



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

### Spring 2008

### Spring Workshop is Big Success!

The 2008 Region 9 Spring Workshop was held March 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup>, in Eureka, on the picturesque northern coast of California. At the Workshop this year, over 100 attendees overlooked Humboldt Bay and walked beneath the majestic coastal redwoods. It was a magical time for all that attended.

See later in this edition of Westwinds for a note from our Regional Director about the workshop and also for some pictures from the weekend, taken by our Secretary, Sara Skinner. We will have a report from one of the attendees in the next edition of Westwinds.

The Regional Board of Directors held a Regional Meeting at the workshop, and the minutes from that meeting follow:

#### **Region 9 Regional Meeting Spring Workshop 2008 March 7, 2008**

The regional business meeting was called to order by Director Alan Kaplan on March 7<sup>th</sup>, 2008. In attendance were the Regional Board Members: Director Alan Kaplan, Deputy Director Frank Binney, Treasurer Marianne Emmendorfer, Secretary Sara Skinner, Scholarship Chair Cam Wolff and Webmaster/Historian Robin Joy. Also in attendance were the Spring Workshop Chair, Carolyn Widner Ward and most of the Committee. NAI Executive Director Tim Merriman and NAI President Jim Covell were also in attendance.

Items on the agenda (did not get addressed in exact order):

1. Introduction of Officers
2. Workshop Committee gratitude
3. Store Items for Sale
4. Treasurer's Report
5. Scholarship Report, Auction
6. Next Workshop Locale Discussion
7. Website/Historian

Alan Kaplan introduced himself and the other Board members that were in attendance. We had 110 registered for last year's Spring Workshop; this year there are 117 on the meal list.

Portland, OR, is the site of the NAI National Workshop (note the name change—it is no longer called the National Interpreters Workshop). Please try to nominate Region 9 members for the National Awards; we want to have a strong presence at awards night.

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## Director's Report

Friends!

Welcome, Spring!

I hope you are all enjoying a great start to the Spring season of programs and interpretation. Desert wildflowers were reported to be spectacular this year, and we are watching Northern California's progression of returning birds and blooming flowers (I say, "The Black-headed Grosbeaks return when the Box-elder blooms" and today both were abundant in Tilden Park, Berkeley).

Region 9 enjoyed a very successful Spring Workshop at Eureka, thanks to the efforts of Professor Carolyn Ward; the staffs of the National and State Redwood Parks; and the Redwood Chapter of Interpreters, the Humboldt State University student chapter of NAI. Our Deputy Director, Frank Binney, and the other officers (Sara Skinner, Marianne Emmendorfer and Robin Joy Wellman) were in attendance and spoke at the business meeting and assisted with the workshop. Special guests were newly-installed NAI National President Jim Covel and NAI Executive Director Tim Merriman. Keynote Speaker Sam Ham gave an impassioned address that had us renewing our well-worn acquaintance with Tilden's Principles and illuminated Tilden's genius in the light of modern psychology and communication studies.

We had great weather, and those of you familiar with HSU weather this time of year (or is it anytime of the year?) know that's saying a lot! We had over 100 registrants—about 20 of them were non-members when they registered, but they get a membership with the higher fee that they paid. To those new members: Welcome to NAI and to Region 9!

Region 9 elects officers this year, and a Nominations and Elections committee has formed, with Nancy Rogers as the Chairperson and Rick Parmer and Lester Hodgins as committee members. Please assist them if they call on you—perhaps for a nomination suggestion or if they ask you to run for office. This year we will have an all-electronic election, which saves the Region a lot of money compared to paper ballots. IF YOU HAVE NOT GIVEN THE NATIONAL OFFICE AN EMAIL ADDRESS, PLEASE CONSIDER DOING SO. Not only will this help with elections at both the regional and national levels, but you could then receive the monthly update from the National Office that replaces the paper copy of InterpNews, which is no longer sent out (as part of the "greening of NAI" initiative approved by the Board at its Wichita 2007 NIW meeting).

As always, please contact me with any questions, suggestion, problems, or just to say Hi! You can write me at [lnkpln@earthlink.net](mailto:lnkpln@earthlink.net) (my name, without the vowels) or 308 Ashbury Avenue, El Cerrito, CA 94530 or call me at 510-526-7609.

Don't forget to get out and enjoy the great Spring weather, wildflowers, birds and bugs!

Best wishes!  
Alan Kaplan,  
Director, Region 9

*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:

National Association for Interpretation  
P.O. Box 2246  
Fort Collins, CO 80522  
888-900-8283  
[membership@interpnet.com](mailto:membership@interpnet.com)

## NAI's Award Winning Building

Heath Construction Company built the National Office Building for NAI in Fort Collins, CO, in 2004, and we have certainly enjoyed the quality of the experience it provides.

In March of this year, the staff of Heath Construction Company dropped by the office with a beautiful Award of Merit for Construction Excellence 2004 for the National Office. They've had it for three years, but it just recently occurred to them that we might like to know that the award was given for Project of the Year Under \$3,000,000 for 2004 by the Associated General Contractors of Colorado.

You can check out a photo of the award on NAI's website, [www.interpnet.com](http://www.interpnet.com).

### **REGION 9 SCHOLARSHIPS AVAILABLE FOR NATIONAL WORKSHOP!!**

**November 11—15, 2008  
In Portland, OR**

**WHO?** Students, New Interpreters (<5 years) & Part-time or Seasonal Interpreters (<5 years).

**HOW?** Request an application form from Cam Wolff, 9880 Brunswick Way, San Ramon, CA 94583-2906

or

email to [ednaturally@comcast.net](mailto:ednaturally@comcast.net)

or

phone 925-828-6084.

Application **WILL BE DUE** to committee no later than

**September 20, 2008**

## Scenes from the Spring Workshop



# Region 9 Regional Meeting Minutes

(Continued from page 1...)

Alan introduced his membership drive: "Each One Reach One". Set the goal to get one new person enrolled this year. The membership benefits and categories have been changed; please see the new version in the next issue of *Westwinds*. We have about 340 members and with a Region as large as ours, we really should be much higher. Everyone who gets a new member in the next year gets a \$5 break on their membership fees.

Election committee needs to be formed by the end of the month. We will be soliciting officers for all four positions to take office in 2009. Each position needs to have two members running on the ballot; we need a slate of candidates; the electronic ballot should be ready to go by August. Nancy Rogers volunteered to be the Election Chair with a committee of Lester Hodgins and Rick Parmer.

You need to make sure that the National Office has the right email for you; if you checked "do not send emails" than you won't receive ballots or important information.

In 2013, the NAI National Workshop will return to Region 9. Deb Tewell, Events Manager for NAI, is working on locations that can accommodate 800 to 1600 people. The ideas of San Francisco, Sacramento and Reno have been put on the table. Please contact her if you have some ideas that can accommodate that large of a group and is in close proximity to an international (or large) airport. Other ideas were: Santa Barbara, Visalia, Santa Rosa, Redding and Oakland.

The Spring Workshop for next year is starting to be planned, with ideas of: Chico, Marconi Conference Center, Point Reyes, Camp Arroyo.

Jim Covell talked about the new strategic plan that was adopted by the Board in January. You can view and read them on the NAI website. Carolyn suggested the vision that includes supporting and utilizing vigorous research; focusing on using evaluation and management input in the interpretive plans as a key role. Branding interpretation needs to occur, know what we do but not what it is called.

There was a question about the direction of NAI in terms of advocacy since interpretive places seem to be disappearing. How can we work internally to build skills to promote interpretation in organizations? This requires a different skill set than many of us are used to utilizing. We need to get the message out to local groups, what is legal/appropriate without lobbying?

NAI is moving to help state park interpretive associations to advocate.

Tim discussed the changes in membership levels a bit more. NAI is losing members due to money. So, they restructured a simpler grid so that everyone will get the Interpreter. They are moving the Interpretive News to e-copy. The main things that are driving up prices are postage and insurance. The grid is fairer, so that the Professional/Institutional memberships are subsidizing as much as before. NAI is looking at markets for the Legacy magazine so that the number of requests can get up to 10,000 copies to attract large advertisers.

Auction: Marianne mentioned that the auction gained about \$2000 for the fund. Cam stated that the scholarship fund sits at about \$4200. There may be 2 to 3 scholarships given for Portland.

Mary Loan is doing an excellent job with *Westwinds*. She extended the deadline to April 1<sup>st</sup> to accommodate regarding the Spring Workshop.

Robin, Webmaster: Please take some time to review the website. She still wants pictures—please mail them to her on a CD. DO NOT EMAIL THEM.

Robin, Historian: She showed a box of historical records that she has archived and organized. If you have items, please contact her. She needs history from the elders; these files date to 1982.

Ideas for nominations for the complimentary memberships. Region 9 gives two of these a year to members. (Contact Alan for more information.)

Frank Binney mentioned that we want to try to do more one-day workshops or site visits. Learn what parks do, behind the scenes, etc.

A large **Thank You** to the workshop committee for this workshop: Humboldt State University, California State Parks, National Park Service, Redwood Chapter of Interpreters and Redwood National and State Parks.

Meeting adjourned at 11:45 am.

*Minutes respectfully submitted by Sara M. Skinner, March 29<sup>th</sup>, 2008.*



## NAI National Workshop Portland, OR November 11-15, 2008

Join your NAI friends at the National Workshop in Portland, OR in November!

The NAI 2008 National Workshop will reveal a bounty of natural and cultural riches. NAI 2008 will offer the chance to explore the Oregon Cascade Mountains, Willamette Valley, Columbia River Gorge, and Pacific Coast, as well as all the professional development and networking opportunities you find at every NAI Workshop.

The workshop slogan, "Sustaining the Circle," refers not only to the role of interpretation in promoting a positive conservation ethic, but alludes to Enos Mills' charge to "increase the tribe" by widening the circle of interpreters.

### Schedule at a Glance

The workshop officially opens with an **opening reception** in the exhibit hall the evening of Tuesday, November 11.

Participants may want to come early to take advantage of a **preworkshop session** or the **Interpretive Management Institute** Monday, November 10 and Tuesday, November 11.

**Keynote addresses, concurrent sessions, and other meetings** occur Wednesday, Thursday, and Saturday (November 12, 13, and 15).

The **Interpretive Media Awards ceremony** occurs the evening of Thursday, November 13.

**Off-site sessions** occur Friday, November 14 during the day, followed by the scholarship auction in the evening.

The workshop officially ends with the **awards banquet and dance** on Saturday, November 15.

For more information about the 2008 National Workshop, check out [www.interpnet.com](http://www.interpnet.com).

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### E-newsletters are here! (well, soon...)

Would you like to save a tree and receive your issues of *Westwinds* online? We will soon be offering that option to all of our members, so if you 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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## NAI Region 9 Board *Plus*

Alan Kaplan, Director  
308 Ashbury Avenue  
el Cerrito, CA 94530  
510-526-7609  
[lnkpln@earthlink.net](mailto:lnkpln@earthlink.net)

Frank Binney, Deputy Director  
P.O. Box 258  
Woodacre, CA 94973  
415-488-1200  
Fax 415-488-1500  
[info@frankbinney.com](mailto:info@frankbinney.com)

Marianne Emmendorfer, Treasurer  
P.O. Box 441  
Dunlap, CA 93621  
559-338-1314  
[Mari\\_anne@netzero.net](mailto:Mari_anne@netzero.net)

Sara Skinner, Secretary  
Mott Training Center, CA State Parks  
P.O. Box 699  
Pacific Grove, CA 93950  
831-649-2961  
[sskinner@parks.ca.gov](mailto:sskinner@parks.ca.gov)

Mary Loan, Editor: West Winds  
399 East Yaney Street, #51  
Bishop, CA 93514  
760-873-2580  
Fax: 760-873-2563  
[mloan18@yahoo.com](mailto:mloan18@yahoo.com)

Robin Joy, Webmaster/Historian  
Fort Ross State Historic Park  
19005 Hwy 1  
Jenner, CA 95450  
707-847-4777  
[frrobin@mcn.org](mailto:frrobin@mcn.org)

Cam Wolff, Scholarship Chair  
9880 Brunswick Way  
San Ramon, CA 94583  
925-828-6084  
[ednaturally@comcast.net](mailto:ednaturally@comcast.net)

Pacific Islands Chair  
(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 Westwinds:**

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

NAI Region 9  
Mary Loan  
399 E. Yaney St. #51  
Bishop, CA 93514