



ILLUMINATE!

OUR HERITAGE
OUR PARTNERSHIP
OUR POTENTIAL



2011 Cooperative Association Conference

Oregon Parks and Recreation Department

October 7-9, 2011 Newport, Oregon



Nature
HISTORY
Discovery

WELCOME TO THE 2011 COOPERATIVE ASSOCIATION CONFERENCE!

It is with great pleasure that we welcome you to Newport and the **2011 Cooperative Association Conference: ILLUMINATE! Our Heritage. Our Partnership. Our Potential.** We know that your time is limited and valuable and we thank you for investing a bit of it to be a part of this event. Over the next few days, we trust that you will discover new and renewed relationships. We invite you to reconnect with your special place and your unique story, and to examine the partnerships that mobilize our efforts to make a difference. What we do, together, is part of the world class experience for which Oregon State Parks is known. Whether we are raising funds, raising friends, delivering programming, building facilities, selling memorabilia, or everything else that we each contribute to the whole, we are truly making a difference. Thank you for your part in making a difference.

The conference theme was developed around the idea that this is the time to truly step back and shine a light on what we are all about: our like-missions of interpretation and education, the interdependence that arises from this unique private-public partnership, and our collective potential when we work together to leverage our resources. We built the program around this theme, taking time first to spotlight Oregon and reconnect to what makes this great state so special and the role we each have the privilege of playing to continue Oregon's great legacy. During the conference, we will discover our individual and collective stories, focusing on interpretative and educational topics to **illuminate our heritage.** Oregon State Parks would not be the excellent system it is today without our collaborative partners. As the conference continues, we will **illuminate our partnerships** by participating in workshops that examine our private-public relationship and provide us with tools and strategies to sustain and promote our amazing partnerships. On the final day of the conference we will **illuminate our potential.** By realizing our potential, we will be more successful in obtaining funding, promoting our organizations, gathering people together and sharing our powerful message.

The conference would not be possible without the generosity of those that contributed their time on the Conference Planning Committee. This team of folks took their job seriously and put forth great effort to create a conference program that was relevant and enjoyable. When you see someone wearing a Committee Member ribbon on their nametag, please take a moment to thank them for their time and efforts.

Additionally, it has been a pleasure working with our community partners and conference sponsors. The contribution of these businesses and organizations is what has enabled us to keep the registration costs for the conference affordable and the opportunities generous. Please take notice of the sponsors listed on the back page of this program and the partners listed on this page. Reciprocate their generosity through your patronage, promote them in your communities, and demonstrate your gratitude when you see them at the conference.

Enjoy your stay in Newport and your time together here at the conference. Thank you for all you do in care and service for the special places in Oregon — Oregon State Parks.

Tammy S. Baumann
Volunteer Services Coordinator
Oregon Parks and Recreation Department



ILLUMINATE!
OUR HERITAGE
OUR PARTNERSHIP
OUR POTENTIAL

October 7–9, 2011
Shilo Inn Suites
Oceanfront Hotel
Newport, Oregon

THANK YOU TO
OUR COMMUNITY
PARTNERS:



YAQUINA BAY LIGHTHOUSE TOURS AND WELCOME RECEPTION

Friday, October 7 • 5:00 pm – 9:00 pm

Join Friends of Yaquina Lighthouses (FOYL) staff and board members and Beverly Beach State Park rangers for special private evening tours of the Yaquina Bay Lighthouse. You can catch a shuttle to the lighthouse or Yaquina Bay SRS is located just one half mile from the Shilo Inn Suites Oceanfront Hotel, straight down Elizabeth Street. Yaquina Bay Lighthouse was built in 1871 and is the oldest wooden structure in Newport and oldest wooden lighthouse still standing in Oregon. It is also the only remaining lighthouse in Oregon with living quarters attached. Courtesy of the Oregon Historical Society, the structure is furnished in period. Though the lighthouse was decommissioned in 1874 after just three short years in operation it was restored and officially re-lit in 1996. Working in cooperation with OPRD, FOYL is proud to show off Yaquina Bay Lighthouse's unique character to its friends from around the state.

Following the tours, FOYL invites you to enjoy a casual Friday evening of socializing and networking. Mingle with folks from around Oregon while admiring the sunset view over the Pacific at the Shilo Café. Enjoy hors d'oeuvres and visit the no-host full service bar while members of the Friends welcome you to Newport with open arms and a few special door prizes! Registered participants will receive one complimentary drink ticket courtesy of FOYL. The Shilo Café is on the hotel complex just a half a block south of the registration desk. See Page 19 for a property map.

L. L. "STUB" STEWART AWARDS BANQUET

Saturday, October 8 • 6:30 pm – 9:00 pm

The Awards Banquet is a very special part of the biennial Cooperative Association Conference and will be held at the Oregon Coast Aquarium, one of the top visitor attractions on the coast. This after-hours event provides you full access to all of the Aquarium exhibits and a dinner featuring primarily Northwest cuisine catered by Oregon Coast Catering. A no-host bar will be available for your enjoyment. Leave the driving to us and take advantage of the shuttle service. This allows you to more freely enjoy the evening festivities and will minimize our commuting footprint. For those preferring to drive, there is ample free parking at the Aquarium.

The L.L. "Stub" Stewart Awards recognize outstanding volunteer contributions through a nomination process in four categories. The 2011 Award Nominees are:

RISING STAR VOLUNTEER AWARD

Rhoda Busby, *Friends of Bates State Park*
Bruce Rottink, *Friends of Tryon Creek State Park*

INSPIRATION VOLUNTEER AWARD

Ray Deeth, *Friends of Stub Stewart State Park & Banks Vernonia Rails to Trails*
Janet Smith, *Friends of Stub Stewart State Park & Banks Vernonia Rails to Trails*

LEADERSHIP VOLUNTEER AWARD

Tammy Baumann, *OPRD Volunteer Services*

LIFE SERVICE VOLUNTEER AWARD

Doug Wills, *Friends of Yaquina Lighthouses*
Lou and Sharon Kolkhorst, *Friends of Shore Acres, Inc.*
Bonnie Jepsen, *Friends of Vista House*
Milton Nelson and Steve Roemen, *Cape Blanco Heritage Society*
Ron Johnson, *Friends of Stub Stewart State Park & Banks Vernonia Rails to Trails*
Barbara Kane, *Friends of Historic Champoeg*



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The award program is rightly named in honor of one of the Oregon Parks and Recreation Department's long-time volunteers, Mr. Loran L. "Stub" Stewart. "Stub" as he was affectionately known to agency staff and volunteers for 40 years, is recognized as a timber industry icon and as one of Oregon's leading philanthropists. Stub passed away on January 2, 2005 and is greatly missed.

OPTIONAL PRE- AND POST-CONFERENCE EVENTS

Thursday, October 6

5:45 pm – 8:00 pm	Sunset Bay and River Tour <i>(Shuttles depart at 5:30 pm)</i>
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Friday, October 7

8:00 am – 11:00 am	Birding at Beaver Creek State Natural Area <i>(Shuttles depart at 7:30 am) *</i>
9:30 am – 12:00 pm	Make Your Own Glass Shell <i>(Drop-in during scheduled time period)</i>

Sunday, October 9

3:30 pm – 5:30 pm	Make Your Own Glass Shell <i>(Drop-in during scheduled time period)</i>
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CONFERENCE @ A GLANCE

Friday, October 7 Shilo Inn Convention Center

1:30 pm – 2:30 pm		Registration Opens - Convention Center Lobby
Illuminate! OREGON		
2:30 pm – 3:00 pm	CONVENTION CENTER	Welcome to Newport! - Pacific North
3:00 pm – 3:30 pm		KEYNOTE - Pacific North A Mountain Goddess' Way of Life Kelly Behr Howland
3:30 pm – 4:30 pm		DIALOGUE GROUPS - Pacific North What Makes our Special Places "Special" – A Case Study in Telling Your "Why" Story
4:30 pm – 4:45 pm		Meet the First Timers - Pacific North Introduction to a conference tradition
5:00 pm – 6:00 pm		Interpretive Tradeshow - Convention Center Lobby <i>(see page 18 for details)</i>
5:00 pm – 6:30 pm	SHILO CAFE	GUIDED YAQUINA BAY LIGHTHOUSE TOURS <i>(Tours offered through sunset. Shuttles depart every 15-20 minutes)</i>
6:00 pm – 9:00 pm		WELCOME RECEPTION - Shilo Cafe Sponsored by the Friends of Yaquina Lighthouses Heavy hors d'oeuvres, beer, wine
9:00 pm – 10:30 pm		Hospitality Suite Open in Shilo Suite 160

CONFERENCE @ A GLANCE

Saturday, October 8 Shilo Inn Convention Center

7:30 am – 8:00 am		Registration Convention Center Lobby	Coffee & Healthy Choices Breakfast Service Convention Center Lobby	
Illuminate! Our Heritage				
8:00 am – 8:30 am	CONVENTION CENTER	Conference Welcome - Pacific North Tim Wood, Director		
8:30 am – 10:00 am		KEYNOTE - Pacific North Past Places; Present Faces John C. F. Luzader, Living History Expert		
10:00 am – 10:20 am		Morning Break	Interpretive Tradeshow - Convention Center Lobby	
10:20 am – 12:00 pm		Region Specific, 30 minute Breakout Sessions John C. F. Luzader, Region Specific Living History Stephanie Wagner, Exploring Environmental Educational Jamie Little, Developing Interpretive Panels		Eastern Region - Sunset Valley Region - Pacific 1 Coastal Region - Pacific 2
12:00 pm – 1:00 pm		Lunch - Pacific 3		
Historic Buildings: Their Role in the Story - Pacific North Sue Licht, OPRD Preservation Architect				
Illuminate! Our Partnership				
1:00 pm – 2:15 pm	CONVENTION CENTER	Illumination Stations Tour Cooperative Association Displays - Pacific South		
2:15 pm – 2:45 pm		KEYNOTE - Pacific North Restoring a Marsh through Effective Partnerships Roy Lowe, U.S. Fish and Wildlife		
2:45 pm – 3:15 pm		DIALOGUE GROUPS - Pacific North 21 Partnership Success Factors – A Personal Response		
3:15 pm – 3:45 pm		Interpretive Tradeshow Reception - Convention Center Lobby <i>(see page 18)</i>		
3:45 pm – 5:15 pm		Breathing Through Annual Planning Labor Pains - Sunset	Emotional, Sensory, & Visual Merchandising - Pacific 2	Intentional Volunteer Management - Pacific North
6:15 pm	AQUARIUM	Shuttle to Oregon Coast Aquarium		
6:30 pm – 9:00 pm		L. L. "Stub" Stewart Volunteer Awards Banquet Oregon Coast Aquarium <i>(see page 3 for details)</i>		
9:00 pm		Shuttle returns to Shilo Inn Convention Center		
9:30 pm – 10:30 pm	160	Hospitality Suite Open in Shilo Suite 160		

CONFERENCE @ A GLANCE

Sunday, October 9
Shilo Inn Convention Center

8:00 am – 8:30 am		Registration Convention Center Lobby	Coffee & Healthy Choices Breakfast Service Convention Center Lobby	
Illuminate! Our Potential				
8:30 am – 10:00 am	CONVENTION CENTER	KEYNOTE - Pacific North It Looks Like We're All in Sales Now Scott "Q" Marcus		
10:00 am – 10:30 am		Morning Break & Express Checkout in Convention Center Lobby	Interpretive Tradeshow - Last Chance! Convention Center Lobby	
10:30 am – 12:00 pm		Getting Found: Building Your Marketing Roadmap - Pacific 4	What Grants Do (and How We Make Them Happen) - Pacific 1	Inspire and Connect Online - Pacific 2
12:00 pm – 12:30 pm		Lunch - Pacific 3 Silent Auction Closes		
12:30 pm – 2:30 pm		KEYNOTE - Pacific North Illuminate Your Funny Bone Leigh Anne Jasheway, M.P.H. (<i>master of public health / mistress of public humor</i>)		
2:30 pm – 2:45 pm		Closing remarks and Silent Auction Winners Announced - Pacific North		
2:45 pm – 3:00 pm		Evaluations and drive home safely!		



OPRD photo archive

SILENT AUCTION

Don't forget to check out the silent auction baskets on display in the Convention Center lobby next to the Interpretive Tradeshow. All the funds raised on the Silent Auction baskets will go back to the respective donors to help support the interpretive and educational efforts at their parks. Now is your chance to purchase some really amazing items and contribute to your collective cause.

SESSION DESCRIPTIONS

FRIDAY

Illuminate! OREGON

A Mountain Goddess' Way of Life

Kelly Behr Howland

Words to Live By:

1. Free as a breeze & loving it.
2. Forecasting sunshine & happiness.
3. Living your dreams to the fullest.
4. Dancing life unplugged.
5. Content to be yourself.

Plenary Session / Pacific North
3:00 pm – 3:30 pm

FRIDAY

What Makes our Special Places "Special" – A Case Study in Telling Your "Why" Story

Facilitated

We know what we do, and may even know how we are going to do "it" – but WHY do we dedicate the time, resources, talents, energy, heart...? Participants are invited to actively take part in an exercise of discovery as we explore this question through facilitated exercises and small group conversations.

Dialogue Groups / Pacific North
3:30 pm – 4:30 pm

SATURDAY

Illuminate! Our Heritage

Past Places; Present Faces

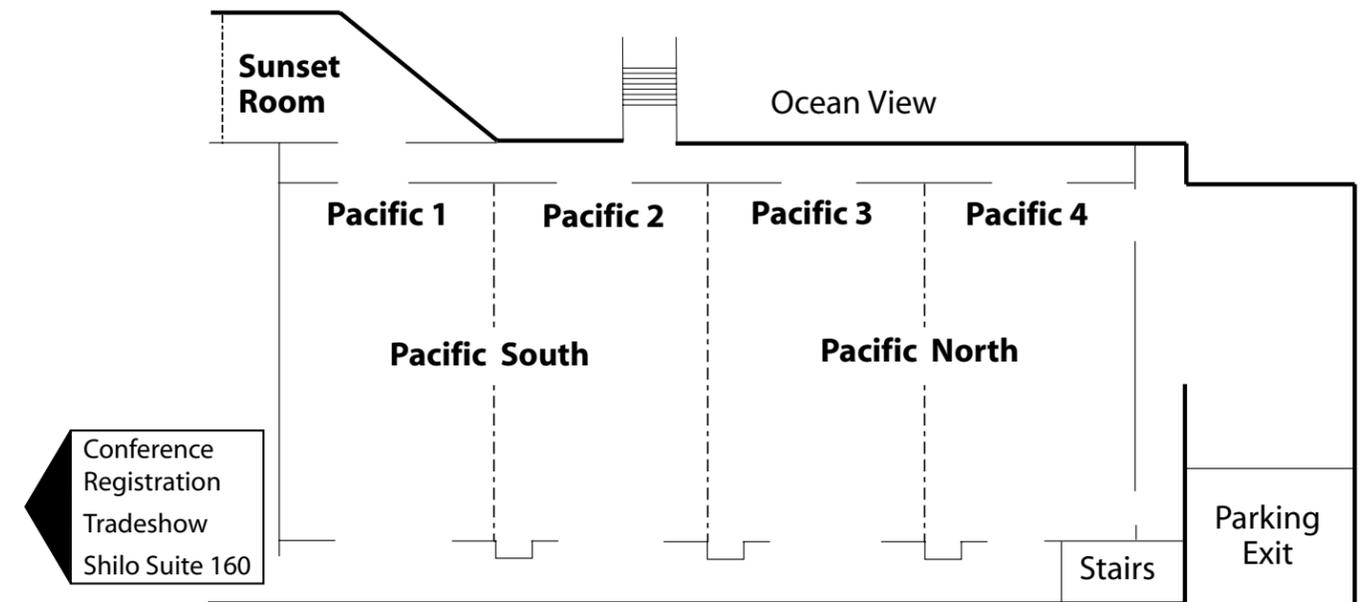
John C. F. Luzader

What is this thing called, "Living History"? With more than 30 years of professional costumed interpretive experience and 50 years in the field, John C. F. Luzader offers insights to the definitions of "Living History". Come and see the past, the present, and the possible future of "Living History" in Past Faces, Present Voices.

Plenary Session / Pacific North
8:30 am – 10:00 am

CONTINUED ►

SHILO INN CONVENTION CENTER



SESSION DESCRIPTIONS

SATURDAY

Images of Illusion: Travel on the Oregon Trail

John C. F. Luzader

The presentation offers insights of one of the travelers on the Oregon Trail; hopes, fears, disillusionment, hope again, and seeing the elephant up close.

Eastern Region Breakout Session / Sunset
10:20 am – 10:50 am

Exploring Environmental Education Opportunities in Our Parks

Stephanie Wagner

In 2010, OPRD participated in writing an Environmental Literacy Plan for the State of Oregon. State Parks can provide exciting venues to help students around our state connect with nature and their communities and expand their understanding of local environments. This session will take a look at the plan and explore ways we can help support our schools in the plan's implementation.

Breakout Session
Valley Region 10:20 am – 10:50 am Pacific 1
Coastal Region 10:55 am – 11:25 am Pacific 2
Eastern Region 11:30 am – Noon Sunset

Developing Interpretive Panels

Jamie Little

Discover the basics of how to create an interpretive panel in Oregon State Parks. We will introduce you to the manual "How to Get Interpretive Projects Done", explain how to budget for a professional level product, and give suggestions for ways to meet with success on your next interpretive panel project.

Breakout Session
Coastal Region 10:20 am – 10:50 am Pacific 2
Eastern Region 10:55 am – 11:25 am Sunset
Valley Region 11:30 am – Noon Pacific 1

SATURDAY

There Aren't No Profits Without the Trader

John C. F. Luzader

The presentation examines some of the less glamorous personnel of the fur trade: the clerk and factor.

Valley Region Breakout Session / Pacific 1
10:55 am – 11:25 am

Beacon of Life

John C. F. Luzader

The doldrums, fatigue, expectations and importance of the lighthouse keeper in late 19th Century Oregon.

Coastal Region Breakout Session / Pacific 2
11:30 am – Noon

Historic Buildings: Their Role in the Story

Sue Licht

Many times the building at an historic site plays a major role in the telling of the story of the people and places of Oregon. How do we give the building a voice in the interpretation of a special site, instead of relegating it to a passive role in the background? What makes this particular building special? How do we make buildings that no longer exist an important character in the story we are trying to tell?

Lunch Presentation / Pacific North
12:30 pm – 1:00 pm

Illuminate! Our Partnership

Illumination Stations Tour

Cooperative Association Displays

As we transition from **illuminating Our Heritage** to **illuminating Our Partnership**, conference participants will be sent on a quest. On your tour through the Illumination Stations, you will discover the answers to obtaining success, overcoming challenges, developing relationships, and maximizing limited resources.

Plenary Session / Pacific South
1:00 pm – 2:15 pm

SATURDAY

Restoring a Marsh through Effective Partnerships

Roy Lowe

Following ten years of planning and three years of construction, the Oregon Coast National Wildlife Refuge Complex and its valued partners completed a tidal marsh restoration project at Bandon Marsh National Wildlife Refuge in September 2011. At 418 acres, the Ni-les'tun Tidal Marsh Restoration Project is the largest tidal marsh restoration project ever completed in Oregon and the success of this project was built on extensive and diverse partnerships. The restoration project now doubles the amount of tidal salt marsh in the Coquille River Estuary and will provide tremendous habitat benefits to a host of fish and wildlife species as well as improve estuarine health and function.

Plenary Session / Pacific North
2:15 pm – 2:45 pm

21 Partnership Success Factors – A Personal Response

Facilitated

What is the formula for a healthy, productive partnership? In the Cooperative Association Partnership program, it is absolutely essential that both the public and private players share in not only the answer to this very important question, but in consistently thinking about how best to accomplish your shared mission and build a community of stewardship. In this interactive session, conference participants will be exploring 21 Partnership Success Factors that Brian O'Neil, former superintendent of the Golden Gate National Park, developed on his journey to earning a reputation as a model partnership park.

Dialogue Groups / Pacific North
2:45 pm – 3:15 pm

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oregon.gov/OPRD/VOL

SESSION DESCRIPTIONS

SATURDAY

Breathing Through Annual Planning Labor Pains

Tammy Baumann

Do you dread that one meeting every year where you're tasked with painfully deliberating your Cooperative Association Annual Plan? Does creativity fly out the window that frustration just opened? This session will playfully look at Annual Planning through a totally different lens; identifying ways to navigate this process while strengthening your partnership, expanding your reach, and carrying out your mission.

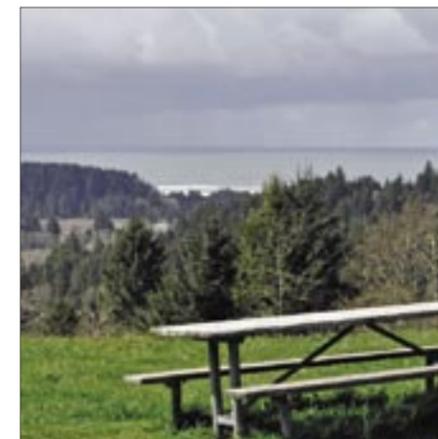
Breakout Session / Sunset
3:45 pm – 5:15 pm

Emotional, Sensory, & Visual Merchandising

Linda Cahan

People remember their experiences in a variety of ways. This session will go into how and why the memory of your interpretive center is retained. Visual merchandising will also be discussed as it relates to the merchandise portion of your stores. You will discover how each color impacts us emotionally, physically, and intellectually and how these colors can add impact to your stores.

Breakout Session / Pacific 2
3:45 pm – 5:15 pm



OPRD photo archive.

oregon.gov/OPRD/VOL

SATURDAY

Intentional Volunteer Management Panel Presentations

Melissa Gibler, Carie Bauer, Jill Nishball

As non-profit organizations and public land managers, volunteers are absolutely critical to our ability to carry out our missions! **Effective** volunteer management does not happen on accident. Join this panel of volunteer management experts as they present the Volunteer Management Cycle.

1. Being Volunteer Ready!

You have a great program serving an important need in the community. Folks are excited and want to help out! Do you have the tools needed to ensure a good volunteer program? We will walk through what is needed the months, days and hours before a volunteer walks through the door. Ensure you are following the steps needed to protect your volunteer, your organization and to create a quality volunteer experience.

2. Maximizing Your Volunteers: Recruit The Right People For The Right Job

Learn to recruit and place volunteers strategically! Optimize the talents of high-skilled volunteers. Strengthen your Board of Directors with strategic recruitment. In this discussion, you'll learn tips to recruit and place volunteers in jobs that match their passion and skills.

3. The Great Daily Grind

What does it take to manage and supervise volunteers from day to day and be successful at it? How do you meet program demands and goals while ensuring that everyone is safe, respected, heard and recognized? What can you do to increase the likelihood that you'll retain your volunteers over time? Let's explore the nitty-gritty of some program oversight details and discuss the possible outcomes.

Breakout - Panel Session / Pacific North
3:45 pm – 5:15 pm

SATURDAY

Getting the Job Done

Deb Fife

How do you maintain organizational independence while effectively engaging community partners and building relationships that are mutually dependent? Partnerships increase our ability to succeed and thrive, but they also present unique challenges for busy professionals already managing full work loads. How do you get the work done? This interactive session explores the best practices for building community, non-profit and business organizations. Real life experiences will be discussed with an emphasis on identifying the tricks, tools and tips to succeed.

Breakout Session / Pacific 1
3:45 pm – 5:15 pm

SUNDAY

Illuminate! Our Potential

It Looks Like We're All in Sales Now

Scott "Q" Marcus

Nowadays, it's imperative to understand that we are all involved in "sales" in some fashion; whether it's the sales of products in the gift store, or the sale of the ideas to visitors and leaders. However, that doesn't mean its negative. This session will provide tools to better understand the needs of visitors and to help match those needs to benefits provided — as well as polite methods to ask our visitors to get more involved and come back more often. It will also motivate and inspire you to face the new normal — while even enjoying the process.

Plenary Session / Pacific North
8:30 am – 10:00 am

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SESSION DESCRIPTIONS

SUNDAY

Getting Found: Building Your Marketing Roadmap

Scott “Q” Marcus

Now that you know you want to get your message “out there,” how do you specifically get found? Whether you’re trying to get more volunteers to help out, boost sales at the gift shop, or just entice guests to return more often, this lively, interactive session will build on what you learned in Scott’s general session and help you refine your personal message and how to use it. Please note: if you’re more comfortable with facts, figures, and statistics delivered in a boring, monotone, this session is not for you.

Breakout Session / Pacific 4
10:30 am – Noon

SUNDAY

What Grants Do (and How We Make Them Happen)

Lara Christensen

Partnerships help make projects happen, partnerships also help make grants happen. Come prepared with the creative ideas, stories, and case studies you’ve developed throughout the conference and learn to apply them in the art of making a grant. Learn how to create a balanced and competitive grant. Practice thinking through when and why to apply for a grant. Put on a grant evaluator’s hat and challenge yourself and others to understand what makes for a successful grant application from a foundation officer’s perspective. Come away feeling more confident with the partnership process that a grant relationship invites.

Breakout Session / Pacific 1
10:30 am – Noon

Inspire and Connect Online

Shannon Bodie and Bob Swingle

Learn how to best share your unique message through your online presence. Featuring Parks and Recreation sites using web media tools and techniques to engage and inform effectively. Including handouts with tips and tools for communicating better with your team, the public and utilizing your valuable resources wisely.

Breakout Session / Pacific 2
10:30 am – Noon

SUNDAY

Planning with a Purpose

Bobbi Price

Planning a large event? Are you looking to raise funds? We will be covering topics that are essential for making your event a success for your foundation and the communities that surround it.

Breakout Session / Sunset
10:30 am – Noon

Illuminate Your Funny Bone

Leigh Ann Jasheway

Join this fun interactive session that will get you laughing and put the spotlight on how important your sense of humor is in everyday life. Using fun team games and group improv, you’ll laugh so hard you won’t even realize you’re learning vital life skills that can improve your health and sanity, help you play well with others, and boost your productivity and creativity. If you’re so stressed out and overworked that your inner child wants to be adopted, now is the time to remember everything you knew about life when you were five—back when you laughed a whole lot more than you do now and rarely ever collapsed in a chair wondering how you were going to get everything done.

Plenary Session / Pacific North
12:30 am – 2:30 pm



Beaver Creek SNA. OPRD photo archive.

KEYNOTE BIOGRAPHIES

Kelly Behr Howland



The creators of Iron Horse Art Studio and Mountain Goddess Unplugged, Rick and Kelly Behr Howland, grew up in the small towns of Alturas and Grass Valley, California. They were both raised on cattle ranches in Modoc and Nevada Counties, which allowed them to have many years to enjoy and respect nature’s wonders.

Rick and Kelly Behr both studied at Oregon Institute of Technology. Rick’s education was in machining, welding, fabricating, and metallurgy. Kelly Behr’s education was in accounting and industrial management.

From their educational and life experiences, the desire to interpret nature as they have seen it has evolved into a mixture of steel and bronze sculptures. This passion for nature has allowed their creativity to design and shape art forms by hand, which has brought them much happiness, along with the ability to share with others.

In nature’s beauty, there is always a whimsical, non-serious side to be enjoyed and to remind us not to take life so seriously. With the vast amount of time spent outdoors, the idea of Mountain Goddess Unplugged was created. Always attempting to look through Mountain Goddess eyes to find humor, beauty and the ability to accept yourself in any situation, Rick & Behr have been able to draw and paint comical and theatrical images. “It’s A State of Mind” re-iterates that life can be too short and lived too seriously. Their hope is that Mountain Goddess can help people deal with and accept what challenges life brings. Humor and laughter is seen everywhere, if looked for. Rick and Behr hope these images bring that understanding to the viewer.

Leigh Anne Jasheway, M.P.H.



Leigh Anne is a stress management and humor expert who helps people manage stress, embrace change, and become healthier by learning to lighten up. She speaks at 50-60 conferences and workshops every year and is a member of the Association for Applied and Therapeutic Humor (AATH). She is the author of seventeen books, including *How’d All These Ping Pong Balls Get In My Bag!?* *The Stressed-Out Woman’s Guide to Letting Go with Laughter*, *Don’t Get Mad, Get Funny*, *Not Guilty by Reason of Menopause*, and *Bedtime Stories for Dogs*. She is the 2003 winner of the national Erma Bombeck Humor Writing Award for her true story on how her first mammogram caught on fire. She teaches at both the University of Oregon and Lane Community College, runs a comedy troupe, is a humor columnist for the *Register Guard’s Dash Magazine*, and is the former host of *Women Under the Influence of Laughter*, on KOPT 1600 am. In her spare time she tries to remember where she parked.

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KEYNOTE BIOGRAPHIES

Roy Lowe



Roy W. Lowe is the Project Leader for the Oregon Coast National Wildlife Refuge Complex, which includes six Refuges and two Wilderness Areas along 320 miles of the Oregon coast. Roy obtained a BS degree in Wildlife Management from Humboldt State University and has been employed with the U.S. Fish Wildlife Service for 34 years. Previous duty stations include the Decatur, Alabama Ecological Services Field Office and San Francisco Bay National Wildlife Refuge Complex. Roy has been stationed at the Oregon Coast National Wildlife Refuge Complex headquartered in Newport since 1985 and lives in Waldport.

John C. F. Luzader



John C. F. Luzader is principal of Living Museums of the West and Vice President of Programs for the National Association for Interpretation

Born in Virginia, Mr. Luzader has been involved in living history programs since 1961 throughout the United States, Canada and Europe including Colonial Williamsburg and the H.M.S. Warrior in Bristol, England.

As an instructor, educator and interpretive presenter in national, state and local parks and historic sites, colleges and private organizations Mr. Luzader has had the privilege in working with some of the best interpretive specialists in the world including Scott Mair of Parks Canada, Bill Weldon of Colonial Williamsburg, Sam Ham, Ted Cable and Larry Beck and the late David Larsen.

Mr. Luzader studied directly under Freeman Tilden, has written over 250 magazine articles and professional papers on interpretation including for *Trail's End*, *Living History Magazine*, *Interpedge*, *Legacy*, NAI's annual professional *National Interpreter's Workshop* and *The Black Powder Report*.

In addition to many distinguished awards and honors, in 2010 Mr. Luzader received NAI's highest award, the Fellow Award.

KEYNOTE BIOGRAPHIES

Scott "Q" Marcus



Scott "Q" Marcus has lost 2,327 pounds – IF you add up all the weight he has lost (and regained) since childhood. After a career in the media, Scott lost 70 pounds in 1994 and became the "THINspirational speaker." He now provides practical tools to businesses and organizations that are facing challenging times so they can improve productivity, reduce procrastination, and improve morale and engagement.

Scott is past president of the northern California chapter of the National Speakers Association, a syndicated newspaper columnist, author of three books, and the CDO of www.ThisTimeIMeanIt.com, a site for people who are tired of making promises they don't keep and are really ready to change. He also spoke to our group in 2009.

Scott's lively, playful presentations have been described as a "cross between business 101, group therapy, and a southern revival." Although part of what he does is help people lose weight — he is not a "food cop." He requests you do not monitor what he eats and he will not watch you – however he might be willing to consult with you in exchange for enough good quality chocolate (although he'll deny it).

Scott can be reached at 707.442.6243, scottq@scottqmarcus.com, or at www.ThisTimeIMeanIt.com

Tim Wood



Tim Wood, Director of the Oregon Parks and Recreation Department, was born and raised in Ohio. He holds an undergraduate degree in Parks Administration from Ohio State University and a masters degree in System Management from the University of Southern California. Tim joined Oregon Parks and Recreation Department in 1998 as the Assistant Director, Operations and in 2004, became the Director of the Department.

Prior to coming to OPRD, Tim was the Director of Support Services with Society of American Military Engineers in Alexandria, Virginia. In 1996, he completed 24 years of active duty service with the U.S. Army achieving the rank of Colonel. His army experience included command of units in Hawaii and the Republic of Korea, staff assignments at the Army Personnel Center, the Pentagon, and the Office of the Chief of Engineers. From 1994-1996, he commanded the Portland District of the U.S. Army Corps of Engineers in Portland, Oregon.

Tim lives in Lake Oswego with his wife Sharon and two sons - Geoff and Cameron. Tim is active in scouting and serves as a volunteer with youth sports teams.

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BREAKOUT SESSION PRESENTERS

Carie Bauer

Volunteerism Coordinator, Oregon Volunteers!, Commission for Voluntary Action and Service

Carie Bauer is passionate about civic engagement and volunteerism and has worked in the field for over 12 years. She got her first taste of volunteer program development at Saving Grace, a shelter for survivors of domestic and sexual abuse. Interested in the criminal justice response to victims of crime, and dedicated to improving services, she became the Volunteer Program Coordinator for the Washington County District Attorney's Office, where she coordinated volunteer victim advocates and developed their first Victim Assistance Internship program. At Oregon Volunteers!, Carie coordinates the State Committee on Volunteerism, the Volunteer Management Training Program and develops AmeriCorps member trainings, including a new online learning community devoted to supporting members in their volunteer management efforts. She received her Masters in Public Administration from Portland State University, and when not working, or volunteering herself, spends much of her time documenting her surroundings as an avid photographer.

Tammy Baumann, CVA

Statewide Volunteer Services Coordinator, OPRD

Tammy Baumann joined the State Parks family in June of 1997 and joined the volunteer services team in December 2006. She earned her "Certified in Volunteer Administration" credentials from the Council for Certification in Volunteer Administration in 2010. Tammy holds an undergraduate degree in Communications from Marylhurst University and professional certification in Training and Development and Conflict Resolution and Mediation.

Tammy volunteers as the Committee Chair of Cub Scout Pack 122 in Salem and in the youth programs at Salem Evangelical Church. Additionally, Tammy sits on boards and committees of several professional organizations including the Greater Oregon Chapter of the Society of Government Meeting Professionals (GO-SGMP), Mid-Valley Volunteers Managers Association (MVMMA) and Oregon Volunteers Committee on Volunteerism.

Shannon Bodie

Art Director, Lightbourne, Inc.

Shannon Bodie has worked in graphic arts for over 18 years. While earning her degree in art and design, she joined Lightbourne in 1994 and became a partner in 1999, where she continues Lightbourne's reputation of outstanding service and award-winning design. Shannon specializes in creating images that inspire and inform—from traditional print books and magazine design, to branding, and current online media of websites and epublications.

As a veteran speaker she enjoys sharing her knowledge of the publishing industry along with useful tips and information about creating visually engaging designs. A native Oregonian and avid outdoors person, she enjoys hiking, running and exploring in our beautiful Northwest parks and forests.

CONTINUED ►

BREAKOUT SESSION PRESENTERS

Linda Cahan

Principal Cahan & Company, Retail Design Consultant, Visual Merchandising, Seminars & Training

Linda Cahan, is an internationally known retail design expert specializing in visual merchandising and store design. Her 39 years in retail design includes extensive experience with large and small retailers and with all types of merchandise.

Her corporate client list includes Meijer, American Express, United Rentals, Saks Fifth Avenue, Lancome, The Mills Group, Singer, Intel, CompUSA, Microsoft, Southwestern Bell and many others retailers of all types and sizes.

Linda consults, designs, gives seminars, is a columnist for Gifts & Decorative Accessories and Spa Retailer magazines, writes custom visual standards manuals, trains retailers in all aspects of visual merchandising and store design and is the author of "Feng Shui for Retailers" and "100 Displays Under \$100." Linda also taught at Parsons School of Design in NYC for 12 years and currently teaches two classes at The Art Institute of Portland. Linda now lives in West Linn, Oregon.

Lara Christensen

Donor Relations Officer, Environmental Education Program, The Oregon Community Foundation

Lara Christensen joined OCF in 2007 to launch the Environmental Education Program for the Gray Family Fund of The Oregon Community Foundation. Prior to her work with OCF, Lara managed and mentored for outdoor science programs with WolfTree, Inc., and ran the Vancouver, W.A., School District's outdoor school program. In the Portland area she has worked as a naturalist for Metro's Regional Government as well as with the Friends of Tryon Creek State Park. She specializes in a systems thinking approach to environmental, natural resource, and educational projects. She applies this process of thinking to creating opportunities for effective stewardship and citizen participation in Oregon. She received a Master of Science in Environmental Studies from the University of Oregon and her Bachelor of Arts in Philosophy and Literature from Pomona College. Her love of learning led her to focus on rainforest biology, spider ecology, sustainable human communities, the Transcendentalists, and the Natural philosophers. Along with enjoying her family and mothering, she loves to backpack, bicycle, read, cook, walk, and play the fiddle.

Deb Fife

Coordinator of Volunteer Services and Special Events, Tualatin Hills Park & Recreation District

Deb Fife is a passionate and innovative builder of special events and volunteer programs through strategically developed partnerships. As the coordinator of Volunteer Services and Special Events for Tualatin Hills Park & Recreation District (THPRD), Deb's responsibilities include coordinating 3,000 volunteer opportunities and producing special events for over 17,000 citizens to enjoy annually.

Deb brings extensive experience in identifying, creating and managing strategic relationships to set and accomplish goals in alignment with organizational plans. An enthusiastic advocate for bringing together diverse groups, she has coordinated hundreds of projects that build community through volunteer planning and implementation teams. Recent accomplishments include developing partnerships to create a first-time event, the Party in the Park Hosts Beaverton International Celebration. Over 7,000 people attended the event which featured 17 staged performances and 29 community partners. Deb currently serves on the Oregon Commission for Voluntary Action & Service's Volunteer Committee.

CONTINUED ►

BREAKOUT SESSION PRESENTERS

Melissa Gibler

*Director of Programs, HandsOn
Mid-Willamette Valley*

Melissa Gibler started her career at HandsOn Mid-Willamette Valley as an AmeriCorps VISTA member in 2009. She has experience in managing large scale volunteer events and collaboration with other non-profit organizations.

Susan L. Licht, AIA

Preservation Architect, OPRD

Susan L. Licht is an architect specializing in preservation and maintenance of historic structures. Prior to coming to OPRD in 2006, she had her own consulting firm specializing in historic structures. She has worked on over 200 historic buildings in the last 25 years and is happy to be able to work on the significant historic structures that OPRD cares for. She has a special fondness for lighthouses and during the biennium will be working on the complete restoration of the Heceta Head lighthouse.

James (Jamie) Little

Statewide Interpretive Coordinator, OPRD

Jamie Little graduated from The Ohio State University with a degree in Environmental Interpretation. He has worked in the field of interpretation for 28 years as a naturalist, nature center manager, park district director, and interpretive coordinator. He has previous experience creating and managing interpretive centers with Ohio State Parks, Delaware State Parks, a non-profit environmental education center, and a county park district. His work with non-profit friends groups has included creating a new group and obtaining their 501(c)(3) status from the IRS, building up Friends group membership to several hundred members, and helping Friends groups with various fund-raising projects including raising \$750,000 to build an award-winning interpretive center. A Friends group he organized was recognized by the National Association for Interpretation for their support of interpretation in a park system. He coordinates interpretive trainings, interpretive plans, and displays created in Oregon State Parks. He is a strong believer in the power of partnership between a Friends group and a public park system.

Jill Nishball, CVA

*Statewide Volunteer Services Coordinator,
OPRD*

Jill Nishball joined the Oregon State Parks staff in November 2002 where she serves as Volunteer Services Coordinator. Her responsibilities include managing OPRD's large volunteer campground host program, Youth Service Award program and its successful Let's Go Camping summer program for first-time camper families. Jill spends a great deal of her work time keeping the day-to-day volunteer program operation running smoothly and communicating with potential and current volunteers.

Prior to working for state parks, Jill directed statewide efforts for Oregon Project Learning Tree, a volunteer-led, K-12 teacher-training program in forestry education operating out of Oregon State University. Jill recruited and led a network of volunteer educators to develop and facilitate numerous activity-based teacher workshops focusing on Oregon's forests, forest resources and forest management.

Jill has conducted a multitude of educational workshops, designed curricula and led school groups for outdoor education programs in California, Oregon and Montana. Before landing permanent work, Jill worked seasonally for both California State Parks and for the National Park Service in Utah and Nevada as an interpretive park ranger. She holds a master's degree in Environmental Education as well as a bachelor's degree in Geography, and has received her national Certificate in Volunteer Administration.

CONTINUED ►

BREAKOUT SESSION PRESENTERS

Bobbi Price

*Festival and Tourism Coordinator, Greater
Newport Chamber of Commerce*

Bobbi Price has worked with fundraising and event planning since 2006 she has helped form a local non-profit, written and worked with grants for the City of Newport and is now the Newport Seafood & Wine Festival Coordinator. Growing up in the area it is very important to see the community develop and grow in a positive way.

Bob Swingle

*Web Developer, Oregon Department of
Fish and Wildlife*

With over 20 years in the field of design, Bob Swingle has worked in advertising, book and web design. As web developer with the Oregon Department of Fish and Wildlife he helps to manage a web site containing over 7,000 pages and 26,000 assets. As a staff photographer, videographer and member of the social media team, he contributes to the ODFW Flickr library, Facebook account and manages the YouTube channel with over 100 videos. With a life-long appreciation for the natural world, Bob has a passion for capturing the unique beauty of plants and wildlife through his photography.

Stephanie Wagner

*Director of the Masters in Science
Teaching program, Portland State
University*

After completing a masters degree in cell physiology Stephanie Wagner worked for ten years in mosquito genetics and shark physiology research at UCLA. The birth of four children and a move to Oregon took her out of the research laboratory and into local schools where she volunteered supporting elementary science education. This experience led to her employment as Education Director for Friends of Tryon Creek State Park where she supervised an education program with over 10,000 participants annually. During this time Stephanie also started teaching an Effective Environmental Education class for the Center for Science Education at Portland State University.

Stephanie was a member of the OPRD Interpretive Team from its inception until her retirement from the Friends of Tryon Creek in July 2011. Her retirement was short lived. She is presently working for PSU's Center for Science Education as the Director of the Masters in Science Teaching program. She also teaches Connect2Science through Nature classes for in-service elementary teachers; giving kindergarten through 5th grade teachers the tools to incorporate outdoor experiences into their science curriculum. Stephanie is a member of the North American Environmental Education Association and the Environmental Education Association of Oregon. She has recently been appointed to serve on the Conservation Education Leadership Council for the Portland metro area.

Douglas T. Wills

Principal, The Management Alliance

Doug T. Wills' career in public speaking started with being the Master of Ceremonies at his high school homecoming and giving more than 40 lectures per year, keeps him well rehearsed. Doug has been on the Friends of Yaquina Lighthouses board for ten years.

Doug's career in the dental industry started in 1972 with 3M where he was involved in territory sales, sales training, and test marketing of new products. Between 1978 and 1981, Doug helped establish Vivadent and GC International in the United States. Doug returned to North America in 1990 as Executive Vice President for the Vivident dentist products division. Doug has been involved in sales, marketing and general management at a national level since 1981.

Doug formed THE MANAGEMENT ALLIANCE in 1996 to provide management expertise, at all levels, to smaller dental companies. He helps new companies find their way through the maze of dealer procedures and government requirements.



OPRD photo archive.

INTERPRETIVE TRADESHOW

Friday, October 7 • 5:00 pm – 6:00 pm

Saturday, October 8 • 10:00 am – 10:20 am; 3:15 pm – 3:45 pm Reception

Sunday, October 9 • 10:00 am – 10:30 am

Meet an incredible cadre of Oregon-based artisans, craftsman and product wholesalers at the Interpretive Tradeshow. The folks listed below make, build, design, paint, sculpt, and produce products that tell stories of Oregon. It is truly about building relationships, and by spending time at the tradeshow, you will have the opportunity to talk one-on-one with the artists, authors, and owners of businesses that might just be a perfect match for your store. All exhibitors are located in Oregon and have product lines that are consistent with an interpretive focused scope of sales, and where possible, have an emphasis on products that promote Oregon State Parks. Exhibitors have brought along new products, are offering conference specials, and many can take custom orders on site.

We have scheduled time for you to visit the tradeshow each day and have a special Interpretive Tradeshow Reception on Saturday afternoon where we have prepared a special assortment of delightful finger foods and beverages. We believe this dedicated time is important and offers ample opportunity for you to talk directly with all of these potential vendors.

Company	Contact	Website / Email
Accidental Comic	Leigh Anne Jasheway	www.accidentalcomic.com
Artisan Light Works	Debra Bowling	www.artisanlight.com
Cahan & Company	Linda Cahan	www.lindacahan.com
Image 3D	Liz Oedell and Ramona Welle	Image3D.com
Jackson Pacific, Inc	Billie Linder	JacPac@charter.net
Iron Horse Art Studio	Kelly Behr Howland	ironhorseartstudio.com
Mug Bar	Jarrett Bean	www.mugbarn.com
Natures Design Photography LLC	Nancy Clements	Souvenirsoforegon.com
Oregon Lottery	Thais Roddick	www.oregonlottery.org
Sunbird Press	RC Marlen	www.rcmarlen.com
Suncatcher Heaven	Alaura Syperda	www.suncatcherheaven.com
Sundown Enterprises	Billie Linder	Sundown_1@charter.net
The Edge Glass Blowing Studio & Art Gallery	Ryan Bledsoe	www.theedgeartgallery.com
Thinspirational Speaking	Scott "Q" Marcus	www.scottqmarcus.com
Travel Oregon	Carole Astley, CMP	www.traveloregon.com
Vineyard Mountain Images	Steve Oda	www.vmimages.com

SHUTTLE INFORMATION

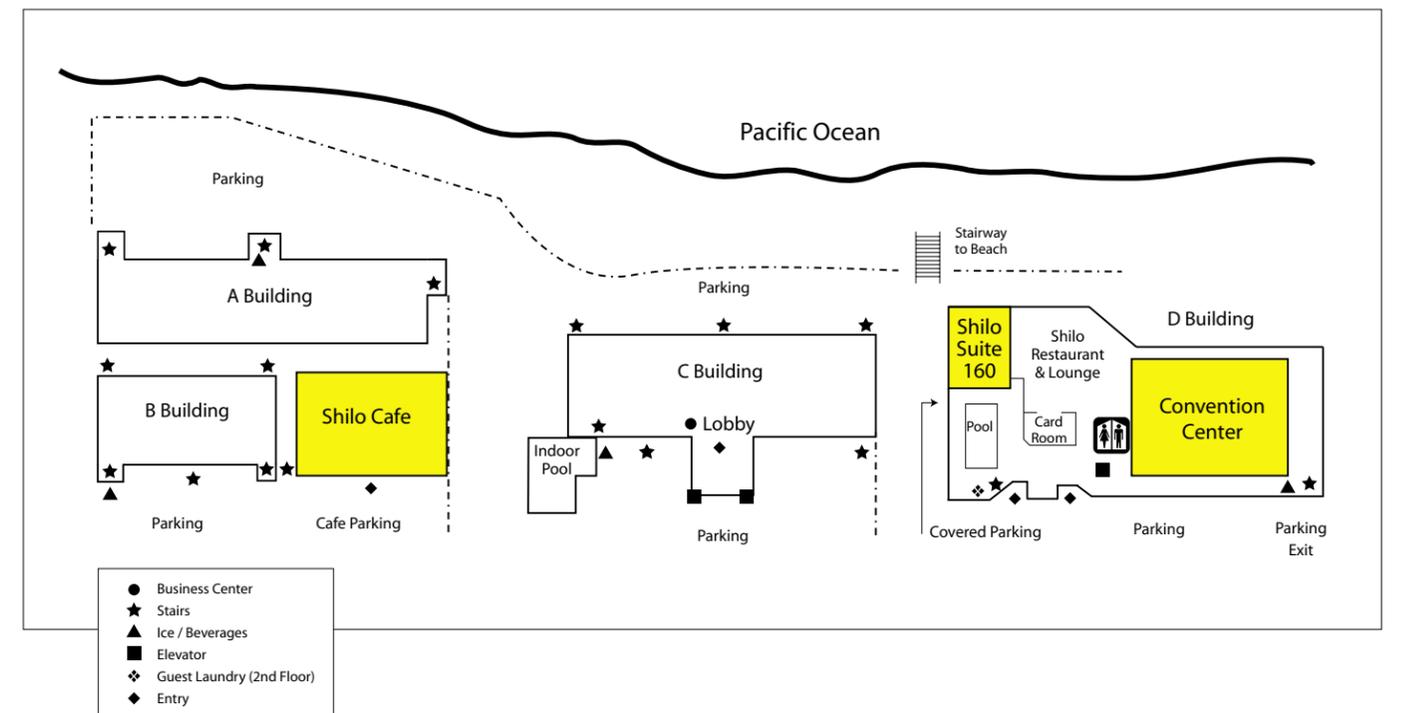
For your convenience, conference shuttle service is offered for various off-site destinations throughout the conference. All shuttles will depart from and return to the main entrance of the Shilo Inn Convention Center. See the schedule below for more information and be sure to sign-up at the registration table to reserve your space on the appropriate shuttles.



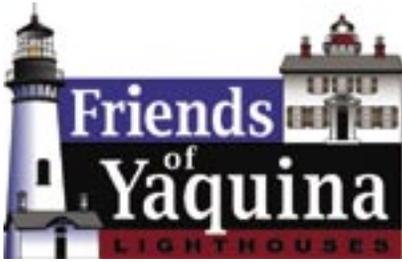
Be sure to sign-up to reserve your seat on the shuttles.

Date	Event	Departure Time	Return Time	Destination
October 6	Sunset Bay and River Tour	5:30 pm	8:30 pm	Anchor Pier, Historic Bayfront
October 7	Birding at Beaver Creek State Natural Area	7:30 am	11:30 am	Beaver Creek Welcome Center
October 7	Tours of Yaquina Bay Lighthouse	5:00pm	6:45 pm	Yaquina Bay SRS (15 – 20 minute intervals)
October 8	L. L. "Stub" Stewart Awards Banquet	6:15 pm	9:15 pm	Oregon Coast Aquarium

SHILO INN PROPERTY MAP



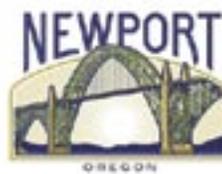
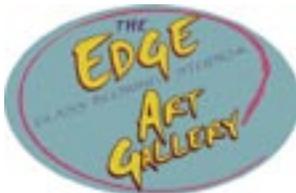
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**Steven Astillero
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Photography LLC**



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