

SPRING 2013



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



UNITED STATES

TRAIL NEWS

Annual Report: 2012 in Review

Plus: Special 25th anniversary
events from coast to coast



Idyllwild, Calif. Image by Leslie Kehmeier

GRASSTOPS TO GRASSROOTS

HOW NATIONAL-LEVEL POLICY WORK

SUPPORTS LOCAL-LEVEL ACCESS

F

or most IMBA members, reading our white papers about political advocacy work is about as exciting as flipping through the technical manuals that came with your latest full-suspension bike. Maybe less so. Until bike access to one of your beloved local trails comes under attack.

Like politics, all singletrack is local. Once you get wind of a proposal that could eliminate your favorite ride, or you're faced with the possibility of losing a funding source that has helped create the best mountain bike trail networks in your home state, policy issues take on a new sheen.

So, exactly how does IMBA's national-level policy work support local mountain bikers?

At the highest level, in Washington, D.C., IMBA retains a top-notch political lobbying and consulting group, McBee Strategic. "We target lawmakers in the House and Senate that are most likely to take action on mountain bike issues," says McBee's Matt Brown. "We also help IMBA deliver a clear, consistent message that resonates with the right people in all corners of the policymaking community, and on both sides of the aisle."

As IMBA's Interim Policy Director, Jeremy Fancher attends many of these meetings. Fancher succeeds Jenn Dice, who recently left IMBA's staff to lead policy work for Bikes Belong. "During her 10-year career at IMBA, Jenn created a comprehensive policy framework, one that we continue to refine and expand," says Fancher. "With anything that originates in Washington and effects mountain biking — whether it's federal trail funding, like the Recreational Trails Program, or a land protection proposal making its way through Congress, IMBA enters the discussion and represents mountain bikers' interests."

That was not always the case, says IMBA Executive Director Mike Van Abel. "When I took the leadership role at IMBA eight years ago, it was frustrating that we often couldn't get meetings with congressional offices or federal agencies that were creating policies that impact mountain bikers," says Van Abel. "That's seldom the case today."

Armed with information gleaned from those high-level meetings, two IMBA staff members work on ground-level strategies with local advocates: Policy Coordinator Kristy Kibler and Conservation Manager Aaron Clark.

Kibler uses a variety of tools to connect leaders from IMBA's grassroots network of chapters and clubs to high-level policy goals. "One of the best methods we have been making use of lately is webinar sessions," says Kibler. "That technology allows me to put local leaders directly in touch with the team at McBee. Our advocates can ask strategy questions, request assistance and assess timelines, getting real-time support from experts that they previously had not been able to reach."

Clark, too, spends much of his time listening to and advising volunteer advocates. "My recent efforts have focused on land protection issues, often involving Wilderness proposals," says Clark. Technology also plays a vital role: "IMBA's investment in a full-time mapping expert, Leslie Kehmeier, is a fantastic development. Now, we can generate high-quality maps based on accurate, GIS-based information, allowing us to pinpoint important trails and negotiate boundary adjustments — sometimes even minute ones — that can greatly benefit mountain bike access."

While technology is helping carry IMBA's policy to the local level, human relationships remain the most important part of mountain bike advocacy. IMBA's region directors spend countless hours maintaining and expanding the organization's sphere of influence. They make introductions and arrange meetings with elected officials, land managers, business leaders and anyone else in their territories who helps shape mountain bike access.

"IMBA's approach is distribute resources evenly between the grastops and grassroots," says Van Abel. "Delivering a consistent, well-crafted message at both the national and the local level gives us the best chance for success."



BREAKING NEWS!

| As this issue of IMBA *Trail News* goes to press, it appears that IMBA's campaign to protect \$6M in RTP funding for California trails is headed for success. More than 60 businesses and non-profit groups joined our statewide campaign urging Governor Brown not to opt out of federal RTP funding. The state assembly took action by instructing the Governor to heed that advice — a final decision is expected this September.

IMBA Trail News | U.S. Edition

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IMBA creates, preserves and enhances
great mountain biking experiences

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SUBARU/IMBA TRAIL CARE CREWS

Jesse Livingston and Lori Reed, jesseandlori@imba.com

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2013 IMBA MEMBERSHIP STUDY

Earlier this year, IMBA reached out to its members to find out who they are, how they ride and what they want the mountain bike advocacy movement to look like. 3,087 people responded. If you were one of them, thank you! See page 10 for more tidbits of information collected from the survey, which was administered by Leisure Trends Group.

- 57 percent of IMBA members belong to a local IMBA chapter.
- 29 percent of IMBA members volunteered 21 or more hours to mountain bike advocacy in a 12-month period. The average was 8 hours.



Subaru/IMBA Trail Care Crew and volunteers in Idyllwild, Calif.

WELCOME, NEW IMBA CHAPTERS!



Eleven organizations joined the IMBA Chapter Program in the spring 2013 class, bringing the total to 124 chapters. These organizations build and maintain trails, organize rides and contribute to their communities. They also partner with government representatives, land managers and businesses to improve and protect riding areas.

IMBA chapters are closely connected to IMBA, including joint local/national memberships. Chapter services include close contact with IMBA regional directors, professional marketing and design services, database management and other support from IMBA's staff.

IMBA welcomes the newest additions to its chapter program:

- Central Illinois Trails Association, Chatham, IL
- Chicago Area Mountain Bikers, Chicago, IL
- Chippewa Off Road Bike Association, Eau Claire, WI
- Fats In The Cats, Lake Katrine, NY
- Fidalgo Trail Riders, Anacortes, WA
- Mid-Atlantic Off-Road Enthusiasts, Alexandria, MD
- North East Wisconsin Trails, Luxemburg, WI
- Red Wing Area Mountain Bike Organization, Red Wing, MN
- San Diego Mountain Biking Association, San Diego, CA
- Summit Fat Tire Society, Breckenridge, CO
- Teton Mountain Bike Alliance, Driggs, ID

To find the IMBA chapter nearest you,

Visit imba.com/near-you/clubs

To learn more about the IMBA Chapter Program,

Visit imba.com/chapter-program



Participants in
the 2013 IMBA
Great Lakes MTB
Summit

Trail News

Right
Fruita, Colorado

DON'T MISS YOUR REGIONAL IMBA MTB SUMMIT

IMBA region summits, organized and hosted by IMBA regional directors, are a great way to network with mountain bikers and advocates in your area, learn from educational sessions, meet with land managers and ride great trails. Here's the current schedule:

- Midwest: June 14-15, Cable, WI
- Mid-Atlantic: Sept. 20-22, Elkridge, MD
- Pacific Northwest: Oct. 11-12, Oakridge, OR
- Northeast: TBD
- Rocky Mountains: No 2013 summit

See pages 14-15 for photos from the IMBA Great Lakes and Southwest summits, which were held earlier this spring.



This page
Jason Bertolacci in action on his bike and at a COMBA trail work event.

REGION DIRECTOR FOR COLO./WYO. WILL BE SHARED WITH DENVER CHAPTER

IMBA and its Denver-based chapter, the Colorado Mountain Bike Association (COMBA), jointly hired a new staff member to begin work July 1. Jason Bertolacci will serve as both a leader of COMBA and as an IMBA Regional Director for Colorado and Wyoming.

"COMBA and IMBA's missions are virtually indistinguishable in Colorado, and COMBA wanted the hire to be done jointly with IMBA so that the position has utility all over the state," says Bertolacci. "While COMBA's social and stewardship events remain local, its proximity to the state capitol and its relationships with elected officials have drawn COMBA into statewide public lands and legislative issues."

COMBA's ability to fund an executive director is a

success story born of the IMBA Chapter Program. The group's volunteer board of directors had been working toward hiring a paid staff member for nearly a year. Because alignment with IMBA has removed

own business developing web applications and databases for non-profit organizations. Bertolacci comes straight from IMBA, where he was its interactive database and marketing manager for five years.



the pressures of back-end work from COMBA's volunteer leaders—such as membership processing, data entry and managing insurance—COMBA is able to apply its resources strategically in funding Bertolacci's position.

Bertolacci comes from the tech and bicycle industries, with a strong background in business development and volunteer leadership. He was COMBA's most recent board president, an elected position he held for nearly four years. He also helped found Outdoor Alliance Colorado and the Bailey Hundo 100-mile mountain bike race, and has run his

IMBA ADDING ARKANSAS-BASED REGION DIRECTOR FOR SOUTH-CENTRAL U.S.

The IMBA Region Director program will expand again in 2013, with the planned addition of a South-Central staff member in northwest Arkansas. The Arkansas-based Walton Family Foundation is generously funding the creation of the position, which will focus initially on mountain bike issues and opportunities in that state. After the first year, the territory of the South-Central region director will likely expand to include east Texas, Missouri, Oklahoma and Louisiana.





"This is going to help knit together the local mountain bike community and help riders get more of what they want," says IMBA Development Director, Rich Cook. The region is highlighted by the Ozark Plateau and is already rich with mountain biking options. Arkansas alone features four IMBA-affiliated mountain bike clubs and two IMBA Epics—the Syllamo Trails (50 miles) in Mountain View and The Womble (33 miles) in Hot Springs. A third regional Epic is the Berryman Trail (24 miles) in Potosi, Missouri.

NATIONAL FOREST PLANNING OFFERS CHANCES TO SHAPE MTB ACCESS

In all parts of the country, mountain bikers regularly ride on land managed by the USDA Forest Service (USFS). The USFS mandate involves managing national forests and grasslands for the sustained yield of

renewable resources such as water, forage, wildlife, timber and recreation. That last item on the list is important. If IMBA wasn't involved in the recreation part of what the USFS does, mountain bikers could potentially be left out of land management decisions affecting 193 million acres of land.

Every USFS parcel must have its own land management plan, or "forest plan." The process for developing a forest plan and what goes into it is outlined at a national level in the forest planning rule. The most current rule was issued last year, and thanks to IMBA and our partners at the Outdoor Alliance (OA), the rule states that forest planning must include recreation.

Because the new rule and its accompanying directives (detailed guidance for creating a forest plan) are currently being finalized, the time to partner with your local USFS office is now.

By joining others in the recreation community, we can help land managers develop forest plans that proactively manage recreation experiences.

This is good news for mountain bikers, but only if we get involved. It's possible for anyone to be involved in forest planning, but success depends on establishing good relationships, utilizing support from IMBA and local mountain bike groups and presenting a clear vision.

Here's are three crucial tasks:

1. Establish a working relationship with your local Forest Supervisor. Have an initial meeting just to find out what they think about mountain biking and when they will engage in a forest plan. If it's a long way off, ask them if there are any trail projects your group can help with. Get to know them and position yourself as an educational and volunteer resource.

2. Establish a compelling

vision. If the forest's trail system were built to absolute capacity, what would it look like? Dream big; reality will bring it all down to something reasonable.

3. Start with creating an inventory of the trails you currently ride, and a list of what experiences riders think are missing.

Don't forget to connect with your IMBA Regional Director and let them know about your progress.

CONSERVATION ALLIANCE AWARDS GRANT TO IMBA FOR COLORADO WORK

The Conservation Alliance recently awarded a \$45,000 grant to IMBA for ongoing work in Colorado's central mountains. IMBA is collaborating with the conservation community, other recreation groups and lawmakers to find enduring land protection strategies in Colorado's central mountains, including both Wilderness and other

Trail News



land designations that allow for mountain biking.

"Mountain bikers care deeply about protecting natural areas, and we know that Wilderness designations are a proven way to accomplish that goal," said IMBA Executive Director Mike Van Abel. "But we also know that companion designations that allow for mountain bike access can also effectively protect public lands — by combining Wilderness with companion designations we can help create proposals that gain broad support."

"IMBA is pioneering an effort to constructively bring mountain bike voices to bear on public land conservation efforts," said John Sterling, Executive Director of The Conservation Alliance. "This initiative will help protect Wilderness, and also lands — open to bicycling — that would otherwise not be protected at all. We're proud to support this effort in a manner that is good for both conservation and recreation."



IMBA MEMBERS RECEIVE OUTSTANDING OFFER ON MTB VACATION TO GOLD-LEVEL RIDE CENTER

Now is the time to experience the 400+ miles of mountain bike trails in Park City, Utah, IMBA's only Gold-Level Ride Center. For the 2013 summer season, Park City Lodging has partnered with White Pine Touring to offer IMBA members

a package that includes a 3-night stay, a guided MTB tour for two, and two vouchers for lift-served mountain biking. Visit IMBA.com/destinations/hot-deals to learn more about special travel offers for IMBA members.

Above

Get involved in the trail planning effort for your local forest.

KEEP UP WITH ALL THE LATEST TRAIL NEWS FROM IMBA!



Follow us on Facebook at fb.com/IMBAonFB and on Twitter [@IMBA_US](https://twitter.com/IMBA_US). Sign up for monthly email newsletters, tailored to where you live, at IMBA.com/traillove.



In the Internet age, we have come to expect instant access. With the click of a button, anyone can find reams of information and images related to every imaginable topic. Access to trails — real, not virtual, ones — takes a bit more time.

IMBA and its board, chapters and volunteers embrace the long view. Rather than looking for shortcuts that will yield only temporary results, we seek the kind of lasting partnerships that serve mountain bikers for decades. That approach requires a solid financial base, which this review of IMBA's 2012 finances outlines.

The long view informs our work at the organizational level — how IMBA spends money, how we connect with local groups of mountain bikers and how we continue to build organizational capacity. Taking the long view determines and informs IMBA's staff structure as well as what programs we develop and deliver to meet our mission.

Mountain biking is largely enjoyed on public lands, which are overseen by governmental agencies. In a democratic society, citizens determine the government, including the laws and policies it enforces. Public input and citizen direction for land use is best achieved when laws, policies and management are given adequate time for public input. Yes, sometimes that timeline can take years.

If this analysis seems too abstract, consider a real-world example. Fourteen years ago, IMBA trail expert Joey Klein visited a trail in Colorado. He made some suggestions for improving its design and sustainability but they were not implemented. For more than a decade, the trail was on the chopping block. Finally, in recent months, local mountain bikers and government agency staff came together to make the fixes — today the trail is fully embraced by the land managing agency and will remain a valued resource for the community.

The biggest threat to mountain bike access is not the competing user groups that occasionally invoke anti-bike rhetoric. Living in a democracy means there will always be competing views on how to use public resources — it's unrealistic to think mountain bikers will overcome all opposing viewpoints and be given unfettered access.

That's why IMBA must constantly push to enhance its capacity and effectiveness.

As you review IMBA's independently audited financial markers for the fiscal year ending Dec. 31, 2012, you should note that membership revenue continues to grow and is at an all-time high. Likewise, corporate support, which comes largely in the form of sponsorship from outdoor and bicycle industry partners, as well as our long-standing partnership with Subaru of America, is similarly successful. These factors, and a few others, have enabled our largest investment in program staff. At the close of 2012, IMBA had eight full-time, paid professional staff deployed throughout the USA to work closely with IMBA chapters. In 2013, the regional program will grow to 11 full-time staff. Other countries in the IMBA network are poised for similar growth.

In IMBA's 25th anniversary year, our financial health and organizational capacity are on the right track. Many challenges lie ahead — for the reasons outlined above this will always be the case. The people reading this edition of *IMBA Trail News* are the citizens that have stepped up to drive IMBA's growth and ensure the success of our sport in the long term. We are sincerely and deeply grateful for your ongoing support!

Sincerely,

— Michael Van Abel

IMBA Executive Director

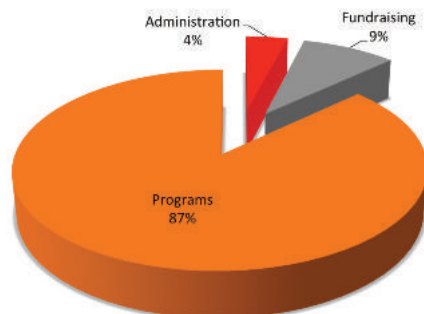
— Robert Winston

IMBA Board Chair

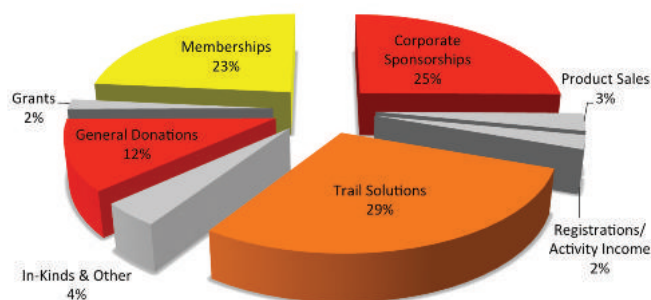
2012 FINANCIALS

Reflects monies received and promised in 2012

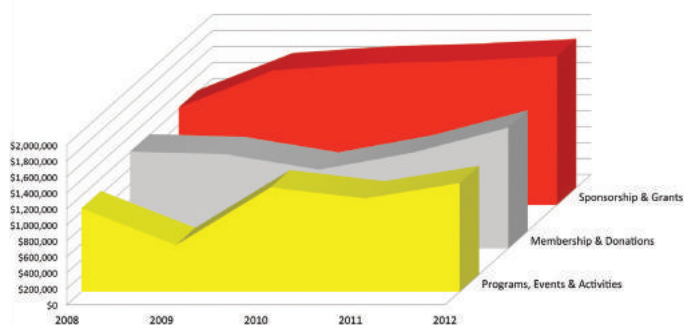
2012 Expenses by Category: Total Expenses: \$4.73M



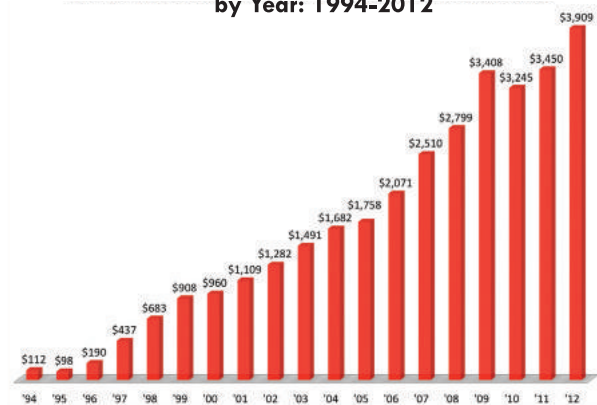
2012 Sources of Revenues by Category: Total Revenues: \$4.73M



Historical Revenue Trends 2008-2012



Total Access, Advocacy & Trail Building Expenditures by Year: 1994-2012



2012 ANNUAL REPORT

ELITE-LEVEL SUPPORTERS

IMBA's elite-level partners contribute \$100,000 or more annually for the benefit of all mountain bikers.



Bell Sports sponsored the Bell Built grant program in 2013, enabling IMBA trail building assistance to three model trail projects in the U.S. Bell is committed to building and enhancing mountain biking facilities for riders to enjoy.

SHIMANO Shimano American Corporation has supported IMBA advocacy and communications projects for many years. Currently, Shimano provides elite-level support for IMBA's mapping project, featured on MTBProject.com.



SPECIALIZED

Specialized Bicycle Components supports IMBA's work in many ways, including providing critical funding for the Public Lands Initiative, IMBA's California Region and IMBA Europe Development Fund. Specialized also supports IMBA's Take A Kid Mountain Biking Day and provides Specialized Dealer Grants for IMBA clubs.



SRAM Corporation and the SRAM Cycling Fund helped launch IMBA's regional and chapter program in 2011 and 2012, setting a growth trajectory that now includes 128 chapters. The fund also supports IMBA's Public Lands Initiative, IMBA Europe Development Fund and is helping IMBA launch a new bike park initiative.



SUBARU

Subaru of America is the title partner of the Subaru/IMBA Trail Care Crew program and has been since the program's inception. During the last 16 years, crews have visited hundreds of clubs and communities delivering the signature IMBA Trail Building School, leading trail building projects and expanding opportunities for riding in every state. Subaru also donates \$125 to IMBA from each car sold through the Subaru-IMBA VIP program.



TREK

Trek Bicycle donates \$10 to IMBA from the sale of each full-suspension mountain bike, and over 200 of their dealers match that contribution. In 2012 alone, this commitment supported 32 projects in 17 states and seven Canadian provinces as part of IMBA's Trail Building Fund. Trek is also an official partner of the Subaru/IMBA Trail Care Crews, helping add new trails in local communities and inspiring projects worldwide.

U.S. CORPORATE AND DESTINATION MEMBERS

To find out how your company can become a champion for trails and the sport of mountain biking, contact development@imba.com.

U.S. ABOVE AND BEYOND SUPPORTERS

Companies in this group go above and beyond their annual membership dues with additional support for IMBA programs and initiatives.

Bicycle Sport Shop
Bicycle Technologies International
Bicycling magazine (Rodaie Inc.)
Bike magazine
Bikes Belong Coalition
Camelbak
CLIF Bar
Dirt Rag magazine
Interbike
League of American Bicyclists
Leisure Trends Group
Life Time Fitness
Maxxis International/CST
Niner Bikes
Osprey Packs
Primal Wear
Recreational Equipment Inc.
The North Face
Yakima

DESTINATION MEMBERS

Companies in this group are featured in IMBA's online bike travel directory, imba.com/destinations. This group of supporters includes riding destinations, bike tour operators, shuttle services, bike parks and resorts, skills camps, bike-friendly accommodations and post-ride eateries.

Adventure Travel Trade Association
Alianza Mesoamericana de Ecoturismo
All Terra Ecotrails
Alpenglow Vacation Rentals
Alyeska Resort
Apex Ex Adventure Trips
Avid4 Adventure, Inc.
Beer and Bike Tours
Bentonville Convention and Visitors Bureau

Betterride
Big Bear Lake Camplands
Big Mountain Adventures
Bike Tours New York
Bikeflights.com
BikeToursDirect LLC
Boreale Mountain Biking
Canyons Resort
Cascade Huts
Chequamegon Fat Tire Festival
COG Wild Mountain Bike Tours
Colorado Backcountry Biker
Country Inn Deerwood
Crested Butte Mountain Resort
Cycle Path & Paddle
Deer Valley Resort
Desert Sports
Dirt Series Mountain Bike Camps
Diversion en Montana
Epic Rides, Inc.
Explore Biltmore Estate
Falcon Guides
Gilmer County Chamber of Commerce
GO-Adventures
Highlands and Islands Adventures
Hampton Inn and Suites (Oxford, AL)
Helena Montana Tourism Business
Improvement District
Hidden Hollow Cabins
Holiday Inn Express and Suites (Oxford, AL)
Hot Tomato Café and Pizzeria
Hyatt Escala Lodge
Idaho Resort Rentals
Jans Mountain Outfitters
Keystone Resort
Killington Resort
Kirkwood Mountain Resort
Marquette County Convention and Visitor's Bureau
Mountain Creek Resort, Inc.
MTB Project
National Ski Areas Association
Park City Lodging
Plattekill Mountain
Pura Vida Ride
Red Agave Resort
RedHouseMedia
Ruttger's Bay Lake Lodge
Sea Otter Classic
Seaside Naturally
Shenandoah Mountain Touring
Singletracks.com
Sugarboo Farms
Sustainable Travel International
Teton Mountain Bike Tours
The Rock Sports Complex
Travel Oregon
Unique Trails
Utah Vacation Homes
Vail Associates, Inc.
Western Spirit Cycling
White Pine Touring
Winter Park Resort

CLIF BAR



CLIF Bar helped sponsor the 2012 IMBA World Summit, Ales and Trails Fundraiser, Take a Kid Mountain Biking Day, Interbike and Sea Otter Classic fundraisers and donated to IMBA via its Meet the Moment campaign. Additionally, CLIF Bar provided bars for trail work days and supports the CLIF Bar IMBA Trail Preservation Grant, which awards funding to chapters and clubs for trail restoration, education and preservation projects.

THE NORTH FACE



The North Face is the official apparel sponsor of the Subaru/IMBA Trail Care Crew. The North Face additionally sponsored IMBA staff uniform items and IMBA fundraisers at Interbike, Outdoor Retailer, the Sea Otter Classic and at the grand opening of the Jackson Hole Bike Park.

RECREATIONAL EQUIPMENT INC.



REI supports Teaming for Trails, IMBA's volunteer stewardship, trail maintenance and construction efforts. Based on surveys conducted with Leisure Trends Group, REI and IMBA, it's estimated that the IMBA network of clubs and chapters had 48,470 volunteers, working on more than 3,300 projects, donating over 700,000 hours of volunteer time to trails on public lands. REI store grants also support local projects in many cities. Learn more at imba.com/teaming.

LIFE TIME



Life Time Athletic Events support IMBA via donations from the Leadville 100, Leadville Race Series, Lutsen 99'er and Chequamegon 40 races.

NINER BIKES



Niner donated nine (of course) IMBA-themed and custom-painted S.I.R. 9 frames in 2012, which were auctioned on eBay for more than \$29k, with 100 percent of proceeds fueling IMBA's mission.

2013 IMBA MEMBERS SURVEY

73%
59%

Seventy-three percent of IMBA members are also road cyclists; 59 percent ride for transportation.

4
\$2K

The average IMBA member owns 4 bicycles and spends \$2,000 annually on mountain biking.

75%

Three-quarters of IMBA members have taken at least one vacation specifically to mountain bike; half of those trips involved camping.

60%
34%

More than half (60 percent) of IMBA members have participated in a cross-country race; 34 percent have participated in an endurance race.

82%
43%
67%
40%
32%
5%

IMBA members are adventurous: 82 percent hike, 67 percent go camping, 43 percent trail run, 40 percent ski, 32 percent kayak and 5 percent scuba dive.

1/2
1/3

IMBA members report spending about half of their riding time on local, X-C style trails and a third of it on longer, all-mountain trails.

U.S. CORPORATE AND DESTINATION MEMBERS

CONTINUED

U.S. CORPORATE MEMBERS

These companies support mountain biking by maintaining their corporate IMBA memberships.

Thanks to all of you!

4Site Incorporated
3Point5 – Promotive
A'me Grips
Advanced Sports International/Fuji
Adventure Advocates
Adventuremaps, Inc.
Aero Tech Designs
Airborne Bicycle Co.
Alchemist Threadworks
Arbutus Images
B.O.B. Trailers, Inc.
Backcountry.com
Banks Chiropractic Center, PC
Bicycle Colorado
Big Agnes
Bike Roar
Bike Solutions
Boulder Business Products
Catalyst Communication, Inc.
CatEye
City Cycle (Marin)
Club Ride
Conference Results
Cycle Therapy
Cycling Sports Group
Cygolite
DeFeet International
Deuter USA
Dirtball Fashion LLC
Downeast Bicycle Specialists
DT Swiss, Inc.
Eastern Mountain Sports
Ellsworth Handcrafted Bicycles
Epic Life Company
Ergon USA
Excel Sports Boulder
Eyedentity Graphics
Finish Line Technologies
Flowline Trail Design
Focus Bicycles
FOX Racing Shox
Gates Carbon Drive
Giant Bicycles
GoPro
GU Energy Labs
Hans Johnsen Company
Hawley Company
Hayes Bicycle Group
Headsweats
Hilride
Honey Stinger
Howell At The Moon Productions
Hydrapak, LLC
iBert, Inc.
Icebreaker USA
ICEdot
iHelp+
J&B Importers
Jamis Bicycles / G. Joannou Cycle
Jenson USA
Kali Protectives
Kenda USA
Kona Mountain Bikes
L.H. Thomson Company
Long Cane Trails, LLC
MapMyRide

Marin Mountain Bikes
McBee Strategic
Medical Data Carriers
Mellow Johnny's Bike Shop
Michelin North America
Midwest Cycling
Moots Cycles
Mt. Borah Designs
MyBikeNet.com
National Bicycle Dealers Assn.
National Parks Service RTCA
Native Eyewear
New Belgium Brewery
Nuun and Company
Optic Nerve
Orange Mud
Outdoor Industry Association
P. Nutty & Co.
Paceline Products Inc.
Pearl Izumi
Pedal America
Performance Bicycle, Inc.
Pivot Cycles
Planet Bike
Platypus Hydration
Proforma Bishop Graphics
ProGold Lubricants
Push Industries
Quality Bicycle Products
Resource Revival
Ritchey Design Inc.
ROTOR Bike Components USA
Runtastic
S&S Trail Services
Santa Cruz Bicycles
Saris Cycling Group
SBS (Seattle Bike Supply)
Scott USA
Smith Optics
Sock Guy
Spectrum Trail Design
Stan's No Tubes
Strava
Strider Sports International, Inc.
Sutter Equipment Company
Techno Quest LLC
Texas Mountain Bike Racing Association
The Clymb
The Hive
Thudbuster Seatposts
TrailArts
Two Knobby Tires
Vermeer Corporation
Voler Team Apparel
Yakima
Yeti Cycles
Zavod Aliansa

FOUNDATION SUPPORTERS

Sincere thanks goes to these foundations for their generous support.

Carolyn Foundation
CR Bard Foundation
Hellman Family Foundation
Mark Reynolds Memorial Bike Fund
Richard E. & Nancy P. Marriott Foundation
Ron and Stacey Gutfleish Foundation
Ruth H. Brown Foundation
The Oregon Community Foundation
The Seattle Foundation
Walton Family Foundation

SINGLETRACK SOCIETY

HEARTY THANKS GO TO THESE INDIVIDUALS AND FAMILIES
FOR DONATING \$1,000 OR MORE TO IMBA IN 2012

William Abell
Russell Asleson
Matt Beardsley
Jeff Campbell
Shana Chrisman
Andrew Combs
Joe Cote
Peter & Bonni Curran
Nancy Devore
Chip Duckett
Tania Dyson
Mark Evans
Howard Fischer
Stephen Flagg
John Ganahl
Lorenz Glaza
Wayne Spencer Goodman
Mark Graff
Sherman Gregory
James Grover

Jim Hasenauer
Mick & Sabrina Hellman
William Hoeg
Gary & Kirsten Klein
Sue Kremer
Jeff Light
Elke And Bruce Macgregor
Felix Magowan
Patrick McMullan
Joe Mihalka
Walt Miller
Michael Mitchell
Alison Montgomery
Fred Moreadith
Randy Myers
Travis Oberrender
Amitabh Pandey
Marcus Popetz
Ed Price
Luther Propst

B C Rimbeaux
Thomas Ritter
Alice Russell
Jeff Shupe
Ted Stroll
Kent Thiry
David Treese
Leland Turner
Greg Weiss
Susan Williams
Mike Winn
Robert Winston

Thank
You

SUBARU VIP PROGRAM



All IMBA members who maintain a membership for 6 months or more are eligible for the Subaru VIP program. It allows IMBA individual/family members and IMBA member clubs to purchase or lease any new Subaru, saving \$1,300 to \$3,300 off the manufacturer's suggested retail price, without haggling. The program is open to all Subaru models including the WRX, STI, BRZ and XV Crosstrek models. With each vehicle purchased through the VIP program, Subaru of America makes a \$125 contribution to IMBA's trail building and mountain bike access efforts. Visit imba.com/subaru-vip to learn more.

21⁺
YRS

A third of IMBA members have been riding for 21+ years, and one-fifth have been riding between 16 and 20 years.



MEET MTB PROJECT

IMBA'S NEW RIDE GUIDE AND TRAIL MAP RESOURCE

Every great ride requires a helmet, mountain bike, some skills and a designated route. IMBA's latest project can help you find the latter, thanks to a resource that not only inspires riders' imaginations, but also showcases the hard work of grassroots mountain bike groups.

MTB Project is a dynamic new tool for discovering great places to ride. The website, co-created by IMBA and Adventure Projects, is free and features rides covering all styles and skill levels across the United States and Canada, from local trail systems to the IMBA Epics. You'll find detailed maps that can be printed, sent to your phone or downloaded as GPX files. The site showcases the highlights, difficulties and special features to look for on every ride, including a Google Earth "virtual tour" that allows you to experience the trail before riding it. Elevation profiles, compelling photos and weather reports complete the experience.

MTB Project is also designed to inspire users to learn about grassroots efforts and support local trail systems. IMBA chapters and affiliated clubs, as well as other mountain trail organizations and land managing agencies, are featured on each ride and trail page. With custom branding for local groups, links to their websites and a listing of current events, you'll find a strong emphasis on the people who build and maintain trails.

"At the core of every trail system is a group of people from the local club, a land manager and all the decision makers that make everything happen," says Leslie Kehmeier, IMBA Mapping Specialist. "We're excited to have a way to showcase their work on a national stage."

The MTB Project website developers, Adventure Projects LLC, also built and maintain Mountain Project, the definitive online resource for finding rock climbing and mountaineering routes. "Mountain Project has 100,000 entries in its database, so if it's worth climbing, it's probably in there," said Nick Wilder, the founder of Adventure Projects. "When traveling to new areas with my bike, I noticed that I often couldn't find good info online. I kept thinking, 'I wish there was a Mountain Project for biking, so I'd know where to go.' Now it exists."

In order to provide high quality content, trails listed on MTB Project are subjected to a multi-step approval process ensuring that the information published is accurate and the trails featured are legal to ride. This summer, IMBA and Adventure Projects are developing a network of regional content administrators to assist in the content approval process, ensuring that the info at MTB Project features local knowledge and expertise. To get involved, send a message to leslie.kehmeier@imba.com.



CONTRIBUTE TO MTB PROJECT

Visit MTBProject.com to get started, or IMBA.com/resources/maps for detailed instructions and a series of video tutorials on how to use online maps and contribute your own.

SHIMANO SUPPORTS IMBA MAPPING

SHIMANO

Sincere thanks to Shimano for generously supporting IMBA's mapping program.



ADDING PHOTOS TO MTB PROJECT

If you want to add a trail or ride to MTBProject.com, you must supply photos. Here are a few examples of what to shoot when out for a ride.

1. Trail Features: Highlight significant technical sections, interesting optional lines and cool features so new riders know what to expect (if they want a heads-up).

2. Signs: Show the trailhead and important intersections—especially ones that are confusing, significant or easy to miss.

3. Viewpoints: Capture scenic overlooks and intriguing sights along the ride.



JOIN THE PARTY

25 EVENTS IN 2013



In honor of our 25th anniversary, IMBA invites you to attend 25 signature events in 2013. They represent just a smattering of great opportunities to share our love of trails at festivals, races and bike events across the country. We hope you will join us! Follow us on Twitter: @IMBA_Events

DATE	EVENT TITLE	STATE
Feb. 16-18	24 Hours of Old Pueblo	AZ
April 18-21	Sea Otter Classic	CA
May 3-4	Bike Expo NY	NY
May 17-19	Dirt Rag Dirt Fest	PA
May 31-June 6	CAMBA Festival of Trails	WI
June 6-9	GoPro Mountain Games	CO
June 7-8	Cuyuna Lakes MTB Fest	MN
June 23-30	Crested Butte Bike Week	CO
June 29	Ales & Trails	CA
June 29-July 7	Ride Sun Valley	ID
July 6	Fire Road Cedar City Race	UT
July 13	Leadville Silver Rush 50	CO
July 19-21	MTB Oregon	OR
July 25-28	Colorado Freeride Festival	CO
Aug. 15-18	Breck Bike Week	CO
Aug. 17	Steamboat Stinger	CO
Aug. 17-18	Leadville 100	CO
Aug. 31-Sept. 1	Copper Harbor Trails Fest	MI
Sept. 7	Oregon Enduro Series Sandy	OR
Sept. 13-15	Tahoe Fat Tire Fest	CA
Sept. 27-29	Brown County Breakdown	IN
Oct. 2-6	Outerbike	UT
Oct. 4-6	Midwest Outdoor Experience	OH
Oct. 12-13	MoCo Epic	MD
Nov. 2	Iceman Cometh	MI



Top The Southwest Region summit, held in in Idyllwild, Calif., offered information sessions and standout riding.

Left Kids at the Sea Otter Classic turned out in droves to ride the pump track and skills area, built by IMBA's Trail Solutions.

Right Members of IMBA's staff and board of directors rode together as a team at the 24 Hours of Old Pueblo event.





Left The Great Lakes IMBA Region summit featured riding clinics, trail building workshops and more.

Left Bottom Look for these commemorative cups at select 25th anniversary events.

Right CLIF Bar encouraged Sea Otter Classic visitors to identify their favorite trails.

Right Bottom IMBA Board President Robert Winston and honorary board member Rebecca Rusch at the ceremony dedicating the 24 Hours of Old Pueblo to IMBA.



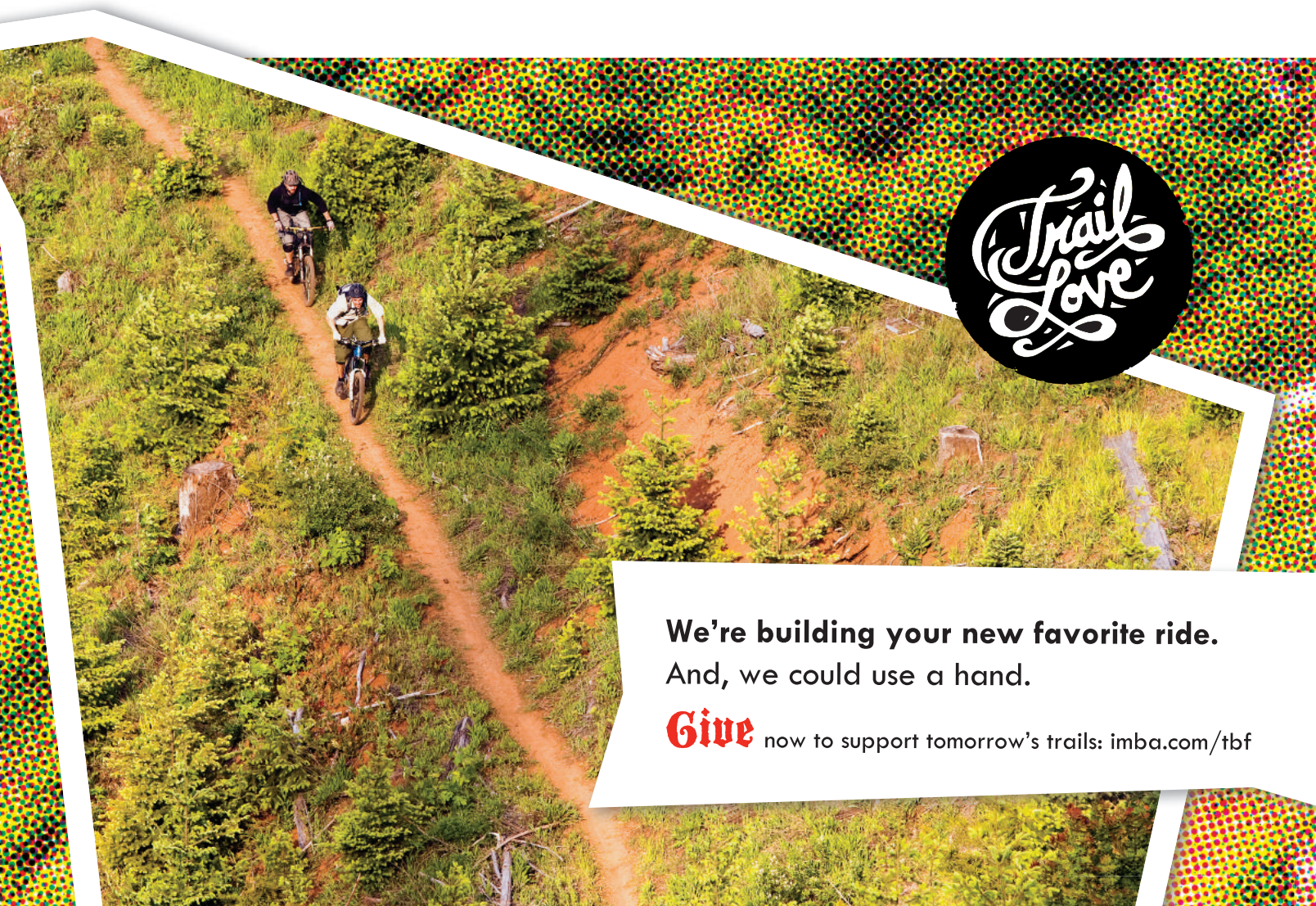
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