

Northwest Passages



Region 10 Fall Workshop! Start Planning Now!

Fall on the Columbia River Gorge is beautiful and Menucha Retreat and Conference Center is a unique place to experience it. That's what NAI is all about, revealing what is special about a place and a time and we will make the 2009 Fall Regional Conference special for you.

It's called "Menucha" (Men-oo-ka), a Hebrew word meaning "ever-changing stillness." We would like to invite you to join us on October 1st through the 4th, Thursday afternoon through Sunday noon, to collectively talk, listen and learn about our changing future. Menucha is about 45 minutes east of Portland and there are many sites along the way worth visiting. Meals are served family style in the dining room of the main lodge which features amazing views to the west and the river below. Special diets can be accommodated and there are a variety of room arrangements to handle everyone.



In future weeks you will be receiving a call requesting that you make proposals for sessions, programs and presentations. You will also be receiving an invitation to register, a process that will be managed by NAI's Jamie King through the National Office.



Roger Riolo, Region 10 Director, is the conference "Master of Ceremonies." Paul Stromdahl, Region 10 Deputy Director, is coordinating the logistics and team participation. Pat Barry, at Bonneville Lock and Dam, is this year's Program Chair. Todd Cullings, from Mount St. Helens, is Off Site Program Chair.

The regional officers and conference committee look forward to continuing the success of our previous conferences and having YOU participate will assure this success. See you in October!

Photos by 2008 travelingmcmahans

Call for Presentations

Region 10 Fall Workshop

“Creative Investments Yield Interest”



October 1-4, 2009

Menucha Retreat and Conference Center, Corbett, Oregon

Join us for NAI Region 10's fall workshop in the beautiful Columbia River Gorge. The Menucha Retreat Conference Center <http://www.menucha.org/welcome.html> once hosted veterans of past economic tough times, most Franklin Delano Roosevelt. In the spirit of Presidents Roosevelt's and Obama's creative approaches to invigorate faltering economies, this interpretive stimulus workshop will expand your effectiveness during difficult budgetary times. This is not simply a call for presentations; it is a call for creativity! Interpretation must be done exceptionally well for a program to survive a financial crisis. So, we seek presenters who can model low-cost, creative, think-out-side the box approaches to managing and providing a wide range of interpretive services. Topics for presentations could include, but are not limited to:

Coaching & Training: These basic aspects of any interpretive program are the most important investments you can make. Share your proven techniques in preparing employees to become interpreters, and skills in the coaching process.

Non-personal Interpretation: Have you discovered a creative process to craft engaging interpretive signs or brochures? Share the wealth and the power of words and images.

The Art of the Interpretive Presentation: Apply techniques and personal interpretation tools that explore caring for and revealing of meanings of landscapes and heritage sites.

Exhibit Planning & Design: Investigate compelling exhibits and effective planning tools to reach a broader audience.

Audience Analysis & Marketing: Discover ways to learn about your audiences. Understand the role marketing plays in attracting traditional and non-traditional audiences to our sites and easy strategies to market your resources to the public.

Customer Service or Interpretive Hosting: Create repeat customers with outstanding service. Discover training techniques and tips for providing quality customer service.

Technology: Share your success stories with podcasts, cell phone tours, geocaches, and other technologies that engage digital natives and immigrants.

Partnerships and Fundraising: When you partner with others, or succeed in fund raising, you increase the range of what you and your organization can accomplish. Share your successful partnerships and fundraising efforts with others and help them spread their interpretive wings!

DEADLINE: Completed applications must be submitted to the program chair no later than 15 July 2009.

Please return or FAX this form to:

Pat Barry, NAI Region 10 Program Chair

BLock and Dam Visitor Center,

P.O. Box 150, Interstate 84, exit 40, Cascade Locks, OR 97014

Phone: 541-374-4582; Fax: 541-374-4516; E-mail: Patrick.Barry@usace.army.mil

NAI Mourns the Loss of One of Our Own

by Patrick Barry

David Weiss, Park Ranger and Environmental Educator / Outreach Specialist at Bonneville Lock and Dam passed away unexpectedly in his home. David was loved by all for his sense of humor and admired for his dedication as an interpreter and environmental educator.

After graduating from Evergreen State College in Washington, David spent most of his career with the Corps of Engineers at Bonneville Lock and Dam on the Columbia River. He also worked for the Corps at the Bay Model in Sausalito, California and for the U.S.D.A. Forest Service as an interpreter in the Columbia River Gorge National Scenic Area.

In his "spare time" David served on the Board of Directors of the Columbia Gorge Ecology Institute and was very active in a program that provided environmental education for schools in the Columbia River Gorge. David was part of a marimba band and played guitar as well. David also joined a local theater group and enjoyed acting in plays.

David was loved and appreciated by his co-workers for his sense of humor, his willingness to help and for his dedication. He could handle any audience. He used to say that when the bureaucratic tasks at work got to him, giving an interpretive program improved his mood and got him back where he needed to be. He loved his work.

One of the emails we received said this, "In 2006 we traveled to Oregon. Katie was 2+ at the time and we worked our way into the (visitor center office). Katie was tired and scared and started to cry. David got down on his knees at a comfortable distance and offered her a small soccer ball with a Corps water safety message on it. It took some time, but he cracked her shell and had her smiling AND he even managed to get the message across! We still have the ball and Katie remembers David by name and the event in which she got that ball. I imagine there are other people out there that can offer numerous similar stories...a testament to his character."

Among other accomplishments, David received the 2007 Hiram M. Chittenden Award for Interpretive Excellence. This is the highest award offered by the Corps for excellence in interpretation.

He is survived by his parents, Robert and Joann Weiss, sisters Barbara Weiss and Carol Capurso and a niece and nephew. David's family requests that donations be made in his name to the Columbia Gorge Ecology Institute, P.O. Box 1104, Hood River, Oregon 97031. The Columbia Gorge Ecology Institute can also be reached by phone at 541-387-2274. You may write a memorial on the NAI web site, if you wish.

Oregon Coastline

By Rosemary Smith

Behold! Come and see

The waves
As they splash
And spray
Against the rocks.
The Mighty Thunder
Of their endless struggle
To take the shore.

Observe!

The gulls—they
Swoop and screech.
Screaming from high
Their battle cries,
Soaring above the sand,
Bound by sea-wind
With the ocean's war.

See! Come look!

The crabs
Scuttle across the dunes.
The chaos of the fight
Drives them mad.
Charging through the driftwood
Knowing not what for.

And always, always
Is the spray against the rocks.
Driving,
Pounding.
The ocean's pulse
Eternal—
Forever there, forever more.

2009 Events

Mark Your Calendar!

*

NAI International Conference

May 6-10

Athens, Greece

www.interpnet.com/ic/

*

Save the Date!

Region 10 2009 workshop

October 1-4, 2009

*

NAI National Workshop

November 17-21

Hartford, CT

www.interpnet.com/workshop

April 19 Lewis and Clark National Historical Park

In Their Footsteps Lecture Series – David Moen, “Columbia Condors: Forgotten Giants in the Sky”- 1:00 pm Visitor Center Netul River Room. 503-861-2471 www.nps.gov/lewi

May 8-10 Interpretation Canada British Columbia “B.C. Rocks!”

27th Annual Spring Conference. For more information, go to www.interpcan.ca

May 23 Columbia River Maritime Museum *Taking the Sea* is a presentation that you won't want to miss if you are at all interested in maritime topics. Author Dennis Powers will be at the Columbia River Maritime Museum on Saturday, May 23rd at 2:30 pm. The presenter uncovers a fascinating, yet largely unknown, period in our history. Powers traces the journey through the story of Captain Thomas P. H. Whitelaw, the most important ship salvager of his day, and his tales of “wreckers”, a legendary intrepid, reckless group of men who ruled the ocean. From their early beginnings to their heyday in the early twentieth century when steamships and schooners ruled the country's transportation byways, Powers offers a compelling portrait of the wrecker captains and the dangerous lives they and their men led. From the Atlantic Ocean to the Pacific and the Bering Sea, travel along with these men as they faced the savage seas to save foundering ships and frightened passengers. The Oregon coast, Astoria and the Columbia River will be included in the presentation. This program is free with paid admission. The Columbia River Maritime Museum is located at 1792 Marine Drive in Astoria. 503-325-2323.

It's time to start thinking about elections

Greetings from your Regional Elections Chair. It is time once again to start thinking about regional elections. During the last election cycle, we opted for staggered elections. This year we will be holding elections for our Regional Director and Secretary.

So why should you consider running for office? There are many reasons and motivators that bring people into a leadership role. Usually a leader sees a need and is willing to offer their time and work to assist in meeting that need. Some people are supported financially by their place of work others are not and need the benefits provided to be able to fulfill their volunteer role. If you have a desire to help fulfill the NAI mission, a desire to give back to the organization and to help guide and direct future growth and development of the organization and profession, I urge you to consider running for office.

For information on duties for each of these offices, please visit <http://www.interpnet.com/download/jobdescriptions.pdf>. Each position has a term of two years. If you are interested in either of these positions, I would strongly encourage you to contact those currently holding the office (Regional Director: Roger Riolo rlriolo@bendcable.com and Secretary: Denise Berkshire dberkshire@odf.state.or.us).

Those interested in running for office will need to submit a candidate statement by August 1, 2009 to April Rand (aprilrand@vandals.uidaho.edu).

Winter Programs Don't Have to Come to a Screeching Halt

Betsey Ellerbroek

Most museums and interpretive centers have a major drop off in tourist activity during the winter months. To combat the winter doldrums I have extended an invitation to the local schools in Clatsop County to visit the Columbia River Maritime Museum between November and March. My enticement includes quality activities with few interruptions from other groups and visitors. We spend a longer period of time exploring one topic. And we include a craft that the students can make on site and take home. Each grade level participates in a different program. If students attend every year, by the time they are in sixth grade they will have learned about every gallery in our museum. Even during budget constraints teachers have managed to find the funds to bring their students year after year. One school has brought their whole student body each year since we began the program.

Sure, it is a lot of work to find volunteers to cut boats for us, or assist with the projects. But just looking at the excitement on each student's face as they walk through the door and explore the museum with me is payment enough. After all, if we don't generate enthusiasm in our young people to visit our sites, who will?

Betsey Ellerbroek is the Education Director at the Columbia River Maritime Museum in Astoria. She can be reached by phone at 503-325-2323, or ellerbroek@crmm.org



**Want to share the highlights from a recent
events at your site?**

**Drop me an e-mail
and I'll be happy to include them!**

The Promise of Next Year

Rod Burns - Bold Point Centre

In preparing to write my 30th “annual review”, I’ve been musing over discussion topics which I’ve shared with guests and business associates. One musing flashback returned me to a Canadian History of Agriculture course. Hanna Alberta, back in the Dirty Thirty’s created an important Brand Image. Hanna and County 80 years later remains known as *Next Year Country!* Hanna’s brand represents life’s realities: in a 5 year cycle, any 2 years the farmers would lose money; 2 years were break even and 1 year they would pocket / harvest gold! No one in the County ever knew when “next year” was. The community has developed an outlook, an attitude, reflecting natural cycles: abundance just 1 year in 5 and that 51%+ of the time, life is o.k. or better.

The “*Next Year Country*” identity and attitude brand, triggered words from Gerry Mallet. In 1997, he was the guest speaker for the Wilderness Tourism Association conference. I believe he was the Director of Tourism Colorado. Mallet’s key point was *Get Ready! For ready or not – Here they Come!* 12 years later, the Olympics are coming to Vancouver – Whistler, 2010! Some operators are scrambling for staff, others are ready! Wilderness Operators through March 2009 are hearing the woods come alive with bird songs trilling through the forest, tree sap is running and plants are starting to bud up! Like the birds, Email and phones, right on schedule, are increasingly active with seasonal reservations.

Mallet’s words, bird songs and budding Skunk Cabbage bring me to a much more current recollection, gained while attending the International Ecotourism Society (TIES) Conference, this past October in Vancouver. The message repeated in a few sessions suggests that the consumer in all of the G20 countries and some emerging economies has moved Vacation Time into the Need’ category of Maslow’s Hierarchy of Needs. Even when economically battered, *they will not be denied holidays!* There will be Economic tightening, such as booking 4 star accommodations not a 5 star. For adventure tourism, perhaps the 3 day trip will be booked instead of the 5 day trip! The G20 tourist, like marching ants are coming! The Vacationer / Tourist are on the move – *they will not be denied!* Marketing and Sales agents are doing their jobs – selling promises! We, the tourism facility and program operators, can only guess at the final numbers!

A 4th and final major concept, worth musing over, which first surfaced in 1998, is described in the book **The Experience Economy: all business is theatre!** The argument is we in the G20 countries have enough consumer products overflowing our overly large homes. Post material consumption profits will come from providing *Exceptional Experiences!* A few moments into a session on Ecotourism trends, a presenter suggested that the generations of parks and heritage site interpretation programs, spawned the Ecotourism Movement. The skills and principles of Heritage Interpretation, born in Parks over the past 100 years have been re-phrased to Soft Adventures or Experiential Tourism – building memories to last a lifetime! In 2008, major inbound tour packagers, coach tour sellers began to require tour directors to adjust their itineraries to significantly incorporate Heritage Interpretation principles and skills. March 2009, Parks Canada began Phase 2 of a multi-million dollar project which will re-establish the delivery of Personal Experiences for visitors!

In summary, personalized, front line soft adventure / experiential programs, delivered by well trained and knowledgeable staff are proving to be worth gold – profits to keep Chief Financial Officers, bankers and investors happy!

Tourism Industry Owners / managers, are not unlike those farmers from Hanna, we live with *the Promise of Next Year!* We know that marketing the Promise requires months, even years before the first bookings are received. Like Gerry Mallet, we must always be prepared – *for here they come* – early vanguards to the next wave, numbers unknown? *The G20 Vacationer, will not be denied!* Providing the family, women and male vacationer with *exceptional experiences in this Economy*, will have them return to their communities and promote your business for a lifetime!



Shine your light and show the way. Step up and volunteer at the 2009 NAI National Workshop!

The 2009 NAI National Workshop is fast approaching. It's YOUR workshop. We can't have a successful workshop without you. So, why not volunteer? It's a great way to get "inside" NAI and see what it takes to put on such a fabulous event.

If you're attending the workshop in Hartford and wish to be more involved, there's something for everyone! We need registration assistants, room monitors, host/greeters, packet stuffers, table staffers, photographers, newsletter article writers and runners, auction staff, AV assistants, ticket checkers, drivers, bus host managers, and more! There's a lot to do and we need you to help us get it done!

So, why not sign up to volunteer today? You can sign up to be a volunteer by going to <http://www.nairegions.org/1>. Check out the 2009 NAI National Workshop web site at: <http://www.interpnet.com/workshop>.



ZWPA in action

Here's a great way to get more involved with Reg. 10, run for a section office. How does stuff happen? Through your action. Officers drive the section and influence NAI operations. All four positions are open so now's your chance to join the leadership corp.

Contact the nomination chair rex.ettlin@oregonzoo.org and let Rex know what you want to run for: Section Chair, Vice Chair, Secretary or Treasurer.

What do they do? Contact the current leaders listed at: <http://www.naissections.org/ZWPA/officers.html>

Leadership Council

The Region 10 leadership council is made up of the Region's officers, committee members, advisors, and area representatives.

Director:

Roger Riolo
InterpTrain
1036 NW Harmon Blvd.
Bend OR 97701
Ph. 541-610-4044
rriolo@bendcable.com

Deputy Director:

Paul Stromdahl
19525 35 Ave NE
Lake Forest Park, WA 98155
Ph. 206-251-6354
npstromdahl@gmail.com

Secretary:

Denise Berkshire
Tillamook Forest Center
45500 Wilson River Highway
Tillamook, Oregon 97141
(503) 815-6803
dberkshire@odf.state.or.us

Financial Officer:

Betsey Ellerbroek,
Columbia River Maritime Museum
1792 Marine Drive
Astoria OR 97103
Ph. 503-325-2323
ellerbroek@crmm.org

Area Representatives

Glenn Hart, east central Alaska
NPS, Wrangell-St. Elias National Park
and Preserve, P.O. Box 439
Copper Center, Alaska 99573
Work Phone: 907-822-5234
Work Fax: 907-822-7216
Glenn_Hart@nps.gov

April M. Rand, Idaho
P.O. Box 8304
Moscow, ID 83843
Ph. 208-596-1144
aprilrand@vandals.uidaho.edu

Scott Mair, Vancouver, BC
Interpretive Specialist
Capital Regional District,
Lower Vancouver Island
British Columbia, Canada
Phne: 250-478-3345
smair@crd.bc.ca

Rod Burns, BC and Yukon Territory
Bold Point Centre, Box 348, Heriot Bay,
British Columbia, Canada V0P 1H0
Work Phone/Fax: 205-285-2272
Bph@connected.bc.ca

Ralph Naess, western Washington
Public Education Program Specialist
Seattle Public Utilities
19901 Cedar Falls Road SE
North Bend, WA 98045
206 233-1566
ralph.naess@seattle.gov

Monika Lange, Western Washington
PJA Architects & Landscape Architects
210 3rd Ave. South, Suite 2B
Seattle WA 98104
Ph. 206-442-9702
monika@pjarchitects.com

Ted Scherff, northern Idaho
Park Manager
Winchester Lake State Park
PO Box 186, Winchester, Idaho 83555
Phone: 208-924-7563
WIN@IDPR.state.id.us

Lynne Brougher, eastern Washington,
Chief of Resource Education,
Lake Roosevelt National Recreation Area
National Park Service, 1008 Crest Drive
Coulee Dam, Washington 99116
Work Phone: 509-633-9441 ext. 130
Work fax: 509-633-9332
Lynne_Brougher@nps.gov

Rex Ettlin, Portland, Oregon
Education Program Coordinator
Oregon Zoo, 4001 SW Canyon Road,
Portland, Oregon 97221
Work Phone: 503-220-5709
Ettlinr@metro.dst.or.us

Robin Lee Gyorgyalvy, central Oregon
Director of Interpretive Services &
Scenic Byways
Bend/Fort Rock Ranger District
Deschutes National Forest
Work Phone: 541-383-4786
rgyorgyalvy@fs.fed.us

Pasquale V. Anolfo, eastern Oregon
McNary Lock and Dam,
US Army Corps of Engineers
Work Phone: 541-922-2226
pasquale.v.anolfo@usace.army.mil

Pat Barry, Columbia River, Oregon
Supervisory Park Ranger,
US Army Corps of Engineers,
Bonneville Lock and Dam Visitor Center
Cascade Locks, Oregon 97014
Work Phone 541-374-4582
Work fax: 541-374-4516
Patrick.barry@nwp01.usace.army.mil

Committee Chairs

April Rand, Elections/Nominations
Chair

Jen Warren, Webmaster
Tillamook Forest Center
45500 Wilson River Road
Tillamook, OR 97141
jwarren@odf.state.or.us

Pat Barry, Membership Chair
Columbia River, Oregon
Supervisory Park Ranger,
US Army Corps of Engineers,
Bonneville Lock and Dam Visitor Center
Cascade Locks, Oregon 97014
Work Phone 541-374-4582
Work fax: 541-374-4516
Patrick.barry@nwp01.usace.army.mil

Kraig Hansen, Scholarship Chair
Park Ranger/Chief Naturalist
City of Everett Parks and Recreation
Ph. 425-257-7308
KHansen@ci.everett.wa.us

Lezlie Murray, Awards Chair
Visitor Center Director
Chugash National Forest
PO Box 129, Girdwood, AK 99587
(907) 783-2326 or (907) 784-2316
myrth@gci.net

Ronica Hathaway, Editor,
Northwest Passages
j.hathaway1@comcast.net

GET YOUR ARTICLES AND ADS IN NOW FOR THE NEXT ISSUE

Articles due:

Spring	March 15
Summer	June 15
Fall	Sept. 15
Winter	Dec. 1

Mail to 8616 81st Dr. NE, Marysville, WA 98270 j.hathaway1@comcast.net



Northwest Passages
Ronica Hathaway
8616 81st Dr. NE
Marysville, WA 98270

Save the Date!
Region 10 2009 Workshop
October 1-4, 2009