

About NWActivities.com

It's funny. After I explain what NWActivities.com is all about people are very excited about how our site can help them with their outdoor recreation business or club. But they are curious why someone would go to all this work and not charge anything? Here's my brief story.

I'm 43 and have lived in beautiful Whatcom County for 22 years. I've been blessed with a great wife and four children. I've also worked for the same great company in Bellingham all these years. Meaning, I have a day job that I enjoy immensely.

In the Fall of 2005 I tweaked my knee because my bike wasn't fitted to me properly. I was quite frustrated when I couldn't bike ride while on vacation. My mind has always raced fast with crazy ideas. On that vacation I got the idea to have a bike Expo and bring all the bike shops under one roof. My friend from high school suggested we bring in runners too since his wife was participating in marathons. If you don't know, Bellingham is home of a massive relay race call Ski-to-Sea with 3,400 participants! Once I had bikes and running in the same thought my mind jumped to kayaks and before you know it the Whatcom Outdoor Expo was born.

<http://www.whatcomoutdoorexpo.com/>

It's like a home show except for outdoor recreation. It was a hoot! Tons of work. We broke-even in our second year.

Right after the Expo my confidence was high and I was quite surprised that no one had ever started a charity bike ride that went through-out Whatcom County. So on a whim we started one. In my opinion, the 100 mile course would compete for the most scenic century ride in the nation...it's that beautiful: quaint towns, beaches, lakes, forests, mountains, lush farmland, ...all on one ride. Proceeds of this annual event are donated to the Boys & Girls Clubs of Whatcom County.

<http://www.tourdewhatcom.com/>

At this point I had outdoor recreation on the mind. But I was quite frustrated with how information was available, or should I say *not* available, for outdoor recreation.

Frustration #1: Here where I live we have Mt Baker and 1,000's of newer people that have moved here.

Many would like to go on day hikes in the foothills but don't. Why not? They are afraid they will get lost, see a bear, don't know where to start, etc I realized a more centralized source of info would be a win-win for everyone. This way if a hiking club is doing a day hike, they can get the word out and more people enjoy it. After all, if you didn't even know about the hiking club's website, what could you do.

Frustration #2: When I did find a website that was topical to outdoor recreation, many times the “local region” would be 400 miles square! People are too busy to drive that far for a weekend jaunt. People want to know what is happening *near* them.

Frustration #3: “Online Community Calendars” listed every event under the sun from Scottish dancing to knitting conventions to softball tourneys. But you can’t drill down and search for what *you* like.

Because of these three thorns in my side and living in an outdoor recreation Mecca, I decided to pay some IT guys to build a community based calendar solely for outdoor recreation. What we created was not rocket science but incredibly useful! With NWA, you can:

Search by county and get all outdoor rec events in that area. Or...

You can search by activity type. Or...

You can ask to be notified anytime something of your interest *and* in your county gets posted. That’s a useful email.

My family says this is how I’m dealing with my mid-life crisis. They are probably right. But this is the coolest MLC I can imagine! Seriously though, I’m battling some fairly serious health issues that effect my walking. So any outdoor activity where you are on your feet is no longer available to me. Yes, that rules out a lot. But I love biking and can still participate at a moderate pace. I tell you this for the sole purpose to let you know I am passionate about trying to get people outdoors...*while they still can!*

NW Activities has two purposes:

- Get people outside and active. I hope someone starts a hobby that they tried from this website and it literally changes their life in terms of physical and mental well being.
- Help out the small, outdoor rec clubs business owners. These people are not doing this for money. They are doing it because they are passionate about the outdoors. We hope we can help get them some business. Who knows, NWA might be just the added nudge to keep some in business.

That’s my story now let’s get outdoors and have some fun!!!!

G Todd Williams
Founder