



New Website  
New Opportunities

Hi, I'm Kristina



Runner, Skier, Climber, Writer, and LIFE enthusiast.









EXPLORE

LEARN

EXPLORE

CONSERVE

VOLUNTEERS

YOUTH

MEMBERSHIP

ABOUT

Blog

Events

Donate



Log in

Join

Find Activities

Find Routes & Places

View Trip Reports

Lodge Reservations

Upcoming Events



## EXPLORE

*new places in the outdoors*

Find your next adventure hiking in a rain forest, climbing an iconic peak, paddling the Puget Sound, enjoying a quiet winter trail or traveling the globe.

## EXPLORE *the great outdoors*

Select an area ...



FIND ACTIVITIES

## WELCOME TO THE BEGINNING OF YOUR NEXT GREAT ADVENTURE!

Our goal is to get you outside exploring new places and finding new challenges. [Find an activity](#) now or learn more about the [types of activities](#) we offer and their difficulty ratings and prerequisites.



recent

TRIP REPORTS

**Diablo Lake** ▶

*Feticia Wibowo on August 11*

**Hibox Mountain** ▶

*Tess Wendel on August 11*

**Eldorado Peak/Inspiration Glacier** ▶

*Doug Payne on August 11*

**Castle Peak & First Mother Mountain** ▶

*Royce Poetter on August 11*

**McClellan Butte** ▶

*Alan Moore on August 11*

# mountaineers.org 2.0



The screenshot displays the homepage of The Mountaineers website. At the top left is the logo, a stylized 'M' with a mountain range. To its right is the text 'The Mountaineers'. The top right navigation bar includes links for 'Blog', 'Events', 'Donate', a search icon, a shopping cart icon, 'Log in', and 'Join'. Below this is a dark green navigation menu with the following items: 'LEARN', 'EXPLORE', 'CONSERVE', 'VOLUNTEERS', 'YOUTH', 'MEMBERSHIP', and 'ABOUT'. The main content area features a large background image of a man in a red cap and blue jacket kayaking on a lake at sunset. Overlaid on this image is the text 'JOIN OUR CONSERVATION EFFORTS TO PRESERVE OUR LAND & WATER'. Below this text are two buttons: 'FIND OUT HOW' and 'TIGER MOUNTAIN TRAIL'. A green banner below the image is divided into two sections. The left section is titled 'LEARN outdoor skills' and contains a dropdown menu labeled 'Select an area ...' and a 'FIND COURSES' button. The right section is titled 'EXPLORE the great outdoors' and contains a similar dropdown menu and a 'FIND ACTIVITIES' button. At the bottom of the page, there are three sections: 'upcoming EVENTS' with a calendar icon and a listing for 'February 02, 2014 Snow Party! Tacoma Program Center'; 'latest updates FROM THE BLOG' with a small image and the title '10 ESSENTIAL QUESTIONS: YINAN ZHAO, CLIMB LEADER'; and a blue box with the text 'JOIN the Mountaineers'.

**The Mountaineers**

Blog Events Donate Search Cart Log in Join

LEARN EXPLORE CONSERVE VOLUNTEERS YOUTH MEMBERSHIP ABOUT

JOIN OUR CONSERVATION EFFORTS TO PRESERVE OUR LAND & WATER

FIND OUT HOW TIGER MOUNTAIN TRAIL

**LEARN** *outdoor skills*

Select an area ... FIND COURSES

**EXPLORE** *the great outdoors*

Select an area ... FIND ACTIVITIES

**upcoming EVENTS**

February 02, 2014  
**Snow Party!**  
Tacoma Program Center

**latest updates FROM THE BLOG**

**10 ESSENTIAL QUESTIONS: YINAN ZHAO, CLIMB LEADER**

**JOIN**  
the Mountaineers



**VOLUNTEERS  
WANTED**

---

**HARD WORK  
BAD HOURS  
NO PAY**

---

**Call 568-2422**



# 6 Priorities

1. Create a great online experience around your classes and trips
2. Offer great content to attract potential members
3. Build an easier on-ramp for potential members
4. Build a foundation for connecting your members to one another
5. Ensure you can easily report on the things that matter
6. Simplify

# We Launched On Schedule

- ✓ 2010-present ► [feedback.mountaineers.org](http://feedback.mountaineers.org)
- ✓ 2011-2012 ► Vendors, Discovery
- ✓ May 2013 – Feb 2014 ► Development  
including User Experience and Graphic Designs
- ✓ Mar-Apr 2014 ► Volunteer User Testing
- ✓ **May 5, 2014 ► Launched!**

# We Launched On Budget

Budgeted Contract	₹291,000
Contingency 20%	₹59,000
<hr/>	
<b>Budgeted Project Cost</b>	<b>₹350,000</b>
<hr/>	
Project Spend to Date	₹350,000
<b>Total to Contract</b>	<b>₹350,000</b>
<hr/>	
<b>Total Project Budget</b>	<b>₹350,000</b>

# What's Next

- A Long Term Commitment to our vision
- Routine updates and patches
- Keeping the content clean
- Crowdsourcing information for fresh content



# Fixes & Improvements

- Prioritized in weekly Triage Meeting
- Managed through our “ticket” system on GitHub.com and take less than one hour of development time
- Since launch:
  - Closed 135 tickets
  - Have 49 open tickets, 47 are High Priority
- Since the start of development:
  - Opened 787 tickets
  - Closed 738 tickets
- Ongoing discussions and feedback through newly-formed Technology Advisory Committee

# What's Been Fixed (since launch)

- ✓ Activity Search
- ✓ Roster Editing
- ✓ Courses
- ✓ My Profile
- ✓ Salesforce Reports

# Prioritization Criteria

(V) - Impact to volunteers

(#) – Number of people affected

(R) – Amount of revenue affected

(E) – Amount of cost reduction, increased efficiency and/or increased accuracy

# Future Enhancements

Rank	Development Group	Timeframe	Iterations
--	Book Sale Integration	Fall 2014	2+
1	Import activity and course history	Fall 2014	1
2	Add carpool opt in and communication functionality		
3	Improve instructor registration		
4	Improve course roster management		
5	Automate staff processes	Fall 2014	1
6	Add donation page for donating to designated funds		
7	Add skill badge functionality	Spring 2015	3+
8	Improve accounting reports including simplifying our chart of accounts		
9	Improve branch website calendar functionality		
10	Activity and Routes & Places Search with Map View		
11	Add functionality to allow course activities to charge a fee in addition to the course		
12	Add volunteer functionality and reporting		

Want to know more? We've got blogs for that! Just search "website" using the little magnifying glass on any page of the site.



SEO: Search  
Engine  
Optimization

# SEO | Search Engine Optimization

SEO is the process of effecting the visibility of a website or single web page in a search engine's "organic" search results.

SEO considers how search engines work, what people search for, which search engines they use, and the actual search terms or keywords typed into search.

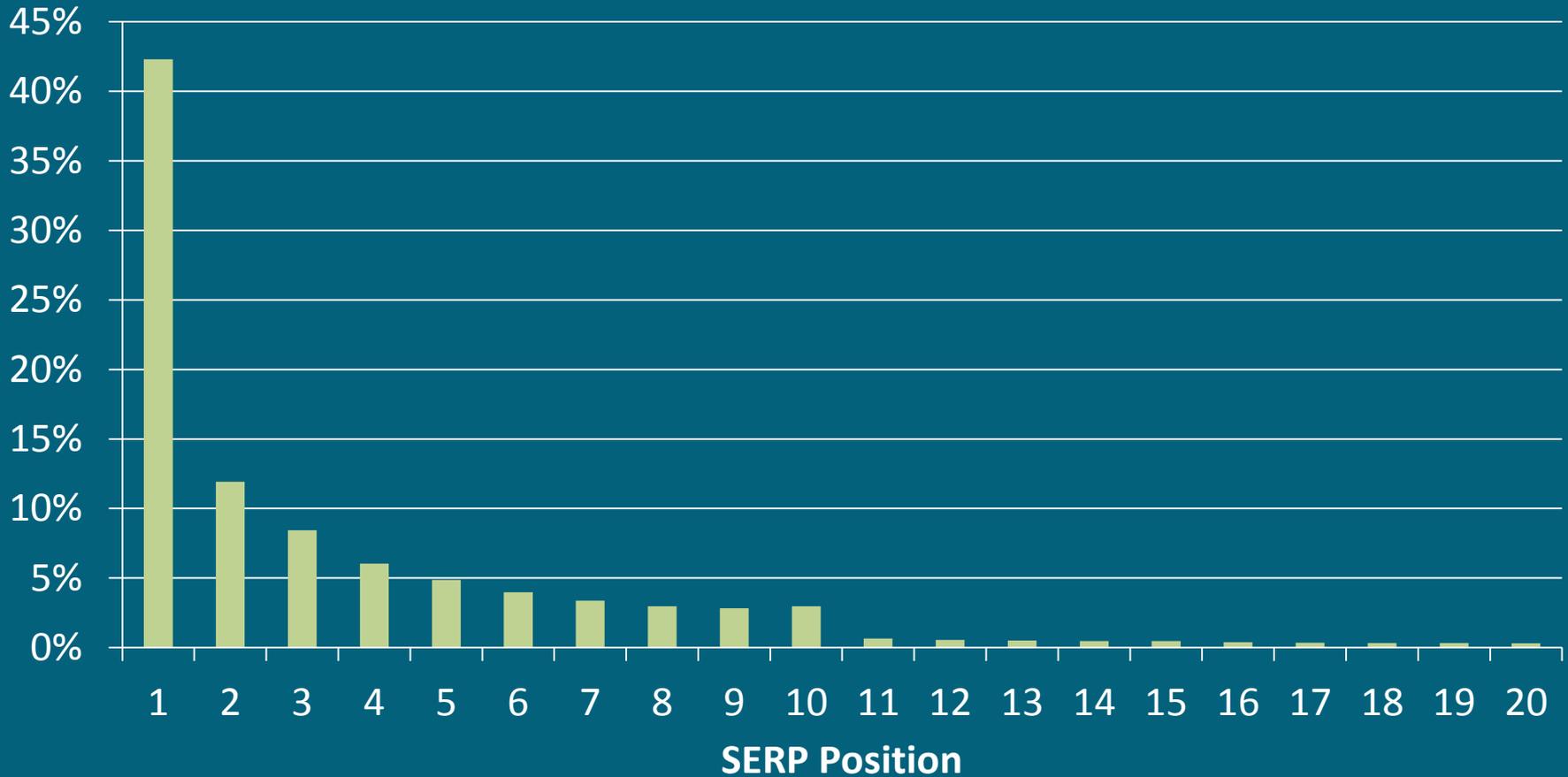
# How do consumers find information online?

Today, roughly half of the pages visited online are found through search engines.

The first two listings in search results receive clicks from 70% of users. The resulting click rate is over four times greater than all other listings combined.

# Why Position Matters?

Typical % Clickthru per Position



# Opportunity

Grow our search ranking to improve the number of people who can “organically discover” The Mountaineers. This will:

- Make more people aware of the awesome work we do
- Increase donor and member base
- Allow our courses and activities to come up first in search

The new website was already optimized for search engines, and we just need to keep creating great content!

# Why do we care?

In an average month, we have 20,000–30,000 unique people look at our site.

## Before 2.0:

47% direct

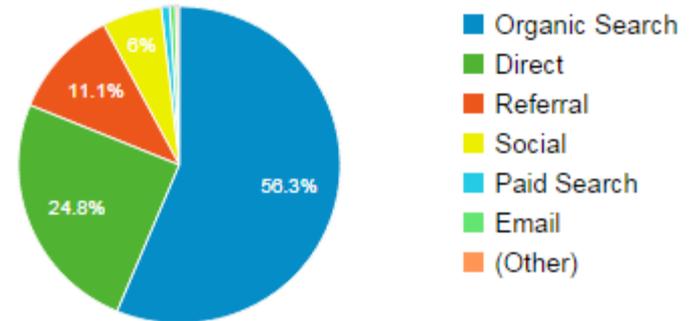
22% is organic search

## Post launch:

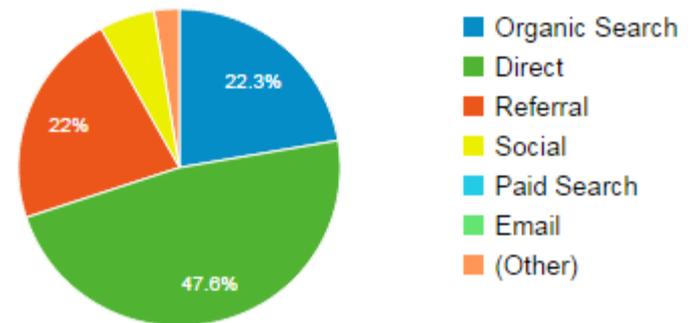
25% direct

58% organic search

Aug 1, 2014 - Aug 31, 2014



Aug 1, 2013 - Aug 31, 2013





Mountaineers



Web Images Shopping News Videos More Search tools

About 2,410,000 results (0.53 seconds)

Ad related to Mountaineers

mountaineers.org - Go Outside

www.mountaineers.org/

The Mountaineers teach you skills to accomplish your dreams outside!

Youth & Family
Conservation

Hiking
Climbing

The Mountaineers | Explore - Learn - Conserve - Seattle

www.mountaineers.org/

K2 - Siren of the Himalayas. Tickets are now on sale for The Mountaineers' presentation of K... More. Course. Hiking Information Session. Join us on February 6 ...

3 Google reviews · Write a review · Google+ page

7700 Sand Point Way NE, Seattle, WA 98115
(206) 521-6000

Contact Us

Find us using Google Maps · Sandpoint Way Construction ...

Seattle Branch

Welcome to the Seattle Branch. Seattle is the largest of the ...

Seattle Program Center

The Mountaineers Seattle Program Center's expanse and versatility ...

More results from mountaineers.org »

Seattle Mountaineers Home Page

www.seattle-mountaineers.org/

MISSION STATEMENT FOR THE SEATTLE MOUNTAINEERS. The goal of the

Activity Search

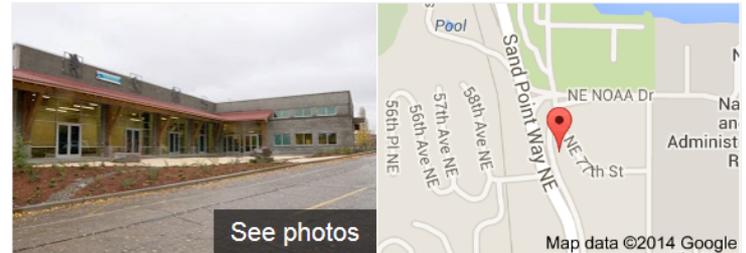
Activity Search. Activities are the heart of The Mountaineers ...

Join The Mountaineers

Joining The Mountaineers is easy, and only takes a few minutes ...

Weed Watchers

The Wilderness Weed Watchers Program trains volunteers to ...



See photos

Map data ©2014 Google

Mountaineers Club

Directions

Write a review

Address: 7700 Sand Point Way NE, Seattle, WA 98115

Phone: (206) 521-6000

Hours: Wednesday 9:00 am – 7:00 pm - See all

Reviews

3 Google reviews

More reviews: switchboard.com, webutation.net, yellowbot.com, webcompanyinfo.com

People also search for



Stone Gardens



Seattle Bouldering



REI



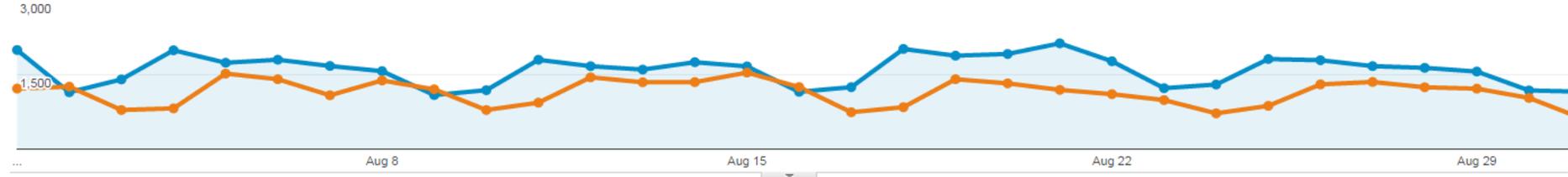
Vertical World



Warren G. Magnuson

Aug 1, 2014 - Aug 31, 2014: ● Sessions

Aug 1, 2013 - Aug 31, 2013: ● Sessions



Sessions

**40.35%**

49,214 vs 35,066



Users

**80.52%**

25,311 vs 14,021



Pageviews

**33.42%**

306,557 vs 229,777



Pages / Session

**-4.94%**

6.23 vs 6.55



Avg. Session Duration

**-16.10%**

00:05:22 vs 00:06:24



Bounce Rate

**33.52%**

42.03% vs 31.48%



% New Sessions

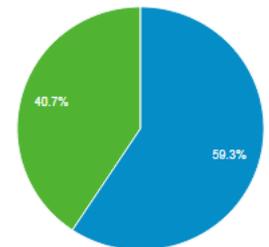
**41.06%**

40.65% vs 28.82%

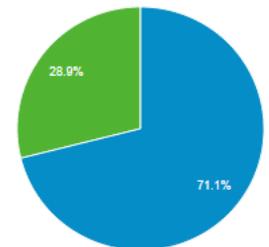


■ Returning Visitor ■ New Visitor

Aug 1, 2014 - Aug 31, 2014

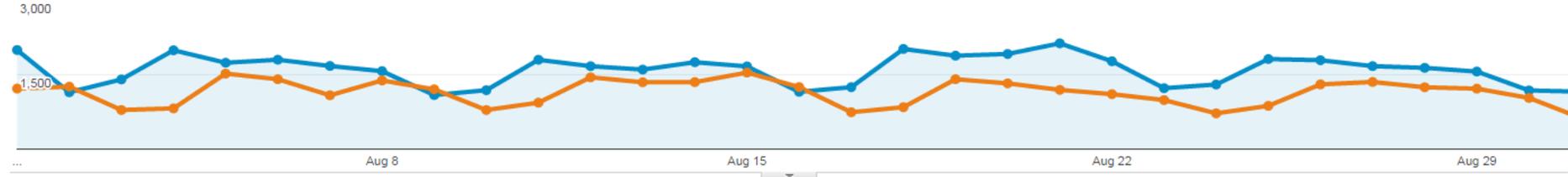


Aug 1, 2013 - Aug 31, 2013



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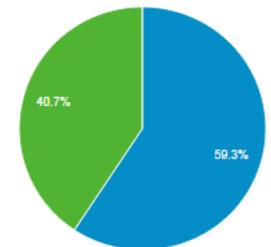
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40.65% vs 28.82%

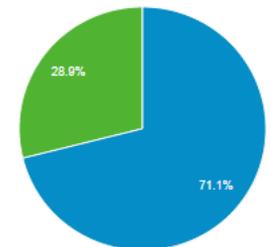


■ Returning Visitor ■ New Visitor

Aug 1, 2014 - Aug 31, 2014

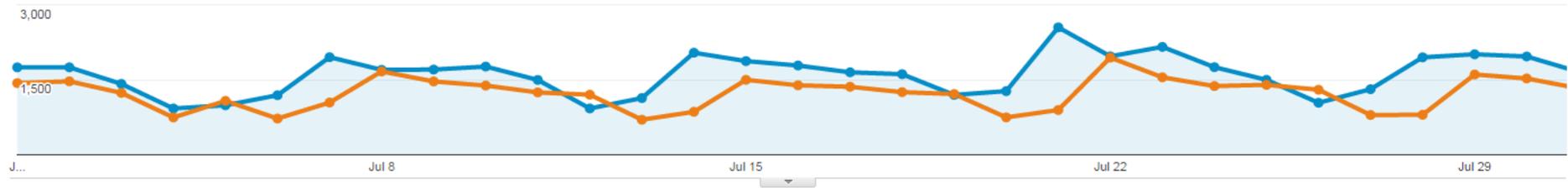


Aug 1, 2013 - Aug 31, 2013

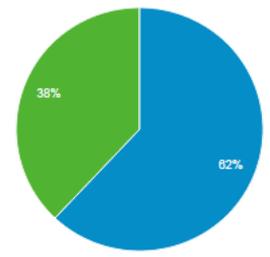




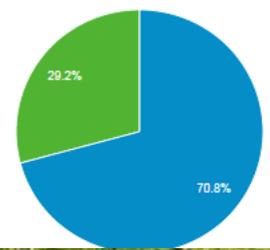
Jul 1, 2014 - Jul 31, 2014: ● Sessions  
 Jul 1, 2013 - Jul 31, 2013: ● Sessions



■ Returning Visitor ■ New Visitor  
 Jul 1, 2014 - Jul 31, 2014

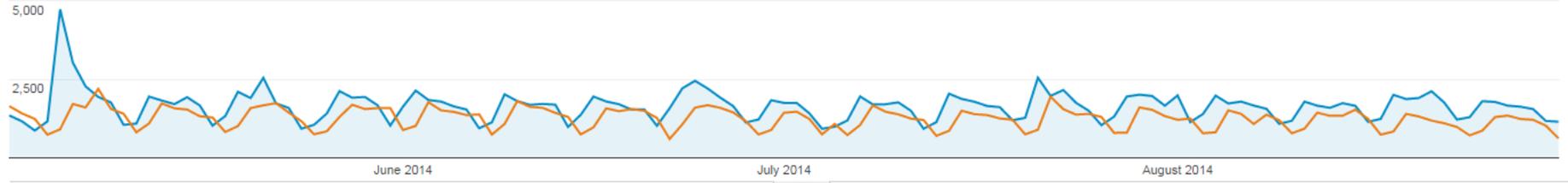


Jul 1, 2013 - Jul 31, 2013



May 1, 2014 - Aug 31, 2014: ● Sessions

May 1, 2013 - Aug 31, 2013: ● Sessions



Sessions

**31.07%**

202,576 vs 154,556



Users

**60.20%**

81,004 vs 50,564



Pageviews

**48.00%**

1,600,711 vs 1,081,537



Pages / Session

**12.92%**

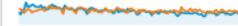
7.90 vs 7.00



Avg. Session Duration

**-1.92%**

00:06:44 vs 00:06:52



Bounce Rate

**19.90%**

35.53% vs 29.63%



% New Sessions

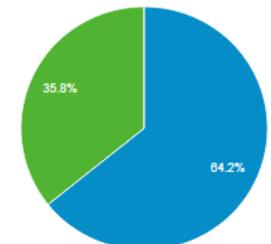
**26.60%**

35.73% vs 28.23%

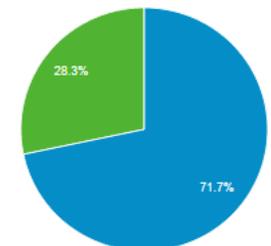


■ Returning Visitor ■ New Visitor

May 1, 2014 - Aug 31, 2014



May 1, 2013 - Aug 31, 2013



Page <sup>?</sup>	Pageviews <sup>?</sup> ↓	Unique Pageviews <sup>?</sup>	Avg. Time on Page <sup>?</sup>
	<b>306,557</b> % of Total: 100.00% (306,557)	<b>201,408</b> % of Total: 100.00% (201,408)	<b>00:01:02</b> Site Avg: 00:01:02 (0.00%)
1. <a href="#">/explore/activities</a>	<b>34,041</b> (11.10%)	11,959 (5.94%)	00:01:16
2. <a href="#">/</a>	<b>31,721</b> (10.35%)	19,871 (9.87%)	00:00:44
3. <a href="#">/login</a>	<b>12,091</b> (3.94%)	10,635 (5.28%)	00:00:14
4. <a href="#">/learn/find-courses-clinics-seminars</a>	<b>5,872</b> (1.92%)	3,077 (1.53%)	00:00:53
5. <a href="#">/logged_out</a>	<b>3,395</b> (1.11%)	2,734 (1.36%)	00:02:08
6. <a href="#">/explore/routes-places</a>	<b>3,243</b> (1.06%)	1,804 (0.90%)	00:01:10
7. <a href="#">/about/branches-committees/seattle-branch/committees/seattle-hiking-committee/course-templates/conditioning-hiking-series/conditioning-hiking-series-seattle-2014</a>	<b>2,969</b> (0.97%)	787 (0.39%)	00:00:47
8. <a href="#">/login_form</a>	<b>2,438</b> (0.80%)	1,996 (0.99%)	00:00:24
9. <a href="#">/explore/trip-reports</a>	<b>2,097</b> (0.68%)	1,074 (0.53%)	00:00:56
10. <a href="#">/explore</a>	<b>1,957</b> (0.64%)	1,496 (0.74%)	00:00:21



# Engagement Improvements

- Significant growth in our website's traffic!
- Since launch 1,000,000 (yes, one million) page views by 45,000 unique individuals
- Our [Find Activities](#) page received 12% of the total pages views with the [home page](#) not far behind at 10%
- 46% increase in pages views
- 17% increase in unique visitors

# Marketing Opportunities

Courses & Activities

Events

Blogs

Extra PC Support

Facebook

Twitter

Events Email

Branch Email

Blog Events [Donate](#) [Log in](#) [Join](#)

LEARN EXPLORE CONSERVE VOLUNTEERS YOUTH MEMBERSHIP ABOUT

## LEARN

Course Overviews

Find Courses, Clinics & Seminars

Find Instructor Opportunities

How-tos



### LEARN

*new ways to experience the outdoors*

Find courses, activities, and resources to learn about outdoor adventure and getting outside safely and responsibly.

**LEARN** *outdoor skills*

Select an area ... [FIND COURSES](#)

[find HOW-TOS](#)

How to buy a compass [▶](#)

The Ten Essentials [▶](#)

A Climbing Code [▶](#)

MORE...

The Mountaineers offers courses, seminars, clinics and lectures all year round. Whether you're looking for an introductory seminar or an intensive course, our instructional programs can help you get outside. With seven branches in Western Washington, we'll teach you outdoor skills close to home so you don't have to travel far to get outside.

Blog Events [Donate](#) [Log in](#) [Join](#)

LEARN EXPLORE CONSERVE VOLUNTEERS YOUTH MEMBERSHIP ABOUT

Find Activities

Find Routes & Places

View Trip Reports

Lodge Reservations

Upcoming Events



## EXPLORE

*new places in the outdoors*

Find your next adventure hiking in a rain forest, climbing an iconic peak, paddling the Puget Sound, enjoying a quiet winter trail or traveling the globe.

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recent **TRIP REPORTS**

[Diablo Lake](#) [▶](#)  
*Pelicia Wilbous on August 12*

[Hibox Mountain](#) [▶](#)  
*Tom Wrenson on August 12*

[Eldorado Peak/Inspiration Glacier](#) [▶](#)  
*Doug Payne on August 12*

[Castle Peak & First Mother Mountain](#) [▶](#)  
*Royce Pletzer on August 12*

[McClellan Butte](#) [▶](#)

## COURSES, CLINICS & SEMINARS

search results

current search [Add](#) [Remove all](#)

Search [Leader, keywords, etc.](#)

[All items](#)

[In current results](#)

I want to learn...

- Climbing (9)
- Day Hiking (8)
- Exploring Nature (1)
- First Aid (6)
- Navigation (5)
- Outdoor Leadership (1)
- Scrambling (1)
- Sea Kayaking (4)
- Skiing/Snowboarding (1)
- Youth (14)

I'd like it to be...

- For Beginners (Getting Started Series) (27)
- Easy (10)
- Moderate (3)
- Challenging (5)

Starting...

Start date

	<b>Self Rescue I Fundamental Techniques - Everett - 2014</b> Thu, September 18, 2014 - Sun, October 5, 2014 Prerequisites	AVAILABILITY: <b>8</b> participants Everett Branch
	<b>Mountain Workshop - Hope Place Shelter - The Mountaineers - 2013</b> Tue, October 1, 2013 - Tue, September 30, 2014 No Prerequisites	AVAILABILITY: <b>0</b> participants The Mountaineers Branch
	<b>Naturalists Study Group - Seattle</b> Fri, October 1, 1999 - Tue, September 30, 2014 No Prerequisites	AVAILABILITY: <b>222</b> participants Seattle Branch
	<b>Intermediate Climbing Course - Everett - 2015</b> Wed, October 1, 2014 - Tue, December 31, 2015 Prerequisites	AVAILABILITY: <b>12</b> participants Everett Branch

## ACTIVITIES

search results

Next 50 items = [1] 2 3 4

Search [Leader, keywords, etc.](#)

[All items](#)

[In current results](#)

I want to go...

- Backpacking (17)
- Climbing (60)
- Day Hiking (66)
- Exploring Nature (6)
- Global Adventures (16)
- Photography (3)
- Navigation (2)
- Scrambling (2)
- Sea Kayaking (13)
- Skiing/Snowboarding (8)
- Stewardship (3)
- Trail Running (1)
- Urban Adventure (6)
- Youth (3)

I'd like it to be...

- For Beginners (Getting Started Series) (19)
- Easy (16)
- Moderate (66)
- Challenging (5)

	<b>Day Hike - Lake Serene</b> DAY HIKING TRIP Difficulty: Moderate/Strenuous Sun, Sep 14, 2014 No Prerequisites	AVAILABILITY: <b>12</b> participants <a href="#">Cancelled</a> Seattle Branch
	<b>Day Hike - Crystal Peak</b> EXPLORING NATURE & DAY HIKING TRIP Difficulty: Strenuous Sun, Sep 14, 2014 No Prerequisites	AVAILABILITY: <b>3</b> participants <a href="#">Registration closed Sep 12</a> Seattle Branch
	<b>Basic Alpine Climb - Unicorn Peak/South Side</b> CLIMBING TRIP Difficulty: Basic Alpine Climb, Strenuous 1, Technical 1 Sun, Sep 14, 2014 Prerequisites	AVAILABILITY: <b>1</b> participant <b>0</b> leaders <a href="#">Registration closed Sep 11</a> Seattle Branch
	<b>Alpine Scramble - Vesper Peak</b> SCRAMBLING TRIP Difficulty: Strenuous 3, Technical 3 Sun, Sep 14, 2014 Prerequisites	AVAILABILITY: <b>0</b> participants on waitlist <a href="#">Registration closed Sep 12</a> Everett Branch
	<b>Basic Alpine Climb - Slippery Stab Tower/Northeast Face</b> CLIMBING TRIP Difficulty: Strenuous 3, Technical 3 Sun, Sep 14, 2014 Prerequisites	AVAILABILITY: <b>5</b> participants <b>0</b> leaders

 **upcoming  
EVENTS**

September 13, 2014

**Fostering Leadership Conference**

Seattle Program Center - 7700 Sand Point Way NE, Seattle, WA 98115

September 18, 2014

**Snoqualmie Committee Town Hall Mtg - Classroom**

Tacoma Program Center - 2302 N 30th St, Tacoma, WA 98403

September 18, 2014

**Beginning Hiking Seminar**

Seattle Program Center - 7700 Sand Point Way NE, Seattle, WA 98115

September 19, 2014

**Discover Turkey as a One of a Kind Trekking Destination**

Seattle Program Center

September 22, 2014

**Mountaineers Annual Meeting**

Seattle Program Center - 7700 Sand Point Way NE, Seattle, WA 98115

September 22, 2014

**Meet The Mountaineers**

Seattle Program Center - 7700 Sand Point Way NE, Seattle, WA 98115

[MORE...](#)

← today → **AUGUST 2014** month week day

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
27 10:00 am - 6:00 pm Mt Zion (Day Hike)	28	29	30 Mt Rainier (Climb)	31	1	2 7:30 am - 6:00 pm Elwha to Hurricane Hill Hike (Day Hike)
3	4	5	6	7	8	9
10 7:30 am - 1:00 pm Dosewallips State Park (Trail Run)	11	12	13	14	15	16
17 6:30 am - 7:30 pm Le Petit Cheval (Intermediate Climb) 8:30 am - 7:30 pm Lower Lake Lena (Day Hike)	18	19	20	21	22	23 Mt Cruiser (Basic Climb)
24 Mt Cruiser (Basic Climb)	25	26	27	28 8:00 am - 8:00 pm Spray Park Day Hike	29	30 9:30 am - 7:30 pm Day Hike - Rialto Beach to Chlean Memorial
31	1	2	3 9:00 am - 5:00 pm Sea Kayak - Sinclair Inlet	4	5 Mount Baker Lodge Hiking Weekend	6 Sea Kayak - Blake Island

## BLOG

- ▶ All posts
- ▶ Adventure Profiles
- ▶ Books
- ▶ Branches
- ▶ Conservation
- ▶ Courses & Activities
- ▶ Events
- ▶ How To
- ▶ In the News
- ▶ Membership
- ▶ Youth & Family

 latest updates  
**FROM THE BLOG**

### INFO NIGHT: SKI-SNOWSHOE IN MAINE, SKI OR WINTER-WALK IN AUSTRIA AND FRANCE

Yearning to explore winter wonderlands outside the PNW? Long-time winter sports expert and Global Adventure leader Patti Polinsky will be holding an info night on Sept. 29 to talk about a lodge-to-lodge ski-snowshoe adventure in Maine and a skiing-walking adventure in French and Austrian resorts that she's leading in 2015. ▶

### A THANK YOU TO THE MOUNTAINEERS FOUNDATION

Support from the Mountaineers Foundation has been instrumental to our conservation program over the past few years. Find out how we are protecting the outdoor experience. ▶

### EXPERT TEAM ASSESSES FIXED ANCHORS ON FORBIDDEN PEAK

We are participating with a team of representatives of different climber communities to evaluate the Wilderness experience in North Cascades National Park. ▶

### TELLURIDE MOUNTAINFILM WORLD TOUR - GET TICKETS

The Mountainfilm World Tour will come to Seattle on September 25, 2014. The films selected for the show will explore themes connected to Mountainfilm's mission of exploring cultures, preserving environments and promoting adventure. ▶

## TACOMA MOUNTAINEERS OPEN HOUSE AND SPEAKER SERIES - SEPTEMBER

*Tacoma Mountaineers  
Open House and Speaker  
Series*



**MICHELLE STORY**  
September 08, 2014

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Tacoma Mountaineers Open House and Speaker Series

September 19, 7pm | Tacoma Program Center

On September 19, join us to hear great stories on the topic of *What I did On My Summer Vacation*. Beginning at 7pm see our orientation show of the programs and courses offered by the Tacoma Mountaineers. We welcome new members, prospects and friends. Bring the family to see what we do including climbing and scrambling, sea kayaking, skiing, snowshoeing, hiking, social & family activities, first aid, sailing, navigation, avalanche training, and more. This will be a chance to visit with committee people in activities of interest to you. Then watch the presentation beginning at 7:45pm.

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**The Mountaineers**  
@MountaineersOrg

Inspiring a lifetime of [#outdoor](#) [#adventure](#). We create opportunities to get outside, learn new skills & connect with a community of outdoor lovers. [#nonprofit](#)

Washington  
mountaineers.org  
Joined January 2010

100 Photos and videos



TWEETS 2,220 PHOTOS/VIDEOS 100 FOLLOWING 352 FOLLOWERS 2,474 FAVORITES 61 More ▾

Tweets Tweets & replies

**The Mountaineers** @MountaineersOrg · 15h  
Holy smokes it's 5:30 already! Happy Weekend! How are you adventuring (in 7 words or less)?

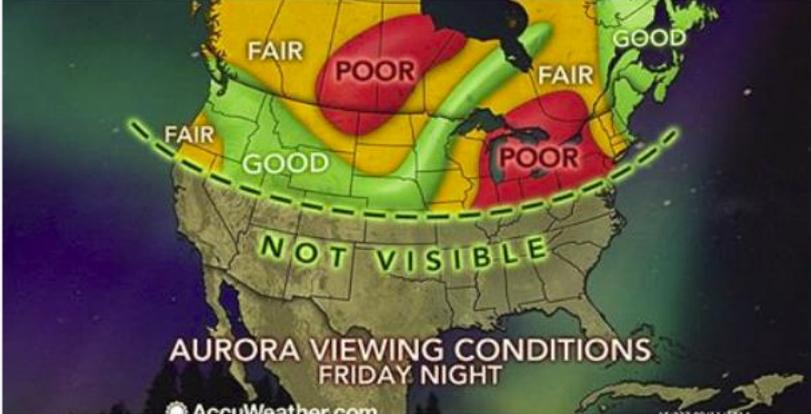
Retweeted by The Mountaineers  
**Women's Adventure** @womensadventure · Sep 12  
Skills You Should Master To Keep The Wild Perfectly Wild [wp.me/p37JaW-9zQ](#)

**The Mountaineers** @MountaineersOrg · 18h  
Northern Lights? In Washington!? TONIGHT?!?! Fantastic: [bit.ly/WQGTuh](http://bit.ly/WQGTuh)  
[#NorthernLights](#) [#PNW](#)



**The Mountaineers** shared a link  
Posted by Kristina Ciari [?] · 23 hours ago

Northern Lights? In Washington!? TONIGHT?!?! Fantastic: <http://bit.ly/WQGTuh>



**AURORA VIEWING CONDITIONS  
FRIDAY NIGHT**  
AccuWeather.com

**Northern Lights May Ignite in Northeast, Central US Skies: Where to See Rare Show - AccuWeather.com**  
[www.accuweather.com](http://www.accuweather.com)

A strong solar flare aimed at the Earth could send a dazzling display of northern lights as far south as Kansas and Maryland Friday night.

Like · Comment · Share 318 Shares

Greg Sheehan, Chris Terpstra, Tiffany Preston and 154 others like this. Top Comments ▾



The Mountaineers

EVENTS & ACTIVITIES

The Mountaineers can help you get outside for an evening, weekend, or entire season. We have lots of events, courses and activities to sign up for online at [mountaineers.org](http://mountaineers.org). Below is *just a sampling*. Take a look at your schedule and join us for one (or many) of these great upcoming adventures:



### Events

[Geology of the Puget Sound](#) | Thursday, Sept. 4, 7pm | Tacoma Program Center: See how the Puget Sound came into being in this one-hour slide presentation. This class is designed so that the average person can understand the

### Courses

[Course Management on the New Website](#) | Wed, September 3 | Seattle Program Center: A evening workshop for Mountaineers leaders and administrators to learn about course management in the new system.

### Activities

[Weekend Work Parties](#) | Every other weekend, starting Sept. 6-7 | Meany Lodge: Come and give a hand to help keep Meany Lodge beautiful. To make the evening of the Sept 20th workparty more enjoyable, Meany is



The Mountaineers

OLYMPIA BRANCH NEWS



## Greetings Olympia Mountaineers!

It was so great to see so many of you at our annual summer picnic. Thanks to everyone who came out! We have more exciting events coming up - an Adventure Speaker Series, our Annual Banquet, a Real Life Treasure Hunt, and a chance to show off your latest action photos - and we hope you'll join us for some or all of our upcoming adventures.

Enjoy our wonderful summer weather!

**Mike McIntosh, *Olympia Chair***

## Speaker Series & Banquet

**Adventure Speaker Series | Wednesday, Sept. 3 | 7pm:** Don't miss the first of the season's Adventure Speaker Series with **Pat O'Connor's** kayaking paddle from Olympia to Skagway, Alaska. In May of 2012, Pat and his traveling partner Tom Jordin departed from Olympia on a 1500 mile voyage which ended 78 days later in Skagway. After completing the paddle, they spent another 5 days hiking over the famous Chilkoot Trail to the Klondike gold fields in the Yukon Territory. Join Pat as he shares stories and his extraordinary photographs of marine life, scenery, and animals and come early for a 6pm potluck. Find complete details on [olympiamountaineers.org](http://olympiamountaineers.org).

Questions?

