



# A NEW FUTURE

# THE AMERICAN ALPINE CLUB

The American Alpine Club is a 501-c(3) charitable organization dedicated to supporting American endeavors in mountain environments around the world. The AAC provides benefits, knowledge and inspiration, conservation and advocacy, and logistical support to its members and the climbing community. Our vision is to unite climbers, and to advance the climbing way of life.

*The AAC has been around since 1902...*

*...but 2011 is the genesis of the **NEW AAC.***

*As you read this, Club staff and programs are undergoing colossal changes. Our mission remains the same, but our focus has narrowed:*

## **AAC MEMBERS COME FIRST.**

Over the last two years, the AAC conducted over 2,000 interviews and surveys. These conversations with members and the greater community asked:

### **If you could build The American Alpine Club from the ground up today, what would America's national climbing organization look like?**

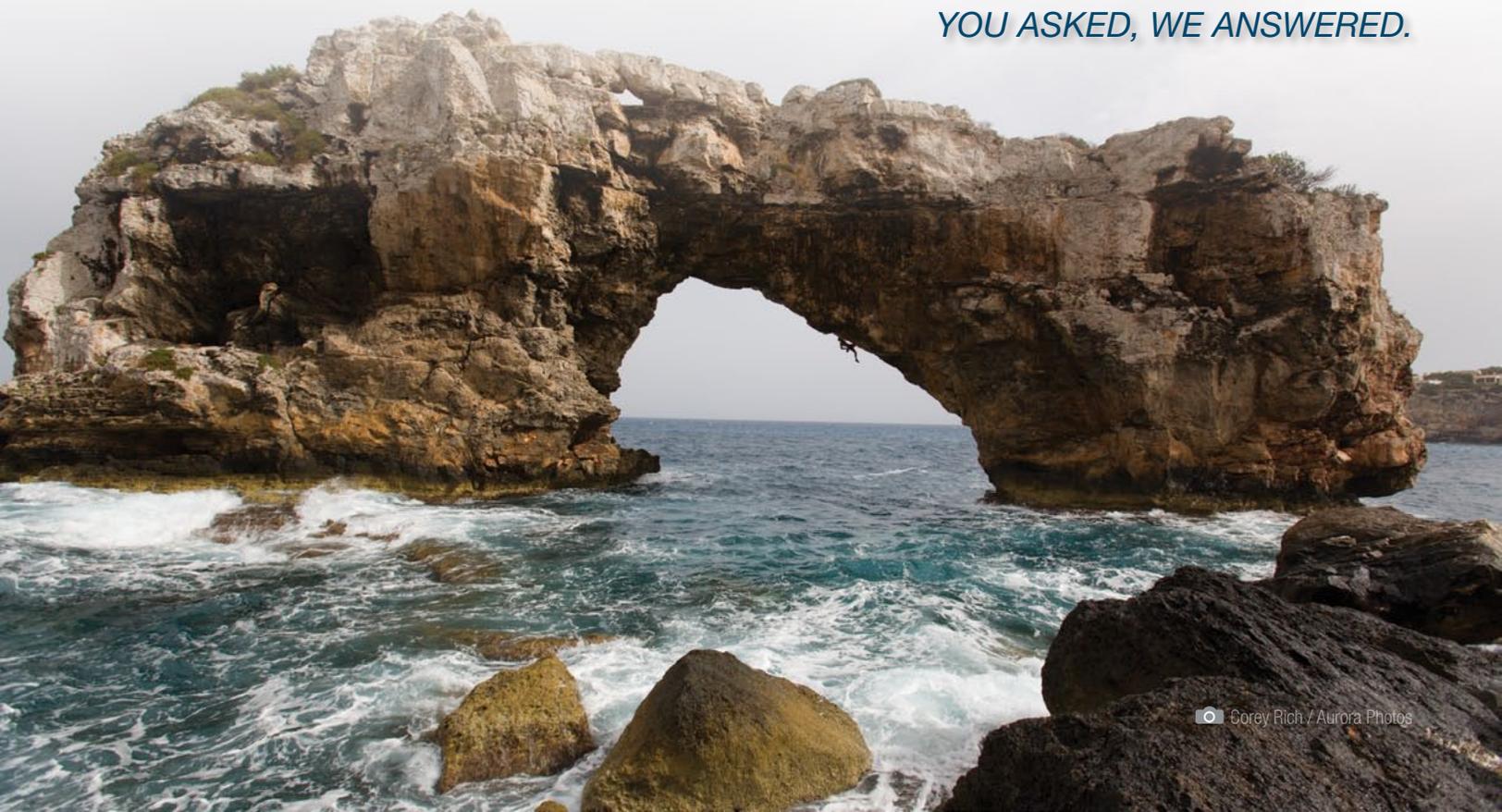
The AAC listened to those answers, developed a Five-year Strategic Plan, and is now taking action. In short, the AAC is:

- Improving and expanding member benefits, including lodging
- Restructuring to deliver our programs more locally
- Becoming the go-to source for climbing information

Please take a few minutes to read the full strategic plan:

[americanalpineclub.org/p/5-year-plan](https://americanalpineclub.org/p/5-year-plan)

*YOU ASKED, WE ANSWERED.*



## NEW MEMBER BENEFITS

### Rescue Insurance, not just Rescue Service

\$10,000 of Rescue Benefits for members.

- We pay the first \$5,000 in rescue costs if you call and are rescued by Global Rescue.
- NEW: An insurance policy covers the first \$5,000 for any out-of-pocket rescue costs incurred within the United States.

### Climber-Friendly Insurance

The Club has negotiated exclusive members-only deals on climber-friendly health, life, trip, travel, and accident insurance.

### Ever-Expanding Discounts for Members

There are new discount programs in place with many companies, delivering members-only pricing on gear, guides, magazine subscriptions, and gym memberships.

### New Lodging Discounts Worldwide

We've partnered with the Mountain Fund to create a new AAC Clubhouse in Kathmandu, which joins the Grand Teton Climbers' Ranch and dozens of other member-discounted lodging options worldwide.

These benefits and dozens more are detailed at:

[americanalpineclub.org/benefits](https://americanalpineclub.org/benefits)

## NEW LOCAL PROGRAMS

### Cornerstone Conservation Grant

The new Cornerstone Grant funds essential infrastructure at climbing areas. \$25,000/year will go to projects proposed by local individuals, climbing groups, or AAC sections/chapters.

[americanalpineclub.org/grants](https://americanalpineclub.org/grants)

### Regional Coordinators

The Club has hired regional staff—like new Pacific Northwest Regional Coordinator Eddie Espinosa—to more effectively deliver conservation, events, and membership benefits programs to local climbing communities.



## NEW INFORMATION RESOURCES

### New Website

The Club has created a new, easy-to-navigate website that will serve as a platform for future information resources.

[americanalpineclub.org](http://americanalpineclub.org)

### Enhanced AAC Library Search Engine

Search the AAC Library's entire catalog with a powerful new search engine—making checking out Library materials even easier from anywhere.

[booksearch.americanalpineclub.org](http://booksearch.americanalpineclub.org)

### Connect Locally with new Online Tools

AAC Sections now have their own blogs and events listings, bringing local communities together in a more user-friendly and attractive online space.

[chapters.americanalpineclub.org](http://chapters.americanalpineclub.org)

### Library, Digitized

The AAC Staff is hard at work creating a new Digital Asset Management System, sorting and aggregating reams of data to facilitate the creation of new access opportunities and online tools for our members.

## SOCIAL MEDIA LIKE NEVER BEFORE

The Club has been steadily growing its Social Media reach through creative contests, online-only prizes, and the most up-to-date delivery of Club news and events.

Each social media channel now delivers unique content unavailable anywhere else. Please take a moment to friend & fan the national and local AAC pages:

[facebook.com/americanalpineclub](https://facebook.com/americanalpineclub)

[twitter.com/americanalpine](https://twitter.com/americanalpine)



Plus new Facebook pages for Sections and the Grand Teton Climbers' Ranch

Please share, like, and comment on AAC content as much as possible to spread our mission to more climbers.



## CONSERVATION & ADVOCACY

### The AAC leads the way in protecting the places we climb:

- We advocate for climbers at the highest land management levels and around the world. We birthed the Access Fund in 1991 and work closely on national policy to this day.
- We provide research grants that support climber scientists around the world.
- We provide conservation grants for projects that protect the climbing environment.
- We play an ongoing role in advancing our responsibility to manage human waste, from developing the clean mountain cans on Denali to the 2010 international conference: Exit Strategies.

## MISSION

We provide knowledge and inspiration, conservation and advocacy, and logistical support for the climbing community.

[americanalpineclub.org/p/who-we-are](http://americanalpineclub.org/p/who-we-are)

## EVEN MORE

### We are Hiring!

As we embark on these many changes, the AAC needs enthusiastic team members for numerous new jobs. The Club also has started a new Internship Program.

### AAJ Now Member-only Benefit

Beginning in 2011, *The American Alpine Journal* will be available only to AAC members.

### Gunks Campground Update

Site-surveys and plans are complete. In 2012, the Club will break ground on a new Climbers' Campground in the Gunks.

### New Campground at New River Gorge

This winter the Club purchased 40 acres of land on the rim of the New River Gorge and is working with local conservation and climbing organizations to plan a Climbers' Campground. While the new campgrounds will not have cabins, they will boast amenities similar to the Grand Teton Climbers' Ranch, like meeting spaces, bath houses, and manager's quarters.

### AAJ Search Improved

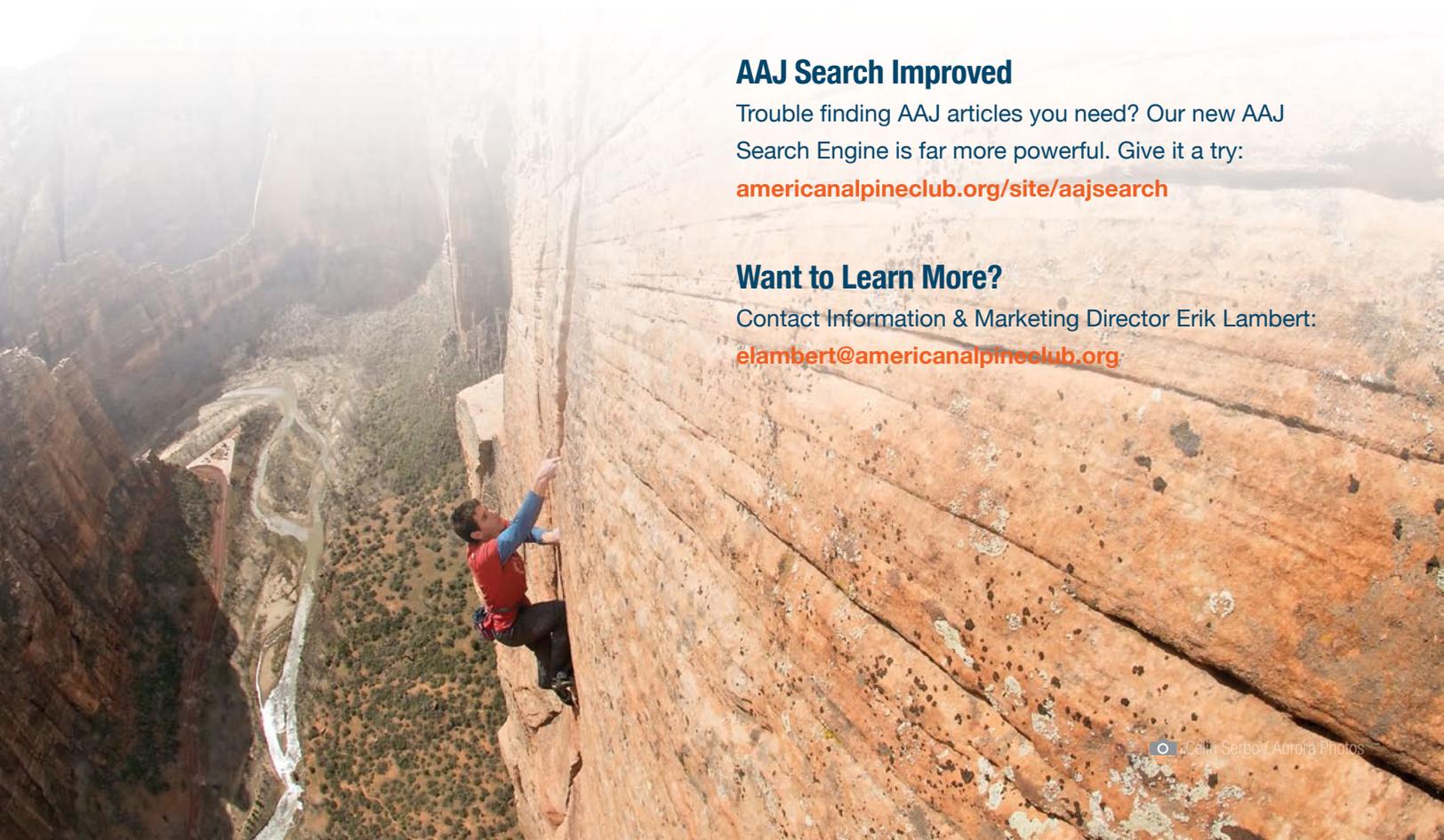
Trouble finding AAJ articles you need? Our new AAJ Search Engine is far more powerful. Give it a try:

[americanalpineclub.org/site/aajsearch](http://americanalpineclub.org/site/aajsearch)

### Want to Learn More?

Contact Information & Marketing Director Erik Lambert:

[elambert@americanalpineclub.org](mailto:elambert@americanalpineclub.org)



# DID YOU KNOW?

## AAC STATS:



**50+** Library Volunteer Hours per Week

**4,896,741** Lines of code written for new website

**SIXTEEN** Staff

**1.6 Million** Annual Budget

**60+** AAC Global Rescue Missions in the Last 3 Years

**64** Beds at the Grand Teton Climber's Ranch

**8,325** Members

**\$80,000+** Annual Grants

**THIRTEEN** Countries with AAC Lodging Discounts

**1902** The AAC's **Founding Year**

Number of rooms filled with pre-1960 climbing archives at the AAC Library: **3**

**60,000+** Books in AAC Library

**0** Number of personal archives or original photos documenting significant climbing from 1960s to today  
**WE NEED YOUR HELP TO ACQUIRE THIS MATERIAL!**

**JOIN THE AAC**

