



ADAPTIVE SPIRIT

2025 Annual Report





Each year, this weekend in the mountains is one of our most heartwarming and meaningful experiences for me and my family. It's a chance to be with colleagues in a beautiful setting, share the joy of skiing, and savor the simple moments together. Most of all, it's a profound honor to be in the presence of Paralympic athletes and alums whose resilience and spirit inspire us all.

—Nomi Bergman
Senior Executive, Advance

A Message from the Adaptive Spirit Board Chair

Adaptive Spirit sponsors, industry partners, attendees and fans of the U.S. Para Ski & Snowboard teams, a heartfelt thank you for making AS2025 our best event yet! We celebrated our 30th year supporting the team, with a record-breaking 1,200 attendees in Vail. This was a very important fund-raising year as many of the athletes on the U.S. Para Ski & Snowboard teams will represent TEAM USA and compete in the



2026 Winter Paralympic Games in Milano Cortina, Italy! Because of your support, we were able to make a \$1,000,000 donation—ensuring the

athletes have the resources they need to compete against the best in the world next year. We also made a significant donation to the Adaptive Spirit U.S. Paralympic Ski & Snowboard endowment that directly funds individual athletes with equipment or travel expenses.

Riding on the success of AS2025, we are thrilled to share we're nearly sold out of all sponsorships for AS2026. We always have wonderful opportunities for event activity sponsorships so we encourage you to reach out to our sponsorship team to see what can work best for your company.

Thank you again for your generosity and we look forward to seeing everyone at AS2026, April 9-12, in Vail.

Steve Raymond
Board Chair, Adaptive Spirit

Adaptive Spirit 2025 Financial Overview

In the organization's 14th year as a standalone entity, we continue to serve as a great networking and educational resource for the telecommunications industry. The board approved a total donation of \$1,000,000. Half of the donation went to the USOPC to benefit the U.S. Para Ski & Snowboard Team for next season and \$500,000 went to the Adaptive Spirit endowment fund.

Not only does the Annual Event allow Adaptive Spirit to be the largest single donor to the U.S. Para Ski & Snowboard Team, it also provides a venue to raise money for the Adaptive Spirit Athlete Partnership (ASAP). The silent auction and general donations netted \$273,788. These funds are used to support the ASAP in partnership with No Excuses

Unlimited (NEU) and benefit the team athletes on an individual basis. Once again, this year's Saturday night Podium Bash included a paddle raise that brought in \$75,650. Most revenue and expenses for ASAP are not reflected within the Adaptive Spirit financial records as NEU receives all donations and disburses the associated dollars to the athletes.

One part of Adaptive Spirit's financial plan is to maintain an investment account creating a "safety net" in the event additional team donations or unexpected expenses are incurred. At the end of the fiscal year, the managed portfolio had a value of \$389,449 and a 8.4% annual return rate. Lastly, a savings account was moved to a money market savings now with a 3.05% annual return.

Statement of Financial Position— Accrual Basis

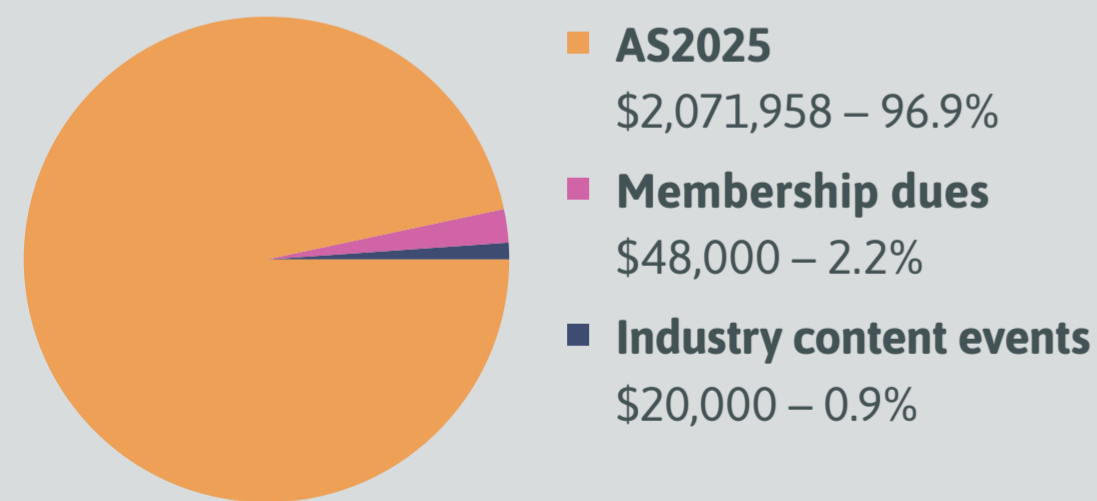
June 30, 2025 (in thousands, unaudited)

Assets	
Cash and cash equivalents	\$544.4
Advised investment account	\$389.4
Deposit assets	\$101.0
Accounts receivable	\$206.9
	\$1,241.7
Current Liabilities	
Accounts payable	\$1.1
	\$1.1

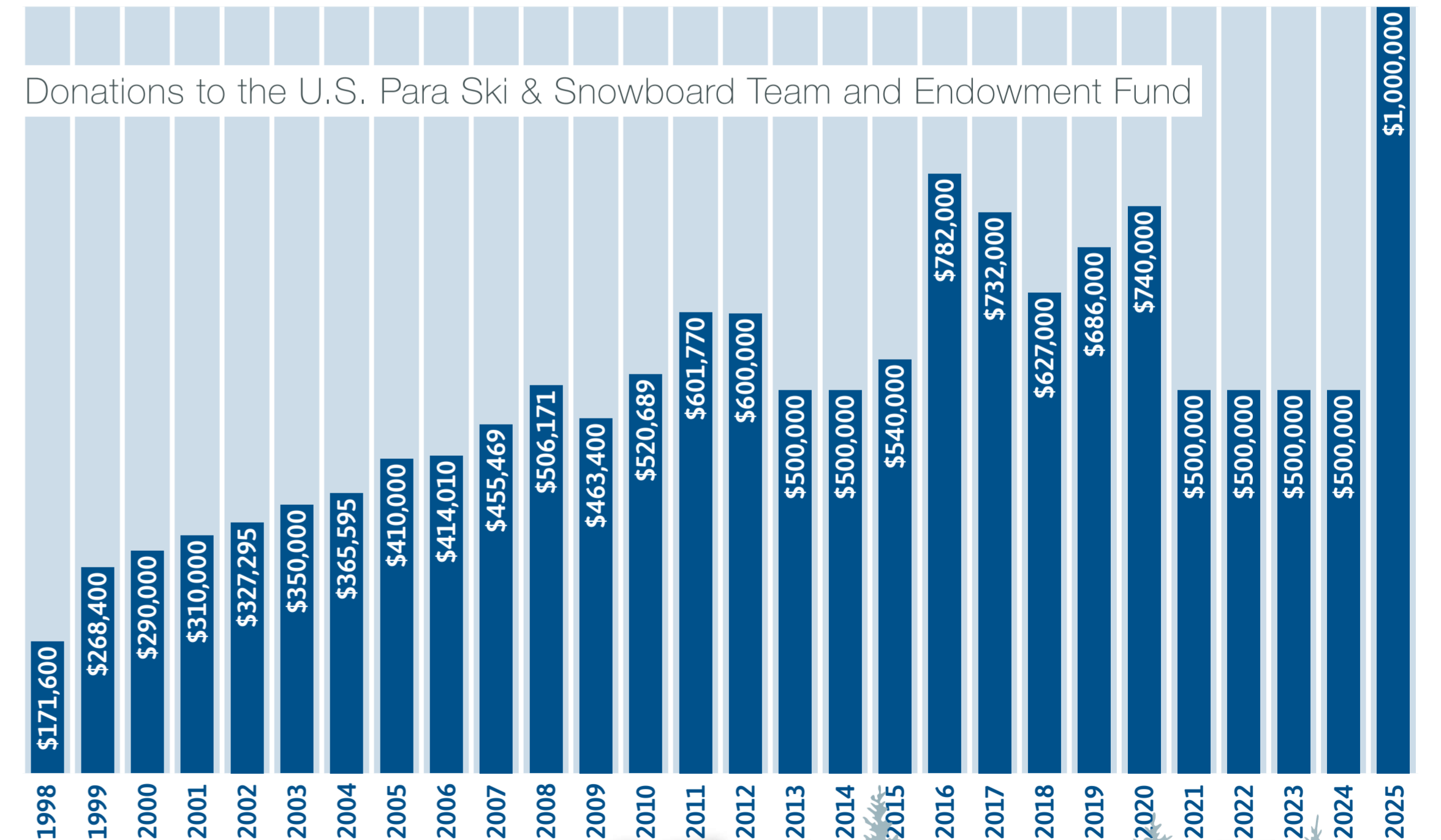
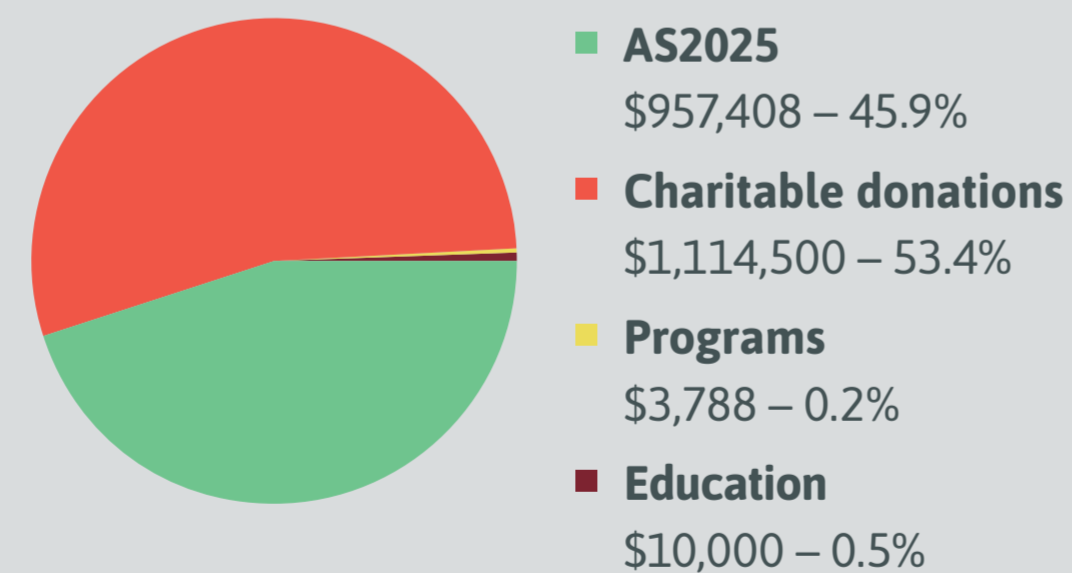
Statement of Activities July 1, 2024 to June 30, 2025 (in thousands, unaudited)

Revenue Sources		Charitable Donations	
AS2025	\$2,072.0	USOPC	\$500.0
Membership dues	\$48.0	Endowment	\$500.0
Industry content events	\$20.0	ASAP (No Excuses Unlimited)	\$100.5
	\$2,140.0	Other	\$14.0
			\$1,114.5
Expenses		Other Revenue	
AS2025	\$2,071.9	Interest income	\$38.1
Programs	\$3.8	Realized/unrealized gain	\$41.7
Educational events	\$10.0		\$79.8
	\$2,085.7		
		Gain from operations	
			\$134.1

SOURCES OF FUNDS



USE OF FUNDS



Adaptive Spirit Focus

Adaptive Spirit aims to unite our members with resources that enhance business outcomes. We also work to stimulate innovative networking opportunities resulting in growth and success of the telecommunications industry. Also important to Adaptive Spirit is to provide the telecommunications industry with a way to give back to the community at the organization's venerable Annual Event.

Adaptive Spirit is a not-for-profit trade association with a focus on building business relationships and effective networking practices in the telecommunications industry. Through initiatives that center on education and networking, we champion the strength of business relationships and the end result of creating a more profitable industry. We also provide education, recognition, information and networking opportunities for distribution companies, content providers and others who supply products and services to the industry.

Adaptive Spirit Goals

- Unite members with vendors and resources that enhance the outcome of their business dealings
- Stimulate innovative networking opportunities that result in the growth and successes in the telecommunications industry
- Sharing best industry practices with our members



Becoming a top-flight Paralympic competitor is an increasingly expensive challenge. To assist in this challenge, Adaptive Spirit has formed the Adaptive Spirit Athlete Partnership (ASAP). ASAP and Adaptive Spirit have partnered with No Excuses Unlimited (NEU), a Section 501(c)(3) charitable organization. The NEU/ASAP partnership receives donations from the Adaptive Spirit event, including the Silent Auction and Paddle Raise.

All funds raised from these sources go directly to the athletes of the U.S. Paralympic teams. The NEU/ASAP dollars are a much-needed source of funding for equipment, training, travel, coaching and other costs the athletes incur. They count on these funds year after year, and

in many cases, they allow the athletes to continue on with the Paralympic Teams.

Every Adaptive Spirit Annual Event includes fund raising activities for NEU/ASAP. Unique opportunities also exist for companies to work with athletes through a relationship which may include sponsor-branding opportunities where athletes wear a sponsor logo or booking them to speak at company meetings where they inspire employees. The board and advisers of NEU include longtime supporters and former Team USA members.

More information about NEU, including a year-round secure online donation process, is available at NoExcusesUnlimited.org. You can also email the ASAP co-chairs, [Kevin Hord](#) and [Greg Riker](#).



Adaptive Spirit Member Benefits

An Adaptive Spirit membership creates:

- 1 Access to knowledge-sharing, collaboration and networking opportunities at Adaptive Spirit events;
- 2 Connections to distributors, suppliers, vendors and other telecommunications industry professionals via the members-only directory;
- 3 Member-only access to Adaptive Spirit research; and,
- 4 Access to member-only events.

Membership is open to any individual engaged in the telecommunications industry including multi-system operators, independent system operators, direct broadcast satellite companies, incumbent local exchange carriers, electric utilities or municipally-owned cable systems, programmers and suppliers of equipment or services to the industry. Honorary memberships may be conferred by the board of directors upon any person who, in the opinion of the board, has contributed to the success of Adaptive Spirit and/or the well being of the industry.



2025 Event Highlights



Attendees
1,200



Funds Raised
\$2,071,958



Silent Auction
\$273,788

Industry Insights

SPONSORED BY COMCAST TECHNOLOGY SOLUTIONS

Formerly known as the Education Panel, this year's Industry Insights discussion was titled *The Great Convergence: Where Storytelling, Tech and Distribution Collide*. The media industry finds itself at a crossroads as technology advances at lightning speed. Are we content creators? Information providers? Or tech companies? Our five industry experts from technology, distribution, and monetization came together to tackle these questions and explore the new opportunities emerging in media and technology. Panelists were Bailey Hayes, Senior Sales Leader, Ad Sales, Amazon; Mark Lee, Sr. Director, Head of North America Content Business Development, LG; Elena Ritchie, SVP of Video, Charter; and Jonas Blank, SVP, Sales and Partnerships, Versant Media. The moderator was Justin Tormey, Director of Slalom Strategy, Slalom.

Rise & Connect

SPONSORED BY AMAZON ADS

With another name change this year, the Rise & Connect Breakfast (formerly the Brain Trust Breakfast) was reimagined for Friday morning to ensure everyone could attend all speaker sessions. We enjoyed inspiring, short-format talks and an exclusive fireside chat with top executives, delivering fresh insights. We began with an athlete chat featuring U.S. Paralympic stars Dani Aravich and Brenna Huckaby talking with facilitator Alexis A. Ruiz Coronel, Head of U.S. Entertainment, Media and Telecommunications, Amazon Advertising. Then Steve O'Brien, President and Co-Founder, Coravant, gave a solo talk to the group followed by Rich Jennings, President West Division, Comcast and Tom Monaghan, EVP, Field Operations, Charter giving us their insights with moderator Camilla Formica, Chief Program Officer, Syndeo Institute guiding their discussion.

Summit Social

SPONSORED BY MONGODB

For the third straight year, we brought back the event that everyone looks forward to, the industry icon chat, now called the Summit Social (formerly the Icon Mixer). This year's honoree was former Co-chair of the Adaptive Spirit event, Joe Rooney. Joe was introduced by Nomi Bergman, President Investment Partnership, Advance and was then interviewed by Steve Raymond, event co-chair and co-founder of the event.



Event Committee

Geoff Brooks
Industry Content
Co-Chair
ALIANZA

Patty Bullington
Silent Auction
Co-Chair
CHARTER

Alex D'Addio
Event Video Chair
D'ADDIO PRODUCTIONS

Rich DiGeronimo
Event Co-Chair
CHARTER

Sandy Dukat
Event Director

Bryan Hagedon
Sponsorship Co-Chair

Kevin Hord
Adaptive Spirit
Athlete Partnership
(ASAP) Co-Chair
FULL CIRCLE FIBER PARTNERS

Anne Marie Hukriede
Marketing and Race
Co-Chair
S&D MARKETING | ADVERTISING

Erik Leirfallom
U.S. Ski & Snowboard
Team Liaison
PARA SPORTS DIRECTOR

Cody Maxwell
Sponsor Support

Molly McCaskill
Silent Auction
Co-Chair
S&D MARKETING | ADVERTISING

Dawn Bowen Nelson
Silent Auction
Co-Chair
CHARTER

Brad Parobek
Race Co-Chair

Steve Raymond
Event Co-Chair
CHARTER

Greg Riker
Adaptive Spirit
Athlete Partnership
(ASAP) Co-Chair
THINKANALYTICS

Elena Ritchie
Silent Auction
Co-Chair
CHARTER

Stacey Slaughter
Volunteer Chair
NCTI

Stephanie Thibodeau
Industry Content
Co-Chair

Stephanie Trotter
Sponsorship Co-Chair
COMCAST TECHNOLOGY
SOLUTIONS

Jason Wegmet
Sponsorship Co-Chair
COX



“Without the tireless support of our volunteers and the commitment of our industry sponsors, Adaptive Spirit would not be possible.”

-Steve Raymond

2025 Sponsors

PLATINUM

Amazon Web Services
Infosys
NBCUniversal
Sercomm Technology

Spectrum (Charter)
TELUS Digital
Ubee Interactive
Vantiva

Warner Bros. Discovery
World Wide Technology

GOLD

Akamai
AMC Networks
Arcadyan Technology
Assurant

Ciena
Cox Communications
Dell Technologies
LG

Slalom
Vecima Networks, Inc.

SILVER

Advance
Amdocs
Asurion
Belden (Precision OT)
Cognizant Technology

Coravant
CSG
CTDI
Digicomm International
Fox Corporation

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Pure Storage
Wipro Limited
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BRONZE

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Gemtek
InComm InCentives
Infinity Technology
Solutions
KFORCE
Mavsotech
Myhren Media
NCTC
NCTI
Netcracker
Nokia

Paramount
Sagemcom
Sand Cherry Associates
Sparklight (Cable One)
Stingray
Synamedia
The Cable Center/
Syndeo Institute
ThinkAnalytics
Turnberry Solutions
Universal Electronics

Board Of Directors

Steve Raymond, Chair

Steve Raymond is Vice President of Accessibility for Charter. In his role, Steve leads efforts to drive, launch and refine accessibility and universal design in Charter's accessibility products, features and services. Previously, Steve was VP Client Solutions for Nielsen Connectivity. Before Nielsen, Steve was SVP at VUBIQUITY, Inc. From 2014–2017, Steve served as vice president of affiliate relations for AT&T Sports Networks in Denver. Prior to that position, he spent 25 years in affiliate sales at the Walt Disney Company ending his time with them as SVP National Accounts. Steve has won numerous awards for his volunteer work in the adaptive skiing arena such as the CTAM Chairman's Award and ESPN Volunteer of the Year in 2003. He served on the board of directors for the National Sports Center for the Disabled in Winter Park, Colorado. Steve serves on the Paralympic Working Group and Paralympic Strategic Task Force for the U.S. Olympic and Paralympic Foundation and was inducted into the Colorado Snowsports Hall of Fame in 2019.

Deborah Flippo, Secretary

Deborah has over 25 years of experience in the telecommunications industry. She has held executive sales positions at Friend MTS, Amdocs Media (formerly VUBIQUITY) and iN DEMAND Networks. Her non-profit experience beyond Adaptive Spirit includes co-chairing the Cable Positive Denver Chapter and Positively Cable Show where she was a Brad Wojoski and Beacon Award winner. She also served as President of the Virginia Tech Denver Alumni Chapter where the Outstanding Chapter award was achieved 10 years in a row. Deborah is also on Virginia Tech's National Alumni Board. She has served as secretary of the board since the organization's inception.

Amos Smith, Treasurer

Formerly VP Operations at T-Mobile Home & Entertainment, Amos has been in the cable industry since 1994. As CFO of Denver based startup Layer3TV, he successfully helped sell the startup to T-Mobile in 2018. He held previous positions at Time Warner Cable including SVP/CFO of the Residential Business and GVP Tech Ops, Care & Payment Services. Prior to Time Warner Cable, he spent seven years at AT&T Broadband (formerly

TCI) in various financial positions. Prior to those finance positions, Amos was a registered Professional Civil Engineer in Southern California. He has a B.S. in Civil Engineering from the University of Colorado and an M.B.A. with an emphasis in finance from the University of Kansas.

Nomi Bergman, Director

Nomi is a senior executive at Advance focused on corporate development and strategic partnerships. She has over 25 years of experience as an operator, investor and advisor to technology companies, where she has focused on mobile, data and video communications, space technology, information technology and data services, advanced advertising, and emerging technologies centered on reimagining and improving the customer experience. Previously, President of Bright House Networks, Nomi was one of the company's founders who led it to become the sixth-largest cable operator in the U.S. Nomi is an experienced board member who previously served as director of Comcast Corporation in addition to her current roles as a director of publicly-held Visteon Corporation and privately-held HawkEye360 and Black & Veatch. She is a trustee of her alma mater, the University of Rochester, Adaptive Spirit, Bridging Voice, the Cable Center and One Revolution.

Rich DiGeronimo, Director

Rich was appointed to his current position as President, Product and Technology in 2022. He joined Charter in 2008. Prior to Charter, Rich came from Level 3 Communications where he served in multiple leadership roles over eight years. Rich started his career at Bear Stearns focusing on technology investment banking. In 2015, Rich was named WICT Rocky Mountain Mentor of the Year. He has a B.B.A. from the Ross School of Business at the University of Michigan where he graduated with high distinction.

Ewam de Freitas, Director

Ewam de Freitas drives product innovation as Chief Product Officer at Veeva, a pioneer in edge computing solutions, transforming how businesses deploy and manage connected devices. At Veeva, he leads the development of their edge Platform-as-a-Service (ePaaS), enabling seamless global deployments of network-centric applications and services. Previously, as Product & Technology Lead at Liberty Latin America, Ewam spearheaded digital transformation across 20 countries, revolutionizing how millions of customers experience mobile, cloud, connectivity, and entertainment services. His leadership roles at Level (3), Charter, and Comcast shaped the evolution of digital, consumer, and network services. Ewam holds multiple patents

in network security methods that have strengthened the backbone of modern streaming platforms. As a competitive athlete from his early to late years in soccer and cycling, he is passionate about athletic endeavors. His greatest passion is creating experiences with his wife and daughter.

Ralph Green, Director

Ralph Green is a Customer Manager at PepsiCo (Quaker) calling on Hannaford Brothers. After living in the west for 23 years (Colorado and Seattle), Ralph and his fiancé Dina moved to New Hampshire shortly after he joined the Quaker team. Ralph was an 11-year member of the U.S. Paralympics Ski Team. While active, Ralph partnered with Cox, United Airlines, and The Home Depot to name a few. A former board member of Disabled Sports USA, Ralph's current passions are motivational speaking, RV'ing, and figuring out ways to grow market share for the categories he manages. Ralph has an M.B.A. with a marketing concentration from Keller Graduate School of Management.

Tim Gropp, Director

With over 40 years in the telecommunications industry, Tim joined Gridmetrics, a subsidiary of CableLabs, in February 2022 to lead sales and client engagement. He left CommScope in 2019 where he led sales teams for ARRIS Group, Inc. in North America, Latin America and

Asia Pacific. He led global sales at C-COR until ARRIS acquired C-COR in 2007. Tim's telecommunications career began with Southwestern Bell, moved to AT&T and then to Lucent Technologies before leaving in 2001. In addition to his work with Adaptive Spirit, he serves as a director and Vice President of Arrowhead Association HOA in the Vail Valley. Tim has a B.A. from the University of Texas and is active in SCTE. He was inducted into the Cable TV Pioneers in 2017. And speaking of pioneers, Tim is considered an Adaptive Spirit pioneer attending the event beginning in 1997 and almost every year since then.

Colleen Langner, Director

Colleen is EVP / Chief Operating Officer for Cox Communications. In this role, she has enterprise responsibility for field operations across the company including field services, outside plant maintenance, field operations strategy, and vendor management. Government and Public Affairs and Human Resources teams are also under her leadership. Colleen is a Cox veteran holding senior-level marketing and sales roles. As the former SVP of marketing operations, she is a driving force in helping Cox to adapt to new market conditions, customer expectations, and unrelenting competition. She has been honored by MultiChannel News with a Wonder Woman award, which is given

Board Of Directors continued

to female executives at the forefront of cable television and communication industry. She is the recipient of multiple CableFax's Most Powerful Women Awards and the Woman of the Year from Women in Cable Southern California Chapter. A cable industry veteran and honored by a number of industry organizations, Colleen got her degree at Marquette University. A Midwestern at heart, she now lives in Atlanta with her family.

Doug Moore, Director

Doug is a global technology executive advisor and recently retired President and CEO of Fujitsu North America, Inc., and head of the Americas region where he oversaw Fujitsu's digital services businesses in the U.S., Canada, Latin America and the Caribbean. Doug's previous work includes positions in sales, marketing, development, manufacturing and engineering. He received his B.S. in mechanical engineering from the University of Arizona and M.B.A. from Arizona State University. He is a board member and chairman emeritus of the Telecommunications Industry Association (TIA), member of the advisory board of the DFW Alliance of Technology and Women, advisory board member of iCode LLC, and Hall

of Fame Inductee, board member, and chairman emeritus of Tech Titans. He especially enjoys his work as an Adaptive Spirit board member.

Brad Parobek, Director

Brad is a 35-year veteran in the telecom industry and an Executive IT Consultant. Previously, he worked for Disney Channel, Bravo, Encore/STARZ!, Amdocs, Nokia, Cognizant, FriendMTS and CSG. Brad has been involved with Adaptive Spirit since 1999 and is race co-chair and board member. He is passionate about mentoring young adults interested in business and technical sales roles and an avid golfer, conservationist and outdoorsman. He resides in the Denver metro area with his wife, Sandra, and two daughters. Brad holds a B.A. from Ohio University.

Pete Wisowaty, Director

Pete is a telecom industry veteran with over 30 years of sales, sales management and business development experience. Most recently, he was VP of Sales at Akamai as a result of the acquisition of Nominum. While at Nominum, Pete was EVP of Sales & Marketing and during his tenure grew the business to 135 tier one/two telco, cable and mobile providers in 40 countries. His

prior leadership include roles at Grand Central Communications (Google/SFDC), WhereNet (Zebra), ZeitNet (Cabletron) and Kalpana (Cisco).

Pete founded Azure Sky Ventures, an advisory/consulting business. Pete and his wife have two boys and split their time between Palo Alto, California and Vail, Colorado.

Tom Wlodkowski, Director

Tom is the Vice President of Accessibility at Comcast. In this role, he is responsible for developing and executing the company's strategic plan focused on the usability of Comcast's products and services by people with disabilities as well as pursuing opportunities to further enrich the customer experience for that community. Throughout his career, Tom has been a pioneer in the accessibility field. Blind himself, he has been a champion for people with disabilities, working to improve usability of mainstream Internet, mobile, broadcast and cable television technology. He began working in accessibility and tech in the early 1990s at public radio and TV station WGBH in Boston.

Ken Tolle, Legal Advisor

President and Senior Advisor, Launch Pad Media Advisors

Save the Date



If you are interested in working on the event in Vail or as part of the Event Committee, please send an email to admin@adaptivespirit.com. We would be very happy to discuss your interest and figure out how you could contribute to Adaptive Spirit.

See you in Vail!
April 9-12, 2026.