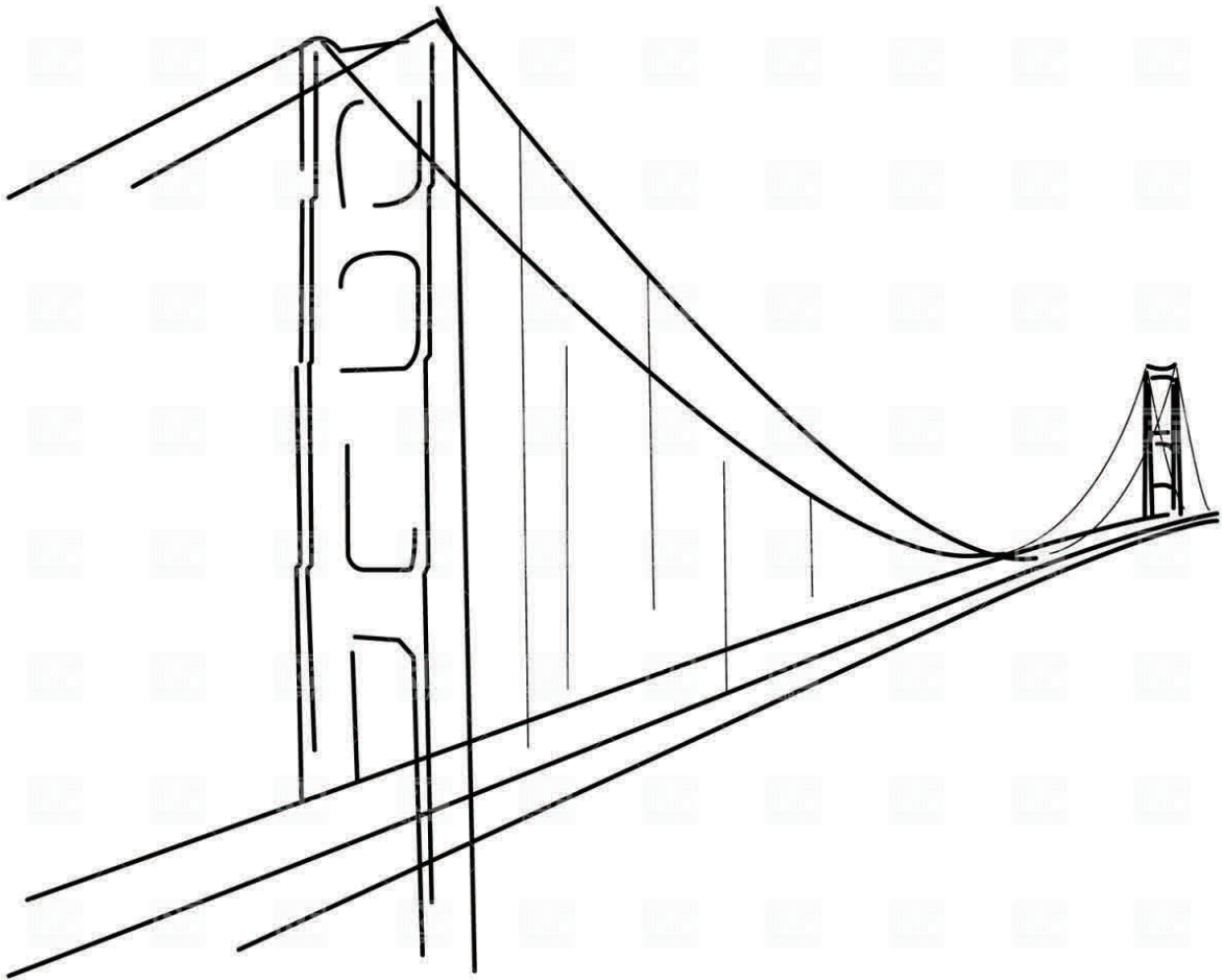




Building Bridges

National Association for Interpretation

Sierra Pacific Regional Workshop



March 13—15, 2015

Cazadero, California

Welcome Sierra Pacific Interpreters!

It is my great pleasure to welcome all of you to the National Association for Interpretation's 2015 Sierra Pacific Regional Workshop. The Workshop planning team has come together to create a wonderful training and networking weekend. Throughout the workshop we will have time to build bridges within our profession and learn about some of the ways that bridges have been built throughout the region.



This is my fifth year having the pleasure to serve as your Regional Director. These years have seen a lot of changes within our profession, our organizations, and NAI. One thing remains the same, the work we do connecting people to the places, stories, and communities we serve. These are the bridges that we all build, they are built upon the foundations of information and emotion. Sometimes we are the builders, working to construct the narrative and seeing the project through completion. Other times we are simply the architect, drafting a plan that other may follow and adapt. In either case, the bridges we design are built to carry people across the facets of life. Throughout this weekend build bridges with other interpreters, explore the spans that others have created, and remember that this is good and noble work.

A special thanks to the Staff and Partners of Fort Ross Historic Park for their support of this year's workshop!

Sincerely,

Kevin Damstra

Kevin Damstra

National Association for Interpretation, Director Sierra Pacific Region

With stones, you can build walls to separate people or build bridges to unite them! Do the second thing in the name of ethics and honour, for the glory of love and goodness!"

— Mehmet Murat ildan author of Mohandas Karamchand Gandhi

Friday Field Trip Events (Pre-Registered)

Charles Schulz Museum in Santa Rosa

11 a.m. to 12:30 p.m.

Meet at museum: 2301 Hardies Lane, Santa Rosa, California 95403

Korbel Winery Tour

11 a.m. to 11:50 a.m.

Meet at winery, Highway 101 to the River Road exit. Go west on River Road 12 miles to the Korbel Winery.

Fort Ross Tour and Environmental Living Program

11 a.m. to 3 p.m.

Meet at Fort Ross State Historic Park, 19005 Coast Hwy, Jenner, CA 95450

There is an \$8 fee for park entry per vehicle, payable on arrival.

WaterTrek's Kayak Rentals

On your own

10438 California I Jenner, CA 95450

Safari West

On your own, 10 a.m. recommended

3115 Porter Creek Road, Santa Rosa, CA 95404

Kashaya Roundhouse

The Kashaya Roundhouse is located at the Kashaya Band of Pomo Indians Rancheria at Stewarts Point, north of Fort Ross about 40 minutes. While there is no fee, a donation to the Kashaya tribe is always welcomed. Contact Robin Joy Wellman at robinjoy.wellman@parks.ca.gov if you sign up. We will car pool to the roundhouse.

UC Davis Bodega Bay Marine Lab

Join Suzanne Olyarnik, Bodega Marine Reserve Director, for a tour of the lab, the outdoor area of the Bodega Marine Reserve, and discussion from 10:00 a.m. to noon. Please contact Robin Joy Wellman at robinjoy.wellman@parks.ca.gov to sign up for this tour.

Registration Opens at 3pm

6pm - Welcome and Dinner

7:30pm Evening Networking Activity and NAI Meeting

Sunday Keynote

Mr. Reno Keoni Franklin



Chairman Reno Keoni Franklin is an enrolled member of the Kashia Band of Pomo Indians. His family comes from the Kashaya villages of Dukashal and Aca Sine Cawa Li (Human Head Sitting). He was raised in a traditional Kashaya Family and was taught his culture, language and traditions from his elder family members and other respected Kashia Pomo tribal members. He has a deep appreciation and understanding of the area at Fort Ross and what it represents to his people.

Chairman Franklin has spent his entire life learning his own culture and for the last 11 years has worked in the cultural/historic preservation field, serving as a Tribal Historic Preservation Officer, Language Preservation specialist, NAGPRA Officer and Cultural Resources Director. He has worked extensively with numerous universities, governmental agencies, foreign countries (Canada, England, Ireland, Japan and soon Russia), Congress and both President Bush and Obama, providing a tribal perspective and voice on preservation and repatriation issues. He has been instrumental in elevating the Historic and Cultural Preservation needs of his tribe and hundreds of others to the national level by maintaining a strong tribal voice on Capitol Hill.

In 2009 Mr. Franklin became the first California Indian to be elected as Chairman of the National Association of Tribal Historic Preservation Officers. From 2009-2013 Chairman Franklin served on the Advisory Council for Historic Preservation, providing a tribal perspective on historic preservation to the President of the United States and the Department of Interior. In 2010 he called on congress and the Government Accountability Office to investigate federal agency compliance with the Native American Graves Protection and Repatriation Act (NAGPRA), and the Smithsonian Institute (SI) compliance with NAGPRA SI specific provisions. This resulted in an investigation that aided in the first amendments to NAGPRA in nearly 20 years and increased accountability to Tribes from the SI.

Locally, Chairman Franklin successfully negotiated the first ever Cultural Easement/Co Management Agreement between a Tribe and a governmental agency in the State of California. He was also at the front of the repeal of the Marine Life Preservation Act 's erroneous designation of Stewart's Point as a “no gather” area. Always mindful of the potential for increased and better relationships between local and state governmental agencies, he has provided numerous trainings for government officials and employees.

Chairman Franklin works closely with Fort Ross State Historic Park staff through many events, curriculum, and assisting the park with following good protocols.

"No one, no other culture, no federal or state agency, will interpret for the Kashaya, how we should define our sacred."

Saturday Schedule

7:30 - 8:15am Breakfast and Registration

8:15am –Morning Announcements

8:30am - 9:50am

Aquatic Wild

(Victoria Taylor, Emily Baxter)

Live Oak Room

[Download Files Here](#)

Aquatic WILD Certification will introduce you to Aquatic WILD in hands-on, 3-hour training. When you leave, you will be certified to use the Aquatic WILD activity book.

Birding by Ear and App

(Michael Charnofsky)

Redwood Room

[Download Files Here](#)

Identify local birds by their songs! Learn to hear and describe bird songs, practice activities for the public, and discover the latest bird song applications for your smart phone.

Bridging from Theory to Practice

(Jim Covell, Ethan Rotman)

Dining Hall

[Download Files Here](#)

We will (literally) walk the path information takes in your brain, then place selected interpretive techniques along that path, and practice the application of these techniques by interpreting familiar objects.

10:20am - 11:40am

Aquatic Wild (Cont.)

(Victoria Taylor, Emily Baxter)

Live Oak Room

[Download Files Here](#)

Aquatic WILD Certification will introduce you to Aquatic WILD in hands-on, 3-hour training. When you leave, you will be certified to use the Aquatic WILD activity book.

Bridging the Gap

(Francis Mendoza and Sharol Nelson-Embry)

Redwood Room

[Download Files Here](#)

Learn how to conduct a community needs assessment, to interpret the natural world to youth in urban environments, and to implement a project that connects youth and their families to the natural world.

1pm - 1:50pm		
The Power of Provocation (Ashley McComb)	Live Oak Room Download Files Here	Provocation is a powerful interpretive tool that many of us are uncomfortable using, and for good reason; though communicating provocative messages may be an interpreter's strongest strategy for raising change.
Saving the World with Celery and Cows (James Wilson)	Redwood Room Download Files Here	Interpreting Domesticated Farm Animals: How feeding celery to a cow creates a bridge from a cute face to food production, global warming, obesity, and everything else wrong in the world.
Bridging the Age Gap (Susan Ramos)	Dining Hall Download Files Here	Learn how to "structure" your programs to match the attention "span" of preschoolers. In this hands-on workshop you will learn tips and techniques to successfully present programs to preschoolers.
2pm - 2:50pm		
Cloudy with a Chance of Climate Change Interpretation (Ashley Grenier)	Live Oak Room Download Files Here	This session will give you a brief introduction on how to interpret climate change to general audiences. We'll discuss how to avoid "doom and gloom" while focusing on community oriented solutions. Then we'll walk through the very useful resource, www.climateinterpreter.org to get you started as you head back to your home organization. Bring your laptop, tablet, or smart phone so we can navigate the website together.
Creation of the North Coast Quests (Anica Williams and Julie Clark)	Redwood Room Download Files Here	Do you like treasure hunts? Find out what quests are and how these place-based educational tools are getting kids outdoors and learning. Get tips on creating your own!
What She Said. Bridging the verbal and non-verbal in your presentations (Lisa Borok)	Dining Hall Download Files Here	Do you know how to speak up without hurting your voice or which postures help to increase your air of authority? Can gestures be off-putting or inadvertently rude to your guests? Since more than fifty percent of your message is non-verbal, discover how to improve your interpretive effectiveness with voice, posture and movement.

3pm - 3:50pm		
Incorporating Current Redwood Climate Research into Education Programming (Deborah Zierten)	Live Oak Room Download Files Here	What is the current state of redwood forest research and how can we incorporate that research into ways to engage youth and adults.
Fording the River... Skipping the Stone... Sharing the Ripples (Renée Fitzsimons, Bruce Hartsough)	Redwood Room Download Files Here	As interpretation practioners let's learn to create meaningful ripples together - sharing knowlege, resources, and exploring new platforms and methods to make valuable connections with one another and our audiences.
Nature Games for Children (Joanie Cahill)	Dining Hall Download Files Here	Come play nature games with Ranger Joanie. Some are oldies but goodies from Joseph Cornell, Project WILD, etc. while others are newly imagined. Share your favorite game if you like.

Saturday Night Socials

4pm-5pm	Dining Hall Download Files Here	Chocolate Seminar: Bay-World Connections Celebrate the health benefits of this popular treat. Explore the Bay Area's delicious chocolate history and master the subtleties and language of chocolate tasting. Learn how the Bay's natural "air conditioning" and shipping ports contributed to the history while tasting chocolate treats. <i>Drop-in Activity</i>
5pm-6pm	Redwood Room	The Art of Interpretation —Using waterjet technology to fabricate materials used in interpretation. <i>Drop In Presentation and Discussion</i>
6pm-7pm	Dining Hall	Dinner
7pm–7:45pm	Live Oak Room	Interpretive Beer Competition —Vote for the best taste and tale. <i>Suggested \$10 Donation to the Scholarship Fund</i>
7:45pm-9:30pm	Live Oak Room	Scholarship Auction —Proceeds from this raucous evening support scholarships for students and professionals to attend NAI workshops and trainings throughout the year.

Interpretive Beer Competition

Which beer tastes the best and tells the best tales?



Suggested \$10 Donation to the
Scholarship Fund

2015 Scholarship Auction ... Are you ready to bid?



Enjoy a one week stay in a three bedroom, two bath fully furnished cabin just outside of Lake Almanor and the Town of Chester.

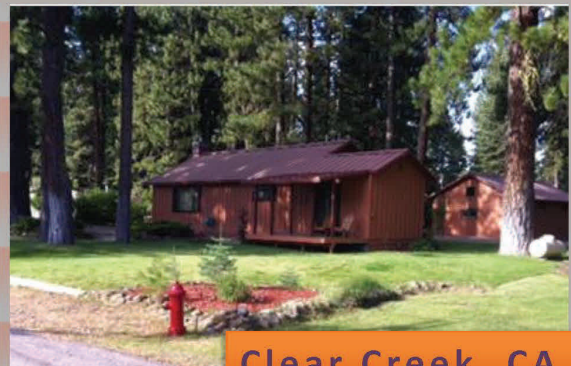
Available May 1 to October 4, 2015*

*Date to be mutually agreed upon.

Please contact Anne Kassebaum at:
Akassebaum@ebparks.org or 510-544-2551

**Cabin near Mount
Lassen National Park**

An interpreters dream!



Clear Creek, CA

Hike Mount Lassen National Park
Bike the Biz Johnson Trail
Hike the Lake Almanor Trail
Swim or fish in the lake
Enjoy the birds and wildlife from the front deck.

Sunday Schedule - at Fort Ross State Historic Park

8am-9am	Breakfast at Black Mountain Retreat Center	
9am-9:45am	Checkout	
10am-10:15am	Carpool to Fort Ross State Historic Park	
10:30– 11am	Keynote in the Picnic area Tribal Chairman Reno Franklin for the Kashaya Band of Pomo Indians of the Stewarts Point Rancheria	
11am-12:30pm	Fort Ross State Historic Park Partnerships Panel Discussion Reno Franklin - Tribal Chairman - Kashaya Band of Pomo Indians David 'Sus' Susella - Director of Gualala Art Center Susan Bechtel - Supervising Ranger with Sonoma County Park Alexey Kovalenko-Narochnitski - Russian Consul - Russian Embassy in San Francisco Robin Joy Wellman - Fort Ross SHP	
12:30pm-1:15pm	Lunch	
1:15pm - 2pm	<i>Creating self- sustaining educational programs in State Parks.</i> Robin Joy Wellman – State Park Interpreter Fort Ross is host to over 65 overnight programs along with 30 or more full day programs and numerous school tours providing supplies and staffing. <i>Meet at the Visitor Center</i>	<i>Marine Mammal Monitoring program, Marine Ecology Program and Seal Watch.</i> Hank Birnbaum – Fort Ross Conservancy Program Manager Learn about these great programs, learn the history of the hunting of these fine animals and finally out to the bluff at Fort Ross Cove to observe the seals. Meet at the Kuskov House in the fort compound.
	<i>To Russia with Love</i> Robin Joy Wellman – State Park Interpreter I Recipient of the Director’s Special Commendation in 2013 for her continued work with Kashaya and Russian partners building relationship Robin will share the many stories of traveling with the Kashaya and various partners on two trips to Russia. Slides and presentation. <i>Meet at the Visitor Center</i>	Carry on with Hank for a walk out to one of the largest haul outs for the for the Stellar Sea Lions, Harbor Seals, and California Sea

Certified Interpretive Guide Train-the-Trainers Course

September 21–25, 2015

Stanislaus National Forest, Sonora CA 95370

www.interpnet.com/certification



The Certified Interpretive Guide Trainer (formerly CIT) workshop is designed to improve your skills as a trainer using NAI's Certified Interpretive Guide (CIG) curriculum. Once you take the class and pass the credential requirements for CIT, you can use NAI's curriculum and certify staff and volunteers at your own site or serve as a contractor to sites without a trainer on staff. This workshop is required for those who want to teach the CIG curriculum.

New in 2015, participants to this course must have previously taken the CIG course and become certified or have the CHI certification. If you do not have these certifications, but would still like to be considered, please contact Emily Jacobs, NAI Certification and Training Program Manager at ejacobs@interpnet.com.

During the first two days of the workshop, we'll provide an annotated instructor's version of the CIG course. Then we move on to material that helps you become a better facilitator and evaluator. You will evaluate CIG students through watching videotaped presentations. We also provide a detailed orientation to the paperwork requirements for CIG instructors. On the last day, you'll present a 20-minute training segment that is videotaped.

Because this workshop is designed for those wanting to teach the CIG curricula, participants must be eligible for certification at the professional CIT level. Evidence of eligibility must be provided in the form of a transcript (not diploma) from a four-year degree program related to interpretation or a letter from a supervisor indicating at least four years of work experience in the field or a personal self employment affidavit (PDF form can be downloaded from the website).

Registration and More Information

The workshop provides the opportunity to complete two of the requirements for the CIT credential. You will have the chance to work with others to complete the open book exam and you will also complete your videotaped presentation. The remaining requirements include an essay exam and two outlines of training sessions you have presented in your career (could be from a regional or national workshop, in-house training for your agency, teacher training, or a university or college class).

Download the registration form at www.interpnet.com/certification. Send the form by mail with a check to NAI, P.O. Box 2246, Fort Collins, CO 80522, or fax it to 970-484-8179 with a credit card number.



Emily Jacobs, Certification & Training
Program Manager
ejacobs@interpnet.com

From Fort Ross Road

Black Mountain Preserve Padmasambhava Peace Institute (PPI) ☸ 707-632-5629



Guest
Parking

Tara House

Reserved
Parking

Kitchen / Meeting Room

Patio

Suite

Staff Housing

Kitchen

Dining Hall

Office

Entrance

Picnic Area

Warehouse

Manzanita Rooms

Garden

Loading and Unloading

Room 1

Room 2

Rm 6

Redwood Meeting

Store

Bathroom

Redwood Meeting Room

Fire Station

Room 4

Room 3

Live Oak
Meeting Room

Little Oak Meeting / Bedroom

Restroom

Staff Housing

Warehouse

Trash &
Recycling
Bins

Lower Meadow Loop Trail

No
Access
Up or Down
Drive

To Deer Trail

Quick View Schedule

Friday

- ⇒ 3pm - 6pm Registration
- ⇒ 6pm Welcome and Dinner
- ⇒ 7:30pm Activity & Meeting

Saturday

- ⇒ 7:30-8:30 Breakfast & Registration
- ⇒ 8:30-Noon Concurrent Sessions
- ⇒ Noon-1pm Lunch
- ⇒ 1pm - 4pm Concurrent Sessions
- ⇒ 4pm-6pm Social & Activities
- ⇒ 6pm Dinner
- ⇒ 7pm Interp. Beer Competition
- ⇒ 7:30pm Scholarship Auction

Sunday- Fort Ross State Historic Park

- ⇒ 8am Breakfast and Checkout
- ⇒ 10:30—Keynote
- ⇒ 11am Panel Discussion
- ⇒ 12:30 Lunch
- ⇒ 1:15-3pm Concurrent Sessions

BLACK MOUNTAIN RETREAT CENTER

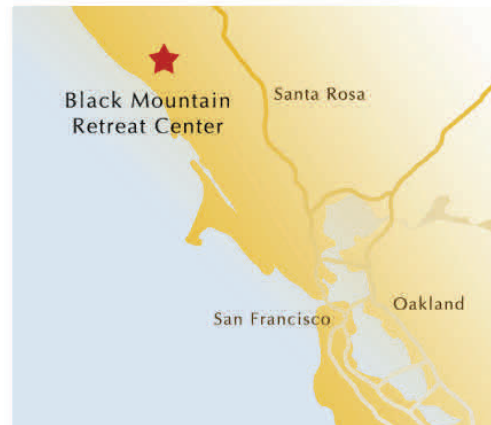
Driving Directions

Street Address: 23125 Fort Ross Rd,
Cazadero CA 95421

Black Mountain Retreat Center is located in the glorious redwoods about 2 hours north of San Francisco or Berkeley. Its location is ideal for its proximity to the large cities of the Bay Area and its relative isolation in the Northern California coastal hills.

[Directions from San Francisco](#)

[Directions from Santa Rosa](#)



Please note that only Google Maps provides accurate directions to the Black Mountain Retreat Center. Other online map providers and GPS are not reliable.

Directions from all points:

<http://www.blackmountaincenter.com/about-us/driving-directions>

Black Mountain Retreat Center Checklist for Participants

1. A Liability Release Statement will be available for your to review and sign at registration / check-in.
2. The last stop for meals/gas/shopping on the way up is Bodega Bay or Jenner on Hwy 1, or Guerneville on Hwy 116. Remember there is no cell-phone reception at BMRC -- be prepared to drive 5 minutes to get reception, or bring a phone-card to use on the land line. We do have internet access.
3. Give friends/family our business number **707-632-5629** for emergencies or short contact purposes.
4. Things to bring: flashlight, slippers or heavy socks for indoors, warm layers (even in summer, when the nights can be cool), comfortable shoes for walking, sunscreen and hat in summer, toiletries, alarm clock, medicines, stationery.
5. Personal snacks need to be kept in sealed and labeled containers in the dining-hall kitchen refrigerator. Please do not leave food items in your sleeping area or car -- this will attract the local wildlife!
6. If you plan to do gift-shopping in our Lotus Light store, note that we accept VISA and Mastercard as well as cash or personal checks.
7. As a wildlife preserve, we regret that we are unable to host pets. Please make other arrangements for your animal companions -- one local possibility is the Town & Country Pet Resort in Santa Rosa.
8. We are a 100% non-smoking retreat center, and tobacco and recreational drugs of any kind are not allowed. Smokers can drive five minutes up onto the main road to smoke, but are requested to dispose of matches and cigarette butts in the car ashtray or a safe container in the car, as this is a High Fire Risk Area. Thank you for your consideration!

Acknowledgements

Special thanks to our Workshop Committee:

Sara Arnett, *California State Parks (Scholarship Auction)*

Kevin Damstra, *East Bay Regional Parks (Support)*

James Frank, *East Bay Regional Parks (Saturday programs, On-Site Registration, Scholarship Auction)*

Robin Joy Wellman, *California State Parks (Field Trips, Sunday programs)*

Elise McFarland, *California State Parks (Field Trips, Site Liaison)*

Allison Meador, *Micke Grove Zoological Society (Support)*

Phil Sexton, *California State Parks (Support, Scholarship Auction)*

Sara Skinner, *California State Parks (Support)*

Jen Stockton, *Trailsguide.wordpress.com (Webmaster)*

Special thanks also to Ron Blair of *Creative Edge Master Shop, Inc*

Visit Creative Edge at www.cec-waterjet.com