



Northwest Interpretive Association
REPORT TO OUR COMMUNITIES

2008



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PHOTOGRAPHS CREDITED AS NOTED IN CAPTIONS. WE ENCOURAGE YOU TO VIEW THE TALENTED AND GENEROUS PHOTOGRAPHERS WHO CONTRIBUTED WORKS ON THEIR FLICKR PAGES.

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NORTHWEST
INTERPRETIVE
ASSOCIATION
2008
REPORT TO OUR
COMMUNITIES

FAMILY MOMENT BY LOVEBUNNIES [HTTP://WWW.FLICKR.COM/PHOTOS/25019195@N04/2875602091/](http://www.flickr.com/photos/25019195@N04/2875602091/)

OUR VISION

WE ENVISION A FUTURE IN WHICH ALL NORTHWEST RESIDENTS VISIT AND ACTIVELY CARE FOR THE UNIQUE NATURAL AND CULTURAL HERITAGE OF OUR PUBLIC LANDS.

OUR MISSION

WE PROMOTE THE DISCOVERY OF NORTHWEST PUBLIC LANDS, ENRICH THE EXPERIENCE OF VISITORS, AND BUILD COMMUNITY STEWARDSHIP OF THESE SPECIAL PLACES TODAY AND FOR GENERATIONS TO COME.



2008 BOARD OF DIRECTORS

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BY HIWALKERPHOTO

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MT. ADAMS, HIKERS. BY ROBERT CRUM [HTTP://WWW.FLICKR.COM/PHOTOS/13010608@N02/2483523438/](http://www.flickr.com/photos/13010608@N02/2483523438/)

LETTER FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

Dear Friends,

The past year has been one of the most critical and momentous in our 34-year history. In response to the deteriorating condition and declining visitation of our public lands, we have begun reinventing ourselves. We have expanded our mission, planned a new strategy, and started reshaping our whole organization to pursue new initiatives in special events, volunteer programs, community outreach, and general fundraising.

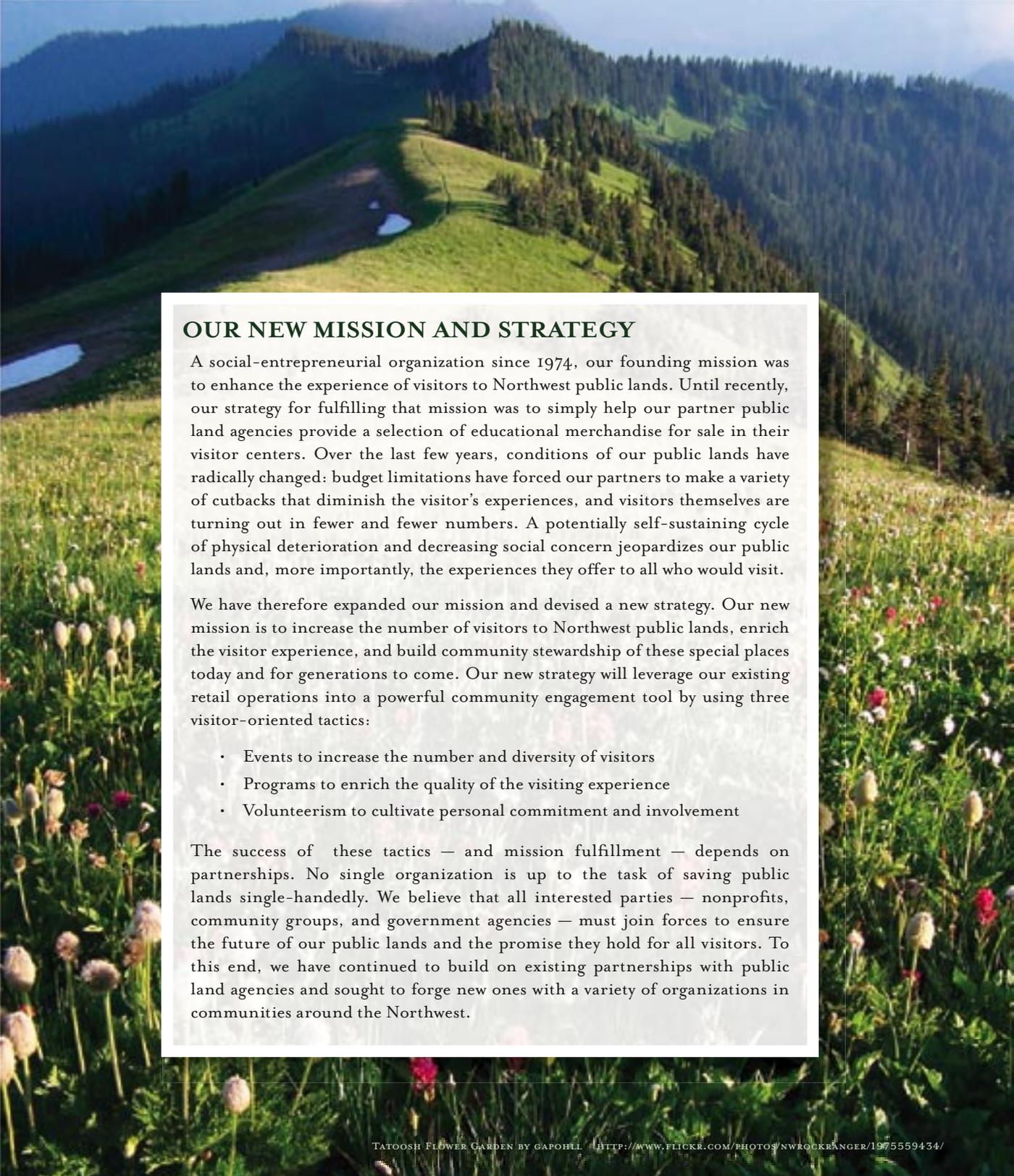
Already, we're off to a strong start. At public lands all across the Northwest, we have joined forces with a broad coalition of other nonprofits, community groups, and government agencies to launch beach cleanups, habitat restoration projects, school field trips, and even a fun run. All of these new efforts were in addition to our commitment to operating excellent retail stores. These stores are the primary funding source for the projects and programs that we have always done, like special displays and presentations that enrich the visitor experience.

Perhaps the most momentous change is occurring as this report goes to press: After 18 years as Northwest Interpretive Association, we're becoming Discover Your Northwest. In order to better convey the essence of our new mission to the communities we seek to serve, we felt it was time to forge a whole new identity. We have been extremely fortunate in this effort to have assistance from the Taproot Foundation and two teams of volunteer marketing professionals working for more than a year. We thank the foundation and each team member for the invaluable assistance and generosity they have shown us. All nonprofits should be so lucky!

Finally, we wish to express our appreciation to our partners, volunteers, members, donors, and customers who make all of our achievements possible. Working together, we can ensure that our public lands will be cared for and enjoyed by all Northwesterners for generations to come. Thank you!

MARK LESTER, CHAIR

JIM ADAMS, EXECUTIVE DIRECTOR



OUR NEW MISSION AND STRATEGY

A social-entrepreneurial organization since 1974, our founding mission was to enhance the experience of visitors to Northwest public lands. Until recently, our strategy for fulfilling that mission was to simply help our partner public land agencies provide a selection of educational merchandise for sale in their visitor centers. Over the last few years, conditions of our public lands have radically changed: budget limitations have forced our partners to make a variety of cutbacks that diminish the visitor's experiences, and visitors themselves are turning out in fewer and fewer numbers. A potentially self-sustaining cycle of physical deterioration and decreasing social concern jeopardizes our public lands and, more importantly, the experiences they offer to all who would visit.

We have therefore expanded our mission and devised a new strategy. Our new mission is to increase the number of visitors to Northwest public lands, enrich the visitor experience, and build community stewardship of these special places today and for generations to come. Our new strategy will leverage our existing retail operations into a powerful community engagement tool by using three visitor-oriented tactics:

- Events to increase the number and diversity of visitors
- Programs to enrich the quality of the visiting experience
- Volunteerism to cultivate personal commitment and involvement

The success of these tactics — and mission fulfillment — depends on partnerships. No single organization is up to the task of saving public lands single-handedly. We believe that all interested parties — nonprofits, community groups, and government agencies — must join forces to ensure the future of our public lands and the promise they hold for all visitors. To this end, we have continued to build on existing partnerships with public land agencies and sought to forge new ones with a variety of organizations in communities around the Northwest.



CASCADE PASS. BY DPHERSHMAN [HTTP://WWW.FLICKR.COM/PHOTOS/HERSHMAN/558645402/IN/SET-72157600211940189/](http://www.flickr.com/photos/hershman/558645402/in/set-72157600211940189/)

DISCOVERING PUBLIC LANDS

This first component of our expanded mission is to get more people to visit Northwest public lands. People have to visit public lands in person to really appreciate the natural and cultural value of these special places. Here are a few of the ways we're getting more people to discover public lands:

VOLCANO EXPLORERS

MOUNT ST. HELENS NATIONAL VOLCANIC MONUMENT, WASHINGTON

Mount St. Helens is a living lab of volcanic eruption and recovery. In order that more people might discover the wonders of an active volcano and learn its many lessons, we have partnered with the Gifford Pinchot National Forest and the National Forest Foundation to revitalize the MOUNT ST. HELENS INSTITUTE. In our first joint programming effort, we teamed up with the Washington State Parks and Recreation Commission and Weyerhaeuser Company to launch a three-month Volcano Explorers pilot program to introduce approximately 500 underrepresented, elementary age students at 10 Washington schools to the fascinating world of science at Mount St. Helens. The program included activities specifically designed to complement school curriculum, a copy of Elizabeth Rusch's book *Will it Blow?* for each student, classroom visits by scientists and volunteers, teaching materials, and a field trip to the Johnston Ridge Observatory. With funds from the USDA Forest Service Kids in the Woods Program, the Mount St. Helens Institute awarded \$500 grants to each participating school to offset transportation expenses.

Schools selected for the 2008 VOLCANO EXPLORERS PROGRAM WERE:

Barnes Elementary, Kelso
Crescent Elementary, Joyce
Geiger Elementary, Tacoma
Northlake Elementary, Longview
Quilcene Elementary, Quilcene

Clover Creek Elementary, Tacoma
Evergreen Elementary, Shelton
Mt. Stuart Elementary, Ellensburg
Onion Creek Elementary, Colville
Star Lake Elementary, Kent



MOUNTAINS TO MEADOW. BY HIWALKERPHOTO [HTTP://WWW.FLICKR.COM/PHOTOS/ILSA817/2627352370/IN/SET-72157605964304829/](http://www.flickr.com/photos/ilsa817/2627352370/in/set-72157605964304829/)

MOUNTAIN-TO-MEADOW HALF MARATHON AND 5K FUN RUN LOLO PASS, MONTANA

One of the most striking and historically significant public land areas in the Northwest is Lolo Pass, along the Montana-Idaho border. To help more people discover this dramatically beautiful area once visited by Lewis & Clark, we decided to hold the first ever MOUNTAIN-TO-MEADOW: HALF MARATHON & 5K FUN RUN. It was a huge success! Nearly 200 participants enjoyed the spectacular surroundings and beautiful June weather. The run began at the Lolo Pass Visitor Center on Highway 12. From there, runners wound their way through 14 miles of Engleman Spruce and White Pine forests, and enjoyed dramatic views of the Bitterroot Mountains in the distance. Both the 5K run and the 14-mile loop passed by Packer Meadows, a scenic and historic site along the Nez Perce and Lewis and Clark trails.

To further deepen runners' appreciation of Lolo Pass's natural beauty, a representative of the Nez Perce gave hourly presentations on the tribal significance of the camas flowers, then in full bloom in fields and meadows all around the Visitor Center. And to highlight the area's history, our friends at Travelers Rest State Park hosted an encampment of the Travelers Rest Brigade, which featured stories and demonstrations about Lewis and Clark as they passed through the area over 200 years ago.

Proceeds of this and future runs will be used to fund projects and programs that help visitors appreciate the rich history and striking beauty of the area around Lolo Pass Visitor Center. To learn more about the event, visit www.RunLoloPass.org.

EXPERIENCE YOUR NORTHWEST PHOTO CONTEST 2008

The Northwest is home to a wealth of public lands that showcase our region's tremendous ecological diversity, history, and natural beauty. To show people around the world the value of visiting and being stewards of our public lands, we decided to harness the power of online social media and sponsor a photo contest on Flickr™. The contest was a huge success! More than 200 participants submitted photos in four categories: people, landscapes, plants, and wildlife. After a month-long voting session, winning images were selected in each of four categories, plus one overall "People's Choice" winner. A huge thanks to everyone who participated. To see all of the entries, visit www.discovernw.org/photocontest.

NEW STAFF & EDUCATIONAL PROGRAMMING DESCHUTES NATIONAL FOREST, OREGON

As part of our new strategy to draw more visitors to Northwest public lands, we partnered this year with the US Forest Service and hired our first, full-time Education Director. Charged with overseeing visitor programming at Newberry National Volcanic Monument and Mt. Bachelor Ski Area, our new director has launched into developing a variety of new projects, including school programs, summer junior ranger programs, new exhibits at the Lava Lands Visitor Center, a new book *Newberry Volcano: the Story Behind the Scenery* — slated for publication in spring 2010, and a number of new educational programs throughout the monument. Visit the monument in 2009 and enjoy the added value of our new initiatives.

ADMIRING THE SISTERS. BY ALPENGLOWTRAVELER [HTTP://WWW.FLICKR.COM/PHOTOS/24939776@N07/2355176091/](http://www.flickr.com/photos/24939776@N07/2355176091/)





PAINTED HILLS MORNING. BY HIWALKERPHOTO [HTTP://WWW.FLICKR.COM/PHOTOS/ILSA817/2669211199/](http://www.flickr.com/photos/ilsa817/2669211199/)

ENHANCING EXPERIENCE

There is more to the experience of place than simple observation. Once visitors arrive at Northwest public lands, we want to make sure they fully appreciate the natural and cultural features that make the area unique. From special displays and traveling exhibits to live storytelling and historical reenactments, we support a wide variety of projects and programs that enrich the visitor experience. Here are just a few examples:

BACKPACK DISCOVERIES

OLYMPIC NATIONAL PARK, WASHINGTON

Visitors to spectacular places like Olympic National Park often spend only a few minutes looking at educational displays before hitting the trail. To facilitate a richer, more prolonged learning experience, we partnered with the park's educators to provide educational backpacks for visitors to "rent" at information centers in Kalaloch, Port Angeles, and Hurricane Ridge. For a five-dollar donation, visitors can head out with a backpack that contains a pair of binoculars and a variety of books to help appreciate everything from whales and eagles to glaciers and temperate rainforests. The parks' coastal, forest, and mountainous areas contain an incredible diversity of plants and wildlife. And, best of all, each pack contains a blank journal for visitors to fill with notes of their own amazing discoveries and keep as a memento of their visit.

BENEATH THE SURFACE: UNDERSTANDING NORTHWEST GEOLOGY

MOUNT RAINIER NATIONAL PARK, WASHINGTON

Mount Rainier towers above the Cascade Mountain Range in glaciated, volcanic splendor. But while visitors love to take pictures of its gleaming slopes and serene meadows, few understand the powerful geologic forces at work in sculpting its photogenic beauty. To help summer visitors understand the regional significance of "plate tectonics," we sponsored two geologists at the Sunrise and Paradise Visitor Centers at Mount Rainier National Park. Through informative walks and programs, visitors learned how Mount Rainier is but one element of a larger, ancient geologic system in which the Pacific and continental crusts are continually colliding, producing powerful earthquakes and an entire range of Northwest volcanoes.

THE COLUMBIA RIVER IN WOODY GUTHRIE SONGS BONNEVILLE LOCK AND DAM, WASHINGTON & OREGON

Many people visit the Columbia River every year and marvel at the engineering spectacle of its famous hydroelectric dams. To help visitors appreciate the dams' cultural significance as well, we sponsored a display and special performance of Woody Guthrie songs at Bonneville Lock and Dam. Woody Guthrie was a folk musician who wrote songs, ballads, prose, and poetry during the 1930s, 40s, and 50s. Unknown to many, Woody worked briefly for the federal government in the 1940s and wrote several memorable songs about the Columbia River and the construction of the Grand Coulee Dam. The performance at Bonneville commemorated the 60th anniversary of Guthrie's stint as a federal employee.

RELIVING THE GOLD RUSH — OUT IN THE COMMUNITY KLONDIKE GOLD RUSH NATIONAL HISTORICAL PARK, WASHINGTON

The Klondike Gold Rush National Historical Park in downtown Seattle offers visitors the chance to step back in time and experience the harrowing journey that thousands made to Alaska in 1897. Only a few actually found wealth, but their collective experience infused Seattle's civic identity with a spirit of adventure and gritty determination that survives to the present day. To bring the exhilaration and hardship of this era to life outside the museum itself, we organized an imaginative program in which museum staff and volunteers designed and wore period clothing to local community events and demonstrated gold panning, sled dogging, and making sourdough bread. The program helped volunteers and participants get a more personal sense of the gold rush era and the character traits that drove thousands to take on great challenges in hopes of attaining a better life.

BRINGING EXTRA DEPTH TO EXPERIENCE NORTHWEST REGION

To bring extra depth to the visitor experience, we provide a variety of free newspapers, maps, and other publications at the Northwest's most popular public lands. These resources offer a host of valuable information including news updates, safety tips, event invitations, and volunteer opportunities, all designed to help each visitor make the most of his or her visit. Our offerings included:

BUGLER (Olympic National Park); CHALLENGER (North Cascades National Park); FOCUS ON STEHEKIN (North Cascades National Park); HIKING TRAIL MAP (Mount St. Helens Silver Lake Visitor Center); PARTNERS AND FRIENDS NEWSLETTER (Nez Perce National Historical Park); ROSS LAKE MAP AND GUIDE (North Cascades National Park); WILDERNESS TRIP PLANNER (North Cascades National Park); SPALDING BROCHURE (Nez Perce National Historical Park); WHITE BIRD WALKING TOUR (Nez Perce National Historical Park); TAHOMA NEWS (Mount Rainier National Park); VOLCANIC VISTAS (Deschutes National Forest); VOLCANO REVIEW (Mount St. Helens National Volcanic Monument); WILDFLOWERS OF HEATHER MEADOWS (Mt. Baker-Snoqualmie National Forest); WINTER ACTIVITY GUIDE (Mt. Baker-Snoqualmie National Forest)

(most are available on our website at www.discovernw.org/freepublications)

OTHER NOTABLE EXPERIENCE-ENHANCING PROJECTS:

- Native American storytelling and music presentation at San Juan Island National Historical Park.
- Project WILD Salmon education trunk and classroom aquarium at Whitman Mission National Historic Site.
- A winter-long series of historical presentations at Klondike Gold Rush National Historical Site.
- A collection of animal skulls for a children's educational area at Mt. Shasta National Forest.



WASHINGTON COAST CLEANUP 2008 FROM WASHINGTON COASTSAVERS AT [HTTP://WWW.FLICKR.COM/PHOTOS/21720547@N04/](http://www.flickr.com/photos/21720547@N04/)

BUILDING STEWARDSHIP

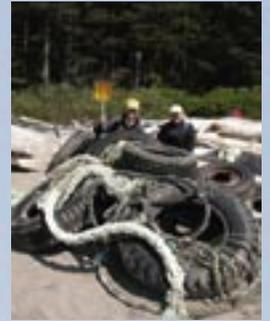
The ultimate aim of our mission is stewardship — for all Northwest residents to become actively involved in caring for our most treasured public lands so that they remain places of inspiration, education, and recreation for generations to come. To this end, we are coordinating more volunteer activities and events than ever before.

WASHINGTON COASTSAVERS

Generations ago, before the advent of global consumer culture, our coastal ecosystems managed themselves. Nowadays, people must come to the rescue. Tons of man-made debris constantly washes up on our Pacific shores. Plastic water bottles, fishing nets, old tires, and the toxins these items carry threaten our coastal birds, plants, and marine life. Marine debris also spoils the distinctive beauty of our beaches.

Because most of our coast is publicly owned, we see the problem of marine debris as an opportunity to get people involved in both stewarding public lands and saving the coastal environment. We therefore helped found the WASHINGTON CLEAN COAST ALLIANCE in partnership with the National Park Service, Olympic Coast National Marine Sanctuary, Washington State Parks and Recreation Commission, Surfrider Foundation, Grass Roots Garbage Gang, Sekiu-Clallam Bay Lions Club, and the Pacific Northwest Four Wheel Drive Association.

The goal of the Alliance is to develop Washington CoastSavers, an integrated, year-round program of organized cleanups, educational outreach efforts, and in-home conservation initiatives. So far, the program is off to a great start! The program website www.coastsavers.org launched in January, and the first Washington Coast Cleanup was a huge success: 1176 volunteers removed over 22 tons of marine debris. We look forward to getting even more debris off the coast in 2009 and spreading the word that the real solution to the problem of marine debris is for each one of us to put less waste into the environment to begin with.





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NORTHWEST PUBLIC LANDS WE FOCUS ON

CALIFORNIA

Lassen National Forest

Shasta Dam

Shasta-Trinity National Forest

IDAHO

Albeni Falls Dam

Clearwater National Forest

Nez Perce National Historical Park

MONTANA

Lewis and Clark National Forest

Lolo National Forest

OREGON

Bonneville Lock and Dam

Columbia River Gorge National Scenic Area

Deschutes National Forest

John Day Fossil Beds National Monument

Malheur National Forest

Mount Hood National Forest

Ochoco National Forest

Siskiyou National Forest

Siuslaw National Forest

Umpqua National Forest

Wallowa-Whitman National Forest

Willamette National Forest

WASHINGTON

Cedar River Watershed Education Center

Colville National Forest

Gifford Pinchot National Forest

Hiram M. Chittenden Locks

Klondike Gold Rush National Historical Park

Lake Roosevelt National Recreation Area

Mt. Baker-Snoqualmie National Forest

Mount Rainier National Park

North Cascades National Park Service Complex

Okanogan and Wenatchee National Forests

Olympic National Forest

Olympic National Park

San Juan Island National Historical Park

Whitman Mission National Historic Site

OUR COMMUNITY OF PARTNERS (JAN 2007 — AUG 2008)

City of Seattle
Clallam Bay/Seki Lions Club
Conservation Northwest
Grass Roots Garbage Gang
Mount St. Helens Institute
National Forest Foundation
NOAA National Marine Sanctuaries
Pacific Northwest Four Wheel Drive Association
Surfrider Foundation
US Army Corps of Engineers
US Bureau of Reclamation
US Forest Service
US National Park Service
Volunteers for Outdoor Washington
Washington State Parks and Recreation Commission
Weyerhaeuser

OUR COMMUNITY OF SUPPORTERS (JAN 2007 — AUG 2008)

Foundations — Miller Foundation, National Forest Foundation, National Park Foundation, Alaska Yukon Pioneers, Pendleton & Elizabeth Carey Foundation

Corporations — REI, Mt. Bachelor Ski Resort, Cruise West, Holland America Cruise Lines

Matching Gifts — Microsoft

Individual Donors

\$1,000+

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Mark Lester

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Sharon Klippert
Jennifer Lightbody
David Lindau
Heidi and Lawrence Lindberg
Donald E. Potter, MD
Sarah Walters
Burl and Norma Wilson
Jacqueline Woods

In-kind Contributions

CRMfusion, Inc.
Executive Service Corps of Washington
Randy Gerth
Google
Nancy Gordon
Keith Hastreiter
Paul Hodge
Roy E. Hughes
Legacy Leadership Institute
Geordie Pace
Robert Personius
SalesForce.com
Starbucks
Taproot Foundation
Wulff Photography



MOVING OUR MISSION: FINANCIALS

As a social-entrepreneurial organization, we generated approximately 94% of our own operating revenue for the year ended December 31, 2007. We earned these funds through our retail operations at over 130 outlets at public land areas across the Northwest. During 2007, we estimate that we sold educational books, maps, trail guides, and toys to more than 100,000 public lands visitors.

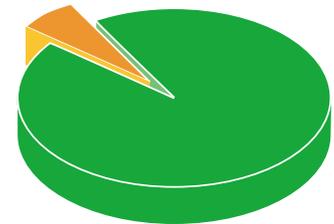
REVENUE AND EXPENSES FOR YEAR ENDED 12-31, 2007 *

REVENUE	AMOUNT	PERCENT
Earned Income		94%
Revenue from Merchandise Sales	\$ 2,638,560.00	
Cost of Merchandise	(1,421,975.00)	
Revenue from Pass Sales	1,833,000.00	
Cost of Passes	(1,604,444.00)	
Program Services	139,363.00	
Contributed		5%
Private Grants	12,000.00	
Individual Contributions	67,594.00	
In-kind Goods & Services	72,130.00	
Interest and Other Revenue	21,643.00	1%
TOTAL REVENUE	\$ 1,685,741.00	
OPERATING EXPENSES		
Programs*	1,378,092.00	78%
Management and General	391,317.00	22%
Fund Development	-	-
TOTAL OPERATING EXPENSES	\$ 1,769,409.00	
CHANGE IN NET ASSETS		
Net Assets Beginning of Year	1,561,225.00	
Net Assets End of Year	1,477,557.00	
CHANGE IN NET ASSETS	\$ (83,668.00)	

INCOME:

EARNED INCOME: 94%

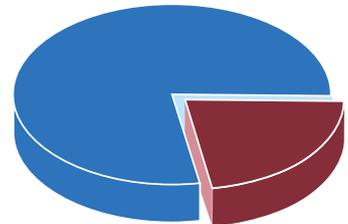
CONTRIBUTED & OTHER INCOME: 6%



EXPENSES:

PROGRAMS AND SERVICES: 78%

MANAGEMENT AND OPERATIONS: 22%



FIGURES BASED ON AUDITED FINANCIALS AND TAX FORMS PREPARED BY:

BANCROFT BUCKLEY JOHNSTON & SERRES LLP

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SEATTLE, WA 98101-1631

* PROGRAM EXPENSES REPORTED HERE REFLECT IRS GUIDELINES AND ARE EXPRESSED AS A PERCENTAGE OF TOTAL OPERATING EXPENSES, EXCLUDING THE COST OF GOODS SOLD. PROGRAM EXPENSES REPORTED ON THE WASHINGTON SECRETARY OF STATE WEBSITE [HTTP://WWW.SECSTATE.WA.GOV/CHARITIES](http://www.secstate.wa.gov/charities) APPEAR LOWER DUE TO THE STATE'S PRACTICE OF INCLUDING COST OF GOODS SOLD IN TOTAL OPERATING EXPENSES.



Northwest Interpretive Association is becoming...

DISCOVER YOUR NORTHWEST

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Seattle, Washington 98104

www.discovernw.org