Our minds will slow, our hearts will race and our waist lines will recede. Trail stories will be exchanged at the barbershop and in the grocery checkout line. Outdoor equipment will be reasonably priced for all society to purchase. Citizens will be able to identify native plants, trees and animals. We will know our time and place based on seasonal change. When asked where we are from, the answer will begin with the location of the nearest trail.

By WSTC member and past president, Bob Vaux, 1998

For more information about the Washington State Trails Coalition visit, http://www.w-s-t-c.org

For comments on this manual, contact Greg Lovelady at Greg.Lovelady@rco.wa.gov
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The complexity of the Washington State Trails Coalition’s (WSTC) biennial conferences is such that a written description of its components and how past volunteers have approached implementation can be a big help to future planners. This handbook addresses this need by giving an overview of those components. It includes specific steps, lessons learned, and organizational templates. It is organized by the four main conference committees and includes a section on other tasks: Conference Committee, Program Committee, Outreach Committee, Host Committee, and Other Tasks.

A. Membership of the conference’s various committees
   1. **WSTC board**: The members of WSTC’s board, both officers and at-large members, are the foundation of the conference committees. The board encourages other volunteers to participate on committees.
   2. **Leveraging community leaders**: Because of our shared objectives, there are inherent advantages for all parties if WSTC continues to form strategic partnerships with non-governmental bodies. This includes partnering with members of the business and health communities, with foundations and non-profit groups. The community at large should provide a good pool from which to populate its various committees, session leaders, and speakers.
   3. **Youth**: To help WSTC continue to grow, the organization needs to ensure that it always has positions for young people, both on the planning committees and at the conferences.

B. **Conference Committee**: Overall responsibility for organizing and conducting the conference lies with the Conference Committee. It is chaired by WSTC’s president who monitors and ensures progress on all conference facets. He/she sets meeting times and agendas. The president may also assume other duties, such as chairing the Program and Outreach Committees, web page maintenance, etc.
   1. **Timing**: Here is an overview of the schedule adopted for the 2010 conference in Tacoma (also, see page 43):
      a. 10/22/09: Visit potential conference venues (page 16); conference planning meeting.
      b. 2/26/10: Confirm breakout and plenary session captains/coordinators; sign venue contract
      c. 3/5: Finish program/agenda
      d. 4/15: Confirm all session speakers-panelists
      e. 6/15: Finish program write-ups, field trip descriptions, meal choices
      f. 7/1: Set conference fees and early bird registration dates
      g. 7/5-15: Send registration packet to printer, print, mail
      h. 7/16: Open on-line registration
      i. 10/8: Complete speaker biographies
      j. 10/21-23: Conference
      k. 11/5: Thank you notes
      l. 12/31: Conference proceedings
   2. **Venue/Hotel facilities contract**: The contract is coordinated closely among the president and Host Committee chair with the assistance of the members of both committees. The first draft is presented by the venue/hotel to the Host Committee chair who will share it with the president. It is always important to actually read the document. In the past we have found
them to contain significant errors and/or undesirable provisions. The WSTC president signs the contract with the concurrence of the majority of the Conference Committee’s members.

3. **Venue selection:** This is usually a Conference Committee decision, coordinated closely with the Host Committee chair. Selection criteria vary, but we strive for:
   a. Rooms (note use of the term “should” below; it means highly desirable)
      - Guest, meeting, and exhibit rooms should be under one roof.
      - If the hotel/guest rooms are not at the same location as the conference meetings:
        - Rooms must be within a comfortable walking distance of the conference site along safe and accessible routes, and/or
        - Must be accessible via shuttle transportation.
      - Plenary, dining, and exhibit areas should be in separate but immediately adjoining areas; our goal is usually a 200-300 person capacity when seated at round tables.
      - We usually need 3-5 breakout rooms, each with a capacity of 60-125, depending on the Program Committee’s needs.
   b. Agency per-diem.
      - There must be sufficient guest rooms available at or below the state-federal government hotel per diem rate for that locality for the expected number of Federal and State government employees who plan to attend the conference. See: [http://www.ofm.wa.gov/resources/travel.asp](http://www.ofm.wa.gov/resources/travel.asp).
      - The conference rate must not require government employees to share rooms to be eligible for the government rate.
   c. Conference hotel should be adjacent to or near a main trail like Spokane's Centennial Trail or the Yakima Greenway.
   d. During plenary sessions, a wireless microphone should be available to any audience member commenting from the floor.
   e. Avoid buffets, which often take more time and can run out of food. Buffets are usually more successful for serving breakfasts where there are fewer attendees that do not usually arrive in large groups.
   f. Avoid session rooms that become hot or “stuffy” when filled to capacity or are cold at other times. For information, inquire of the facility manager and/or others that have used the facility in the recent past. Know how to ask the venue staff to adjust room temperatures if necessary.
   g. Reception: For the conference’s welcoming reception, try to find a nearby, but separate location.
   h. Consider providing a separate audience section for conference participants who wish to hear meal-function speakers, but don’t wish to purchase the meal.

4. **WSTC business meeting:** this gathering is usually held with breakfast on the conference’s second day.
   a. The draft agenda is prepared by the president with WSTC board assistance and includes such topics as new board member nominations-elections, by-laws updates, and presentation(s) by potential hosts of the next conference.
b. Board Nominating Committee chair: In the past, this role has been assumed by the president, but it could also be an ad hoc committee composed of other WSTC members. Consider asking for the assistance of current and/or other board members.

c. Next conference preparation: Arrange for presentation(s) at the WSTC’s business meeting by communities interested in hosting the next conference. One approach is to find people on the WSTC Conference Committee who may be interested. Another is to contact visitor and convention bureaus.

5. Conference master of ceremonies: WSTC’s president usually serves as emcee and may consider the following conference opening remarks.

   a. Thanks to all helpers: conference’s committees, speakers/panelists, those who are helping with contributions, transportation, and their valuable time.

   b. Field trips: Get a thirty second status report from coordinators - how many are signed up, where to meet, related announcements.

   c. Local places of interest: point out nearby trails, parks, historical sites, museums, libraries, restaurants, and other points of interest.

   d. Conference evaluation/assessment: indicate whether these will be distributed at the conference or electronically afterwards.

   e. WSTC suite: Is there a WSTC suite for storage, changing clothes, meetings, etc.?

   f. Conference planning committees: Note committee members are here to assist with answers to questions; have them stand.

   g. Is there a handouts table, message board?

   h. Exhibits.

C. Program Committee: The Program Committee is responsible for the content of the conference. This includes plenary and breakout sessions, keynote speakers and all other aspects of the information presented to attendees.

   1. Membership and decisions: While this committee has no defined membership, there is an expectation that most WSTC board members will participate along with other volunteers. Many of the larger decisions made by this committee are shared with the Conference Committee for feedback and approval. In the past, these decisions have included the conference’s theme, track titles, and keynote speaker(s).

   2. Coordination with Host Committee: The Program Committee must agree on an outline of the conference’s basic structure fairly early in the planning process so that venue reservations may be made at an appropriate facility while preferred dates are still available. The venue is usually decided only after the Program Committee can announce the number of conference days involved and the capacity of breakout rooms needed. Page 30.

   3. Conference theme: The conference’s overall direction has relied heavily on its theme to provide a unifying path for most of the speakers, tracks, and breakouts. In the past, themes have emerged from wide-ranging conversations among committee members. Initial suggestions are usually fine-tuned over time and gradually wordsmithed into a final product. Ideas for conference themes can be found in past breakout session titles and national agendas (see the American Trails web site). One idea would be to link the conference theme to the State Centennial Celebration in 2013 with the common goal of connecting our trails to the cross-state trail (John Wayne Pioneer Trail). With adoption of a theme, members of the Program
Committee can decide on the track and session names and begin coordination. Past themes have been:

a. 2010, Tacoma: From Backyard to Backcountry and the Trails Between
b. 2008, Spokane: Our State, Our Trails, Our Future
c. 2006, Yakima: Trails for Future Generations
d. 2004, Snoqualmie Pass: When Consensus Works
e. 2003, Deception Pass: Lands of Opportunity
f. 2001, Vancouver: Healthy Trails, Healthy People
g. 2000, Snoqualmie Pass: Building Partnerships for Today – Tomorrow
h. 1998, Richland: Building Trails For Today – Tomorrow

4. **Breakout sessions:** Most WSTC biennial conferences combine breakout sessions, where attendees separate into different rooms, and plenaries, where everyone remains in one large room. Page 30.

a. Session coordinators: It is important that conference sessions pique the interest of Program Committee members. In all conferences through 2010, individuals on the committee have volunteered to coordinate and moderate the sessions, describe them in inviting prose for the conference brochure, and take the lead in finding volunteer speakers-panelists.

b. Call for proposals: Another way of establishing breakout sessions, not yet tried at the trails conference, is to invite session proposals from outside speakers. Currently, WSTC’s practice is that a Program Committee member will suggest a topic, obtain consent from other committee members, and then find a speaker(s) to address the topic at the conference. Many conferences, however, begin by announcing the conference theme and requesting proposals from interested persons. See Appendix page 35 for a sample call for proposals.

c. Setting up breakout session involves work and has many implications. For example, each breakout needs to be designed in a way that will attract an audience; each will require arrangements for a separate presentation room, projection equipment, space and text in the conference brochure, and unique and specific conversations with each speaker.

d. Duties of session organizers

- Ensure each speaker is comfortable with and prepared for his/her assignment
- Ensure each knows about the registration process and when and where to go on arrival
- Provide for the speakers’ audio-visual needs. Other conference helpers often can help with computer and projector loans; address equipment loans as early in the process as possible
- Determine if the presenters want to speak from a table or podium and ensure the table/podium is present in the session room
- Ensure presenters send in their 1-2 paragraph biographies about a month before the conference
- Greet each presenter as he/she arrives
- When the session begins, introduce the topic to the audience and keep any question and answer session organized by recognizing those who have questions and then repeating the question for all to hear
5. Recruiting and working with speakers/presenters
   
a. Speakers
   
   - It is easier to obtain speaker commitments early in planning the conference. If the conference is scheduled in the fall, try to get speakers committed by spring.
   
   - Recruitment: Work to enlist speakers from non-governmental bodies such as businesses, foundations, and non-profit organizations. This will not only strengthen WSTC’s ties to these organizations, but will also support mutual goals, including wellness and the conservation of outdoor resources.
   
   - Keynote speakers: Many candidates for future conferences have been noted, including: Mickey Fearn (mickey.fearn@nps.gov, DC), Rex Derr (past State Parks Director), Earl Blumenauer (Oregon Congressman), Jon Jarvis (NPS), David Uberuaga (NPS), Ron Simms (Under Secretary, HUD), and Gary Locke (past Governor and US Secretary of Commerce).

b. Sample information to provide to speakers/presenters; visit www.w-s-t-c.org
   
   - What is WSTC? Founded in 1999, the Washington State Trails Coalition works to protect, promote, and enhance a statewide system of trails. Our efforts target both motorized and non-motorized outdoor recreation and transportation trails. We work through voluntary and public involvement in cooperation with landowners and managers. Membership is open to anyone with a passion for trails. WSTC’s focus is organizing the biennial state trails conference.

   - WSTC’s vision: Our minds will slow, our hearts will race and our waist lines will recede. Trail stories will be exchanged at the barbershop and in the grocery checkout line. Outdoor equipment stores will make their products reasonable for all society to purchase. Citizens will be able to identify native plants, trees and animals. We will know our time and place based on seasonal change. When asked where we are from, the answer will begin with the location of the nearest trail. (by WSTC member and past president, Bob Vaux, 1998)

   - Conference dates and location

   - Conference overview: theme, track names, attendance (usually in the 150-250 range), and attendees; involves:
     - Most trail recreationists, nonmotor, motor, etc.
     - Managers: National Park Service, Forest Service, Department of Natural Resources, etc.
     - Both urban and remote trails, etc.

   - Information about the selected person’s panel: session name and description, other panelists’ names, will they be making individual presentations or coordinating efforts, etc.

   - Registration policy: Conference organizers work to keep overall registration and meal costs low by asking all presenters to pay the full registration fee. However, speakers who wish to attend only their session, and perhaps one or two other sessions, with the exception of a meal event, need not pay. If this is an issue for any speaker/panelist, advise the session coordinator so that individual can bring the matter to the Conference or Scholarship Committee for review. Accommodations are considered on a case-by-case basis.
• Conference history: Information about previous state trails conferences is listed at www.w-s-t-c.org.

6. **Program brochure:** The main conference color promotional piece contains information about the venue, registration process, fees, tours, scheduling, session topics and speakers.
   a. Design: Completely plan, confirm, and edit the program before meeting with the graphic designer. Under the best of circumstance, many designers will need at least two weeks to complete this job. Both before and after completion of the final design work, the material must be carefully edited. This piece is the early “face” of the conference and for many will provide the first impression of the quality that is to come. It can, however, be costly so carefully consider the number of pages WSTC is willing to pay for.
   b. Brochure versus web content: As details about scheduling and speakers near completion is the time to decide what conference information will be placed on WSTC’s web site and what will be duplicated in the mailed brochure. As time passes, the tendency is to reduce the information in the brochure and increase the information placed on the web site.
   c. Printing: When the first draft of the program brochure arrives from the designer is the time to meet with the printer to determine costs and the printing schedule. Often, it is helpful to meet with the printer before beginning design work to learn about ways to save costs in the final product design. For example, it may be cheaper to insert the brochure and supplemental material (registration and exhibit information) into an envelope rather than making it into a self-mailer.
   d. Mailing: This process will involve:
      - Developing the raw mailing list (through 2011 maintained by the Recreation and Conservation Office)
      - “Cleaning” the list by reviewing each name and address and editing out those that are incomplete
      - Exporting the list into an MS Excel file
      - Deciding the paper type and size, the number of folds, whether to use an envelope, the process for affixing mailing labels and return address

7. **Program-at-a-glance:** This has been used in the attendee packets. To keep costs down and help with portability, this piece has been limited to two pages. At the Tacoma conference, however, at least two attendees said that this piece should have contained more breakout session details.

8. **Plenary sessions:** At recent conferences, it has become almost traditional to schedule the following sessions for attendance by all conferees in one large room.
   a. Keynote speaker(s): This individual(s) is usually hosted by an agency that pays travel and hotel accommodations; usually there is no honorarium. Typically, conference organizers do not need to budget for fees associated with using any of the many excellent government workers and elected officials as keynote speakers.
   b. Leadership panel: panelists often ask how their presentations should be structured. Here are some tips:
      - Don’t spend much time discussing beleaguered trail budgets; conference attendees are normally quite aware of the funding situation.
• Refer to the great work trail volunteers do and discuss ways enthusiasts can work with your agency or office.
• Remind activists to join a club – there’s power in numbers and in being organized.
• Understand the issues, develop personal views.
• Tell about the importance of working with agencies and elected officials.

b. Legislative panel: In developing the invitation listing, be sure to give serious consideration to legislators from the local district. Discuss candidates with members of the Host Committee and trail, park, and recreation lobbyists.

c. Three-minute presentations: This session, sometimes lasting only a half hour, is comprised of Power Point offerings shown by trail advocates, managers, and/or recreationists eager to share recent accomplishments, initiatives, or other issues likely to find an interested audience at the trails conference. In addition to requesting proposals in the conference brochure and web site, this session’s coordinator should reach out to anyone who has done significant/interesting things and ask them to present. It can be a challenge to hold these presentations to no more than three minutes.

d. Idea Marketplace (also called “Open Space”; page 22)

• How it works: A facilitator guides plenary participants in a group give-and-take about current issues of concern. Using audience consensus, the facilitator then selects the top ideas, asks for volunteer breakout group leaders, and designates breakout locations. Plenary participants then self divide into breakouts around the conference venue where solutions to the issues are brainstormed. Each group selects a recorder to take notes on the proceedings. After about 45 minutes everyone comes back together and reports.

• For success, at least 1.5 hours needs to be scheduled for this interactive session. It also is helpful to reach out to potential participants in advance to get a head start on listing important topics and breakout leaders. Approximate scheduling for a 90 minute session:
  ◦ 20 minutes – opening introduction and facilitation
  ◦ 5 minutes – transition to groups
  ◦ 45 minutes – group work
  ◦ 5 minutes – transition back to plenary area
  ◦ 15 minutes – summary/wrap-up

• A pre-conference sign up for the marketplace activity could help ensure an efficient use of time, but this was tried at the Yakima conference and few people signed up.

• Tips:
  ◦ Ensure clarity regarding the selected topics and where the related discussion groups will meet. Give audience members time to make their selection. At the Spokane trails conference, the leaders explained their topics, which may have helped people identify the group they wanted to meet with.
  ◦ Though not a strict rule, ideally, no more than 7 topics would be chosen. Studies show that if more are selected most audience members will have a more difficult time deciding in which group to participate. Similarly, the maximum number of group participants would be 7. These limits, however, become impractical when the total number of participants exceeds about 50 people. In the end, it is probably best to
just recognize that exceeding these numbers often leads to greater group management challenges.

- Report form: A form specifically designed for bringing each groups’ information back to the plenary needs to be designed. It should contain: the subject/topic/issue, a description of where or how it occurs, who is involved, suggestions about resolution, and follow-up ideas, including people to contact for next steps.
- When conference organizers receive late requests from folks asking to organize a new session after the schedule is set, the Marketplace session (or the Three Minute Presentations) is an ideal direction in which to steer them.

9. **Assignments chart** (Appendix, page 30): Development of a conference organizational chart is helpful for coordinating conference details. The chart should include:
   a. Session room assignments
   b. Audio-visual gear for each session room: projectors, laptops, screens, laser pointers (optional), remote controls, extension cords, strip outlets, duct tape/carpet remnants for outlet cord tripping hazards.
   - The equipment is usually obtained on loan from agencies but is sometimes provided by conference organizers.
   - Provide for pick-up, return, security, set-up, trouble shooting.
   c. Included equipment: Be sure to find out what the venue provides as a part of the facility use contract and whether additional gear may be available for a reasonable charge.

10. Signs: See “Other Tasks”, item F.1.c

D. **Outreach Committee**: This committee encourages trail leaders and recreationists to attend the conference by preparing and distributing promotional material (page 36).
   1. Promotional materials generally include: “save the date”, “registration is open” and follow up reminders and pre-conference press releases.
   2. This committee should coordinate closely with the state Recreation and Conservation Office, the agency that voluntarily maintains the trails conference mailing list, including contact updates and dispatch of notifications. The Outreach Committee needs to help ensure any new contacts are added to the RCO list.

E. **Host Committee**: The Host Committee enhances the conference experience by providing the vital link with the local community, including its various trails groups, to best provide facilities for the conference. This committee is usually most active after the Program Committee shares details about its facility needs, including the number of meals and breakout rooms required. Major tasks typically involve coordination of costs and facilities related to:
   1. Venue/hotel; for more information, see Venue Selection, page 6 and the Venue Comparison chart on page 16.
   2. Meeting rooms (page 30)
   3. Menu/food, including breaks
   4. Educational field trips: plan for at least one or two pre-and post conference educational field trips that showcase local trail opportunities.
   5. Local places of interest. Coordinate with the conference emcee and Outreach Committee about attractions in the local area that may interest attendees, including flyers, a special conference exhibit, and emcee announcements. Consider nearby museums, trails, live performances, natural features, and historical sites.
6. Off-site reception: This event is primarily an opportunity for attendees to exchange information and visit with old and new friends. It usually includes a no-host bar, snacks, and a relaxed environment.
7. Signs: See “Other Tasks”, item F.1.c
8. Donations: Sponsorships and fund raising can be helpful in providing conference amenities.
   a. It is important that WSTC recognize donations. This may be done through door signs, announcements from the podium, mention in the program brochure and other printed materials, etc.
   b. At the 2010 conference in Tacoma for example, the Host Committee chair raised funds for food, transportation, and facility rental costs related to the conference’s welcoming reception at the state history museum. (See the Donations and Raising Funds Appendix, page 26.)
   c. Other opportunities for sponsorships include hosting the:
      - Hospitality suite(s): an area for informal meetings, reception
      - Banquet: food and room rental
      - Luncheon: food and room rental
      - Scholarships
      - Conference registration brochure: layout, design, printing, mailing
F. Other tasks: Completion of the following tasks is also important for the production of a successful conference. “A Category” items are the most important.
1. A Category
   a. Registration of attendees: Administered by WSTC’s comptroller; works closely with WSTC’s president and the Host Committee chair.
      - Reports regularly to WSTC’s board
      - Assists president in budget development/ management and the conference’s break-even scenarios (pages 32, 33). These scenarios are important in ensuring the conference does not lose significant amounts of money on the conference. WSTC does not need to increase its bank balance, but it is important that it always maintain sufficient funds to ensure seed money for the next conference. In the past, $10,000 has been the minimum.
      - Manages WSTC’s bank account: writes checks for facility deposits, catering, and attendee registration packets, etc.; makes bank deposits
      - Name tags: acquire materials and print
      - Attendee registration (page 19)
         - On-line design and set-up and mailer registrations. In recent conferences, WSTC has greatly increased its reliance on Internet-based registration. For the Tacoma conference we used SignMeUp.com. Though there are fees associated with this service, until adoption of this process it was not uncommon for several conference attendees to not pay promised registration fees. (See the on-line cost comparison in the Appendix page 32.)
         - Registration management: confirmations, problem solving, refunds
         - Administers the registration table at the conference; assembly and distribution of attendee packets and name tags. One to two additional people to help the comptroller with packet compilation and distribution at registration is very helpful.
b. **Web updates**: see [www.w-s-t-c.org](http://www.w-s-t-c.org)
   - WSCT now uses “1and1.com” (about $60/year) web building and web hosting service.
   - With the password or a real-time “GoToMeeting” link, one can easily change the content, including: text, photos, external links, PDF attachments and feedback tools.
   - Currently, WSTC has a single webmaster that receives update requests from others, though the web master also writes much of the text.
   - Access the “website builder” → “content” → “pages”; use the “preview”, “save”, and “publish” features
   - There are no limits on links; 12 pages are included.

c. **Signs**: This involves speaker name tents, breakout room door signs and descriptions, and directional signs. It also involves ensuring the signs get distributed to the right place at the right time. On different occasions in the past, this responsibility has been taken up by the Host Committee (in Tacoma, Dick Chanauer made most of the signs) and the Program Committee.

d. **Thanks yous**: Implementation of thanks-yous to the conference’s committees, presenters, hosts, and other volunteers.

e. Post conference assessment-evaluation: This task is typically composed of the elements bulleted below. In recent years, soon after the conference, organizers have emailed a SurveyMonkey.com link and conference registrants have completed the questionnaire on-line. Page 42 shows the questions and responses from the 2010 conference in Tacoma.
   - Drafting, design, editing
   - Distribution to attendees
   - Results compilation and reporting

2. **B Category**
   a. Exhibits subcommittee (page 23): Fees, registrations, policies, venue coordination (space allowance, electrical needs), outreach,
   b. **Proceedings**: The conference highlights is a document posted on WSTC’s web site that dedicates a few paragraphs to describing each breakout and plenary session. To be successful, these sessions need recorders that can provide notes (page 21) to the person preparing the proceedings. The process involves compilation of notes, drafting, design, editing, and distribution/web posting.
   c. Biographies of speakers and key persons are printed and added to attendee registration packets.
   d. Donations coordinator (page 26): to help reduce conference fees. Donation or sponsorship opportunities include:
      - Providing registration scholarships
      - Covering the cost of specific meal events or presentation room rental fees
      - Conference brochure design and mailing costs
      - Save-the-date design and mailing fees
      - Hosting a conference keynote speaker, including travel, honorarium, etc.
      - Conference “goody bags” for attendees.
   e. Awards and contests: Photo contests, prize drawings, games, and other activities can add interest to the conference.
f. Conference history: WSTC’s web site contains a document that summarizes past conference locations, themes, and other information.
g. Scholarships subcommittee: Develop, publicize, review, and grant whatever number of scholarships can be supported by the budget (pages 32, 33). May include finding donations.
h. Conference logo: At the 2010 conference in Tacoma, for the first time WSTC introduced a conference specific logo based on the event’s theme. Many thought this was quite successful and encouraged future conference planners to do something similar.
### WSTC Biennial Trails Conference Venue Comparisons

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</thead>
<tbody>
<tr>
<td><strong>Comparisons</strong></td>
<td>1 – Conv Ctr</td>
<td>2 – La Quinta</td>
<td>3 – Landmark</td>
<td>4 – Murano</td>
<td>5</td>
</tr>
<tr>
<td>1. Bid date (latest)</td>
<td>7/30/09</td>
<td>9/9/09</td>
<td>9/26/09</td>
<td>No bid yet</td>
<td></td>
</tr>
<tr>
<td>2. Venue contact info</td>
<td>Carmen McIntyre, Dir of Sales, Greater Tac Conv &amp; Trade Ctr, 253-830-6608 <a href="mailto:cmcintyre@gtctc.org">cmcintyre@gtctc.org</a></td>
<td>Sarah Sadler Prok 253-272-9457 <a href="mailto:Lq0685dos@laquinta.com">Lq0685dos@laquinta.com</a></td>
<td>Karen Mallory 253-272-2042, <a href="mailto:kmallory@tacomalandmark.com">kmallory@tacomalandmark.com</a></td>
<td>253/238-8000</td>
<td></td>
</tr>
<tr>
<td>3. Dates available</td>
<td>10/15-16 or 10/22-23</td>
<td>10/15-17 or 10/22-24</td>
<td>Fri-Sund, 10/8-10/10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Capacity of plenary</td>
<td>Ballroom</td>
<td>Evergreen ballroom 300 in rounds</td>
<td>Plaza Grnd Balm+balc 300^1 theater</td>
<td>Venice ballroom, 324 classroom; 1 of 4 equal sections is: 70 classroom, 150 theater</td>
<td></td>
</tr>
<tr>
<td>5. Capacity of breakout 1</td>
<td>Room 315</td>
<td>Sect of ballroom, 60^+</td>
<td>Ionic Hall, 60^1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Capacity of breakout 2</td>
<td>Room 316</td>
<td>Sect of ballroom, 60^+</td>
<td>Doric Hall, 60^1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Capacity of breakout 3</td>
<td>Ballroom</td>
<td>--</td>
<td>Rainier room, 60^1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Dining room</td>
<td>Evergreen ballroom</td>
<td>Temple Theatre, 300^2</td>
<td>Torcello &amp; Burano room can be combined (40 ea. in rounds; 24 ea. in</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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1 Room seating may have been provided by Ernie as estimated attendance and not room capacity.

2 Rounds of 10
<table>
<thead>
<tr>
<th></th>
<th>Cost of plenary</th>
<th>Ballroom, $4,800</th>
<th>See line 23</th>
<th>$500 x 2 (10/8-9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.</td>
<td>Cost of breakout 1</td>
<td>$700, room 315</td>
<td>See line 23</td>
<td>Ionic $150 x 2 (10/8-9)</td>
</tr>
<tr>
<td>11.</td>
<td>Cost of breakout 2</td>
<td>$700, room 316</td>
<td>See line 23</td>
<td>Doric $150 x 2 (10/8-9)</td>
</tr>
<tr>
<td>12.</td>
<td>Cost of breakout 3</td>
<td>See line 23</td>
<td>Rainier $150 x 2 (10/8-9)</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Dining room</td>
<td>See line 23</td>
<td>Temple $250 (10/8-10)</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Are all meeting rooms near one another?</td>
<td></td>
<td>Torcello &amp; Burano are one floor up from ballroom</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Food service</td>
<td>Not yet provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Breakfast³</td>
<td></td>
<td>$9.50 x 300 = $2,850</td>
<td>Breakfast: fruit, yogurt, oatmeal, juice, coffee</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$13.95 x 300 = $4,185</td>
<td>Soup &amp; sandwich Bar: salads (Caesar, etc.), sandwiches (ham, turkey, etc.), fruit, soup, coffee, tea</td>
</tr>
<tr>
<td>17.</td>
<td>Lunch</td>
<td></td>
<td>$24.95 x 300 = 7,485</td>
<td>Salads, pasta, pork loin, potato, rice, vegetables, coffee, tea</td>
</tr>
<tr>
<td>18.</td>
<td>Dinner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Breaks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Service fee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>Included facilities</td>
<td>Podium + microphone</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

³ If options were provided, only the least expensive are listed.
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>22. Parking fee?</strong></td>
<td>No fee</td>
<td></td>
</tr>
<tr>
<td><strong>23. Discounts-guarantees</strong></td>
<td>Will waive room rental ($3,600) if catering is $7,000 b/4 tax &amp; service fee</td>
<td></td>
</tr>
<tr>
<td><strong>24. Hotel room drop-off date</strong></td>
<td>4 weeks before arrival</td>
<td>No hotel rooms, but final count due 10 days b/4 event; add 18% service fee + tax</td>
</tr>
<tr>
<td><strong>25. Hotel room rate (reg)</strong></td>
<td>$95 + 13.8% tax for a block of 30 rooms; includes continental breakfast</td>
<td></td>
</tr>
<tr>
<td><strong>26. Hotel room rate (gov't)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>27. Dist to nearest trail</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>28. Name of nearest trail</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>29. Observations</strong></td>
<td>- One big partitioned ballroom for all events? - Need catering options - Registration table?</td>
<td>- No discounts, waiver of meeting room fees?</td>
</tr>
<tr>
<td><strong>30.</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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4 Drop-off date: Usually 30 days before the conference; the deadline for room reservations; guaranteed rate increases after this date and space in the hotel may not be available.
The 2010 Washington State Trails Conference  
“From Backyard to Backcountry, ... and the Trail Between”  
October 22 – 23 at the La Quinta Inn, Tacoma  

Registration

Please Print

Name ___________________________ Mr./Ms. (circle) (for name tag)  
Org ________________________________  
Address ________________________________  
City __________________________ State _______ Zip __________  
Phone ______________________ Email ________________  

Registration Includes conference admission, materials, meals, “coffee” breaks, Friday reception, and field trips.

Early Bird Registration Via online registration or payment postmarked by September 22, 2010  
Full conference ........................................................................................................ $99

Standard Registration Via online registration or payment postmarked after September 22, 2010  
Full conference ........................................................................................................ $125
Friday only........................................................................................................... $85
Saturday only........................................................................................................ $50

Meals To help us know the number of meals to prepare please check the following:  
☐ Friday (10/22) Breakfast .......................................................................................... included with registration  
☐ Friday (10/22) Lunch ☐ chicken marsala, ☐ smoked salmon ........ included with registration  
☐ Saturday (10/23) Breakfast..................................................................................... included with registration  
☐ Saturday (10/23) Lunch ........................................................................................... included with registration  
☐ I prefer vegetarian meals  

Social & Networking  
☐ Thursday (10/21) Informal pre-conference gathering included with registration  
☐ Friday (10/22) Hors’oeuvres included with registration  

Trips-Clinics  
☐ Thursday (10/21) Bicycle: Foothills Trail included with registration  
☐ Saturday (10/23) Bicycle: Scott Pierson & Cushman Trails included with registration  
☐ Saturday (10/23) Walking: Narrows Bridge included with registration

TOTAL REGISTRATION AND MEALS ...................................................................... $

Payment ☐ Check enclosed (payable to WASHINGTON STATE TRAILS COALITION/ EIN: 91-1973937;  
Return form and payment to: Trail Conference 2010, Reed Waite, 111 NE 51st Street, Seattle, WA 98105

To pay by credit card, register online at http://www.w-s-t-c.org.
At the same web site find information on program updates, scholarships, social mixer, refund policy, etc.

Questions For inquiries, including accessibility [ADA] accommodations, contact:
Greg Lovelady, (360) 902-3008, Greg.Lovelady@rco.wa.gov.
WSTC Trail Conference 2010
c/o [Comptroller]
xxx
xxx, WA 98xxx

Registration form used for the 2009 off-year conference in Tacoma:

Cropped - 2009
registration WSTC.doc
Appendix 3: Session Note Taker Form  (Pages 11 and 14)

2010 Washington State Trails Conference

[By 11/5/10 please e-mail these notes to Greg.Lovelady@rco.wa.gov]

Note Taker Name

Phone Email

Session Title

Date Time

Session Presenter(s)

Notes [include speakers’ names and main point(s)]:

Other Information (general summary, issues not answered, offers of assistance, etc.):

Use reverse
Appendix 4: Idea Marketplace Instructions (Page 11)

Friday, October 22, 2010, 1:30 to 2:45 pm, **How it works**...

You will have a chance to meet with people who are interested in a conversation about the same thing you are...but you have to find each other first! Here’s how that will happen...

Write a headline or sentence for your topic on the cardboard or paper on your table. Lunell/Michael will ask for people with topics to hold up the sign and let people know what you’re interested in talking about. Your meeting area will be chosen at that time.

Topics such as: what can we do to help US Forest Service diminishing budget for trails and maintenance; what’s working with the motorized/non-motorized interface? How are you getting support for trails in economically challenging times? What are the best ways to engage and keep volunteers?

Stand up after lunch, Lunell/Michael will assign a meeting location (Around the plenary room, throughout the conference area.)

Take a note pad from the table and go to your area and see who shows up. put sign out so people know that’s the topic

From your group, choose a note taker who will summarize the conversation. Not complex or arduous, just the juicy parts for the conference proceedings.

Get the ball rolling by describing the topic again, and asking people to introduce themselves and their background. This ‘do it yourself’ culture doesn’t need an official or pre-assigned note taker or facilitator.

This is a take-off of Harrison Owen’s Open Space Technology that assumes:

1. Whoever comes are the right people: this alerts the participants that attendees of a session class as "right" simply because they care to attend

2. Whatever happens is the only thing that could have: this tells the attendees to pay attention to events of the moment, instead of worrying about what could possibly happen

3. Whenever it starts is the right time: there is limited schedule and structure; be creative!

4. When it’s over, it's over: don’t waste time, but to move on to something else when the fruitful discussion ends

Two rules –

1. Law of two feet – if you aren’t finding the conversation valuable, go to another area.

2. Try to let everyone talk before you take a second turn

Return your notes to Lunell Haught or Michael Linde in the plenary room. Enjoy!
Dear WSTC Exhibitor:

Thank you for signing on to be an exhibitor at the 2010 WSTC Conference. The Conference Committee is very excited about the upcoming conference and having exhibitors adds another positive feature for conference attendees. So thank you for your participation.

The exhibit space will be in the hallway by the Cedar, Fir, and Pine Rooms. The best access for setting up your exhibit would be from the lower parking lot that accesses these rooms. I'm planning on setting up the exhibit tables on Thursday evening so you should be able to complete your set up prior to the beginning of the conference activities at 8:30 a.m. on Friday. We have eleven exhibitors so the overall space we have in the hallway area might be a little tight.

Lastly, if you have any questions please let me know. Best method to reach me is my cell phone at 360-xxx-xxxx.

I look forward to seeing you at the WSTC Conference!
YOUR INVITATION TO EXHIBIT AT
THE WASHINGTON STATE TRAILS CONFERENCE
October 22-23, 2010, Tacoma Washington

Participate in Washington’s Only State Trails Conference
An Exceptional Value and Opportunity to Meet
Trail Organization and Agency Leaders and Key Persons

Once again the Washington State Trails Coalition (WSTC) has made arrangements to open its statewide conference to trail oriented exhibits. This unique opportunity provides exhibitors with:

- Rates below industry standards
- Exceptional contact with clients – a maximum of 15 exhibits
- Exceptional visibility and access – all exhibits will be in the adjacent foyer/break area
- Exceptional proximity to parking – less than 40 feet to a door and 60 feet to parking

Trail enthusiasts of all types attend this conference, including hikers, mountain bikers, ORV enthusiasts, equestrians, cross-country skiers, snowshoers, and snowmobile riders. They come from Washington State and beyond, and represent government agencies, non-profit groups, trail clubs, and individuals just interested in trails.

Who should consider exhibiting?

- Businesses that cater to trail users in Washington State or the Puget Sound Area
- Trail or outdoor recreation orientated non-profit organizations
- Fitness and health promotion organizations
- Government organizations

Where and When

- La Quinta Inn & Suites, just off I-5, Exits # 134 (northbound) and #135 (southbound)
- Friday, Oct. 22, 9:00 a.m. – 5:00 p.m.
- Saturday, Oct. 23, 7 a.m. – 2:00 p.m.

Exhibit Booth Package Prices (make checks payable to WSTC)

- Commercial / Government / Individual Exhibitor: $150
- Nonprofit / Volunteer Organization Exhibitor: $75
- Separate conference registration is required for meals

Special Offer ~ WSTC waives exhibitor fee when:

1. A commercial, governmental, or individual exhibitor purchases 8 conference registrations /or/ a non-profit or volunteer organization exhibitor purchases 5 conference registrations and
2. The registration forms arrive together with one payment and are from one organization and
3. The registrations are for staff or members of the organization with the exhibit and
4. Check or money order payment accompanies the exhibiting package.

Fee includes:

- Listing in the conference program
- 6’ - 8’ draped table and 2 chairs.
Trails Conference
Exhibit – Vender Application

In consideration of the promise of the Washington State Trails Coalition (WSTC) to rent exhibit space at the State Trails Conference at La Quinta Inn and Suites, the undersigned agrees to as follows:

Terms:
• Exhibit space will not be reserved without full payment.
• Space requests and location assignments are based on WSTC committee review.
• Payment in full must be received by September 22, 2010.
• Hold harmless and insurance: WSTC, the La Quinta Inn and Suites, its employees, members, volunteers, guests, and invitees will be held harmless by exhibitors from any loss of the exhibitor’s property due to theft, vandalism, fire, and other causes. Reasonable precaution will be taken by WSTC and the La Quinta to protect property, given the type and location of the event. The exhibitor, however, is expected to take appropriate precautions, including carrying appropriate insurance, for any damages or loss.
• Cancellation: To be eligible for a refund, any cancellation request must be received by John Keates by October 1, 2010 in writing. Refunds will be less a $25 processing fee. After October 1, 2010, refunds will be made only if booth space is resold.

Send request forms, notifications, and questions to: John Keates, Mason County Parks Department, 411 North 5th Street, Shelton, WA 98584. (360) 427-9670, ext. 669. johnk@co.mason.wa.us

Please print:

Organization-Firm Name __________________________________________
Street ____________________________________________________________
City – State – ZIP ________________________________________________
Area Code, Phone Number _________________________________________
E-mail address ____________________________________________________

(1) Describe the exhibit, including any information or products to be available and…
(2) Identify any item to be available for sale. Use a separate page if needed.

Do you request an electric outlet? ☐ Yes ☐ No

This contract is executed this ____________day of________________, 2010

Applicant-Exhibitor:

Print name _______________________________________________________
Signature _________________________________________________________

WSTC Authorization:

Print name _______________________________________________________
Signature _________________________________________________________

Please sign and return with payment by September 22, 2010. An acceptance copy will be returned for your files.
Appendix 6: Fund Raising – Donations, by Ernie Bay, 10/26/2010 (Page 14)

October 26, 2010

Thank you for this opportunity to share some of my personal fund raising knowledge and philosophy.

I started my fund raising campaign last spring and had hoped with a few large sponsors to have it concluded by June 30. As it turned out I was barely able to make target by early October. In the end all turned out as well as could be expected.

1. Deciding from whom to seek donations

A good place to start is either with familiar individuals who you know have means and strong interests in trails, or with trail related firms and organizations. In this case I started with firms that worked on our community trail and followed up with nonprofit boards with direct links to the trail. I also consider it to be appropriate to personally sponsor causes that I espouse and feel this gives me more credibility and confidence to approach others. I also asked friends and colleagues involved in the project to approach viable prospects with which they have a personal or business relationship.

2. Deciding how much to request

I first establish a goal that I believe to be adequate for the project and achievable. Be sure and consider a “contingency amount” because early estimates are often inaccurate. Experience has taught me that it is as easy to ask for large amounts as small. Also, asking certain prospects for too small amounts can actually be insulting. I arbitrarily settled on requesting as reasonable $500 from businesses. This was probably realistic as a few countered with $200-250, and others declined, citing the economy.

3. Information to include in your request

This varies with the prospect. Person to person I informed them that my organizations were bringing the conference to Tacoma and that we were excited to show off what the city has accomplished, and our trails in particular. I told them that we wanted as hosts to do something that would make the event special, hence the museum mixer. As for written requests to organizations I tailored these to the prospect. See examples, attached.

4. Written or oral requests?

I used both approaches depending upon the prospect. I find the oral approach to be best. This way you can interject your personality and passion for your cause. People are much less likely to turn you down, especially if you have approached them by appointment.

5. Whom in the organization to speak to

Whenever possible speak directly to the owner of a company. With organizations I either seek out a board member who I know personally, or speak or write to the Executive Director.

6. The first contact, the second contact, etc.

This depends upon the prospect. For the first contact I consider who I am confident might give a reasonably large donation. With the first sponsorship secured I then look to competitors and mention that ‘so and so’ is on board. I try to customize thereafter.
Sample Donations and Event Accounting

<table>
<thead>
<tr>
<th>Contributor’s Name</th>
<th>Amount Pledged</th>
<th>Received</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$</strong></td>
<td><strong>$</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Expenditures**
- Facility rental
- Food/catering
- Transportation/bus
- Poster
- Entertainment
- Supplies

**Total:**

---

Sample request letter #1

2010-08-30

XXX
XXX
XXX

Dear XXX:

On behalf of XXX I would like to invite the XXX to join us in hosting a social mixer at the Washington State History Museum this October 22 as part of the Washington State Trails Coalition Conference. The theme of the conference is ‘From Backyard to Backcountry... and the Trail Between’. Within Pierce County nothing so epitomizes The Trail Between as the Foothills Trail, and we look forward to showing off the Foothills Trail to the state’s trail community as one of our feature field trips.

As a matter of interest, were it not for the XXX it is very possible that there would be no Foothills Trail today. Nearly a quarter century ago, in the spring of XXX, The XXX provided the first $500 that launched the Foothill’s Rails To-Trails-Coalition. In addition fellow XXX such as XXX and many others helped champion the trail to success during the early years of staunch opposition.

Today the Foothills Trail is used and loved by legions, and the city of Orting, once the seat of trail opposition, a few years ago changed it’s official logo to feature the trail.

This fall’s WSTC conference gives us a unique opportunity to celebrate and showcase our joint accomplishment. With that I ask that the XXX consider a $500 sponsorship that will help insure a successful event. With less than two months to go we are within a thousand dollars of our $XXX mixer goal.
The Foothills Rails-To-Trails Coalition has formally assumed responsibility for the Washington State History Museum mixer. Your sponsorship for $500 in support of this event can be made out to the xxx, attention ‘WSTC Museum Mixer’. The address is xxx. Our federal tax identification number is # xxx.

We hope that the xxx will oblige, and in addition we encourage members to attend the conference. More information and registration forms can be found at the official web site washingtonstatetrailscoalition.org.

Sincerely.

Ernest C. Bay

Host Committee co-chair

cc: xxx

Sample request letter #2

2010-09-28

xxx
xxx
xxx

Dear xxx:

On behalf of xxx and the xxx I would like to invite xxx to join us in hosting a social mixer at the Washington State History Museum this October 22 as part of the Washington State Trails Coalition Conference. The theme of the conference is ‘From Backyard to Backcountry... and the Trail Between’.

Of special interest to xxx is the fact that we have designed this Mixer in part to show off Tacoma’s Link Light Rail, and the Thea Foss Esplanade which provides a delightful urban walking experience while showcasing the city’s new high density residential developments. Participants will be shuttled by bus from the convention site, the LaQuinta Hotel, to the Tacoma Dome Light Rail Station. Departing this location people will either board light rail or walk the Esplanade directly to the Tacoma museum district or continue on to the theater district and take light rail back to the History Museum event.

This fall’s WSTC conference gives us a unique opportunity to celebrate and showcase Tacoma’s new transportation choices environment as well as our signature Foothills Trail. With that I ask xxx to consider a $500 sponsorship that will help insure a successful event while at the same time help introduce and recruit more individuals to the xxx movement. With less than a month to go we are a less than a thousand dollars of our $xxx mixer goal.

The Foothills Rails-To-Trails Coalition has formally assumed responsibility for the Washington State History Museum mixer. Your sponsorship for $500 in support of this event can be made out to the xxx, attention ‘WSTC Museum Mixer’. The address is xxx. Our federal tax identification number is # xxx.

We hope that the xxx will oblige, and in addition we encourage members to attend the conference. More information and registration forms can be found at the official web site www.washingtonstatetrailscoalition.org.

Sincerely.

Ernest C. Bay, Host Committee co-chair

cc: xxx
Subject: Washington State Trails Coalition – October Conference

Dear Mr. Glover And Mr. Carter

I am on the Program Committee putting together the agenda for the Washington State Trails Conference that will be held on October 22 and 23 at La Quinta Inn in Tacoma. The conference occurs every other year around the state, the last one held in Spokane, WA in 2008.

Our keynote speaker on Friday October 22nd will be Rick Potts, Conservation and Recreation Chief for the National Park Service. Our Saturday speaker is still not confirmed.

We will have breakout sessions on Friday and Saturday, and one of our suggested sessions for Saturday morning is to have a workshop on Trail Construction. This could be discussion of trail infrastructure assessments for firming up trails typical for wet conditions in Washington State. Topics could include construction of crib walls, waterbars, and anything else relevant to trail maintenance. Our hope is that EMBA and WTA will team up for leading the workshop. At this point, I believe it would be the only trail construction type session at the conference (other topics include funding, access, education, etc.)

We would like to invite WTA and EMBA to handle this session on Saturday morning (9:15-10:30 Oct 23).

I can be reached at bbbranch@olympus.net or 360-385-6364. My mailing address is 640 Cape George Road, Port Townsend, WA 98368. I will follow up by email as well.

Thank you very much for considering this request,

Jeff Chapman, WSTC Committee
Board of Directors for Back Country Horsemen and Washington Trails Association
### Appendix 8: Facilities Chart (Page 7)

**Room Assignments, Anticipated Number of Speakers, Power Point Gear Origin, Session Coordinators**

**KEY:**
- Backcountry track
- Backyard track
- The trail between track
- Concurrent sessions
- Breaks, meals
- Max. anticipated speakers
- RCO/NPS
- Power Point set-up
- Session coordinator

#### WSTC Conference - Room Assignments, Anticipated Speakers, Power Point Gear, Session Coordinators

<table>
<thead>
<tr>
<th></th>
<th>Off site</th>
<th>Hallway</th>
<th>Ballrm-RCO</th>
<th>Pine-RCO</th>
<th>Fir-RCO</th>
<th>Cedar-NPS</th>
<th>Oak-NPS</th>
<th>Boardroom-RCO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thursday, 10/21</strong></td>
<td></td>
<td></td>
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<tr>
<td>1. Field trips</td>
<td>✓</td>
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<td><strong>Friday, 10/22/10</strong></td>
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<tr>
<td>2. Registration</td>
<td></td>
<td>✓</td>
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<tr>
<td>3. Breakfast</td>
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<td>4. 3-min. presentations</td>
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<td></td>
<td>Pete-ppt</td>
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<td>5. Opening</td>
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<tr>
<td>6. Agency leadership</td>
<td></td>
<td></td>
<td>Rick (5)</td>
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<tr>
<td>7. Break</td>
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<td>✓</td>
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<tr>
<td>8. Legislative branch</td>
<td></td>
<td></td>
<td>Ernie (3)</td>
<td></td>
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<td></td>
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<tr>
<td>9. Lunch</td>
<td></td>
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<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>10. Keynote: Potts</td>
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<tr>
<td>11. Idea Marketplace</td>
<td></td>
<td></td>
<td>Lunell-Michael</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>12. Break</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
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<tr>
<td>13. Great Outdoors Initiative</td>
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<td>14. NOVA-RTP</td>
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<td>15. Active transport</td>
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<td>16. Trails &amp; health</td>
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<td></td>
<td>Pete(3)-ppt</td>
</tr>
<tr>
<td></td>
<td>WSTC Conference ~ Room Assignments, Anticipated Speakers, Power Point Gear, Session Coordinators</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Off site</td>
<td>Hallway</td>
<td>Ballrm-RCO</td>
<td>Pine-RCO</td>
<td>Fir-RCO</td>
<td>Cedar-NPS</td>
<td>Oak-NPS</td>
<td>Boardroom-RCO</td>
</tr>
<tr>
<td>17.</td>
<td>Listening to youth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Sharon (5)-ppt</td>
</tr>
<tr>
<td>18.</td>
<td>Evening event</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Saturday, 10/23**

|   |   |   |   |   |   |   |   |
| 19. | Registration | ✓ |   |   |   |   |   |
| 20. | Business meeting |   | ✓ |   |   |   |   |
| 21. | Breakfast |   | ✓ |   |   |   |   |
| 22. | Welcome |   | ✓ |   |   |   |   |
| 23. | Outdoor ethics |   |   |   |   |   |   | Jeff(3) |
| 24. | Trail const. techniques |   |   |   |   |   |   | Jeff(3)-ppt |
| 25. | Partnering for power |   |   |   |   |   |   | Dixie(6)ppt |
| 26. | Building relationships |   |   |   |   |   |   | Pete (2) |
| 27. | Interconnecting trails |   |   |   |   |   |   | Pete(4)-ppt |
| 28. | Break |   |   | ✓ |   |   |   |
| 29. | Reiter |   |   |   |   | Karl(3)ppt |   |
| 30. | Minimum tool |   |   |   |   | Jeff(2)-ppt |   |
| 31. | Finding funding |   |   |   |   |   |   | Dixie(5)-ppt |
| 32. | Connecting local-reg. trails |   |   |   |   |   |   | Pete(3) |
| 33. | International trails |   |   |   |   |   |   | Sharon(2)-ppt |
| 34. | Lunch |   |   |   | ✓ |   |   |
| 35. | Keynote II |   |   |   |   | ✓ |   |
| 36. | Field trips |   |   |   |   |   | ✓ |
### Appendix 9: Cost Comparison of On Line Event Registration Software for the 2010 WSTC Conference (Page 13)

<table>
<thead>
<tr>
<th>4/28/2010</th>
<th>Projected Individual Registration/fees</th>
<th>Calculated cost $’s &amp; % of total</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$99</td>
<td>$101</td>
<td>$125</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Credit card %</th>
<th>Credit card %</th>
<th>Deposit</th>
<th>Reg fee</th>
<th>VISA/MC</th>
<th>AMEX/Discover</th>
<th>Deposits</th>
<th>Deps</th>
<th>Calculated cost $’s &amp; % of total</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>signmeup.com</td>
<td>$1.00</td>
<td>5.50%</td>
<td>not accepted</td>
<td>twice monthly</td>
<td>$6.45</td>
<td>$6.56</td>
<td>$7.88</td>
<td>6.5%</td>
<td>6.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>regonline.com</td>
<td>$4.95</td>
<td>4.95%</td>
<td>Yes</td>
<td>monthly</td>
<td>$9.85</td>
<td>$9.95</td>
<td>$11.14</td>
<td>10.0%</td>
<td>9.9%</td>
<td>8.9%</td>
</tr>
<tr>
<td>123signup.com</td>
<td>varies</td>
<td>3.00%</td>
<td>Amex 1.5% more</td>
<td>monthly</td>
<td>$6.44</td>
<td>$6.55</td>
<td>$7.75</td>
<td>6.5%</td>
<td>6.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>eventbrite.com</td>
<td>2.50%</td>
<td>3.00%</td>
<td>all @ 3%</td>
<td>5 days after event</td>
<td>$6.44</td>
<td>$6.55</td>
<td>$7.87</td>
<td>6.5%</td>
<td>6.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>***paypal acct needed, more work!</td>
<td>2.90%</td>
<td></td>
<td></td>
<td></td>
<td>$5.62</td>
<td>$5.73</td>
<td>$7.02</td>
<td>5.7%</td>
<td>5.7% - 6.5%</td>
<td>5.6% - 6.3%</td>
</tr>
<tr>
<td>brownpapertickets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 payment after event</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

For 2008 Conference 3 online solutions were compared. Results:

<table>
<thead>
<tr>
<th></th>
<th>per dollar</th>
<th>as percentage</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>signmeup.com</td>
<td>$0.07</td>
<td>7%</td>
<td>Direct deposits monthly (or daily for fee)</td>
<td></td>
</tr>
<tr>
<td>regonline.com</td>
<td>$0.09</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>acteva.com</td>
<td>$0.11</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Assumptions:

1. Early Bird Registration Fee of $99, valid until Sept 15.
2. Anticipate at least 100 persons attending, with a limit of 225?
3. 55% of the registrations will be early bird; 45% will be normal
4. Social activities and event will be self- or donor-fund
5. Online Registration fee $1 plus 5.5% of gross
6. "Reserve Fund" of $5/person over known costs primarily for program (badges, printing, etc.) and contingency
7. Early bird at $99 and Regular at $124.
8. Meals (two breakfasts, two lunch and two snack included)
9. Plug figure of $70/person for meals plus tax = $88.41
10. Jayme and her Host Committee made these number work!
11. Minimum due LQ hotel $8841 ($7,000 plus 26.3% fees/tax) to a void paying additional fees for meeting rooms

<table>
<thead>
<tr>
<th>Anticipated attendees</th>
<th>113</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Assuming: 55% at Early Bird $99 &amp; 45% at $125)</td>
<td>8841</td>
</tr>
<tr>
<td>(Does NOT assume any additional increase for agency personnel)</td>
<td></td>
</tr>
<tr>
<td>Total gross income:</td>
<td>$12,458</td>
</tr>
<tr>
<td>Total monies due LQ hotel:</td>
<td>if/v cost $9,990</td>
</tr>
<tr>
<td>Total monies due Signmeup</td>
<td>variable $798 0.06407</td>
</tr>
<tr>
<td>Liability Insurance</td>
<td>fixed cost $700</td>
</tr>
<tr>
<td>Publicity/graphics</td>
<td>fixed cost $400</td>
</tr>
<tr>
<td>Non-Food Item Reserve Expendures</td>
<td>variable $565</td>
</tr>
<tr>
<td><strong>Net Income/Loss</strong></td>
<td>$5</td>
</tr>
</tbody>
</table>

Note: Some cells and formulas are locked, the password to unlock is "wstc"

Reed's Comment Follow (to Rick's original spreadsheet)

Rick & Jayme,

I looked at pre-registrations from Spokane. 55% registered Early Bird and 45% during the final month before and day of conference. So I changed calculation in Excel worksheet to reflect that split and used $125 for regular registration fee. I also changed calculation for signmeup.com fees which are $1/registration and 5.5% credit card processing. Virtually everyone will use a credit card to register.
Thoughts from Reed -- A certain number of people will only do one day (we know, for instance, WTA's board retreat is Sat/Sun) so let's have a one-day registration for Friday and Saturday as well. My suggestion is we don't "penalize" folks who can only make one day. I'd split pricing so that Friday-only registration is $80 and Saturday-only is $45 with no Early Bird discount for either. Friday is a full day; Saturday is a half day. I didn't try to add to budget calculations.

Rick's Follow Up Comments: If we keep a single price for both user group and agency personnel and if we assume some of the agency people won't come on Saturday, we achieve the same a one-day pricing. May a Saturday only pricing for user group individuals only is a reasonable option for discussion.

Also, Greg likes the idea of keeping what has worked for us in the past, which is two-tier pricing for user group vs. agency personnel and the early bird discount.
Call for Presentation Proposals

On October xx, 2012, the Washington State Trails Coalition is will sponsor its 12th annual State trails conference in Vancouver Washington. The conference’s Program Committee is now seeking presentation proposals consistent with the conference’s theme of xx. It is important that proposals link to trails, urban or backcountry, public or private, hiking or ORV, equestrian or bicycle, canoe or snowshoe, etc. Proposals may cover the mechanics of trail building or the impact of an urban trail on real estate values, the human dimensions of multiple use trails or their impacts on fish and wildlife, management solutions or communications challenges.

Concurrent session tracks include xx. Proposals that best address the theme or tracks will be given priority over general interest proposals.

**Formats:** Most presentations will be scheduled concurrently in blocks of one hour: 45-minute including question and answer period. Presenters may propose a format not listed here.

- **Solo Presentation:** You lecture on a selected topic
- **Roundtable Discussion:** You lead-facilitate a discussion among panelists
- **Three-Minute Presentation:** You address attendees with a three minute PowerPoint presentation.

**Submittal:** Email any questions and your one page proposal to xxx by April xx, 2012 and include:

1. Contact information, topic title, proposed format, and any equipment needs
2. Presentation description not to exceed 50 words (to be edited for the conference program brochure)
3. Presentation learning objectives
4. Speaker biography (not to exceed 30 words)
5. Proposed length of presentation.

**For proposal submission and questions, contact:**

**Review and selection:** Conference Committee members will select proposals on the basis of relevance and appropriateness for this conference.

**Registration policy:** Conference organizers work to keep overall registration and meal costs low in part by asking all presenters to pay the full registration fee and their other expenses. However, speakers who wish to attend only their session, and perhaps one or two other sessions, with the exception of a meal event, may request a waiver of this policy.

*More information is available at [www.w-s-t-c.org](http://www.w-s-t-c.org/)*
Appendix 12: Outreach Materials (Page 12)

Double click to activate.

WSTC save date2010-mini poster.pdf

WSTC busCard conf promo-10per pg.pdf

WSTC save date 09-Postcard.pdf

Jundt Art Museum-Spok.pdf

Press release

Spokane to host trails conference

Trail enthusiasts of all persuasions are invited to the 2008 state trails conference, for the first time to be held in Spokane. Scheduled for October 3-4, 2008 at the Convention Center, the conference will feature pre- and post-conference field trips. The trips are designed to showcase area trails and will include the Centennial Trail, Fish Lake Trail, and (for kayakers) the Little Spokane River Trail.

Kaye Turner, Host Committee chair, says the gathering is sponsored by the Washington State Trails Coalition and, if past experience is any indication, it will be well attended by those who travel by foot, bicycle, kayak, snowmobile, cross-country ski, off-road vehicle, and horseback.

Turner encourages those with an interest in trails to attend to spend time with others in the trail community: the dreamers, advocates, planners, funders, builders, users, and volunteers who make Washington state a great place to recreate. This 10th annual conference will offer informative sessions and breakouts presented by our state’s non-profit organization and government leaders at the local, state, and federal level.

For more information visit: http://www.washingtonstatetrailscoalition.org

Email ticklers

Email Tickler #1 “Trails Conference Registration Open Now”

You’ve seen the mailer for the 2008 Washington State Trails Coalition Conference “Our State, Our Trails, Our Future.” Can’t put your finger on it? It’s at your fingertips 24/7 at http://www.washingtonstatetrailscoalition.org.
In two short months Spokane will be hopping, hiking, gliding, paddling, and riding at the tenth annual WSTC Conference, October 3-4, 2008. Come early for trail tours Thursday October 2 and network at a late afternoon offsite social. Presentations and breakouts Friday at the Spokane Convention Center are capped by banquet and keynote address. Breakout sessions continue Saturday morning, followed by optional field trips. Extend your weekend Sunday October 5 ORV riding at Riverside State Park, on a guided float down the Little Spokane River, or exploring the trails of the Inland Empire on your own.

Four hotels near the Convention Center have special rates for reservations made by September 1. Tell them you’re with the Washington State Trails Coalition Conference. Save money and worry - register early!

Conference registration includes admission, all materials, “coffee” breaks, Friday evening program, and some field trips. Jump to http://www.washingtonstatetrailscoalition.org

The WSTC Conference is a biennial activity of the Washington State Trails Coalition. The Coalition works to protect, promote and enhance a statewide system of trails for both motorized and non-motorized outdoor recreation and transportation. WSTC advocates voluntary and public involvement in cooperation with landowners and managers.

**Email Tickler #2 titled “No Child Left Inside at Spokane Trails Conference”**

Martin LeBlanc, Vice President of the Children and Nature Network, will be keynote speaker at the Washington State Trails Coalition Conference in Spokane Friday, October 3. There’s no better way to frame the Conference theme - “Our State, Our Trails, Our Future.”

Martin is the National Youth Education Director for the Sierra Club and helps build youth leadership within the Leave No Child Inside Movement. He says we “owe the next generation of American children a special place in nature so they can be empowered to solve the environmental challenges of the future.”

Special hotel rates, first come first served, available until September 1st.

Reserve now at one of four hotels near the Convention Center. Tell them you’re with the Washington State Trails Coalition Conference.

Red Lion at 303 W. North River Drive  509.326.1120
   Room rate: $99 Single/ $109 Double ($77 Government Rate)
Double Tree Hotel at 322 N. Spokane Falls Court  509.455.9600
   Room Rate: $109.00 Single / $129.00 Double ($77 Government Rate)
Courtyard by Marriott at 401 N. Riverpoint Blvd  509.456.7600
   Room Rate: $119.99    $77 Government Rate
Oxford Suites at 115 W. North River Drive  509.353.9000
   Room Rate: $109

Early bird registration ends September 5th

Save money register today at http://www.washingtonstatetrailscoalition.org

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**Email Tickler #3**

“Trail Conference has Early Birds, Trail Bucks, and Political Animals”
Searching for funds? Save money first by registering early for the 2008 Washington State Trails Coalition Conference. There’ll be an extra $25 in your trail bag if you register before September 6 at http://www.washingtonstatetrailscoalition.org

Don’t delay, save today.

Second, follow the dollars. Learn more – “Mining for Trail Dollars,” “Working with Local Governments,” and “21st Century Trail Benefits” – Friday October 3 and Saturday October 4. These are just a few of the breakout sessions you’ll find at Spokane this fall.

Agency leaders “Providing a Future for Trails” include Rex Derr, Washington State Parks; Doug Sutherland, Department of Natural Resources; Marti Marshall, US Forest Service; Rory Westberg, National Park Service; and Kaleen Cottingham, Recreation & Conservation Office. Legislators Lisa Brown, Alex Wood, and Cathy McMorris Rodgers will describe “How to Build Trails to the Capitol” to round out Friday morning’s packed program.


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Email Tickler #4 - Send out Tuesday September 2

“Last Chance for Trails Conference Early Bird Registration”

Early bird registration for the 2008 Washington State Trails Coalition Conference ends Friday, September 5. Register online at http://www.washingtonstatetrailscoalition.org.

Not only will you save $25, you’ll be helping the trail volunteers who are making final plans for the Spokane Conference October 3rd and 4th. Conference fee becomes $75 for individuals and nonprofit folks and $100 for agencies and others from September 6th on.

Hope to see you at the Evening Social Thursday, October 2, 5:30-7:30pm at Gonzaga University’s Jundt Art Museum. It’s next to the Centennial Trail, less than a mile’s walk from where the Trails Conference begins Friday at the Spokane Convention Center. Renew past friendships, meet conference speakers, and make new friends at this free event. Light refreshments. Directions online at http://www.washingtonstatetrailscoalition.org/resources/Jundt+Art+Museum-Spok.pdf

Register and call your trail buddies to arrange a carpool to Spokane today.

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Email Tickler #5, Tuesday September 9, Very time sensitive!! - hotel deals end 9/10

“Good Deals for Washington Trails Conference”

Reserve a Courtyard by Marriot room by midnight 9/10 - 509.456.7600 - for the reduced Trails Conference rate of $119.99/night (or $83 government rate). Another low cost option is camping at Riverside State Park’s Bowl and Pitcher.
Have a challenging project or recent success? The Show and Tell on Friday afternoon October 3rd is your three minutes to inform, inspire, and involve Washington’s trails community. PowerPoint available, contact Rick Hood at vicepresident@washingtonstatetrailscoalition.org or 425.275.3013.

Registration for the 2008 Washington State Trails Coalition Conference is $75 for individuals and nonprofit folks and $100 for agency staff and others. Register online at http://www.washingtonstatetrailscoalition.org.

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Email Tickler #6  Send out Tuesday September 16
Subject = “Lots to Learn at 10th WSTC Trails Conference”

From 9am Friday morning October 3 to 12:30pm Saturday afternoon October 4 there’s more than you can take in at the 2008 Washington State Trails Conference in Spokane. Hear from agency leaders, legislators and experts on trails, nonprofits, and No Child Left Inside.

Topics include Working with Local Governments; 30 Years of ORV Education & Enforcement; Trails by the Numbers; Mining for Trail Dollars; 21st Century Trail Benefits; Nonprofit Know-How; and Inland Northwest Trails Spotlight.

Bringing a new hot issue or want some help brainstorming? The Idea Market Place Friday afternoon is your chance to gather knowledgeable and enthusiastic people around your topic. Capture your thought in one sentence and bring it to the registration table before Friday’s lunch.

Registration for the 2008 Washington State Trails Coalition Conference is only $75 for individuals and nonprofit folks and $100 for agency staff and others. Register online at http://www.washingtonstatetrailscoalition.org.

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Email Tickler #7 Send out Tuesday September 23
Subject = “Spokane Trails Central to State Trails Conference”

Come early and stay after the Washington State Trails Coalition Conference October 3rd & 4th to enjoy a wide range of trail activities in and around Spokane. Make your plans now – information at http://www.washingtonstatetrailscoalition.org.

On Thursday afternoon you can take one of two Centennial Trail walking tours. Make your way to Gonzaga’s Jundt Art Museum Thursday for the evening social.

Saturday there’s GPS trail mapping skills, Trail of the Coeur d’Alene bicycle tour, and kayaking at the Little Spokane River Natural Area. Sunday there’s more! Kayak at 10am or bring your ORV to Riverside Park – Washington State Parks’ only off-road vehicle area.

Oh, and Friday you can learn about Trail Opportunities around Spokane during the Conference program or enjoy the work highlighted in the Inland Northwest Trails Spotlight.

Registration for the 2008 Washington State Trails Coalition Conference is a bargain at $75 for individuals and nonprofit folks and $100 for agency staff and others. Register online at http://www.washingtonstatetrailscoalition.org.

_____________________________________________________________________
The WSTC Conference is a biennial activity of the Washington State Trails Coalition. The Coalition works to protect, promote and enhance a statewide system of trails for both motorized and non-motorized outdoor recreation and transportation. WSTC advocates voluntary and public involvement in cooperation with landowners and managers.
### 1. Anderson, Lisa
Department of Natural Resources
lisa.anderson@dnr.wa.gov

Lisa Anderson has worked in recreation planning, management and facility design for DNR for the past 13 years. Before coming to DNR, she did planning and design work for the Forest Service in Central Oregon. Anderson enjoys working on natural resource management issues and particularly enjoys creating opportunities for the public to enjoy the outdoors. She has a Master of Landscape Architecture degree as well as a bachelor’s degree in biological science. Outside of work, Anderson’s activities include keeping up with a busy family schedule, gardening, and exploring the Northwest coast.

### 2. Ayers, Chuck
Cascade Bicycle Club
chuck.ayers@cascadebicycleclub.org

Chuck Ayers is the Executive Director of the Cascade Bicycle Club, a 13,000 member organization dedicated to bicycle and transportation advocacy, bicycle commute programming and youth and adult safety education and training. Chuck sits on the Boards of the Washington Wildlife and Recreation Coalition and Seattle Great City and is a member of the King County Regional Transit Task Force, the Washington State Legislature’s Public Transportation Advisory Panel and Seattle’s Bridging the Gap Transportation Levy Oversight Committee. Chuck obtained his BA in alternative energy systems and applied environmental sciences from The Evergreen State College, his Master of Social Work from the University of Michigan, and did doctoral work at the University of Washington. Before joining Cascade, Chuck was a faculty member of the University of Washington’s School of Social Work, worked for Outward Bound, the National Park Service and as a white water river raft guide. He has hiked throughout the US as well as in Switzerland and Italy and he has bicycled in the French Alps and Pyrenees.

### 3. Beaupain, Pete
Incoming president, Washington State Trails Coalition
pbeaupain@comcast.net

Pete’s history in trails activism is relatively short. Most of his life he was a low frequency user of outdoor recreation, primarily family hiking and solo hiking. About mid-life he added snowmobiling to his repertoire of outdoor activities. Again, this started as a family-oriented activity.

About this time Pete became aware that it requires a huge amount of volunteer effort to make the recreation system operate, and he began participating in Washington State Snowmobile Association (WSSA) and snowmobile club activities. Because Pete became known in WSSA as having a “Why can’t we all get along?” attitude, someone suggested he look into WSTC. This ended up with Pete chairing a session about user fees at the WSTC Deception Pass conference in 2003.

Pete retreated into relatively low activity for a few years, then attended the Spokane WSTC conference as a rep for WSSA. At that conference, he accepted his current position as vice president of WSTC.

### 4. Birch, Genna
Olympic National Park

Genna is a youth volunteer for the Olympic National Park and has been seriously involved in the outdoors she was 10 days old. She travels in motorboats, paddles canoes, rides motorcycles and bicycles, day hikes, trailer camps, backpacks and snowboards. Boots and a raincoat are integral to her wardrobe. This summer she led a group of church families on a backpack trip on the Hoh River Trail. In short, her house may be in Port Angeles, but she lives in the outdoors.
Hello Fellow Conference Attendees and WSTC Members,

Thank you for attending our conference this year! We are most interested in your feedback and suggestions. As you might suspect, our interest centers on comments and suggestions that will help us with our 2012 conference in Vancouver, Washington, though any comment is welcome. (Answer or skip any of the questions you like and then use the "done" button at the bottom of this page.)

We would be grateful if you would submit your feedback by November 5th. In turn, we will post a summary report by the end of November on our www.w-s-t-c.org website.

Again, thanks for attending this year's conference and sharing your thoughts below.

Best wishes,

Rick Hood, soon-to-be Past President
Appendix 15: Conference Planning Checklist  (Timing, page 5)

WSTC Conference Planning Checklist

Committees
- Conference Committee – Consists of Elected Board (officers and members-at-large) and other interested persons. Responsible for: overall conference operations and accountability; financial decisions; site and date selection; confirms keynote speaker selection and theme.
- Program Committee – Consists of Chairperson — appointed by the president and confirmed by the Conference Committee – and committee members – appointed by the committee chair — to develop, arrange, and conduct the plenary and breakout sessions of the conference.
- Host Committee – Consists of Chairperson—appointed by the Conference Committee – and committee members to develop, arrange, and conduct the field trips and social activities of the conference. Also, within the financial guidelines provided by the conference committee selects meal and snack offerings.
- Other Committees – Include, but not limited to: Outreach, Registration, Scholarship, Mailing Committees

Key Concepts
- Focus – The purpose of the WSTC is to provide an effective and interactive forum centering on protecting, promoting, and enhancing a statewide system of trails.
- Approach – The financial resources of the WSTC are limited; by extension, the WSTC is generally “risk adverse” and seeks to minimize financial exposure.
- Strength – The 10-20 individuals or agencies that volunteer to take on key roles leading up to and during the conference; the 40 or so individuals that volunteer to speak/present; the 10-15 vendors that exhibit; and the 200 or so that attend and actively participate at the conference.

Key Timeline

<table>
<thead>
<tr>
<th>Pre-Conference Year</th>
<th>Conference Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>January, February</td>
<td>□ Program Committee work ramps up</td>
</tr>
<tr>
<td></td>
<td>□ Track selections and chairs, if not already done</td>
</tr>
<tr>
<td>March, April, May, June</td>
<td></td>
</tr>
<tr>
<td>□ Research possible venue sites/dates and develop decision chart</td>
<td></td>
</tr>
<tr>
<td>□ Consider conference theme</td>
<td></td>
</tr>
<tr>
<td>□ Seek keynote speaker(s)</td>
<td></td>
</tr>
<tr>
<td>□ Establish conference pricing</td>
<td></td>
</tr>
<tr>
<td>□ Confirm program</td>
<td></td>
</tr>
<tr>
<td>□ Confirm field trips and social activities</td>
<td></td>
</tr>
<tr>
<td>□ Confirm registration approach/system</td>
<td></td>
</tr>
<tr>
<td>□ Solicit Vendors (ongoing)</td>
<td></td>
</tr>
<tr>
<td>July, August, September</td>
<td></td>
</tr>
<tr>
<td>□ Send Save the Date Cards for planning meeting</td>
<td></td>
</tr>
<tr>
<td>□ Open online registration for Planning Meeting</td>
<td></td>
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<tr>
<td>□ Mail Planning Meeting Invitation</td>
<td></td>
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<tr>
<td>□ Seek to select Conference Date and Venue</td>
<td></td>
</tr>
<tr>
<td>□ Save the Date Card mailing</td>
<td></td>
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<tr>
<td>□ Program mailing</td>
<td></td>
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<tr>
<td>□ Online registration open</td>
<td></td>
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<tr>
<td>□ Confirm venue arrangement with site visit</td>
<td></td>
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<tr>
<td>□ Confirm speakers</td>
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<tr>
<td>□ Confirm meals</td>
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<tr>
<td>□ Confirm vendors</td>
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<tr>
<td>October</td>
<td></td>
</tr>
<tr>
<td>□ Hold Off-Year Gathering and Planning Meeting</td>
<td></td>
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<tr>
<td>□ Fill any open committee chair positions</td>
<td></td>
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<tr>
<td>□ Near-term adjustments</td>
<td></td>
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<tr>
<td>□ Hold Conference</td>
<td></td>
</tr>
<tr>
<td>□ Send feedback sheet to attendees, speakers, vendors</td>
<td></td>
</tr>
<tr>
<td>November, December</td>
<td>□ Welcome incoming board</td>
</tr>
<tr>
<td>□ Engage new committee members</td>
<td></td>
</tr>
<tr>
<td>□ Collect and review feedback sheets</td>
<td></td>
</tr>
<tr>
<td>□ Close out books</td>
<td></td>
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</tbody>
</table>