WILDERNESS RISK MANAGEMENT CONFERENCE
PRACTICAL SOLUTIONS FOR CHALLENGING ISSUES

2011 CONFERENCE PROGRAM

BOSTON, MASSACHUSETTS, OCTOBER 5-7
Welcome to the 2011 Wilderness Risk Management Conference

The WRMC balances new and evolving topics with the fundamentals to ensure that you get the most out of your WRMC experience. Follow along one track or mix and match to meet your specific needs.

The next few pages have information about schedule times, workshop descriptions, speakers, exhibitors/sponsors, and where to find good food and exercise.

If you have any questions or need any support during the conference please look for our staff in black vests and a nametag that says “Ask Me”. Our staff office is located in the Garfield room on the ground floor.

We hope your program benefits from your experience at the WRMC, and we hope you have a great time!

Sincerely,

Liz Tuohy
WRMC Steering Committee Chair

Important Information

Eden Vale Ballroom—The Heart of the WRMC

From the opening event to closing remarks you will want to spend your spare time in the Eden Vale Ballroom located on the ground floor. This space is the hub of the conference and will include the following: exciting conversations with exhibitors, networking through formal and informal channels, coffee and snacks to keep you energized, and free wireless internet. Don’t miss out on these events; all located in the Eden Vale Ballroom.

Exhibitor Reception and Opening Address

Start off the WRMC with a trip around the Exhibit Hall to get a first glimpse at this year’s exhibitors. From 5:00–6:00 p.m., we will be raffling tons of great prizes as well as offering light appetizers and a cash bar.

Beginning at 6:00 p.m., grab a chair for the opening remarks from members of the WRMC Steering Committee and our featured speaker Christopher Barnes. The opening events will conclude at 7:30 p.m. to allow enough time for you to get dinner and catch up with friends and colleagues.

Structured Networking

On Thursday, October 6th, we have designated time for dialogue that will not interfere with any conference sessions. We will provide topics and facilitate the formation of small working-groups so attendees may maximize the networking experience.

Award Dinner and Keynote Speaker

Wrap up the conference in style by joining us for dinner on Friday evening at 6:00 p.m. Be the first to hear from the recipient of the Reb Gregg Wilderness Risk Management Award. For the final WRMC event we will hear from David Ropeik, an expert consultant on the topic of risk perception and communication.

Conference Opening

We hope your program benefits from your experience at the 2011 WRMC, and we hope you have a great time!

Sincerely,

Liz Tuohy
WRMC Steering Committee Chair

Look for this symbol to identify workshops that provide a fundamental introduction to risk management and mitigation strategies. If you are new to the WRMC we highly encourage you to attend the core workshops.

Presentation Tracks

- Staff Training & Decision-Making
- Program Administration
- Field Practices
- Legal Considerations
- Emergency Planning & Crisis Response

Powerful Aids for Successful Workshops

- Structured Networking
- Award Dinner and Keynote Speaker
- Conference Opening

Important Information

Eden Vale Ballroom—The Heart of the WRMC

From the opening event to closing remarks you will want to spend your spare time in the Eden Vale Ballroom located on the ground floor. This space is the hub of the conference and will include the following: exciting conversations with exhibitors, networking through formal and informal channels, coffee and snacks to keep you energized, and free wireless internet. Don’t miss out on these events; all located in the Eden Vale Ballroom.

Exhibitor Reception and Opening Address

Start off the WRMC with a trip around the Exhibit Hall to get a first glimpse at this year’s exhibitors. From 5:00–6:00 p.m., we will be raffling tons of great prizes as well as offering light appetizers and a cash bar.

Beginning at 6:00 p.m., grab a chair for the opening remarks from members of the WRMC Steering Committee and our featured speaker Christopher Barnes. The opening events will conclude at 7:30 p.m. to allow enough time for you to get dinner and catch up with friends and colleagues.

Structured Networking

On Thursday, October 6th, we have designated time for dialogue that will not interfere with any conference sessions. We will provide topics and facilitate the formation of small working-groups so attendees may maximize the networking experience.

Award Dinner and Keynote Speaker

Wrap up the conference in style by joining us for dinner on Friday evening at 6:00 p.m. Be the first to hear from the recipient of the Reb Gregg Wilderness Risk Management Award. For the final WRMC event we will hear from David Ropeik, an expert consultant on the topic of risk perception and communication.

Conference Opening

We hope your program benefits from your experience at the 2011 WRMC, and we hope you have a great time!

Sincerely,

Liz Tuohy
WRMC Steering Committee Chair

Look for this symbol to identify workshops that provide a fundamental introduction to risk management and mitigation strategies. If you are new to the WRMC we highly encourage you to attend the core workshops.

Presentation Tracks

- Staff Training & Decision-Making
- Program Administration
- Field Practices
- Legal Considerations
- Emergency Planning & Crisis Response

Powerful Aids for Successful Workshops

- Structured Networking
- Award Dinner and Keynote Speaker
- Conference Opening

Important Information

Eden Vale Ballroom—The Heart of the WRMC

From the opening event to closing remarks you will want to spend your spare time in the Eden Vale Ballroom located on the ground floor. This space is the hub of the conference and will include the following: exciting conversations with exhibitors, networking through formal and informal channels, coffee and snacks to keep you energized, and free wireless internet. Don’t miss out on these events; all located in the Eden Vale Ballroom.

Exhibitor Reception and Opening Address

Start off the WRMC with a trip around the Exhibit Hall to get a first glimpse at this year’s exhibitors. From 5:00–6:00 p.m., we will be raffling tons of great prizes as well as offering light appetizers and a cash bar.

Beginning at 6:00 p.m., grab a chair for the opening remarks from members of the WRMC Steering Committee and our featured speaker Christopher Barnes. The opening events will conclude at 7:30 p.m. to allow enough time for you to get dinner and catch up with friends and colleagues.

Structured Networking

On Thursday, October 6th, we have designated time for dialogue that will not interfere with any conference sessions. We will provide topics and facilitate the formation of small working-groups so attendees may maximize the networking experience.

Award Dinner and Keynote Speaker

Wrap up the conference in style by joining us for dinner on Friday evening at 6:00 p.m. Be the first to hear from the recipient of the Reb Gregg Wilderness Risk Management Award. For the final WRMC event we will hear from David Ropeik, an expert consultant on the topic of risk perception and communication.
**2011 Wilderness Risk Management Conference Agenda**

### Conference Schedule

**Thursday, October 6, 2011**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.–5:00 p.m.</td>
<td>Exhibit Hall Hours</td>
</tr>
</tbody>
</table>
| 8:30 a.m.–10:00 a.m. | When Judgement Fails: Intuition, Bias, and Experience in Field Decision Making  
                     | Brendan Madden Eden Vale C                                            |
| 10:00 a.m.–10:30 a.m. | Exhibitor Showcase and Break                                          |
| 10:30 a.m.–12:00 p.m. | Judgment and Decision Making                                          
                     | Ted Shimelepfenig and Gates Richards Emerson                         |
| 12:00 p.m.–1:00 p.m. | Exhibitor Showcase and Break                                          |
| 1:30 p.m.–3:00 p.m. | Portal Experiences: Decision Making in High Risk Environments         
                     | Ed Crothers Lincoln                                                   |
| 3:00 p.m.–3:30 p.m. | Exhibitor Showcase and Break                                          |
| 3:30 p.m.–4:30 p.m. | Is Risk Management in Your Job Description?                           
                     | Shana Tarter Eden Vale C                                              |
| 4:45–6:00 p.m. | Structured Networking facilitated by Alex Kosseff, Exhibit Hall        |

**Friday, October 7, 2011**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.–5:00 p.m.</td>
<td>Exhibit Hall Hours</td>
</tr>
</tbody>
</table>
| 8:30 a.m.–10:00 a.m. | National Park Service's Operational Leadership Program                
                     | Mark Herberger and Jay Sutts Emerson                                  |
| 10:00 a.m.–10:30 a.m. | Exhibitor Showcase and Break                                          |
| 10:30 a.m.–12:00 p.m. | Leading Beyond Inevincibility, Group-Think, and Other Catastrophic Attitudes  
                     | Lester Zook Eden Vale C                                                |
| 12:00 p.m.–1:00 p.m. | Exhibitor Showcase and Break                                          |
| 1:30 p.m.–3:00 p.m. | The Phone Interview: Evaluating Candidates from a Distance            
                     | Gates Richards Cambridge                                              |
| 3:00 p.m.–3:30 p.m. | Exhibitor Showcase and Break                                          |
| 3:30 p.m.–5:00 p.m. | Designing an Effective Staff Training: A Systems Approach             
                     | Kathleen Pelko Eden Vale C                                            |
| 6:00 p.m.–8:00 p.m. | Keynote Dinner and Awards Ceremony, Exhibit Hall                      |
| 8:00 p.m.–9:00 p.m. | Keynote Speaker, David Rosek, Exhibit Hall                            |

### Field Practices

<table>
<thead>
<tr>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Risk Management: Training Staff to Deal with Behaviorally Challenging Participants in the Field</td>
<td>Will White Lincoln</td>
</tr>
<tr>
<td>The High Risk of Stress: Digging into Dissonance in Adventure Therapy</td>
<td>Tracey Knutson Concord</td>
</tr>
</tbody>
</table>

### Legal Considerations

<table>
<thead>
<tr>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose Words Carefully...What You Say Matters!</td>
<td>Wilma Crazy Emerson</td>
</tr>
<tr>
<td>Use of Participant Agreements- Releases and Related Issues!</td>
<td>Catherine Hansen-Stamp Eden Vale C</td>
</tr>
<tr>
<td>Essential Eligibility Criteria: A Risk Management Tool</td>
<td>Janet Zeller and Catherine Hansen-Stamp Lincoln</td>
</tr>
<tr>
<td>Volunteer or Employee! Liability for Injuries to Volunteers</td>
<td>Tony Clapp Cambridge</td>
</tr>
<tr>
<td>Do You Know What You Don’t Know?: Cultural Competence and Risk</td>
<td>Frances Mock, Lewis Glenn, Steve Neal, and Michael Lindsey Concord</td>
</tr>
<tr>
<td>Institutional &amp; Personal Risk Tolerance: Mitigating the Differences</td>
<td>Mike Lucas, Sam Daune, and Steve Neal Lincoln</td>
</tr>
<tr>
<td>Outdoor Lightning Risk Management</td>
<td>Bruce Palmer Concord</td>
</tr>
</tbody>
</table>

### Emergency Planning & Crisis Response

<table>
<thead>
<tr>
<th>Title</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis Management: A Pre-Plan in Action</td>
<td>Drew Leemon Concord</td>
</tr>
<tr>
<td>Risk Management: The Traumatic Aftermath</td>
<td>Will Mailing Lincoln</td>
</tr>
<tr>
<td>Ten Reasons to Stop by a Radio Shack Near You!</td>
<td>Stephen Pyszunski and Erik Worman Emerson</td>
</tr>
<tr>
<td>A Case Study in Systems Failure: NZ's Mangatepopo Tragedy</td>
<td>Jeff Jackson Emerson</td>
</tr>
<tr>
<td>Urban Program Risk Management</td>
<td>Matt Osgood, Leigh Jackson-Magemis, Nancy Oswald, Vanessa Mendillo Concord</td>
</tr>
<tr>
<td>Outdoor Lightning Risk Management</td>
<td>Bruce Palmer Concord</td>
</tr>
</tbody>
</table>

### Other Topics

- **Medicinal Topics:** New, Controversial, and Old 
- **Ask the Lawyers:** Reb Gregg, Cathy Hansen-Stamp, Wilma Gray, Frances Mock, and Tracey Knutson Lincoln 
- **Crisis Communication in the Facebook Age:** Will They “Like” You? 
  - Bruce Palmer Concord
Presentation Descriptions

Wilderness First Responder Recertification with WMI of NOLS
October 3–5, 8:00 a.m.–5:00 p.m.
Tod Schimelpfeng and Nate Oru
USD $280

Emerson
This three day scenario-based course is designed as review and practice of evacuation and decision making guidelines. It also provides wilderness medicine practitioners with current updates in the wilderness medicine field. This course may be used to recertify Wilderness First Responder (WFR) and Wilderness EMT (wilderness portion only) certifications. You must possess a current WFR certification of at least 72 hours in order to recertify through this course.

NOLS Risk Management Training
October 4–5, 8:00 a.m.–5:00 p.m.
Dave Yacubian and Shana Tarter
USD $565
Cambridge
Building a comprehensive risk management plan can feel daunting. This training will provide a structured approach and the tools to build a risk management plan appropriate for your organization. Using case studies from 45 years of operations at NOLS and the collective experience of the group, we provide exercises that help quantify where your program is strong on risk management and identify the potential growth areas. Includes a Risk Management Action Plan workbook, NOLS Crisis Management Template, Self-study Assessment tool, WMI Medical Protocols, and templates for key risk management templates.

Thompson Island Tour
October 5, 10:00 a.m.–4:00 p.m.
WRMC Special Event
USD $25 (includes lunch)
New Topic
The Outward Bound Thompson Island Tour is your chance to see another outdoor program venue and enjoy a beautiful view of the city. Participants will travel from the Westin-Waltham to the Outward Bound dock and take boat out to the island. Through guided tour and exploration you will learn about the rich cultural history of the island as well as its work with multiple agencies and groups to protect and maintain the site. All transportation and lunch on Thompson Island will be provided. The return trip will bring participants back to the Westin-Waltham around 4:00 p.m.

Victim Relations Training
October 5, 8:00 a.m.–5:00 p.m.
Will Mailing
USD $50
Livermore
Do you know WHAT to say to individuals and their families who have gone through a traumatic incident and HOW to respond to the emotional reactions? This training is designed to provide skill-based protocols for understanding victim language and culture in the aftermath of a critical incident, small or large scale.

Managing Risk with Volunteer Leaders
October 5, 8:00 a.m.–5:00 p.m.
Aaron Gorback, Tony Clapp, Cathy Hansen-Stamp, Alex Rosett, Suzie Paris
USD $75
Lincoln
Volunteer outdoor leaders are invaluable to many outdoor organizations, yet implementing an effective risk management system for volunteers can be challenging. Models of leader training, supervision, and established safety practices that function with professionals are not always an easy fit for volunteers. This session will explore successful strategies to help your organization’s volunteers become better risk managers. We will include interactive activities, theories, and opportunities to network with others working with volunteer outdoor leaders.

What The Courts Want Us To Know 2011: Hot Issues, Hot Cases
October 5, 1:00 p.m.–5:00 p.m.
Catherine Hansen-Stamp and Reb Gregg
USD $125
Walden
In this interactive seminar we will analyze 2010-11 court opinions addressing the most significant legal issues in the industry. Participants will consider - and attack or defend - conflicting arguments pertaining to, among other issues: the duty of care owed to minors, negligence as an inherent risk of an activity, who can release whom for what, denial of program admission on the basis of a disability, a service provider's liability for gear failure (or misuse), responding to a medical emergency. Determining what level of Psychological Screening is appropriate for their organization, and how to ‘set the bar’ for applicants, based on ADA requirements and organizations’ program design (functional positioning statement discussion). Discussion topics will include supplemental forms, Psychological Screening guidelines, screening’s qualifications/duties, and managing undisclosed issues. The session will also include examples and practice in screening procedures and decisions, followed by a question and answer session.

Opening and Keynote Speakers

Opening Speaker
Promoting Risk for its Rewards: Transforming the Argument
Wednesday, October 5th, Opening Session
Exhibits Hall
Christopher Barnes, High Mountain Institute

November more than ever the world needs us: exposure to risk can provide invaluable and unique learning opportunities. Risk managers assume the merits of risk to be self-evident. Yet, this frequently is not a shared value with our students, parents, or supervisors – who neither understand nor advocate for risk, but seek only “safe” opportunities. Managing risk assumes that we take risk; a further evolution is one where risk managers forcefully advocate for the merits of prudent risk taking as a key element to substantive experiential learning. In his presentation, Christopher will inspire you to advocate for well managed risks in your own programs, schools, and institutions.

Keynote Speaker
The Psychology Of Risk: Why We Get Risk Wrong, How That Can Raise Our Risk, and What We Can Do About it.
Friday, October 7th, Keynote Dinner and Awards Ceremony
Exhibits Hall, David Ropeik, and Ropeik and Associates

Why do our perceptions of risk seem so irrational! And what do our risk misperceptions do to our health and safety! This fascinating presentation will explain the psychology of human risk perception, and reveal details of why our fears so often don’t seem to match the facts. As much as we’d like to think our gut reaction, intellect and instinct, to come up with the judgments we make about risk. The result is often what Ropeik has labeled “The Perception Gap”, the gap between our feelings and the facts. Understanding the roots of The Perception Gap, and why we are too afraid of some smaller risks and not afraid enough of some bigger ones, is the first step toward thinking about risk more carefully. You will leave this lively session engaged, informed, and at least a little bit better at making wiser, healthier choices.

When Judgment Fails: Intuition, Bias, and Experience in Field Decision Making
Brendan Maddens
8:30 a.m.–10:00 a.m.
Eden Vale C
In high-pressure, high-consequence environments, some leaders make excellent decisions and some are prone to poor ones. Two of the most prominent schools of decision-making theory are the “heuristic/bias” and “naturalistic” groups. This presentation will take an in-depth look at the differences and similarities between the two camps. We will discuss the improvements that can be made to staff training and mentoring programs as a result of greater awareness of the dynamics of human decision making under stress.

Judgment and Decision-Making
Tod Schimelpfeng and Gates Richards
10:30 a.m.–12:00 p.m.
Emerson
In a lecture format with pause for audience comments, observations, questions and criticism we will describe how we structure our class on judgment and decision making. We will broadly cover various decision making styles, human factors and the concept of levels of expertness and mindful practice.

Portals: Experiences of Decision Making in High Risk Environments
Ed Crothers
1:30 p.m.–3:30 p.m.
Lincoln
Intuitively we know all of our employees have a hand in supporting our organization’s risk management goals, but do they? From your purchasing agent to your customer service representative to your bookkeeper, each of these individuals contributes to or lessens the overall existence of risk for an organization. This workshop will explore ways to directly include risk management tasks and expectations in every job description as a way of broadening your risk management culture.

Is Risk Management in Your Job Description?
Shana Tarter
3:30 p.m.–4:30 p.m.
Eden Vale C
Intuitively we know all of our employees have a hand in supporting our organizations’ risk management goals, but do they? From your purchasing agent to your customer service representative to your bookkeeper, each of these individuals contributes to or lessens the overall existence of risk for an organization. This workshop will explore ways to directly include risk management tasks and expectations in every job description as a way of broadening your risk management culture.

2011 Wilderness Risk Management Conference Agenda
6
New Speaker

interviews, lessons learned can be applied to any interview. will critique their existing interviews, craft new interview ques meeting them in person! During this presentation, attendees will lead Be aware of the dynamics of danger leadership histories and practice. The ultimate goal is to help accident rate of the Federal government. This workshop will explore some of the human element as an antecedent to outdoor accidents is well documented. Attitudes such as egoism, casu...cases, and will also be invited to personally reflect on their own strategies to address them. Participants will hear actual story of the program. This workshop will encourage ideas and provide tools for trainings that strengthen the risk management culture within your program. Using a systems approach, develop trainings that fit your program's needs. We will explore the multiple avenues to train new and returning staff. We will also discuss the strengths and developmental areas in your specific trainings. This systems-centered workshop will provide momentum for you to modify or create the trainings that ultimately speak to your program's needs.

Thursday, October 6th

Analyze, Manage, Inform: A Guiding Principle for Organizations and a Useful Tool for Program Staff

David Yacubian

3:30 p.m.—4:30 p.m.

Cambridge

Analyze, Manage, and Inform is a risk management philosophy/guiding principle created by Reb Gregg for organizations to use to minimize their exposure and in doing so create a risk management culture that permeates all levels of the operation. Through lecture and case study, this presentation will break down this model and look at ways to put it to use on an everyday basis in the field as well as in the office.

The Rerikkie: Solid Site Visits Support Safety and Success in International Programming

Kurt Rausch, Alex Bessey, and Jennie Van Tol

10:30 a.m.—11:00 a.m.

Lincoln

Proper “rerikkie” (pre-program site visits) support the success of international programs. We will explore how to conduct the ideal rerikkie, from desk-based planning at home, to conducting the visit, to improving internal organizational systems and processes so that key rerikkie findings are captured and preserved in institutional memory. This practical session will include discussion on anticipating cultural differences around safety issues and how to address these in the field.

Short-Circuit: When Administrative Vision Doesn’t Translate into Field Practices

Joshua Cole, Steve Smith, and Misu Iwasaki

1:30 p.m.—3:00 p.m.

Concord

Every organization has expectations around the quality and safety of the courses they run, yet every administrator recognizes that these expectations are not always met. These speakers focus on assessing contradictions between organizational vision and the realities of the field while giving discrete tools to create consistent alignment. Field administrators are uniquely situated at the nexus of organizational vision and field action, and can actively align the two through consciously creating organizational culture and expectations grounded by an accurate assessment.

Leading Beyond Invincibility, Group-Think, and Other Catastrophic Attitudes

Leizle Zook

10:30 a.m.—12:00 p.m.

Eden Vale C

The role of the “human element” as an antecedent to outdoor accidents has been documented. Attitudes such as egoism, casu...leadership histories and practice. The ultimate goal is to help accidents is well documented. Attitudes such as egoism, casu...leadership histories and practice. The ultimate goal is to help accidents is well documented. Attitudes such as egoism, casu...leadership histories and practice. The ultimate goal is to help accidents is well documented. Attitudes such as egoism, casu...leadership histories and practice. The ultimate goal is to help accidents is well documented. Attitudes such as egoism, casu...leadership histories and practice. The ultimate goal is to help accidents is well documented. Attitudes such as egoism, casu...leadership histories and practice. The ultimate goal is to help
ing of the principles, applications, and hazards associated with advanced water rescue techniques. This lecture/discussion will include Hydrology, Rescue Principles, and Hazarded Recognition.

The High Risk of Stress: Diving into Dissonence in Adventure Therapy

Brianna Sharp, and Shannon Hartwig

9:30 a.m.—10:00 a.m.

Lincoln

Many adventure and outdoor programs base their foundational philosophy on the 1976 Outward Bound Process Model created by Walsh and Golino. This session will explore elements of risk and safety inherent in this and other commonly used models. We invite participants to explore the impact of stress on participant safety and consider ways to manage the impact of stress in a practical and relevant manner.

Friday, October 7th

Do You Know What You Don’t Know? Cultural Competence and Risk Management

Lisa Charet

8:30 a.m.—10:00 a.m.

Lincoln

Statistically and anecdotally, we know that removals and evacuations of female students from programs from all forms of adventure programs are disproportionately higher than those of white males. In this workshop, we’ll explore how cultural competence is a risk management issue and you’ll learn how to increase the cultural competence of your incident reviews. We’ll look critically at common reporting methods then analyze several real incidents. Bring your organization’s incident report form and an open mind.

Accidents in Outdoor Pursuits – Their Causes and Cures

Jed Williamson

10:30 a.m.—12:00 p.m.

Lincoln

Accidents happen in outdoor pursuits, and will continue to do so because risk is always involved. Learning how to prevent life-threatening or disabling injuries is a skill we all seek to hone. Through this workshop, participants will learn how to use a prevention matrix to examine case studies and to design staff and participant training to reduce serious field incidents.

Institutional & Personal Risk Tolerance: Mitigating the Differences

Mark Vermeul and Christopher Barnes

1:30 p.m.—3:00 p.m.

Lincoln

Do your personal values about risk align with your institution or program? Do you struggle to reign in some staff’s “risky behavior” and also find the need to encourage others to be bolder? Participants will explore the impact of stress on participant safety and consider ways to manage the impact of stress in a practical and relevant manner.

Outdoor Lightning Risk Management

John Gooen

3:30 p.m.—5:00 p.m.

Eameson

This presentation will address general outdoor lightning risk management, backcountry lightning risk management, and issues in lightning education. Handouts include a draft of the incoming National Weather Service brochure on outdoor lightning safety (participant level info) and a peer-reviewed paper on backcountry lightning risk management (guide level info). The presentation will end with an electrifying lab exercise used to demonstrate the leading mechanisms of lightning injury to humans: ground current.

Legal Considerations

Thursday, October 6th

Choose Words Carefully… What You Say Matters!

Wilma Gray

8:30 a.m.—10:00 a.m.

Eameson

What will this sound like when you have to testify in court? This presentation is intended to be an interactive overview of ideas for programs to learn and think about what they say and words that they write in documents disseminated to customers and the public, as well as on the internet. Programs should think about who is their audience, what is their message, when to send the information, where to print their messages, how to communicate and why. Certain words and phrases have different meanings in the legal context, so programs need to know if they are falling into a trap with the words that they choose; so choose words carefully is the message.

Understanding Your Legal Duty of Care

Reb Gregg

10:30 a.m.—12:00 p.m.

Eameson

Vénéd Vale C

This is where it all begins – or should: understanding your legal duty of care. How does your duty change as activities and student/ client populations change? How might marketing enlarge your duty? How can your Participant Agreement reduce your duty? What do your students really know and expect? What happens when the “reasonable person” unit? We will use current reported case law to better understand these issues and their resolution.

Use of Participant Agreements – Releases and Related Issues

Catherine Hansen-Stamp

1:30 p.m.—3:00 p.m.

Eameson

Vénéd Vale C

In this interactive session, Cathy will discuss legal and practical issues associated with use of written participant agreements with clients/guests. She will highlight the value in using these documents as risk management tools, identify components of these agreements, and will key in on current case law to discuss how courts view these written documents in the adventure and recreation program setting. Significant issues include: dealing with minors, releases, indemnity, assumption of risks and e-signatures.

Industry Standards - Understanding Them to Avoid Liability Exposures

Tracey Knutson

3:30 p.m.—4:30 p.m.

Eameson

“Standards in the Recreation Industry” – what does that mean and how does it effect your operation? In this session we want to understand the meaning and scope of the oft used phrase “standards in the industry.” We know that “standards of care” are used in judging liabilities and that standards of care are often derived from “standards of practice.”” The presentation will end with an electrifying lab exercise used to demonstrate the leading mechanisms of lightning injury to humans: ground current.

Friday, October 7th

Essential Eligibility Criteria: A Risk Management Tool

Janet Zeller and Catherine Hansen-Stamp

8:30 a.m. –10:00 a.m.

Lincoln

This interactive session will provide the legal background and steps involved in addressing ADA program access requirements and developing Essential Eligibility Criteria (EEC) as a risk management tool. Following an overview of legal and practical considerations, the majority of the session will be conducted in small breakout groups, with each group developing a set of EEC in consultation with the facilitators, presented, followed by a full group discussion of resulting EECs.

Volunteer or Employee? Liability for Injuries to Volunteers

Tony Clapp

10:30 a.m.—12:00 p.m.

Lincoln

Volunteer or Employee? Does your organization utilize volunteers for fundraising or program administration? This presentation will help managers and administrators understand the treatment of volunteers for the purposes of potential Worker’s Compensation claims and benefits. We will explore statutory methods for identifying the blurry line between classification of employee or volunteer, discuss the Worker’s Compensation benefits that may be claimed by an injured volunteer, discuss reporting injuries to volunteers to the Worker’s Compensation insurer; and analyze the use of release documents for volunteers.

Insurance Survival Tactics

Mike Lucas

1:30 p.m.—3:00 p.m.

Lincoln

Insurance: It’s not rocket science, but it is Latin (at least to most of us). It’s not architecture but it does require a thoughtful design—this session will focus on making the insurance program understandable and building an insurance program fits the risk profile of your organization.

Ask the Lawyers

Reb Gregg, Tony Clapp, Wilma Gray, Catherine Hansen-Stamp, Frances Mock, and Tracey Knutson

3:30 p.m.—5:00 p.m.

Lincoln

A panel of the lawyers presenting at the conference will answer questions from the audience about legal issues – raised at the conference and otherwise. The lawyers will be prepared to speak briefly to other issues which they feel require clarification or more attention than they received at the conference.

Emergency Planning & Crisis Response

Thursday, October 6th

Crisis Management: A Pre-Plan in Action

Drew Leemon

8:30 a.m.—10:00 a.m.

Lincoln

Responding to a crisis, such as a participant fatality, presents a complex situation that demands a thoughtful and reasoned response. This workshop will provide attendees with an overview of the five elements of successful crisis management; begin to delve into the complexities of responding to crisis situations through the presenter’s personal and professional experience while providing a forum for exchanging ideas and sharing experiences of the audience, additionally this workshop will provide a starting point for creating a crisis management plan.

Risk Management: The Traumatic Aftermath

Will Marling

10:30 a.m.—12:00 p.m.

Lincoln

This workshop is an introduction to processes and protocols for addressing the traumatic impact on clients, staff and responders in the aftermath of a critical incident.

Medical Topics - New, Controversial and Old

Dr. David Johnson

1:30 p.m.—3:00 p.m.

Lincoln

This session will endeavor to make some practical sense out of the medicine that many of us are called upon to deliver in unconventional settings, far from organized help. The focus will be on: 1) new and old technologies and procedures that have an impact on wilderness medical care, 2) common problems that continue to pose difficult diagnostic and management dilemmas, and 3) new and emerging topics.

2011 Wilderness Risk Management Conference Agenda 10
Ten Reasons to Stop by a Radio Shack Near You!  

**New Topic**


3:30 p.m.—4:30 p.m.  

Emerson

We have won! Without debate, technology in the wilderness is practical and worthwhile. Stauch tech-nerds-opho-be is now bringing a few of the gadgets touted as conveniences. We encourage you to rally with us, overcome the technophobia, and take a look at the devices adapted to wilderness guiding in the 21st century. Let’s take a hands-on approach to this technology and understand how it helps meet the needs of management and guides in the modern wilderness.

Friday, October 7th

Surprises and Lessons from Major Incidents

Francoe Mock, Lewis Glenn, Michael Lindsey, and Steve Neal  

8:30 a.m.—10:00 a.m.  

Concord

When your organization experiences a major incident, you will need to respond to much more than the field incident itself. Outward Bound has learned invaluable lessons managing the aftermath of deaths, serious injuries, lost patrols, and other incidents. Come hear real life lessons about what you might not be expecting, what not to do, and difficult decisions you may have to make when working with a victim’s family, the media, land managers, insurers, attorneys and others.

A Case Study in Systems Failure: NZ’s Mangatepopo Tragedy

Jeff Jackson  

10:30 a.m.—12:00 p.m.  

Emerson

On April 15, 2008, six students and their teacher died while on a guided canyoneering trip with New Zealand’s Sir Edmund Hillary Outdoor Trust. It is a textbook example of systems failure. This workshop uses the Mangatepopo Tragedy to understand how latent and organizational factors force guide behavior and identifies common latent errors that exist in most organizations. This analysis framework can be applied to critical and non-critical events, and to different organizational structures.

Urban Program Risk Management

Matt Osgood, Leigh Jackson-Magenis, Nancy Oswald, and Vanessa Mendillo  

1:30 p.m.—3:00 p.m.  

Emerson

With growing urbanization and demographic changes in the United States, many outdoor programs are recognizing the importance of not just serving urban participants but also operating in an urban context. Join leaders from Outward Bound, SCA, REI Outdoor School, and Summer Search in an on-site study on urban program risk management.

Crisis Communication in the Facebook Age: Will They “Like” You?  

Bruce Palmer  

3:30 p.m.—5:00 p.m.  

Concord

Learn from NOLS Marketing and Admissions Director Bruce Palmer about how to monitor electronic communication, including the use of blogs, Facebook, Twitter, and other networks. Expect to walk away with an increased understanding of the networks and how to use them to their fullest potential.

---

Christopher Barnes is the co-founder and Executive Director of the High Mountain Institute (HMI) in Leadville, Colorado. For the last twenty years he has worked in outdoor, wilderness and traditional education. Christopher has been a WRMC presenter since 2002, primarily on the topic of risk management for smaller programs.

Jill Baum has worked full time with Student Conservation Association (SCA) Corps programming for over nine years, including living onsite at multiple northeast residential AmeriCorps programs, leading the Mount Rainier Recovery Corps and serving in her current capacity as Assistant National Director overseeing western corps operations from Boise, ID. She additionally worked seasonally for seven summers as an SCA high school crew leader.

Jim Bedwell is the National Director of Recreation and Heritage resources for the USDA Forest Service. He began his career with the Forest Service in 1979 in landscape architecture on the Coronado National Forest in Arizona. In 2004, he received the Alfred La Gasse Medal from the American Society of Landscape Architects in recognition of distinguished and continuing contributions to the fields of resource and conservation public land management.

Karen Benton, ND (Naturopathic Doctor) is a volunteer national outings activities training facilitator for Sierra Club Local Outings leadership and Chair of the Local Outings Support Committee (LOSC). The LOSC is responsible for assessing needs and recommending policies for approximately the Sierra Club’s 5,000 local outings leaders, 10,000 outings and 200,000 participants per year. Karen also Chairs the Idaho Chapter and Middle Snake River Group Sierra Club outings programs.

Lisa Chaiet recently joined Outward Bound as the Associate Program Director of the Oregon and Idaho program. Previously, she was the Program Director at Passages Northwest in Seattle and before that split her seasons between field instructing with Outward Bound and teaching skiing in Alaska. She is dedicated to adventure and learning, loves rock climbing and Bikram Yoga and is committed to making outdoor programs more accessible for all people.

Robin Chiles is the Outreach and Admissions Director at Passages Northwest where she delivers workshops on working with girls and diverse youth, among many other responsibilities. She is always looking for new adventures, but the greatest one is being the mother of five children. She is a docent naturalist at Discovery Park in Seattle and a rock climber. Robin has made it part of her life’s work to re-connect people of color with the natural environment.

Tony Clapp is a partner in the law firm of Harris, Kasten, Jamison & Powers, P.C. in Colorado. As a trial lawyer, Tony specializes in defending civil claims, including those claims brought against outdoor recreation programmers and providers. Tony is a former fly-fishing and whitewater rafting guide. He also is a volunteer ski instructor at the National Sports Center for the Disabled in Winter Park, Colorado. He is a PSIA certified ski instructor.

Joshua Cole is Program Director for Outward Bound in Washington. The Washington Program serves more than 400 students annually and operates in some of the most technical terrain in the US: the San Juan Islands and North Cascades. Josh has been a field instructor, course director and trainer for Outward Bound, and is a Lead Instructor for the Wilderness Medical Training Center and a backcountry skiing guide for North Cascades Mountain Guides. In addition, Josh has an MSc in geological sciences, with several publications and presentations at national conferences.

David Critton is Chief Operating Officer for Site Leadership for the Southwest Conservation Corps (SCC) where he provides support and oversight to each of SCC’s regional operations across the southwest. Previously he spent more than a dozen years with the Student Conservation Association (SCA) where he held many positions from Crew Leader to National Director of the Conservation Corps Program. Critton helped develop and manage several corps programs based on various models with different emphases. He has also spent extended periods overseas, living for several years in both Africa and the South Pacific. Although his first degree was in engineering, he later received graduate degrees in both education and forestry.

Ed Crothers works for the American Mountain Guides Association (AMGA) as Climbing Instructor Program Director and Accreditation Director. Along with those duties, he serves on the AMGA Risk Management Committee and developed much of the current AMGA risk management plan. His time in the field as a mountain guide and outdoor educator spans 22 years and includes working for the Colorado Outward Bound School, the American Alpine Institute, and the Colorado Mountain School and Guide Service (CMS.) He is an AMGA Certified Rock Instructor, an American Institute for Avalanche Research and Education (IAARE) Level 1 Instructor, and served as the Director of Avalanche Education for CMS.

Sam Daume has been in the insurance industry since 1986 and has worked with educational institutions since 1989. He joined the Fred C. Church Education Team as an Account Executive in January of 2009. His experience includes 21 years as an Account Executive with three insurance brokers assuming various
leadership positions including New England Education Practice Leader for Marsh USA. Sam has provided risk management ad-
vice and insurance brokerage service to independent schools, colleges and universities of all shapes and sizes as well as several well-known outdoor educational institutions.

Lloyd Figgins is the Head of Global Field Safety at the Earth-
watch Institute with over 15 years of experience in the expedition industry. Lloyd has worked as an expedition leader, operations manager and police officer. He has an extensive knowledge of developing realistic and robust Safety Management Systems having travelled to over 50 countries. In his spare time, Lloyd loves being in the outdoors and in December 2011 he aims to fulfill a long term goal to row across the Atlantic Ocean.

Lee Gault has been with the Montana Conservation Corps (MCC) since 1995, the last 13 years as Program Director. Previ-
ously, Lee spent 10 years with Outward Bound as an instructor, course director and program director. He has experience as a classroom teacher and counselor working with various special populations. He holds Masters Degrees in Experiential Educa-
tion and Counseling.

Lewis Glenn has worked in the adventure education field for over three decades. He served as Vice President - Safety for Out-
ward Bound USA for 19 years, and continues to serve Outward Bound as an advisor. He is currently a managing partner at Ad-
venture Analytics, a safety and risk management consulting firm.

John Goodin is the NOLS Curriculum and Research Manager. He authored the peer reviewed paper “Backcountry Lightning Risk Management” published in the proceedings of the 2010 International Lightning Meteorology Conference. He is lead author for the upcoming bocbru.org "Outdoor Lightning Safety Tips" for the National Weather Service.

Aaron Gorban is the Director of Outdoor Leadership Training for the Appalachian Mountain Club. Aaron coordinates AMC’s risk management polices and training procedures related to ap-
proximately 8,000 programs led by volunteer and professional staff annually. Additional responsibilities include providing training opportunities for approximately 900 staff and volunteer leaders annually, conducting internal safety reviews, chairing the AMC’s Risk Management Team and serving as the lone staff member on the AMC’s Outdoor Leadership Development Committee.

Wilma J. Gray is a civil trial attorney in California, specializing in
recreation law. She is a partner in a mid-size defense law firm in the San Francisco Bay Area. After receiving a B.A. from Queen’s University she worked for the Canadian government in Ottawa before moving to California. When not in trial or deposition, Wilma loves to get outdoors. Born in rural Ontario, Canada, most of her youth was spent canoeing, hiking, cross-country ski-
ing, snowshoeing and as a counselor for outdoor youth programs.

Reb Gregg is a practicing attorney in Houston, Texas, specializ-
ing in outdoor adventure and education law. He is a member of the Wilderness Risk Managers Committee and the Accreditation Council of the Association for Experiential Education. He serves as counsel to a number of programs, including summer camps, secondary school and college outdoor programs, challenge cour-
ses and outfitters. He is a frequent speaker and writer on subjects important to the industry, and co-authors the Outdoor EdAdven-
ture and Recreation Law Center with Catherine Hansen-Stamp.

Amberleigh Hammond has been with Outward Bound for 6 years as a Medical Screener, Senior Screener and currently the National Senior Screener for OBUSA. She has worked over the years with Dr. Johnson to edit and update the WMA screening guidelines and recently worked with Billy Ross in a major up-
date of Outward Bound screening policies and guidelines.

Catherine Hansen-Stamp is an attorney in Golden, Colorado. She advises recreation and adventure providers on law, liabil-
ity and risk management issues. She speaks and writes on these issues both regionally and nationally, and has presented at the WRMc since its inception in 1994. Cathy provides legal counsel to a variety of organizations, including recreation, adventure and sport program providers, camps, schools, outfitters and guides. She is a member of the Wyoming and Colorado Bar As-
sociations, and co-authors the Outdoor Ed Adventure and Rec-
reation Law Center with Reb Gregg.

Shannon Hartwig loves the excitement of starting new things. Most recently she created and implemented a program partner-
ing the philosophies and principles of Outward Bound with a national residential treatment program serving youth with ad-
dictions. She is currently completing her graduate studies at Prescott College, with a focus on the therapeutic applications of adventure. Shannon seeks to challenge youth at risk to overcome barriers of family challenges, substance abuse, and low confi-
dence through outdoor adventures.

Mark Herberger began his federal career as a seasonal fire fighter with the Kootenai National Forest in 1977 and has spent the past 34 (plus) years with the National Park Service. During his career with the NPS he has served as a wildland fire fighter, regional instructor for orientation programs, curator, park inter-
preter, and search & rescue team member in areas including Big Bend, San Antonio Missions, Zion, and most recently as Super-
intendent of Manassas National Monument Historic Site in South Dakota. He began his current assignment as NPS Operational Leadership Program Manager at the start of this fiscal year. Al-
though he has retired to the Washington headquarters, he says he is “still a Ranger who just happens to work in the WACO office. Mark also moonlights as the Assistant Editor of Ranger Magazine.

Mitsu Iwasaki joined BCM with 15 years of experience in the Outdoor Programming industry in multiple capacities as an instructor and program manager. Having earned degrees in Envi-
ronmental Engineering and in Non-Profit Management he feels he has been exceptionally fortunate to have had opportunities to combine his studies, passions, and values and beliefs into roles that he sees as “good” and affecting real and useful change.

Jeff Jackson is an award winning educator who brings a busi-
ness management perspective that spans adventure tour-
ism, economic development, health care and education. Jeff is a professor and Coordinator of Algonquin College’s Outdoor-
Adventure professional guidance training diploma, where he oversees 18,000 student days per year and teaches courses in Leadership, Ethics, Marketing, Risk Manage-
ment and Business Planning. He is the author of Managing Risk: Systems Planning for Outdoor Adventure Programs.

Leigh Jackson-Magneness is the REI Outdoor School Market Supervisor-New England. Leigh has an extensive background in Outdoor Education. For the ten years prior to coming to REI she used her M.Ed. in Outdoor Education Administration to manage outdoor program positions in colleges and universities in the Southeast. Leigh served for two years as the Risk Manage-
ment Chair for the Georgia Tech Campus Recreation Depart-
ment and Business Planning. He is the author of Managing Out-
door Programs and Outward Risk Management Committee. Leigh is a Wilderness First Responder, a certified Sea Kayak Instructor with the American Canoe Association, and has 20 years of field experience that has led to expanding his professional experience in the world of outdoor education. He is passionate and has a passion for introducing beginners to the outdoors.

Dr. David Johnson has been a medical educator and practitioner for 30 years. He has presented on medical screening and medical topics at nearly every WRMc since its inception. He is uniquely qualified to discuss a wide range of topics and brings years of experience as a heart transplant patient and care giver.

Tracey L. Knutson is a licensed attorney in Anchorage, Alaska where his primary practice involves working with recreation and adventure sports commercial operators, public land administra-
tors and recreation oriented educational groups. An experienced trial lawyer, Tracey defends recreation companies and sports groups from liability claims arising from poor risk conclu-
sions that minimize time and expense. In addition, she provides risk management and training services.

Alex Kosoff is the Director of the Outdoor Safety Institute and author of the AMC Guide to Outdoor Leadership. He has helped over fifty outdoor education, recreation & conservation programs improve their risk management practices. As the for-
mer Leadership and Volunteer Program Manager of the Appa-
chian Mountain Club, Alex developed risk management sys-
tems for 9,000 annual professionally and volunteer led outdoor programs. He instructs outdoor leadership and climbing pro-
grams and enjoys exploring the greater Yellowstone ecosystem and beyond.

Drew Leenon, NOLS Director of Risk Management, began his career in outdoor education in 1979 and has held his current po-
sition since 1996. He is a past chairman of the Wilderness Risk Managers Committee and is on the steering committee for the Wilderness Risk Management Conference. He has published papers on wilderness injury and incident data and is co-editor of the Manual of Accreditation Standards for Adventure Program-
ning and co-authored Risk Management for Outdoor Leaders.

Mike Lucas has over 25 years in the insurance industry work-
ing as a risk management consultant and insurance broker for clients in manufacturing, independent schools and exper-
ience in the world of experiential education working with cur-
rent clients that range from Arnie Backcountry Medicine to Project Adventure, SCA and Outdoor Bound. Mike also brings his invaluable experience on the job as a fire protec-
tion engineer, an industrial engineer and a textile worker.

Michael Lindsey is currently a consultant in outdoor recreation safety management. He is the former Vice President of Safety at Outward Bound USA, Inc. (OBUSA). He began his career in outdoor education in 1979 as an Outward Bound Instructor in Colorado. He worked as an instructor in the United States and abroad before becoming Program Director for Colorado-
ward Bound School in 1984. He was the Rocky Mountain branch director at the National Outdoor Leadership School (NOLS) in the early 1990s, and served as Operations Director for six years. During this time, Michael has conducted hundreds of exper-
enous investigations of outdoor accidents, and fatalities, both as an internal staff investigator and as an outdoor consultant.

Melanie MacInnis currently serves as the Sierra Club’s Local & Inner City Outings Manager. She enjoys working with out-
ings chairs and leaders, and training folks to lead fun and safe outdoor trips. Mel first was introduced to the Sierra Club as a participant on an Inner City Outings rafting trip in 1993. Since then Mel trained as an ICO leader and has led hun-
dreds of participants on ICO day hikes, backpacks and river
raffing trips. She served as the West Regional Representative on the national ICoC steering committee, trained leaders with the ICoC, and volunteered for the Mustangs program. She is a member of the Outings Activity Training Committee as a member and chair. She’s an open water swimmer, biker and a whitewater guide instructor as well as a first aid and CPR instructor.

Brendan Madden is the Director of Hulbert Outdoor Center in Vermont, overseeing both residential and expedition-based outdoor ed programs. He spent 11 years at the National Out- door Leadership School, as senior instructor, Rocky Mountain Program Director, Yukon Program Supervisor, and Assistant Di- rector of Professional Training. Prior to NOLS he was a senior instructor at Outward Bound Canada. Brendan occasionally works as a risk management trainer and presenter for NOLS.

Will Marling earned his undergraduate, graduate and post- graduate degrees in a variety of disciplines. In 2000 he was trained by the National Organization for Victim Assistance® (NOVA) and added to his skill set and experience base in responding to people in crisis. His praxis has been informed as a responder to a variety of national and international events, from violent crime to natural disasters. Marling was appointed as Executive Director for NOVA in July 2007.

Vanessa Mendillo is currently the Director of New Center De- velopment for Outward Bound supporting urban center start- up and operations across the country and developing urban poli- cies, programs and curriculum. For the last eight years she has worked across the country and abroad for Outward Bound in roles varying from instructor to project manager and beyond (though she is happiest kayaking.) Vanessa continues to work in this industry, inspired by those around her, blending new chal- lenge and adventure whenever possible.

Frances Mock is an attorney specializing in advising wilderness and experiential education programs. She is counsel to Ous- tward Bound, NOLS, and other clients providing advice about responding to serious incidents, claims, and lawsuits, as well as other matters such as ADA compliance, liability release forms, contracts, and general risk management. Frances worked as a Class V whitewater rafting guide, cross country skiing instructor for special needs populations, and in other adventure-based industries for ten years before becoming an attorney.

Dr. Sara Newman serves as the Public Risk Management Pro- gram Director for the National Park Service where she manages a national injury prevention program to support park efforts to prevent visitor injuries at 394 parks nationwide. Dr. Newman designs and implements injury research and evaluation, creates visitor safety policy, carries out prevention education and com- munication programs, and designs and implements safety train- ing for staff.

Steve Neal is Risk Management Officer for Outward Bound USA, responsible for all loss-control programs, process and ini- tiatives. This includes procurement of insurance, contract devel- opment and review, and management of any claims and litiga- tion within a self-insured retention. He works closely with the NOLS homeland and Marbled Murrelet species management, major critical incidents, and other organizational risks. He has been in the profession for 30 years with a focus on outdoor recreation. After an early career as a paramedic, he developed a keen under- standing of the importance of proactive loss prevention. His ca- reer includes 9 yrs as the City of Portland’s (ME) Risk Manager, 15 yrs in Ski Industry Safety and Risk Management, and 6 yrs as an insurance claim representative and Account Executive with a focus on the resort and recreation industry.

Anne Ogilvie is the International Director of Field Manage- ment at Earthwatch Institute, where she oversees operations and risk management for international scientific research expeditions for volunteer participants. Anne has an MS in adult and orga- nizational learning and is a professional facilitator in addition to her role at Earthwatch. Previously, Anne has worked with the Sea Education Association, the New England Aquarium, Shois Marine Lab, and Catalina Island Marine Institute.

Matt Ongood is the Summer Program Coordinator at Sum- mer Search, a leadership and youth development program for low-income high school students that provides year-round mentor- ing and scholarships for experiential education trips during the summer, such as Outward Bound, NOLS, and SCA. Matt has also worked for several international community development programs and he taught English in South Korean public schools. He holds a BA from Hammaer College and joined Sum- mer Search in 2008.

Nancy Oswald is the Assistant Director of Field Operations for SCAs Community Programs. SCA engages over 2,000 youth annually in year-round programming in 20 metropoli- tan areas throughout the country. The program provides one day, overnight, multi-day, and longer-term opportunities. In 2006, the Hazard Opportunity Plan Team co-developed and oversaw the implementation of a new online conservation and outdoor education leadership skills building program as part of its community and environmental stewardship.

Nate Ostis is a Rescue 3 Swiftwater Rescue Instructor and a Level 5 Advanced Swiftwater Rescue Instructor Trainer for the American Canoe Association. He is a Firefighter-WEMT-B, a NOLS Open Water Diver and an Ice Water Technician. Addition- ally Nate is an instructor for NOLS WMI, the Department of Emergency programs at University of Utah. He is the author of River Rescue: Essential Skills for Boaters. He founded Wilderness Rescue International in 2002.

Bruce Palmer is a NOLS alum and marketing direc- tor, a position he has held since 1990. During Palmer’s tenure at NOLS enrollment has grown from 2,400 to more than 15,000 students annually. As NOLS’ primary media coordi- nator and spokesperson, Palmer has handled communications with written, radio and television press on positive stories and in times of crisis. Web, blog and social media are all em- ployed by NOLS as part of its crisis communications arsenal.

Sascha Paris is the Sierra Club’s Outdoor Activities Training Manager. Since 2003, Sascha has trained hundreds of Sierra Club leaders in day and overnight wilderness trip skills and thousands of outings for 200,000 members annually across the country. Sascha brings both institutional program management and educational experience from his work as an instructor and course director for Outward Bound, program director for the University of California, San Diego and instructor for the Wild- erness Medicine Institute.

Richard Powell is currently Chief of the Office of Risk Man- agement for the National Park Service which is a bureau within the Department of Interior. Richard has had over forty-five years of experience with the National Park Serv- ice, working in parks during the early years of his career in- cluding Yosemite National Park, Death Valley National Park, Lassen Volcanic National Park and Sequoia and Kings Can- yon National Parks. Richard is also a conflict resolution me- diator on the Department of Interior’s roster and is on the Federal Sharing Neutrals mediator panel in Washington.

Steve Prysunka is the Director of AICS Alaska Crossings and has spent the past 30 years working with children outside. As a guide in the early 90’s he was forced to carry a satellite phone. The only problem-the phone came in a suitcase and weighed 40 pounds. Despite this, Steve has pioneered the use of reliable technology in the wilderness behavioral health industry. As the Director of AICS Alaska Crossings he continues to push for in- novation that creates efficiencies and improves emergency response.

Kurt Rausch leads the NPS Commercial Services Contract Management Team. He manages operational standards, risk management, insurance and environmental programs for these commercial operators. He leads NPS training on Commercial Services Risk Management Programs and is on the NPS Envi- ronmental Health, Safety, and Risk Management Team. Kurt has 20 years of experience as an environmental, health and safety consultant for federal land management agencies including the NPS, Fish and Wildlife Service, Bureau of Indian Affairs and others.

Gates Richards is a senior instructor for the Wilderness Medi- cine Institute of NOLS. Gates has been involved in outdoor education and EMS since the early 90’s. Over the years he’s worked communing throughout the Rocky Moun- tains, Pacific Northwest and Alaska. He’s worked urban EMS in Washington, DC, Seattle, WA, Gunnison County, CO, and is an Intermediate EMT in Lander, WY. Gates began teaching for WMI in 1998 and now bears the title of WMI Special Program Manager. He oversees WMI’s WEMT and Instructor Training programs and is a Fellow of the Academy of Wilderness Medicine.

Billy Roos has been actively involved in outdoor education and guiding with Outward Bound and other outfitters since 1973 as a Guide, Instructor, Course Director, Medical Mentor, and Facilitator. Billy has also worked in the Outward Bound Safety Department since 2004 and is presently the Director of Safety Based in Golden, CO. He is also responsible for overseeing Out- ward Bound Medical Screenings and co-authored the current edi- tion of the OBF/WMMA Screening Guidelines with the OBF Senior Manager for Safety, Ambassador Hood Hammond, and Dr. David John- son of Wilderness Medical Associates.

David Repeulik is an Instructor at Harvard University, an author, and a consultant on risk perception, risk commu- nication and risk management. He is also the creator and director of the training program for journalists, “Im- proving Media Coverage of Risk”, has taught journalism at Boston University, Tufts University, and MIT, and was a tele- vision reporter for WCVB-TV in Boston from 1978 – 2000, where he specialized in reporting on environment and sci- ence issues. He has twice won the DaPonte-Columbia Award, and has won seven regional EMMY awards for his work.

Jay A. Sultz is the Northwest Regional Vice President at SCA, where he serves as a senior risk management advisor. He joined SCA 25 years ago leading a conservation crew of teens and recent immigrants to the Seattle area. He has served as program man- ager, traditional skills instructor and Vice President of Program and Safety for SCA. As a member of the WRMC committee since 1995, Jay is committed to building a community of dedi- cated professionals to support each other in our important work.

Tod Schumelpehn has been a NOLS Instructor since 1973, a volunteer SAR WEMT, is also the Curriculum Director of WMU of NOLS. He has served as the NOLS Risk Management Director for 8 years, and has served as the Director for 6 years, and 3 years on the board of the Wilderness Medi- cal Society. He is the founder of the Wilderness Risk Manager’s Committee, the author of NOLS Wilderness Medicine and co-author of Risk Management for Outdoor Leaders. He was the recipient of the 2010 Charles (Reh) Gregg Wilderness Risk Manager Award.

Brianna Sharpe is currently the Wilderness Coordinator for Environs Wilderness School in Alberta, Canada, where she over- sees the therapeutic wilderness programming for several treat- ment centers. She has held many roles with Outward Bound Canada since 2013, ranging from Instructor to Course Director to Educational Contracts Manager. Strong coffee, good ideas and a sincere belief in both the wilderness and its transformative power fuel her career in the outdoor industry.

Steve Smith has greatly enjoyed (and grown from) his associa- tion with all the SCA organizations. A two-time NOLS alumnus, he served Outward Bound by leading programs, hiring, and training staff for 13 years, and now directs risk management for the Student Conservation Association. Since 2008, he has also operated a Seattle-based risk management consulting company, Experiential Consult- ing. He embraces the inherent risks of extreme caffeineinmation.
Shana Tarter is the Assistant Director for the Wilderness Medicine Institute of NOLS. In addition to two decades of experience in wilderness medicine and outdoor education, she chaired the Wilderness Risk Management Conference Steering Committee for 5 years.

Gilles Valade is Chair of Adventure Studies at Thompson Rivers University, and a partner in a risk management and insurance consulting firm. He instructs in adventure business development, legal liability, risk management, adventure programming and insurance. He has written numerous publications and reports on adventure insurance, has worked for government, co-owned an insurance firm and was a commercial insurance underwriter.

Mark Vernaal is Vice President of Safety for Outward Bound, USA. He is responsible for developing and implementing strategies that enhance a culture and climate for risk management for thousands of participants and staff nationwide. Mark has over fifteen years experience at the director level and managing staff at organizations like the Student Conservation Association and White Mountain School. Mark has been a W-EMT, wilderness medicine instructor, classroom teacher, is a certified AMGA Rock Instructor and has presented at the WRMC since 2007.

Phd Walker works for the BLM within the Washington Office of Recreation and Visitor Services. This division helps manage the National System of Public Lands, which offers more diverse recreational opportunities than are available on the land of any other Federal agency.

Will White is the co-founder and Clinical Supervisor of Summit Achievement. Summit is a licensed adolescent residential treatment program with a wilderness component located in Stony, ME. Will is a licensed clinical social worker and recently completed his doctoral degree. His dissertation traced the evolution of wilderness therapy through critical leaders and incidents. Will is a frequent speaker and writer on the topic of wilderness/adventure therapy.

Jed Williamson, M.Ed is the Immediate Past President of Sterling College in VT. He is co-author of the AEE Accreditation Standards for Adventure Programs, editor of Accidents in North American Mountaincaring, and co-designer of the “Live, Learn, and Teach” graduate program in experiential education at UNH. He has conducted over 60 risk management reviews and accident investigations for adventure programs.

Erik Wortman is the Assistant Director of Logistics and Risk Management at AICS, Alaska Crossings. Masked as a Head Guide and lead trainer in the Crossings organization, he secretly develops and manages databases. His previous experience includes teaching conservation science and organizing youth trail crews for the USFS. Erik received a Bachelor of Arts in Environmental Science from the Colorado College.

Dave Yacubian consults independently in the San Francisco Bay Area and for NOLS Professional Training. From 2005-2010, he was the Risk Management Director for NatureBridge. He is certified as a W-EMT and instructs for WMI of NOLS. Since 2006, Dave has volunteered and served on the board of directors of ETC, an organization that provides outdoor adventures for disabled participants. He lives in San Francisco with his wife and two daughters.

Janet Zeller is the National Accessibility Program Manager for the U.S. Forest Service and is responsible for the development and implementation of legally compliant policies and operating procedures that both manage risk and ensure equal opportunity for all people, including people with disabilities. These actions take place within the 175 National Forest and Grasslands across the U.S. as well as through the over 5,000 outfitters and guides and 95% of the major ski areas all operating on the 193 million acres of National Forest System lands across the U.S. Janet also works with U.S. and local attorneys as well as providing the training at a wide range of venues. Janet instructs the development of essential eligibility criteria (EEC) at forums across the U.S.

Lester Zook is the director of the Outdoor Ministry and Adventure Leadership program at Eastern Mennonite University in Harrisonburg, Virginia. His doctoral is from the University of Virginia (1995). In 2004, he started WILD GUYde Adventures, providing adventure guiding and staff training for summer camps, groups, and families in the various back-country areas of Virginia and West Virginia.
Wilderness Medicine Training Center - The Wilderness Medicine Training Center provides practical courses in wilderness medicine and outdoor risk management. Hybrid courses require home study using animated lectures (DVD), texts, and online testing before attending a practical session.

Wilderness Medicine Institute (WMI) of NOLS - WMI's goal is to provide the highest quality education and information for the recognition, treatment, and prevention of wilderness emergencies. Our dynamic curriculum is accurate, practical and relevant. WMI offers a wide range of courses, tailored to meet the needs of all students, from novices to medical professionals. Come join us!

Featured Sponsors

Hilleberg - In the backcountry, having the right shelter is crucial. For 40 years, Hilleberg has specialized in making that "right shelter" by building the highest quality all season tents that offer the ideal balance of low weight, extraordinary strength and remarkable comfort.

Additional Sponsors

American Backcountry - American Backcountry has created a comprehensive catalog of Destination Tee Shirts that highlight and celebrate America’s Public Lands. Our AB Vintage Series commemorates the WPA National Park Posters from a bygone era. Our Classic Mountains and Great Trails series prompt memories of achievements past and offer inspiration for future goals.

Klean Kanteen - Klean Kanteen® collaborates with and supports dozens of organizations working to protect people and our planet. Our network of friends stretches across the country and around the globe, and includes everything from tiny hometown environmental education programs to nationally acclaimed leaders in advocacy for health and environmental stewardship, music festivals, and private companies known worldwide for their conscientious approach to doing business.

Mountain Khakis - Mountain Khakis. Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, Mountain Khakis quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The Mountain Khakis brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life. Mountain Khakis "Built for the Mountain Life."

NOLS - For over 45 years, students with the National Outdoor Leadership School (NOLS) have learned and mastered outdoor skills, developed leadership and studied environmental ethics in some of the most wild classrooms in the world!

Outward Bound - Outward Bound delivers challenging learning expeditions that inspire character development, leadership and service. Outward Bound helps its students realize their full potential, for themselves, and for a better world.

The Student Conservation Association (SCA) provides college and high school-aged members with hands-on conservation service opportunities in virtually every field imaginable, from tracking grizzlies through the Teton to restoring desert ecosystems and teaching environmental education at Washington D.C.'s Urban Tree House.

Osprey - Osprey Packs provide innovative design and exceptional fit, making them a leader in gear carrying equipment. For over 35 years Osprey has been actively involved in outdoor education programs. We continue this effort in the evolution of the Escalante program-specific series.

Premier Sponsors

Fred C. Church Insurance - Fred C. Church is one of the most experienced and most fiercely independent insurance agents in the country. We are specialists in Education, providing insurance and risk advisory services to nearly 200 independent schools, colleges, universities and experiential organizations including Outward Bound and the Student Conservation Association.

CRC Insurance Services - CRC Insurance Services is a wholesale insurance broker with 29 offices across the country. Our extensive market experience allows us to draw on a wide range of resources to provide customized insurance solutions for hard to place risks. If given the chance, we will prove that Performance is the Difference.


Corporate Sponsors

Hilleberg - The Tentmaker

Hilleberg - In the backcountry, having the right shelter is crucial. For 40 years, Hilleberg has specialized in making that "right shelter" by building the highest quality all season tents that offer the ideal balance of low weight, extraordinary strength and remarkable comfort.

Fred C. Church - an Assurex National Partner

Fred C. Church is one of the most experienced and most fiercely independent insurance agents in the country. We are specialists in Education, providing insurance and risk advisory services to nearly 200 independent schools, colleges, universities and experiential organizations including Outward Bound and the Student Conservation Association.

Sponsors
In 1992, representatives from Outward Bound, Alpine Towers, Wilderness Medical Society, Wilderness Education Association, Exum Mountain Guides, Association for Experiential Education, International Safety Network, National Association of Search and Rescue, American Mountain Guides Association, American Alpine Club, Outdoor Network/Outdoor Recreation Coalition of America, the National Park Service and NOLS met in Lander, Wyoming, to form the original Wilderness Risk Managers Committee. The group set an agenda that involved an examination of current issues within the industry and each organization. The committee wanted to serve as an informal think tank, providing better understanding and coordination in the outdoor education arena.

After meeting for a second time in 1993, the committee sponsored the inaugural Wilderness Risk Management Conference (WRMC) at NOLS Pacific Northwest in Conway, Washington, in 1994. Since that time the conference has served as a venue for sharing experiences and aligning practices in wilderness risk management. The conference is known for its high quality workshops and spirit of collegiality and openness.

Over time, multiple groups have influenced the WRMC. The Wilderness Risk Managers Committee has become a national consortium of outdoor schools, guide services, organizations, and land managers who have helped to develop the conference agenda and to attract high quality presenters. NOLS, the lead conference sponsor, along with co-sponsors Outward Bound and the Student Conservation Association, continued to enhance the professionalism of the conference and extend its reach within the industry.

As both the conference and committee grew, it became apparent that the current structure no longer best served the needs of either planning the conference or addressing key industry issues. In 2009, the committee disbanded itself and installed a small annual steering committee with responsibility for speaker selection and agenda development. In addition, a new interest group forum was created to follow the annual conference to allow for discussion of current industry related issues. The WRMC continues to evolve under the guidance of the co-sponsors and remains an excellent educational opportunity for those providers new to the field and the premier venue for established professionals in the adventure education industry.

For more information on the WRMC Steering Committee contact:
Liz Tuohy
National Outdoor Leadership School
Committee Chair
Charles R. (Reb) Gregg, J.D.
Legal Issues in Outdoor Pursuits
Drew Leemon
National Outdoor Leadership School
Sara Newman
National Park Service
Billy Roos
Outward Bound® USA

Jay A. Satz
Student Conservation Association
Steve Smith
Student Conservation Association
Mark Vermeal
Outward Bound® USA
Jed Williamson
American Alpine Club

2011 WRMC Steering Committee
Westin-Waltham Amenities

Internet
We are happy to provide free internet in all Westin-Waltham guest rooms as well as the Exhibit Hall. The password to use in the Exhibit Hall is WRMC. If you have trouble connecting please see WRMC staff or the Westin-Waltham front desk.

Parking
There is free parking during the day at the Westin and overnight parking is given to guests at the Westin.

Fitness Opportunities
If you are looking for a workout during your time at the WRMC consider visiting the Westin WORKOUT gym or the indoor pool, located on the bottom floor. If you are looking to take your workout to the outdoors, we recommend a series of trails located in Prospect Hill Park, directly east of the Westin. You enter through the west side of the park by going through a few parking lots, or go north on 3rd Ave and East on Totten Pond Road until you see an entrance to Prospect Hill Park. See maps for more information.

Sustainability Efforts
In choosing a site to host the WRMC we look for hotels and conference centers that share our same values. We are very pleased to report the Westin-Waltham is doing a number of things to make our time have the least amount of impact possible. Please notice and participate in these areas when possible:

• Extra food is composted and delivered to York, Maine for local farmers. In 2010 the Westin-Waltham composted 110 tons of food.
• Recycling bins are located in each of the rooms for convenient sorting of plastics, glass, and aluminum.
• During the WRMC we are not using any paper products for serving food.
• The Westin-Waltham encourages you to save water by using only one shower head and declining to have your sheets and towels washed each day.

Survey Participation
Please support the educational growth of our speakers and sessions by participating in the online survey sent out at the end of each day. This information is used to make improvements and provide feedback to speakers, and your opinion is highly valued. This year a few prizes will be given at random to people completing the survey by 6:00 p.m. on Friday, October 7th.

Meals and Dining

Keynote Dinner
Included in your WRMC registration is the Awards Dinner and Keynote Speaker David Ropeik on Friday, October 7th from 6:00 p.m.—9:00 p.m. We have taken note of dietary restrictions based on the registration process, but please feel free to confirm any requests with WRMC staff. Also, if your travel plans will take you away from the conference prior to the dinner please notify our staff as soon as possible so we do not have wasted food.

Meal Plan
If you have purchased a meal plan ahead of time you should find four tickets in your name badge. Present these to a WRMC staff member at the start of the buffet line in order to get a plate. Meals are served in the Seventy @ 3rd Café and include breakfast and lunch on October 6th and 7th. Meal times are 7:00 a.m.—8:15 a.m. for breakfast and Noon-1:15 p.m. for lunch. If you have not purchased a meal plan, you may still eat off the menu at the Seventy @ 3rd Café in order to join in the conversation and dining experience.

Restaurants in the Area
There are a handful of restaurants within walking distance, which we have highlighted below and placed on the map. With access to car or taxi we encourage a trip to Moody St. (Restaurant Row) in downtown Waltham for a greater variety of cuisine. Recommendations are also available from Westin staff and the Concierge.

Bertucci’s Brick Oven Pizza
Southern Italian
Tel: (781) 684-0650

Green Papaya
Thai Cuisine
Tel: (781) 890-2936

Seafood/Cuban Style
Tel: (781) 684-0500

D’Angelo Subs
Quick Sandwich Stop
Tel: 781-290-4740

Meals and Dining

Keynote Dinner
Included in your WRMC registration is the Awards Dinner and Keynote Speaker David Ropeik on Friday, October 7th from 6:00 p.m.—9:00 p.m. We have taken note of dietary restrictions based on the registration process, but please feel
2011 WRMC

Lead Conference Sponsor

NOLS

Drew Leemon
Rick Rochelle
Liz Tishy

Conference Co-Sponsors

OUTWARD BOUND

Billy Roos
Mark Vermeal

sca

Jay A. Satz
Steve Smith