DEAR ADVENTURE CYCLING MEMBERS

As the new President of the Board of Directors, let me thank you for your strong support during 2009. Despite the challenges we faced during the economic downturn (or perhaps because of them), people keep turning to bicycle travel for fitness, fun, self-discovery, and community.

In fact, Adventure Cycling set a new record with 44,844 members from 48 countries. The bike industry’s trade journal *Bicycle Retailer and Industry News* anointed Adventure Cycling the “King of the Road” because of our status as the largest cycling membership group in North America – and the most efficient, using a smaller percentage of our revenue for administration and finance than any other bike nonprofit.

It was a year of hard work by our staff and volunteers. Our Routes and Mapping crew revised and re-printed 39 map sections and converted two maps to Geographic Information System (GIS) software. We began research for a major overhaul of our Atlantic Coast route and nearly finished work on the 2,400 mile Sierra Cascades Bicycle Route. Look for the route in April 2010 – it will take our overall route network over the 40,000-mile mark, the largest bike-friendly, mapped route network in the world.

We also published nine issues of *Adventure Cyclist* magazine, and the final print version of the *Cyclists’ Yellow Pages*, the most complete guide to bicycle travel anywhere which is now solely available and frequently updated on our website. We grew the bicycle travel community with lively new online forums, our popular and free *Bike Bits* newsletter, and our new social media sites at Facebook (well over 5,000 fun-loving fans), Twitter, Flickr and YouTube. Connect with us at www.adventurecycling.org.

On the advocacy front, we continued to promote youth bicycle travel, worked with our partners in the America Bikes coalition to secure more national financial and policy resources for cycling, and did extraordinary work to implement an official U.S. Bicycle Route System (USBR). Thanks to your donations, we are partnering with federal, state and non-profit leaders to establish official routes in more than a dozen states. The USBRS is galvanizing America’s bike movement in many positive ways!

Finally, I wanted to note that our tours had more participants in 2009 than 2008 – and judging by the reviews, they were happy participants! This is due, of course, to our office staff, but even more so to our many tour leaders. Our leaders, including Tom Radley, Tammy Schurr, Ray Hanson, Wally Werner, and too many more to list here, are incredibly generous in sharing their passion and expertise for bike travel, enriching our tours and making them a wonderful experience.

Another remarkable leader is Frank Moritz from Colorado, who has helped us improve our systems and training, and has designed and led numerous tours. Moreover, Frank served on our Board of Directors and just stepped down as President. He’ll continue to volunteer his time for the organization, but please join me in saluting his service, particularly his leadership during the past year.

With volunteers like Frank and members like you, it’s no wonder that Adventure Cycling continues to touch so many people’s lives. Thanks again for your support and best wishes for 2010.

Carol York

President
Adventure Cycling Board of Directors
Adventure Cycling Association is North America’s largest nonprofit bicycling membership organization. Our mission is to inspire people of all ages to travel by bicycle for fitness, fun, and self-discovery. We enrich lives and connect communities by creating state-of-the-art bike routes and maps, leading unique bike tours, publishing the award-winning Adventure Cyclist magazine, working on important projects such as the U.S. Bicycle Route System and outreach to young people, testing and selling bike travel gear, and providing bicycle travel information.

The proceeds from our tours, sales, memberships, and other fundraising efforts are used for our nonprofit initiatives to promote and improve cycling and bicycle travel in the U.S. and beyond. In 2009, we pursued three strategic campaigns: create bike routes for the nation, get more people traveling by bicycle, and support bicycling communities.

CREATE BIKE ROUTES FOR THE NATION

New Routes and Maps
In 2009, the Routes and Mapping Department concentrated on producing the spectacular new 2,478-mile Sierra Cascades Route (available in April 2010). This 5-section map set is the first to be produced using GIS (Geographic Information Systems) software. The new route, which will shadow the storied Pacific Crest Trail, will push our total number of mapped miles to more than 40,000 — the largest mapped network of bike-friendly routes in the world.

Existing Routes
While creating new routes, we didn’t forget to keep our other routes up-to-date. We revised and reprinted 39 map sections (out of 87 total sections).

GET MORE PEOPLE TRAVELING BY BICYCLE

Membership
• 2009 marked another all-time high with 44,844 members, including 6,655 new members, and 41 new Life Members. 1,400 members hailed from 47 countries outside the U.S., from Argentina to Uruguay.
• We have over 220 member shops and our 125 member clubs served over 57,500 individual members.
• We also answered 13,000 requests for additional information on cycling; these inquiries continue to grow each year.

Outreach and Education
• We organized the second edition of our youth tour on the Ohio portion of the Underground Railroad Bicycle Route for the Bronx (NY) Lab School.
• Volunteer ambassadors presented Adventure Cycling information at numerous public gatherings and staff made presentations at conferences including the National Bike Summit, the Ontario Bike Summit in Waterloo, Ontario, and the American Traffic Safety Services Association Annual Conference in San Jose, California.
• We traveled to the four corners of the U.S. and places in between to visit with members from Linden, AL, to San Francisco, CA, and from Freehold, NJ, to Salem, OR. In Missoula, we welcomed over 800 visiting cyclists to our world headquarters.
• We provided free maps to charitable organizations sponsoring bike tours, and we presented four national bicycle-travel awards to: Bill and Nancy Nix of Knox, ND; Richard Moeur of Phoenix, AZ; Bikes@Vienna in Vienna, VA; and Charlotte Dadabay from Missoula, MT.

Publications
• We published nine issues of Adventure Cyclist magazine.
• With the help of IT, we produced a much-improved online article archive.
• We created the 30th (and last) edition of the printed Cyclists’ Yellow Pages, four Cyclists’ Yellow Pages calendars, a beautiful tours catalog, and dozens of other important Adventure Cycling documents and publications.
• We upgraded the Cyclists’ Yellow Pages online, continuing to improve upon the best bike-travel resource directory on the internet.

A cyclist riding for Journey of Hope, a bicycle tour raising funds and awareness for people with disabilities, is interviewed outside Adventure Cycling’s office.

Adventure Cycling’s Routes and Mapping Department produced the new Sierra Cascades Route and updated 39 map sections in 2009.
GET MORE PEOPLE TRAVELING BY BICYCLE (CONTINUED)

Media
• In May, Bicycle Retailer and Industry News (BRAIN) released an in-depth analysis of the nation’s top cycling nonprofits, including Adventure Cycling, reporting that all delivered good value for the dues and donations they receive. Adventure Cycling was named “King of the Road” in revenues and efficient use of funds. In June, Adventure Cycling was featured in another BRAIN story on the boom in bicycle travel as U.S. travelers sought close-to-home, affordable travel.
• The U.S. Bicycle Route System (USBRs) was featured in New York Times Magazine, Wend magazine, Bicycle Times, Snows, and on Treehugger, among other publications, websites, and blogs.
• Adventure Cycling routes and route-related activities netted headlines in Forbes Traveler, the New York Times, Orlando Sentinel, Ode magazine, The Huffington Post, Bike Radar, Biking B, and in many regional and community papers, as well as on MSNBC.com and Spatial Sustain.
• The Underground Railroad Bicycle Route was covered in a feature travel spread by the New York Times (and internationally by The Times in South Africa). The route was also featured in the Cincinnati Enquirer, Toledo Blade, Tuscaloosa News, American Trails magazine, on the American Historical Association blog, and in many regional publications throughout the U.S.
• The Great Divide Mountain Bike Route was named #1 in National Geographic Adventure’s “50 Best American Adventures”, and was covered in the Cleveland Plain Dealer, on MTBR.com, the Denver Post’s blog, and extensively on Outside magazine’s blog.
• Our C&O Canal tour was featured in a USA Today piece on recession-resistant getaways.
• We published 24 editions of our popular e-newsletter, Bike Bits, which now reaches more than 42,000 subscribers — up 5,000 subscribers over last year!

Social Media
• We established an organizational blog, and, since July, have reached an average of 10,000 readers per month.
• Our First Annual Bicycle Travel Photo Contest attracted more than 500 submissions from over 300 photographers.
• We established and grew social media efforts on five platforms, reaching tens of thousands of supporters. Our Facebook community grew to 5,000 fans, our YouTube videos were viewed more than 28,000 times, our Twitter followers topped 1,200, and our Flickr images were viewed more than 45,000 times.

Web/IT
• Updated bicycle travel information and resources for all major sections of our website at www.adventurecycling.org.
• Integrated new dynamic blog content into our home page, as well as the tours, routes and mapping, and U.S. Bicycle Route System landing pages.
• Upgraded and maintained our discussion forums, www.adventurecycling.org/forums, which have over 6,700 registered users.
• Updated the Publications Archive in an effort the make it easier to find and read past Adventure Cyclist articles.
• Improved the National Bicycle Touring Portrait Collection web gallery: www.adventurecycling.org/ppg.

Marketing
• We completed the second annual membership survey and conducted individual department surveys for Routes & Mapping and Development. Generally, we received very high marks from our members.
• Our 2009 Bike Giveaway program partnered with Jamis Bicycles and product manufacturers such as Cannondale, Old Man Mountain, Ortlieb, Arkel, Detours, and BOB Trailers.
• New in 2009 was our Share the Joy campaign where we partnered with Bike Friday and our members to increase new members.
• We sent out more than 230,000 shop display cards to 2,200 bike shops and REI stores across the country.
• We increased Adventure Cycling’s web presence through partnerships with Crazy Guy on a Bike, Brita Climate Ride, New American Dream, Heritage Travel, Inc.’s Gozaic, and Team Estrogen.

Tours
• In 2009, 960 riders traveled with Adventure Cycling, participating in 39 tours and classes. Together they pedaled more than 660,000 miles!
• We continued many of our classic rides and launched 11 fresh tours, some in new locations including the Adirondack Mountains of New York, the Selkirk Mountains, and the Oregon Coast.

Sales
• Adventure Cycling provides an excellent selection of bicycle travel gear and distributes its own, renowned bicycle maps. While the Association saw record map unit sales in 2008 (up 10% over the year before), map unit sales dipped 4% in 2009.
• Overall sales income from Adventure Cycling’s online store and catalog decreased less than 1% from 2008.
• We processed 10,306 sales orders and distributed 29,896 individual map units.

Adventure Cycling’s VansAm Group (IL, CA, OH, AK, CT, PA, AZ, BC, AB) - Yorktown, VA to Astoria, OR — “As a group we thought the Ozarks of Missouri were the most difficult section, and the Wind River Valley of Wyoming the most beautiful.”

Three of the 13-member “Bike the US for MS” group that raised funds for Muscular Dystrophy research, Yorktown, VA to Astoria, OR — “Americans are extraordinarily nice. Everyone who has helped us along the way deserves lots of thanks and hugs!”

SUPPORT BICYCLING COMMUNITIES

2009 was a breakthrough year for Adventure Cycling's efforts to promote cycling nationally and to develop safer, more comfortable places to ride.

U.S. Bicycle Route System

After last year's approval of the National Corridor Plan by the American Association of State Highway and Transportation Officials (AASHTO), Adventure Cycling worked with AASHTO's national task force to streamline the route application process. We also began identifying state organizations and agencies ready to transform the corridors into on-the-ground routes. States currently working on implementation include Florida, Georgia, Maine, Michigan, North Dakota, and Wisconsin. Other states are in the process of organizing teams and educating important stakeholders, these include Arizona, California, Colorado, Minnesota, New Mexico, Oregon, South Dakota, and Utah.

Adventure Cycling conducted a survey of bicycle/pedestrian coordinators to assess interest in and barriers to implementing the U.S. Bicycle Route System (USBR). The survey found 32 states interested at varying levels while limited staffing and funding were the highest obstacles. With this in mind, Adventure Cycling continues to educate cycling organizations and state advisory groups so they can plan for future implementation and are identifying nonprofit and private partners to work with state Departments of Transportation on route development.

We were also pleased to learn that the USBRS is earning the support of Congressional leaders, who included funding and recognition for the project in forthcoming federal transportation legislation.

National Advocacy

Adventure Cycling participated in developing and promoting a pro-cycling platform through the coalition, America Bikes (americabikes.org), for the update of federal transportation legislation. We worked with a variety of interests, from members of Congress to Amtrak and the American Bus Association, on issues such as bike access to buses and trains, and improved development of rumble strips.

DEVELOPMENT

In 2009, we raised $368,632 from donations and grants. This included $80,000 in grants from Bikes Belong, Lazar Foundation, New Belgium Brewing, REI, SRAM and Surnda Foundation. Donations from individuals, foundations and corporations support advocacy and education projects, including the development of an official U.S. Bicycle Route System, the creation of new bike routes such as the Sierra Cascades Route, the maintenance of map information for our established routes, and the promotion of youth bike-travel resources.

ADVENTURE CYCLING DONORS

Special Recognition

Ger Blau • Dan Hargate • Steve Sey • Fihnere & Sharon Wood

Thomas Stevens Society $1000 to $2499

Sarah & David Apple • Veronica Beegun • David Black • Peter Bower • Randy Brodersen • Alice Cannon • Chattanooga Bicycle Club • Palos Verdes Bike Club • Marc Clark • Alan Detwiler • John Emery Jr. • Michael Freed • Anna Grin • Ron Guthleish • John Hanes • Craig Hansen • Ray Hanson • Karlsson Consulting Group Inc. • Margaret Jones • Patrick Marty • Arthur McMullin • Scott Meyer • Tawani Foundation • Michael Morency • Frank Moritz • Rebecca & Riley Newman • Melissa & David Norton • Charles Pace • Christopher Pun • NORD/Centers for Disease Control & Prevention • Donna & Jonathan Mark Salonen • Schwab Charitable Fund • Dabny Stein Sharpe Family • Stein & Sandra Sweeney • Dan & Lora VanEpp • Steven & Carolyn Vanderheft

Leaders $500-$999

Robert Allen • Aiggen Foundation • Artiehand & Lakes • Jody Auldridge • Peter Backman • Karen & Jim Badger • Arthur Bartlett • Elizabeth Bell Family • Veronica Benson • Tom Blank • Leslie Brownell & P.J. McGuire • David Bowman • Jon & Ron Bruno • Tom Cascavelt • Chevon Humankind Gift Pgm • David Childers • John Cichino • Jeff Collins • Catalyst Communication • Ron Core • Patricia Daniels • Suzanne Daveordona • Stephen Davis • Roger Davis • Jacques DeLain • John Dohn • Michael Drelling • Karl Eggers • Morris Erickson • Pat Farnell • Pamela Fischer • Scott Spaulding • Clay Flieg • Joe Golden • John & Christine Graff • B Charles Graham • James Grieshop • Marc Grossman • Robert Gubler • Donald Hall Family • Robert Hughes • Andy Hupper • Don Jenkins • Michael Johnson • Carol Bessey • Bruce & Kate Johnson • T.S. Keltos • Brenda Kirby Family • Jacob Kirkman • John Lemere Family • Nick Lenzmeier • Jean Marie Linhart • Jon Loores • Phone Maya • Jeffrey Miller • Bill Moore Family • Mountain Man Events • Dennis Olson • Michael Patterson • Reuben Peterson Family • Daniel Peterson • John Preston • Tony Reed • Bruce Richburg • Richard Rogers & Julie Cawelt • William & Catherine Ruhling • Mark Schultz • Janet SeGa • Steven Seto • E Ray Sinclair • Jon Stallino • Leonard Stegman • USC Gould School of Law • Vanguard Charitable Endowment Program • Roy Well & Mary Shaw • Anne Winkes • Bob & Susan Wilcox • Richard & Janice Wit • Carol York & Pete Fortheringham • Jerry Zebrack • Tony & Kimberly Zeltener

Freenewheels $250-$499

Ken & Vickie Adams • Arkansas Bicycle Club • Arlington Heights Bicycle Club • Tony Aussen Family • Russ & Carol Afha • Alexander Barangan • Gayle Barb • James Beeman • Gary Bell • Dennis Birdsong • David Blei • Dorothy Borders Family • Gary Botto • Michael Brown • Jon & Barbara Bruce • Margaret & Fenton Bruce • Thomas Callahan • Jim Calvett Family • O Bruce Campbell • Charles & Carol Caudel • James Cavanaugh • Exper Mentor • Kenneth Childholm Jr. • Suzanne Clark • Alan Cote • Steve Crawford • Arti de la Rosas • Fred & Ellen Devlin • The Shoppe Store • Kristin Dyer & Eric Lechner • David & Carol Ellingson • Otto Elbs Family • Sockeye Cycle Company • Jan Erikson • Paul Erikson • Mary Jane Evans • Lisa Frazey • Lee Frances & Michelle Gitter • Ross Glasgow • Richard Goldman • The Inn at Manchester • Blue (John) & Kathy Harland • Paul Hanson • Peter Harkness • Michael Held • David Hennessy • Karen Herod • Hewlett-Pickard • Neal Holmes • Jim & Wendy Homersy • Chris Howey • James Howes • Polly Hupper • Matthew Hupper • Susan & Steven Immelt • David Ivan • Christopher James • Cap Klene • Keith Karnik Family • Robert Keegan • Andrew Kellam • Diane Kelly • Carol Kirk • John Klot • Nickelbranders of San Diego • Toshihira • Jerry Koch • Debra Kolovsky • Theodore Koven Sr. • Amy Kristoff • Judie Leinhardt • John Luhalls • Thomas Lopez • Bill Luton • Robert Maden • David Markman • Sheila Martin Family • Celeste Matarazzo • Keith McConnell • Michael Meier •

Reuben & Teresa Peterson (ICA), Fort Bragg, CA to Bar Harbor, ME — “We celebrated our 35th wedding anniversary on this trip by climbing from Idaho’s Brownlee Reservoir in the mist and descending in the cold rain to Cambridge.”

Gordon Riecker (NY) and Anson Biller (MA), Rome, NY to San Francisco, CA — “In Watertown, Minnesota, I raced eight kids with their BMXs on my loaded bike. I came in second place.” — Anson
ADVENTURE CYCLING DONORS (CONTINUED)

Frank & Deena Mitchell · Shirley Monroe · Kathleen Morgan · Michael Morris · Murphy-Dehr · Bicycle Club · William Myers · Jeff Myers · James Nett · Donna O'Neil & Lennie Alecson · Tim Oberle · Bill & Sandra Olson · J Paul O'Neal · James Oates · PG & Corporation · Robert & Dalia Perelman · Kent Perelman & Mary Shaffer · Anthony & Cecilia Powers · Bob & Jill Price · Jim Randall · Christopher & Robert Romero · Dan Rogalla · Suzie & Dennis Ross · Holland's Bicycle · Glen Savarese · Larry Scott · Keith Seidner · Family · Michael Schrimer · Aldo Siboni · Diane & Walter Sidwell · Silverlink Communications · Gregg Singer · Jason Singer · Stephanie Singer · Sinead & William Singler · Robert Soddle · Tracy & Mary Stobieger · Paul Stueck · Y Ling Su · John Sullivan · Pierre Swick · Shawn Swick · Tara Tack · Michael Talbert · Thomas Testaf · Wayne Teumer · Guy Tihancik · Carol Tremble · Pete Tremban · Paul Turek · Jonathan Vanhols · Wally Werner · George Harris · George Wilson · Dean Ricken · Malcolm Wright

Corporative Members
Titanium Cycling Products · Salty & Surly Gold · CoMotion Cycles · GuidingCycling · Old Man Mtn Mfrs · Saris Cycling Group · Teambike · Precision Cycling Silver · Bike Friday · Cascade Huts · ClubExpress · Jacro North Companies · National Bicycle Dealers Assn · Recyclersnow · Safe-Bicycling Innovations Inc Bronze: Anderson-ZumUhlen & Co. · BCiBikeFlights · BOI Trailer · Cornerstone Marketing · DeLorme · ESRI · Gateway Printing · Planet Bike · Rawland Cycles · Red Arrow Group · Rocky Mountain Bikes · Sea to Sky Trail

New Lifestyles
Harry Ackerman · Carol & David Apple · J David Beam · Terry Büchembach · Mary Ellen Cee · Judith Coryn · Marc Coryn · Randy Coryn · Tommy Daigle · Doug Fawcett · Al Fiebre · Anita Frighetto & Mark Tuckeighth · Christopher Hamran · Hugh Hart · Paula Holmes-Eber & Lorenz Eber · Diane Houslag · Lucas Jensen · Meredith Johnson · Tom Jolly · James Keyes · Jim McVicker · Deanna McGinn & Mark Sinn · David Meats · Barbara Murdock & Carl Fertman · Timothy Petersen · Carol Pranschke · Charles Reiser · Frank & Leslie Schipper · John Schieb · Stephen & Heidi Simms · Jon Spalial · Steven Spindler · Alon Sworin · Christine Takekale · Neil Vanhols

Benefactor Members
Betsy & Richard & Sara Buchbinder Jr Family · Bob Bauer · Caroline & Tim Btvt · Randy Brodersen · Paul Butler · James Carola · Cassef & Robert Alperstein · Jim Asup · Ted Arras · Erik Arras · Diane Arras · Brian Armstrong · Robert Andert · Charles Andra · Joe Anderson · David Ascher · Ernie Alsup · Robert Arnett · Dick Ashby · Mike Atkinson · Jason Atwood · Dorothy Averard · Robert Asbridge · Linda Atwood · Steve Asbridge · Tom & Mary Avanzino · Chris & Tom Britven · Steve Asbridge · Alfonso Avanzino · Sue Baker · Richard Bachman · Douglas Bell · Mary Lou Barlow · Lora Baue · Barry Bailey · Elmer Ballew · Robert Barlow · Joseph & Jeanne Barger · Charles Beegle & Peggy Blum · Jimmie Bedinfield Family · Bruce Beemer · Robert Berner · Martin Bernstein · Eye Bicycler · Bicycle Club of Philadelphia · Kenneth Bills Family · David Bentley · Andrea Bill · Robert Billin · Barry Bilbao · Dick Black · Robert Blacker · Robert Blum · Eric Bland · Martha Blum · Richard Blum · Arthur Blum · Timothy Bonner · James Pow · Edward Boyle · Isabelle & Jeremiah Brackbill · Brandwine Bicycle Club · William Branstul Jr · Barbara Brewh · Paul Burks · Frank Bruce · Larry Brock · Shalaig Broderman Family · Barbara Brown · David Brown · Leslie Brown · John & Maria Bruich · Roger & Lyn Brucker · Kevin Brunk · Alan Buban · George Bucklew Jr. · Bruce Buhler · Leslie Bullock · Donald Bunnell · Kacy Burnsed · Brian Burnell · Scott Burnell · Paul Butler · Wayne & Anne Byrd · James Caldwell · Coleen Carey · Walter Car Family · Debra Car · Kevin Car · Edward Cantor · David Chapman · David Chase Family · Jim Chadron · John Chef · Mattie Morhan · James Cherico · Frank Chiew Family · William Chisholm · Santa Fe Cerritos & Trail Comm · Jan Chilcote · John Checko · Andrea Clancy · Wayne Clarridge · William & Pat Claeys · Tom Clancey · Richard & Marilyn Claytor · Jody Clark · Joyce Cook · Ronald Coriell · Michael Conger · Kenneth Conger · Arturo Cortez · John Cotan · Robin Cotton Family · Pat Coutu · Arnie Cowan · Francis Coyle · Rebecca Craft · Dolly Craft · Harold Cranston · Lorrie Crouch Family · Gay Croworth · Keith Cull · Richard Cuper · David Cunifer · Mike Darisich · Andy Dannerberg Family · Andrew Dauph · Edward David · Hillary Davis · Ed Davis · Dianne Davis · Jill Davis · Rich Davis · Virginia Delaval · Lawrence Dean · Cecilia DeCock Family · James Deed · Sarah Deed · Ed Deere · Brian Delaney Family · John Deets · Donald Deave · John Deave · Jeanne Delight · John Deave · Scott & Jennifer Der · Alex Dolby Family · Margaret Dougherty Family · Jack Dougherty Family · Katherine Dowling · Tony Doerfler · John Doherty · Debra Donum · Richard Dunbar · Frederick Eames Family · Sandy Earle Family · Mike Eaton Family · EC Veo · Robert Elhardt · Annmarlie Eldering Family · Beth Eldridge & Woody Pinge · Dave Eliasby · John Epperson · Sarah Epstein · Ed Elrod · John Eman · Eileen Eber · Sarah Eber · Mary Ellen Eber · Charles Eber Family · Chris Flick · Joyce Faithman Family · Doug Faeve · David & Anne Fege · Noel Fenton · Andrew Ferguson & Tanja Shadown · Bernard Feshbach · Bas & Claudia Fett · Anne Fiedler · Robert Fierz · James Fischer · Murray Fitzh · Paul Fogl · Delaine Frangie & James MacIntyre · Steve Freeberg · William French · Thomas Friske · David Fruth · Gwendolyn Fruehn · Michael Furman · Angus Fulton Family · Milan Gadik · Donald Gale · Ugo Galli Family · Joyce Gammon · William Garrett · Philip Gash · Edward Gant Family · George & Karen Gates · John & Margaret Gardner · Lisa Gaur · Will & Beth Garrett · Robert Gassett · Tracy & Mary Stobieger · Paul Stueck · Y Ling Su · Jon Sweeten · Pierre Swick · Shawn Swick · Tara Tack · Michael Talbert · Thomas Testaf · Wayne Teumer · Guy Tihancik · Carol Tremble · Pete Tremban · Paul Turek · Jonathan Vanhols · Wally Werner · George Harris · George Wilson · Dean Ricken · Malcolm Wright

We also want to thank the numerous individuals who gave special donations up to $100. Thank you very much!
2009 FISCAL SUMMARY

Revenues and Expenses: This diagram illustrates where Adventure Cycling’s revenues come from and how the money is spent. In FY2009, we were able to allocate 90% of our expenses directly toward our mission of inspiring people of all ages to travel by bicycle.

Adventure Cycling Association
Statement of Revenues and Expenses

<table>
<thead>
<tr>
<th>Revenues</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchandise Net Sales</td>
<td>$218,944</td>
<td>$204,449</td>
</tr>
<tr>
<td>Membership</td>
<td>$1,137,471</td>
<td>$1,103,891</td>
</tr>
<tr>
<td>Tours</td>
<td>$1,168,799</td>
<td>$948,838</td>
</tr>
<tr>
<td>Donations/Grants</td>
<td>$372,792</td>
<td>$364,667</td>
</tr>
<tr>
<td>Advertising</td>
<td>$177,024</td>
<td>$268,043</td>
</tr>
<tr>
<td>Other</td>
<td>$7,895</td>
<td>$2,862</td>
</tr>
<tr>
<td><strong>Net Operating Revenue</strong></td>
<td><strong>$3,082,925</strong></td>
<td><strong>$2,892,750</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Services</td>
<td>$348,506</td>
<td>$310,447</td>
</tr>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Routes &amp; Mapping</td>
<td>$301,235</td>
<td>$291,338</td>
</tr>
<tr>
<td>Outreach</td>
<td>$36,194</td>
<td>$81,781</td>
</tr>
<tr>
<td>Publications</td>
<td>$730,038</td>
<td>$826,441</td>
</tr>
<tr>
<td>Tours</td>
<td>$1,076,250</td>
<td>$979,597</td>
</tr>
<tr>
<td>Membership Services</td>
<td>$530,874</td>
<td>$531,806</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>$2,674,591</strong></td>
<td><strong>$2,710,963</strong></td>
</tr>
</tbody>
</table>

Increase (Decrease) in Net Assets  $59,828 $(128,660)

Adventure Cycling Association Balance Sheet

<table>
<thead>
<tr>
<th>Assets</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$421,646</td>
<td>$426,881</td>
</tr>
<tr>
<td>Long-term Assets</td>
<td>$458,573</td>
<td>$386,152</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$880,219</strong></td>
<td><strong>$813,033</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$568,932</td>
<td>$552,689</td>
</tr>
<tr>
<td>Long-term Liabilities</td>
<td>$35,461</td>
<td>$44,346</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$604,393</strong></td>
<td><strong>$597,035</strong></td>
</tr>
</tbody>
</table>

Net Assets

<table>
<thead>
<tr>
<th>Total Fund Balance</th>
<th>FY2009</th>
<th>FY2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>$275,826</td>
<td>$215,998</td>
<td></td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$860,219</td>
<td>$813,033</td>
</tr>
</tbody>
</table>

Adventure Cycling Association is a nonprofit charitable organization as qualified under Section 501(c)(3) of the Internal Revenue Code. A copy of the annual audit is available at www.adventurecycling.org/audit or by calling (800) 755-2453.

The cyclists’ lounge, for cyclists who visit our office, features bicycle-related reading material (including information on local rides) and free Internet access.

A group of local school children visit Adventure Cycling Association’s office to learn about bicycle travel.
ADVENTURE CYCLING STAFF

Elliot Bassett
Winona Bateman
Ted Bowman
Amy Corbin
Richard Darne
Michael Deme
Julie Emmett
Derek Gallagher
Casey Greene
Anthony Guglielmo
Julie Hack
Rod Kreamer
Carla Majernik
Teri Maloughney

Mike McCoy
Kevin McManigal
Jennifer Malyko
Beth Petersen
Sarah Raz
Jim Sayer
John Sieber
Greg Siple
Sheila Snyder
Ginny Sullivan
Josh Tack
Aaron Trisdale
John Weyhrich

ADVENTURE CYCLING
BOARD OF DIRECTORS

Andy Baur
Jennifer Garst
Anna Ginn
Dan Hungate

Andy Huppert
Jeff Miller
Frank Moritz
Carol Yerk

Adventure Cycling Association
150 East Pine Street, Missoula, Montana 59802
tel. 800 755 2453 www.adventurecycling.org