



Igniting the Seeds of Interpretation

Wild West Regional Workshop
O'Neill Regional Park
Trabuco Canyon CA

March 18-19, 2017

Welcome from the Wild West Region Director

I am so excited to invite you into my interpretive backyard, especially in such a green, wildflower filled spring! 10 years ago this October, the Santiago Fire roared through these canyons and charred the land. But, that fire also brought renewal and growth- just like we have experienced in the Wild West these past few years. Thank you for being part of our third regional workshop in as many years. The Wild West leadership team has worked hard to make this happen and we are looking forward to sharing our passion for interpretation in this little corner of Southern California. My wish for you this weekend is for you to go away with new information, new friends and contacts and a new appreciation for these canyons. And make sure you take a hike and see some wildflowers!

Amy Erickson

Wild West Region Director



Schedule for Saturday, March 18th

8:00am – 5:00pm Registration and Check-In at O’Neill Conference Room
10:30am – 5:15pm Silent Auction in Conference Room
8:00am – 8:30am Coffee and Continental Breakfast at O’Neill Conference Room
8:30am – 8:45am Welcome Greeting – OC Parks and Wild West Director
8:45am – 9:30am Keynote Address: Sama Wareh
9:45am – 10:45am Concurrent Sessions
11:00am – 12:00pm Concurrent Sessions
12:00pm – 1:30pm Lunch
1:30pm – 2:30pm Concurrent Sessions
2:45pm – 3:45pm Concurrent Sessions
4:00pm – 5:00pm Talk To Native Plants: Janine Peterson
5:00pm – 5:15pm Closing Address/End of Silent Auction
6:00pm – 7:45pm Social/Dinner at Cook’s (optional)
8:00pm – 9:30pm Campfire at O’Neill

Schedule for Sunday, March 19th

8:00am- Meet at Blackstar- see map
Caravan to Modjeska House for tour
Caravan to Tucker Wildlife Sanctuary
Lunch and tour
2:30-3:30- Late check out of O’Neill

Wild West Leadership Team

- Amy Erickson, Regional Director
- Marissa Llanes, Deputy Director
- Kim Casey, Treasurer
- Kim Seltmann, Secretary

*We are looking for leaders to fill the following roles:

- Webmaster
- Newsletter Editor
- Scholarship Chair
- Conference Chair

Get involved today- talk to Amy or Marissa!

Keynote Speakers

Sama Wareh has a Masters of Science degree in Environmental Studies from California State University Fullerton and her undergraduate Degree in Filmmaking and Art. She has been selling art internationally for over 12 years both in shows as well as live paintings on stage, and has been in the Environmental Education field for over 11 years where she teaches environmental science and art and is director of Outreach at the Environmental Nature Center. Wareh is the author of "How to Draw 60 Native California Plants and Animals: A Field Guide" and was awarded OC REGISTER's OCMETRO 40 under 40 award in 2013 for her humanitarian work. She has not only given a Tedex talk but has also presented at over 1,000 schools, universities, Nature Centers, and churches either on the topic of environmental education, art, or the refugee crisis.

Janine Petersen has been involved in Environmental Education for over 32 years. She is the Senior Program Naturalist for the Orange County Department of Education's Inside the Outdoors Program. Janine is also an avid collector of American Indian art and volunteers her time as a docent with the Southwest Museum/Autry National Center. Her fascination with Native American culture s includes traditional uses of native plants. She has worked closely with many experts in the field of ethnobotany and has attended and conducted many workshops on plant uses. This interactive discussion will allow you to use all of your senses as you see, smell, touch, taste and listen to the many stories of how native plants have been used throughout time for food, medicine, tools, etc.

Session Descriptions

9:45-10:45 Concurrent Session

Trading Ages

Jacque Lauder INDOORS

This interactive session is designed to help professionals as well as individuals recognize the challenges associated with aging. The growth of the older adult population is impacting communities and volunteer opportunities and as interpreters, we can transform the way organizations conduct business and deliver services. Participants will experience firsthand age-related conditions such as hearing loss, vision changes, loss of dexterity and more through role-playing situations. Trading Ages teaches participants how to integrate this new understanding into their daily lives to immediately improve interactions with professional contacts, friends and loved ones.

ReWilding Fundamental Aspects of Park Management

Joel Robinson OUTDOORS

Modern urban conveniences have the potential to influence visitor behavior in increasingly impactful ways. Many features may desensitize and degrade the recreational experience and cause park services to be taken for granted or abused. Looking back at the history of park management in the US, one will find that the military, urban planners and romantics have unintentionally compartmentalized and degraded parks. When so many rules, regulations and stylized attractions dilute an experience, the level of respect and stewardship decreases. Parks become disposable commodities instead of the living systems that we all need to survive. How do we reverse this trend and start thinking of ways for interpreters to facilitate this discussion in a meaningful and empowering way? Discuss what type of activities interpreters can offer to inspire a movement to "rewild" ourselves and our landscape.

11:00-12:00 Concurrent Session

Exploring Models of Change

Marissa Llanes INDOORS

Using the well-recognized promotora model within the health care sector, park staff at Los Angeles State Historic Park work closely with community members to co-develop "culturally relevant" programming. Learn more about the process of harnessing this model's potential.

Other Duties as Assigned: So You Have to Plan a Special Event

Amy Erickson –OUTDOORS

Planning and managing special events are a part of many jobs in interpretation and often require a skill set many interpreters don't enter the field with. In this session, we will unpack the event planner's backpack and learn about the essentials needed for a successful and stress free event. We will also discuss how to incorporate the "so what?" to make sure your event incorporates interpretive elements and has relevance to your site's mission.

1:30-2:30 Concurrent Session

Bouncing Bats

Kelley Brugmann –INDOORS

As the day slowly shifts into night, our daylight animals settle down as our nighttime critters begin their evening adventures. Come hear tales about the intriguing nocturnal world of bats. We will discuss how this wonderful creature is viewed in pop culture, discover places in Orange County to spot our flying friend, learn how to share information about our local bats to our guests, view various technical and useful resources, and create your own craft for this fun topic.

Making the Connection between Host and Visitor

Kim Casey –OUTDOORS

Our site hosts are the first person many visitors come in contact with, sometimes the only one. As such, it's important that we help them understand their role in connecting visitors to our site. By empowering these staff and/or volunteers with interpretive dialogue, they will enhance the visitor's experience to make lasting impressions from your site. Learn training tips and techniques to help facilitate a connection between your hosts and visitors.

2:45-3:45 Concurrent Session

Ushering in the Next Generation of Park Professionals

Sue Stoffel, Jennifer Naegele, Kelley Brugmann INDOORS

Discover how to unplug our youth and connect them to careers in parks designed to usher in the next generation of stewardship professionals. We will examine different park careers such as stewardship, interpretation and park maintenance. Through a hands-on activity and group discussions, come explore new ways to recruit millennials into the park workforce.

Strategy Matters in Social Media

Michele Whitmaker –OUTDOORS

Are you a beginner when it comes to social media? In this interactive session, we'll figure out which platforms are the best choice to meet your goals and you'll get a brief overview of best practices. The reality is that each organization will have its own formula for success based on its audience and goals. Bring your hypothetical or real-life challenges and we'll use a few examples to work through as case studies. Some of the best outcomes result from learning about what works for others in your field! You'll leave with a social media audit checklist and an idea of how to prioritize your social media efforts for the greatest chance of success.