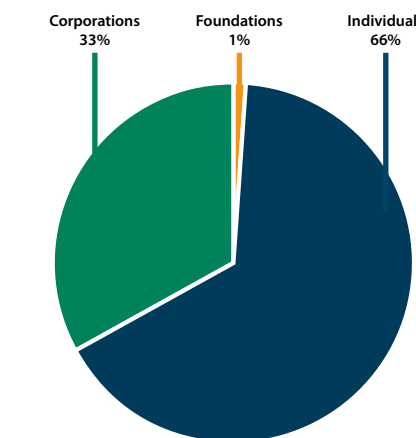
**Facilities:** The ACC's Facility Fund is designed to provide service and

## FUNDS DONATED BY CATEGORY



\* In 2017, the Vancouver Island section received donations from over 40 donors, raising more than \$73,000.

## FUNDS DONATED BY DONOR TYPE



upgrades to the Club's network of 26 backcountry huts. Six more are maintained by local Sections. To the end of fiscal 2017, \$12,499 was received in support of facilities.

In addition to building up the general fund, some of the money donated was used for work on the Wheeler Hut, Wendy Thompson Hut, and Elizabeth Parker Hut, as well as extensive trail building and repair work in Yoho National Park.

Donations were also made to Section projects such as the 5040 Peak West Ridge Hut near Port Alberni on Vancouver Island and the revitalization of the Bon Echo Hut by the Toronto Section.



Volunteers at the 5040 Peak West Ridge Hut.  
Photo by Chris George

## Anticipation builds for 5040 Peak West Ridge Hut

The first modern-era ACC hut on Vancouver Island will open in 2018 and excitement is building, says Chris Jensen, project manager for the new hut.

Chris, a member of the Vancouver Island Section since 2012, got involved with the 5040 Peak West Ridge Hut at the 2015 AGM when he first proposed the hut idea. Since then he's volunteered to manage the project from concept to construction.

Chris, an accomplished climber and backcountry hiker/skier, took the initiative to survey the island for a location and then focused on the 5040 Peak site. He spent many hours organizing the planning and design in 2016, and leading construction efforts in 2017.

Engaging with the region's six First Nations groups was one of the highlights, says Chris. "They've told us stories about how they were traditionally using the land and have expressed interest in using the hut in the future for youth group trips and other events. We're thankful for the three large yellow cedar trees that were donated by a local First Nation for the hut's front posts."

The project has also helped build a mountain community on the Island and beyond. "More than 200 volunteers have signed on to help. It's been amazing to see so many people support this project with their time and skills," says Chris.

Since October 2016, financial support has been strong, with \$60,000 raised in the first six weeks. That has been supplemented by a grant from the Island Coastal Economic Trust, support from MEC and donations from the ACC. By the end of 2017, \$235,000 had been raised.

Construction of the hut's exterior began in August 2017 and was complete by October. The interior work will begin in July. The hut is scheduled to open in October 2018. It will provide access to a large alpine area – rare on Vancouver Island – that offers superb summer hiking and expansive winter skiing. For more information see: <https://www.huts.accvi.ca/>

Photo by Chris George





# Donor Recognition

The Alpine Club of Canada is extremely grateful for the generosity of its members, friends and partners for their gifts of time, energy and funding.

The following pages list contributors for the 2017 fiscal year, which runs from Nov. 1, 2016 through Oct. 31, 2017. We would also like to thank all those donors who wish to remain anonymous.

## St. Elias Level (\$10,000 or more)

Paul Erickson  
Tom & Pam Hall  
John M. Hubbard

## Rockies Level (\$1,000 - \$9,999)

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	Cedric Zala

## In Memory

Dominic Luckhurst-Cartier	John Davis
Chuck Harrison	Karl Nagy
J. Higgins	Anna Smith
Jan Andrews	Cyril Geoffry Wates
Waldemar (Fips) Broda	Dr. W.H. Mulloy

## Foundations

John & Maggie KHG Mitchell Family Fund at the  
Edmonton Community Foundation  
The Calgary Foundation

## Cascades Level (\$100 - \$999)

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Owen Craig	Klaus Haring	Viktoria Light	Will Richardson-Little	Michelle Williams
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Jan De Grijjs	David Henderson	Jonathan Lytton	Cornelia Schneider	
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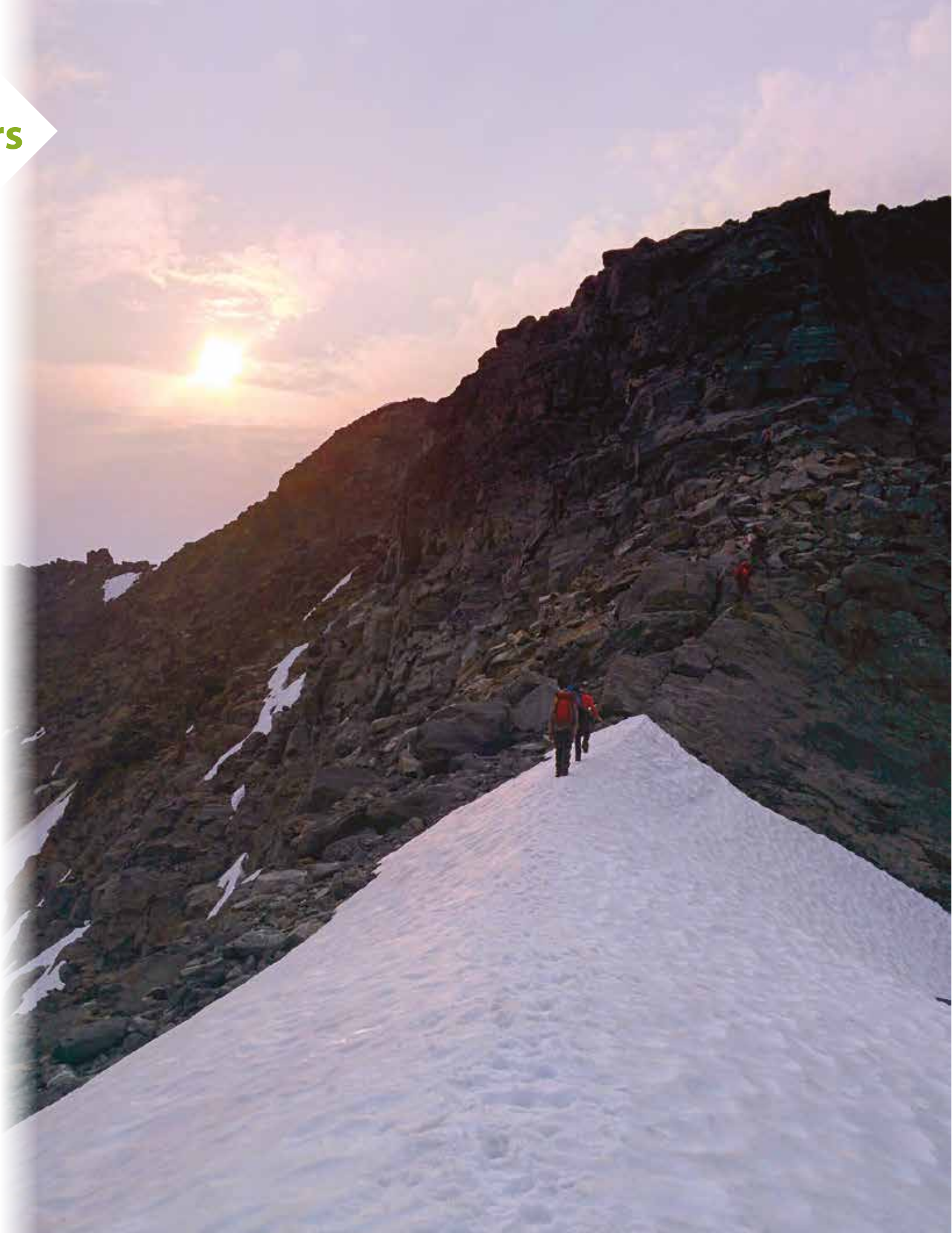
## Laurentians Level (\$25 - \$99)

Shawn Hedges	James P. Jones	Margaret McIntyre	John & Linda Reeves	Bill Tomlinson
Lorna Hill	Jeff Jones	Rick McKelvey	Peggy Ripley	Gabriel Tougas
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# Corporate Sponsors

The Alpine Club of Canada thanks our corporate partners for helping to promote the Club and supporting all we do to deliver the best programs and services. We encourage you to consider them the next time you purchase goods or services of the type they offer.



- Alberta Culture and Tourism
- Alpinist Magazine
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2017 GMC. Photo by Laura Rapp



# Why We Do It

The core of the ACC’s purpose is to serve its members, providing them with programs, facilities, leadership and ultimately the enjoyment of mountain culture. Working together as a team, we rely on the passion, vision and energy of our members, board and donors, bolstering us to be a great organization.

## Governance

*At the end of October 2017, the Club had 13,697 members, an increase of 20 per cent from the year before.*  
— Isabelle Daigneault, Rocky Mountain Section, Secretary

In 2016, the board refined its election process by switching to an electronic ballot. It also began rolling out the process of rotating terms for one-third of board members every three years. The new ballot and election process, marking a big milestone, will be used in 2018 when Mountain Culture, Services and Athletics, and Sections board members come up for election.

The board crafted its three-year strategic plan for 2018-2020, with the help of a Government of Alberta grant. Two main areas of focus in the plan include expanding outreach to Sections, existing and new members, and continuing efforts to be more proactive about environmental sustainability. The board worked hard throughout 2017 to refine the plan. It was ratified at the board meeting during the Mountain Guides Ball weekend in Lake Louise in October.

Part of Governance also involves overseeing Human Resources and compensation for ACC staff. With the help of a third party, a new compensation philosophy was developed in 2017 that aligned with industry best practices and standards. This helped to ensure the Club is on par with similar organizations while creating a positive work environment for staff.

## Information Technology

The launch of the ACC’s engagement management platform (iMIS) was a major undertaking and a lengthy process for the Club, but the transition was nearly seamless. The result is a robust, modern and responsive information system that will help us better communicate.

Communication among stakeholders is the focus of the new system. Once existing and new constituents are onboarded, and their interests are identified, the system will be used to set up customized pathways for communicating and sharing information and stories. Members will receive quarterly updates by email. The platform will also allow us to move forward with updating interested parties and partners on what the Club has to offer.

## Board of Directors 2017

Neil Bosch	President
Isabelle Daigneault	Secretary
Keith Sanford	Treasurer
Lael Parrott	VP for Access & Environment
Wayne Campbell	VP for Access & Environment
Frank Spears	VP for Activities
Jim Gudjonson	VP for Facilities
Zac Robinson	VP for Mountain Culture
Toby Harper-Merrett	VP for Sections
David Foster	VP for Services & Athletics
David Toole	Honorary President (ex-officio)
Lawrence White	Executive Director (ex-officio)

Photo by Nancy Hansen



*To bring together, and  
give voice to, Canada's  
mountaineering community.*

*Tous ensemble, bien  
représenter et faire apprécier  
la communauté canadienne  
des amateurs de montagne.*



## **NATIONAL OFFICE**

The Alpine Club of Canada /  
Le Club Alpin du Canada  
P.O. Box 8040, 201 Indian Flats Road  
Canmore, Alberta T1W 2T8

**Phone:** (403) 678-3200

**E-mail:** [info@alpineclubofcanada.ca](mailto:info@alpineclubofcanada.ca)

**Website:** [www.alpineclubofcanada.ca](http://www.alpineclubofcanada.ca)



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