



This page intentionally blank

**National Association
for Interpretation
Sierra Pacific Regional
Workshop
April 1-3, 2016 Arcata, CA**



Welcome NAI-ers! I'm excited to gather us together "behind the Redwood Curtain." This is a special place that has always looked at ideals and strived to reach them; from the earliest people to live among these great trees, to the loggers, environmentalists, scientists, and students who populate the region today. It's fitting that Humboldt State University is hosting us, and I'm excited to share and grow our profession together.

This is my last Regional Workshop as your Director. Over the past six years I've gained much more from all of you than I feel that I gave. We're a group more passionate than most and it's been a pleasure to lead this region of the National Association for Interpretation. This workshop is a remarkable example of the people that we have in our region. We wouldn't be here without the tireless work of James Frank, Melissa Kinsey, Jennifer Tarlton and the entire planning committee. We're a volunteer-driven Association and it continually amazes me to see what people can create when they are excited, inspired, and passionate.

Through my years as Regional Director I relied heavily on our Regional Officers. These are the people who chose to help run our entire operation: putting on workshops, creating budgets, letting members know about job opportunities. Their work is often unsung, so I want to call them out: Sara Skinner, Kevin Wright, Dan Albro, Allison Meador, James Frank, and Phil Sexton; you've helped us create a new version of NAI that's a model across the country; thank you.

As we gather, network, teach, and learn from each other this weekend please take time to renew your passion, meet new people, and help our profession grow

Sincerely,

Kevin Damstra

Director, Sierra Pacific Region, National Association for Interpretation



On behalf of the Workshop Steering Committee, welcome to the 2016 workshop! It's no small task to put together a workshop. With the demands of everyday life, it takes the sustained efforts of a large team. Each person on this year's committee filled a small niche – food and lodging, field trips, presentation line-ups, marketing, web updates, registration, auction planning... remarkably, we made constant progress and stayed on or ahead of schedule. The result, we think, will be one of the best workshops we've had in Region 9 in recent history.

It started last year in Cazadero with a dry erase board and a dream. Humboldt State was going to host, but what about a theme? Where would we meet? Who would be the key note? And most importantly, what kind of beer would be at the brewers' fundraiser? The answers, thanks to the teamwork of many, are in this packet.

This weekend, you're experiencing the product of a "cutting edge" grassroots effort. Why cutting edge? The miracle of modern technology allowed us to never even have to meet in person. We met instead via conference calls and shared files and agendas on Google Drive. We dedicated a good bit of time to the process, but it was on our own terms and schedules for the most part, which is a great way to work.

You're invited to join the 2017 planning team for lunch on Saturday. There will be a dry erase board for ideas, and yours are welcome. If you can't make it, but still want to participate, just find one of us during the workshop- we're listed on the back page, or ask around for us. You can also get in touch by emailing the committee chair at Region9Workshop@gmail.com.

We hope you'll join us, either on the Workshop Steering Committee, or at the 2017 workshop as an attendee or presenter!

Cheers!

James Frank

Chair, Workshop Steering Committee &
2017-18 Region 9 Secretary



Dear Region 9 NAI Workshop Attendees,



Welcome to Arcata, home to Humboldt State University (HSU), the northernmost campus in the California State University system. We are excited to host this year's regional conference and share with you the pleasures of living, working, and recreating behind the "redwood curtain." For over three decades, HSU has been on the cutting edge of environmental sustainability .

- In 1987, HSU students created the Graduation Pledge of Social and Environmental Responsibility, which has spread to universities across the world.
- The HSU Manor Apartments were the first Energy Star certified residence halls in the country and our new Behavioral and Social Sciences building is LEED Gold certified.
- HSU's campus Dining Services partners with local farms and over 50% of produce served comes from local growers. All ground beef is local and grass fed.
- HSU's Schatz Energy Research Center operates a hydrogen fueling station on campus, the first rural facility on the "Hydrogen Highway."
- The Campus Center for Appropriate Technology showcases ways to live more sustainably and won "Best Practices" for CSU's Student Sustainability Program.

HSU's commitment to environmental [sustainability](#) is found in the work students do post-graduation. Humboldt graduates are found at the cutting edge of natural resource careers across California and the nation (including interpretation).

HSU's dedication to environmental responsibility is shared by the larger community of Arcata. Sustainability is a part of life here! As you wander through town, check out the number of people walking and biking, the solar panels on rooftops, the organic food served in many restaurants, and the absence of plastic bags (due to the recent city wide plastic bag ban).

We encourage you to join Arcata's green lifestyle and bring your own water bottle and reusable coffee mug to the conference. We hope you'll find some time to explore the North Coast's wild places. There is so much to see and do on the Cutting Edge!

Sincerely,

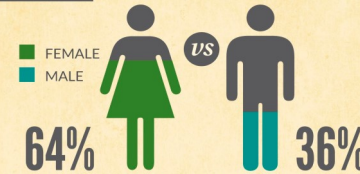
Jenn Tarlton

Faculty, Department of Environmental Science and Management
Humboldt State University

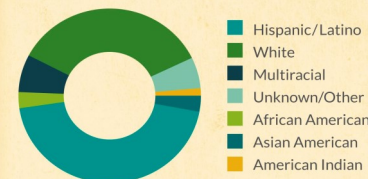
Meet the HSU Class of 2019

#WelcomeHometoHumboldt

GENDER



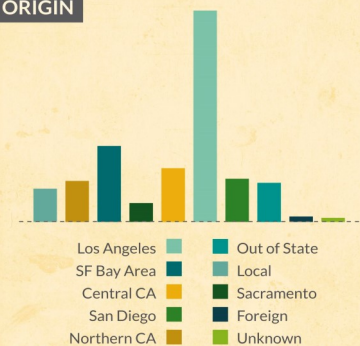
ETHNICITY



ENROLLMENT



ORIGIN



Numbers are projections of incoming class data

HUMBOLDT STATE UNIVERSITY

LOGISTICS

Directions and Maps to Humboldt State University

<http://humboldt.edu/visit/directions>

- Maps of HSU campus: <http://humboldt.edu/maps>
- Map to D Street Community Center (Saturday night events)
<http://www.cityofarcata.org/Facilities/Facility/Details/D-Street-Neighborhood-Center-10>

Parking at Humboldt State University

- Permit and meter hours: Monday through Thursday 7:00 a.m. until 10:00 p.m. Fridays 7:00 a.m. until 5:00 p.m.
- **After 5:00 p.m. on Friday through Monday morning at 7:00 a.m., parking is free.** However, special zones (i.e. handicapped stalls, red curbs) are enforced 24 hours a day, seven days a week.
- You can purchase a daily permit from one of the dispensers in the parking lots or from the Parking Kiosk on Rossow St.
- For more information see:
<http://www2.humboldt.edu/parking/visitor-parking>

Ridesharing and Room sharing Want to share rides or looking for a roommate to lower your costs? Post your requests and offers on the NAI Region 9 [Facebook](#) page

Registration Located in the Great Hall (inside the College Creek Community Center building). Be sure to drop by for your name badge and other important conference materials. If registering as a student, please contact the [registration committee](#) for **volunteer** assignments.

Sustainable Workshop Practices All attendees and sponsors are encouraged to:

- bring water bottles and mugs (or label and reuse disposable items) and of course, recycle and compost
- rideshare whenever possible
- shop locally for food; purchase in groups (to lessen packaging waste); share extras, bring a storage container for leftovers
- print limited copies: bring data drives; use the digital workshop bulletin and schedule

Lodging Hotel Arcata is offering discounted rooms for our group on Friday, April 1st and Saturday, April 2nd. You must call to book a room and specify you are attending a “conference at HSU.” Prices range from \$77-110 per room. You will not be able to book the rooms online. If you try to book online it will show that there is no availability on those dates because they have blocked the space for our group. The **discount is only valid until March 18, 2016** (two weeks prior to the workshop). There are only 32 rooms available. The hotel is less than a mile walk, about 15 minutes from our conference space at Humboldt State University. It is centrally located on the plaza and near all the great spots and shops. Hotel Arcata offers unique rooms in a historic hotel. Phone: 1-800-344-1221 Local 707-826-0217
Information about Hotel Arcata <http://hotelarcata.com/>

Other lodging options are listed [here](#).

Meals (vegetarian options available)

- **FULL REGISTRATION** includes Friday-dessert ,Saturday-breakfast, lunch, dinner; Sunday-breakfast, lunch
- **ONE DAY REGISTRATION** includes food and participation in all events for the day chosen
- Coffee and light snacks available throughout Saturday and Sunday



FRIDAY FIELDTRIPS *Space is limited, pre-registration required*

Headwaters Forest Reserve (Eureka) to Trinidad, 8:30am-4:30pm

Fools crossing to History, Redwoods to the Sea **Free**

Have you ever been to a company town? A place of work, life and community? Get a taste of the Falk town by meeting residents along the way through living history, once a thriving lumber town of 200 residents, to an abandoned ghost town, and now a forest to plant your feet. Then travel to the Trinidad Head Lighthouse and quest your way to the famous 200 foot wave. Meet Josephine Harrington, Lighthouse Keeper Harrington's wife to get a firsthand account of that rogue wave. Finish this Humboldt historic day off with a tasting of local wines at Moonstone Crossing.

http://www.blm.gov/ca/st/en/fo/arcatatrinidad_head_lighthouse.html

Sequoia Park Zoo, 1:00-5:00 pm

Sequoia Park Zoo-Connect with the Wild Inside You! **Free**

Join us for a very special and exclusive visit of California's oldest, and one of its smallest, AZA accredited zoos—Sequoia Park Zoo. This amazing field trip includes special behind the scenes tours, animal encounters and keeper talks. In addition to experiencing an engaging staff-led tour of the Zoo's unique facility and wonderful collection of animals, you will also experience a keeper led animal encounter. Attend an animal feeding session, tour behind the scenes and discover the unique and amazing history of Eureka's charming Sequoia Park Zoo, established in 1907. Refreshments are not provided, but the on-site Funky Monkey Café does have food available for purchase. Zoo staff will be informally dining at noon. Feel free to join us before we begin the tour.

<http://www.sequoiaparkzoo.net/>

Eureka: Fort Humboldt State Historic Park, Old Town Eureka, Blue Ox Millworks 12:30-6:30pm

Humboldt Bay Sesquicentennial Pilgrimage, \$15.50/person

Tromp through 150 years of history as we explore Eureka. We'll immerse ourselves in the story of Fort Humboldt and wander into Old Town's forgotten places. We'll also visit the renowned Blue Ox Millworks, with on-site vocational high school and artisan workshops. We'll wrap up at Humboldt County's famous Lost Coast Brewery.

<http://blueoxmill.com/about-blue-ox-millworks.htm>

Community Forest Quest, 1:00pm-5:00pm

Questing 101: How To Create an Interpretive Scavenger Hunt **Free**

Join veteran questers Marnin Robbins, Jennifer Tarlton and Beth Chaston as we explore the world of Quests. Quests are interpretive scavenger hunts that lead visitors through natural and cultural resource settings. They are fun, educational, and a great way of turning ordinary hikes into adventures. There are now 18 quests on the North Coast, all of which can be found at <http://www.redwood-adventures.org/>. As part of this field trip, we will take a quest through the Arcata Community Forest, the first quest created on the north coast. We will then work in teams to build our own quest on the Humboldt State University campus. By the end of the field-trip you will have the tools to create a quest in your park, zoo, nature center or museum. Meet in the Natural Resources Building, Room 210. Make sure to park in a four-hour parking zone, either on-campus or off-campus

South Redwood National & State Parks, 8:00am-5:00pm

Hike & Adventure In Redwood National & State Parks **Free**

Begin with an introduction to Redwood National & State Parks at the Kuchel Visitor Center and some beach play. Then, explore a plan for a new visitor center site (old redwood mill) and take a short ½ mile hike to the site of a potential exhibit (canopy in a tree!) This project is quite an undertaking, including state parks, national parks, and local non-profit organizations. Discover the intricacies of cooperating to create an impactful interpretive opportunity. Last, hike the Prairie Creek trails including a lunch break, where we'll see redwood trees with the most biodiversity in the world! Bring your lunch and carpool from HSU. <http://www.nps.gov/redw/index.htm>



FRIDAY, APRIL 1, 2016
WORKSHOP SCHEDULE

5:00-8:00 PM	Registration	Great Hall, HSU http://humboldt.edu/maps
All day	Field Trips (pre-registration required)	See field trip descriptions
5:00-7:00 PM	Dinner (on your own or part of field trip group)	
7:00-9:00 PM	ICE CREAM SOCIAL & WELCOME	Great Hall

FRIDAY EVENING ICE CREAM SOCIAL & WORKSHOP KICKOFF
7:00-9:00 PM in HSU Great Hall



Save room for dessert! After a day of travel and field trips you'll be ready for the ice cream* sundae bar! Mingle with your colleagues, munch on sweet treats and learn more about Region 9.

***Non-dairy alternatives also available!**

SATURDAY MORNING , APRIL 2 WORKSHOP SCHEDULE

6:30-8:00 AM	Early morning events (optional)	Posting in Great Hall
7:00-9:00 AM	Registration	Great Hall
8:00-9:20 AM	CONTINENTAL BREAKFAST AND DIRECTOR'S ADDRESS	Great Hall
9:20-10:20 AM	KEYNOTE <i>Dr. Jon K. Hooper</i> Keeping Interpretation Relevant (or How To Keep Our Jobs)	Great Hall
10:20-10:45 AM	BREAK	
10:45-12:05 PM	CONCURRENT SESSIONS	
	The Learning Cycle: From Ordinary to Legendary--Five Secrets of Cutting Edge Programming <i>Jennifer Robinson</i>	Harry Griffith Hall HGH Rm 226
	Relevancy Through Facilitated Dialogue Programming <i>Lori Brosnan & Kathryn Daskal</i>	Behavioral & Social Sciences BSS Rm 204
	Collaboration--Cutting Costs and Creating Community <i>Elizabeth Evans & Elizabeth Welden-Smith</i>	Great Hall
12:05-1:15 PM	LUNCH AND 2017 WORKSHOP PLANNING MEETUP	Great Hall

KEEPING INTERPRETATION RELEVANT (OR HOW TO KEEP OUR JOBS)

Keynote Speaker: Jon K. Hooper, Ph.D., C.I.T., Verbal Victories Communication Consulting, California State University, Chico (retired)

The highly-interactive session will focus on “lessons learned” and “lessons that need to be learned” from fellow interpreters and other professionals for keeping interpretation programs relevant into the future. Tips from some of the country’s top interpreters will be discussed concerning issues such as getting programs more closely connected to site management goals, adapting to visitor trends, adjusting to new technologies, reaching new audiences, and strengthening themes. Approaches used by professionals in other fields to keep programs alive will also



be shared. Session participants will also share ideas they’ve either used or are thinking about using to keep their interpretive programs relevant. The aim is for all session participants to leave with at least one new idea for enhancing the relevance of their interpretive programs.

Dr. Jon Hooper has over 40 years of experience helping natural and cultural resource professionals enhance the effectiveness of their communication efforts. He is a retired professor of environmental interpretation at California State University, Chico and the owner of Verbal Victories Communication Consulting. Jon is a Certified Interpretive Trainer (CIT), Certified Wildlife Biologist (CWB), and was Project WILD’s national Facilitator of the Year for 2006. Jon has built interpretive displays for the California Department of Parks and Recreation, designed a self-guided trail for the Mendocino National Forest, and served as a member of the Board of Directors of the Lassen Association at Lassen Volcanic National Park for more than 30 years.

Jon holds a Ph.D. in Ecology (Environmental Communication) from the University of California, Davis, a M.S. in Natural Resources Administration/Wildlife Biology from Colorado State University, and a B.S. in Biological Sciences from U.C. Davis. Jon likes snow skiing, sailing, windsurfing, and computers (most of the time).

SATURDAY AFTERNOON SCHEDULE

1:15-2:05 PM	CONCURRENT SESSIONS	
	Cultivate a Connection Through the Twelve Principles of Permaculture <i>Kiana Jenkins & Abby Van Artsdalen</i>	HGH 226
	Google Forms: Pure Awesomeness <i>Christian Kinsey</i>	BSS 204
	Create Your Own Fun and Educational Family Drop-In Events <i>Brayden Mitchell</i>	Great Hall
2:15-3:05 PM	CONCURRENT SESSIONS	
	Creating Schoolyard Habitats for Wildlife and Pollinators <i>Jennifer Jones & Akimi King</i>	HGH 226
	The Not-So Universal Symbols Used in Signs <i>Ethan Rotman</i>	BSS 204
	Fear Factor: How to Effectively Incorporate Fear Into Your Programs <i>Gena Wood</i>	Great Hall
3:15-4:05 PM	CONCURRENT SESSIONS	
	Learning By Doing a Classroom Aquarium Project <i>Bob Flasher</i>	HGH 226
	Speak So Your Audience Will Listen <i>Ethan Rotman</i>	BSS 204
	The Call of the Wild: The Jack London Story <i>Michael Oakes</i>	Great Hall

SATURDAY EVENING SCHEDULE

4:05-5:00 PM	2017 REGION 9 WORKSHOP PLANNING MEETING	Great Hall
5:30-8:30 PM	DINNER, SCHOLARSHIP AUCTION & BREWER'S SOCIAL	D Street Neighborhood Center

DINNER & SCHOLARSHIP AUCTION

Enjoy the short trip to the D Street Community Center to share dinner, bid on items to fit all budgets (or bid as a team) and sample craft brews, all in one evening! All the proceeds provide **scholarships** for Region 9 members to attend local and national NAI workshops.

Donate crafts, art, props, swag, certificates, skills swaps, edibles & experiences to auction chair, Sara Arnett, before Saturday evening!

BREWERS SOCIAL
NAI Region 9 Fundraiser

Saturday night after dinner!

\$10 per person includes an NAI 9 tasting glass to sample and vote for your favorite hand crafted beers made by fellow members!



SATURDAY, APRIL 2 SESSION DESCRIPTIONS

10:45-12:05

The Learning Cycle: From Ordinary to Legendary--Five Secrets of Cutting Edge Programming

Jennifer Robinson, Sierra Nevada Journeys

Tired of your old programs? Ready for an exciting, refreshing system for program planning? Look no further! Join us as we dive into the Learning Cycle, a tried and true program planning technique to make yours legendary. Come prepared for an engaging, hands-on inquiry based session where you will learn and explore how to develop professional programs that will take your current models to the next level. Technique works exceptionally for programs involving youth and can also improve programs for diverse, older adult audiences. Bring an example of a current program for review. Are *you* ready for legendary?

Relevancy Through Facilitated Dialogue Programming

Lori Brosnan & Kathryn Daskal, National Park Service Alcatraz Island, Golden Gate NRA

How do you get visitors to share what they know or how they feel about provocative themes associated with your park resources? How do you inspire and manage a discussion with visitors around potentially controversial topics that results in deeper engagement with, and greater understanding of, park resources? This session will provide you the tools needed to build a relevant, provocative, cutting-edge interpretive experience. Using a facilitated arc of dialog, you will learn how to help visitors explore multiple points of view, engage in inquiry and exploration beyond their own experience, and to learn from one another.

Collaboration--Cutting Costs and Creating Community

Elizabeth Evans, Santa Clara Parks & Elizabeth Welden-Smith, Monterey Jazz Festival

Collaboration can be an effective tool for individuals and organizations to reach common goals through shared resources, reduced expenses, and expanded audiences. Sharing their own experiences and examples from the California Networks for Collaboration (CNfC) project, pre-

senters will share case studies of effective collaborations and the risks and rewards involved. Participants will take part in a hands-on collaborative activity modeled after the curriculum of the CNfC project, and identify projects and partners for future collaboration in their own communities.

1:15-2:05

Cultivate a Connection Through the Twelve Principles of Permaculture

Kiana Jenkins & Abby Van Artsdalen, Humboldt State University

Permaculture is a conscious, innovate environmental design that integrates human impact in a sustainable and efficient system. These designs mimic patterns and relationships found in nature. Permaculture consists of three ethics- earth care, people care and fair share- that give humans a chance to work with nature instead of against it. With these ethics and the twelve thoughtful principles in mind, permaculture generates integration between man and nature that provides a sustainable solution while maintaining the natural state of various ecosystems. These universal techniques and thinking tools can be applied to every element in the growth of interpretation.

Google Forms: Pure Awesomeness

Christian Kinsey, Colfax High School

Participants will walk away with a minimum of 2 useful documents created using Google Forms: an evaluation/survey and a staff/volunteer smart sign-up sheet. In an interactive environment, participants will learn some of the ins and outs of using Google Forms and explore what the program has to offer. Looking for an easy way to enter data into a spreadsheet? Looking for an easy way to manage results from a survey? Google Forms: Pure awesomeness. *If you do not already have a Google account, please arrive 15 minutes early. Bringing a device other than your phone (i.e. laptop, iPad, etc.) is recommended.

Create Your Own Fun and Educational Family Drop-In Events

Brayden Mitchell, Roseville Utility Exploration Center

We will take an in-depth look at the family drop-in series developed by the Utility Exploration Center, starting with the idea stage and stumbling along to the debrief wrap up stage. We will walk through

the creation of an event from the initial planning, to component creation, volunteer management, and final wrap up. If you have created events for your center or are interested in creating events, this workshop will provide you with a few great ideas and a few great failures.

2:15-3:05

Creating Schoolyard Habitats for Wildlife and Pollinators

Jennifer Jones & Akimi King, US Fish and Wildlife Service

A Schoolyard Habitat (SYH) project is an outdoor classroom designed, created, used, and maintained by students that provides 1) native habitat for wildlife species and 2) a place for students to learn math, science, art, reading and writing skills, and other subjects through experiential, hands-on learning in nature. In this workshop, participants will learn, step-by-step, how to create a SYH project and the importance of planting native plants for monarch butterflies and other pollinators.

The Not So Universal Symbols Used in Signs

Ethan Rotman, iSpeakEASY

Join us for a look at interpretive and directional signs focusing on the universal symbols used to “make it so anyone can understand”. This session will be highly interactive, fun, playful all while focusing on the very serious job of creating effective signage. As a group, we will “review” some outstanding examples of signs, play games to understand their meaning, and develop a series of guidelines for sign development.

Fear Factor: How to Effectively Incorporate Fear Into Your Programs

Gena Wood, Humboldt Alumni

Does your program have the fear factor? Fear might be the most universal intangible out there. There are ways to effectively incorporate fear into the hearts of your visitors and into your program. There are also other ways you should leave for the haunted houses and movies. Come learn about techniques that anyone can use to leave your visitors with an unforgettable and intriguing experience and learn to embrace the fear factor.

3:15-4:05

Learning By Doing a Classroom Aquarium Project

Bob Flasher, California Department of Fish and Wildlife

Engage actively in the hands-on learning experiences that make the Classroom Aquarium Education Program so effective for students of all ages. Experience, as you engage with other interpreters, why interactive learning is so enjoyable and effective. Return home with renewed perspective and activities you can do to enhance your own programs.

Speak So Your Audience Will Listen

Ethan Rotman, iSpeakEASY

Imagine how much more effective you could be if you went into your presentation knowing exactly what audiences want from a speaker and from a presentation. This fast-paced, highly interactive session will look at the 12 qualities of a good presentation and is based on audience research. This presentation will help you take your interpretation to a new level as we explore assumptions we make as speakers and compare them to what audiences want from presenters. This session will help you in field interpretation, public meetings, and working with staff.

The Call of the Wild: The Jack London Story

Michael Oakes, Live Oakes Educational Theater

In this dynamic portrayal, actor/scholar Michael Oakes tells the greatest story Jack London ever wrote: his own life. From the age of nine, London toiled as a "wage-slave" factory worker, oyster pirate, sailor, writer, and rancher. In his 40 short years, London roamed the globe from the Klondike to the South Seas, and Asia. He twice ran for mayor of Oakland, and was recruited as a presidential candidate.

SUNDAY MORNING, APRIL 3, 2016
WORKSHOP SCHEDULE

6:30-8:00 AM	Early morning events (optional)	Listing in Great Hall
8:30-9:45 AM	BREAKFAST & REGION 9 BUSINESS MEETING	Great Hall
9:55-10:45 AM	CONCURRENT SESSIONS	
	Do You REALLY Want to Get That Job? <i>Anne Kassebaum</i>	HGH 226
	Connecting Our Youth to the Outdoors <i>Kristina Waite</i>	BSS 204
	Be the Change You Want to See: Adding Cultural Competency to Your Interpretation <i>Lisa Borok</i>	Great Hall
10:55-11:45	CONCURRENT SESSIONS	
	The Visitor Experience Revolution: Has it Passed You By? <i>Brian McCaughey</i>	HGH 226
	Engaging Virtual Audiences Through Interpretive Techniques <i>Carey Wells & Shaina Niehans</i>	BSS 204
	The Bioblitz Dance <i>John Griffith</i>	Great Hall

SUNDAY AFTERNOON SCHEDULE

12:00-1:15 PM	LUNCH & CLOSING	Great Hall
	Safe travels home!	

STAY SHARP!
(PROFESSIONAL DEVELOPMENT)

Help plan the **2017 Region 9 workshop** (sign up during the workshop or contact Region9Workshop@gmail.com)

Follow Region 9 on social media:

- [Facebook](#)
- [Flipbook](#)
- [Website](#)

[Interptech Conference](#) April 24-27 NAI and California State Parks are proudly partnering to offer a three-day workshop that will focus on leading edge technologies in interpretation

[NAI Certification Calendar](#) Dates & information for training courses and seminars

[NAI Webinars](#) (archive available for NAI members)

A great resource for on-going training and new approaches from experts all over the country.

[NAI Conferences and Workshops](#) Regional, national and international conferences

SUNDAY, APRIL 3 SESSION DESCRIPTIONS

9:55-10:45

Do You REALLY Want to Get That Job?

Anne Kassebaum, East Bay Regional Park District

Soooooo, you have a job interview coming up? Are you as prepared as you think you are? Learn the "nuts and bolts" of job interviewing in this session that will provide you with some good information and skills. We'll cover the importance of why doing your research and getting yourself prepared will put you towards the top of the list. This session will also include some small group exercises.

Connecting Our Youth to the Outdoors

Kristina Waite, Humboldt State University

Let's learn how to reconnect young adults to the outdoors around them. By immersing young adults into interpretative ideas and to innovative practices in the field, we can better protect interpretation for the future. We will address the role of technology in the lives of young adults and consider how interpreters can use technology thoughtfully to engage youth in nature.

Be the Change You Want to See: Adding Cultural Competency to Your Interpretation

Lisa Borok, Borok Consulting and Training

In the 21st Century, how can you help create relevance for people who may not have the same worldview, cultural values, linguistic approach, socio-economic lens, life experience or social expectations as you? Expanding your cultural competency can help you to work more effectively in the cross-cultural world of today. We'll explore the definition of cultural competency, ways to self-assess your own cultural values and how you might add an expanded worldview to your interpretation tool kit.

10:55-11:45

The Visitor Experience Revolution: Has it Passed You By?

Brian McCaughey, Humboldt State University

Humboldt State University EEI student Brian McCaughey will lead a big picture, open discussion on Don Enright's article, "The Visitor Experience Revolution: Has it passed you by?" Enright's article focuses on the dichotomy, "if it's didactic, it's interpretation. If it's holistic, it's visitor experience (p. 3)."

Engaging Virtual Audiences Through Interpretive Techniques

Carey Wells and Shaina Niehans, Redwood National and State Parks

Social media use is on the rise, with millions of people all over the world using different social media platforms. Interpreters can use these social media platforms to their benefit, engaging a whole different audience--the virtual audience. Using different techniques, like open ended questions, your social media can be a success!

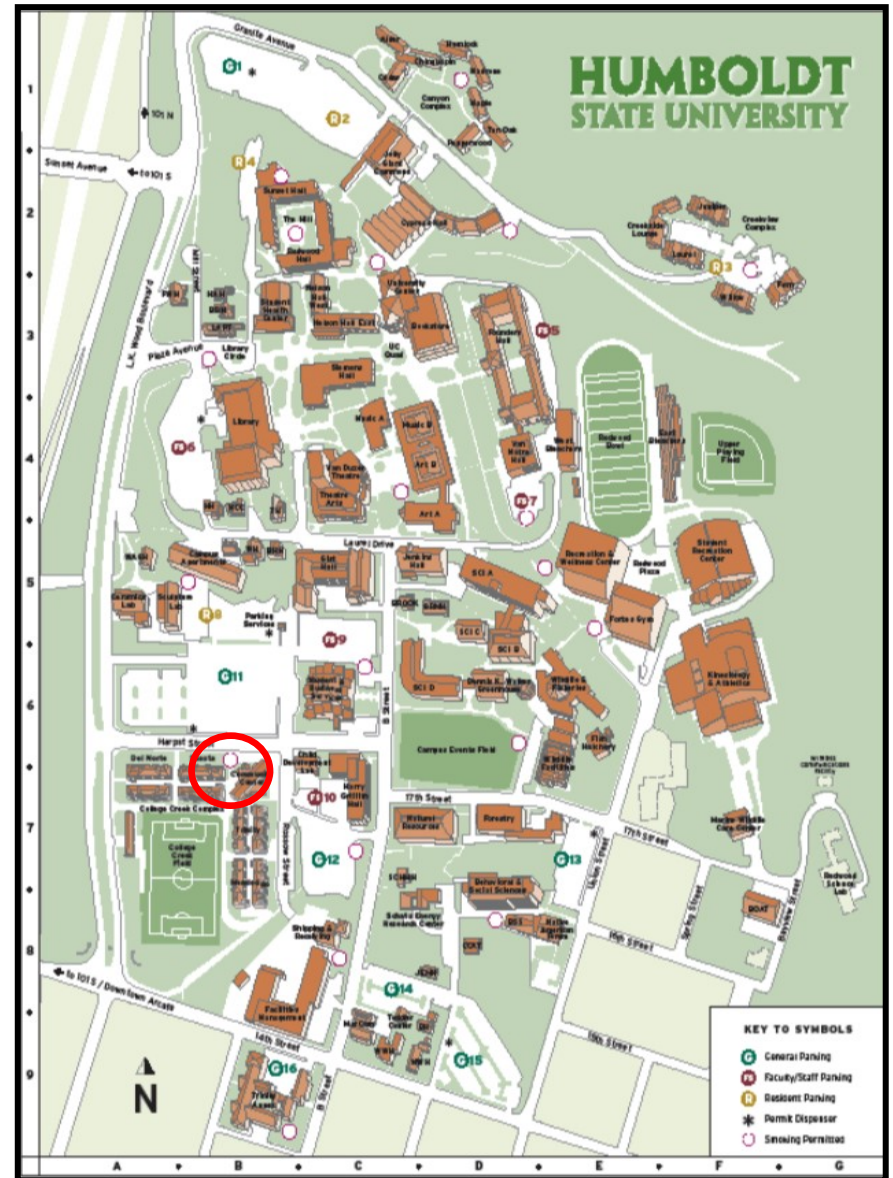
The Bioblitz Dance

John Griffith, California Conservation Corps/Latino Outdoors

You don't have to teach them all about your park to make them want to celebrate it. You can teach them to celebrate your park so they want to learn about it. In this workshop, you will learn the moves of the Bioblitz Dance. The Bioblitz Dance is a celebration of the outdoors, diversity within the conservation movement, and the Centennial Anniversary of the National Park Service. Bioblitz Dances are scheduled to happen all over the USA in 2016 at Bioblitz Events. Come learn from the dance's creator, and then teach others to celebrate the outdoors with the Bioblitz Dance!



MAP TO D STREET NEIGHBORHOOD CENTER. THIS IS THE SITE OF THE SATURDAY EVENING EVENTS



THE GREAT HALL IS ON THE 2ND FLOOR IN THE COLLEGE CREEK MARKETPLACE CENTER

WORKSHOP SPONSORS & AUCTION DONORS

ACORN
NATURALISTS®



East Bay 
Regional Park District
www.ebparks.org



THANK YOU TO ALL OF OUR AUCTION DONORS

ACKNOWLEDGEMENTS

2016 Workshop Planning Committee

Workshop Chairs
James Frank
Jenn Tarlton (co-chair)

Program Subcommittee
Laura Drath
Jennifer Heroux
Sharol Nelson Embry
Morgan Dill
Ethan Rotman

Field Trip Subcommittee
Maya Morales
Ryan Spencer
Marnin Robins

Food/Lodging Subcommittee
Nichole Gange
Maya Morales

Registration Subcommittee
Debi Espinoza-Bylin
Melissa Kinsey

Auction Subcommittee
Sara Arnett
Lisa Borok

Marketing/Publicity Subcommittee
Lisa Borok
Laura Drath
Melissa Kinsey

Scholarship Subcommittee
Sara Arnett

Special thanks to all the



Workshop Volunteers!

NAI Region 9 Officers

Kevin Damstra, Director
Phil Sexton, Deputy Director
James Frank, Secretary
Sara Skinner, Treasurer
Jenn Stockton, Webmaster

This page in-
tentionally
blank