



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 and speakers with the fundamentals to ensure that everyone finds their learning edge. We have organized the workshops into five main tracks so you can 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 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.

Core Workshop



Presentation Tracks

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

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.

WRMC Resource Center

The learning doesn't stop when the conference ends! We respond to your requests by making the most popular past Proceedings Articles, Workshop Outlines, and Take Home Action Steps available to the public for your continuing education needs.

Pre-Conference Schedule

Monday, October 3, 2011

8:00 a.m.–5:00 p.m.	Wilderness First Responder Recertification Tod Schimelpfenig and Nate Otis <i>Emerson</i>
---------------------	---

Tuesday, October 4, 2011

7:00 a.m.–8:00 a.m.	Pre-Conference Check-In, Foyer of Eden Vale Ballroom
---------------------	---

8:00 a.m.–5:00 p.m.	Wilderness First Responder Recertification cont. Tod Schimelpfenig and Nate Otis <i>Emerson</i>
	NOLS Risk Management Training Dave Yacubian and Shana Tarter, <i>Cambridge</i>

Wednesday, October 5, 2011

7:00a.m.–10:00 a.m.	Pre-Conference Check-In, Foyer of Eden Vale Ballroom
---------------------	---

8:00a.m.–5:00p.m.	Wilderness First Responder Recertification, cont. Tod Schimelpfenig and Nate Otis <i>Emerson</i>
	NOLS Risk Management Training, cont. Dave Yacubian and Shana Tarter, <i>Cambridge</i>
	Victim Relations Training Will Marling, <i>Livermore</i>

10:00a.m.–4:00p.m.	Managing Risk with Volunteer Leaders Aaron Gorban, Alex Kossef, Sasha Paris, Tony Clap, Kathy Hansen-Stamp, <i>Lincoln</i>
	Tour of Thompson Island OB Staff <i>Lobby</i>

11:00a.m.–12:00p.m.	Pre-Conference Check-In, Foyer of Eden Vale Ballroom
---------------------	---

1:00p.m.–5:00p.m.	What the Courts Want Us to Know Reb Gregg and Cathrine Hansen-Stamp, <i>Wellseley</i>
	Psychological Screening for Outdoor Programs Amberleigh Hammond and Billy Roos, <i>Eden Vale C 1</i>

Conference Opening

Wednesday, October 5, 2011

4:00p.m.–6:00p.m.	Conference Check-In
-------------------	----------------------------

5:00p.m.–6:00p.m.	Exhibit Hall Reception Giveaways, Appetizers, and Cash Bar, Exhibit Hall
-------------------	---

6:00p.m.–6:30p.m.	Opening Remarks
-------------------	------------------------

6:30 p.m.–7:30 p.m.	Opening Address, Promoting Risk for its Reward: Transforming the Argument Christopher Barnes, <i>Exhibit Hall</i>
---------------------	---

Conference Schedule

Thursday, October 6, 2011

8:00 a.m.–5:00 p.m. Exhibit Hall Hours		
	STAFF TRAINING & DECISION MAKING	PROGRAM ADMINISTRATION
8:30 a.m.–10:00 a.m.	When Judgement Fails: Intuition, Bias, and Experience in Field Decision Making Brendan Madden <i>Eden Vale C</i>	Analyze, Manage, Inform: A Guiding Principle for Organizations and a Useful Tool for Program Staff Dave Yacubian <i>Cambridge</i>
10:00 a.m.–10:30 a.m. Exhibitor Showcase and Break		
10:30 a.m.–12:00 p.m.	Judgment and Decision Making Tod Shimelpfenig and Gates Richards <i>Emerson</i>	The Rekkie: Solid Site Visits Support Safety and Success in International Programming Anne Ogilvie and Lloyd Figgins <i>Cambridge</i>
12:00p.m.–1:00p.m. Exhibitor Showcase and Break		
1:30 p.m.–3:00 p.m.	Portal Experiences: Decision Making in High Risk Environments Ed Crothers <i>Lincoln</i>	Short-Circuit: When Administrative Vision Doesn't Translate into Field Practices Joshua Cole, Steve Smith and Mitsu Iwasaki <i>Concord</i>
3:00p.m.–3:30p.m. Exhibitor Showcase and Break		
3:30 p.m.– 4:30 p.m.	Is Risk Management in Your Job Description? Shana Tarter <i>Eden Vale C</i>	Outdoor Adventure Risk Management, Millennials and the Car Camping Generation Gilles Valade <i>Cambridge</i>
4:45- 6:00 p.m. Structured Networking facilitated by Alex Kosseff, <i>Exhibit Hall</i>		

Friday, October 7, 2011

8:00 a.m.–3:30 p.m. Exhibitor Hall Hours		
8:30 a.m.–10:00 a.m.	National Park Service's Operational Leadership Program Mark Herberger and Jay Satz <i>Emerson</i>	Small Program Risk Management Christopher Barnes <i>Eden Vale C</i>
10:00 a.m.–10:30 a.m. Exhibitor Showcase and Break		
10:30 a.m.–12:00p.m.	Leading Beyond Invincibility, Group-Think, and Other Catastrophic Attitudes Lester Zook <i>Eden Vale C</i>	Managing Public Risk in Commercial Outfitter Operations - A Land Manager Perspective Kurt Rausch and Sara Newman <i>Lincoln</i>
12:00p.m.–1:00p.m. Exhibitor Showcase and Break		
1:30 p.m.–3:00 p.m.	The Phone Interview: Evaluating Candidates from a Distance Gates Richards <i>Cambridge</i>	Land Managers Talk About Risk Management Jay Satz, Richard Powell, Jim Bedwell, and Phil Walker <i>Eden Vale C</i>
3:00 p.m.– 3:30pm Exhibitor Showcase and Break		
3:30 p.m.–5:00 p.m.	Designing an Effective Staff Training: A Systems Approach Kathleen Pelto <i>Eden Vale C</i>	Leading Risk Management Transformation Alex Kosseff <i>Cambridge</i>
6:00 p.m.–8:00 p.m. Keynote Dinner and Awards Ceremony, <i>Exhibit Hall</i>		
8:00 p.m.–9:00 p.m. Keynote Speaker, David Ropeik, <i>Exhibit Hall</i>		

FIELD PRACTICES	LEGAL CONSIDERATIONS	EMERGENCY PLANNING & CRISIS RESPONSE
Behavioral Risk Management: Training Staff to Deal with Behaviorally Challenging Participants in the Field Will White <i>Lincoln</i>	Choose Words Carefully...What You Say Matters! Wilma Gray <i>Emerson</i>	Core Workshop Crisis Management: A Pre-Plan in Action Drew Leemon <i>Concord</i>
River Rescue Awareness 101 Nate Ostis <i>Concord</i>	Core Workshop Understanding Your Legal Duty of Care Reb Gregg <i>Eden Vale C</i>	Risk Management: The Traumatic Aftermath Will Marling <i>Lincoln</i>
	Core Workshop "Use of Participant Agreements- Releases and Related Issues" Catherine Hansen- Stamp <i>Eden Vale C</i>	Core Workshop Medical Topics- New, Controversial, and Old Dr. David Johnson <i>Emerson</i>
The High Risk of Stress: Digging into Dissonance in Adventure Therapy Brianna Sharpe and Shannon Hartwig <i>Lincoln</i>	Industry Standards- Understanding Them to Avoid Liability Exposures Tracey Knutson <i>Concord</i>	Ten Reasons to Stop by a Radio Shack Near You! Stephen Prysunka and Erik Wortman <i>Emerson</i>
Do You Know What You Don't Know?: Cultural Competence and Risk Management Lisa Chalet and Robin Chiles <i>Cambridge</i>	Essential Eligibility Criteria: A Risk Management Tool Janet Zeller and Catherine Hansen-Stamp <i>Lincoln</i>	Suprises and Lessons from Major Incidents Frances Mock, Lewis Glenn, Steve Neal, and Michael Lindsey <i>Concord</i>
Core Workshop Accidents in Outdoor Pursuits- Their Causes and Cures Jed Williamson <i>Concord</i>	Volunteer or Employee? Liability for Injuries to Volunteers Tony Clapp <i>Cambridge</i>	A Case Study in Systems Failure: NZ's Mangatepopo Tragedy Jeff Jackson <i>Emerson</i>
Institutional & Personal Risk Tolerance: Mitigating the Differences Mark Vermeal and Christopher Barnes <i>Concord</i>	Insurance Survival Tactics Mike Lucas, Sam Daume, and Steve Neal <i>Lincoln</i>	Urban Program Risk Management Matt Osgood, Leigh Jackson-Magennis, Nancy Oswald, Vanessa Mendillo <i>Concord</i>
Outdoor Lightning Risk Management John Gookin <i>Emerson</i>	Ask the Lawyers Reb Gregg, Cathy Hansen-Stamp, Wilma Gray, Frances Mock, and Tracey Knutson <i>Lincoln</i>	Core Workshop Crisis Communication in the Facebook Age: Will They "Like" You? Bruce Palmer <i>Concord</i>



Presentation Descriptions

Wilderness First Responder Recertification with WMI of NOLS

October 3–5, 8:00 a.m.–5:00 p.m.
 Tod Schimelpfenig and Nate Otis
 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 **New Topic**

October 5, 10:00 a.m.–4:00 p.m.
 WRMC Special Event
 USD \$25 (includes lunch)

Meet In Lobby

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 their 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 Marling
 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 Gorban **New Speaker**, Tony Clapp, Cathy Hansen-Stamp, Alex Kosseff, Sascha 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

Wellesley

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.

Psychological Screening for Outdoor Programs **New Topic**

October 5, 1:00 p.m.–5:00 p.m.
 Billy Roos and Amberleigh Hammond
 No Fee

Eden Vale C

This Workshop will provide participants with tools to

determine 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, screener'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

Exhibit Hall

Christopher Barnes, High Mountain Institute
 Now 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
Exhibit 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 ourselves rational beings, findings from various fields have revealed a system or risk perception that mixes facts and feelings, reason and 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.

Staff Training & Decision-Making

Thursday, October 6th

When Judgment Fails: Intuition, Bias, and Experience in Field Decision Making **New Topic**

Brendan Madden
 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 systems as a result of greater awareness of the dynamics of human decision making under stress.

Judgment and Decision-Making **New Topic**

Tod Schimelpfenig and Gates Richards
 10:30 a.m.–12:00 p.m.

Emerson

In a lecture format with pauses 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 expertise and mindful practice.

Portal Experiences: Decision Making in High Risk Environments **New Topic**

Ed Crothers
 1:30 p.m.–3:00 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 lessons 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.

“By attending this conference, I feel as if I have already been able to impact my current and future students, school district, and community with the knowledge gained.”

*Ben Gasper, Outdoor Education Teacher
Northern High School, Durham Public Schools*

Friday, October 7th

National Park Service’s Operational Leadership Program

New Topic
Mark Herberger **New Speaker**, Jay Satz
8:30—10:00 a.m.

Emerson
The National Park Service, which has historically been hampered with the highest accident rates in the Federal government, began implementing, what it calls, Operational Leadership or “OL”. This is a tool to help alleviate the high incidence of human error failures in operations. OL seeks to motivate employees to take ownership of their individual safety and the safety of coworkers by empowering employees to make risk-based decisions.

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

Lester Zook
10:30 a.m.—12:00 p.m.
Eden Vale C

The role of the “human element” as an antecedent to outdoor accidents is well documented. Attitudes such as egoism, casualness, and hurry contribute more to disasters than the capriciousness of natural forces. This workshop will explore some of the psycho-social dynamics at work in a few of these dangerous attitudes, and then explore leadership (preparation and management) strategies to address them. Participants will hear actual cases, and will also be invited to personally reflect on their own leadership histories and practice. The ultimate goal is to help develop leaders who are more aware of the dynamics of dangerous attitudes, and better prepared to mitigate them before they cause a disaster.

The Phone Interview: Evaluating Candidates from a Distance

Gates Richards
1:30 p.m.—3:00 p.m.
Cambridge

This presentation will draw from WMI’s 14 years of phone interviewing experience to provide insight into what can be a daunting process: selecting candidates for employment remotely. You can hire people for jobs requiring technical skills without meeting them in person! During this presentation, attendees will critique their existing interviews, craft new interview questions and brainstorm with their peers to improve their interview process. Though this presentation will focus on phone interviews, lessons learned can be applied to any interview.

Designing an Effective Staff Training: A Systems Approach

New Topic
Kathleen Pelto **New Speaker**
3:30 p.m.—5:00 p.m.
Eden Vale C

Staff training is at the core of risk management for outdoor programs. Trainings are a highly effective conduit to communicate parameters in which your staff are expected to perform. Trainings also help establish the tone of your program. This workshop will encourage ideas and provide tools for trainings that strengthen the risk management culture within your program. Using a systematic 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.

Program Management and Administration

Thursday, October 6th

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

David Yacubian **New Speaker**
8:30 a.m.—10:00 a.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 Rekkie: Solid Site Visits Support Safety and Success in International Programming **New Topic**

Anne Ogilvie **New Speaker** and Lloyd Figgins **New Speaker**
10:30 a.m.—12:00 p.m.
Cambridge

Proper “rekkiies” (pre-program site visits) support the success of international programs. We will explore how to conduct the ideal rekkie, from desk-based planning at home, to conducting the visit, to improving internal organizational systems and processes so that key rekkie findings are captured and preserved in institu-

tional 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 **New Topic**

Joshua Cole, Steve Smith, and Mitsu 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.

Outdoor Adventure Risk Management, Millennials and the Car Camping Generation

Gilles Valade
3:30 p.m.—4:30 p.m.
Cambridge

This presentation builds on 20 years of programs at Thompson Rivers University. Risk management has changed to accommodate the 21st century students who approach the outdoors differently than their predecessors. These students have better technical skills, less experience and more likely to prefer day trips, car camping or hut-to-hut tours. The presentation discusses how the department and its programs have adapted to the students’ relationship with risk including accidents and close-calls.

Friday, October 7th

Small Program Risk Management

Christopher Barnes
8:30 a.m.—10:00 a.m.
Eden Vale C

Wilderness risk management in the smaller program setting offers up a special set of opportunities and challenges. For this session, an initial overview will be followed by a group discussion of specific strategies that have proved useful to other smaller programs.

Managing Public Risk in Commercial Outfitter Operations – A Land Manager Perspective **New Topic**

Kurt Rausch **New Speaker** and Sara Newman
10:30 a.m.—12:00 p.m.
Lincoln

This presentation provides a glimpse into the complex world of land managers responsible for implementing commercial operator backcountry risk management programs that protect visitors, allow for adventure and make business sense. Discussions will cover balancing bureaucracy, operational practicality and risk, acknowledgements of risk versus waivers of liability, liability insurance, decision-making using field data and demonstrating leadership

while keeping it simple. Participants will be able to interact with speakers and gain perspective from this unique viewpoint.

Land Managers Talk About Risk Management

Jay Satz, Richard Powell **New Speaker**, Jim Bedwell, and Phil Walker **New Speaker**
1:30 p.m.—3:00p.m.
Eden Vale C

This presentation will build on last year’s presentation of the senior recreation managers from BLM, NPS and USFS making brief statements regarding the interconnectivity of the WRMC community and their areas of responsibility for managing public land resources and public access to those lands. Facilitated questions/answers will follow.

Leading Risk Management Transformation **New Topic**

Alex Kosseff
3:30 p.m.—5:00 p.m.
Cambridge

Many attendees leave the WRMC with a vision and excitement for improving risk management practices within their organization. Unfortunately, this change can be challenging to implement and many well-intentioned efforts lose momentum. Learn how to establish clear priorities, build a sense of urgency, educate stakeholders and successfully transform your organization’s risk management practices. This lecture style session will include two brief case studies and a break out session to capture ideas from the audience.

Field Practices

Thursday, October 6th

Behavioral Risk Management: Training Staff to Deal with Behaviorally Challenging Participants in the Field

Will White
8:30 a.m.—10:00 a.m.
Lincoln

This workshop will focus on training staff to effectively manage behaviorally challenging students while in non-therapeutic outdoor programs. We will explore ways to intervene when students are oppositional, threatening, suicidal, or otherwise behaviorally challenging. We will also address ways to identify behaviorally challenging students before admission. The workshop is geared towards program managers/directors who work in non-therapeutic outdoor programs and would like to more effectively train their staff to mitigate behavioral risks.

River Rescue Awareness 101

Nate Ostis
10:30 a.m.—12:00 p.m.
Concord

Programs operating in and around rivers need to have a solid foundation in swiftwater awareness in order to manage risk effectively and to prevent themselves from becoming another patient. This workshop provides participants with a conceptual understand-

ing of the principles, applications, and hazards associated with advanced water rescue techniques. This lecture/discussion will include Hydrology, Rescue Principles, and Hazard Recognition.

The High Risk of Stress: Digging into Dissonance in Adventure Therapy **New Topic**

Brianna Sharpe **New Speaker** and Shannon Hartwig **New Speaker**
3:30 p.m.—4:30 p.m.

Lincoln

Many adventure and outdoor programs base their foundational philosophy on the 1976 Outward Bound Process Model created by Walsh and Golins. This session will explore elements of risk, safety and stress 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 Chalet **New Speaker**

Robin Chiles **New Speaker**

8:30 a.m.—10:00 a.m.

Cambridge

Statistically and anecdotally, we know that removals and evacuations of female students and students of color from wilderness 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.

Concord

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 **New Topic**

Mark Vermeal and Christopher Barnes

1:30 p.m.—3:00 p.m.

Concord

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? Personal values, institutional culture, and society at large often don't align or agree when it comes to risk. This session will focus on the internal aspects of risk management and individuals' personal values around risk via real world examples and some practices scenarios designed to challenge your thinking about risk.

Outdoor Lightning Risk Management

John Gookin

3:30 p.m.—5:00 p.m.

Emerson

This presentation will address general outdoor lightning risk management, backcountry lightning risk management, and issues in lightning education. E-handouts include a draft of the upcoming 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 mechanism of lightning injury to humans: ground current.

Legal Considerations

Thursday, October 6th

Choose Words Carefully...What You Say Matters!

Wilma Gray

8:30a.m.-10:00 a.m.

Emerson

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.

Eden 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" isn't? We will use current reported law cases 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.

Eden 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.

Concord

"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," but do you understand these phrases and how they effect your business? Operators and administrators are constantly making decisions on perceived or so-called "standards" in the recreation industry – but how supportable are these standards and the decisions that derive from them?

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 presenters, followed by a full group discussion of resulting EECs.

Volunteer or Employee? Liability for Injuries to Volunteers

New Topic

Tony Clapp

10:30 a.m.—12:00 p.m.

Cambridge

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 **New Speaker**, Sam Daume **New Speaker** and

Steve Neal **New Speaker**

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-and-build approach. This interactive and engaging discussion (yes we did use those words relative to insurance!) will translate the insurance world and teach you the fundamentals of designing

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.

Concord

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.

Emerson

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 can 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.

Ten Reasons to Stop by a Radio Shack Near You! **New Topic**
Stephen Prysunka **New Speaker** and Erik Wortman **New Speaker**
3:30 p.m.—4:30 p.m.

Emerson

We have won! Without debate, technology in the wilderness is practical and worthwhile. Staunch techno-phobes are now embracing 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

Frances Mock, Lewis Glenn, Michael Lindsey, and Steve Neal **New Speaker**
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 **New Topic**

Jeff Jackson

10:30 p.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 Pursuits Centre. 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-Magennis, 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 on case studies on urban program risk management.

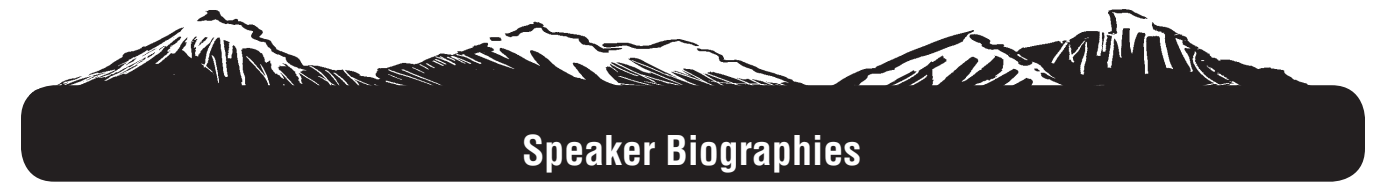
Crisis Communication in the Facebook Age: Will They "Like" You? **New Topic**

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.



Speaker Biographies

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 approximate 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 fueling aircraft in Antarctica. 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, Karstaedt, 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 (AIARE) 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 advice 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 Earthwatch Institute with over 15 years 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 fulfil 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. Previously, 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 Education and Counseling.

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

John Gookin 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 brochure “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 policies and training procedures related to approximately 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, much of her youth was spent canoeing, hiking, cross-country skiing, snowshoeing and as a counselor for outdoor youth programs.

Reb Gregg is a practicing attorney in Houston, Texas, specializing 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 courses and outfitters. He is a frequent speaker and writer on subjects important to the industry, and co-authors the Outdoor Ed Adventure 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 Roos in a major update of Outward Bound screening policies and guidelines.

Catherine Hansen-Stamp is an attorney in Golden, Colorado. She advises recreation and adventure providers on law, liability 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 Associations, and co-authors the Outdoor Ed Adventure and Recreation Law Center with Reb Gregg.

Shannon Hartwig loves the excitement of starting new things. Most recently she created and implemented a program partnering the philosophies and principles of Outward Bound with a national residential treatment program serving youth with addictions. 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 confidence 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 time with the NPS he has served as a wildland fire fighter, regional instructor for orientation programs, curator, park interpreter, and search & rescue team member in areas including Big Bend, San Antonio Missions, Zion, and most recently as Superintendent at Minuteman Missile National Historic Site in South Dakota. He began his current assignment as NPS Operational Leadership Program Manager at the start of this fiscal year. Although Mark is assigned to the Washington headquarters, he says he is “still a Ranger who just happens to work in the WASO 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 Environmental 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 doing “good” and affecting real and useful change.

Jeff Jackson is an award winning educator who brings a business management perspective that spans adventure tourism, economic development, health care and education. Jeff is a professor and coordinator of Algonquin College’s Outdoor Adventure professional guide training diploma, where he oversees 18,000 student field days per year and teaches courses in Leadership, Ethics, Marketing, Risk Management and Business Planning. He is the author of *Managing Risk: Systems Planning for Outdoor Adventure Programs*.

Leigh Jackson-Magennis 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 Management Chair for the Georgia Tech Campus Recreation Department and is currently serving as Co-Chair for REI’s Outdoor Programs and Outreach 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. She has led extensive expeditions around the world 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 backcountry traveler and patient caregiver.

Tracey L. Knutson is a licensed attorney in Anchorage, Alaska whose 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, often negotiating pretrial conclusions that minimize time and expense. In addition, she provides risk management and training services.

Alex Kosseff 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 former Leadership and Volunteer Relations Director for the Appalachian Mountain Club, Alex developed risk management systems for 9,000 annual professionally and volunteer led outdoor programs. He instructs outdoor leadership and climbing programs and enjoys exploring the greater Yellowstone ecosystem and beyond.

Drew Leemon, NOLS Director of Risk Management, began his career in outdoor education in 1979 and has held his current position 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 Programming and co-authored Risk Management for Outdoor Leaders.

Mike Lucas has over 25 years in the insurance industry working as a risk management consultant and insurance broker for clients in manufacturing, contracting, public and independent schools and experiential education. He and his team at Fred C. Church Insurance have gained in depth experience in the world of experiential education working with current clients that range from Aerie Backcountry Medicine to Project Adventure, SCA and Outward Bound. Mike also brings his invaluable experience on the job as a fire protection 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 Outward 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 until leaving in 2002. Michael has conducted a numerous investigations of outdoor accidents, and fatalities, both as an internal staff investigator and as an outside consultant.

Melanie MacInnis currently serves as the Sierra Club’s Local & Inner City Outings Manager. She enjoys working with outings 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 hundreds of participants on ICO day hikes, backpacks and river

“The WRMC created an environment for inquisition; it is the essential backdrop for every professional to investigate how someone becomes truly qualified to develop confidence, leadership, and technical skills in our students and clients.”

*Sarah Smith, Director
Alpine Summer Term, Lenk, Switzerland*

rafting trips. She served as the West Regional Representative on the national ICO steering committee, trained leaders with the Outings Activity Training Program and Mel volunteered on 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 programs. He spent 11 years at the National Outdoor Leadership School, as senior instructor, Rocky Mountain Program Director, Yukon Program Supervisor, and Assistant Director 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 crimes to natural disasters. Marling was appointed as Executive Director for NOVA in July 2007.

Vanessa Mendillo is currently the Director of New Center Development for Outward Bound supporting urban center start-up and operations across the country and developing urban policies, procedures and strategic plans. 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 challenge and adventure whenever possible.

Frances Mock is an attorney specializing in advising wilderness and experiential education programs. She is counsel to Outward 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 Program 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 communication programs, and designs and implements safety training for staff.

Steve Neal is Risk Management Officer for Outward Bound USA, responsible for all loss-control programs, process and initiatives. This includes procurement of insurance, contract devel-

opment and review, and management of any claims and litigation within a self-insured retention. He works closely with the Safety Team to address day-to-day operational issues, manage 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 understanding of the importance of proactive loss prevention. His career 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 Management 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 organizational learning and is a professional facilitator in addition to her role at Earthwatch. Previously, Anne has worked for the Sea Education Association, the New England Aquarium, Shoals Marine Lab, and Catalina Island Marine Institute.

Matt Osgood is the Summer Program Coordinator at Summer Search, a leadership and youth development program for low-income high school students that provides year-round mentoring 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 Hanover College and joined Summer Search in 2008.

Nancy Oswald is the Assistant Director of Field Operations for SCA's Community Programs. SCA engages over 2,000 youth annually in year-round programming in 20 metropolitan areas throughout the country. The program provides one day, ongoing and progressive opportunities for youth to develop conservation and outdoor leadership skills while building an ethic of 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 NSDS Open Water Diver and an Ice Rescue Technician. Additionally Nate instructs for NOLS, WMI, and 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 NOLS' admission and marketing director, a position he has held since 1990. During Palmer's tenure NOLS enrollment has grown from 2,500 to more than 15,000 students annually. As NOLS' primary media coordinator 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 employed 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 volunteer trip leaders and program managers who lead 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 Wilderness Medicine Institute.

Richard Powell is currently Chief of the Office of Risk Management 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 Service, working in parks during the early years of his career including Yosemite National Park, Death Valley National Park, Lassen Volcanic National Park and Sequoia and Kings Canyon National Parks. Richard is also a conflict resolution mediator 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 sensible technology in the wilderness behavioral health industry. As the Director of AICS Alaska Crossings he continues to push for innovation 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 Environmental Safeguards All Hazard Emergency Plan Team. He 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 Medicine Institute of NOLS. Gates has been involved in outdoor education and EMS since the early 90's. Over the years he's worked outdoor programming throughout the Rocky Mountains, 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 Programs 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 Screener, and Facilities Manager. He has 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 Screeners and co-authored the current edition of the OB/WMA Screening Guidelines with the OB Senior Medical Screener, Amberleigh Hammond, and Dr. David Johnson of Wilderness Medical Associates.

David Ropeik is an Instructor at Harvard University, an author, and a consultant on risk perception, risk communication and risk management. He is also the creator and director of the training program program for journalists, "Improving Media Coverage of Risk", has taught journalism at Boston University, Tufts University, and MIT, and was a television reporter for WCVB-TV in Boston from 1978 – 2000, where he specialized in reporting on environment and science issues. He has twice won the DuPont-Columbia Award, and has won seven regional EMMY awards for his work.

Jay A. Satz 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 manager, 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 dedicated professionals to support each other in our important work.

Tod Schimelpfenig has been a NOLS Instructor since 1973, a volunteer SAR WEMT, he is also the Curriculum Director of WMI of NOLS. He has served as the NOLS Risk Management Director for 8 years, NOLS Rocky Mountain School Director for 6 years, and 3 years on the board of the Wilderness Medical 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 (Reb) Gregg Wilderness Risk Manager Award.

Brianna Sharpe is currently the Wilderness Coordinator for Enviro Wilderness School in Alberta, Canada, where she oversees the therapeutic wilderness programming for several treatment centres. She has held many roles with Outward Bound Canada since 2003, 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 association with all three of the WRMC's sponsoring 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 Consulting. He embraces the inherent risks of extreme caffeination.

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 Vermeal 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.

Phil 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 Stow, 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 Mountaineering, 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 doctorate 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.



Exhibitors and Supporters

Exhibitors



The Association for Experiential Education (AEE) is a nonprofit, professional membership association dedicated to experiential education and the students, educators, and practitioners who utilize its philosophy.



Aerie Backcountry Medicine - Aerie trains 2,500 students each year in wilderness medicine, wilderness risk management and crisis response. While Aerie trains in some of the most beautiful places around the world, their mission is to inspire individuals to be compassionate care providers, preventing and managing injury and illness, in any setting where resources are limited.



AMGA - The American Mountain Guides Association (AMGA) is the premier source for training credentials and services for professional mountain guides and climbing instructors in the United States. Since 1979, the AMGA has been dedicated to supporting the profession through excellence in education to enhance the quality of outdoor services provided to the public.



Merchant's Short Term Solutions - Merchant's Short Term Leasing provides a variety of custom short-term leasing programs for just about all your fleet vehicle leasing needs. With flexible terms starting at as little as two months and up to a year, we'll work with you to understand your vehicle requirements and develop a solution that works for you.



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!



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.



Outdoor Safety Institute - Outdoor Safety Institute (OSI) provides outdoor education and recreation providers with safety, liability

and program management solutions. OSI provides global safety management support to organizations of all types operating in remote environments.



OutdoorEd.com: OutdoorEd.com is the premiere Web resource for outdoor education professionals providing information for program and risk management through blogs, articles, and Wikis. OutdoorEd.com is developer of the International Incident Database System which will be displayed at the conference.



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.



Pachner & Associates - "The Natural Choice for Insurance", Pachner & Associates Insurance Brokers and Consultants specializes in the non-motorized outdoor recreation industry, trail associations and outdoor clubs, nature education, environmental conservation, and environmental research organizations.



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 Tetons to restoring desert ecosystems and teaching environmental education at Washington D.C.'s Urban Tree House.



Thompson Island Outward Bound Education Center is Boston's Island Classroom. Each year we educate and enrich the lives of more than 6,000 youth and 1,500 adults through one and multi-day courses in environmental education, peer leadership, challenge and wilderness adventure.



Thompson Rivers University - Thompson Rivers University's Adventure Studies Department offers some of the finest most comprehensive adventure studies training available. Ideally located in Central British Columbia, the department offers certificates, diplomas, and degree studies, and operates the training and certification program for the Association of Canadian Mountain Guides.



Wilderness Medicine Training Center
- The Wilderness Medicine Training Center provides practical courses in wilderness medicine and outdoor program 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!

Sponsors

Premier Sponsors



Fred C. Church
INSURANCE
... an Assurex Global 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.



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

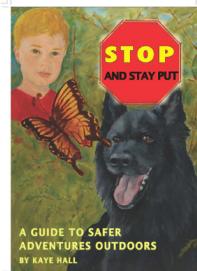


Hilleberg - In the backcountry, having the right shelter is crucial. For 40 years, Hilleberg has specialized in making that "right shelter" by building the highest quality all season tents that offer the ideal balance of low weight, extraordinary strength and remarkable comfort.

Featured Sponsors



Above the Ridge - Above The Ridge was founded in 2005 based on an extreme passion for the outdoors. At Above The Ridge, you will find high quality, sometimes hard to find products manufactured by companies who have that extreme passion for the outdoors as well. Your adventure does not have to wait any longer. Get outdoors. Stay outdoors.



Kaye Hall - Adventuring Outdoors Stop and Stay Put is an enjoyable tale written and designed by California Rescue Dog Association (CARDAs) trailing handler, Kaye Hall, to make it easy for children and adults to remember basic steps for safety in the wilderness. A musical CD reinforces the lessons learned. Visit www.search-dog-heroes.com for more information.



Pachner & Associates - "The Natural Choice for Insurance", Pachner & Associates Insurance Brokers and Consultants specializes in the non-motorized outdoor recreation industry, trail associations and outdoor clubs, nature education, environmental conservation, and environmental research organizations.

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!



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.



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.



Thompson Island Outward Bound Education Center is Boston's Island Classroom. Each year we educate and enrich the lives of more than 6,000 youth and 1,500 adults through one and multi-day courses in environmental education, peer leadership, challenge and wilderness adventure.



REI is a national outdoor retail co-op dedicated to inspiring, educating and outfitting its members and the community for a lifetime of outdoor adventure and stewardship.



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 Tetons to restoring desert ecosystems and teaching environmental education at Washington D.C.'s Urban Tree House.



History of the WRMC

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.

2011 WRMC Steering Committee

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

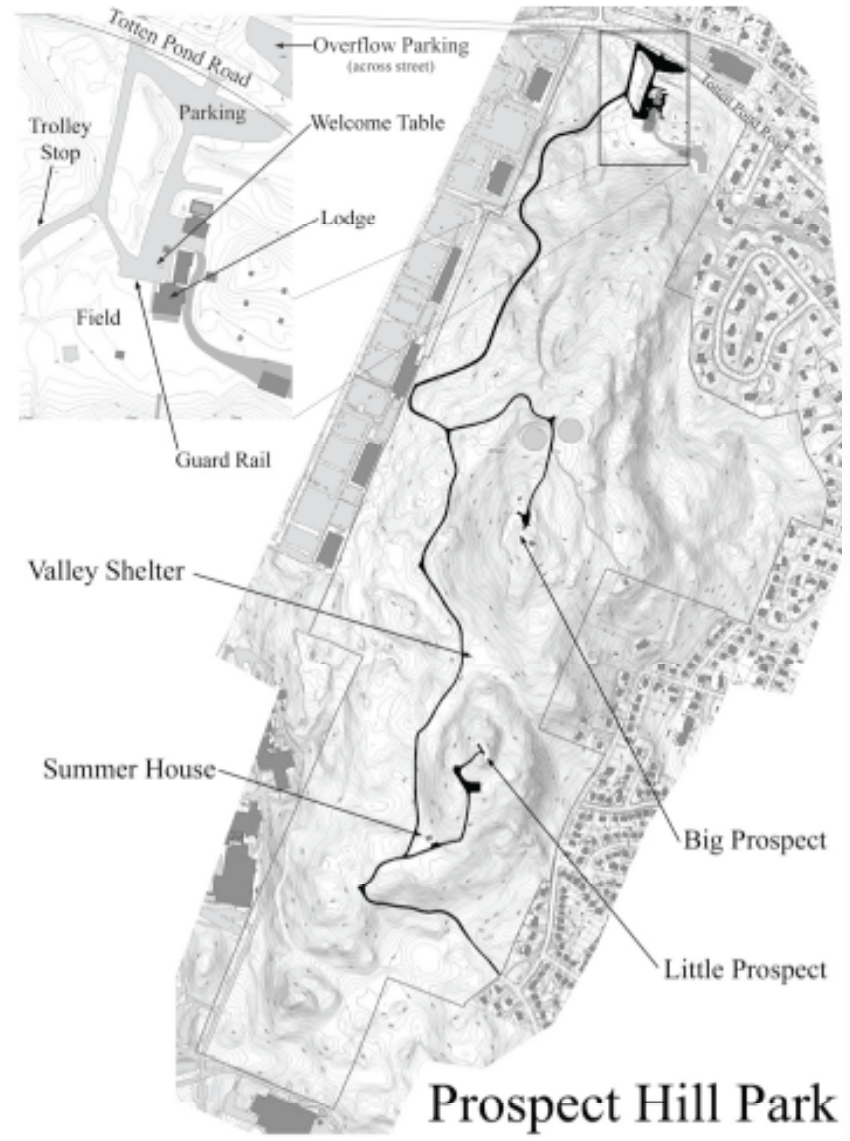
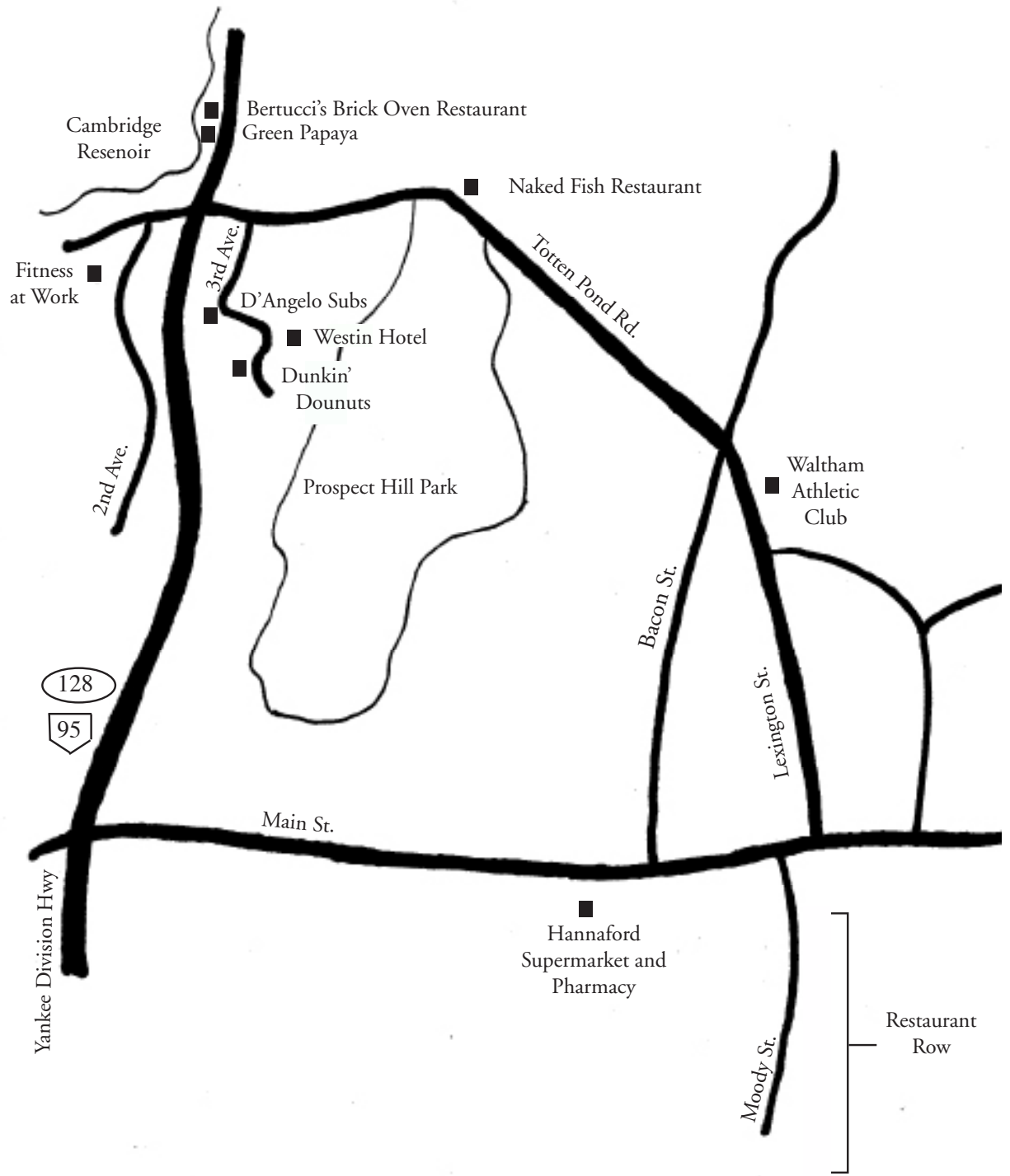
Mark Vermeal
Outward Bound® USA

Jed Williamson
American Alpine Club

For more information on the WRMC Steering Committee contact:

Liz Tuohy
(307) 335-2217
liz_tuohy@nols.edu

Map of Local Area



Hotel Floor Plan



Lobby Level-Left of Front Desk



Lobby Level-Right of Front Desk



Lower Level



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.

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) 487-9988

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

Dunkin' Donuts
Coffee and Breakfast
Tel: (781) 890-2936

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



2011 WRMC

Lead Conference Sponsor



Drew Leemon
Rick Rochelle
Liz Tuohy

Conference Co-Sponsors



Billy Roos
Mark Vermeal



Jay A. Satz
Steve Smith