



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

**Winter 2009**

**Westwinds Goes “E”!!**

Many of our Region 9 members have reached a milestone with the publication of this issue of Westwinds. We have gone electronic!

This issue of Westwinds is the first to go out to most of our members via email. Thank you to all of the Region 9 members who have sent me a request to have the newsletter delivered electronically—it will make a big difference in paper usage and mailing costs!

But, there are probably some of you who are thinking right now, “Wait a minute...I didn’t send Mary a request for a email version of the newsletter. How did this happen?”

For those of you who have not specifically sent me a request but still received the email version of Westwinds, the answer is simple. The NAI National Office maintains a database of who is willing to receive “electronic communications” from NAI—do you remember checking that box on your membership renewal form? Anyone who checked the box on their membership form is added to the database to receive emails about important information relating to the world of interpretation. And...this includes email delivery of the newsletter from your chosen Region and/or Section!

In 2009, the rebates for newsletters are changing, too. (For those of you who don’t know, each Region and Section receives a “rebate” from the National Office if they send out 4 issues of their newsletter a year. In the past, the rebate was \$1.50 for each hard copy and \$0.75 for each emailed copy. The intent of this rebate is to help cover the

costs of printing and mailing the newsletter, with any extra money going to the Region to use for programs and services.) Starting this year, the rebate will be \$1.00 for each issue sent out, whether it is by snail mail or email.

So, in addition to saving resources by printing less paper, we will be in effect receiving a larger rebate each year with more email requests—less money from the rebate needs to go towards printing the newsletter and can then be used for Region 9 projects.

However, we understand if you wish to receive newsletters hard-copy. If you need to have a newsletter mailed to you, but you got it electronically, please let me know. I will make sure that your or your organization is on the list for hard-copy newsletters.

So, a Big “Thank You” to all who are receiving this newsletter by email—you are making a difference, in many ways!

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## Director's Report

### Dear Region 9 Friends!

As I write this, it is a few days before the official start of Winter, but the Bay Area is gripped by cold weather. I expect to see snow soon. I hope you all are warm and dry, or cool and wet where appropriate.

When I was a candidate for this office, I took as goals the retention of members and the gain of new ones. I shared membership brochures with attendees at the Bay Area Environmental Education Fair each year, and spread the word about NAI to docents, newly-hired naturalists and students. Whether due to natural increase or any effort on my part, our numbers have grown by about 70 members. Another goal was good communication with Region 9 members, and I hope that these Director's Letters, sent to you on my behalf by Mary Loan, our newsletter editor, have been useful to you.

We have had business meetings at Regional and National Workshops (thanks to Deputy Director Frank Binney for getting the Regional workshops going, and to Secretary Sara Skinner for meeting agendas and minutes, to Treasurer Marianne Emmendorfer, and the Scholarship Auction Chair Cam Wolff, and to Webmaster/ Historian Robin Joy), and I have enjoyed meeting many of you for the first time at these events. I regret not having more contact with our Pacific-area members; the occasional "shout-out" in these newsletters was not enough. I hope someone will step up and be a voice in these newsletters for the Pacific-area members (and Thank You to the 18 Hawaiian members and the Guamanian member who attended the 2008 National Workshop in Portland).

Our new and returning officers (Robin Joy is the newly-elected Director, and John Dell'Osso is the new Deputy Director; Secretary Sara Skinner and Treasurer Marianne Emmendorfer continue in office) will need your support, assistance and advice. Be sure to contact them with your inquiries, issues and ideas. Help Mary Loan with this *Westwinds* newsletter going "electronic" by being sure that NAI National HQ membership staff has your e-mail address AND your permission to contact you by e-mail. (Nationally, they have e-mail addresses for 95% of our 5500 members, but permission to use

those addresses from only 65%.) And send Mary your news about programs, promotions and other personal/ personnel items for publication. This newsletter could be more "chatty" and more "crafty" (as in, "the craft" we practice) with your help.

Membership dues will be going up for only the second time in about 20 years, by a modest \$5.00. They will probably increase a small amount on a regular basis to keep pace with increased costs. Dues pay for less than half of the services provided to NAI members.

A new fundraising effort, the Enos Mills Fund, will provide "unrestricted funds" that can be used to support programs and reduce the need to use a line of credit that costs NAI about \$30,000 a year in interest. You should have received an email or flyer about this new fund; contributions can be made over an extended time, and be applied towards a life membership. The website ([www.interpnet.com](http://www.interpnet.com)) has information, also.

The 2008 National Workshop in Portland, OR, was well-attended. Region 9 had 17% of the 1200 or so registrants—second only to the host, Region 10. Successful NWs get the next year off to a good start, financially. A big "thank you" to our Region's participants! And the attendees owe a "thank you" to the NW sponsors, whose support brought the per-person costs down about \$100. Thank you also to Deb Tewell, the NAI Events manager, and to the Region 10 workshop team. After 2013, there will be changes in the way NAI chooses the venues for NWs—we will return more often to the sites of successful workshops.

You have perhaps noticed that there was no paper copy of the membership directory this year. It is online only, at the [www.interpnet.com](http://www.interpnet.com) website. You can get your username and password from NAI Membership manager Jamie King, at [jking@interpnet.com](mailto:jking@interpnet.com), and then have access to the Directory and to the members' area of the website.

(Continued on page 5...)

*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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# NOTES FROM THE LONG VIEW...

## A Ranger's Retrospective

By Nancy Rogers

I recall listening in rapt attention during the rare times my Grandma Rogers shared her stories and the lessons she learned from her hard childhood growing up in Georgia as a share cropper's daughter. She wasn't one to say much—you had to wait until she began impromptu narratives that could happen at any given time or day...usually when you least expected it.

I'm not so old, but time is passing by. At my agency's ranger training last year, I noticed that the faces aren't as wrinkled and the hair not as grey as they were a few years ago—a new generation is coming in and picking up where I'll leave off. I thought I would share some of the lessons learned that have served me well over the years. Maybe they will be helpful to you too.

- Don't work for a boss who doesn't listen and be a good listener yourself. It is empowering to have someone listen to your ideas, advice, experience and perspective.
- Be assertive, not aggressive. You need to find your voice and make it heard—whether you are a man or a woman. No one respects a pushover and no one likes a bully, so learn the difference between assertive and aggressive communication...and use it!
- Get a sense of humor if you don't already have one. Any large organization is ripe for comedy. If you don't learn to laugh at the absurd, you'll go completely crazy and be a very unhappy employee. In comedy, timing is everything, so use it responsibly.
- Opportunity knocks...open the door! Life is a crapshoot—take a chance. Volunteer for committees; accept new assignments even if you don't know how—you'll learn. Opportunity equals new job skills; it broadens your perspective, builds your professional network and leads to promotion and respect. I've never regretted a single opportunity that I've sought or was assigned—regardless of whether I enjoyed it or not.
- Build your network. Not a day goes by that I don't use the network I've built over the last 30 years. You don't have to work that long to have one—start today. It's **WHO** you know, not always **WHAT** you know.
- Speak truth to power. Nobody likes a “yes man/woman”. Remember—it's not always what you say but how you say it. Learn to communicate effectively, be assertive, use your experience and network to gain knowledge and understanding of the issue, and take advantage of opportunities when presented. Don't be afraid.

Advice is a funny thing. Those who give it feel a certain glow of satisfaction—like steering a floundering boat to a safer shore. You will make your own way, weather the bad decisions and bask in the good ones. But share what you know regardless—my grandma was one of the most interesting, intriguing and strongest people I've known, but I sure wish she had talked more!

*Nancy Rogers works for the US Army Corps of Engineers, Natural Resource Management Office at Lake Sonoma. In the not too distant past, she also served as Region 9's Treasurer and is currently serving as our Election Chair.*

### **NAI Region 9 Spring Workshop**

**Walker Creek Ranch, Marshall, CA**  
**April 17-19, 2009**

### **Creating Connections in a Changing World**

An exciting combination of sessions and field trips—where we will be bringing cultural and natural resources interpretation together—are being assembled for Region 9. Walker Creek Ranch offers a great setting in a secluded valley and the accommodations range from dormitory-style bunks to semi-private rooms with hot showers and toilets. Food is prepared with the utmost care to you and the environment and is included in your registration fee.

Additional information will be posted on our website ([www.nairegions.org/9/](http://www.nairegions.org/9/)) in the very near future. Discounts will be available for early registration. Please make sure that we have your email so you will get the registration packet sooner than if it has to be mailed.

## A Note from our New Regional Director—Robin Joy

Greetings to NAI Region 9! We, as a Region, are off to a great start in 2009. The Spring Workshop is being held April 17-19 at Walker Creek near Point Reyes, in a beautiful location with many opportunities for hiking, biking, kayaking and much more. The Workshop itself will be offering new and innovative presentations with details currently being finalized. As you will read in this newsletter, the registration packet will be available online. You can download the form with several options for payment. If you cannot access the registration form online, please let us know and we will send you a hard copy.

Along the same lines, there is much discussion regarding the newsletter and offering it only online or via email. What has been decided for now is to encourage you, as protectors of our resources, to take the option to have it sent via email. Please let Mary Loan know if this is your preference. Again, if this is not an option for you at this time, we will send out hard copies of the newsletter. However, hard copies cost in printing and mailing, expenses that come directly out of Region 9's funds. So, a better way for NAI is through email—to save both costs and resources. Please consider this.

We will also be offering one-day trainings and forums in several locations around our Region this year. However, the Spring Workshop is full of various presentations as well as the time to get to know others. And you don't need to attend the entire workshop—you can choose to attend for one day if you wish. Please contact John Dell'Oso (John\_A\_Dell'Oso@nps.gov) if you would like to present at the workshop. The registration packet and more information on presentations will be on our website as soon as it is finalized. Please check the website often for updates.

As the new Director for Region 9, I would like to open all doors of communication. Please feel free to voice your concerns, your needs and your hopes for a successful year. If there is a particular training course you would like to see take place, we can try to make it happen. The entire Board is dedicated to the needs of the Region. Visit our website at [www.nairegions.org/9/](http://www.nairegions.org/9/) to receive updates and news about upcoming classes. You will also see the Board members and their contact information listed on the web. As is said in many organizations, we are only as strong as the members—a strong membership is not only in numbers, but also in voice.

I started the year off with a week's training for State Parks Interpreters. Even as a "seasoned" interpreter, I learned so much. New ideas in technology, of course, are breaking into many parks. The PORTS program for an interactive classroom-to-park presentation is growing by leaps and bounds. New ideas in the field for all ages of visitors were shared as well as new and creative ideas in regards to keeping our programs alive. Some of the best in State Parks presented themselves in museum studies, Native American liaisons, storytelling and getting back to the basics.

For me, just as important as the sessions, was the time meeting fellow interpreters and hearing their stories and what their parks are doing. It reminded me that many share so much of what I face in my park—the good, the bad and not-so-good. We, as interpreters, are a group of talented, passionate and dedicated people. I am so proud to be a part of this profession.



Region 9 attendees at the National Workshop in Portland, OR—what a turn out!!

*(Thanks to Ranger Craig Glassner for the photo.)*

## **REGION 9 SPRING WORKSHOP SCHOLARSHIPS AVAILABLE!!**

**For:** 2009 Region 9 Annual Spring Workshop, April 17-19, at Walker Creek Ranch

**Who:** Students, New Interpreters (<5 years) & Part-time or Seasonal Interpreters (<5 years)

**How:** Request an application form from Nancy Hadlock, 354 West Main Street, Independence, CA 93526 or [aspenluv@suddenlink.net](mailto:aspenluv@suddenlink.net) or [nancy\\_hadlock@nps.gov](mailto:nancy_hadlock@nps.gov) or 760-878-2379 or 760-878-2194

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

**March 21, 2009**

***Note: Individuals are limited to one scholarship per year.***

### **Regional Elections Update**

If you missed the Region 9 meeting at the National Workshop in Portland, you probably didn't hear the results of the recent elections. We are lucky to have a dedicated group of professionals who represent a broad cross-section of experience, agencies and most of all, passion, for interpretation!

Our new Region 9 Board of Directors will take office on January 1, 2009. I want to thank them for their years of service to the profession and willingness to use their knowledge to lead our Region.

- ❖ Regional Director: Robin Joy, Park Interpreter, Fort Ross State Historic Park, CA
- ❖ Deputy Director: John Dell'Osso, Chief of Interpretation and Resource Education, Point Reyes National Seashore, CA
- ❖ Treasurer: Marianne Emmendorfer, Planner, Hume Lake Ranger District, Sequoia National Monument/Sequoia National Forest, CA
- ❖ Secretary: Sara Skinner: Interpreter II/Training Specialist, California State Parks, CA

The new Board is pretty impressive, but the other members who stepped up to fill our slate are anything but losers. Frank Binney is an Interpretive Consultant and outgoing Deputy Director who ran for Regional Director. Linda Clapp is an Interpretive Park Ranger at Lake Sonoma for the US Army Corps of Engineers and ran for Secretary. Thank you to Frank and Linda for getting involved and giving members a thoughtful choice.

Lastly—I encourage members to run for office. I made a lot of phone calls and pleas to participate, and discovered it was more work to find members to run for office than I ever had to do while IN the office! I hope you'll take advantage of the opportunity to chat with me and other former and current Board members about how holding a Board position can build your resume, professional network and make life-long friends. Remember—the next election is two years away and I'll be back...!

Nancy Rogers, Region 9 Elections Chair  
707-431-4555

[Nancy.L.Rogers@usace.army.mil](mailto:Nancy.L.Rogers@usace.army.mil)

# Portland Scholarship Report

Although I'm not a Portland resident yet, I am glad to report that the city provided participants at the 2008 National Workshop with a good taste of her diverse weather—thankfully saving an incredibly clear and calm day for the Friday field trips! Otherwise it ranged from the grey “Oregon sunshine” to downpours which caused some flooding and mudslides.

You will be hearing directly from the Region 9 scholarship recipients in future *Westwinds* editions, but I will just say that they expressed their gratitude for the opportunity to attend a national training and also offered some thoughtful critiques of their various experiences.

Personally, I am grateful to all of you who contributed so generously to the scholarship fund during this last year. You allowed the committee to send four people to Portland: Bryce Bealba (in the graduate program at Humboldt), Amber Neilson (a new interpreter at the Sequoia Zoo in Eureka), Madeleine Smith (just graduated from Chico), and Elizabeth Sousa (an undergraduate at Chico). They are all enthusiastic and qualified people and we wish them each maximum benefits from the training and networking they experienced. Always remember these first-timers represent the future of this profession, and you have helped give them this opportunity. If you recognize their names at another gathering, introduce yourself—give them another personal connection to NAI.

During the Portland National Workshop I met with Nancy Hadlock. She has graciously volunteered to be Region 9's scholarship chair and the committee will definitely be in good hands under her guidance. Please maintain your incredible support of student and new interpreters, as Region 9 continues to grow. I will be forever grateful to the people of the Region who gave me my start in interpretation, and even though I'll be in Region 10, I will never forget your support and encouragement. THANKS TO YOU ALL!! This truly is one of the BEST and most inspiring professions in the world.  
Cam Wolff

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## Director's Report...continued from page 2...

You can also access *Legacy* online, about a month after publication. *The Interpreter* will again be folded into *Legacy*, and not be a stand-alone publication, to save printing costs. The website is a major value of your membership in NAI—check it out!

At the Region 9 business meeting in Portland, I gave away the last of the carabiner-style highlighters that first appeared at our Monterey Spring Workshop at Asilomar in 2006. It has taken me the length of my term of office to share them out with you.

But the real “highlight” of my time as Director of Region 9 has been the chance to be your representative in NAI, and I sincerely thank you for that opportunity.

Best wishes to the new and continuing officers, and to all of you, for 2009!

Alan Kaplan  
NAI/Region 9

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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

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