



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

Spring 2010

Region 9 Announces Mini Grant Program

Looking for some extra funds to support that new interpretive program you've been thinking about? Brainstorming ways to get kids out into your park for the fall/winter but can't find the money to fund it in this climate of cut backs?

If you've answered yes to one or both of these questions, then Region 9 has a new option for you! This year, we've received funds from the Havasi Foundation to award small mini-grants, of up to \$250, to Region 9 members. These grants are meant to support programmatic endeavors at your facilities and to encourage kids to get outdoors.

Although the process is still being developed, check out our website for the application and criteria in April. Grant applications will be accepted until August 27, 2010 and award monies given out in early to mid September.

Questions? Email Mini-Grant Committee chair, Emily Jacobs at ejacobs@dncinc.com.

Good luck and...Happy Brainstorming!

Director's Report

Dear Region 9 Members,

Oh yes! Spring is in the air! Spring cleaning of home and work, spring flowers, spring holidays, spring forward and YES—The Spring Workshop! Please read the latest update from Steve Bechtold, the Workshop Chair. (*editor's note: the Spring Workshop has unfortunately been cancelled. Please see the note later in this newsletter and our website for more information...*)

Our strategic planning meeting was a very successful day for the Region. In attendance were Marianne Emmendorfer (R9 Treasurer), Sara Skinner (R9 Secretary), Sara Howlett (R9 Scholarship Chair), Jim Covell (NAI Board President), Christine Revelas (Membership Committee), Nichole Gange (new Student Chair), Patricia Clark-Gray (active R9 member) and myself. The new plan will be posted on our website by the end of the month. It is worth reading—as we have updated several aspects and set some new goals.

Other reports to look for in this newsletter are membership updates, treasurer report, scholarship report, mini-grant report, a Student Voice report and new updates on the web to look for.

Please, remember to check out “The Good Search” website as your search engine. This is a money-maker for NAI: every time you search the internet, a penny will be donated to NAI. I downloaded this and it took less than five minutes to set up. And, even more exciting: when you shop, if you use Good Search, even more gets donated to NAI. This is a great opportunity for the organization. (www.goodsearch.com)

And, last, I would like to take a minute to highlight the Sections within NAI. Sections really need support right now—the benefits are tremendous—as you get direct contact with folks in your field of interest and with the latest news. As Director, I receive all the newsletters from each Section, and they are full of news and support to the member. What's best? It only costs \$10 to add a section to your membership. Please visit the NAI website to learn about all the Sections.

After you read this wonderful newsletter, please send it to 10 people in your email list who might benefit. Amazing things will happen at work!

Cheers!
Robin Joy, R9 Director

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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Region 9 Highlighted on PBS

Did you know...

Last fall, when the first episode of the PBS program "National Parks: America's Best Idea" aired, it showed a steam engine (steam donkey) in front of a giant sequoia. Over 100 years later, that tree is still alive and growing on what is now the Hume Lake Ranger District of the Sequoia National Forest/Giant Sequoia National Monument.

It is called Boole Tree, for the logging superintendent during the 1890s, Frank Boole, and it lives in the Converse Basin Grove. The Boole Tree is the largest sequoia on National Forest System lands, and Converse is the largest sequoia grove in the world. They're right here on the border of NAI Regions 8 and 9, so next time you're in central California, come visit. The Boole Tree trail is a 2-mile round trip hike through a lot of second-growth sequoia and pines, and is a great walk in the woods!



Facebook Social Networking with Region 9 and NAI

Find these fabulous pages and/or Groups on Facebook. (These have been copied and pasted, so the titles/names are what appears in the search window.)

- National Association for Interpretation
- NAI Region 9
- NAI Region 8
- National Association for Interpretation Region 10
- National Association for Interpretation: Environmental Education Section
- Redwood Chapter of Interpreters (Humboldt State University)

Region 9 Treasurer's Update

Region 9 started the year with about \$19,300 in our account, and we are close to \$21,000 as of early March. The one-day workshop sponsored in part by NAI Region 9 and East Bay Regional Parks is in the final stages of accounting, although we do know we did come out ahead financially.

There have been no mini-grants awarded yet in 2010, and no scholarships awarded yet for this year. There have also been no sales of Region 9 merchandise to date.

Respectfully submitted by Marianne Emmendorfer, R9 Treasurer

2010 Region 9 Spring Workshop Cancelled!

Thank you to all who have expressed an interest in the 2010 NAI Region 9 Spring Workshop. We are very sad to announce that due to a poor registration count the event had to be cancelled.

One of the reasons cited for the poor turnout was that the NAI National will be held in Las Vegas this year. We hope to see you there.

We in Eastern Nevada are hopeful that we can offer this program in the future, even though we are far out, we have some "far out" interpretive programs and opportunities. Again, we wish to thank all of those who registered and expressed interest in attending and presenting.

Sincerely,
Vanishing Vistas Event Staff
2010 NAI Spring Workshop Region 9

NAI Blogs

Did you know that NAI has several blogs that represent different aspects of the Interpretation profession?

In each issue of Westwinds, we hope to include a segment on the most current blogs on the NAI site. (You may also add the blogs to your own reader service.)

- NAI Blog: <http://www.interpnet.com/naiblog/>
 - Interpreting Competition, NAI Blog, posted Feb 16
- Applied Interpretation Blog: <http://www.appliedinterpretation.com/>
 - A Successful Approach to Using the Learning Model for Interpretation, Applied Interpretation, posted Feb 10
- Interpretive Planning Blog: <http://www.interpretiveplans.com/>
 - Another Mission Rewrite, or Not, Interpretive Plans, posted Feb 3
- Interpretation by Design Blog: <http://www.interpretationbydesign.com/>
 - Helvetica Cookies, Interpretation by Design, posted Feb 15
- Legacy Magazine Blog: <http://onlinelegacy.org/>
 - Exposing the Soul: An Unexpected Encounter with Community-Based Interpretation, Legacy Magazine, posted Feb 11

Request for Instructor Information

We are compiling a list of instructors and professors that work in California and Nevada, at our colleges/universities, in Interpretation, Recreation, Environmental Education and other related fields.

If you are an instructor in one of these fields, have recently attended one of our higher educational institutes, or have information to share, please contact Sara Skinner via email at sskinner@parks.ca.gov with the following information:

- Instructor's first and last name
- University/college
- Field of study/instruction
- Phone number
- Email address
- Any other important information

The Less You Give, The More Your Audience Will Remember

Speaking Tip # 57 by Ethan Rotman

Simplicity and repetition are effective tools for helping your audience to understand your point.

An example of this is race for Governor in California. Meg Whitman, the Republican candidate has been running a series of campaign on the radio. The beauty and effectiveness of these ads is in how they are structured. Meg Whitman, is able to take something as complex as the economic crisis in California and boil it down to three simple issues. For each issue she offers one solution.

The rule of three. We can all remember three. Almost everything she says is in sets of three. The problems, the solutions, even her experience. Listen to her ads and count.

Jerry Brown seems to have taken note of this as well. When he announced his candidacy, he also listed three major issues facing California.

Regardless of your political views, the ads are brilliant. Brown and Whitman have taken very complicated issues with very complicated solutions and made them understandable and memorable. Listen to the ads and you will know their political platform. Chances are you will remember it as well. After all, we can all remember three.

What is it that Brown and Whitman know? That psychologists and learning specialist long ago figured out there is a limit to how much new information people can take in at one time. They know that complex issues must be marketed in simple terms. They know that their audience does not want (or need) to know all the details – they just want to know what it means. While the ads are simple, they are very effective.

We often are lured into saying far more about our topic than our audience both cares to know and have the ability to remember. The more we give our audiences, the less they remember. The less we give them, the more they remember.

The next time you speak, divide your topic into three facts, and talk about those. Just three – the rest are overkill and probably irrelevant. If Whitman and Brown can simplify the problems of the most populated state in the US into three issues, it should be possible for you to present your ideas with three facts as well.

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NAI for Life: Become one of the Trailblazer 200

Consider becoming a Life Member of NAI as one of our Trailblazer 200. Those who donate \$1500 to the Enos Mills Fund within a two-year period become life members with all the benefits:

- Legacy magazine six times per year
- Journal of Interpretation Research twice a year
- Region membership based on where you live
- Section membership of your choice
- All member discounts and services
- No renewal hassles for the rest of your life
- Enos Mills Trailblazer 200 cloisonne pin upon completing your payments

You also make a very important contribution to the future of NAI as a professional association. Scholarships, discounts on training, workshops and special projects rely on sustainable support. Life Members are the foundation of the association in making a lifetime commitment to the profession and NAI.

You can pay \$1500 as a lump sum or make 24 monthly installment payments via credit card. The cost of your current membership will be deducted from the total so you already have a start on the cost. Won't you join NAI for life right now!

For more information, check out the NAI website at www.interpnet.com.

San Diego Zoo Connects Visitors to Polar Bears

The San Diego Zoo has added a slew of new interactive interpretive elements to its Polar Bear Plunge exhibit. Kids of all ages can climb into an Arctic research helicopter, crawl into a polar snow den and pop their heads through a seal's breathing hole in the ice. Guests can also measure themselves against the impressive size of polar bears and discover how the bears are adapted to living in the Arctic.

The interpretive goal is to show what is happening to polar bears in their native habitat—how the loss of sea ice due to climate change impacts these awesome animals. Visitors will also discover some easy tips to use at home to shrink their carbon footprint (and find out how the Zoo is mitigating theirs) to help improve the situation for the world's polar bear populations. The exhibit opens to the public at noon on March 26, but you can get a preview of the exhibit at www.sandiegozoo.org/PolarBearPlunge.



Photo: Workers install a life-size statue of an adult male polar bear at the San Diego Zoo's Polar Bear Plunge. Photo by Ken Bohn, San Diego Zoo Photographer

New Member Opportunities (aka additional info from Robin Joy...)

Do you want your art/graphic/photograph to be highlighted on our web? We are creating an account with Café Press, a website that uses your work to create and sell items. This site will showcase your art/graphic/photographic work so customers can choose this artwork to use on a t-shirt, coffee mug, calendars or many other items. This is a win-win for all of us. Part of the proceeds will go to Region 9. We do not need to store or ship any of the items—they do it for us. This is a great suggestion from Patricia Clark-Gray. Please start sending art/graphic/photographic work to me.

Next...along the same lines...**the Region 9 Board voted to create an “e-card” site on our web page.** We are not quite sure yet how to make this work, but are researching this for our Region. We would like to showcase your art, graphic and photographic work for these cards. If anyone out there has an idea how we can make this work—or knows of a website to use as guidance—please let me know.

Region 9 is looking for Student Leaders at Chico State, Sonoma State or any and all colleges and universities within our Region. Students, this can look really good on your resume and/or college applications. We will guide you through the process. Students are our future voice; please encourage each other to take a leadership role.

We are looking for a **historian/archive person.** This person would write an annual report of events and updates, which would be archived on the web. This person would also collect memorabilia from Region 9 events and workshops, to place in an organized box. I have the box, and it is all organized and ready to send to the next volunteer. Who out there is a collector? Region 9 can use your help!

Mentoring Program: A younger member—or an older one, for that matter—might need some advice from time to time. We have so much talent out there. It could be a gift to offer your colleagues a little bit of what you have learned in this profession of ours. We have a list on our web site; if you would like to be included, just submit your name and the areas you are willing to share with others, and we will post it. This is one of the many benefits of our membership.

**Deadlines for submission to the next issue
of
Westwinds:
April 30th!**

Please send all materials you would like to share with your fellow Region 9
NAI members to:
mloan18@yahoo.com

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