



Directions

The digest of the Association of Nature Center Administrators

In This Issue:

President's Corner page 2

Letter from the Editor page 4

Position Openings page 4

Professional Leadership Institute page 5

Endowment Update page 5

Join the ANCA Listserve page 7

For more information on ANCA call our toll-free number:
1-800-490-ANCA (2622)

Directions Editor

Larry Brown
lbrown@audubon.org

Directions is a quarterly publication of the Association of Nature Center Administrators, distributed to members of ANCA as a membership benefit. ANCA is a private, non-profit organization, dedicated to promoting and supporting best leadership and management practices for nature and environmental learning centers.

©2001 Association of Nature Center Administrators



Printed on Paper with Recycled Content

That's A Good Question

Ken Voorhis, Executive Director

Great Smoky Mountain Institute at Tremont

Adapted from Tremont's newsletter "Walker Valley Reflections"

What were two of the major influences that caused you to be interested in the out-of-doors? During an evening break at an ANCA board strategic planning retreat, Richard Haley asked us that question. We had been in meetings for two days dealing with ANCA business so it was fun to relax and hear how each of these people who have dedicated their careers to nature education first got turned on to nature themselves. As board members shared, it occurred to me that Richard's question hit at the very heart of what our "business" is about. I later asked some of my staff the same question and heard similar answers - family camping and fishing trips, opportunities to explore, places available in a backyard or nearby where one could feel free and that were rich with natural things to discover, grandparents who lived in wild places or led a simpler life, parents and teachers who took time to share their knowledge and modeled a contagious wonder and excitement about the natural world..... these were some of the sparks that kindled a flame of love for nature and the outdoors in these people.

I began to ask, "If our "business" is to instill such a love of nature in others, can we create within our programs these same kinds of opportunities?" I believe we can and do. Three things seem to be at the heart of this kind of learning; wild places, opportunities to explore wild places, and mentors with a contagious love for nature. I believe these three things are key to the effectiveness of our centers.

Wild places

As we become more urbanized, wild places are harder to find. Parks, and wilderness areas are more and more important as are pockets of wildness and green closer to where people live. I grew up in the suburbs but there was a patch of woods nearby in which my friends and I built forts, played and explored. Those pockets of nature in our backyards provide a vital bridge to the larger outdoors and are often the first places where people make connections with nature. Many community nature centers help people see that there is much to be found right where they live.

Large tracts of wilderness are critically important as well. They've become places where people can retreat and be reminded of nature's systems at work with little human influence. They too are bridges to help us see those natural systems at work in our own communities.

(continued on page 6)

2 Directions

ANCA Board of Directors

PRESIDENT

Gordon Maupin

Wilderness Center

P. O. Box 202

Wilmot, OH 44689-0202

(330) 359-5235 Fax (330) 359-7898

V. P. - DEVELOPMENT

Elizabeth (Buffy) Cheek

Schlitz Audubon Center

1111 E. Brown Deer Road

Milwaukee, WI 53217

(414) 352-2880 Fax (414) 352-6091

V. P. - PROF. SERVICES

Richard Haley

Goodwin Conservation Center

23 Potter Road

Hampton, CT 06247

(860) 455-9534 Fax (860) 455-9857

TREASURER

Ruth Lundin

Jamestown Audubon Nature Center

1600 Riverside Road

Jamestown, NY 14701

(716) 569-2345 Fax (716) 569-2765

SECRETARY

Lee Reading

Joy Outdoor Education Center

Box 157, 10117 Old 3-c Hwy.

Clarksville, OH 45113

(937) 289-2031 Fax (937) 289-3179

Kathleen Brady

Birdsong Nature Center

(229) 377-4408 Fax (229) 377-8723

L. Wayne Clark

Ft. Worth Nature Center & Refuge

(817) 237-6940 Fax (817) 237-0653

Bo Glover

Environmental Nature Center

(949) 645-8489 Fax (949) 645-0618

Gregory Lee

Humboldt State University

(707) 826-5164

Tracy Kay

The Schuylkill Center for

Environmental Education

(215) 482-7300 Fax (215) 482-8158

Bill Rose

Kalamazoo Nature Center

(616) 381-1574 Fax (616) 381-2557

Tim Sandmark

Greenway and Nature Center

(719) 549-2414 Fax (719) 549-2547

Ken Voorhis

Great Smoky Mt. Inst.

(865) 448-6709 Fax (865) 448-9250

President's Corner

Gordon Maupin
The Wilderness Center

P.O. Box 202
Wilmot, OH 44689
(330) 359-5235



It is indeed an honor to be elected President of ANCA. However, it is not an unqualified honor. Our always supportive Vice President, **Richard Haley** said, "you were elected because everyone knew ANCA was so strong that EVEN YOU could not run the organization into the ground in two years." I always appreciate Richard's support.

Indeed, I did inherit a strong organization. I owe a huge debt to **Pat Welch** for making the organization move strongly forward during her term as president. I know that Pat, in turn, owes a thank you to **Corky McReynolds**, who in turn owes a thanks to **Ken Finch**, and on into the past.

ANCA also owes a huge thank you to the folks at Lake Erie Nature and Science Center for hosting one of the most successful Summits we have had. Particular thanks go to **Larry Richardson**, **Darci Sanders** and **Brenda Black**. Again, I'm sure the Lake Erie folks will say they owe thanks to the Delaware Nature Society people for their earlier leadership, who in turn owe thanks to many others who have shaped the Summit over the years.

As I write this, details are being addressed on the location for the 2002 Summit. Most of the details are financial to make certain we have a budget for the Summit that will keep ANCA on its feet without being too expensive for low budget center to attend. (When we have the final word, ANCA will announce the location via the EdGateway list serve.)

This year, operating ANCA became complicated enough that a rather bold action was taken by the board. Those of you at the Summit met **Larry Brown** who is ANCA's new manager for publications and communications working at our office at Aullwood Audubon Center and Farm. In a short time, Larry has been able to make many improvements to our operations. Indeed, he is "cracking the whip" on the ANCA Board. As a member, you can expect rapid response when you call Larry at 1-800-490-2622.

The next little bit of news is the incredible success we had at this year's Summit fundraiser. Instead of our usual "arm twist" request for endowment donations, we held an auction.

(continued on page 3)

President's Corner

(continued from page 3)

The items auctioned were all donated by our members. Everyone had a roaring good time at the auction and before we were done, we had raised \$7,000 toward our \$10,000 challenge grant. Those who didn't attend the auction will get a low-key request by mail to help us go over the top.

The auction was such a huge success thanks to the Summit participants who brought so many things for us to sell. Then, they bid on items like crazy! Start plotting your donation to next year's Summit Endowment Auction!

Finally, I want to say a big thank you to all the members of ANCA. In a world filled with troubles, it is an honor to work with so many people who have dedicated their lives to doing good things...preserving nature and preparing the next generation to inherit the earth. 🌿

ANCA on the Web

Visit ANCA's web site at:
www.natctr.org

Check often, we are continually updating and improving the site.

Calling All Authors!!

If you have a desire to share your ideas and experiences with the ANCA membership. We Need You!!

The best articles come from you - the members. Articles need to be 1 - 2 pages (700 - 1,400 words). Technical language can be used as needed, but, remember your audience may not have your level of expertise in the subject. Fun, light-hearted, and inspirational articles are always welcome as well.

Submit your articles to:

ANCA
1000 Aullwood Rd.
Dayton, OH 45414
email: lbrown@audubon.org

ANCA Peer Consults Bring Affordable Expertise To Bear On Your Organization's Issues

ANCA offers consulting assistance to nature centers and other environmental education organizations at very reasonable fees. Our Board of Directors, and members, provide these services with no personal financial gain, while you gain the advantage of advice and guidance from some of the profession's most respected and experienced leaders.

What can be covered? Well, just about anything involved with planning, funding, and operations. Some topics include:

- √ assistance with long range and strategic planning
- √ mission focus
- √ facility planning
- √ starting a center
- √ land use planning
- √ review education programs, exhibits, or trails
- √ fundraising and fiscal management
- √ management strategies

To find out more about ANCA's Peer Consults, contact Richard Haley at (860) 455-9534 or email at rich.haley@po.state.ct.us.

"Thousands of tired, nerve-shaken, over-civilized people are beginning to find out that going to the mountains is going home; that wildness is a necessity; and that mountain parks and reservations are useful not only as fountains of timber and irrigating rivers, but as fountains of life."

- John Muir

4 Directions

Letter from the Editor

Since starting as the ANCA Publications and Communications Manager in July, I have been very busy improving services and streamlining processes. At my first official ANCA event, the Summit at Lake Erie Nature and Science Center, I witnessed first hand how powerful a gathering like this can be. Administrators from all over the country, from all types of organizations, coming together to learn new things, discuss problems and successes, share experiences, and have some fun too. I was thrilled to have met so many of you there, and hope to meet many more in the weeks and months ahead.

At the Summit I spoke to many people who were starting new centers or looking for ideas in implementing a new program. ANCA, as an organization, is also experiencing a "beginning" of its own. Your Board of Directors made a bold move in bringing me on board this year. As ANCA grew, the time commitment required by Board members to run the day-to-day operations grew as well. They recognized the need to consolidate the operations in one location and were steadfast in their commitment to deliver prompt, high-quality services to the membership.

I wear many "hats" in this position, but, simply put, my job is to serve you - the members. If I can be of any assistance, please call me at 1-800-490-2622, or drop me an email at lbrown@audubon.org

If you're ever in the Dayton, Ohio area, stop by for a visit and a cup of coffee.

The mission statement of ANCA reads:

The Association of Nature Center Administrators promotes and supports best leadership and management practices for the nature and environmental learning center profession.

We're excited that you share that vision with us and hope that together we can bring about a greater understanding and appreciation of our wonderful, natural world.

Larry Brown 

Position Openings

DIRECTOR

Las Vegas Springs Preserve
Las Vegas, Nevada

Compensation:

Annual salary \$90,000 - \$124,000

Contact:

Gwendolyn Catchings-Castello
The Hawkins Company
5455 Wilshire Blvd., Suite 1406
Los Angeles, California 90036
(323) 933-4884 / (323) 933-5645 (fax)

FIELD INSTRUCTOR

Ozark Natural Science Center
Huntsville, Arkansas

Compensation:

Monthly salary \$1,500

Contact:

Jenny Harmon
Ozark Natural Science Center
Route 3 Box 184
Huntsville, Arkansas 72740

EXECUTIVE DIRECTOR

Olympic Park Institute
Olympic National Park
Port Angeles, Washington

Compensation:

Annual salary \$48,000 - \$55,000

Contact:

Executive Director of OPI Search
Yosemite National Institutes
GGNRA, Building 1055
Sausalito, California 94965
Email – employment@yni.org



Professional Leadership Institute

Co-sponsored by: Delaware Nature Society & ANCA

January 8 -13, 2002
Ashland Nature Center - Hockessin, Delaware

Registration: \$300 (ANCA members)
If you are not a member, you may join ANCA for \$60 (individual) or \$90 (institutional) at this time. Your membership will extend through 12/2002

Registration deadline: December 7th, 2001

Lodging (incl 14 meals): \$350

The institute will provide directors and administrators with insight and expertise in the key components of operating an environmental institution. Here is an opportunity to network and share with colleagues your successes and lessons learned from experience, to acquire techniques in recognizing and preparing for challenges, and to refresh and focus your vision.

Topics include:

- Management skills
- Conservation and preservation issues
- Fund raising
- Personnel and office management
- Science and environmental education
- Membership development
- Facility planning

For more information call 302-239-2334 ext 14 or email helen@dnsashland.org



For more information about more opportunities offered by the Delaware Nature Society, visit their web site at [awarenaturesociety.org](http://www.awarenaturesociety.org).

Endowment Update

Through your generous support the ANCA endowment fund continues to grow. Recent contributors to the fund include:

- | | | |
|----------------------|----------------|---------------|
| Bill Rose | Kathleen Brady | Jenny Harmon |
| Norma Jeanne Byrd | Ken Finch | Paul Phalen |
| Teton Science School | Marcy Rogge | Greg Lee |
| Larry Richardson | Ruth Lundin | Tim Sandsmark |
| Bob Mercer | Dede Long | James Sirch |
| Jen Levy | Alan Barnhardt | Cory Thomas |
| Randee Becker | Betsy Deleiris | Ann Rilling |

At the auction held during the ANCA Summit in Cleveland, we raised over \$7,000 for the fund. Our thanks to all who donated, and purchased items. Without your support it would not have been such a success.

We have been “challenged” to raise \$10,000 for the endowment fund this year. If we can, it will be matched with another \$10,000. That’s a big challenge, but we have risen to those challenges in the past.

If you haven’t had a chance to complete your 2001 pledge, we encourage you to send your check today. If you would like to make a pledge for 2002 call the ANCA office at 1-800-490-2622 or email at lbrown@audubon.org.

6 Directions

That's A Good Question.

(continued from page 1)

Opportunities to explore wild places

How can we further provide and encourage the exploration of such special places? Finding the freedom to explore the little pockets in our backyards and to visit the larger ones is becoming more and more difficult. Time, technology, safety concerns, economics, apathy... I'm sure we could expand this list of barriers that keep folks from stepping out and exploring nature. Even within the programs that we have created at our centers and parks, people may be restricted from exploring in ways that fan the spark of wonder.

One of the important things I've recognized that we need to do in our programs at Tremont is to get people "out there". I've sometimes told people that when I wander around our facility and don't see our staff, that I figure they are doing a good job because they are getting our participants "into" this park. We need to be careful to allow people freedom to explore, to not "overeducate" them but afford them opportunities to connect with the land themselves. Easier said than done but in today's harried world more important than ever.

Mentors with a contagious love for nature

Perhaps this is one of the places where we can have the greatest influences within our programs. In an exercise that I've lead with naturalist training I ask the group to come up with adjectives that they consider to be characteristics of an excellent teacher/naturalist. The "Super Naturalist" list that we come up with is varied and reminds me of the Boy Scout pledge. (A scout is; trustworthy, loyal, help-

ful, friendly, courteous, kind, thrifty, brave, clean, and reverent. It's amazing what sticks in your brain and what doesn't.)

In using that list to determine what we need to develop as naturalists I've grouped skills and characteristics into several areas. Those skill areas are communication skills, expertise, and skills of observation, and inspiration. The communication and expertise skills are those that are typically concentrated on in formal training and are the focus of many training programs. The observation and inspiration skills are a little harder to get your arms around but I think it is at this level that we have the greatest influence on others. Isn't that what we are really trying to do, to help people become inspired with nature?

As managers we need to give critical attention to hiring exceptional people, and giving them plenty of opportunities to grow these skills and to develop their own love and inspiration for nature. In doing so we are helping our staffs become the mentors like Rachel Carson describes in her book *Sense of Wonder*:

If I had influence with the good fairy who is supposed to preside over the christening of all children I should ask that her gift to each child in the world be a sense of wonder so indestructible that it would last throughout life, as an unfailing antidote against the boredom and disenchantments of later years, the sterile preoccupation with things that are artificial, the alienation from the sources of our strength. If a child is to keep alive his inborn sense of wonder without any such gift from the fairies, he needs the companionship of at least one adult who can share it, rediscovering with him the joy, excitement and mystery of the world we live in... I sincerely believe for the child, and the parent seeking to guide him, it is not

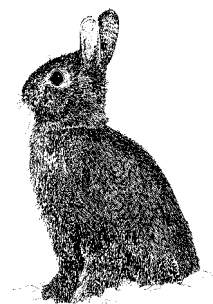
so important to know as to feel. If facts are the seeds that later produce knowledge and wisdom, then the emotions and the impressions of the senses are the fertile soil in which the seeds must grow.

We are preparing the soil. Seeking a harvest. We desire to give people access to the wild places that we have protected and those that need protecting. We live in a time when measurable results, performance indicators, standards, and other deliverables are demanded. The question - "What were the major influences that caused you to be interested in the outdoors?" would seem to be an important one to evaluate our success. I wonder if anything less really measures our effectiveness. Will people point to the experiences they had within our programs and through visiting our centers as one of those major influences? Letters like the one below make me believe that they will and do.

Hello-

I am an 8th grade student who came to Tremont for the second year. I had so much fun. You have opened my eyes to nature, and the real beauty of it. It truly is a magical place, and I hope to come back next year, and the year after that, and the year after that. Rene' was so much fun, and I want to thank him again also. I had him last year as a leader too, and having him again was a lot of fun!!! I learned a lot, and I never fail to learn even more every time I come. Thank you so much for making a place like that for us to come to. It holds a very dear place in my heart. Thanks again!

Sincerely,
Brook



Signing Up For The ANCA On-Line Group

EdGateway is a free web-based tool which offers educators and their organizations the ability to find, organize, and share events, discussions, organizational information, and documents. You can use EdGateway to share information about yourself, make it easier for others to find out more about your organization or project, create and participate in discussion groups, post events (workshops, conferences, etc.) access organizational, state, and national calendars.

ANCA encourages nature center administrators to register on EdGateway and join the ANCA list. Many ANCA members use this service to post questions to other nature center professionals. ANCA members are quick to respond with advice and suggestions. Items you post on EdGateway are circulated to the ANCA group via e-mail. Those who respond may either respond privately to you via e-mail or share their response with everyone.

To register click on www.edgateway.net and join the list serve following these instructions:

1. On your web browser, go to www.edgateway.net
2. Click on "Join Now"
3. Fill in all the fields (name, title, organization, e-mail, and EdGateway user name, and password), and click on Submit.
4. On the next screen, click on "Choose a Community"
5. A form will come up asking for your EdGateway user name and password. Enter them.
6. On the next screen, click on "EdGateway Environmental Community"
7. On the next screen, scroll down, looking on the left hand side of the screen, and click on "Find A Group"
8. On the next screen, type ANCA in the search field, and click on "Search"
9. On the next screen, Click on ANCA-The Association of Nature Center Administrators
10. On the next screen, look at the top of the page, and click on "Subscribe"

Once you have subscribed, you can send out a question or announcement by going to EdGateway, signing on, going to your personal page, clicking on "ANCA", and clicking on "Message." Messages that are sent will show up as e-mails, and you can choose to respond or not. Remember that everyone in the group will read any reply you send, unless you are careful to follow the directions for replying privately.



Director's Guide to Best Practices

The *Director's Guide* includes chapters on five essential areas: leadership, strategic planning, boards, staff, and fund raising.

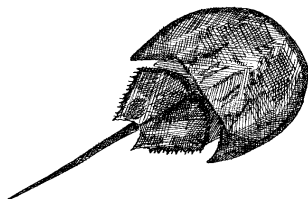
ANCA developed this book for busy directors and staff people with many roles and responsibilities. It is a handbook for those new to the profession, and will also challenge and inspire the most experienced directors and their staffs. ANCA members have also found it valuable to give to board members, and volunteers.

Directors from 23 states and 40 different facilities reviewed and commented on the chapter drafts and evaluated the book's effectiveness.

Price of the book is \$60.00 plus \$5.00 shipping and handling.

Send to:

ANCA
1000 Aullwood Road
Dayton, OH 45414
Or call 1-800-490-2622



ANCA Membership Form

If you would like to become a member of ANCA, please fill out this form and mail it to the address given. Members receive 4 quarterly issues of *Directions*, special publications, and admission to ANCA Summits and workshops. Institutional memberships allow for two staff members to receive benefits. Questions? Call 1-800-490-2622.



Name: _____

Title: _____ Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please check the desired membership level

\$60 Individual

\$90 Institutional

Additional staff member _____

Make checks payable to ANCA and
send with this form to:

ANCA

Aullwood Audubon Center

1000 Aullwood Road

Dayton, OH 45414

Directions

c/o Aullwood Audubon Center

1000 Aullwood Road

Dayton, OH 45414