



The Mountaineers, Tacoma Branch
2011/2012 Activity Leaders
Resource Booklet

THE MOUNTAINEERS, TACOMA BRANCH --- BOARD OF TRUSTEES and KEY PERSONNEL

BOARD OF TRUSTEES

Branch Chair: Geoff Lawrence 253-973-0390

geoff.lawrence@tacomamountaineers.org

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Secretary: Rick Yasger 253-472-5051

<ryasger@comcast.net>

Treasurer: Marian Shepherd 206-355-0141

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Tacoma Trustee to The Mountaineers Board:

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Trustee: Debbie Due (2012) (253) 564-4188

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Trustee: Chuck Bredl (2012) (253) 351-9268

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Trustee: Tom Shimko (2013) 253-272-0656

tshimko@peoplepc.com

Trustee: Amy Mann (2013) 253-759-2796

agmann@comcast.net

Trustee: Gregg Gagliardi (2013) 253-566-9490

gagliardi@nventure.com

ADMINISTRATIVE DIVISION

Chair: Amy Mann 253-759-2796

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Historian: Wilma Peterson 253-752-8110

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New Member Mentoring:

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Website: Darin Brekke 253-549-4245

mtn_nav@earthlink.net

Conservation & Trail Maintenance

Chair: Diane Butorac 360-878-0518

diane.butorac@tacomamountaineers.org

SOCIAL DIVISION

Division Chair & Singles Chair

Karen Turner 253-202-7458

karen-turner@comcast.net

Folk Dancing: Karen Goettling 253-759-3731

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Photo Chair: Joe Becker 253-970-3100

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OUTDOOR DIVISION

Division Chair: Open

FirstAid/MOFA:

Chair: Angela McKee 253-460-0727

k2teleskier@yahoo.com

Family Activities: Co-Chairs

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brammerka@comcast.net

Kris Paynter, 253-759-4861

kjp4861@hotmail.com,

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plvlford@skynetbb.com

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Sea Kayaking:

Chair: Vern Brown 360-626-3963

vern@vernbrown.com

Basic Course: Beth Owen 253-514-1865

drbethowen@yahoo.com

Ski Chair: Don Thompson 360-692-8236

donteleski@msn.com

Basic Cross-Country Skiing: Open

Backcountry: Don Thompson 253-582-4414

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Mountain Biking: Gary Peniston 253-851-8348

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CLIMBING DIVISION

Division Chair: Marty Babare 253-756-5576
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Alpine Climbing & Scrambles:

Chair: Larry Dunn
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Advanced Scrambles & Leadership

Chair: Don Campbell 253-970-7027
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Basic Rock & Glacier Climbing:

Chair: Lonna Frans 253-579-3247
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Navigation Course:

Chair: Susan Kelley 253-952-9770
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Safety, Tacoma Branch:

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STAFF

Clubhouse Sec.: Helen Engle 253-564-3112
Mtr Phone: 253-566-6965 hengle@iinet.com

Clubhouse Maintenance:

Gretchen Roosevelt 253-229-2222
tagtacoma@mac.com

Tacoma Branch Intern

(Until May 2012. Unpaid 'occasional')

Catherine "Cat" Jenks
jenks.catherine@gmail.com

Updated November 30, 2011
Send corrections to hengle@iinet.com.)

Website Promotion Guidelines
Tacoma Mountaineers
November 28, 2011

Featuring activities offered by The Tacoma Mountaineers is an important promotion tool. It is the responsibility of each Activity Leader to create and transmit information about respective activities in a timely manner to the Webmaster so it can be included on the website.

Submissions: Articles for the front page and activity pages are needed. Formatted text in Word or PDF is best so that we can recreate the desired formatting in HTML as closely as possible. A photo(s) to accompany the article will improve readability and interest. Send any photos as separate attachments in an email. Submissions should ideally be made 3 – 4 weeks prior to the activity to allow for sufficient exposure.

Updates to activity pages - Preferred format is to copy the text on the web page and provide changes in RED if the changes are simply edits to the existing page. If it is a wholesale change then submit a formatted Word or PDF.

Pictures - Pictures of any size can be submitted and will be reformatted as necessary, but they should be at least 300 x 400 pixels for small images on a page and 600 x 800 for larger pictures. The person who took the photo should be included so that credit can be given. Every activity leader is encouraged to submit photos for his/her activity. It will greatly enhance the visual appeal of the page.

Ideas and source material for new web site features are encouraged - video, picture galleries, etc.

We would like to move each activity page to a format that describes the basic activity with a link to the activity flyer for a particular year's course information. Updates about upcoming events or courses should be included on the web pages, but the minutia of specific lecture nights, refund information, requirements, etc should be left to a course flyer that is downloaded off the particular activity page. This would get course specific dates off the activity page and would give people something they can print out when they want the course information.

Updates - Activity leaders need to keep the Webmaster informed of when information has changed about their course (for example, when courses are available for signup or when information is out of date on their activity page).

Webmaster:

Darin Brekke - mtn_nav@earthlink.net; 253-549-4245

Publicity and Print Promotion Guidelines

Tacoma Mountaineers
November 28, 2011

There are several marketing opportunities to promote activities and events of The Tacoma Mountaineers. It is the responsibility of each Activity Leader to create and transmit information about respective activities in a timely manner to the Marketing Interface so that appropriate promotional collateral can be generated and marketing placements made.

The News Tribune: The Tacoma Mountaineers has a very good relationship with The News Tribune and we consistently get good coverage and promotion in that publication. Information about activities and events should be provided to the Marketing Interface at a minimum of 3 – 4 weeks in advance so that it can be communicated to personnel at The News Tribune.

Posters: Color posters can be generated, distributed and posted to promote activities and events. These posters are put up at the clubhouse and in other area locations (e.g. REI, Edgeworks, etc.) to attract potentially interested parties.

In the case of submissions for The News Tribune and for posters, the following information should be provided at a minimum:

- Date & Time of activity

- Place activity is to be held

- Who should attend

- Interesting and descriptive summary of activity or event

- Photo(s) (if applicable) – Images provided should be at least 300 x 400 pixels for small images on a page and 600 x 800 for larger pictures (600 x 800 is approximately a JPG file of approximately 500 kb). Higher resolution images will provide better quality on a poster.

Marketing Interface:

Karen Turner – karen-turner@comcast.net; 253-202-7458



Old Town Park Usage Guidelines

Old Town Park is available for training and practice activities by The Mountaineers, but please observe the following considerations:

- Don't block sidewalk throughways
- Leave access to child play areas
- Be courteous and accommodating to other users of the park
- Be prepared to answer questions about activities by curious bystanders

In addition:

- Provide Master List of major usage activities to Metro Parks Tacoma (e.g. crevasse rescue practice, navigation practice, etc.)
- Set-up and display Sandwich Board (to be made) identifying activity and leader
- Contact Metro Parks Tacoma in the event of ad hoc usage

Metro Parks Tacoma Contact:

Deb Smith

debs@tacomaparks.com

253.305.1006

Branch Calendars

We have two Branch Calendars that can be accessed at www.tacomamountaineers.org :

Branch Calendar shows the activities and courses of our various committees
Field Trips and Irish Cabin Property calendar shows events at Irish Cabin and all course related field trips, whether at the building or elsewhere.

Both calendars are accessible by all members as well as the public and give a good picture of the variety and depth of our offerings. You can access these calendars directly when you need to find times for additional events or to change existing listings.

To List (or Change) An Event on One of the Calendars:

Send the following information (in format to be copied and pasted, please) to Amy Mann, agmann@comcast.net, 253-759-2796:

- Event Name
- Event Date
- Event Time (start to finish; we will assume one hour set up (before) and one hour clean up (after) for each event
- Location address
- Contact Name and information for that event so that a student, member or the public would know whom to contact for more information.
- Recurring events (same day of the month or week, for instance) can easily be listed as such if you provide the end date for the sequence.

I will list your events as soon as possible after receiving the information from you.

Private rentals will also be shown on the Branch Calendar, listing the exact time that the renter has use of the building.

Future Scheduling – June 5, 2012, 7 – 9 p.m., we will have our **Annual Scheduling Meeting** to schedule club use of the building through December 31, 2013. This will enable us to open up blocks of dates for use by rentals. Please put this date on your personal calendar now. It is extremely important that every activity be represented on June 5, 2012, so that we can work out the best way to schedule all of our activities. Scheduling priority will be given to those in attendance. When we have a firm date for when the building will be activity-ready I will send out updated information on scheduling.

Scheduling and Calendar questions should be addressed to Amy Mann, Administrative Division Chair, agmann@comcast.net, 253-759-2796.

Mountaineers Emergency Contact Procedures and Call Tree

Members of all branches/committees with a trip emergency should:

- 1) First call **911**, and ask to be transferred to the Sheriff of the county they are in (or National Park Service for Rainier, Olympics, & North Cascades) for a Search and Rescue (SAR).
- 2) Second notify the club by calling the Mountaineers Emergency Line:

206-521-6030

This will bring the services of the Mountaineers organization to bear. The club representative can provide advice on managing through the incident, notify emergency contacts and relevant committee/club leadership, and serve as spokesperson for external organizations such as the media.

They will hear a message that says: ***“You have reached the Mountaineers Emergency line. If you are involved in a trip emergency, call 911. If you’ve already done this, please press ‘1’. You will be connected to the club representative on-call who can provide further assistance. If you have tried that person and they are not available, press ‘2’”, if they are not available press “3”.***

Pressing “1” will connect directly with Mike Maude

Pressing “2” will connect with the Executive Director (Martinique Grigg)

Pressing “3” will connect with the President (Tab Wilkins)

Pressing “4” will connect with the Safety Committee Chair (Dan Lauren)

Cut out the following and carry in your 10 essential package:

Mountaineers Emergency Line

First call **911**, and ask to be transferred to the Sheriff of the county you are in (or National Park Service for Rainier, Olympics, & North Cascades) for a Search and Rescue (SAR).

Then call the club at: **206-521-6030**