



Annual Report 2024-25



Contents

1. Our Mission & Leaders
2. Club President Letter
3. Program Numbers
4. Financial Report
5. Thank you to the Volunteers who make it happen!
6. Klister Klub Awards



Our Mission and Leaders

Mission— To instill the love of Nordic Skiing that can span a lifetime and build community.

Board of Directors

President: Carrie Eaton

Vice President: Mark Webber

Treasurer: Madison Freeman

Grooming Chair: Brian Turany

Membership: (Vacant)

Publicity: Meredith Turany

Racing: Jonny Hunter

Fundraising: Seth Eckert

Secretary: Anne Mayer

Social Co-Chair: Jake Greenway

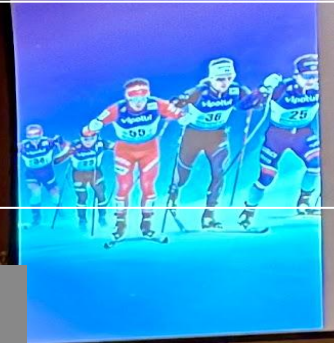
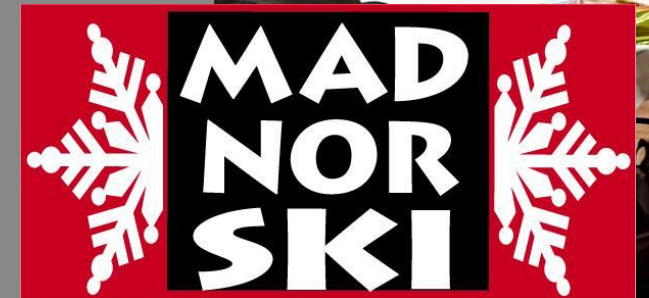
Webmaster: Andrea Roenning

Adult Lessons: Kristin Cooper

Trails Chair: Brock Woods

Youth Chair: Mike Collins

Executive Director: Tamara Bryant



A. Brett pa
B. "I love c
C. I go eve

Dear Madison Nordic Community,

As we wrap up another season, I would like to celebrate all that we accomplished given the meager winter conditions we've had the past two years. For 2023-24, the snow was minimal but came early and stuck around more than 4 weeks, thanks in part to some miracle work by our grooming team. This helped us hold races, lessons and clinics, and youth programs at Elver with good conditions for many weeks. This year (2024-25) was even more challenging, with only a handful of skiable days on natural snow. We were unable to hold our Tuesday night race series, special downhill or racing clinics, and every adult lesson was held at the CXC trails. Our Trail Kids met at both Elver and CXC Trails for sessions and we are fortunate to have so many wonderful volunteer instructors (including many Madnorski Juniors) sharing the love of winter and skiing with our youngest skiers! When the snow finally came in February, the new sled and groomer was used and the time to groom Elver was cut in half. We can't wait to see this magic continue for winters to come!

Despite the lack of snow, the Junior team had one of its most successful racing years with [six athletes qualifying](#) for either U.S. Junior Nationals at Soldier Hollow or Canadian Nationals at Canmore in Alberta, Canada. Junior Skier Niels Stringer (U16) became Madnorski's first Junior All American skier placing 4th in the classic individual start distance race at Junior Nationals. Our Juniors coaches and youth committee continue to improve the program with collaborations with other area teams and moving to a COMP and DEVO training group structure, giving our athletes even more options to "challenge by choice".

Off season programming continues to grow with more fall Dryland Training options for members and a weekly Nordic Walking meetup on Thursday mornings during summer and fall. Our Trail Women program has had fantastic growth, taking ski trips and meeting up for training and hikes. The Elver Trail Run is becoming an established and anticipated fall event, as well as our biggest fundraising event of the year. Last fall we welcomed middle school xc teams to race the 5K course and it was wonderful having so many families out there cheering on all our runners. With the inevitable shift in our winters, these dryland activities will become even more important to staying active and getting outside during the year.

This spring, the Madnorski Board has taken steps to mitigate a large portion of our budget shortfall and we are also considering different levels of future support for the trails at CXC. The financial stability of our club is our #1 priority so that we can continue to deliver on our club's mission. Your feedback and suggestions are always welcome. It is because of *your* support - our members and donors - that the successes we've had are even possible. Thank you!

See you on the trails,
Carrie Eaton, Madnorski President



Niels Stringer at 2025 Junior Nationals
as part of the Great Lakes Team.
Classic Distance Race "All American"
placing 4th.

2024-25 Club Programs

Memberships:

New Individual	35
New Family	30
New Student	1
Renewal Individual	124
Renew Family	133
Renew Student	1

Total Memberships 324

Winter Youth Programs:

Winter Fun Club (5-6 yo)	13
Winter Trail Kids (7-11 yo)	50
Winter DEVO Group (10-18 yo)	41
Winter COMP Group (13-18 yo)	26

Total Youth Participants 130

Free Adult Ski Lessons

Jan 16 CXC Trails	35
Jan 23 CXC Trails	25
Jan 30 CXC Trails	23

Total Participants 83

Off Season Programs & Events

4-Week Adult Spring Rollerskiing	13
Up Up & Away Rollerski Race	26
Elver Trail Run (all ages)	222
Club Outings –hike, bike, rollerski	35
Summer/Fall Nordic Walking	23
Learn-To Series with Madison Parks	45
Juniors Rollerskiing & Camps	39

Total Participation 403

Trail Women Programs

Fall monthly hikes Sep - Dec	40
10-Week Fall Dryland Training	34
Ski De She Ski & Race Weekend	9
ABR Rustic Retreat	8
Cookie Ski for Trailkids	lots of cookies!

Total Women 91

Finances 2024-25

YTD April 30, 2025/ Budget year July 1-June 30



Madison Nordic Ski Club

Statement of Activity YTD 4/30/25

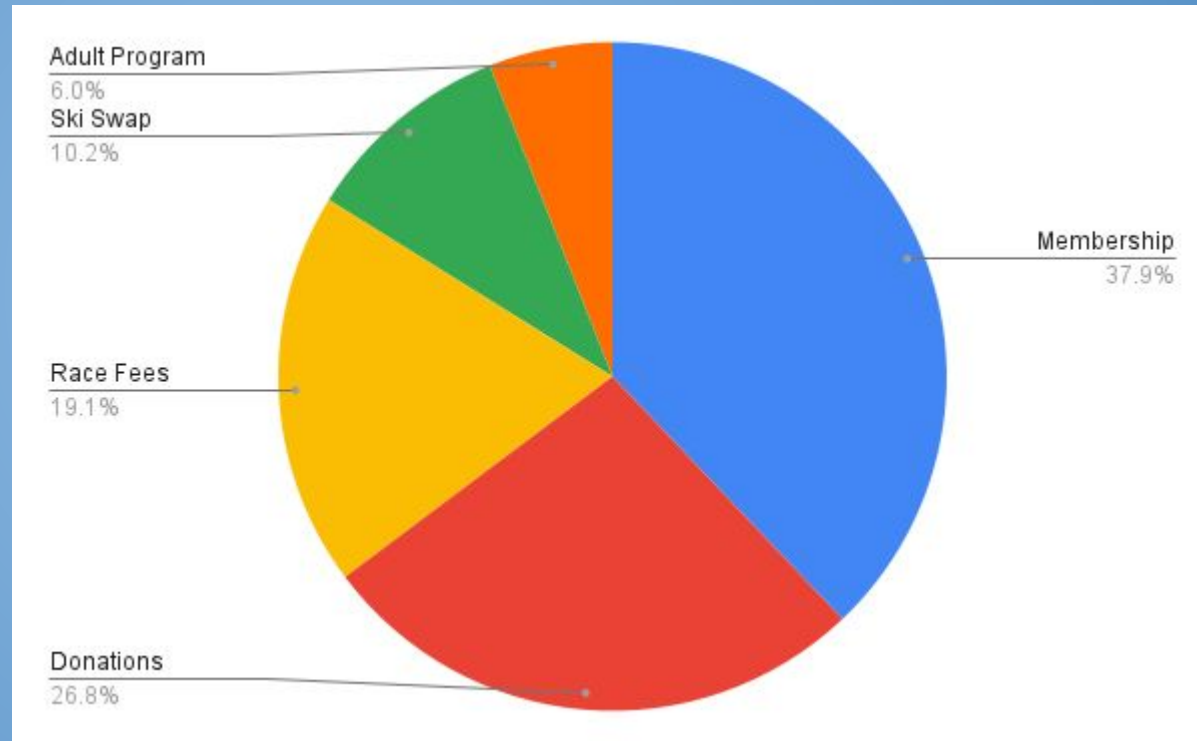
July 2024 - June 2025

	JUL - SEP, 2024	OCT - DEC, 2024	JAN - MAR, 2025	APR - JUN, 2025	TOTAL
Revenue					
Club Membership Fees	8,385.00	6,705.00	860.00	60.00	\$16,010.00
Fundraising Events		2,585.00	1,702.45		\$4,287.45
Grants	353.00				\$353.00
Individual Contributions	2,451.00	6,207.00	2,071.00	607.40	\$11,336.40
Race Fees	645.00	6,806.00	612.00		\$8,063.00
Savings interest earned	5.13	4.95	1.33		\$11.41
Services					\$0.00
Adult Programs	736.00	1,404.58	-96.12	460.00	\$2,504.46
Equipment Rental		25.00			\$25.00
Total Services	736.00	1,429.58	-96.12	460.00	\$2,529.46
Youth Program Fees	14,580.00	29,648.00	660.00	1,020.00	\$45,908.00
Total Revenue	\$27,155.13	\$53,386.53	\$5,810.66	\$2,147.40	\$88,499.72
GROSS PROFIT	\$27,155.13	\$53,386.53	\$5,810.66	\$2,147.40	\$88,499.72
Expenditures					
Advertising & Marketing	225.53	142.75	114.75	38.25	\$521.28
Bank Charges & Fees	10.00				\$10.00
Charitable Contributions		10,000.00	200.00		\$10,200.00
Club Member Support Expenses	1,191.59	335.79		69.42	\$1,596.80
Insurance	-12.00	5,200.00	254.00	-925.00	\$4,517.00
Meals & Entertainment	22.36	693.79	523.54		\$1,239.69
Office Supplies & Software	485.37	600.50	153.50	299.89	\$1,539.26
PayPal Fees	294.78	280.38	49.61	12.79	\$637.56
Payroll Tax Expenses	1,014.39	1,054.17	1,054.17	351.39	\$3,474.12
Professional Dues & Training	1,950.60	395.00			\$2,345.60
Race Give Aways	20.34	948.00			\$968.34
Racing Supplies & Materials	35.72				\$35.72
Rental & Leases--storage, meeting spaces	1,021.30	1,688.00	1,067.65		\$3,776.95
Repairs & Maintenance		243.20	105.20	403.51	\$751.91
Staff Salaries	14,009.99	14,429.99	18,579.99	4,593.33	\$51,613.30
Unapplied Cash Bill Payment Expenditure		-43.58			\$ -43.58
Waxing & Supplies		761.99	959.68		\$1,721.67
Youth Programs Travel	366.13	1,443.00	-2,052.75	1,634.20	\$1,390.58
Youth Race Fees			555.00		\$555.00
Youth Ski Equipment Repair & Maintenance	249.90		2,399.53		\$2,649.43
Total Expenditures	\$20,886.00	\$38,172.96	\$23,963.87	\$6,477.78	\$89,500.63
NET OPERATING REVENUE	\$6,269.13	\$15,213.55	\$ -18,153.21	\$ -4,330.38	\$ -1,000.91
NET REVENUE	\$6,269.13	\$15,213.55	\$ -18,153.21	\$ -4,330.38	\$ -1,000.91

Income

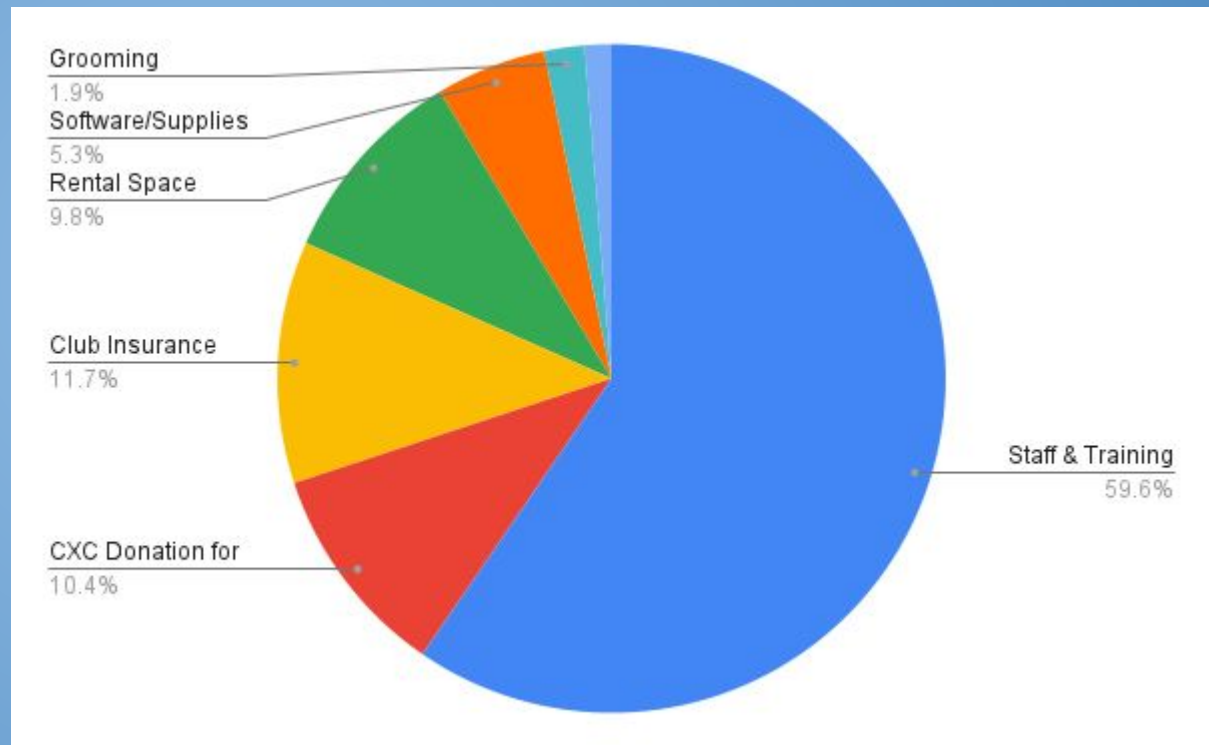
General Club Income by percentage

- Membership DOWN
- Adult programing and Race Fees UP



Expenses

General Club Expenses by percentage



Membership Numbers



- Increased membership fees
- 22% decline in membership numbers especially for new individual memberships
- Money collected stayed flat to last year

	Count	
	2023-2024	2024-2025
New Individual	71	35
New Family	34	30
New Student	10	1
Renew Individual	142	124
Renew Family	153	133
Renew Student	3	1
TOTAL	413	324

	\$ Collected	
	2023-2024	2024-2025
New Individual	\$2,130	\$1,400
New Family	\$1,700	\$1,800
New Student	\$100	\$15
Renew Individual	\$4,260	\$4,960
Renew Family	\$7,650	\$7,980
Renew Student	\$30	\$15
TOTAL	\$15,870	\$16,170

	Club Fee Increase	
	2023-2024	2024-2025
Individual	\$30	\$40
Family	\$50	\$60
Student	\$10	\$15

Survey Results

Top reasons to support club:

- 42% Community & shared interests
- 21% Trail Maintenance and Grooming
- 17% Juniors & Youth programs
- 10% Snowmaking

What is the *most important* reason you support MadNorSki with your membership? (yes, you have to choose just one!)

90 responses



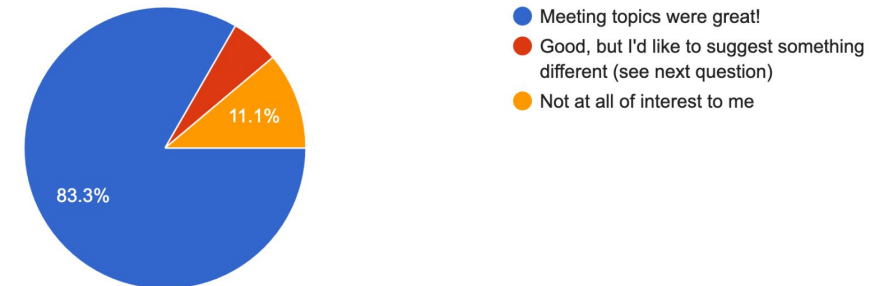
How did you find the available events this year?

79 responses



How did you find the topics at club meetings? (see list above)

54 responses



Madison Nordic Ski Team

Thank you—Youth Program Volunteers

Youth Committee

Mike Collins, Chair
Brenda Baker
Pam Felt
Steve Gaffield
Jonathan Hunter
Dirk Mason
Helen Sarakinos

Trail Kids Coaches

Tamara Bryant, Director	
Evan Baker *	Jeanne Grist
John Becwar	Larry Gundlach
Eric Birschbach	Kristin Isaacs
Bill Coady	Jim Kreft
Ellie Collins *	Jack Kuhn *
Dominica Constanzo-Adkins *	Sophia Locher *
Christine Corcoran	Kris Long
Heather Curnutt	Mike Nell
Kristen Diederichs	Bob Schlaefter
Steve Gaffield	Brock Woods
Dave Garfoot	

* Junior Coach

Juniors Team

Zach LaFond-Hudson, COMP Head Coach
Jake Eaton, DEVO Head Coach
Austin Burley, Assistant Coach
Dale Fanney
Don Fariss
Sophie LaFond-Hudson
Brenda Baker
Dirk Mason
Jonny Hunter
Pam Felt

General Club Volunteers – thank you for your dedication



Adult Ski and Rollerski Lessons

Kristin Cooper, Lessons Director
Mark Craven
Bill Coady
Mike Collins
Jason Cassidy
Kevin LeRoy
Duncan Bathe
Luke Kubasta
Madison Freeman
Josh Heurung
Sean Merewood

Trail Women Dryland Training

Sue Gallagher, Volunteer Head Coach
Amy Fuelleman
Hannah Gaines Day

Nordic Walking & Nordic Training

Mark Stewart
Mark Webber

Grooming & Trail Maintenance

Dick Steinle, Master Groomer
Brian Turany, Grooming Chair
Brock Woods, Trails Chair
Charly Buse, Head Mechanic

Club Impact!

Volunteer Totals

55 Volunteers

957 Volunteer Hours



The Klister Klub Award is given to up to 3 members each year—An award of great distinction to acknowledge those that have continuously given or dedicated a great effort to our sport of Nordic Skiing.

Eric Anderson & Angela Santini

Creators of the ABR Trails Legacy in Ironwood, MI

Read Article Here: <https://www.madnorski.org/klister-club-awarded-to-eric-anderson-angela-santini/>

One more award will be announced at May 5th spring meeting

Madnorski Values

Fun: Adding outdoor adventure and play to our lives in all seasons

Inclusion: Committing to creating programing and events that are inviting and accessible to all individuals seeking community in the outdoors

Collaboration: We value working together in all relationships in ways that contribute to our broader community

Stewardship: Enacting thoughtful and responsible management of resources—including people, the land, and financial assets entrusted to our care

Growth: Embrace challenges by creating an environment for learning, practice, leadership, and performance

Wellness: Understanding our connection to the outdoors is crucial to mental, physical and social health



THANK YOU FOR SUPPORTING NORDIC SKIING IN MADISON