

BIG

WOODS
CAMBA

ENDLESS

CHEQUAMEGON AREA MTN BIKE ASSOC

TRAILS.



YEAR OF THE MOSQUITO!



CAMBA
CHEQUAMEGON AREA MTN BIKE ASSOC

THE YEAR OF TRANSFORMATION

Guiding Forces

Vision

Board

Sustainability of the Organization

Staff

Financials

Brand Refresh

Mission

Community

Events

Trails



VISION

Be the Premier Off-Road Riding Destination in the Upper Midwest!



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CONTINUOUS ACTIVE METAMORPHOSIS TO BETTER ADMINISTRATION?

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A MESSAGE FROM Pat...

Reasons for Transformation.

Organic Growth of CAMBA.

Change in MTB Environment.

Sustainable CAMBA.

BOARD

Dr. Pat Warpinski, **President**
Laurie Woodbury, **Vice President**
John Schneider, **Treasurer**
Sara Hudson, **Secretary**
Scott McKinney
Suzann Mouw
Ken Raiche
Ryan Sportel

Thanks to outgoing **Board Members**
Mark Borman
Matt Sylvester
Jenny Swift

Welcome to new Board Members
Devon Dannen
Ray Konyn
Jim Nancekivell
Eric Roggeman
David Whitaker

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COMPLEXITY ADDS MORE BUSINESS ACUMEN?

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A MESSAGE FROM Pat...

CAMBA does many things. Much more than just trails!

The Transformation.

Breakdown of Functional Areas.

Identify Leadership for each Area.

Sustainable CAMBA.

CAMBA

CHEQUAMEGON AREA MTN BIKE ASSOC

TRAILS

- Landowners
- Trail Stewards
- Trail Rogues
- WCC
- Trail Crews
- Pro Trail Builders
- Signage/Maps
- Equipment

TRAIL ACTIVATIONS

- Adopt-a-Trail
- Instagram Moments
- Sponsorship Opportunities
- Landmark Naming

EVENT PROMOTION

- CAMBA Pirate Radio
- Live Announcer
- Brand Ambassadors

WEBSITE

- Reskin/Reorganize
- Trail & Route Info
- Capture User Data
- Renew/Refresh Imagery
- Calendar

SOCIAL MEDIA

- Film - Drone Footage
- Influencer Strategy
- Audience Analytics
- Sharing Portal

FUNDRAISING

- Grant Research
- Grant Writing
- Grant Management
- Donor Relations

MERCHANDISE

- Local Retailers
- Collaboration Programs
- Evolve Messaging

SPONSORSHIP OPPORTUNITIES

- Business Sponsorships
- Business Memberships

MEMBERSHIP

- Management
- Education
- Communication

EVENTS

- Races
- Clinics
- Rides
- Partners Events
- Volunteers

A MESSAGE FROM Bert...

Questions I Get...

Can we just focus on trails?

Why do we need staff?

Can we keep up with the new style of trails?

Can we go after bigger grants?

MISSION

To Be Visionaries and Stewards of the CAMBA Trails.

To Host Exceptional Events and Programs.

To Build Community and Drive Economic Enhancement with Trails.



A MESSAGE FROM Bert...

Sustainable CAMBA. More than just trails. But always trails.

Strategic Planning

Trail Management

Fundraising

Bookkeeping

Communications

Program Management



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COWORKERS ARE MOST BENEFICIAL ASSETS?

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STAFF

Bert Jackson, Executive Director

Mike Gibbs, Marketing

Danielle Becker, Communications & Events

Kevin Reker, Bookkeeping & Admin

Ron Bergin, Really Retiring!

Building Staff

Trails Director

Volunteer Coordinator

Development Director



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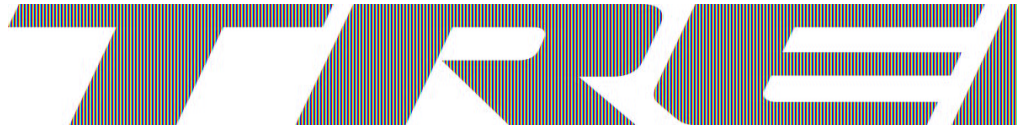
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COLLABORATION ALLOWS MUTUAL BENEFITS ALL-AROUND?

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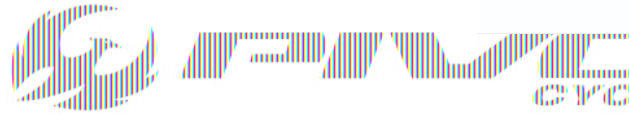
SPONSORS



Hayward Area
Memorial Hospital
& Water's Edge

Memorial
Medical Center

Right here in the place we love.



GRANTS



**Hayward Area
Memorial Hospital
& Water's Edge**

**Memorial
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CONSISTENT ADVANCEMENT & MANAGEMENT OF BUSINESS ACTIVITIES?

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A MESSAGE FROM John...

Smart & Sustainable CAMBA. Money in the bank.

Income.

Diverse sources.

Expenses.

Trails 53%

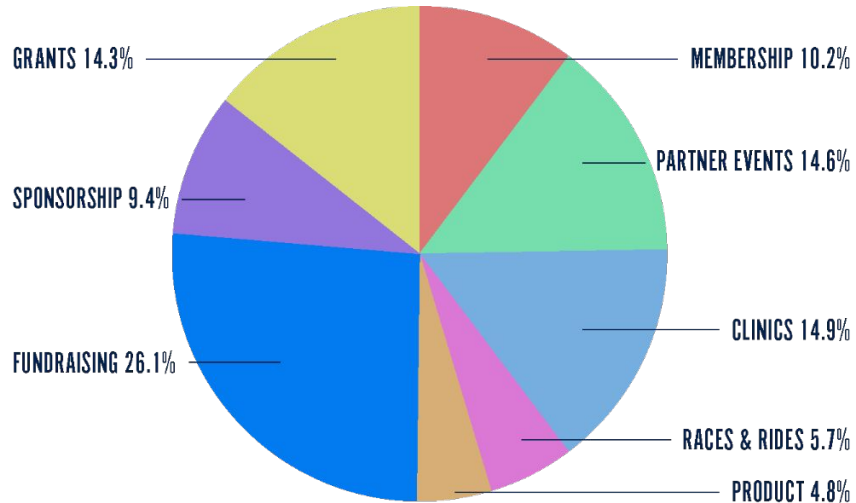
Programs 24%

Ops 23%

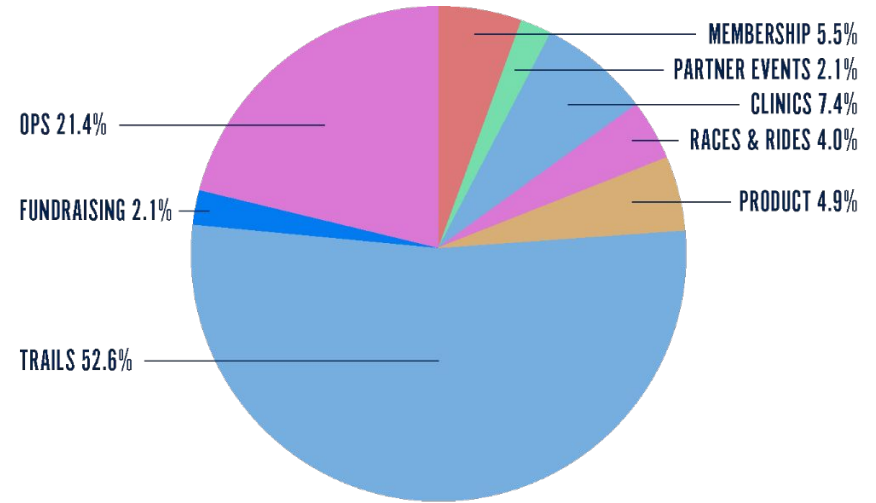


FINANCIALS

INCOME



EXPENSES



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COMMERCIAL ADVERTISER MAKES BRAND AFRESH?

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A MESSAGE FROM Mike...

Brand Refresh. A professional organization that is worthy of funding.

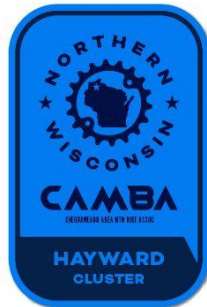
Who?

What?

Why?

How?

CAMBA
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A MESSAGE FROM Bert...

Building Community. More than just trails.

Trail Stewards. Eyes and ears on the trails.

Trail Rogues. Work Day volunteers.

Trail Yetis. Winter grooming crew.

Ambassadors. Represent and raise awareness for CAMBA.

Event Teams. Supports each of our events.



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CHEERING ALONG THE MASSES BOOSTS AWARENESS?

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A MESSAGE FROM Ken...

Races:

Seeley Big Fat - Jan 20, 2024, Chequamegon 100 - June 22, 2024

Rides:

Global Fat Bike Day Celebration - Dec 2, 2023

Clinics:

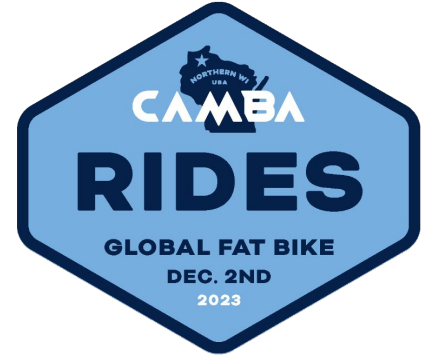
Women's North & South Weekend Clinics, Men's Weekend Clinics

Youth:

CAMBA Kids



EVENTS



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CHILDREN ARE MEMBERSHIP'S BEST ADDITIONS?

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YOUTH

A young child wearing a bicycle helmet and riding a bicycle on a dirt path. The image is overlaid with a blue color filter. The child is wearing a patterned tank top and shorts. The background consists of tall grass and foliage.

**“SOMEONE’S SITTING IN THE SHADE TODAY
BECAUSE SOMEONE PLANTED A TREE A LONG TIME AGO.”**

Warren Buffett

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CIRCUITOUS ACCESSIBLE MILES BECKON ALL?

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A MESSAGE FROM Ryan...

Trail Team:

Trail Stewards, Trail Rogues, WCC and Professional Trail Builders

Projects Completed:

Move the Hospital Trailhead

Ashwabay - green trail, jump line, Stick Up/Down

Makwa Rehab

Patsy Lake/Namakagon Rehab & Logging Repairs

Still in Progress:

Dirt Candy to Mt Telemark Connector

Esker reroutes, currently working on ATV Trail to C12



CHEQUAMEGON AREA MTN BIKE ASSOC

TRAILS



TRAILS

Goals for Next Season:

Sustainable CAMBA. Find a way to fund and fulfill a CAMBA Crew!

Makwa final Rehab, Seeley Pass Rehab, Esker Reroute, Dirt Candy Rehab



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CAN'T ARTICULATE MASSIVE BREATHTAKING APPRECIATION?

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**THANK YOU
TRAIL ROGUES!**



TRAIL ROGUES

Steve Morales	John Wightman	Bean Timmerman	Felicia Palmer	Mike Weispfenning	Pat Warpinski	John Horns
Jerry Wright	Troy McGill	Nin Evenson	Ruth Dover	Lisa Weispfenning	John Schneider	Mark Borman
Ron Bergin	Darren Winchester	Melissa Winchester	Ginny Chabek	Mike Amman	Keith Wilkinson	Greg Krauska
Charlie Evenson	Tom Sermersheim	Joel Swanson	Karen Rosen	Josh Hegman	Mike Gibbs	Amanda Chaon
David Dokkestul	Bob Lamoreaux	Barb Kelly	Rick Budde	Sam Kuhinka	Marcus Walz	Anna Carlson
Paul VanNatta	Tom Dunaway	Bobbie Stein	Diana Budde	Pat Parma	Brenden Patterson	Kelsey Ewert
John Koplau	Tom Wilton	Bill Conger	Dave Tworek	Avery Jehnke	Blair Bruce	Thomas Gershman
Stan Walczak	Carolyn Senty	Cindy Conger	Keely Jackson	Dirt Serpents MTB Team	Gary McCracken	Kelsey Ewert
Tom Detzner	Tami Smith	Jane Mandli	Kyra Jackson	Erika Mennerick	Franklin VanDewerker	Craig Mead
Ryan Sportel	Brian Smith	Pam Cutshall	Kaelin Jackson	Joanie Lawrence	Thomas Ewert	Shayna Quibell
Jeff Jackson	Michael Orr	Brian Wilton	Duane Higgs	Tyler Pratt	Chloe Warpinski	

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CYCLISTS ACCEPT METEOROLOGY'S BIGGEST ADVERSITIES?

TRAILS.



A MESSAGE FROM Ryan...

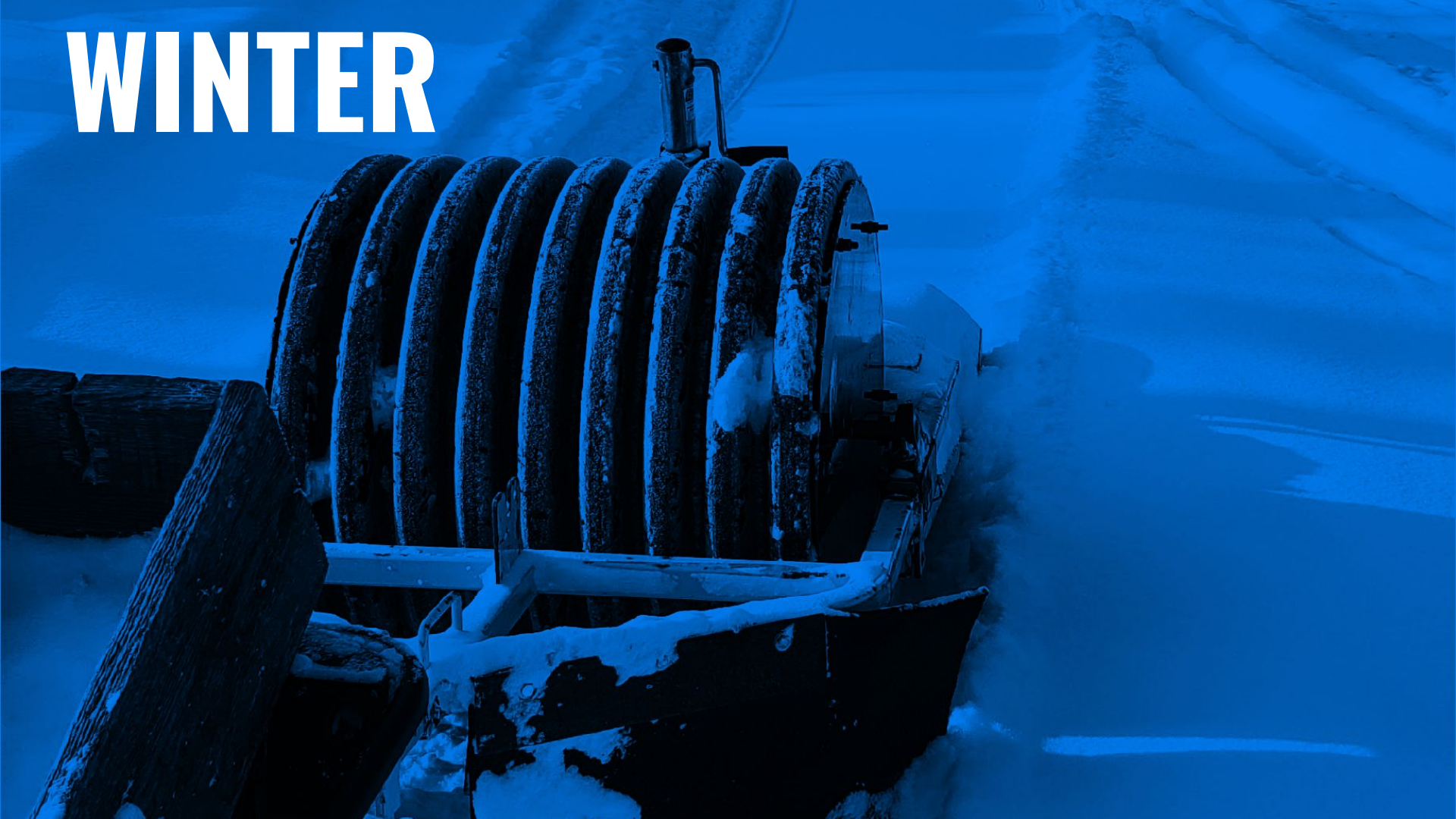
Winter Grooming:

Trail Yetis

Equipment

Route Development

WINTER



WINTER

Winter Routes:

Hospital Gateway Trails

Hatchery Trails

Seeley Hills

Big Fat Loop

Big Easy

Seeley Pass & Gordy's

Cable Community Center

Birkie Start Trails



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CRITICAL AGENDA BEGETS MASTER APPROACH?

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A MESSAGE FROM Bert...

Survey:

Survey says... 85% consider themselves Intermediate Riders

Many types of riding styles. Flow. Old School. Jump. Gravity.

THE DESTINATION

A Collaboration:

Flow

Old School

Jumps & Gravity - Thank you ABSF for the Trek Trails Powered by OTM!



MASTER PLAN

The Process:

Gather rider needs

Great Bones

Strategic Plan for the organization

Develop a Master Trail Plan for our future



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CALLING ALL MOUNTAIN BIKERS TO ACTION!

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A MESSAGE FROM Bert...

When we ask, people turn out.

What keeps me going is the incredible support for CAMBA.
But I need your help.

I need you to think about how you can support CAMBA.



SUPPORT

Donate:

Trails Fundraiser \$30K Match

Endowment of \$3M would keep the trails going

Membership:

Goal of 1000 members this year. Encourage your friends and fellow riders.

Volunteers:

Trail Stewards, Trail Rogues, Trail Yetis, Ambassadors, Event Teams



Questions?

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Another Year of CAMBA...

This is not just a grass-roots organization any longer.

This is our CAMBA. This is your CAMBA.

Make sure we are here in the future too!





YOUR CAMBA