



Rocky Mountain State Park Executives Conference

May 12 - 15, 2014



Hosted by
Idaho Department of Parks and Recreation

Coeur d'Alene Inn, Coeur d'Alene, Idaho

AGENDA

May 12, Monday

- 9:30 am–4:00 pm **Tour: Historic Silver Valley Resource, Remediation and Recreation** (see Pre/Post Conference Activities Summary)
- 3:00 pm–9:00 pm **Conference Registration**
- 6:00 pm–9:00 pm **WELCOME TO IDAHO!** Scenic Lake Coeur d’Alene Cruise, Coeur d’Alene Resort in downtown Coeur d’Alene, shuttle buses provided (see Pre/Post Conference Activities Summary)
- 9:00 pm–Midnight **Hospitality Suite**

May 13, Tuesday

- Breakfast on your own:** CdA Inn provides a free, Full Breakfast Buffet for those staying onsite
- 7:00 am–10:00 am **Conference Registration**
- 8:00 am–8:30 am **Opening Ceremonies:** Nancy Merrill, Director, Idaho Department of Parks and Recreation. RMSPEC Staff
- 8:30 am–9:45 am **Keynote Speaker:** Don Aslett – *“Everything I Needed to Know About Business I Learned in a Barnyard”* and *“How I Swept My Way to the Top”* and other insightful information from Idaho’s own **Janitor Extraordinaire, a.k.a. Duke of the Dustpan, King of the Toilet Ring, Minstrel of the Mop, and Billy Graham of the Pine Sol® Set!**
- 9:45 am–10:15 am **Exhibitor Break**
- 10:15 am–11:15 am **IDPR’s Marketing Program:** Jennifer Okerlund, Communication Program Manager, Idaho Department of Parks and Recreation
- 11:15 am–11:30 am **Load Buses for Round Lake State Park Tour**
Box Lunches provided

12:30 pm–2:30 pm	Tour Round Lake State Park, Sagle, Idaho
2:30 pm	Load Buses for Farragut State Park Tour
3:00 pm–6:00 pm	Tour Farragut State Park, Bayview, Idaho
6:00 pm–8:00 pm	Dinner: Farragut State Park, Sunrise Shelters
8:00 pm–8:15 pm	Load Buses to return to Coeur d’Alene Inn
8:15 pm–Midnight	Hospitality Suite

May 14, Wednesday

Breakfast on your own: CdA Inn provides a free, Full Breakfast Buffet for those staying onsite

8:00 am–9:15 am	Public-Private Partnerships for Park Operations: Warren Myer, Owner and President, Recreation Resources Management
9:15 am–9:45 am	Exhibitor Break
9:45 am–11:15 am	Economic Impact Studies—Wyoming and Montana Experiences: Darin J. Westby, P.E., Chief of Field Support, Wyoming State Parks, Historic Sites & Trails and Bill Westerfield, Chief of Operations, Wyoming State Parks Historic Sites & Trails; and Roger Semler, Assistant Administrator of Operations, Montana State Parks
11:15 am–11:30 am	Load Buses for Trail of the Coeur d’Alenes Tour Box Lunches provided
12:30 pm–2:30 pm	Tour Trail of the Coeur d’Alenes, Kellogg, Idaho
2:30 pm–2:45 pm	Load Buses for Coeur d’Alene’s Old Mission State Park Tour
3:00 pm–6:00 pm	Tour Coeur d’Alene’s Old Mission State Park
6:00 pm–8:00 pm	Dinner: Coeur d’Alene’s Old Mission State Park
8:00 pm–8:15 pm	Load Buses to return to Coeur d’Alene Inn
8:15 pm–Midnight	Hospitality Suite

May 15, Thursday

- Breakfast on your own:** CdA Inn provides a free, Full Breakfast Buffet for those staying onsite
- 8:00 am–9:15 am **Community Studies: Who is Not Visiting Your Site? and How Can You Attract a More Diverse Population?** Dr. Lena Le, Director, Washington State University Social and Economic Science Research Center and Nancy Holmes, Researcher, University of Idaho Park Studies Unit
- 9:15 am–9:45 am **Exhibitor Break**
- 9:45 am–11:15 am **Social Value Mapping: Do People Value Certain Places Within Your Site More Than Others? and Do These Perceived Values Match Your Management Objectives?** Matthew Strawn, Data Manager and Study Director, Washington State University Social and Economic Sciences Research Center and Philip Cook
- 11:15 am–11:30 am **Load Buses for Heyburn State Park Tour**
Box Lunches provided
- 12:45 pm–4:00 pm **Tour Heyburn State park, Plummer, Idaho**
- 4:00 pm–5:00 pm **Load Buses** to return to Coeur d’Alene Inn
- 6:00 pm–8:30 pm **RMSPEC 2014 Banquet**, Coeur d’Alene Inn, Dinner Served at 6:30 pm, No-Host Bar
- 8:30 pm–Midnight **Hospitality Suite**

May 16, Friday

- 8:30 am–5:00 pm **Fly Fishing Adventure:** Idaho Fish and Game sponsored trip on one of Idaho’s blue ribbon fly fishing streams (see Pre/Post Conference Activities Summary)
- 10:00 am–2:00 pm **CXT Factory Tour and Lunch:** tour the facility to learn about how their concrete buildings are made and the options available (see Pre/Post Conference Activities Summary)

SPEAKER BIOGRAPHIES

Don Aslett was born and raised an Idaho farm boy, with the good fortune of ethical hard working progenitors and an entrepreneurial outlook that led him to start his own cleaning business as a freshman at Idaho State University. It was built into a successful operation that he continued in fulltime even after graduation.

He expanded to professional consulting and speaking, publishing 40 books, and adding retail and mail order sales. He continued in leadership roles in church, Scouts, community, real estate, and building ownership—all for the cause to “clean up” the world.

He has been married 50 years to his wife Barbara and has six children and 18 grandchildren with 2 great grandchildren. He resides in McCammon, Idaho and Kauai, Hawaii.



Nancy Merrill was hired to serve as Director for Idaho State Parks and Recreation in October 2009. Her public service began in 1995 and continued until 2008 when she finished her tenure as Mayor for the City of Eagle guiding the growth of a city from a population of 2,000 to 26,000.

Nancy served on a number of statewide and regional boards including President for the Association of Idaho Cities, President Treasure Valley Partnership, a consortium of 8 Mayors and 3 County Commissioners from three counties, Executive Board of Directors for the Regional Planning Organization, Western Regional Community Policing Assessment Team, and Fourth District Magistrate Commission.

As Mayor for the City of Eagle, Nancy supervised the funding and completion of 5 major city parks and numerous pathways and trails. She negotiated with the BLM to lease/purchase 2000 acres for the purpose of public recreation and successfully completed a comprehensive plan for 47,000 acres in the north Eagle foothills.

Nancy and her husband Galan have been married for 43 years, raising their 4 children and 13 grandchildren in the Treasure Valley. They enjoy spending their time with their family in the beautiful parks of Idaho.



Jennifer Okerlund is originally from Cut N' Shoot, Texas, Jennifer moved to Idaho with her parents in the late 80's, where her father, David Okerlund became a landscape architect and state park planner for Idaho. David served the department for over a decade and Jennifer became part of the IDPR family at a young age.

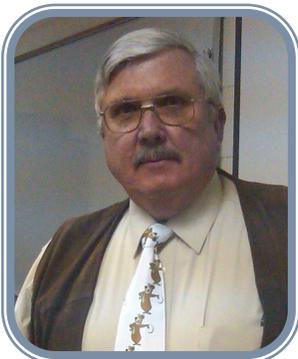
After completing her studies at Boise State University in Mass Communication / Journalism, Jennifer worked for a Public Relations firm in Boise and began her career with the Idaho Department of Parks and Recreation in 2002. She currently serves as the agency's Communication's Manager and Public Information Officer, Senior, responsible for marketing, advertising and public relations.

Special projects of note: Idaho's State Park Marketing Plan Program, The Idaho State Parks Passport, Be Outside: Idaho Children in Nature, and Stay on Trails!



Warren Meyer is owner and president of Recreation Resource Management (RRM), a private operator of approximately 150 public parks, campgrounds, and recreation facilities in 11 states. Prior to RRM, Warren held a series of senior marketing and planning roles at AlliedSignal, Honeywell, and Emerson Electric. He also ran several Internet companies during the Internet boom.

Warren has an MBA from the Harvard Business School and a mechanical engineering degree from Princeton University. In his spare time he is a writer and has a weekly column at Forbes.com as well as three different blogs, including his original Coyoteblog.com which is over eight years old. He is a frequent speaker on climate change topics and has produced several books on the exaggerations in claims of man-made global warming. He has written a novel called "BMOC" and has a second book in the works.



Bill Westerfield is the Chief of Operations and Chief Ranger for the Wyoming State Parks, Historic Sites and Trails. His career has included service with the U.S. Navy Seabees retiring as a Chief Petty Officer, four years as a deputy sheriff in Laramie County, Wyoming, 15 years as a Wyoming Highway Patrol Officer, retiring as the training sergeant in 1999, and 15 years as the Chief Ranger at Wyoming State Parks. He is a Certified Public Manager. He has been married to his wife, Ruth, for 45 years. They have three sons, William, James, and Brian. Bill is a member of and past chairman of the Wyoming Public Safety Communication Commission and the Vice President of the Park

Law Enforcement Association.



Darin Westby, P.E. is the Chief of Field Support for the Wyoming State Parks, Historic Sites and Trails (SPHS&T). Darin has a degree in Mechanical Engineering, a professional engineering license in Civil Engineering and is a Certified Public Manager. He was the Engineering Manager prior to taking the Chief position in 2012. Darin was partner in a local A&E firm prior to making the move to SPHS&T thirteen years ago. He has been married to his wife, Misha, for 22 years and has three wonderful kids, Amanda, Colton & Brennan.

Darin serves on many volunteer boards in his community (Chamber of Commerce, Joint Powers Board, Cheyenne Frontier Days (CFD) Board of Directors, Military Affairs Committee, Old West Museum Hall of Fame Board, CFD Scholarship Foundation Board, CFD Crisis Fund Board, Wyoming Brewers Festival Board). Currently, he sits in his second year of a three year term as the General Chairman (Chief Operating Officer) for the CFD Rodeo and Western Festival. He is a 21 year CFD veteran that oversees 11 volunteer committees that work in unison to produce the “Daddy of ‘em All.”

Roger Semler, Assistant Administrator of Operations, Montana State Parks



Dr. Lena Le is Director of the Social and Economic Science Research Center at Washington State University. She was the Director of the Park Studies Unit at the University of Idaho. With an MBA from Boise State University, an MS in statistics from the University of Idaho and a PhD in Natural Resources from the University of Idaho, Dr. Le has a thorough understanding and a wealth of practical experience with the types of issues faced by recreation land managers. She has extensive experience in survey sampling and design, has conducted visitor surveys and community studies, and designed attendance-tracking programs for land management agencies at county, state, and national levels.



Nancy Holmes, a researcher at the University of Idaho Park Studies Unit, specializes in visitor surveys and qualitative studies in communities adjacent to recreation areas, helping managers to answer questions about those who do and don't visit public lands, and why. She earned a BS degree from the University of Michigan's School of Natural Resources, and an MS from the University of Idaho's College of Natural Resources Department of Conservation Social Science. Nancy's 13 years with the National Park Service afforded a practical understanding of park visitors and park management issues.



Matthew Strawn is a Data Manager and Study Director at Washington State University's Social and Economic Sciences Research Center (SESRC). He holds a Master of Science degree in industrial and organizational psychology. Prior to working at the SESRC, he was the Database Analyst at the University of Idaho's Park Studies Unit. Matt has worked on a variety of projects specializing in issues such as survey design, database development, and data processing and analysis. He has been instrumental in integrating geographic information systems (GIS) with visitor survey data to identify locations within public lands that are valued by recreational users.



Philip Cook is a Research Support Scientist with the College of Natural Resources at the University of Idaho. He works for both the Park Studies Unit and the Policy Analysis Group. His work for the Park Studies Unit includes economic impact analyses of park visitor spending, as well as social values mapping. For the Policy Analysis Group, his work focuses on natural resource issues facing the state of Idaho. Before coming to Idaho 19 years ago, Philip's work experience included time at Kansas State University, the National Wildlife Federation, and the U.S. Forest Service. Philip holds a B.S. in Natural Resources from the University of the South in Sewanee, Tennessee, and an M.S. in Forest Economics and Management from Virginia Tech in Blacksburg.

IDAHO STATE PARK TOURS

Round Lake State Park



Named after a glacially carved, circular body of water that is the foundation for its name, Round Lake State Park is a smaller, 142-acre park that makes up for its size with its myriad of quality outdoor opportunities. In 1955, the Idaho Department of Lands purchased the first 40-acres. When the Idaho Department of Parks and Recreation formed as an agency in 1965, it took over operation expanding the park to its current size. The current Visitor Center was built in 1926 and is a holdover from its early history when the Smother's family homesteaded here.



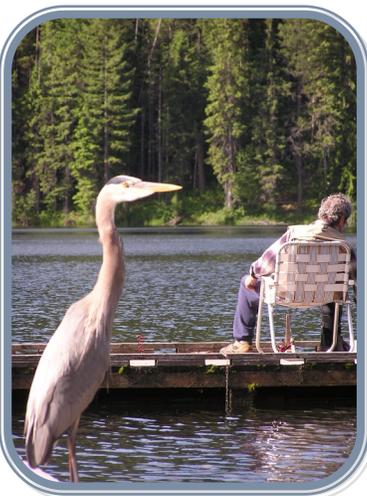
What draws folks to the park today? Recreation and nature are truly at a crossroads at this hidden gem deep in the woods of the Selkirk Mountains. To begin with, there are 51 campsites and all the amenities to make for a comfortable stay while away from home. Round Lake is designated as a "Family Friendly Fishing Waters" by Idaho Fish and Game providing great year-round fishing

opportunities. Add to that canoe, paddleboard, and paddleboat rentals coupled with a rare lake to visit where gasoline motors are not allowed, and you have the makeup for a simple, rewarding place to interact with the wild surroundings.

Managing a small park with high use results in many challenges. The ability to hire volunteers and seasonal staff are hampered by a lack of housing as well as an inability to provide camp host site sewer hookups. Another



test involves the limits of our campground - the roads are tight and the sites are small (24' is the maximum size RV) - indicative of a by-gone age. Parking is a problem for most of the summer - especially on the weekends. The majority of campers in summer are out of state - actually, out of country, or Canadian, heh. They come to enjoy the many opportunities our area offers - not to mention "Silverwood". Defined living pads, additional group shelters, camper cabins, expanded trails, and disc golf opportunities are all being looked at as potential improvements as long as they can be managed and maintained properly.



Farragut State Park



The creation of Farragut State Park is an unintended result of a compact between Adolf Hitler and the Japanese Emperor Hirohito. The intent to invade the United States and divide its land between them led to the attack on Pearl Harbor in 1941. The U.S. response to this attack included the building of the Farragut Naval Training Station inland, and the training of 293,381 sailors who served in World

War II. Up for a little trivia? The Museum at the Brig provides answers to questions such as, "What was Idaho's largest city in 1944?" The museum houses the world's largest collection of United States Farragut Naval Training Station (1942-1946) memorabilia. As for the answer to the question, it was Farragut, Idaho, with a population of 60,000.



Farragut encompasses 3,929 acres, a portion owned by Idaho Fish and Game (IDFG), and operated jointly as a state park with IDFG through an MOU. Because of its size and variety of available activities, Farragut has hosted many large

gatherings. These included the National Girl Scout Roundup in 1965, the World Boy Scout Jamboree (the only one ever held in the U.S.) in 1967, and the National Boy Scout Jamborees of 1969 and 1973.

Camping? Farragut State Park offers 226 individual campsites, 10 camping cabins, 7 group camps, and multiple large group use areas including an outdoor amphitheater. From the Willow Day Use Area you will have great views of Bernard

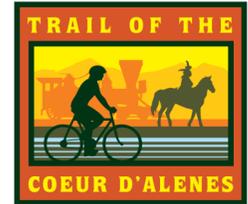
Peak across Idaho's largest lake, Lake Pend Oreille. Use the view scope to see if you can find one of the mountain goats that live on this peak.



Play disc golf? Farragut has three professional level 18-hole disc golf courses and The Little Black Bear, a family friendly 9-hole short course. The area's largest selection of golf discs can be found at the Farragut Gift Shop.

Today, balancing the recreational use of the park while maintaining the diverse biological community is a challenge as budget resources have been reduced. To meet these demands creativity is required as resource actions are being taken to return and maintain historical conditions of the land, and continuing improvements are made for recreationalists as use grows.

Trail of the Coeur d'Alenes



The 73-mile long Trail of the Coeur d'Alenes (TOC) spans the North Idaho Panhandle reaching from Plummer to Mullan, Idaho. This non-motorized paved asphalt trail system meanders through mountainous terrain, following

the banks of the Coeur d'Alene (CdA) River through a series of chain lakes to the shore of Lake CdA and over the Chatcolet Bridge before it climbs the Palouse prairie. Many opportunities are available with 19 trailheads and 18 rest areas located along the TOC coupled with 13 towns/cities, Heyburn State Park and the CdA Indian Reservation. The natural breath-taking beauty and abundance of wildlife create many scenic views and vistas.



The TOC lies within and follows the course of the former Union Pacific Railroad (UPRR) right-of-way (ROW). To remedy environmental problems, the UPRR, US Government, State of Idaho and CdA Tribe partnered to create the TOC removing sections of mining-related hazardous substances, and adding engineered

barriers and other protective features creating one of the longest trails of its kind in the US. The TOC serves to protect public health and the environment, provide visitors and residents with recreation opportunities, and benefit local communities along its route and surrounding areas while revitalizing the culture, history and economic vitality of adversely impacted communities. The yearly economic impact of the TOC to the Silver Valley alone is estimated at \$19 million.



IDPR manages 56 miles, the CdA Tribe manages 15 miles, and together manage 2 miles through Heyburn State Park. These TOC managers along with their partners (UPRR, ID Dept. of Environmental Quality, EPA, and ID Panhandle Health District) face challenges associated with high water events and natural disasters. The many bridges along the TOC, protective barriers and trail features require constant monitoring.

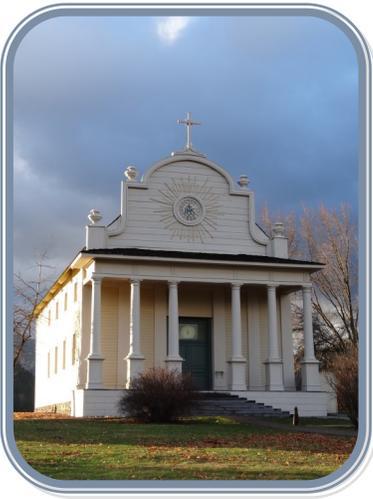
In 2010 the TOC was inducted into the Rails-to-Trails Conservancy Hall of Fame, being named as one of their top 25 trails in the US. Nearly 100,000 users enjoy the TOC annually.

Key management strategies include: 1) Providing unified management and seamless operation ; 2) Creating/establishing cooperative partnerships for TOC both the users and local communities; 3) Maintaining barriers and managing protective features to protect public health and the environment, conserve open space, plants and wildlife; and 4) Promoting important historic and cultural values.



Coeur d'Alene's Old Mission State Park

Cataldo Mission stands serenely as a living landmark on a hilltop 24 miles east of Coeur d'Alene (CdA) along I-90. The Mission is unique in its architecture and romantic in its history, beckoning to all who pass. Constructed in 1850-53 by members of the CdA Tribe and Catholic Missionaries, the church is Idaho's oldest standing building and focal point of CdA's Old Mission State Park.



The Mission's architecture style and construction are amazing, as is the thought that workers had the simplest of tools to create the scenic wonder. Most of the work was completed with rope and pulleys, a broad-axe, an auger, a pen knife and an improvised whipsaw. Willow saplings were fastened to uprights, woven with grass, and plastered with mud and clay to form walls. The hard working tribe members and priests formed a part of Idaho history that is found in no other Idaho location, building a Mission, Parish House, other buildings and a village that supported the



Tribe, priests and other travelers, which were used in many diverse ways and by different cultures.

The Mission has been many different things for many different people and will always have a place in history. The permanent exhibition of *Sacred Encounters: Father DeSmet and the Indians of the Rocky Mountain West* is located at the Visitor Center which tells the story

of the "Blackrobes" and CdA Tribe. This Smithsonian quality display unfolds in nine dramatic scenes, augmented by video and music. The centerpiece of the exhibition is a dream-like re-creation of the first Sacred Heart Mission built in 1842.



The exhibit documents the coming together of two very different, yet similar cultures.

CdA's Old Mission State Park's natural beauty and historic

significance combine to make the site a perfect setting for weddings, celebrations and special events that connect the present generation with the past including the annual pilgrimage of the CdA Tribe to the Mission to commemorate the Feast of the Assumption with outdoor Mass and celebration.

Cataldo Mission is on the National Register of Historic Places and the park was the first Idaho State Bicentennial Park. Challenges come from the care and upkeep of historic buildings while providing access to park visitors.



Heyburn State Park



Heyburn State Park is the oldest state park in the Pacific Northwest. Created in 1908, it is comprised of approximately 5,700 acres of land and 2,300 acres of water. Natural and Cultural history is plentiful at Heyburn. Before it was a park the general area was a gathering place for the Coeur

d'Alene Indian tribe. In the 1930's the park was a Civilian Conservation Corps (CCC) camp and those hardworking crews built many of the park's buildings, campgrounds, and day use areas.



Today the park provides countless recreational activities. Facilities include two marinas, five day use areas, three campgrounds, and over twenty miles of hiking, mountain biking, and horse trails. Most of our visitors come to fish, boat, camp, hike, bike, and view wildlife. The paved 73 mile long Trail of the Coeur d'Alene's runs through the park and

draws bikers from all over the world. Wildlife enthusiasts can enjoy a wide variety of birds and waterfowl, as well as deer, elk, moose, turkey, beaver, otter, and muskrat.

Some of the challenges and complexities that park staff face are the operation and maintenance of two marinas with over 230 moorage customers, the administration and oversight of 167 privately leased cottage/float home sites, the operation of a municipal wastewater collection and treatment facility, implementing ponderosa pine forest restoration efforts, the protection of numerous

cultural and historical resources, and managing the many entrances to the park that are spread out over its entire length.



PRE/POST CONFERENCE ACTIVITIES

May 12, Monday

Historic Silver Valley Resource, Remediation and Recreation Tour

Join us for a tour of the historic Silver Valley - Silver Capital of the World.

View resource use changes from historic mining practices through remediation of Super Fund site to the creation of amazing recreation opportunities. We'll start in Wallace near the Center of the Universe, tour a silver mine, local museums, visit remediated resource sites near Kellogg and end up on the Trail of the Coeur d'Alenes Recreational Trailway.

When: 9:30 am - Returns: 4:00 pm

Tour maximum: First 55 to sign up

Food: Lunch included.

Cost: \$30 covers lunch, transportation, and museum fees

Lake Coeur d'Alene Cruise

Kick off your visit to North Idaho with a memorable cruise out on beautiful Lake Coeur d'Alene - one of America's most scenic places. Take this opportunity to mingle for the first time with conference attendees while enjoying mountain views, an osprey or eagle fishing its abundant waters, and the gorgeous coves and crannies that anchor off this special place we call home.

When: 7 pm to 9 pm, Boarding starts at 6 pm

Group maximum: First 160 to sign up

Transportation: Shuttle buses provided

Food: Eat dinner prior on your own. No host bar

Cost: Included in Conference Registration

<http://www.cdaresort.com/discover/activities/cruises>

May 16, Friday

CXT Factory Tour and Lunch - Spokane Valley

Wrap up your stay by taking a 1 hour tour and lunch from an industry leader in vault toilet sanitation services at the CXT Factory in Spokane Valley, approximately 30- 45 minutes West of Coeur d'Alene and on the way to the airport.

When: Vans depart CDA Inn: 10 am - Return to CDA Inn by 2 pm

Group maximum: First **50** to sign up

Transportation: First **25** to sign-up for shuttle to/from CDA Inn. Additional 25 allowed if choose to drive on your own (e.g. on way to airport)

Food: Lunch provided by CXT for those signed up

Cost: Sponsored by CXT

<http://www.cxtinc.com/>

All Day Fly Fishing Adventure

Join our Idaho Fish and Game partners and hosts on one of their five boats on a can't-miss adventure to one of Idaho's blue ribbon fly fishing streams - to be determined based on best opportunities with spring runoff - either the St. Joe, Coeur d'Alene, Kootenai, or Moyie Rivers.

When: Early departure from CDA Inn - to be determined

Group Maximum: First **9** to sign up

Transportation: Provided

Fishing equipment: Bring your own, if needed let us know. You need an Idaho fishing license.

Food: Bring your own lunch, snacks, and appropriate outdoor clothing.

Cost: Sponsored by Idaho Fish and Game

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- TRAIL OF THE COEUR D'ALENES COEUR D'ALENES NATIONAL MONUMENT STATE PARK
- HEYBURN STATE PARK
- EMERALD STATE PARK
- DWORSHAK STATE PARK
- HELLS GATE STATE PARK
- WINCHESTER LAKE State Park

- PONDEROSA STATE PARK
- LAKE CASCADE STATE PARK

- EAGLE ISLAND STATE PARK
- LUCKY PEAK STATE PARK

- THREE ISLAND CROSSING STATE PARK

- BRUNEL DUNES STATE PARK

- STATE THOUSAND SPRINGS PARK

- LAND OF THE VANHEUSEN STATE PARK

- LAKE WALLCOTT STATE PARK
- MASSACRE ROCKS State Park

- CASTLE ROCKS STATE PARK
- CITY OF ROCKS NATIONAL RESERVE

- HENRYS LAKE STATE PARK
- FRANKLIN STATE PARK
- ASHTON-TETONIA TRAIL

- BEAR LAKE State Park

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