

LASSEN PARK FOUNDATION

NEWS



LASSEN PARK
FOUNDATION

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Phase II Update*

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Peak Experience Virtual Auction

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FALL 2020

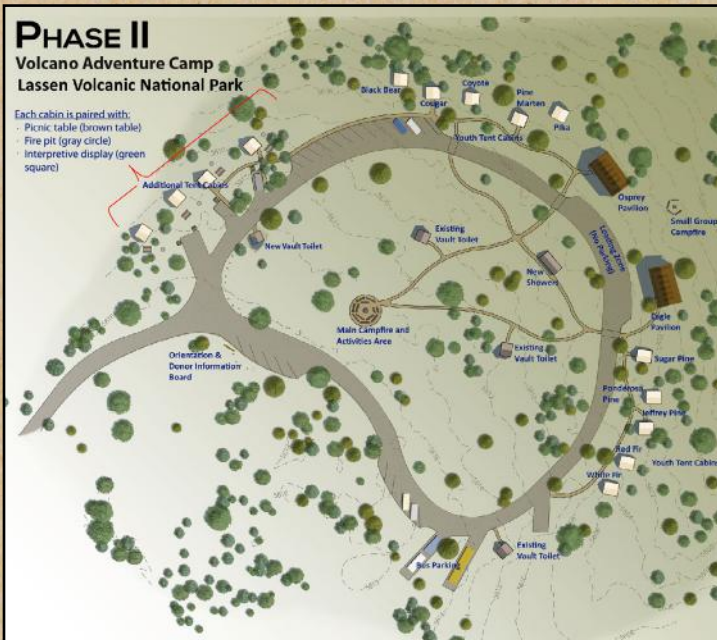


Photo "Looking Out from Lassen Peak"
by Jacob Mangas



Photo courtesy of the National Park Service

VOLCANO ADVENTURE CAMP - PHASE II UPDATE



The Volcano Adventure Camp (VAC) Phase II project is underway! To date we've raised over \$45,000 toward the \$89,000 estimated cost for construction and equipment.

Phase II consists of constructing four (4) additional tent cabins, each furnished with eight (8) bunk cots, a fire pit, picnic table, bear-proof lockers and bear-proof trash/recycle receptacles. Phase II will also include the installation of another vault toilet at the campground.

This summer the construction on the platforms for the tent cabins was begun (see image above). They are expected to be completed in early Spring 2021.

If you'd like to make a contribution to help us complete construction on the VAC please visit us online at LassenParkFoundation.org and click "Donate Now".



MESSAGE FROM THE CHAIR

I wanted to take a moment to reflect on the unpredictable effect that 2020 has had on our park and our foundation. There have certainly been variable impacts from the COVID situation as it pertains not only to utilization of our public spaces, but also to fundraising in general.

None of us knew what would come of the COVID pandemic when the state shut down in March. We at Lassen Park Foundation prepared for the worst while secretly hoping for the best. We asked what this would mean for our Youth Camping Program and if the Volcano Adventure Camp (VAC) would open. We asked if the park would be open to the public. We wondered if we would be able to do any fundraising in a pandemic-affected financial environment.

Fortunately, the answer to most of those questions was, "yes", but our "yes" looked a lot different this year than last year.

We are thankful that our park was able to open and that we were able to bring youth groups up to the park. The VAC remained closed, but traditional campgrounds worked for our small group sizes and social distancing guidelines. We were able to fundraise, and in some cases with better results that we'd dared to hope! As you can see from the article on Peak Experience, the foundation benefited from great work by the Event Committee and fabulous support from our donors and sponsors. I am immensely grateful. Thank you to all.

Despite the challenges, the uncertainty, and ongoing pandemic, Lassen Volcanic National Park and Lassen Park Foundation are endeavoring to keep this beautiful landscape accessible to guests both new and old. For that, we are eternally appreciative!

Please remember to recreate responsibly, and stay safe this fall.

Sincerely,

Pete Dailey, Chairman
Lassen Park Foundation

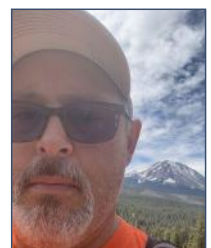




Photo courtesy of the BSA Troop 1, Reno

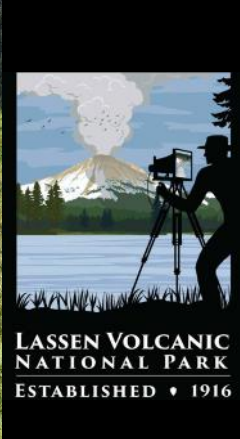


Photo Courtesy of Girls Inc of Northern Sacramento Valley

LASSEN VOLCANIC NATIONAL PARK 2020

www.nps.gov/lavo/planyourvisit/special-events.htm

WINTER EVENTS

North State Giving Tuesday
December 1, 2020: 6am-8pm
Online Fundraising Event
NorthStateGives.org

PARK WINTER HOURS

November 1 - April 30
Kohm Yah-mah-nee: Open Wed-Sun, 9am-5pm
Lassen Cafe & Gift: Weekends 11am-2pm
Loomis Museum: Closed
Manzanita Camper Store: Closed

Snowshoe Walks Cancelled

Ranger Led Snowshoe Walks & Winter Ecology Snowshoe Program for School Groups will not be offered in Winter 2020/2021 due to COVID-19 response.

HEARING THE CALL

Making accessibility a reality at Lassen Volcanic National Park

Written by Melissa Mendonca, courtesy of Enjoy Magazine

WHEN THE MOUNTAINS CALL, especially those in our national parks, they call to everyone. Assuring that all who hear the call can respond is a priority of the staff at Lassen Volcanic National Park, who have been busy making accessibility a reality.

“Everyone should be able to take part in that great American experience of visiting a national park,” says Ranger Kevin Sweeney, public affairs officer and chief of interpretation, education and volunteers at the park. “We still want to appeal to the broadest range of people possible,” he says, and that includes those with mobility issues and impairments of hearing and vision. “It’s important that people feel that parks are built and maintained for them.”

While Lassen Park is not yet where it needs to be, a plan is in place to get there. Some improvements can be seen now – such as the recent restoration of the first mile of the Bumpass Hell Trail that can now be accessed by someone in a motorized wheelchair with some assistance. Others may never be seen by those who don’t need them, but adjustments of bathroom bars by spaces of just a half inch or so are making a vital difference. “We really want to be at the forefront of accessibility places,” says Sweeney, noting that the park can offer a blueprint to becoming accessible to other parks and recreation areas.

It all started with a comprehensive evaluation of the park by a team of National Park Service employees from the Denver Service Center. One was quadriplegic and able to illuminate the experience of visiting the park in a wheelchair. Oftentimes the simplest adaptations, such as widening parking spaces and adjusting door handles, make all

the difference. When picnic tables are well-designed, a person with mobility issues can comfortably be welcomed at the table. This employee wore Google glasses connected to an iPad during his tour and was able to bring up codes from the Architectural Barriers Act that will guide needed changes.

The wheels are currently in motion to make the entire Manzanita Lake area as accessible as possible, including the Manzanita Lake Trail. “That’s a big deal,” says Sweeney. “It’s a historical trail so there are legal requirements.” The area, which includes cabins, campgrounds, picnic areas and trails, will be evaluated for the enjoyment of all. “We’re putting taxpayer money to work in a way that provides greater access to all audiences,” he adds.

National parks are becoming ever more popular, especially as people seek safer places to explore through a pandemic. They’ve also become popular destinations for those in retirement. “We’re aging as a population, so making sure people who aren’t as active as they used to be can still enjoy the park is important,” says Sweeney. “The numbers really indicate that this is just the right thing to do.”

While documents such as the guidelines set forth in the Architectural Barriers Act serve as important blueprints for improvements and necessary considerations, Sweeney reflects, “The biggest lesson I’ve learned in this process is that we get caught up in legal definitions. But what can we do today? It may be as simple as moving a rock off a trail. Small adjustments can do big things.” In other words, you don’t necessarily have to move mountains to help more people enjoy

the mountains.

The Lassen Park website, designed to support screen readers, offers a pre-planning guide for anyone interested in visiting the park. Most visits start at the Kohm Yah-mah-nee Visitor Center, which was designed with accessibility in mind. A multitude of considerations went into each exhibit, and entrances and pathways were created for ease of movement.

“We really want people to feel that this is their park,” says Sweeney. The mountains call to all. “We might need help making people feel more at home in them.”

Lassen Accessibility Guide

www.nps.gov/lavo/planyourvisit/accessibility.htm



Photo courtesy of Enjoy Magazine

SUMMER VISITATION DURING THE PANDEMIC



Amidst the COVID-19 pandemic this spring, Lassen Volcanic National Park and their nonprofit partners, Lassen Park Foundation and Lassen Association, got together to try to imagine what this summer would have in store. They all thought there was a good chance the park wouldn't have much visitation. They didn't expect visitors traveling or leaving their homes for much more than just going to the grocery store.

As the summer progressed and comfort zones increased, many Americans sought an outdoor physical space that they could feel safe in and be happy. They asked themselves, "Where can I go to recreate outdoors in my geographic circle? Somewhere I can drive to, where I don't have to be indoors with others?" As the weather cooperated and Highway 89 through the park opened earlier this year, Lassen Volcanic National Park was apparently the perfect answer to those questions for many!

"Going back to the 1930's, one can find newspaper articles calling Lassen the 'One and Lonely' or, more commonly in recent times, 'The Undiscovered Gem of the Cascades', said Kevin Sweeney, Chief of Interpretation and Education. "But after this year our visitation count is reflecting that we no longer match that description. Lassen is more of a 'normal' national park now, with visitation numbers to reflect that."

About six years ago there was some concern about introducing people to national parks and a real question of how to get them into parks, a question of relevancy. In fact, the National Park Foundation made relevancy a part of their campaign to celebrate the National Park Service's centennial in 2016. That marketing campaign "Find Your Park" resulted in an increase in visitation to most public lands over the following years, and more importantly it yielded the highest visitation count in Lassen's history up to that point. This summer, however, there was an even greater increase in visitation at Lassen Volcanic National Park than had been experienced during the centennial.

Public lands and national parks became a fallback vacation destination for many Americans this summer, especially for those who gave up planned vacations such as cruises, out-of-state or country travel, and flying. One result of this shift in vacation plans was an increased visitation to public lands that remained open, and Lassen Volcanic was

one of those. As a result, the park saw a notable increase in first-time campers, and first-time national park visitors.

"We saw two main types of visitors this summer," said Sweeney. "Those to whom national parks have always been a sacred place, a spiritual mecca, and those who were more accustomed to city or state parks and were new to the national park concept. Some of the latter needed help with learning more about wilderness preservation ethics or 'leave no trace' principles as they hopefully became the newest National Park stewards."

There was a good side and a bad side to both the increased visitation and the new visitors to the park. There were some negative impacts to the park's natural resources this year caused by visitors, such as the use of paddleboards and kayaks on Lake Helen, in addition to some wildlife impacts. "Unfortunately we needed to close roughly 50% of the park to backpacking because a habituated bear, or bears, had become a significant nuisance and possible safety concern. While Lassen has experienced some human-bear interactions in the past, "We have not experienced the issue as dramatically as we have in 2020. A main reason for this is a direct result of visitors not properly storing food and other scented items," said Sweeney.

On the positive side of things, there were many new visitors who learned the importance of preserving our national parks and will continue to return to this special place. Now, instead of focusing on relevancy, the messaging from Lassen will need to shift. The focus of the Interpretation rangers this summer changed from, "Welcome, come visit" to "Let us help you recreate responsibly in a national park."

To that end, Lassen Park Foundation recently joined the Recreate Responsibly movement to help educate park visitors on safe ways to visit our national park during the global pandemic. Recreate Responsibly is a nationwide initiative designed to limit new COVID-19 outbreaks and ensure public lands and waters can remain open to the public by providing clear, consistent guidance for individuals, families and communities.

"If you plan on coming to the park, make sure you research the park before you come." Sweeney concluded. "Plan on being self-sufficient. Know what services are available, what you need to bring/provide for yourself, and expect to comply with 'Leave no Trace' principles. These are ways we can all work together to keep our park safe and beautiful so that we can continue to enjoy it."

LASSEN SOUVENIR MUGS HOLIDAY GIFT IDEA



LASSEN PARK
FOUNDATION

\$25 / each. Available online at LassenParkFoundation.org
(+tax & shipping)

The image on the mugs is based on Lassen Park Foundation's new logo. Get yours while supplies last!

Pick-up is available at our Redding location.

BOARD MEMBER GEORGE PERKINS REMEMBERED

Lassen Park Foundation (LPF) mourns the loss of longtime board member, George P. Perkins (January 7, 1930 - July 27, 2020).

George P. Perkins, ski rental icon of South Lake Tahoe, passed away peacefully in his Lake Almanor home on July 27, 2020. George was born January 7, 1930 in Chicago, Illinois. George is a direct descendant of the renowned King family of Chicago, originators of Fannie Mae Candy and "Chicken a la King".

George attended New Trier High School. After graduating, George broke the North Chicago mold by heading to University of Colorado to graduate in Business Administration. George enlisted in the Korean War, and served with Hawaii's famous 5th regimental combat team. He attended officer finance school and was commissioned 2nd Lieutenant in 1952.

After the military, George lived in Colorado Springs, where he met JoAnn Beresford. They were married September 10, 1955 in a ceremony of over 400 people in Mineral, JoAnn being the daughter of Mineral Lodge resort owner and skiing pioneer Husky Beresford. George immediately went to work for the business as manager of the Lassen Park Ski Area that Husky had leased for 10 years. George learned to ski quickly in the new parallel style, became a ski instructor, and started a youth racing program called "Lightening L".

In 1966, the Lassen Park Ski Area lease was not renewed and George was devastated. He got his real estate broker's license and started Perkins Realty. George developed two subdivisions in Mineral. On the Mineral Elementary school board, he spearheaded building a new school in place of a condemned building.

Needing work in the winter, George leased Breeze Ski Rentals in



George Perkins
01/07/30 - 07/27/20

South Lake Tahoe in 1970. Subsequently he bought the franchise and an empty lot on Ski Run Boulevard where he built The Ski Renter building in 1975. The Ski Renter became such a success that George expanded to having more than seven shops at one time in the western United States. He purchased additional property on Ski Run Boulevard and built two commercial buildings. George took pride in mentoring his employees to become managers and, when he retired, successful owners.

Meanwhile during the summers, George wrote two books, *Hiking Trails of Lassen Park* (still sold to-day) and *Visiting the Western National Parks*. George was an active member of the Lassen Park Foundation which was instrumental in building the new park visitor center. He also managed his 160 acre George's Christmas Tree Farm. George loved hiking and photography, powder skiing, fly fishing, and playing tennis. Each ski season he

would account for his skiing success in vertical feet and skied well into his late 70's. No joke, he managed his time to include at least one of these endeavors 360 out of 365 days a year!

In 2017 George developed mild dementia and was well taken care of by two loving care givers in his home. George never lost his witty sense of humor and taste for a decent glass of wine.

George is predeceased by his wife of 30 years, Gail Davis Perkins of Chico, CA. He is survived by his three daughters Heidi Freeman, Lynn Perkins, and Jody Johnson, and his son-in-law Frank Johnson. His seven grandchildren include Amanda Cantowine, Heather Freeman, Carl Perkins Freeman, Jordan Johnson, Sade Odukodge, Sevee Johnson and Kemi Odukodge and two great grandchildren. He is also survived by his stepchildren Deidra Jane Cross, Jill Quezada, Darcee Taylor and step son-in-law, Jamie Taylor, and seven step grand-children.

PEAK EXPERIENCE VIRTUAL AUCTION RESULTS

Lassen Park Foundation's Event Committee has wrapped up all post-event activity and is happy to report a net income of about \$74,000 for the Peak Experience Virtual Auction. Those funds will go toward the Foundation's efforts for our Youth Camping Program and completion of the Volcano Adventure Camp Phase II capital project (see article page 2). "It's good to know that all of our hard work has paid off and that kids will benefit from our efforts next summer," said Event Committee Chair Laura Young.

While the committee did find it difficult to solicit auction items and several of the normal offerings were unavailable (such as professional basketball and baseball tickets), there were still many attractive auction packages available at the auction. Staff and volunteers worked through video and audio recordings, graphic design, and online marketing to get the word out about the event and attract new participants.

"The nice thing we discovered with this online event," said Executive Director Jennifer Finnegan, "is that we had the potential to attract new park supporters from across the nation. We were no longer limited by our event's geographical location. We ended up with participants from twelve different states, some as far away as Minnesota. Since our park gets visitors from all over, not just Northern California, it was nice for us to be able to include park goers from out of the area."

The most surprising result of the event was the sheer quantity of cash donations given. Many of our Board Members commented that it was really exciting to watch donations being made during the livestream event. The event software allowed everyone to see donors' names pop up on the screen instantly every time a donation was given.



Screen Shot above of the "Cash Donation" portion of the live stream event.

While we don't yet know what 2021 will have in store for any of us, we do know that if we have to produce an online event again we can do so with confidence. We would love to see our donors in person, of course, but it's nice to know that virtual or not we also have the support of like-minded individuals who wish to see youth camping continue at Lassen Volcanic National Park. Thank you all for your support!



**LASSEN PARK
FOUNDATION**

BOARD OF DIRECTORS

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- Vice-Chair, IT*.....Robert Ono
- Vice-Chair, Development*David Trotter
- Chief Financial Officer*.....John Livernois
- Corporate Secretary*.....Benjamin Webster
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- Executive Officer* John Koeberer
- Executive Officer*Deborah Trotter
& *Communication Chair*
- Executive Officer* Steve Williams

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- Pam Pitts
- Dave Scott
- Dave Shakes
- John Sharrah
- Emilyn Sheffield
- Randall L. Townsend
- Jim Weber
- Kenny Wilsey
- Laura Young, Event Chair

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- Chief of Interpretation & Education
Lassen Volcanic National Park*..... Kevin Sweeney

STAFF

- Executive Director*Jennifer R. Finnegan

MEET OUR BOARD MEMBERS

View our full list of Board Members online at LassenParkFoundation.org



Kacey Koeberer

Kacey Koeberer joined the Lassen Park Foundation's Board of Directors in October, 2016. Kacey serves as Art Director at Basecamp Headquarters, overseeing the artistic direction of the company, supervising graphic, photo and video content for all operations and assisting the marketing department in developing visually evocative campaigns. Ms. Koeberer is a member of the Art Directors Guild and is committed to the important role of design in cultivating enthusiasm for life and in particular, interest in the outdoors.

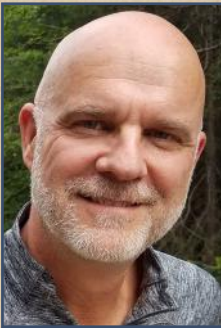
She holds a Bachelor of Arts in Sociology & Film from the University of California, Santa Barbara and has also studied Design & Communication Arts at University of California, Los Angeles.



Bill Latham

Bill Latham joined the Lassen Park Foundation's Board of Directors in February, 2017. Bill is a native Californian who developed an early love for the Sierra national parks and the National Park Service. After a call from Uncle Sam he spent nearly 25 years moving about the country with the benefit of numerous occasions to visit nearly 250 National Park sites. Furthering his interest in the Parks, while in the Washington DC area, he had the good fortune to serve as a Volunteer Historian at Manassas National Battlefield Park.

Returning to California he stumbled on Lassen Volcanic National Park while on the way to Crater Lake. He never made it to Crater Lake.



Dave Shakes

Dave Shakes joined the Lassen Park Foundation's Board of Directors in February, 2018. Dave Shakes is a Sr. Vice President for Results Radio, LLC, which operates radio broadcast, streaming, community events, and web audience platforms serving Northern California audiences in Chico, Redding, Yuba City-Marysville, and Sacramento. Dave's resume includes leadership roles with CBS Radio in Chicago and Phoenix, and 20 years of consulting broadcasters in nearly all 50 states.

Three generations of Shakes family members have vacationed regularly at Lassen for over 50 years, and Dave worked two college summers cleaning the pool, washing dishes, and chopping firewood at Drakesbad Guest Ranch. He resides in Redding.

Lassen Park Foundation is seeking new Board Members. If you have an interest in serving on our Board of Directors please contact our office via e-mail at info@lassenparkfoundation.org.

THANK YOU!

IN HONOR / IN MEMORY DONATIONS

In Honor:

- Steve, Maura and Kieran Buckley
- Steve & Clare Gaston
- Cherie Goodson
- Parker Manning Family
- Mr. & Mrs. Jim McCann
- Happy Birthday Peter
- The Rose Center Physical Therapy
- Happy Birthday Shane
- John Sharrah
- Jeffrey & Carolee Wagner
- Michael D. West

In Memory:

- Edwin Joseph Block
- Jeremy Brandon & Scott Brittain
- Chad Corona
- Harry Daniell
- TJ Day
- DJ
- Theodore Lee Friedline II
- James Galbreath
- George Giannini
- Perry Harris
- Edward G. Heinzl
- Alfred Kaznowski
- Howard & Sally Latimer
- Robert Mendelson
- Andre Previn
- Steffen Rasmussen
- Donald & Dorothea Schultz
- Saul Eli "Chick" Shapiro
- Susie Watson
- Robert H. Weitbrecht
- Phyllis Wilsey

All those listed as "In Honor" or "In Memory" have been recognized within the last 24 months.

DONORS

\$10,000+ Donors

- Mr. & Mrs. Perry & Anne Harris
- Mr. & Mrs. Pete Dailey & Karen Rasmussen
- The Murdy Foundation
- National Park Foundation

\$5,000+ Donors

- Redding Rancheria
- Mr. & Mrs. Tom & Pam Pitts
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- DH Scott & Company
- Fresh Twisted Cafe
- Merchants Bank of Commerce
- Morgan Stanley
- Moule's Tehama County Glass
- Mt. Lassen Trout Farms
- Norcal Nutrients
- The Village at Childs Meadows

Donor contributions noted above were received within the last year.

Thanks!



LASSEN PARK FOUNDATION
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 ANDERSON, CA 96007



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SUPPORT RENEW APPRECIATE INSTILL WONDER DONATE

A contribution to the Lassen Park Foundation will be used towards supporting youth programs, enhanced interpretive and educational activities, trail restoration, wildlife research, park improvements and cultural resource development. Those who contribute to the Foundation support the Lassen Volcanic National Park and surrounding region, helping to preserve its unique beauty for generations to come, as well as enriching the experience of today's Lassen visitors.

Go to www.lassenparkfoundation.org or call us at **(530) 768-1110** to make a donation today. Or you can fill out the form below and mail to: PO Box 33, Anderson, CA 96007. **You make our Foundation possible!**

YES! I would like to help support the Lassen Park Foundation by making a donation.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Method of Payment:

Cash Check Visa Mastercard

Name: _____

CC#: _____

Exp Date: _____

Signature: _____