



Region 9 of the National Association for Interpretation
Northern Nevada, Northern California, Hawaii and Guam

Fall 2008

Sam Ham at 2008 Spring Workshop: a Retrospective

Notes on Sam Ham's keynote address at the NAI Region 9 Spring Workshop, March 2008 in Eureka, CA...

Sam Ham has spoken in 50 countries, to over 40,000 people!

We are in the "making a difference" business. All interpreters have these values regardless of the cultural differences seen in those countries.

Pleasure-giving and entertainment is what we do to keep the audience long enough to get *them* to fall in love with what *we* love. *People* are the medium through which we make the difference in the world.

If you Google "educational tourism and travel" you get 34 million hits. (Yahoo it and you get 17 ½ million.) People come to our sites thinking they will learn during the experience.

Educational—to what end? There are higher purposes that are attainable and achievable but hard to observe (in the minds of the participants), but we see behaviors that change. Sven-Olaf Lindblad

(of Lindblad Travel) has said, "Ultimately it will be the insistence and passion of the traveler that will save the special places on Earth." Lindblad Tours participants gave \$2 million for penguin research and education after a South America-Antarctica cruise, inspired by their naturalists and their experience. After the Christmas Tsunami in 2006, Australia's citizens gave more money towards relief than their government. Though not generally a charity-giving people, they were familiar with Thailand from travel, and this personal connection made the difference. A Colorado child gave his life savings (\$13) to research on Tasmanian Devils and their cancers after he learned about them—and their possible extinction—from a park ranger. *(continued on page 4....)*

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Director's Report

(Editor's note: This issue has been a bit delayed due to some work-related assignments with which I have been involved—sorry for the delay and I apologize for any confusion if some dates are not correct. This article was originally received in October, but I feel the information is still pertinent.)

Dear Friends!

As I write this, we are waiting for the first rain of the fall season in our part of Northern California. I hope wherever you are that the autumn has begun well and you are enjoying bird migration, crisp evening skies, maybe even some fall color. And, of course, the continued joys of Pacific Island paradise!

In about a month, we will be in Portland for the National Workshop, and I hope many of you will be there. Look at the schedule when you arrive for the time and place of our Region 9 meeting.

Elections have been delayed, but thank you for your patience. I hope the electronic ballot will be out by the time you read this, and we have a confirmed list of new officers by the time of the National Workshop.

NAI has financial issues (who doesn't??). The International Workshops make some money for us; the certificate program supports the organization as well. Successful National Workshops are needed to keep the organization in good shape, and the most recent one did not make a profit. We have not had a dues raise in many

years, and resistance to an increase among the membership make that a difficult (but not impossible) choice for the Board. Some revisions are underway at the staff level, and there will probably be a change in how you receive The Interpreter.

There will be a new fundraising initiative—the Enos Mills Fund—and I hope you will read the material on the Fund when you receive it.

Participate in NAI as much as, and as best as, you can. Vote in the coming elections (both National and Regional offices are up for election). Come to the National Workshop in Portland. Come to the Regional Workshop, April 17-19, 2009, at Walker Creek.

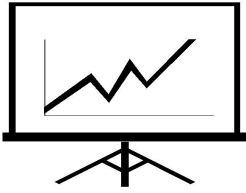
Secretary Sara Skinner recently sent letters welcoming 60 new members to the Region. Thank you to all you who joined, and thank you to all who helped bring them into the membership. Nationally, we are at 5200 members!

As always, please contact me with any questions, suggestions, ideas or just to say Hi! Call me at 510-526-7609, email at lnkpln@earthlink.net, and snail mail at 308 Ashbury Avenue, El Cerrito, CA 94530.

Westwinds is published four times a year by Region 9 of the National Association for Interpretation (NAI). All members of NAI in Northern Nevada, Northern California, Hawaii and Guam receive this newsletter as part of their membership.

Please send all changes of address to the National Office:

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P.O. Box 2246
Fort Collins, CO 80522
888-900-8283
membership@interpnet.com



NATURAL RESOURCES COMMUNICATION WORKSHOP

January 5-9, 2009

The Natural Resources Communication Workshop, sponsored by the Western Section of The Wildlife Society, is designed to help natural resource workers more effectively communicate with general as well as technical audiences through personal presentations using good visual aids. The workshop focuses on the use of computer-generated images created with Microsoft's PowerPoint software. The workshop is practical-oriented and enhances participants' communication skills in planning, preparing, presenting, and evaluating presentations. Since many of the problems in natural resources management are people-oriented, more effective communication can significantly improve many management programs.

Workshop Content:

1. Discussion topics include:
 - Planning: communication principles, audience analysis, graphic design
 - Preparing: creating computer-generated graphics, photographic composition, rehearsal tips
 - Presenting: equipment setup, speaking tips, dealing with difficult audiences
 - Evaluating: evaluation of performance
2. Each participant will bring a selection of computer-generated images (ex., graphics created with PowerPoint or other presentation software programs) for organization into an illustrated talk.
3. Each participant will prepare graphics (titles, graphs, charts, maps, cartoons, etc.) to be used in their presentations.
4. Each participant will give a 5- and 15-minute presentation (which will include graphics prepared during the workshop). These presentations will be evaluated by the class and the instructors.

Instructional Team: Dr. Jon K. Hooper, Professor, Calif. State Univ., Chico (Certified Wildlife Biologist, Certified Interpretive Trainer, Ph.D. in Wildlife Ecology, 30+ years teaching communication workshops around the country), Mr. Ethan Rotman, Calif. Dept. of Fish and Game (Coordinator, Fishing in the City in the San Francisco Bay Area, Certified Interpretive Trainer, Certified Interpretive Guide, Certified Interpretive Manager, almost 30 years of professional experience as an environmental interpreter and communicator), and Ms. Kim Rubin, Pink Jeep Tours (tour guide, interpreter, 8 years experience facilitating the Natural Resources Communication Workshop).

Location: California State University, Chico (90 miles north of Sacramento)

University Credit: Participants receive 1-unit CSUC Continuing Education credit; the workshop is worth 32 hours of continuing wildlife education credit through The Wildlife Society's Professional Development Program (Category II).

Application Procedure: The initial deadline for applications is October 31, 2008 (Friday). Late applications are accepted (such applicants will become participants if the workshop is not yet full; otherwise, they will be placed on a waiting list in case of cancellations). The registration fee is \$695. The workshop is limited to 16 participants. Since more applicants usually apply than there are spaces available, the registration fee is not due until an applicant has been officially accepted into the workshop (this occurs shortly after the October 31 deadline).

To apply, send a letter, fax, or email describing: (1) your current position within your agency or organization, (2) how you will use the training, (3) any special reasons why you feel you should be chosen as a participant, and (4) if you already have official agency/organization approval to attend. In your application, include your address, phone number, fax number, and email. To apply or for more information, write or call:

Dr. Jon K. Hooper
Dept. Recreation and Parks Management
California State University, Chico
Chico, CA 95929-0560
(530) 898-5811 or 898-6408
fax: (530) 898-6557 e-mail: jhooper@csuchico.edu

Sam Ham Retrospective...continued from page 1

We can provide a profound experience for our visitors, one that leads to an action. It is motivational (arousal and activation define emotion).

Experience is what goes on in the visitor's mind, thinking and feeling as they go through the tourism event—a subjective reality. We can enhance how much and what visitors think about, and how they feel about it. Experience is thinking, it is a provocation to think. No research has ever shown a connection between how much you know and how much you care. The *number* of thoughts and the *new* thoughts of the visitor are what is important.

What will visitors tell others about their visit with you? This can be a variety of things, but particularly the meanings and connections they made will describe their experience. This is what we should be trying to create in visitors (meanings and connections). The “elaboration likelihood model” says people must first think (effortful thought) about what you say, in order to get them to care. Freeman Tilden was on to something when, fifty years ago, he said, “the chief aim of interpretation is not instructions, but provocation.”

Another way to say this is, “we ain't trying to teach nothing to nobody. We want to blow them away” (they arrive at their own understanding). Provoke visitors to think, and the places they visit become meaningful. “Blow your audience away”—provoke them to make their own meaning; they construct the meaning and this leads to the caring.

Think of your interpretation as a story that has a strongly relevant moral. Each interpretive product should have a moral (not arcane relevance just to the interpreter). Produce an A-ha! experience! Bring the moral to the surface—the moral should be highly relevant to the story. Get people talking to one another, not just listening or reading. Remember—thinking makes meaning, and thinking is nothing more than having a conversation (“private speech”) with yourself, inside your head. “What is thought-provoking is talk-provoking.”

Meaning-making is the end game: when planning a program, start with the conclusion. What do you want visitors to be at home thinking and talking to others about?

You make a difference in the world, when your visitors make meanings.

Free Astronomy Workshop for Educators!

Check out Astronomy from the Ground Up's workshops for science, nature center and museum educators! Thanks to support from the National Science Foundation, the workshops are completely free for participating educators. Offered by the Astronomical Society of the Pacific in collaboration with the National Optical Astronomy Observatory and the Association of Science-Technology Centers, the training is provided through face-to-face, hands-on workshops or online. Participants in the hands-on workshops get a free toolkit, learn fun techniques for presenting astronomy and interpreting current events, and become part of the growing Astronomy from the Ground Up community, with access to ongoing resources and support. The hands-on workshops change location throughout the country—the next one could be near you!

For more information about the next hands-on workshop or online training from Astronomy from the Ground Up, please check out their website at <http://astrosociety.org/afgu/distance.html> or contact afgu@astrosociety.org.

Eureka Scholarship Auction Success!!

The approximately one hundred attendees at the March Spring Workshop once more reached deep into their pockets (in spite of the current economic state of affairs) to support training for our students and newer interpreters. The auction added more than \$2000.00 to the Region's scholarship fund—one of the highest totals since I've been Scholarship Chair!!! The scholarship fund now has over \$4200.00, thanks to all of you.

There is truly no way for me to express my gratitude to the wonderful people of Region 9, who seem to be so willing to do this every year. Not only do you spend your hard-earned money to purchase auction items, you find it in your hearts to donate many thoughtful and useful items which entice others to bid for them. I sincerely hope all of you who contributed time, items and/or income will pat yourselves on the back—because it takes all of us to make the auction work.

In that vein, the scholarship committee owes a huge THANK YOU to the on-site workshop committee members who did so much preparation ahead of time to make the auction process flow smoothly. Our appreciation also goes, in great measure, to NAI's Executive Director, Tim Merriman, for agreeing to be the auctioneer this year—Thanks, Tim!



Finally, a personal note: I will be moving to Portland, OR, to be closer to my family, so the Portland National Workshop will be my last event as Region 9 Scholarship Chair. This position has been important to me because I believe so intensely in the value of investing in our future; so thanks again for the immeasurable support you have provided. I'm not sure how I'll manage leaving regular contact with so many wonderful friends, so I'll just say our new abode will have a guestroom for anyone visiting the northwest, and we would love to see you.

My best to everyone in Region 9!!

Cam Wolff, Scholarship Chair, Region 9

Editor's note...I have worked with Cam on various committees, events and with the newsletter, and she has been a joy to work with. She will be missed in Region 9, but I know that she will always have a part of Region 9 with her in Portland.

Thanks for all the hard work that you have done throughout the years, Cam—it has meant a lot to a lot of people!!

Region 9 Events Calendar

November 28, 2008, 1 to 3 pm

Return of the Monarchs

Ardenwood Historic Farm

Fremont, CA 94555

For More Info: 510-796-0199

awvisit@ebparks.org or www.ebparks.org

December 5, 2008 through January 4, 2009

M-Th: 5:30-9:00 pm; F-Sun: 5:30-9:30 pm

ZooLights

Oakland Zoo

Oakland, CA

For More Info: 510-632-9525

www.oaklandzoo.org

December 6/7, 13/14, 20/21, 2008

Sat-Sun, 9 am – 3 pm (three consecutive weekends)

Paws and Claus

Oakland Zoo

Oakland, CA

For More Info: Amber Frisbie, 510-632-9525

www.oaklandzoo.org

December 6-7, 2008

10 am to 4 pm

Christmas at Ardenwood

Ardenwood Historic Farm

Fremont, CA

For More Info: 510-796-0199

awvisit@ebparks.org or www.ebparks.org

December 6, 2008

5:30 to 8:00 pm

Christmas at the Mission: Evening musical performances, crafts and nativity scene

Mission San Juan Capistrano

San Juan Capistrano, CA

For More Info: 949-234-1300

www.missionsjc.com

December 13, 2008

11 am to 3 pm

Holidays at the Ranch

Wilder Ranch State Park

Santa Cruz, CA

For More Info: 831-426-0505

www.santacruzstateparks.org

California State Parks

For info on the following events, go to

www.parks.ca.gov/events/

November 28/29, 2008

Indian Art and Crafts Holiday Fair

State Indian Museum

December 6-13, 2008

“Christmas Memories” at the Governor’s Mansion

Governor’s Mansion SHP

December 11 & 13, 2008

Christmas in the Adobes

Monterey SHP

December 13, 2008

Pioneer Demonstration Day: An Emigrant Christmas

Sutter’s Fort SHP

E-newsletters are here!

Some of you are reading this issue of Westwinds on your computer—the first of the issues to be sent out electronically! In an effort to save natural resources, Region 9 is offering the chance to receive your newsletter through email. If you are interested in this option, and would like to stop receiving a paper copy of the newsletter and switch to an electronic version, please let our editor, Mary Loan, know. She will add you to the list and let the National Office know also. And thanks for being environmentally conscious!



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(vacant)

Advertising in Westwinds

Show off your programs or products!

Region 9 of the National Association for Interpretation welcomes advertising in our quarterly newsletter by businesses and individuals with related services.

Except for business cards, please submit ads as photo-ready stats.

Payment should be made to "Region 9-NAI" and submitted with copy to the Editor. Please contact the Editor with any questions.

<u>Ad Size</u>	<u>Price</u>
Business Card	\$15
Quarter Column	\$20
Half Column	\$25
Full Column	\$40
Half Page	\$55
Full Page	\$100



**Deadlines for submission to
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March 15 for Spring issue
June 15 for Summer issue
September 15 for Fall issue
December 15 for Winter issue

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