

DISCOVER 2012

YOUR NORTHWEST
REPORT TO OUR COMMUNITIES

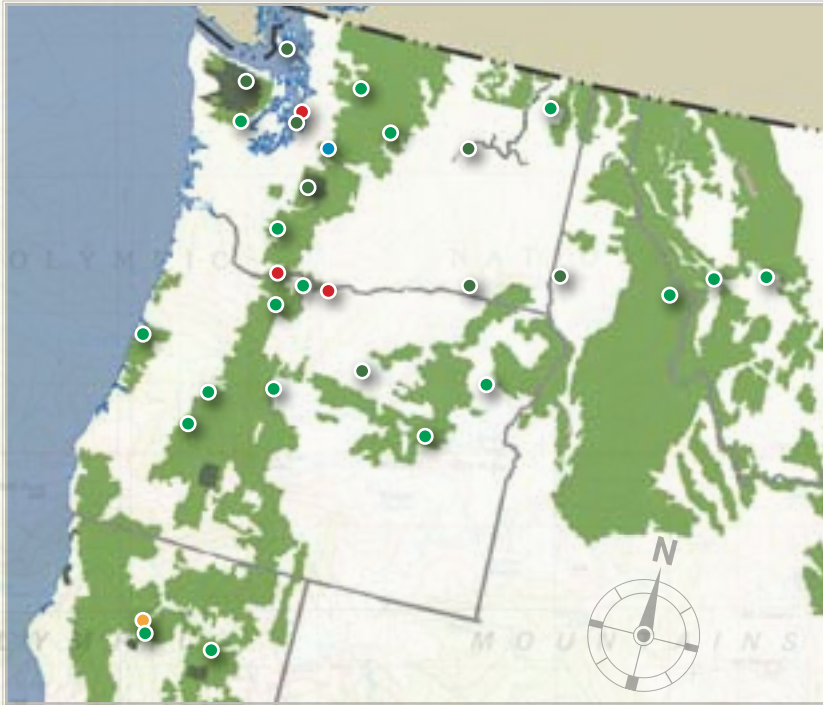




OUR MISSION:

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.

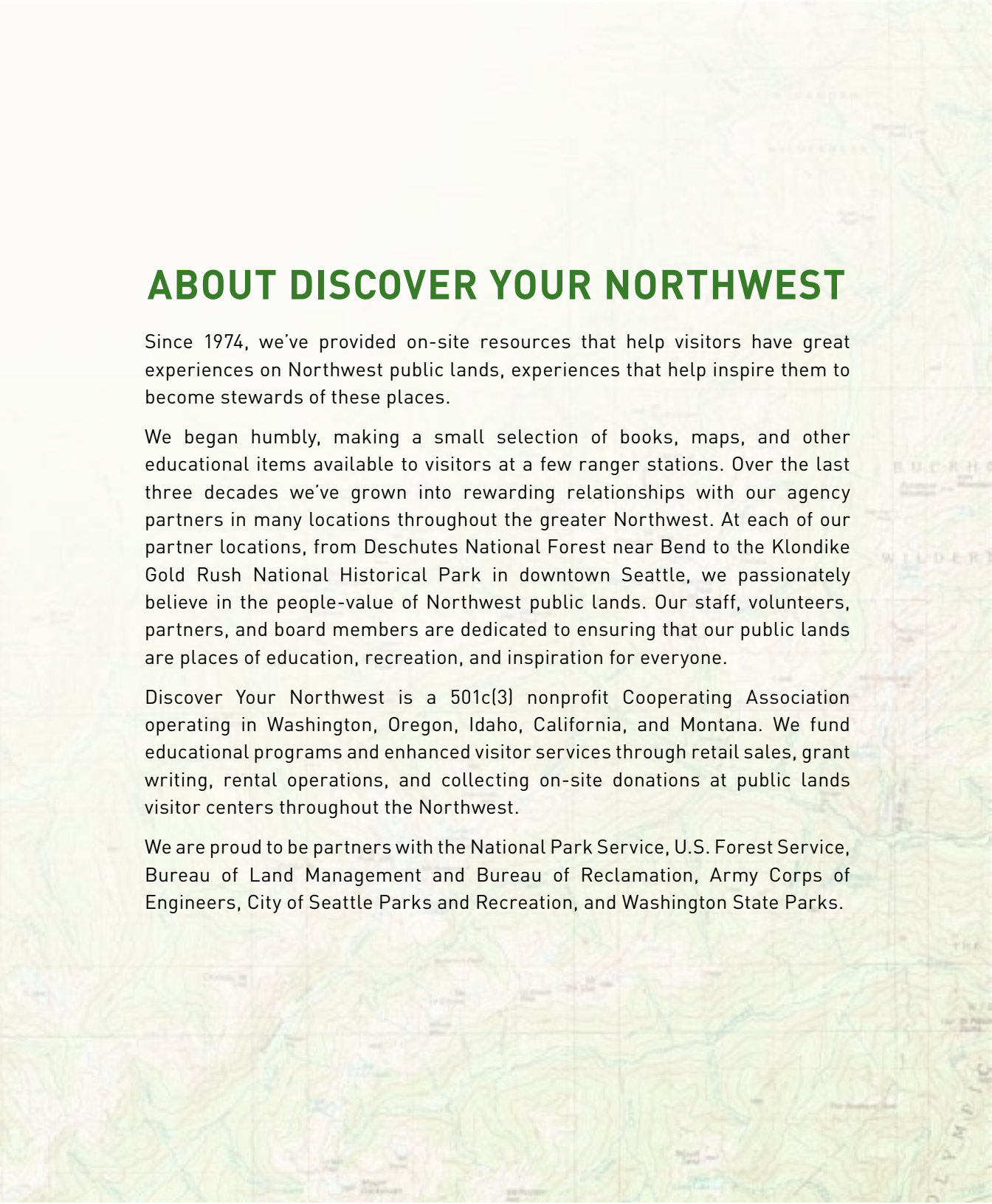




US Army Corps
of Engineers



WORKING WITH OUR PARTNERS ACROSS THE NORTHWEST

A detailed topographic map of a mountainous region in the Northwest, showing various peaks, valleys, and trails. The map is oriented with North at the top. The text is overlaid on the map, with the title in a large, bold, green font and the body text in a smaller, black font.

ABOUT DISCOVER YOUR NORTHWEST

Since 1974, we've provided on-site resources that help visitors have great experiences on Northwest public lands, experiences that help inspire them to become stewards of these places.

We began humbly, making a small selection of books, maps, and other educational items available to visitors at a few ranger stations. Over the last three decades we've grown into rewarding relationships with our agency partners in many locations throughout the greater Northwest. At each of our partner locations, from Deschutes National Forest near Bend to the Klondike Gold Rush National Historical Park in downtown Seattle, we passionately believe in the people-value of Northwest public lands. Our staff, volunteers, partners, and board members are dedicated to ensuring that our public lands are places of education, recreation, and inspiration for everyone.

Discover Your Northwest is a 501c(3) nonprofit Cooperating Association operating in Washington, Oregon, Idaho, California, and Montana. We fund educational programs and enhanced visitor services through retail sales, grant writing, rental operations, and collecting on-site donations at public lands visitor centers throughout the Northwest.

We are proud to be partners with the National Park Service, U.S. Forest Service, Bureau of Land Management and Bureau of Reclamation, Army Corps of Engineers, City of Seattle Parks and Recreation, and Washington State Parks.





Mount Adams and Flowers
courtesy: Jacob Fitzpatrick, [Flickr.com/photos/jakefitz/](https://www.flickr.com/photos/jakefitz/)

LETTER FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

Dear Friends,

The story of 2011 was one of dramatic turnaround for Discover Your Northwest. From a deficit of \$93,000 in 2010, we turned in a surplus of \$48,000—a turnaround of \$141,000. Some of this success was earned through hard choices—we had to reduce our staff and tighten up our operations—but much of this turnaround was created through the hard work of both DYNW staff and our public lands partners.

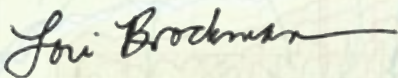
We are very excited by the creative ways DYNW and our partners are learning to leverage our assets to increase our joint impact for visitors to public lands. Many publications were created using our in-house design capabilities and production contacts. Parks and forests used our income from book sales to match grants. The Army Corps of Engineers even funded new plantings at the H.M. Chittenden Locks using our Garden Fund.

We are especially happy to be chosen as the Forest Service's lead partner to create a Children's Forest on the Deschutes National Forest. Olympic National Park also selected DYNW to be a key partner in their Celebrate Elwha! festival held in Port Angeles, WA. The confidence our partners have shown in DYNW during these difficult economic times has been gratifying.

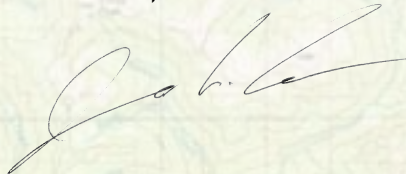
All across the Northwest, visitor experiences were enhanced and children's horizons were expanded through DYNW programs operating in partnership with our public lands agencies.

Thank you again for your support of Discover Your Northwest.

Lori Brockman, Board Chair



Jim Adams, Executive Director





Mt. Adams from Pacific Crest Trail courtesy: Heidi Walker, HiWalkerPhoto.com

REPORT TO OUR COMMUNITIES

Discover Your Northwest operates over 125 educational stores located on public lands across the Northwest. You'll find us offering a handful of guides and maps from a lone bookshelf in a secluded wilderness ranger station, and operating full-service bookstores in Olympic and Mount Rainier National Parks. At all of our locations we offer high-quality educational merchandise to visitors and provide products that help them learn more about the special places they visit. Through our retail activities we are able to generate revenue and make resources directly available to fund enhanced visitor services on public lands. These services include providing stewardship opportunities, community engagement, educational and interpretive programs, special projects and publications, and direct support to our partners.

Providing resources and services are the things we get excited about doing. The following pages show a few recent highlights of our activities.



COMMUNITY ENGAGEMENT AND STEWARDSHIP

Washington CoastSavers

www.coastsavers.org

Every year, marine debris washes up on the shores of Washington's coast posing a hazard not only to humans, but to marine mammals, birds, and other wildlife that inhabit coastal areas.



In partnership with a coalition of local nonprofits, public agencies, corporations, and community groups Discover Your Northwest helped found the Washington Clean Coast Alliance in 2007. With the support of this coalition, we've organized the Washington Coast Cleanup coinciding with Earth Day for the past 4 years.

Through encouraging people to join us in removing marine debris from our coasts, we find that this direct involvement inspires participants to not only care for the coast, but to make a difference through decisions they make at home and at work every day. In 2011, nearly 1200 volunteers removed over 23 tons of marine debris and helped us make Washington coasts a cleaner, safer, and healthier place.



We thank our volunteers and partners for their ongoing efforts and support keeping Washington's coast beautiful.

Washington Clean Coast Alliance:

AmeriCorps, City of Ocean Shores, Clean and Free Motorcycle Club, Discover Your Northwest, Friends of Olympic National Park, Girl Scouts, Grassroots Garbage Gang, Grays Harbor County, Hoh Tribe, Kalaloch Lodge, Lions Clubs International, The Lost Resort at Lake Ozette, National Marine Sanctuaries Olympic Coast, National Park Service, National Parks Conservation Association, NOAA Marine Debris Program, North Pacific Coast Marine Resources Committee, Ocean Companies, Pacific Northwest Four Wheel Drive Association, Surfrider Foundation, Washington State Parks



Deschutes Children's Forest

deschuteschildrensforest.org

This spring, we secured funding with the U.S. Forest Service to support development of the Deschutes Children's Forest, one of nine new demonstration forest projects occurring across the country. In outdoor classrooms, children will be actively engaged to experience the outdoors, learn about nature, and develop lasting commitments to conservation and land stewardship. The Deschutes Children's Forest has been awarded the highest support level available and is the first of its kind in the Northwest.

Strategic planning is underway bringing partners and stakeholders together to realize the Deschutes Children's Forest. In the coming year, the project will culminate in a developed network of places and programs dedicated to providing children opportunities for learning, exploration, and healthy living on Central Oregon's public lands.



Mountain-to-Meadow Half Marathon and 5K FunRun

www.runlolopass.org

Summer 2011 brought another successful marathon to Lolo Pass on the Idaho-Montana border. Over 200 participants raced through forests of Engleman Spruce and White Pine while taking in dramatic views of the Bitterroot Mountains. Organized by staff and volunteers every year, the Mountain-to-Meadow Half Marathon and 5K Fun Run continues to become a more popular and enriching event. The run has been featured in running publications including the book *Great Races, Incredible Places: 100+ Fantastic Runs Around the World* by author and adventure runner Kimi Puntillo.

Funds raised by the event have supported the annual Travelers Rest Brigade interpretive programs, volunteer efforts, and purchased patrol snowmobiles for the Lolo Pass Visitor Center winter recreation programs.

Sponsors: Family of Banks, Great Harvest Bread Co., Harvest Foods, Hunter Bay Coffee, Lochsa Lodge, Lolo Dentistry, Lolo Hot Springs, REI, Runner's Edge, Sign Pro, Stitches Custom Embroidery





Elwha Dam Removal Celebration Events

September, 2011 was a pivotal month for the Elwha River Restoration Project, and a special time for the greater Olympic Peninsula community. The official ceremony marking the beginning of the largest dam removal in U.S. history took place on September 17th at the Elwha Dam removal site and was marked by simultaneous events in Port Angeles and Seattle. Numerous federal, state, and tribal dignitaries were in attendance at the event, adding their perspective and acknowledging the passion and hard work that the project embodies.

In Port Angeles, the community embraced the occasion through Celebrate Elwha!— a multi-day, multi-venue destination event. The ceremony and festival included tribal dances, displays of local art, musical performances, a two-day science symposium, and many educational activities held at locations throughout the Elwha River watershed.

Discover Your Northwest, with sponsorship from First Federal Savings Bank and others in the community, organized and presented the all day music and arts festival on Port Angeles City Pier to celebrate this historic milestone.

Sponsors: Aramark, Arts Northwest, First Federal Bank, Kongsgaard Goldman Foundation, Naturebridge, Peninsula College, Perkins Coie, SNR Denton, Student Conservation Association, Washington's National Park Fund

Partners: American Rivers, Arts Northwest, City of Port Angeles, City of Sequim, Clallam County, Elwha Klallam Tribe, ExploreOlympics.com, Expeditions NW Cruises, Holiday Inn Express, National Parks Conservation Association, Olympic National Park, Olympic Park Institute (NatureBridge), Olympic Peninsula Visitor Bureau, Port Angeles Downtown Association, Port Angeles Regional Chamber of Commerce, Port Angeles Police Department, 7 Cedars Casino and Resort, Sequim

Dungeness Valley Chamber of Commerce, The Mountaineers, USGS, VonStarkphotography.com

Participants: Bar 9, Barhop Brewing, Coastal Watershed Institute, Cock-a-doodle Doughnuts, Elwha Image Bank, Elwha Science Education Project, Feiro Marine Life Center, Huxley College of the Environment on the Peninsulas, Kokopelli Grill, North Olympic Peninsula Skills Center, North Olympic Salmon Coalition, Peaks Pub, Red Lion Hotel, Sabai Thai, Wine on the Waterfront

EDUCATION AND INTERPRETIVE PROGRAMS

From guided walks to special presentations, the financial aid we provide for our partners enables them to continue to provide high quality educational programs that enhance the visitor experience in these unique places. Highlights for 2011 include:

GeoCorps Interns at Mount Rainier National Park

The need for geoscience expertise in public lands is great. Geoscience is not often adequately addressed in education, research, resource management, and geological hazards mitigation on public lands. In the summer of 2011, Discover Your Northwest funded three GeoCorps interns for Mount Rainier National Park's Geoscientists in the Park program. The internships are paid, short-term positions with the principal goal of stimulating interest in careers in geoscience research and education. The Geological Society of America, through the GeoCorps program, strives to increase the number of geoscientists on-the-ground contributing to research and protection of geologic resources as well as developing education and outreach activities. GeoCorps project areas include geology, hydrology, paleontology, mapping and GIS, minerals, soils, glaciology, geo-hazards, karst, education, and interpretation.



Heather Meadows Guest Speakers

Donation funds helped support the summer Heather Meadows Guest Speaker programs at Mount Baker-Snoqualmie National Forest during the 2011 summer season. The speaker programs focus on the area's natural and cultural histories.



Blue Mountain Wildlife Raptor Program

At Whitman Mission National Historic Park, Blue Mountain Wildlife returned with their wild birds of prey educational program, which continues to increase public awareness of raptors and their role in the environment.

Forest Survival Courses on Umpqua National Forest

Funding provided first-aid kits for fifty 5th grade students and twelve high school counselors from three Cottage Grove rural area schools for a Forest Survival Course on the Umpqua



National Forest. The course serves to increase student's awareness of their environment and natural resources through onsite experiential lessons.

Washington School for the Blind Snowshoe Program

Partnering with Mountain Tracks Ski Shop, we were able to provide support to the Washington School for the Blind snowshoe interpretive program which includes an overnight trip and ski instruction.





photo courtesy John Day Fossil Beds National Monument

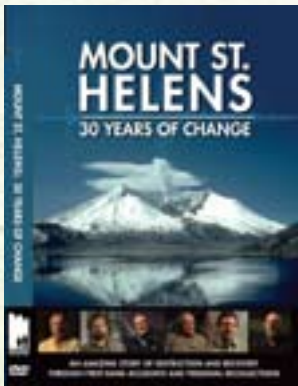
PARTNER SUPPORT: LEVERAGING OUR RESOURCES

A Carbon Neutral Operation

The latest addition to a green energy revolution taking place at John Day Fossil Beds National Monument is a Polaris EV LSV, an electric vehicle on loan for the Painted Hills operation. The vehicle is part of a larger effort for the park to make the Painted Hills Unit carbon neutral and energy self sufficient in housing, administration, and transportation. We were able to work closely with our partners at John Day Fossil Beds to contact Polaris, who offered its electric vehicle on loan. Taking a part in helping our partners realize a green, sustainable operation is one of several successes of 2011 that we hope will demonstrate to park visitors the importance of reducing the carbon footprint and promoting clean energy.

PUBLICATIONS AND PROJECT HIGHLIGHTS

Beyond the educational programs and projects we support, we bring value to our partners and the public by producing and developing site-specific publications, displays, and other interpretive mediums. Discover Your Northwest also funds printing a variety of free newspapers, maps, and other publications that help visitors discover and appreciate the areas they visit. These are a few examples of what we've recently produced in cooperation with our agency partners:

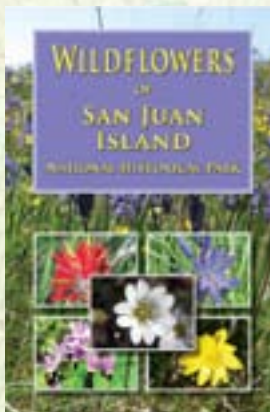
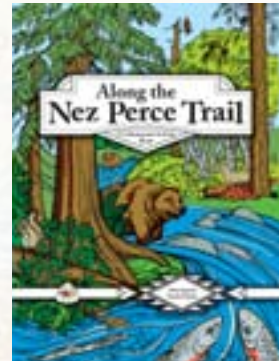


Mount St. Helens: 30 Years of Change

This APPL award winning production draws from eyewitness interviews, historic, and current footage of Mount St. Helens, and includes dramatic HD aerial scenes. The video explores what happened during the eruption, it's immediate aftermath, and shares the amazing changes that have occurred in the landscape. The DVD also includes extra bonus features such as a 2-day trip planner, Mount St. Helens by air, and expanded interview segments.

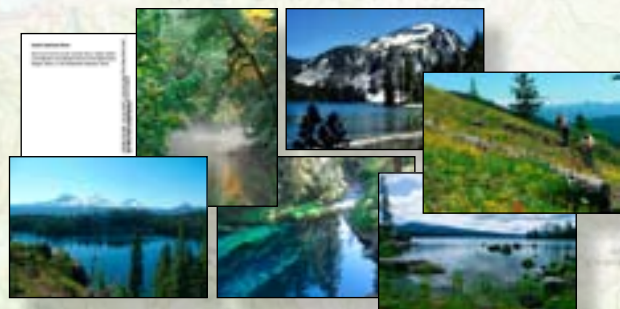
Along the Nez Perce Trail

Children's activity and coloring book explores the Nez Perce National Historic Trail and introduces young people to the natural world through the language and concepts of the Nimi'ipuu people.



Wildflowers of San Juan Island National Historical Park

Fold out brochure guide and visual reference to wildflowers found on San Juan Island NHP corresponding with ongoing meadow restoration programs.



Willamette National Forest Postcards

Set of 6 postcards highlighting popular locations in each district on the Willamette National Forest.

New Interpretive Signs at Newberry National Volcanic Monument

The trailside displays on the mile-long Trail of the Molten Lands needed updating to reflect current science and engage today's visitors to the monument. DYNW partnered with the Deschutes National Forest to develop, design, and deliver eleven interpretive panels set in strategic points along the Trail of the Molten Lands at Lava Lands Visitor Center. The illustrated panels tell the geologic story of the formation of Lava Butte and the surrounding area, and introduce visitors to the hardy ecology of the lava flow.



Lava Lands VC, Deschutes National Forest

US 97 Lava Butte - South Century Drive project. Develop, design, and deliver two panels presenting interpretive information to support the Wildlife Corridor project.



Celebrating the Siuslaw: A Century of Growth

Regional history of Siuslaw National Forest tracing the origins in the early 1900s and tracking its development into the 21st century.





Sunset Shi Shi Beach
courtesy: Heidi Walker, HiWalkerPhoto.com

MOVING OUR MISSION: FINANCIALS

As a social-entrepreneurial organization, we generated approximately 85% of our operating revenue for the year ended December 31, 2011. We earned these funds through our retail operations at over 125 sales locations on public land across the Northwest. During 2011, we estimate that we sold educational books, maps, trail guides, and toys to more than 100,000 public lands visitors.

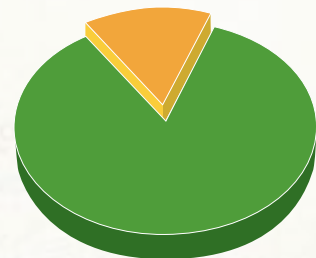
Revenue and Expenses For Year Ended December 31, 2011*

REVENUE	AMOUNT	PERCENT
Earned Income		85%
Revenue from Merchandise Sales	\$2,325,664.00	
Cost of Merchandise	(1,286,176.00)	
Revenue from Pass Sales	3,264,923.00	
Cost of Passes	(3,056,418.00)	
Program Services	105,875.00	
Contributed		14%
Private Grants	4,940.00	
Individual Contributions	112,391.00	
In-kind Goods & Services	104,934.00	
Interest and Other Revenue	12,551.00	1%
TOTAL REVENUE	\$1,588,683.00	

INCOME:

earned income: 85%

contributed & other income: 15%

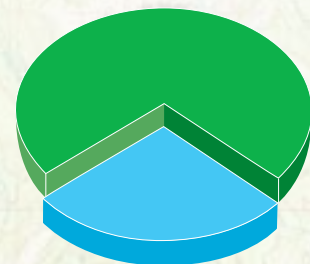


OPERATING EXPENSES		
Programs*	1,126,996.00	73%
Management and General	413,681.00	27%
Fund Development	-	-
TOTAL OPERATING EXPENSES	\$1,540,678.00	

EXPENSES:

programs and services: 73%

management and operations: 27%



CHANGE IN NET ASSETS

Net Assets Beginning of Year	1,269,047.00
Net Assets End of Year	1,317,052.00
CHANGE IN NET ASSETS	\$ 48,005.00

Figures based on preliminary financials, audit pending by:
Bancroft Buckley Johnston & Serres LLP
 1501 Fourth Avenue, Suite 2880
 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.sos.wa.gov/charities> appear lower due to the state's practice of including cost of goods sold in total operating expenses.



Fairy Wonderland, courtesy: Mike Potts, flickr.com/people/29798416@N08

OUR BOARD OF DIRECTORS

Lori Brockman, Chair; **Jim Caplan**, Vice Chair; **Mark Lester**, Secretary-Treasurer; **Jacqueline Cook**; **Cynthia Dunbar**; **Jeannette Holman**; **David Morris**; **Bob Valen**

OUR STAFF

Jim Adams—Executive Director; **Margaret Baker**—Site Manager, Olympic National Park; **Larry Berrin**—Site Manager, Deschutes National Forest; **Shirley Bottoms**—Site Manager, Willamette National Forest; **Paula Cline-Jones**—Site Manager, Siuslaw National Forest; **Mark Forbes**—Site Manager, Outdoor Recreation Information Center (ORIC); **Rochelle Fransen**—Site Manager, Olympic National Forest; **Molly Goodrich**—Site Manager, Wallowa-Whitman National Forest; **Suzanne Greninger**—Administrative Manager; **Sheryl Haase**—Site Manager, Gifford Pinchot National Forest & Mount St. Helens NVM; **Cliff Hare**—Inventory Manager; **Lori Herr**—Site Manager, Okanogan-Wenatchee National Forest & Mount Baker-Snoqualmie National Forest; **Jamie Hickson**—Accounting Specialist; **Lana Kidner**—Site Manager, Bonneville Lock and Dam & Columbia River Gorge; **Colleen Mathisen**—Site Manager, Lolo Pass Visitor Center, Clearwater National Forest; **Ben Nechanicky**—Technology and Creative Projects Manager; **Sherry Paul**—Site Manager, Mount Rainier National Park; **Michelle Richardson**—Site Manager, Mt. Hood National Forest; **Mary Lou Tiede**—Site Manager, Nez Perce National Historical Park; **Heidi Walker**—Accounts Payable Manager; **John Zuber**—Financial Manager

OUR AGENCY PARTNERS

Discover Your Northwest is a proud partner of public lands agencies located throughout the greater Northwest.

Bonneville Lock and Dam

Coordinator: Patrick Barry
U.S. Army Corps of Engineers
Interstate 84, Exit 40
Cascade Locks, OR 97014

Cedar River Watershed

Education Coordinator: Chris Holland
19901 Cedar Falls Road S.E.
North Bend, WA 98045

Clearwater National Forest

Coordinator: Buffie Cerutti
21200 Highway 12 West
Lolo, MT 59847

Columbia River Gorge National Scenic Area

Coordinator: Beth Kennedy
902 Wasco Ave, Suite 200
Hood River, OR 97031

Colville National Forest

Coordinator: Franklin A Pemberton
765 South Main Street
Colville, WA 99114

Deschutes National Forest

Coordinator: Amy Tinderholt
63095 Deschutes Market Road
Bend, OR 97701

Gifford Pinchot National Forest

Coordinator: Chris Strebeg
10600 NE 51st Circle
Vancouver, WA 98682

Hiram M. Chittenden Locks

Coordinator: Dru Butterfield
3015 NW 54th St.
Seattle, WA 98107

John Day Fossil Beds National Monument

Coordinator: Paul Ollig
32651 Highway 19
Kimberly, OR 97848

Klondike Gold Rush National Historical Park

Coordinator: Tim Karle
319 Second Avenue South
Seattle, WA 98104

Lake Roosevelt National Recreation Area

Coordinator: Tom Parry
1008 Crest Dr.
Coulee Dam, WA 99116

Lassen National Forest

Coordinator: Tamera Taylor
43225 Hwy. 299 E.
PO Box 220
Fall River Mills, CA 96028

Lewis & Clark National Forest

Coordinator: Nancy Denning
1101 15th ST No.
Great Falls, MT 59405

Mount Hood National Forest

Coordinator: Malcolm Hamilton
16400 Champion Way
Sandy, OR 97055

Mount Rainier National Park

Coordinator: Lee Taylor
55210 238th Ave. E.
Ashford, WA 98304

Mount St. Helens National Volcanic Monument

Coordinator: Kristine M. Cochrane-Bell
42218 NE Yale Bridge Rd.
Amboy, WA 98601

A detailed topographic map of the Pacific Northwest region, showing mountain ranges, rivers, and towns. The map is oriented with North at the top. The text of the document is overlaid on the map, with some text appearing over more prominent geographical features like the Cascade Range and the Willamette Valley.

Mt. Baker-Snoqualmie National Forest

Coordinator: Kelly Sprute
2930 Wetmore Ave, Suite 3A
Everett, WA 98201

Nez Perce National Historical Park

Coordinator: Terry O'Halloran
39063 Hwy. 95,
Lapwai, ID 83540

Ochoco National Forest

Coordinator: Virginia Gibbons
3160 N.E. 3rd Street
Prineville, OR 97754

Okanogan and Wenatchee National Forests

Coordinator: Doug Jenkins
10237 U.S. Hwy. 12
Naches, WA 98937

Olympic National Forest

Coordinator: Deborah Black
1835 Black Lake Blvd SW
Olympia, WA 98512

Olympic National Park

Coordinator: Kathy Steichen
3002 Mount Angeles Road
Port Angeles, WA 98362

San Juan Island National Historical Park

Coordinator: Mike Vouri
650 Mullis St. Suite 100
Friday Harbor, WA 98250

Shasta Dam

Coordinator: Debbie Miller
16349 Shasta Dam Boulevard
Shasta Lake, CA 96019

Shasta-Trinity National Forest

Coordinator: Don Lee
204 West Alma
Mt. Shasta, CA 96067

Siskiyou National Forest

Coordinator: Teresa Miller
29279 Ellensburg Avenue
Gold Beach, OR 97444

Siuslaw National Forest

Coordinator: David Thompson
3200 SW Jefferson Way
Corvallis, OR 97333

Umpqua National Forest

Coordinator: Cheryl Caplan
2900 NW Stewart Pkwy.
Roseburg, OR 97470

Walla-Whitman National Forest

Coordinator: Nancy Rudger
1550 Dewey Ave
PO Box 907
Baker City, OR 97814

Washington State Parks

Coordinator: Tom Oliva
1111 Israel Rd
Olympia, WA 98504

Whitman Mission National Historic Site

Coordinator: Roger Trick
328 Whitman Mission Road
Walla Walla, WA 99362

Willamette National Forest

Coordinator: Shirley Bottoms
46375 Hwy. 58
Westfir, OR 97492





Mt. St. Helens - 30 Years Later
courtesy: John Zaleski, [flickr.com/project_dreamland](https://www.flickr.com/photos/project_dreamland/)



NATIONAL

PARK

MOUNTAINS

JEFFERSON CO

Cover artwork created includes elements from *Cascade Pass* by dphershman. Unless credited otherwise, interior inset photographs courtesy of Deschutes NF Sisters Ranger District, High Desert Museum, Upper Deschutes Watershed Council, Washington CoastSavers, John Bridge (CoastSavers), Photo by Paul (CoastSavers), Deschutes NF Crescent Ranger District, HiWalker Photo (Run Lolo Pass), Washington School for the Blind. All other interior photos by Discover Your Northwest staff and volunteers.

Discover Your Northwest
164 S Jackson Street, Seattle WA 98104
discovernw.org

