



Wild West Workshop

August 19–21, 2016 | San Diego, California

Schedule at a Glance

Friday, August 19

5:00 pm
Liberty Station Brews & Bites

Saturday, August 20

7:30–8:00 am
Registration Check-in

8:15–9:15 am
Concurrent Sessions

9:30–10:30 am
Concurrent Sessions

10:45–11:15 am
NAI Update/Regional Meeting

11:30 am–12:30 pm
Lunch and Scholarship Auction

12:45–1:45 pm
Concurrent Sessions

2:00–3:00 pm
Concurrent Sessions

5:30–8:30 pm
Cabrillo National Monument Evening

Sunday, August 21

7:15–8:15 am
Continental Breakfast/Closing Remarks

8:15–8:30 am
Pick up box lunch and get on shuttle

8:30 am
Shuttles leave for offsite sessions

8:30 am–1:00 pm
Off-Site Sessions

1:00 pm
Safe travels!

Welcome!

Welcome to San Diego and the Wild West's regional workshop. We are continuing to grow our region and the services we offer our members, and we thank you for joining us to be a part of this fun time! I am personally very excited to be in San Diego—my current hometown! Liberty Station is near and dear to my heart and you sure can't beat the weather! Workshop Chair Crystal DeSoto and Region Deputy Director Jennifer Waithman have worked to bring together a diverse set of activities and programs that highlight this area. I encourage all of you to soak in all the conference has to offer and I hope you leave feeling connected to our amazing interpretive community here in the Wild West.

—Amy Erickson, Wild West Region Director



Events & Field Trips

Friday Evening

Liberty Station Brews & Bites

In teams, explore the diversity of Brews & Bites within Liberty Station. A self-guided scavenger hunt will guide you through some of San Diego's finest microbreweries and eateries.

Saturday Evening

Cabrillo National Monument Evening

Enjoy one of San Diego's most scenic spots to enjoy the sunset over the Pacific. While onsite, enjoy tidepools, the lighthouse, WWII reenactment, and other special interpretive programs. We will have the privilege of enjoying the park after dark.

Sunday Field Trips

Transportation and lunch included.

San Diego River's Hidden Heritage Tour

Explore San Diego's Hidden Heritage on a tour along the San Diego River with stops to key historic sites (the Presidio, Mission de Alcalá, Mission Trails) that have shaped the city we see today. Explore how the river is used today as well as in the past.

Sea Turtle Kayak Tour

Kayak San Diego Bay in search of the endangered Eastern Pacific green sea turtle. Learn about this small population of sea turtles consisting of about 60 individuals that migrate to islands off Mexico to nest. Enjoy lunch at the Sweetwater Marsh National Wildlife Refuge.

Concurrent Sessions

8:15–9:15 am

Learning and Story: How We Process and Remember from Story (Room 201)

Roger Riolo, Owner/Operator, InterpTrain

In her book, *Wired for Story*, Lisa Cron says this about good story telling: "If we can't see it, we can't feel it." Every story is only as good as the sensory detail used to create images in our heads. Everyone loves a good story. Humans have been learning from story for thousands of years. Our brain is hardwired to process information through our five senses into story patterns. We try to filter all incoming sensory information into patterns using our past experience and assumption to make sense of things. That information we cannot relate to as a pattern, to a past experience, or use assumption to try and make sense of it is discarded.

This program is founded upon brain-based learning principles. We will explore the basic details of how we process and cover some techniques of how we might best use this knowledge to produce more effective programs and training sessions. This session promises to be an interactive hour of demonstration, activity, and lecture, and hopefully will provide participants with some thought-provoking material.

Ebb and Flow with Learning Styles

(Room 202)

Kelley Brugmann, Interpretive Specialist, Irvine Ranch Conservancy

Roving interpretation requires you to ebb and flow with the changing needs and interests of your audience. By understanding how your audience processes information, you can quickly help guide them to deeper connections about your site's resources. Hear how a volunteer's passion for the Civil War led to his highly interactive role as a roving interpreter in Gettysburg and his application of learning styles in the field. Attendees will gain new tricks and techniques to make emotional and intellectual connections through different learning styles which will help to better connect your audience to your site's resources.

9:30–10:30 am

Facebook for Interpreters (Room 201)

Paul Caputo, Deputy Director, National Association for Interpretation
Learn how to make the most of your site's social media, and dig deep into the "secret sauce" metrics Facebook uses to determine how far your posts can reach. Participants will understand how to cater their message to a desired audience, enhancing social media effectiveness by building the appropriate Facebook audience.

Setting the Tone (Room 202)

Toya Jervay, Mountains Recreation & Conservation Authority
Marissa Llanes, Mountains Recreation & Conservation Authority
When working with youth in extended programs it is critical to set an inclusive tone right from the start. Join Community Nature Connection in exploring some tools and activities that can be used on the ground in your next program!

10:45–11:15 am

NAI Update/Regional Meeting

11:30 am–12:30 pm

Lunch and Scholarship Auction

12:45–1:45 pm

Little Naturalists (Room 201)

Bonnie McQuiston, Education Coordinator, The Reserve at Rancho Mission Viejo

Foster the natural curiosity of the young child as we learn to use interpretive techniques that will get little naturalists exploring, discovering, and connecting to nature. Learn how to use experiential learning and Tilden's 6th principle to promote early childhood development, including awareness, reasoning, concentration, observational skills, cognitive abilities, and problem-solving techniques. Focus on incorporating multiple learning styles into your interpretive programs for young children. Learn to create simple, fun, inexpensive hands-on activities, games, and crafts to take away the boring and start exploring!

Don't Let the Sun Go Down on Me: Leading an Interpretive Night Hike (Room 202)

Jeff Weinstein, Retired Park Planner

Night hikes are a great way to bring a new audience to your facility. Families, individuals, scout groups, etc. enjoy being outdoors when the sun is setting and the night approaches. This session will be a simulated interactive night hike inside the meeting room. Hikers (audience members) will be presented with all the resources needed to lead their own event at any facility and on any trail. The hike will have stops along the way to conduct activities on smell, hearing, and sight related to nocturnal animals. Topics covered will include night hiking trail safety, animal characteristics and behavior, and night sky legends.

2:00–3:00 pm

Discovery Agents (Room 201)

Mary Clark, CEO, Discovery Agents
Dennis Merkel, District Recreation Officer, US Forest Service

It seems counterintuitive that the same technology that has kept kids indoors can be used to get them moving and learning about the world around them. That is why the Move to Play & Learn philosophy of Discovery Agents is so different. It combines physical activity and technology in a relevant and innovative way that speaks to kids in a language they understand. Mary Clark and Dennis Merkel approach this problem head on by using the power of...*technology*? Los Angeles is a proud supporter of Agents of Discovery, the mobile app that encourages kids to get outside, get active, and get learning! This innovative approach is helping environmental educators in Los Angeles and across the U.S. deliver interpretive materials to youth in an engaging and fun way. Learn how technology can be used to connect youth with nature, making them more active and aware of the world around them in this interactive and informative presentation.

Conversation Not Controversy: Interpreting Sensitive Topics (Room 202)

Roger Riolo, Owner/Operator, InterpTrain

This open forum will include an introduction to several sensitive topics, a short panel session, Q & A, and discussion. Participants will be encouraged to share techniques and experiences in an open exchange of thoughts and questions for the panel.

Successfully interpreting sensitive subjects is one of the more delicate skills within the art of interpretation. How can we best facilitate an atmosphere of open exchange, keep things in alignment with our organization's mission, and avoid confrontation? These are key elements to successfully interpreting sensitive areas.

Interpreting social issues, climate change, war, ethnic issues, cultural heritage, land use, and conservation are among the issues that may be addressed or used as examples for creating thought provoking programs, exhibits, or signage.



We'll see you next year!

Wild West Workshop | March 17–19, 2017 | Lake Mead National Recreation Area