

1-2006

Our Places to Tell Stories: Making connections with our audiences

Public Lands Institute

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2006

Our Places Tell Stories

Making
connections
with our
audiences



January 24 - 27
Las Vegas, Nevada

Our Places Tell Stories



Our Places Tell Stories



Welcome to the inaugural Our Places Tell Stories conference!

The idea for an annual Our Places Tell Stories conference was prompted by discussions that took place within a unique partnership of federal, state, university, and public organizations in southern Nevada. Members identified the need to share and learn from successful educational and interpretive strategies. Our increasingly urban surroundings and rapidly changing populations hinder personal connections between people and their natural environment. However, the right tools and techniques will help us inspire children and adults to understand, value, and take care of our shared natural places.

This first conference supports professionals in creating and evaluating effective educational programs and interpretive media that connect our audiences with their natural surroundings. The conference features thought-provoking presentations, effective technique modeling, and collaboration building—all centered on maximizing effectiveness when we make connections with our audiences. We appreciate your time and commitment in attending the Our Places Tell Stories conference. We believe you will gain exciting ideas, techniques, contacts, strategies, and a renewed sense of purpose!

~ The 2006 Planning Team ~

THE 2006 OUR PLACES TELL STORIES PLANNING TEAM

Conference Chair:

Dr. Allison Brody,
Public Lands Institute,
University of Nevada, Las Vegas

Program Chair:

Daphne Sewing,
Public Lands Institute,
University of Nevada, Las Vegas

Committee Members:

Denise McConnell, Clark County Department of Air Quality and Environmental Management • Elsie Sellars, Nevada Department of Wildlife • Barbara Slivac, CHOLLA • Barbara Adams, Nevada State Museum and Historical Society • Lola Henio, Sloan Canyon National Conservation Area, Bureau of Land Management

Interagency Education about the Environment Team Members:

Katharine August, Red Rock Canyon National Conservation Area, Bureau of Land Management • Kay Rohde, Lake Mead National Recreation Area, National Park Service • Callie Le'au Courtright, Desert National Wildlife Refuge Complex, U.S. Fish and Wildlife Service • Bruce Lund, Spring Mountains National Recreation Area, U.S. Forest Service

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Conference Essentials

GENERAL INFORMATION

This program contains essential information about the conference, so please keep it close at hand.

Please...

- Wear your name tag at all times!
- Turn off cell phones during conference presentations!
- Direct all questions / issues / lost-and-found items to conference planning staff and volunteers, identifiable by a ribbon attached to their name badges.

Please note...

- The registration table will be staffed as follows:
Tuesday 6:00 p.m. – 7:30 p.m.
Wednesday 7:30 a.m. – 4:00 p.m.
Thursday 8:00 a.m. – 4:00 p.m.
- All sessions will be held in the Donald C. Moyer Student Union (MSU), second floor.
- Check the message board in the registration area for special notices, phone messages, schedule or room changes, and other information.
- Handouts from each presentation will be available in the registration area.
- If you wish to share brochures or other items, a table will be available in the ballroom for this purpose.
- Emergency contact numbers:
702.895.4678 or 702.449.3140 (tel)
702.895.5166 (fax)

TOUR AND FIELD TRIPS

Please inquire at the registration table for tour and field trip information or to sign up.

Mandalay Bay Shark Reef Tour (Wednesday; see page 6 for details)

Putting it into Action Field Trips (Friday; see page 11 for details)

- Forever Earth Boat Trip and Lake Mead Fish Hatchery
- Red Rock Desert Learning Center Site Visit
- Nevada State Museum and Springs Preserve



FOR PRESENTERS

- Please be sure to check in at the registration table.
- For help with set-up or if you experience technical difficulties, please call: 702.419.2850

WELCOME RECEPTION AND OPENING KEYNOTE PRESENTATION

Please join us for our Welcome Reception and Opening Keynote Presentation. The event begins Tuesday at 6:00 p.m. in the Richard Tam Alumni Center on the UNLV campus. Introductory remarks and the presentation will begin promptly at 7:30 p.m.

The Welcome Reception will include hors d'oeuvres, beverages, and lighthearted ice breaking activities. Consistent with our theme of *Making Connections*, these activities are designed to help you gain useful networking tools and make effective connections.

The Opening Keynote will be delivered by respected author, professor, and interpretive communication expert, Dr. Sam Ham (see page 4 for details).

A cash bar will be available from 6:00 p.m. through 9:00 p.m.; your registration includes two drink tickets

good only at the Our Places Tell Stories Welcome Reception. Please stay and enjoy the social and networking opportunities until 10:00 p.m.

PLENARY SESSIONS

Our plenary sessions (Wednesday and Thursday) are dedicated to introducing participants to the *Education about the Environment Strategy* and what it will accomplish.

This Strategy is an initiative funded by the Southern Nevada Public Land Management Act. The Strategy's major purpose is to support and strengthen environmental and heritage education opportunities throughout southern Nevada. It is a framework to achieve a vision of integrated informal education efforts, and many critical aspects of this plan are already being implemented.

Wednesday's Plenary Session will provide background information and the framework for the Strategy.

On Thursday, participants will create a visual representation of informal education efforts currently underway. You will see how your work fits into the Strategy, and specific ways that your programs and activities can benefit from an integrated approach.

EMERGENCY CONTACT NUMBER 895.4678

Conference Goals and Tracks

Whether you work in a park, museum, or classroom, we all share the same challenges in communicating with our audiences. The typical tools are: exhibits, publications, websites, videos, guided hikes, and so forth. But what are the best methods for using each of these tools? And how do we best reach our diverse audiences? Sessions feature regional and national experts presenting models and examples that will help us tell our southern Nevada stories. Participants will also gain an understanding of the work being done to formulate the *Education about the Environment Strategy* and how it will shape and guide future informal education efforts.

Making Connections With Our Audiences offers a central focus for this inaugural 2006 Our Places Tell Stories Conference. We will explore and share methods to better understand and connect with our audiences through three strands:

Knowing Our Audiences will explore ways to effectively create and market programs for audiences of diverse ages, ethnicities, and expectations.

Skills in Delivering Messages to Different Audiences will feature sessions focused on best practices in delivery and evaluation. These "tools-of-the-trade" presentations will enable



conference participants to immediately apply what they learn.

Knowing Our Resources will work to strengthen the emerging network of site-based educators in southern Nevada and to foster beneficial and resourceful methods for coordinating, collaborating, and approaching informal education in a strategic, integrated way.

The Conference at A Glance

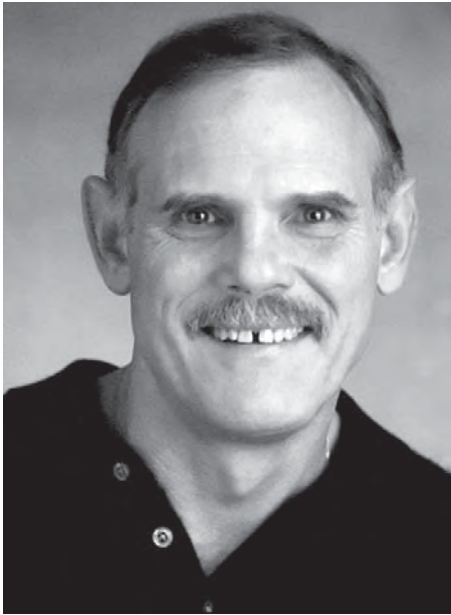
	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
TIME	Tam Alumni Center	Moyer Student Union	Moyer Student Union	Field Trips
7:30		Registration (7:30 a.m. - 4:00 p.m.)		
8:00 - 8:30			Registration (8:00 a.m. - 4:00 p.m.)	Lake Mead: Depart at 8:00 a.m.
8:30 - 10:00		Workshop: Dr. Sam Ham	Workshop: Dave Guiney	Red Rock: Depart at 8:30 a.m.
10:00 - 10:30		Break	Break	NV Museums: Begins at 9:00 a.m.
10:30 - 12:00		↓	↓	
12:00 - 1:00		Lunch	Lunch Keynote: Alan O'Neill	
1:00 - 1:30		Plenary Session	Plenary Session	
1:30 - 1:45		↓	↓	
1:45 - 2:15		Concurrent Sessions	↓	
2:15 - 2:45			Break	
2:45 - 3:15			Concurrent Sessions	
3:15 - 4:00		Break <i>Conversations and Connections</i>		
4:00 - 4:30		↓	↓	
4:30 - 5:00				
6:00	Registration / Reception	Shark Reef Tour		
7:30 - 8:00	Welcome and Introductions			
8:00 - 8:45	Keynote: Dr. Sam Ham			
8:45 - 10:00	Reception Continues			

NV Museums:
Ends at 4:30 p.m.

Red Rock:
Return at 4:30 p.m.

Lake Mead:
Return at 4:30 p.m.

Meet the Experts: Dr. Sam Ham



Dr. Sam Ham
University of Idaho, USA and
Monash University, Australia

Professor Sam Ham directs the Center for International Training and Outreach and is a Professor of Communication Psychology in the University of Idaho's Department of Conservation Social Sciences. He also holds courtesy appointments as Adjunct Professor and Deputy Director of Tourism Research at Monash University, Australia. His research has focused on travelers'

philanthropy, ecotourism guide training, and the application of communication theory to managing visitor behavior in parks and protected areas. Sam's courses on applied communication theory and interpretive methods are in demand both in the U.S. and abroad. To date, he has conducted training workshops in 46 countries throughout North, Central, and South America, and in Europe, Africa, Asia, Australia, and the Pacific, reaching a combined audience of more than 38,000.

He has authored more than 300 publications, including two widely acclaimed books on interpretive methods, and is executive editor of the Applied Communication book series for Fulcrum Publishing in the U.S. Sam has presented in excess of 120 papers at scholarly meetings throughout the world and has delivered 39 invited keynote addresses at international and national conferences and conventions.

He is the author of a comprehensive interpretive planning process that has been adopted by national parks, historic sites, and private tourism businesses throughout Australia, Scotland, England, Costa Rica, and Ecuador, as well as by several U.S. land management agencies for application in parks, forests, and

tourism destinations in the U.S. Sam has served as senior editor and publisher of the Journal of Interpretation for which he developed the first editorial policies for peer-review of manuscripts, and as National Research Chair for the National Association for Interpretation. He has received the University of Idaho's Outstanding Teacher Award, Outstanding Advisor Award, the Inter-fraternity Council's Outstanding Professor Award, the College of Natural Resources' Outstanding Advisor Award, the University of Idaho's Award for Teaching Excellence (which is the university's highest honor for teaching), and has five times been awarded the university's Alumni Award for Faculty Excellence.

In addition, he has received several regional and national awards from the National Association for Interpretation and from U.S. federal land management agencies, and has six times been selected to the University of Idaho's "International Honor Roll" for faculty. In 1990, he received the National Association for Interpretation's highest honor, the "Fellow Award," and in 1992 was appointed to the Commission on Education and Communication by the World Conservation Union (IUCN) based in Switzerland.

Keynote and Workshop: Meaning Making as the Endgame of Communication

Despite variation in how environmental interpretation and education is understood and practiced around the world, its role in contributing to environmental and cultural awareness is widely embraced as an ideological goal. Because it's a vague concept, however, what constitutes "awareness" is often unclear and leaves us only a fuzzy notion of the endgame of these communication processes. What is it that we are trying to accomplish, and how will we know when we've done it? Since visitors will predictably forget much, most, or all of the factual content gleaned from any interpretive experience, what potentially remains in their minds afterwards is a question of central importance. Merging concepts from cognitive and social psychology, Professor Ham provides a foundation for understanding thematic communication as a meaning-making process. Education and interpretation practices that adopt a thematic approach can, as a matter of purpose and intent, have a positive and enduring impact on how visitors think, feel, and behave with respect to the concepts and content such performances portray. When this endgame is achieved, environmental interpretation and education lives up to one of its loftiest goals—making a difference.

WEDNESDAY JANUARY 25		LOCATION: UNLV MOYER STUDENT UNION (MSU) SECOND FLOOR													
7:00	Registration Table Opens (available from 7:00 a.m. - 4:00 p.m.) • MSU Second Floor														
8:30 - 12:00	Workshop: Meaning Making as the Endgame of Communication • Dr. Sam Ham • MSU Room 201 Break (10:00 a.m. - 10:30 a.m.) • Sponsored by Western National Parks Association • MSU Ballroom														
12:00 - 1:30	Lunch and Plenary Session: Dr. Allison Brody • MSU Ballroom														
1:45 - 3:15	<div>Concurrent Sessions • MSU Second Floor</div> <table><tr><td>ROOM NUMBER:</td><td>201</td><td>202</td><td>203</td><td>FIRESIDE</td></tr><tr><td></td><td>Science of the Anasazi: A Story of Survival, Sustainability, and Society <i>Katheryn Grimes and Sue Kuhlman</i></td><td>???? Questioning Strategies to Enhance Informal Education <i>Dr. Mary Banbury</i></td><td>Succeeding With Your Audience Without Saying A Word <i>Cynthia Rice</i></td><td>Universal Concepts: Tools for Connecting People to Places <i>Michelle Riter</i></td></tr></table>					ROOM NUMBER:	201	202	203	FIRESIDE		Science of the Anasazi: A Story of Survival, Sustainability, and Society <i>Katheryn Grimes and Sue Kuhlman</i>	???? Questioning Strategies to Enhance Informal Education <i>Dr. Mary Banbury</i>	Succeeding With Your Audience Without Saying A Word <i>Cynthia Rice</i>	Universal Concepts: Tools for Connecting People to Places <i>Michelle Riter</i>
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3:15 - 4:00	Break / Conversations and Connections • Sponsored by the Southern Nevada Interpretive Association and the Outside Las Vegas Foundation • MSU Ballroom														
4:00 - 5:00	<div>Concurrent Sessions • MSU Second Floor</div> <table><tr><td>ROOM NUMBER:</td><td>201</td><td>202</td><td>203</td><td>FIRESIDE</td></tr><tr><td></td><td>Developing Assessment Plans for Education in the Environment Programs <i>Dr. Lori Olafson, Dr. Gregg Schraw, and Dr. Jeanne Klockow</i></td><td>Poetry and Podcasts <i>Dr. Mary Banbury and Dr. Greg Levitt</i></td><td>Wisdom Sits in Places: Developing Writing Programs <i>Tom Frasier</i></td><td>Nevada Rock Art: A Unique Opportunity for Education <i>Dr. Alanah Woody</i></td></tr></table>					ROOM NUMBER:	201	202	203	FIRESIDE		Developing Assessment Plans for Education in the Environment Programs <i>Dr. Lori Olafson, Dr. Gregg Schraw, and Dr. Jeanne Klockow</i>	Poetry and Podcasts <i>Dr. Mary Banbury and Dr. Greg Levitt</i>	Wisdom Sits in Places: Developing Writing Programs <i>Tom Frasier</i>	Nevada Rock Art: A Unique Opportunity for Education <i>Dr. Alanah Woody</i>
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6:00	Shark Reef Tour (see page 6 to learn about this optional excursion; limited to 30 participants)														

Wednesday Concurrent Session Descriptions

1:45 to 3:15 p.m.

Science of the Anasazi: A Story of Survival, Sustainability, and Society
 Katheryn Grimes, Science Instructor, M. Iverson Elementary School and UNLV and Sue Kuhlman, Educator, H. Harmon Elementary School
Room 201

The ancient Anasazi, or Hisatsinom, lived in our desert area for thousands of years prior to North America's "discovery." Advanced scientific concepts were used in crafting tools, weapons, gardening techniques, and astronomical observations. This session will tell their story and present activities, hopefully leading toward cultural/scientific awareness and appreciation.

???? Questioning Strategies to Enhance Informal Education
 Dr. Mary Banbury, Visiting Professor, University of Nevada, Las Vegas
Room 202

Indira Gandhi believed that "*The power to question is the basis of all human progress.*" This interactive workshop will address the following questions:

1. How can questions help me write curriculum, appeal to people with different learning styles, and interact effectively with groups?
2. How can questions promote creativity and activate thinking?

Succeeding With Your Audience Without Saying a Word
 Cynthia J. Rice, Educator and Counselor, Silverado High School
Room 203

Do you ever find that you have a wealth of information but that it is hard to get it across to your audience? Is there always one person or a group of people who seem to disrupt the presentation? This session is a fun and insightful look at behavior management with your audience by using effective and easy non-verbal communication techniques.

Shhh! Please remember to turn off cell phones!

Universal Concepts: Tools for Connecting People to Places

Michelle Riter, Interpretive Specialist,
Lake Mead National Recreation Area
Fireside Room

Our places help tell stories. But for those stories to be understood and remembered, the right language must be used. Universal concepts are one way to help connect people to places. Ideas that most people understand include family, struggle, and home. The list of universal concepts is as varied as the audiences who come to our sites. These concepts help us go beyond dates and facts and make great tools for interpreters and educators.

3:15 to 4:00 p.m.

Conversations and Connections

You won't want to miss this session! *Conversations and Connections* will provide an informal way for conference participants to find out what's going on in and around the Las Vegas Valley. Informal education groups, organizations, initiatives, and more will be represented—these are the things that are happening that you should know about, and perhaps join or involve yourself in some way. Break food will be served.

Ballroom

4:00 to 5:00 p.m.

Developing Assessment Plans for Education in the Environment Programs

Dr. Lori Olafson, Dr. Gregg Schraw,
and Dr. Jeanne Klockow
University of Nevada, Las Vegas
Room 201

This presentation provides a step-by-step guide for developing and implementing assessment programs. Creating instruments, designing data collection procedures, and selecting analysis processes will be described. Effective ways to communicate results will be addressed.

Poetry and Podcasts

Dr. Mary Banbury, Visiting Professor,
and Dr. Greg Levitt, Dept. Chairperson,
Curriculum and Instruction,
University of Nevada, Las Vegas
Room 202

Participants will discover unique types of poetry and an innovative use of technology. Poetry is a creative way for people to organize and express ideas, concepts, and vocabulary learned while exploring a topic area (such as deserts). Podcasts, on-line radio shows that can be downloaded to iPods or laptops, are a new and fun way of sharing original poems with authentic audiences.

Wisdom Sits in Places: Developing Writing Programs to Connect the Public to Your Place

Tom Frasier, Educator / Site Coordinator
for Southern Nevada Writing Project,
Spring Valley High School and University
of Nevada, Las Vegas
Room 203

In this interactive presentation, participants will discover the power of place-based writing to enhance the relevance of public institutions to local and regional schools. More than just a concern with setting or "nature writing," place-based studies help transform students into stewards of historical and environmental culture.

Nevada Rock Art: A Unique Opportunity for Education

Dr. Alanah Woody, Executive Director,
Nevada Rock Art Foundation, Reno, NV
Fireside Room

Rock art offers a unique opportunity to educate the public about Native American heritage and ecology. Unlike many historic artifacts, such as tools or features, and because of rock art's special emotive quality, both young and old often feel drawn to it in a very powerful way. Rock art is a product of human symbolic behavior that is especially compelling. And, for the most part, it remains in the location where it was created, allowing visitors to become immersed in the total experience of the place itself—both

cultural and natural. Through carefully controlled access to rock art, the public can gain important insights into the natural world and our place within it.

Optional Shark Reef Tour 6:00 - 8:00 p.m.

The Shark Reef at Mandalay Bay is home to more than 1,200 different species, including 15 different species of sharks, tropical and fresh water fish, reptiles, marine invertebrates, and rays.

Shark species on exhibit include blacktip and whitetip reef sharks, bonnetheads, nurse sharks, sand tigers, sandbar sharks, zebra sharks, and white spotted bamboo sharks. Some species of shark at the Shark Reef will grow to be more than 18-feet long.

A variety of other tropical and fresh water fish are displayed in exotically themed, interspecies exhibits. Among other marine invertebrates, the aquarium features a stunning display of hundreds of moon jellyfish.

The Shark Reef is dedicated to establishing and maintaining the highest standards of animal care, to providing its visitors with an entertaining and educational experience, and to the practice of meaningful research and conservation initiatives.

The Shark Reef's commitment to the above is evidenced in its accreditation by the American Zoo and Aquarium Association.

The tour will give you an in-depth look at the Shark Reef facility and educational programs.

Registered tour participants will meet at 5:45 p.m. at Mandalay Bay (on the Las Vegas Strip) in front of Rum Jungle, which is located adjacent to the entrance to the Parking Garage. Participants are responsible for their own transportation.

Please note:

The optional Shark Reef Tour is limited to 30 participants; please sign up at the registration desk. The cost is \$2 per person.

Meet the Experts: David Guiney

Harpers Ferry Center creates interpretive tools to assist National Park Service (NPS) interpreters. These tools include audiovisual programs, publications, historic furnishings, museum exhibits, and wayside exhibits. It also provides a variety of services including graphics research, interpretive planning, media contracting, artifact conservation, and revision and reprinting of publications.

David Guiney currently serves as director of the Center's Interpretive Media Institute. The Institute focuses on media knowledge, standards, and training for the NPS and its partners. It provides a mechanism for leveraging the knowledge and experience of NPS media professionals to meet the comprehensive media needs of the NPS by offering training courses, workshops, details and internships, consultation,

and white papers on a variety of subjects related to park interpretive media.

David entered service at Harpers Ferry Center in 1975 after seven seasons of field work as an NPS ranger and interpreter. As one of the first Harpers Ferry Center wayside exhibit planners, David has presented numerous training sessions on wayside exhibit theory and practice. He has also served as a museum planner—authoring *Museum Exhibit Planner*, a database-structured software system now used by the NPS and other media-providing organizations around the country.

Prior to beginning his career at Harpers Ferry Center, David had the pleasure of teaching high school English, physics, and theology.



Mr. David Guiney
Interpretive Media Institute Director
Harpers Ferry Center • National Park Service

Workshop: Planning and Designing Interpretive Media

Managers of parks, public lands, and other nature- and heritage-rich places recognize the importance of media in providing information, orientation, interpretation, and education for their audiences. While it is recognized that visitors are ideally greeted by a ranger or guide and given personal attention, most of the communication with our audiences happens through media – exhibits, signs, wayside exhibits, AV presentations, web visits, and brochures.

This workshop session focuses on the media-development process, from foundation work, through planning and design, to media production and maintenance. The emphasis will be on exhibits in interpretive centers and wayside exhibits at overlooks, along trails, at points of interest, and at key decision points for visitors.



Participants will review the eight-step process for media development used by the National Park Service, examine the strengths and weakness of various media types, and look at examples of museum exhibit and wayside exhibit projects.

In addition, participants will become familiar with the many quality standards for media, and the specialized knowledge and experience needed on media teams. The session will help prepare participants to be media project managers in their areas, to better understand what parts of the media process they can accomplish themselves, and what parts might require additional help or professional services.

THURSDAY JANUARY 26		LOCATION: UNLV MOYER STUDENT UNION (MSU) SECOND FLOOR			
8:00	Registration Table Opens (available from 8:00 a.m. - 4:00 p.m.) • MSU Second Floor				
8:30 - 12:00	Workshop: Planning and Designing Interpretive Media • David Guiney • MSU Room 201 Break (10:00 a.m. - 10:30 a.m.) • Sponsored by Western National Parks Association • MSU Ballroom				
12:00 - 1:15	Luncheon and Keynote: Alan O'Neill • MSU Ballroom				
1:15 - 2:15	Plenary Session: Dr. Allison Brody • MSU Ballroom				
2:15 - 2:45	Break • Sponsored by Southern Nevada Interpretive Association • MSU Ballroom				
2:45 - 3:45	Concurrent Sessions • MSU Second Floor				
4:00 - 5:00	ROOM NUMBER:				
	201	202	203	FIRESIDE	
Please note that the sessions in this time block vary in ending times!	No Child Left Behind Act and Nevada State Standards: SO WHAT? <i>Loretta Asay</i>	What Every Facility Should Know About the Other Side of Field Trips <i>Missy Giannantonio and Amy Shulman</i>	Project Learning Tree in Southern Nevada <i>John Jones and Lisa Ortega</i>	Get Real! We're Not Hollywood Indians! <i>Lola Henio</i>	
	ROOM NUMBER:				
	201	202	203	FIRESIDE	
	The Power of One <i>Denise McConnell</i> » Ends at 4:30 «	Trunk the Teachers: Details to Get it Right! <i>Barbara Slivac and Stacy Irvin</i> » Ends at 5:00 «	Finding Common Ground: Mojave Max Education Project <i>Katharine August and Regina McClain</i> » Ends at 4:30 «	Telling Stories Out of School <i>Kate Litteral</i> » Ends at 5:00 «	

Thursday Concurrent Session Descriptions

2:45 to 3:45 p.m.

No Child Left Behind Act and Nevada State Standards: SO WHAT?

Loretta Asay, K-12 Science and Health Coordinator, Clark County School District

Room 201

The burning question! How does all this affect my education program? In this session, participants will gain an understanding of how the No Child Left Behind Act and Nevada State Standards affect our organizations in terms of programming for school groups and teachers. Ideas and resources for making our curriculum-based programs more responsive and valid in terms of these frameworks will be discussed.

What Every Facility Should Know about the Other Side of Field Trips

Missy Giannantonio, Curator of Education, and Amy Shulman, Education Supervisor, The Mirage Dolphin Habitat
Room 202

We will discuss the partnership between the UNLV College of Education and *The Mirage Dolphin Habitat*. This partnership has evolved into a program offered in conjunction with UNLV methods courses that both teach pre-service teachers about real-world application of science content and demonstrate how to conduct a field trip. Course content will be shared as well as information about how the UNLV partnership was established so that you too may participate in such programs.

Project Learning Tree (PLT) in Southern Nevada

John Jones, Southern Regional Forester, and Lisa Ortega, Resource Management Officer, Nevada Division of Forestry
Room 203

A fun introduction to an internationally acclaimed environmental education program for children of all ages and used by teachers, park staff, youth group leaders, etc. PLT is sponsored nationally by the American Forest Foundation and endorsed by all 50 states and several other countries, and 2006 is PLT's 30th anniversary! Participants will experience one of many hands-on activities from the PLT Guides and find out how to enroll in a full day workshop at little or no cost to get all of the materials.

Thursday descriptions continued on page 10

Meet the Experts: Alan O'Neill



*Mr. Alan O'Neill
Executive Director,
Outside Las Vegas Foundation*

Alan O'Neill has served as Executive Director of the Outside Las Vegas Foundation since its formation in 2000. The Foundation is a private non-profit organization that was established

at the request of the four federal land management agencies in southern Nevada to enhance community involvement, build partnerships, and help promote private philanthropy in support of conservation initiatives on the federal lands. Prior to leading the Foundation, Alan worked for the U.S. Department of the Interior for 34 years, most of which was with the National Park Service. He served as Superintendent of Lake Mead National Recreation Area from August 1987 until September 2000.

He is the recipient of numerous awards from federal, state, and local governments and nonprofit organizations for innovative program development and leadership and as a tireless advocate for conservation and sound stewardship. He is a recipient of the Department of the Interior's acclaimed Meritorious Service Award for his career achievements and the National Park Service Director's Award as Superintendent of the Year for Resource Stewardship.

Alan has also received Vice President Al Gore's Hammer Award for reinventing

government in his role implementing the California Desert Protection Act. In April 2001, he received the Nevada Conservationist of the Year Award from the National Wildlife Federation.

Alan has worked to bring effective leadership and public trust to government and is called on frequently to instruct leadership classes throughout the National Park System.

In recognition of the relationship between access to natural open spaces and quality of life, Alan works to help southern Nevadans discover a sense of place *outside* Las Vegas. It is his belief that imparting lasting connections between people and their public lands will both improve quality of life for citizens and inspire them to care about their natural and cultural heritage—and ultimately participate in the stewardship of their surrounding natural areas.

Alan has Bachelor's and Master's degrees in Geography from the University of Maryland and is a native of Washington, D.C.

Thursday Luncheon Keynote: Developing our Connection to Place in Southern Nevada

Mr. O'Neill will address the role place-based education has played in his life; the challenges and impacts we face as a society increasingly disconnected from nature; and thoughts on where we need to go in southern Nevada to connect the citizenry to our rich natural and cultural heritage in order to develop a stronger sense of place and stewardship ethic.



Get Real! We're Not Hollywood Indians!

Lola Henio, Lead Environmental Education/Native American Coordinator, Sloan Canyon National Conservation Area, Bureau of Land Management
Fireside Room

Often times, Native American cultures have been misrepresented through the proliferation of Hollywood "images." These enduring inaccuracies leave interpreters and educators uncertain of the appropriate techniques, story lines, and messages to accurately portray Native Americans. In this session, participants will be given basic ideas, tools, and resources on how to interpret Native American cultures.

4:00-4:30/5:00 p.m.

Please note that these sessions vary in their end times as indicated.

The Power of One

Denise McConnell, Management Analyst, Clark County Department of Air Quality and Environmental Management
Room 201 / Ends at 4:30

The power of one—one interconnecting network providing extraordinary results. Learn how to tap into and become a part of this invaluable resource that can exponentially increase your accomplishments. Denise McConnell will share her experiences in creating an education network that encompasses presenters, mentors, educators, scientists, volunteers, staffers, entertainers, and high school and collegiate students. Her success allowed her to form an entire education program encompassing classes, tours, websites, publications, events, and community outreach.

Trunk the Teachers: Details to Get It Right!

Barbara Slivac, Curator of Education, and Stacy Irvin, Regents Award Program Museum Intern, Nevada State Museum and Historical Society
Room 202 / Ends at 5:00

Teachers know their students best. To create a trunk/kit of objects, specimens, and materials for classroom use by teachers, an institution should exercise its content expertise and resources when putting together the most appealing and accurate materials. The format must be user/teacher-friendly—well organized, related to curriculum standards, brief in directions, with objects and specimens that appeal to a range of ages. Costs in developing trunks, issues of space and storage, the logistics of circulating trunks, the staff time in development, and maintenance will be discussed.

Finding Common Ground: Mojave Max Education Project

Katharine August, Education Coordinator / Park Ranger, Red Rock Canyon National Conservation Area, Bureau of Land Management, and Regina McClain, Program Coordinator-Mojave Max Education Project, Red Rock Canyon Interpretive Association
Room 203 / Ends at 4:30

This formal education program utilizes the strengths of various groups to successfully provide education, information, and protection of threatened species for southern Nevada. Audience capabilities and collaborative strategies strengthen the network of available resources. Examples of training techniques and activities will be provided.

Telling Stories Out of School

Kate Litteral, Paleo Educator, Mesa Southwest Museum, Mesa, AZ
Fireside Room / Ends at 5:00

This workshop will give a brief introduction to storytelling form, the various kinds of stories (they're not all fairy tales!), and how, when, and where stories can be used to bring science to many different audiences. Examples will be given, and everyone will get some practical experience.

Those that tell the stories change society.
~Plato



Putting it into Action: Field Trips

Nevada State Museum and Springs Preserve Friday Cost: \$35

Visit two sites, each highlighting the rich cultural heritage and historical and biological diversity of southern Nevada.

First, participants will meet (using their own transportation) at the Nevada State Museum and Historical Society, located within Lorenzi Park, at 9:00 a.m. This state agency collects, researches, interprets, exhibits, and preserves Nevada's heritage for present and future generations.

Once there, participants will take part in an interactive workshop in which they will learn and apply design principles for labels. The design, planning, and thoughtful execution of labels and way-finding guidance set the stage for a positive, successful visitor experience. A behind-the-scenes tour of the museum will be included. A box lunch and a unique gift will be provided.

After lunch, participants will drive to the Gardens at the Springs Preserve. There, participants will have the rare opportunity to visit the future site of the Springs Preserve, scheduled to open in 2007. An interactive tour of the Gardens will follow, highlighting programs that promote sustainability and special techniques for interpretation.

Red Rock Desert Learning Center Site Visit Friday Cost: \$35

Come explore the future site of the Red Rock Desert Learning Center—a fifth-grade residential field school to be located in the heart of the Mojave Desert. Situated in the breath-taking Red Rock Canyon National Conservation Area, the future center will combine effective pedagogical principles with cutting-edge green architectural design to increase students' knowledge and understanding of Mojave Desert ecosystems and cultures.

The site visit features presentations about the facility, the process of curriculum development, and the implementation plans for the field school. Participants will also take part in hands-on activities exemplifying the experiences that will be available. Presentations and activities will take place both indoors and outdoors, so participants should dress accordingly.

Participants will meet at UNLV (parking permits will be provided) at 8:30 a.m., load into vans, and drive to the Red Rock National Conservation Area (this will take about one hour). A box lunch will be provided, and participants can expect to be returned to their cars at approximately 4:30 p.m.

Forever Earth Boat Trip and Lake Mead Fish Hatchery Friday Cost: \$35

Take a trip aboard the "Forever Earth" and get an exclusive, behind-the-scenes look at the renovation of the Lake Mead Fish Hatchery. Each of these sites will give participants a different view of the Lake Mead National Recreation Area and its uses as an educational resource.

Forever Earth is a 70-foot vessel equipped for education and research. We will examine the resources available on the boat, explain planned uses of technology, and provide participants stunning views of Lake Mead and the surrounding geological formations. A box lunch will be provided.

A major part of the current Lake Mead Fish Hatchery renovation work includes the fabrication and installation of interpretive exhibits in the facility's visitor center. Participants will gain insight into the processes associated with this renovation project, which include fitting exhibits into existing spaces.

Participants will meet at UNLV (parking permits will be provided) at 8:00 a.m. Vans will bring participants to Lake Mead (about an hour away) and the Fish Hatchery. Participants can expect to be returned to their cars at approximately 4:30 p.m.



Speaker and Presenter Directory

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MANY THANKS TO OUR PARTNERS AND SPONSORS

The 2006 Our Places Tell Stories Conference was made possible through financial contributions and in-kind support from a variety of agencies and organizations. We want to express our deep appreciation to the following partners and sponsors:



Southern Nevada Agency Partnership composed of the Bureau of Land Management, National Park Service, U.S. Fish and Wildlife Service, and the U.S. Forest Service, provided major funding and support for the conference. Goals identified through the Round 4 Conservation Initiatives funded by the Southern Nevada Public Land Management Act drove the original idea for this conference.



Southern Nevada Interpretive Association and the Outside Las Vegas Foundation sponsored Wednesday afternoon's Conversations and Connections session and afternoon break where participants interacted and learned about a number of regional resources in an informal setting. SNIA also sponsored the Thursday afternoon break.



Western National Parks Association contributed the conference day-pack for participants to enjoy beyond the conference. The Association also sponsored the Wednesday morning and afternoon breaks.



REI generously donated a carabiner mug for participants' use during the conference.



University of Nevada, Las Vegas Division of Research & Graduate Studies contributed funding for operational expenses and hosted Tuesday night's wonderful Welcome Reception.



University of Nevada, Las Vegas Educational Outreach handled all the logistics related to registering participants for the conference.

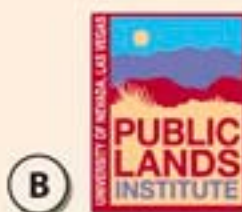
We are also grateful to a number of agencies and organizations that supported the conference through providing people to serve on the conference planning team. These include:

- **UNLV Public Lands Institute**
- **Nevada Department of Wildlife**
- **Las Vegas Springs Preserve**
- **CHOLLA**
- **Nevada State Museum and Historical Society**

Our Places Tell Stories Partners

So, just how well do you know us? Match each organization with its fact!

- _____ We use fish as our “hook” to teach science and math!
- _____ Rock art, canoeing, and relict frogs – these are some of the things this organization does.
- _____ This will be the place to go for green architecture, blue water, and colorful desert plants.
- _____ Our services run the gamut: geography field trips to kick-boxing to conference support.
- _____ We work together to conserve and preserve these wonders: sky islands and ancient bristlecones; submerged towns and transported landscapes; pupfish and Pahrnatagat Man; open spaces and desert tortoises.
- _____ We can loan you luggage filled with knowledge: traveling history trunks!



This conference is funded by the University of Nevada, Las Vegas and the Southern Nevada Public Land Management Act. UNLV's Public Lands Institute coordinated the proceedings on behalf of the Bureau of Land Management, National Park Service, U.S. Fish and Wildlife Service, and U.S. Forest Service.