



PO Box 231408 Anchorage, AK 99523
(907) 227-2424

Nordic Journeys 2017 Overview

Nordic Journeys' goal is to get Alaska skiing. We partner with school districts, corporate and community organizations, and volunteer coaches from the broader ski community to foster the health, recreation, and competitive sports benefits of cross-country skiing and biathlon throughout Alaska. We provide Nordic ski and biathlon instruction, ski equipment, and lessons that are the foundation for a lifestyle that emphasizes good health and physical exercise.

Nordic Journeys is an Alaska non-profit 501(c)(3) corporation (tax ID# 46-3175050).

Mission

Nordic Journeys' mission is to foster the health, recreation and competitive benefits of cross country skiing and biathlon through sustainable programs across Alaska.

Vision

We envision healthy and active families enjoying Alaska's vast and beautiful landscape on skis.

2017 Village Ski Schedule

NANANordic:

April 2-7 Kiana, Noorvik, Ambler, Kotzebue, Deering
April 9-14 Selawik, Noatak, Buckland, Shungnak, Kobuk, Kivalina

Skiku:

Feb 26 - Mar 3 Aniak, Chuathbaluk, Crooked Creek, Sleetmute, Stony River, Kalskag
March 5-11 Nome, Brevig Mission, Koyuk, Elim
Mar 10-16 Unalakleet
March 12-17 Bethel, Chevak, Mountain Village
March 19-24 Savoonga, Pilot Station, Shishmaref
March 26-31 Gambell, White Mountain
April 2-7 Utqiagvik (Barrow), Point Hope
April 9-14 Anaktuvuk Pass, Point Lay
April 16-21 Arctic Village

Services Provided

Nordic Journeys provides annual Nordic ski and biathlon instruction to the children and communities of rural Alaska. Teams of staff and volunteer coaches deliver instruction at local schools, supplementing regularly scheduled physical education classes, and also provide after-school Nordic ski and biathlon clinics to both adults and children. In total, each rural community receives four to five full days of high-quality skiing instruction. An Anchorage-based program delivers Nordic ski instruction and loaned ski equipment for Title 1 elementary students and special needs groups.

The Nordic Journeys coaching teams are comprised of volunteers, including Olympians, World Cup skiers, elite collegiate and high school skiers, and community coaches. The professional quality of instruction delivered is grounded in experience and personal commitment to the sport. Additionally, coaches serve as positive, physically active and self-motivated role models.

Nordic Journeys provides participating communities with ski equipment.

In partnership with school districts, cross country ski equipment is housed at the local schools or community centers. Equipment includes skis, boots, bindings, poles, and wax kits. Children and community members are taught how to utilize and maintain equipment properly.

Biathlon program provides gun safety and biathlon training.

Nordic Journeys' biathlon program includes engagement with existing biathlon team programs in rural Alaska, with the goal of expanding the sport, encouraging competition between regions in rural Alaska and including rural athletes in state and national biathlon events. Biathlon is a combination of two activities; cross-country skate skiing, an aerobic activity requiring strength, speed, and endurance; and precision target shooting, which requires concentration and a steady hand.

The students of each village we visit receive lessons in basic gun safety followed by hands-on instruction using our state-of-the-art infrared rifles. Often, children lack other opportunities to learn about gun safety. Nordic Journeys visits are the first time that many, especially girls, gain experience shooting in a safe setting.

Nordic Journeys identifies and develops community leaders who can promote a sustainable Nordic ski program. By partnering with local schools and community organizations, Nordic Journeys identifies leaders in each community who is able to pioneer, or expand, a Nordic ski program for the village. This has included the successful hiring of 6 local head coaches and 3 assistant coaches in the rural communities we serve.

Two-way Benefits—While the students and families in rural Alaska benefit from the skillful teaching by Nordic Journeys' volunteer coaches, the coaches in turn are provided an opportunity to share their passion for skiing in places that are seldom visited, even by Alaskans. For many coaches and Alaska Native people, this is a unique opportunity to meet and develop lasting relationships.

Partnerships—Nordic Journeys continues to expand community outreach and presence across the state, and has forged critical partnerships with Healthy Futures, Girdwood Nordic, Alaska Pacific University, Team Alaska Arctic Winter Games, Challenge Life, Maniilaq Association, Alaska Native Tribal Health Consortium, Alaskans Changing Together, Alaska Obesity Prevention and Control Program, and school districts throughout Alaska. This unique collaboration ensures program growth, sustainability, and maximizes resources.

After School Skiing Programs—We piloted a new program this season in seven villages to lengthen the time village students have the opportunity to ski throughout the winter. We organized seven After School Ski Clubs with coaches hired from the local communities. We also started the **NANANordic Travel Fund** to enable inter-region competition, with two students from Buckland traveling to participate in the 2017 Western Interior Ski Biathlon Association Championship. They are the first athletes from the Northwest Arctic Region to compete at the WISA championship in the Bering Strait region of Alaska.

Geographic Area Served

Nordic Journeys serves Alaska. Much of the state has snow on the ground for eight months each year, yet in spite of the perfect environment for skiing, there are many areas where people who traditionally lived an active lifestyle are now more sedentary. Our goal is to take the program to wherever there is interest with a vision of inspiring healthy families who love to ski.

Number of Beneficiaries

Nordic Journeys serves communities from Anchorage to southwest Alaska's Bering Sea coast, and on up to the northernmost villages on the Arctic Ocean. We currently serve at least 5000 people statewide. Every child in each village visited has the opportunity to learn how to ski. Parents and community members are also encouraged to learn with the children.

Addressing a need

The cultures, tradition and landscape of Alaska is conducive to a thriving Nordic ski program and Nordic Journeys promotes a healthy and active lifestyle, a vital need for regions characterized by high rates of tobacco use, diabetes, suicide, depression and substance abuse.

Nordic Journeys has strong support from village leaders and school officials, who recognize that the program imparts practical skills and equips children with the means to participate in a sport that has life-changing potential.

Funding and Future Sustainability

Nordic Journeys received support this season from a number of donors and sponsors including NANA Development Corporation, Teck, GCI, BP, ConocoPhillips, Donlin Gold, Brice Environmental, Brice Inc., STG, Calista, Maniilaq Association, Akima, NANA WorleyParsons, Bering Air, Alaska Air, Lynden, Providence Health & Services, NMS Lodging, Wells Fargo, and Caelus. The gifts of these donors have been supplemented by meaningful contributions from individuals across the state. Coaches, and other volunteers donate thousands of hours of their time each year.

It will take a long term commitment to continue the success and further the mission of Nordic Journeys. We ask you to join in that commitment by supporting our work.

Program Leadership

Robin Kornfield, Executive Director

Robin Kornfield and two-time Olympian Lars Flora are founders of Nordic Journeys. Starting in 2012, with the idea of bringing cross-country skiing to the Northwest part of the state through the involvement of Olympians, World Cup athletes and other highly qualified and motivated volunteers, the program has gone from 4 villages served that first year, to 40 communities all across Alaska served in 2017. Time, energy, committed board members, hundreds of volunteers, and financial support from businesses and organizations who share our interest in creating healthy lifestyle opportunities for rural Alaskans has been critical to program delivery.

Kornfield was born in Nome, Alaska, and lives in Anchorage. She is a parent of elite-level cross-country skiers, and she is an avid recreational skier. It was her voluntary involvement in the excellent Anchorage-area and statewide ski community that drove her desire to bring skiing to underserved areas in rural Alaska. She brings her organizational skills, her many years as a business community member in marketing, communications and event production, as well as her knowledge of the people and places in rural Alaska to the Nordic Journeys organization.

Kornfield's professional career has included a range of roles from president of Piksik, a film production company; vice-president of marketing and communications for NANA Development Corporation, executive director of the Alaska Broadcasters Association and general manager of Event Specialists, Inc. She has served on numerous non-profit boards, planning committees and as a volunteer for Alaska Ski for Women, Cross Country Alaska, Anchorage Nordic Ski Association, Alaska Chamber Singers, Breast Cancer Focus, the Alaska SeaLife Center and Alaska Public Media.

Nordic Journeys board members:

Board members:

Lori Henry, Chair
Scott Warren, Secretary, Treasurer
Pita Benz, Vice Chair
Bradley Cruz, Director

Contact:

Robin Kornfield
Executive Director
robin@skiku.com
robin@nananordic.com
907-227-2424

Mailing address:

Nordic Journeys
P.O. Box 231408
Anchorage, AK
99523

Office:

Nordic Journeys
5401 Cordova, Suite 303
Anchorage, Alaska
99518
907-771-7977