

2024-2025 ANNUAL REPORT

Plain Valley Ski Trails

TOGETHER, SUSTAINING TRAILS & EMPOWERING YOUTH.

Youth ski
education program

PVST kids
& adults clinics

Trails
for All

Season & day
pass holders

Adventure
Women

PLAIN VALLEY SKI TRAILS MISSION

Create and sustain a high-quality ski trail system that serves the community and funds barrier-free ski education programs that motivate individual and team achievement.

PVST is a registered 501(c)3 nonprofit public charity. EIN #83-1888658



“The Plain Valley grooming takes a blanket of snow and adds a ribbon of smooth ski surface and tracks for exploring Beaver Valley. You never know what you might encounter: solitude, a familiar face, a Plain Valley Nordic Team skier, wildlife, or just personal challenge and adventure.”
LINDSEY KIESZ, PVST SKI INSTRUCTOR



Christie Wilder
EXECUTIVE DIRECTOR, PLAIN VALLEY SKI TRAILS

The mission of the Plain Valley Ski Trails (PVST) is simple: to create and sustain a high-quality trail system that funds our youth ski education program. Achieving this mission, however, only happens through the care, dedication, and efforts of many people and businesses in our Plain community and beyond—the parts that make up the whole.

Every piece, including each and every one of you, is an integral part of our organization. Landowners open their properties. Our board members volunteer their time. Our trail staff and groomers, led by Jason Boyes and sustained by our mechanic Caleb Swart, maintain the trails in excellent condition. Volunteers step up to support the ski education program, led by our Program Director & Head Coach, Henry Gorman. They give their time to help lead a group, serve hot cocoa to our skiers, welcome guests as Trail Ambassadors, support our Trails for All program, instruct our Plain Valley Adventure Women (PVAW), organize our Tour de Plain race series and more. Our donors, sponsors, and grant partners invest in our mission. In all of these ways and more, you come together to support our common goal: ensuring that PVST and our youth ski education program thrive.

Our ski education program, the Plain Valley Nordic Team (PVNT), is the heart of our organization and our mission. From the Little Shredders preschool program to the remarkable national and international accomplishments of our skiers, our program is designed to empower our youth to set goals and pursue them with courage. Our motto—**Challenge, Learn, Repeat**—is a simple rhythm that builds confidence and resilience as well

as team and individual achievement. PVNT is led by our Program Director & Head Coach, Henry, and supported by over 60 incredibly dedicated volunteers who contribute their time and energy to this fantastic program.

Our Plain Valley Adventure Women (PVAW), led by volunteer extraordinaire Terri Weiss, is a vibrant group of women who love getting outside all year round. The PVAW instructors volunteer their time so that every registration dollar can support the ski education program!

We are also so grateful for our nonprofit partners, such as Mountain Sprouts who work with us to design and implement the Little Shredders program. This year, in partnership with Leavenworth Winter Sports Club (LWSC), we’re also launching the Valley Pass, offering skiers access to both the PVST and LWSC trails throughout the Upper Valley.

Each year brings growth and change. We are grateful for those who have been a part of dreaming, designing and building this trail system and ski education program. We continue to carry the vision forward into this new season. None of this would be possible without the generosity, creativity, and dedication of our community. Thank you.

As the seasons turn, I look forward to the return of the snowy mountains in Plain—in my opinion, the very best time of the year. Have a wonderful fall, and I’ll see you on the trails.

With gratitude



Get the new Valley Pass

Plain + Leavenworth = Your best season yet!



3,696

TRAIL USERS

407 Season Passes
3,289 Day Passes

126

VOLUNTEERS ENGAGED

PVNT coaches, PVAW instructors, PVST trail ambassadors, Trails for All, PVST board

136

CHILDREN SERVED

136 winter XC skiers
45 summer rollerskiers

30

ADDITIONAL SCHOLARSHIPS AWARDED

All skiers receive a 67% subsidy built into the structure of PVST

2024–2025 Annual Report & Achievements

“PVST has created something really special that everyone can be a part of if they want to.”
ELLIE CHIKKARAJU, PARENT

“Partnering with Plain Valley Ski Trails has been an incredible experience for Thousand Trails. We love seeing families and visitors come to the valley to enjoy the trails, and we know that every skier who visits also supports local businesses. It’s a true win-win for our community.”
SPENCER JONES, THOUSAND TRAILS MANAGER

PVNT ACHIEVEMENTS

14th ranked club at the 2025 Junior Nationals in SOHO, Utah

2025 Junior Nationals All-American: Silas D’Atre • Quinten Koch • Addie Loewen • Caroline Menna

2025 Senior Nationals (Top 10): Silas D’Atre • Quinten Koch • Addie Loewen Caroline Menna

U18 Scando Cup–Gjøvik, Norway: Quinten Koch, 2nd American in 3 of 4 races

EVENTS HOSTED

15 PVST adult & kid clinics • Tour de Plain • Washington Nordic Cup • PVNT on-snow welcome party • PVNT end of season carnival • Full Moon Ski

PVAW

39 summer program participants
26 winter program participants

25km

GROOMED SKATE & CLASSIC

90 days open

Income Total: \$368,135

Category	Percentage
Trails	44%
Donations & grants	39%
Ski Education Program	17%

A huge thank you to LTAC funding and the NCW Community Foundation for their generous grants totaling \$89,000, which made it possible to build our PVST covered area and support our youth ski education program and race series!

Expenses Total: \$356,568

Category	Percentage
Ski Education Program	55%
Admin & marketing expenses	23%
Trails operations	22%

Season pass sales	\$49,348
Day pass sales	\$96,517
Ski Education Program	\$64,315
Adventure Women Program	\$15,713
Hosted races & clinics	\$15,472
Founders Club	\$45,151
Fundraisers	\$55,108
In-kind donations	\$3,721
General donations	\$22,790
Total income	\$368,135

Ski Education Program	\$70,985
Trail operations	\$21,851
Admin/marketing	\$22,744
Insurance	\$16,508
Payroll tax	\$17,149
Ski Education Program wages	\$114,795
Trail wages	\$45,419
Admin wages	\$47,117
Total expenses	\$356,568



PNW Junior National team in Soldier Hollow



10km skate mass start at Soldier Hollow



The hot cocoa ladies hand out cookies and warm drinks at practice



Coaches and devo skiers warm up by the fire



A little shredder skis the course



Henry Gorman
PROGRAM DIRECTOR & HEAD COACH

PVNT's year-round ski education program exists to create opportunities for youth to learn and grow. Trails are our classroom, coaches are our teachers, and skiing becomes the medium in which kids discover confidence, resilience, and the joy of being challenged. From first shuffles on skis to competing among the world's best, we use skiing to teach kids to consistently work toward goals, reflect and refine them, and that teamwork matters as much as podiums.

We're advantaged because cross-country skiing is intrinsically good at teaching these skills. It turns effort into immediate feedback, rewards consistency, and gives kids a safe place to push limits and learn from mistakes. Each time a skier ventures out further onto our trails they build individual confidence and accountability, while still being part of and representing a team and community. On race day the team lifts you, but no one can ski the course for you. That balance of community support and self-reliance builds composure through challenges, and grit that lasts.

I personally was lucky enough to see the result of years of teaching kids through this process as the coach for our Senior Race Team. These skiers are the embodiment of PVNT's values and mission; they are experts at

challenging themselves, learning from those experiences, and repeating. Through that process the team earned 9 top ten age category results at US Nationals in Alaska (including 3 podiums) and 8 All-American awards at

US Junior Nationals (JNs) in Utah, both races included the country's very best skiers. As a club, PVNT qualified the most skiers and scored the most points for the PNW region and was ranked 14th among all clubs at JNs. I couldn't be more proud of these skiers and their accomplishments.



Women's skate mass start 2025 Senior Nationals Kincaid Park, AK

None of this happens without our community. Plain Valley Ski Trails provides the classroom, and the generosity of families, volunteers, and donors keep the door open to any kid that wants to learn. Every trail pass, volunteer hour, and gift directly supports barrier-free ski education. It puts coaches on the snow, equips skiers with gear, and creates a path

from Little Shredders all the way to our Senior Race Team and beyond. **The finish line we care about most is years down the trail: confident, resilient young people who know how to work towards their goals, care for their team, and keep showing up.**

See you out on the trails!



Plain Valley Ski Trails hosted a Washington Nordic Cup (WNC) race



Jeff Layton
VOLUNTEER HEAD DEVO COACH

We're not in the ski business. We're in the joy business. After coaching Devos for five years, that's my conclusion. Skiing is the tool that we use to teach, challenge, train and recreate. But at it's heart, our program is creating joy in our community.

Think of all the tourists who visit our trails. All the young kids who experience the thrill of winter play. All the teenagers who put down their phones and get outside. Thousands of hours every year times the decade we've been around. That's a lot of joy in one place!

Creating and sustaining that level of joy is no small task. It takes a lot of work and many volunteers. But it's SO valuable. After all, who couldn't use more joy in their life?

This past year was wild and tremendously successful—full of challenges and growth. I'm looking forward to the snow flying once again and gathering for more unfettered joy together.

Find your joy!



Terri Weiss

**VOLUNTEER ADVENTURE WOMEN
PROGRAM COORDINATOR**

Plain Valley women have many opportunities to come together both in the winter and summer to learn new skills and have fun through Plain Valley Adventure Women and to financially support Plain Valley's ski education program! We appreciate all our volunteers that contribute to our programs!



"It so refreshing to be in a community of supportive women. It was so nice to have coaches of all ages skiing with us. You all did an amazing job and I've been recommending it to everyone I know."
MICHELLE, PVAW PARTICIPANT



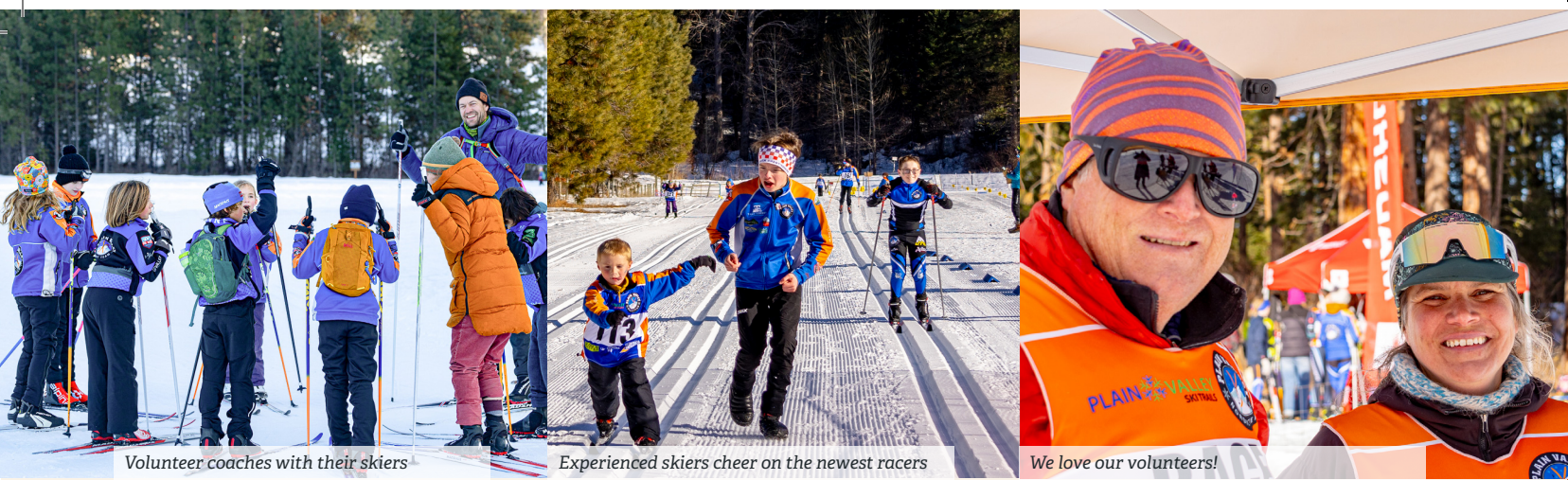
Jason Boyes
TRAILS MANAGER

From a trails perspective, this season was a great success. Even with variable snow, our team made the most of every flake and kept the PistenBully rolling up valley on a regular basis. Collaborating with our dedicated staff and generous landowners was a true highlight, and seeing our community out skiing, smiling, and soaking in the beauty of Plain made it all worthwhile. Every early morning and long day felt like an investment in something special—keeping these trails alive and thriving for everyone to enjoy.

Be sure to subscribe to our grooming reports at SkiPlain.com and follow along daily with real-time trail updates through the Nordic Pulse app.



Trail Ambassadors are a friendly face on the trails



Volunteer coaches with their skiers

Experienced skiers cheer on the newest racers

We love our volunteers!



A note from the PVST Board

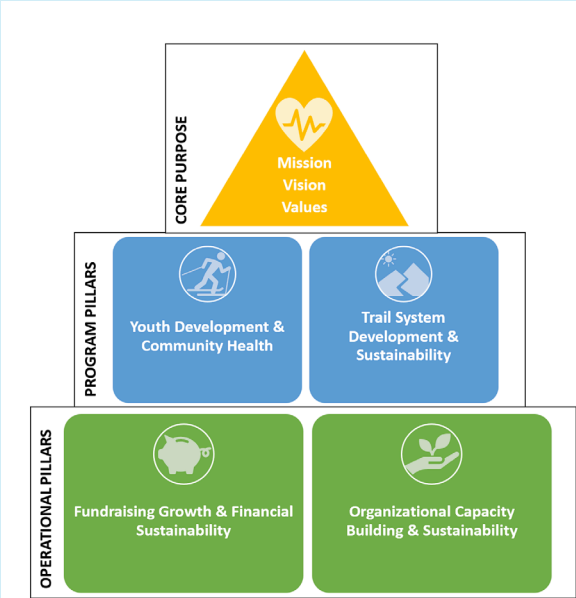
The PVST board and staff are thrilled to present our 2025–2030 Strategic Plan! Fueled by a grant from the NCW Community Foundation and a passion for the team and trails, we have just completed an eight-month strategic planning process led by Julie Edsforth of Edsforth Consulting. During gatherings and online communication, many PVST stakeholders—ski education program participants, families, landowners, volunteers, business partners, and Founders Club members—shared their experiences and dreams for the team and trails, offered perspectives on PVST’s growing pains and opportunities, and helped shape PVST’s vision for the coming five years.

The outcome of these conversations – our Strategic Plan – is available to download with the QR code to the right. It centers on PVST’s integrated mission of creating and sustaining high-quality ski trails that serve the community while funding barrier-free youth ski educational programs. The plan provides guidance for our two operational pillars—(i) youth development and community health and (ii) a sustainable trail system—as well as developing the financial and organizational foundations that support these programs.

While useful as a guiding light, our strategic plan is not fixed in stone. Rather, it is a working document that will continue to evolve with PVST’s new challenges and opportunities. We welcome your participation and engagement with the process of continuous planning and implementation as we uphold and pursue PVST’s mission and vision. Because it turns out that strategic planning is a lot like the development process that guides our work with young skiers: Challenge, Learn, Repeat.



**VIEW THE 2025–2030
PVST STRATEGIC PLAN**



PVST Strategy Pyramid

PVST’s strategic framework reflects our integrated approach to serving the Plain Valley community through interconnected pillars that strengthen and support each other.

Core Purpose—mission, vision, and values—defines who we are and why we exist, guiding all organizational decisions and activities.

Program Pillars represent PVST’s direct community impact through youth development and trail system stewardship. These pillars are intentionally interconnected: excellent trails enable exceptional youth programming and community health.

Operational Pillars provide the essential foundation that makes our program work possible. Financial sustainability ensures we can deliver consistent, high-quality programming, while organizational capacity building ensures we can grow thoughtfully and maintain excellence over time.

Congrats!

2025 PVNT Graduates

“I will be headed to the University of New Hampshire to join their ski team and study exercise science. I am so excited to race in college, it’s an opportunity that wouldn’t have happened without PVNT, and of course PVST. I will miss every part of this program and will never forget it.”—SILAS D’ATRE

“PVNT gave me the skills and passion for a life-long winter sport. As a coach I loved sharing this with younger skiers. At Princeton University, I am currently enjoying readings and discussions in Anthropology and Philosophy.”—HAZEL ESCHEN

“I am studying economics at Dartmouth College and racing for its women’s Nordic team. Looking back on my years with PVNT, I am grateful for the coaching, community, and teammates that helped shape me as an athlete and a person, and for the foundation to pursue big goals in skiing.”—CAROLINE MENNA

“Thank you PVNT for allowing me to keep trying to be the best nordic skier I possibly can.”—PETER NORBY

“PVNT has been a key foundation of my growth—through racing, coaching and volunteering. It’s given me mental and physical strength that I carry into my passion for skiing, studies at MSU and my business, Works by Wren. I am very thankful and encourage parents to get their kids involved. PVNT builds strength, resilience and the ability to set goals and follow through which are skills that last a lifetime.”—WREN WILDER



Head Coach Henry teaching a clinic with the PVST Instructors



Racers tackled a steep incline at Plain’s WNC race

Thank you!

PVST landowners, donors & volunteers that made the trails happen in the 2024–25 season.

FOUNDERS CLUB MEMBERS

Alex & Ali Allen	Lyn McCoy and Richard Szeliski
Nat Brown	Chris & Diane Pottinger
Don & Stacey Dunning	Lauren & Ross Peterson
Rose & Dan Gerdesmeier	Rob Whitten & Deb Sinclair
Ruth Ann Halford & Larry Logue	Ed & Nancy Tobey
Craig & Donna Hinman	Peter & Susan Valaas
Jon Karpoff & Chrystell Flota	Terri & Chris Weiss
Dale Kiesz	Sibylle Wilbert & Jack Whisler
Jeff Layton & Amanda Gatlin	

SUPPORTING BUSINESSES

59er Diner • A Taste of Plain LLC • Arlberg Sports • Beaver Valley Lodge • Berkshire Hathaway • Boulder Bend Glassworks • Butler Window Washing Butler • Clifton Tree Service • Colchuck Consignment • Crunch Pak • David Properties, LLC • Frank’s Franks • Fruited Plain Farm • Grunewald Guild • Holden Village • Infuse Organics • Miller Properties • Joshua Taylor Art • Kahler Glen Athletic Club • Lake Wenatchee Fire & Rescue • LEAF Fitness • Leavenworth Properties • Leavenworth Reindeer Farm • Leavenworth Sleigh Rides & Snowmobile Tours • Liberty Orchards • Modern Mountain Creations • Michael Caemmerer Pottery • Mission Ridge Ski Resort • Mountain Springs Lodge • Mountain Sprouts Children’s Community • Natural Escape Massage Therapy • Old Mill Cafe • Plain Cellars • Plain Community Church • Plain Grocery • Plain Hardware • Primavera Needlework • Ridge Cyclesport • Riverfront Rock Gym • South Restaurant • Snowgrass Farm • Stonewater Adventures • Swix • Tall Timber • The Oil and Vinegar Cellar • Thousand Trails • Wenatchee River Studio • Wenatchee Wild • Wild at Heart Horse Rides • Wildflour • Xevo Optics

BOARD OF DIRECTORS

Board President & Chair Jaimi Krenz
Secretary Terri Weiss
Treasurer Jon Karpoff
At-Large Alex Allen

VOLUNTEER LEADS

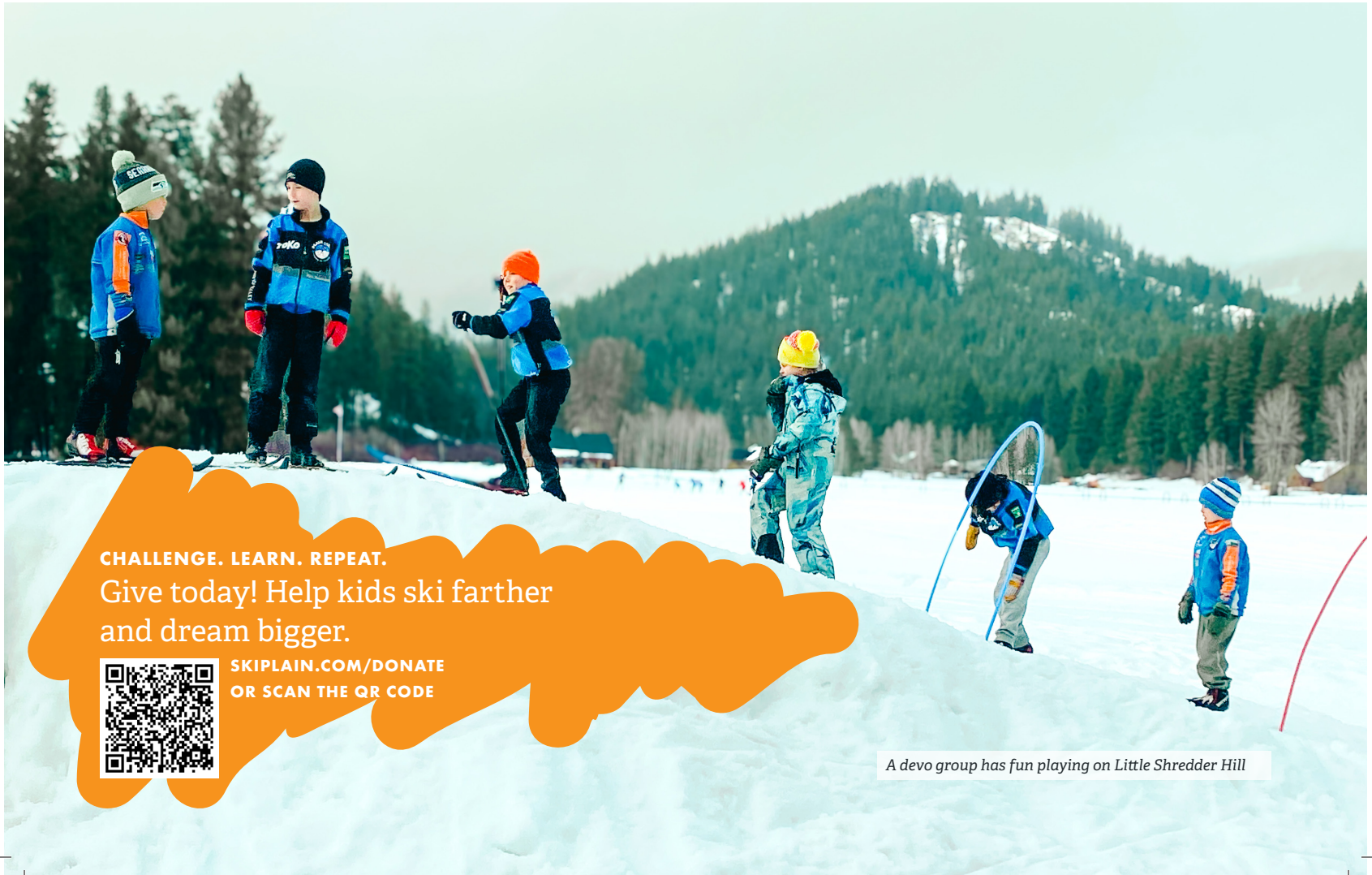
Devo Coach Jeff Layton
Advanced Devo Coach Angie Stay & Ashley Koch
Strength Coach Nate Koch
Adventure Women Program Coordinator Terri Weiss
Instructor Lindsey Kiesz

STAFF

Executive Director Christie Wilder
Program Director & Head Coach Henry Gorman
Trails Manager Jason Boyes
Mechanic Caleb Swart

PVST GROOMERS

Jason Boyes • Silas D’Atre • Rob Dilling • Lien Hagedorn • Chris Stay • Caleb Swart



CHALLENGE. LEARN. REPEAT.

Give today! Help kids ski farther
and dream bigger.



[SKIPLAIN.COM/DONATE](https://skiplain.com/donate)
OR SCAN THE QR CODE

A devo group has fun playing on Little Shredder Hill