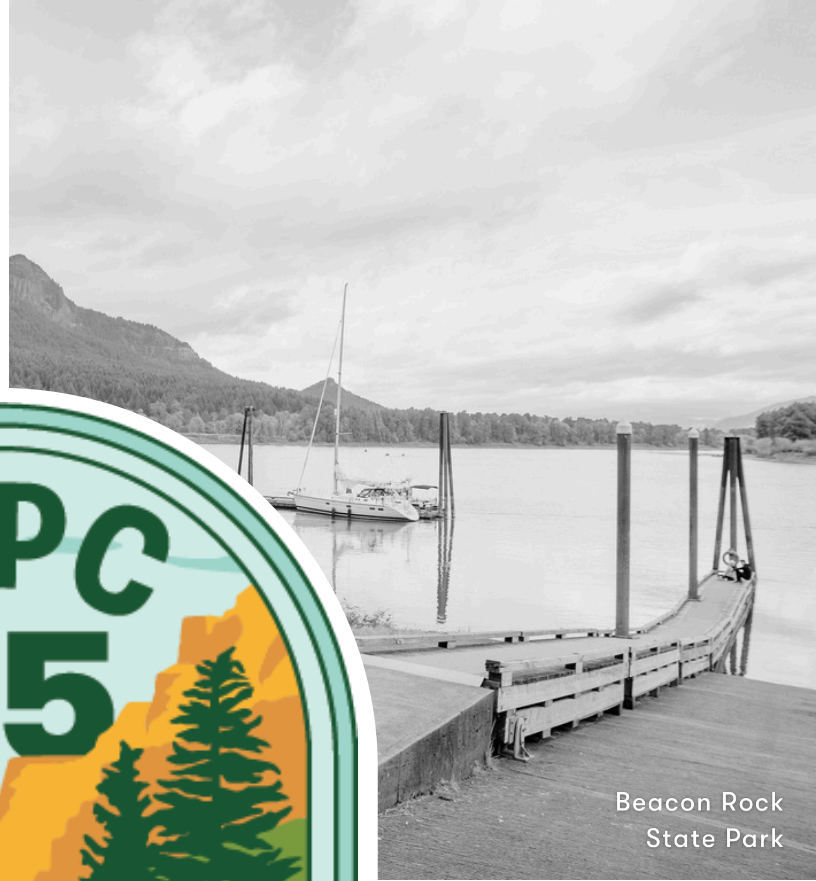




Battle Ground Lake State Park



Beacon Rock State Park



Columbia Hills State Park



Mount St. Helens Visitor Center



ASSOCIATION OF WESTERN STATE PARKS CONFERENCE
MAY 12-16, 2025 • VANCOUVER, WA

ABOUT WASHINGTON STATE PARKS

From ocean beaches to mountain waterfalls, hiking trails to swimming areas, Washington's state parks provide access to many outdoor recreational experiences across the state. Some of the most iconic and significant natural and cultural heritage sites for outdoor recreation and education are proudly stewarded by the agency.

Our agency is like a river, ever evolving. We're navigating and overcoming barriers in our future, staying true to our mission amid rapids and course corrections and we're embracing the journey that brings us growth and charts a new course and priorities.



124

DEVELOPED
PARKS



1.3K

MILES OF
TRAILS



122K

ACRES
OF LAND



+800

HISTORIC
BUILDINGS

A NOTE FROM DIRECTOR DIANA DUPUIS

WELCOME TO WASHINGTON!

We are honored to be your host for the 2025 Association of Western State Parks Conference (AWSPC) in Vancouver, Washington. Our theme, A River Runs Through It, celebrates the mighty Columbia River and the rich life it has poured into the lands and waters we'll explore this week. Rivers are symbols of life, change and the passage of time—their currents represent the ever-changing nature of human experiences and our ability to grow and change.

As state park leaders, we help our agencies navigate changing currents and carve our path forward. Whether calm or turbulent times, we persevere.

Wherever you are on your journey, I hope this week you'll learn new skills, share your knowledge and experience and help someone else as they paddle forward and steward the waters beneath.

This conference is a chance to be surrounded by people who get it—who share a common bond knowing the opportunities and trials facing state parks in 2025. Together, we'll dive deeper into the big conversations of timed entry, recreation impacts, Tribal Relations and park operations.

As Norman Maclean wrote in A River Runs Through It, "At sunrise, everything is luminous but not clear." We are at the dawn of many new and emerging challenges and opportunities, and together we'll look at some of these things and try to bring them into focus. We'll discuss issues that might feel especially murky right now: modernizing interpretation and telling our stories in the digital age, impacts of urban development on our public lands and how we are responding to climate change.

As your host, we have the privilege of introducing you to some of our amazing staff who manage parks and create interpretive programs that tell Washington stories and connect visitors to our state's heritage. We appreciate the support of our vendors and sponsors in helping us host this conference. And we thank all of you, our colleagues in state park leadership, for participating with us.

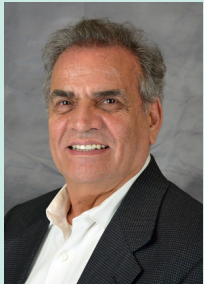
MEET OUR COMMISSIONERS AND DIRECTOR



**LAURIE
CONNELLY**
Chair



**HOLLY
WILLIAMS**
Vice Chair



ALI RAAD
Secretary



**SOPHIA
DANENBERG**
Commissioner



**MIKE
LATIMER**
Commissioner



**SCOTT
MERRIMAN**
Commissioner



**ALFIE
ALVARADO-
RAMOS**
Commissioner



**DIANA
DUPUIS**
Director

KEYNOTE SPEAKER COMMISSIONER SOPHIA DANENBERG



Sophia Danenberg is a rock, ice and mountain climber who has climbed mountains across the globe—from the Matterhorn and Chamonix in the Alps to Kilimanjaro and Mount Kenya in Africa to Aconcagua in South America. In 2006, she made history by becoming the first black woman and the first black American to summit Mount Everest. She is a Washington State Parks and Recreation Commissioner and volunteers on the board of NatureBridge, an environmental education non-profit operating in national parks. She is also very active in her union, currently serving on the state and national Legislative & Public Affairs committees for the Society of Professional Engineering Employees in Aerospace (SPEEA.)

Professionally, Sophia is an Associate Technical Fellow for international environmental policy at Boeing, primarily focusing on chemicals and waste policy. In this role, she represents the company on multiple trade associations and interfaces with global organizations such as the European Union, Asia-Pacific Economic Cooperation and various UN multilateral conventions on behalf of the aerospace and defense industry. Before starting her career, Sophia was a researcher-writer for a travel guide in Thailand and Laos and a Fulbright Fellow at Keio University in Tokyo. She graduated magna cum laude from Harvard University in environmental sciences and public policy and completed graduate coursework in environmental economics and law at the University of Connecticut.

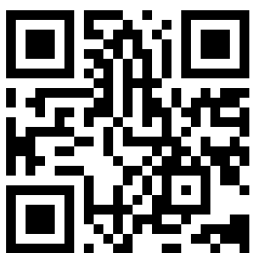


AWSPC
PLATINUM
SPONSOR



Every town, city and county has its hidden gem. But too often, residents find it hard to access them. The website (if there is one) isn't clear, the booking flow takes ages, the payment processing doesn't work—these are all pain points that we, as residents, face in our everyday lives. We're here to change that.

We think it should be easy to access local services. Not clunky, slow or downright frustrating. To do that, we're working with city administrators to modernize outdated civic technology. Creating digital-first experiences that empower residents to enjoy their surroundings to the fullest. And, amongst all that, we're strengthening the link between communities and local governments.



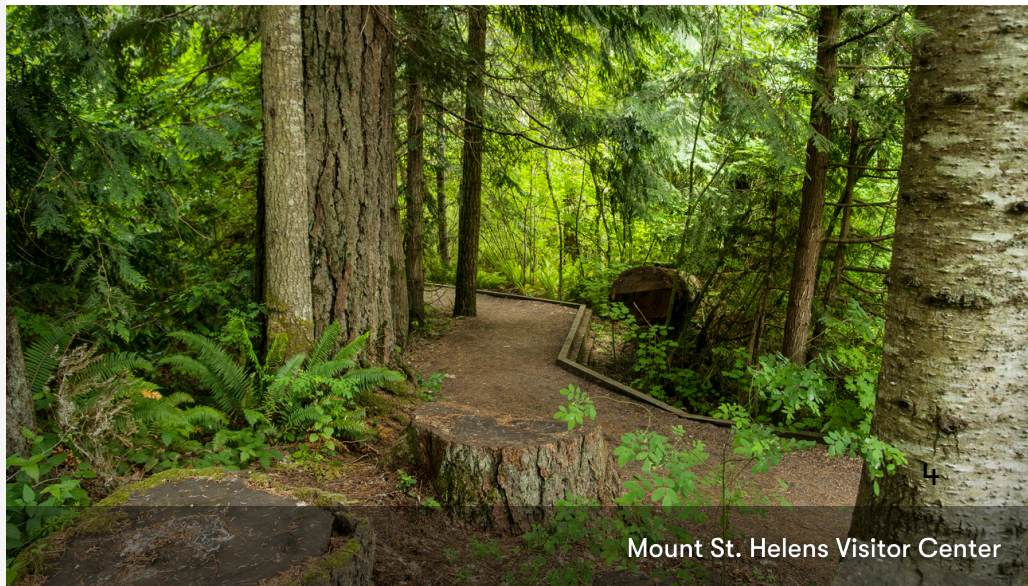
KEYNOTE SPEAKER CHAIRMAN IYALL, COWLITZ INDIAN TRIBE



Cowlitz Indian Tribe Chairman William (Bill) Iyall, P.E., first served as Cowlitz Chairman in 2008 and was subsequently re-elected for four consecutive terms until his initial retirement in 2020. Under Chairman Iyall's leadership, the Tribe established their reservation in Ridgefield, WA in 2015 and eventually opened their Casino Resort, ilani, in 2017.

In 2024, Chairman Iyall was re-elected for his second stint as Cowlitz Chairman and he looks forward to leading the Tribe again on a course toward deepened prosperity, economic opportunity and self-determination. Chairman Iyall received a Bachelor of Science Degree in Civil Engineering from St. Martin's University and was named Saint Martin's University Distinguished Alumni for Professional Achievement in 2022. He is also United States Army Veteran and worked as a licensed Professional Engineer for the city of Tacoma's Public Works and Public Utility Departments for 35 years.

In his spare time, you can find him enjoying the beauty of the Pacific Northwest through fishing, biking and hiking.



AWSPC 2025 AGENDA

MONDAY, MAY 12

3-6 P.M.	GENERAL REGISTRATION + VENDOR TIME	<i>Lobby</i>
4-6 P.M.	DIRECTOR'S MEETING <i>Attendees</i>	<i>Ballroom</i>

TUESDAY, MAY 13

6:30 A.M.	GENERAL REGISTRATION	<i>Lobby</i>
8:30 A.M.	WELCOME TO WASHINGTON <i>Director Dupuis</i>	<i>Ballroom</i>
8:50 A.M.	OPENING REMARKS <i>NASPD President Paul McCormack</i>	<i>Ballroom</i>
9:00 A.M.	KEYNOTE ADDRESS <i>Cowlitz Indian Tribe Chair Bill Iyall</i>	<i>Ballroom</i>
9:30 A.M.	THE FIRST TO SUMMIT <i>Commissioner Sophia Danenberg, the first African American to summit Mt. Everest</i>	<i>Ballroom</i>
10 A.M.	VENDOR INTRODUCTIONS	<i>Atrium</i>
10:20 A.M.	VENDOR BREAK	<i>Atrium</i>
10:50 A.M.	HAWAII STATE PARKS	<i>Ballroom</i>

TUESDAY, MAY 13 CONT'D

11:45 A.M.	LOAD BUSES <i>Cowlitz Event Center</i>	Front of hotel
12:30 P.M.	LUNCH	Cowlitz Event Center
1:30 P.M.	LOAD BUSES <i>Mount St. Helens Visitor Center (MSHVC)</i>	MSHVC
2 P.M.	MSHVC TOUR + PRESENTATION	MSHVC
4 P.M.	LOAD BUSES <i>Heading to Battle Ground Lake State Park</i>	Front of MSHVC
5 P.M.	TOUR BATTLE GROUND LAKE	
6 P.M.	DINNER WELCOME <i>Sponsored by Brandt</i>	
6:15 P.M.	DINNER	
7:15 P.M.	LOAD BUSES TO HOTEL	



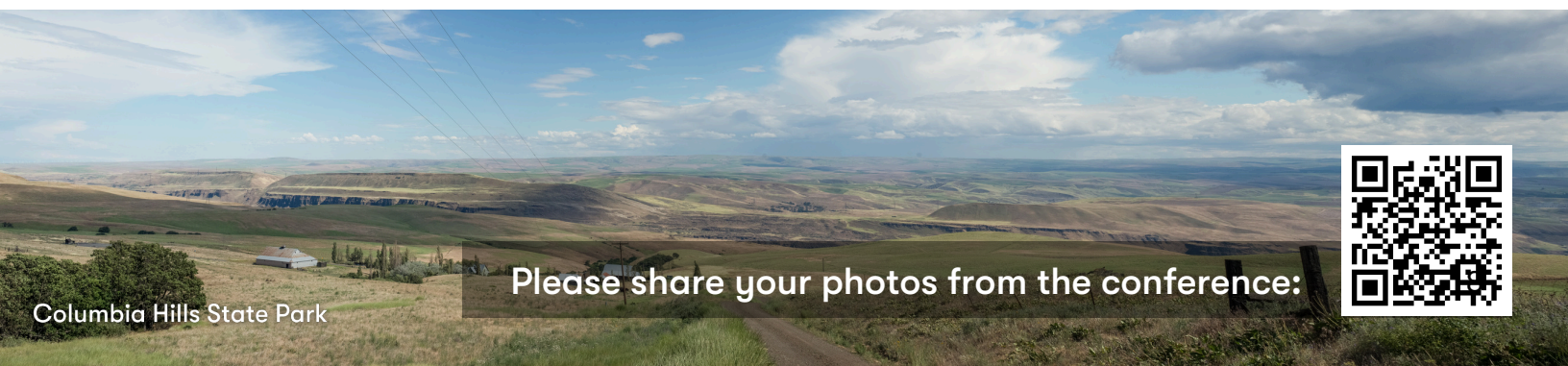
AWSPC 2025 AGENDA

WEDNESDAY, MAY 14

8:30 A.M.	WELCOME	Lobby
8:45 A.M.	BUILDING CLIMATE RESILIENCE IN STATE PARKS <i>Ryan Carlson, Climate + Sustainability Manager</i>	Ballroom
9:30 A.M.	PLATINUM SPONSOR KAIZEN LABS <i>Speaker name, title</i>	Ballroom
10 A.M.	GENERAL SESSION ADA <i>Nikki Fields, Partnerships + Planning Manager</i>	Ballroom
11:15 A.M.	BREAK <i>Get walking shoes</i>	Meet in lobby
11:30 A.M.	WALK TO FT. VANCOUVER	
12 P.M.	LUNCH AT FT. VANCOUVER	Ft. Vancouver Atrium
12:45 P.M.	TOUR ORIENTATION	Ft. Vancouver Atrium
1 P.M.	TOUR OF FT. VANCOUVER	Ft. Vancouver
4:30 P.M.	WALK BACK TO HOTEL <i>Dinner on your own</i>	

THURSDAY, MAY 15

7 A.M.	LOAD BUSES	<i>Lobby</i>
7:30 A.M.	MULTNOMAH FALLS	<i>Reload bus by 8:45 a.m.</i>
9 A.M.	BRIDGE OF THE GODS	<i>Reload bus by 9:30 a.m.</i>
9:45 A.M.	BEACON ROCK STATE PARK	<i>Reload bus by 11 a.m.</i>
11:30 A.M.	MITCHELL POINT	<i>Reload bus by 11:45 a.m.</i>
12:30 P.M.	COLUMBIA GORGE DISCOVERY CENTER	<i>Reload bus by 1:45 p.m.</i>
2 P.M.	COLUMBIA HILLS STATE PARK/HORSETHIEF LAKE	<i>Reload bus by 2:45 p.m.</i>
3 P.M.	HORSETHIEF BUTTE	<i>Reload bus by 3:25 p.m.</i>
4 P.M.	CROWN POINT OREGON STATE PARKS	
4:30 P.M.	ARRIVE AT MCMENNAMINS	
6 P.M.	DINNER MCMENNAMINS	
7 P.M.	CLOSING CEREMONY	
8 P.M.	LOAD BUSES	



AWSPC GOLD SPONSORS



The #1 Outdoor Recreation Software in all of North America. Enabling experiences in our great outdoors for over three decades. Aspira is the largest provider of outdoor recreation software—delivering flexible management solutions across everything from private campgrounds and local parks to provincial and state agencies.



Transforming the Outdoors Experience
Providing simple, modern and secure technology solutions to conservation agencies and their users.



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Tyler's broad solution and product offering empowers you to deliver better and faster assistance to the public—greater transparency and accessibility, sustainable office practices, secure data that's easy to manage and maintain and faster results.



AWSPC SILVER SPONSORS



LW Bristol is a family owned and operated company that prides themselves on customer satisfaction and quality on every product sold. We are a proud member of MSA and in addition to museums, we have sold to National and State Parks for many years.



The leader in gateless digital parking. We live at the intersection of parking and technology. We are a technology company, a parking operator, and network of parking advisors to bring it all together. We built our own custom cloud-based parking management software to run our locations—now you can use it to upgrade yours. We offer an enterprise-class agile solution that's simpler, more powerful and more affordable than the disconnected hardware and app-based offerings of the legacy parking industry giants and venture capital dorm room startups.



Make an impression that lasts beyond the first glance. Mixing the right splash of creativity, top-notch quality, and budget savvy into your brand's look can feel like piecing together a complex puzzle. It's not just about picking the latest branded apparel and must-have merch; it's about weaving your purpose into items that radically elevate your brand and connect people. You need a partner capable of navigating these complexities with expertise, ensuring your vision becomes a reality without compromising your brand or the planet.



TimeLooper is a pioneering Interpretive Experience Design firm committed to enriching the interaction between cultural institutions and the modern visitor. Through the innovative application of cutting-edge technologies—including geographic information systems (GIS) mapping, holographic imaging and 3D scanning - TimeLooper assists in the creation of stunning, unforgettable Virtual and Augmented Reality-based immersive learning experiences.



Our products are designed in the spirit of collaboration. We take what works, and design it to be customized for your needs. The result is better, more affordable investments into your visitor's experience. Scan the QR code to explore our products and e-mail us your questions.



Newport Technical Consulting delivers cutting-edge IT solutions for government agencies, blending the expertise of large vendors with the agility of a small, woman-owned business. With over 14 years of experience, we offer tailored, effective IT consulting services, supporting agencies in their digital transformation journeys. Our solutions, from SaaS-based COTS implementation to project management, aim to streamline operations, enhance efficiency, and ensure sustainable success.



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Fee collection solutions for the recreation industry. Sani-star has the world's only automated RV dump fee system and is a recreation industry leader in remote/off-grid fee collection solutions.



We are the leading provider of portable and long-lasting radar speed and variable message signs that reduce speeding, collect traffic data, and share custom messages. Our signs can be easily managed remotely using our patented TraffCloud® software. Proudly made in the USA, our traffic control solutions boast unrivaled durability. Backed by the industry's leading warranty, you can trust in the reliability of our products for years to come.



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At HDB Marine, we build high-quality custom docks for Lake Coeur d'Alene, Idaho's lakes and beyond. With 40+ years of experience, we're the trusted Coeur d'Alene dock builder, specializing in residential, commercial, and public access docks. Whether for a private lakefront home or commercial use, we ensure durability, expert craftsmanship, and seamless integration with Idaho's waterways. Contact us today to start your dock project on Lake Coeur d'Alene.



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Digital Scavenger Hunts



Inform, engage and entertain with our interactive digital experience! Facilitated by our proprietary software, the ability to captivate and challenge the end user is limitless. Web-based compatibility allows one access WITHOUT requiring the downloading of an app. Simply utilize your devices' QR-Code scanner.





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