

directions

Journal of the Association of Nature Center Administrators

Bill Rose Receives 2010 ANCA Nature Center Leadership Award

“**b**ill is well known and highly respected in the community – a perfect choice for the ANCA Nature Center Leadership Award,” wrote Martha Parfet, founding and current board member of the Kalamazoo Nature Center. And the ANCA board of directors couldn't agree more!

Bill Rose, President and CEO of the Kalamazoo Nature Center in Kalamazoo, MI, is the recipient of the 2010 ANCA Nature Center Leadership Award. This award is the highest honor bestowed in this country upon an individual in the nature and environmental learning center profession. The purpose of the award is to recognize individuals who have made a major contribution to the success of a nature center (or centers); made important contributions to the profession through professional organizations (particularly ANCA), and supported and mentored other nature center leaders.

For the past 30 years Bill has been



photo by Will Panich

Bill Rose, President & CEO of Kalamazoo Nature Center.

an integral part in both the field of ecology and nature center administration. As early as 1980, and while pursuing his Ph.D. in Ecology from

Michigan State University, Bill served as a Research Specialist/Plant Ecologist with The Nature Conservancy's Michigan Natural Features Inventory. This position utilized his research skills and strengthened his supervisory and fundraising abilities.

As Bill's career expanded, he became the Regional Director of Stewardship with The Nature Conservancy's Southeast Regional Office where he was able to hone these skills through the administration and oversight of the Conservancy's preserves in the thirteen states of the Southeast Region. From developing short and long range plans, negotiating contracts, securing funding and supervising 26 staff, Bill quickly set his course for the next two decades of leadership at the Kalamazoo Nature Center.

In 1988, Bill was selected from a competitive pool of applicants to

(continued on page 4)

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Founded in 1989, the Association of Nature Center Administrators is a private non-profit organization dedicated to promoting and supporting best leadership and management practices for nature and environmental learning centers.

Serving nearly 500 organizations, ANCA is the leader in the profession.



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Directions is a quarterly publication of the Association of Nature Center Administrators, distributed to members of ANCA as a membership benefit.

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2 Director's Notes:
Spring Happenings
by Jen Levy

3 Rainy Day Funds
by Jen Levy

5 North Woods Summit
Register Today!!

7 From the Field:
**You've got Insurance -
But are you covered?**
by Jim Henry

10 Profile:
**Rain Barrels Earn Income -
Indian Creek Nature Center**
by Rich Patterson

14 ANCA Publications
Get yours today!



photo by Josh Haas
Rough-legged hawk

Director's Notes

Spring Happenings

Jen Levy
Executive Director
Association of Nature Center
Administrators
Logan, UT

ANCA is pleased to welcome one new and one returning member to the Board of Directors. Jim Berry, President of the Roger Tory Peterson Institute of Natural History in Jamestown, NY is joining the board as a new member in July. Pat Welch, who received the 2009 ANCA Nature Center Leadership Award, recently retired from Pine Jog Environmental Education Center in West Palm Beach, FL and is a returning board member. Pat served on the board for ten years including one term as President. We look forward to their expertise and leadership.


We also want to thank two individuals for their outstanding service on the board. Bo Glover joined the ANCA board in 2001, served as Secretary during his early years, plus served an additional term as Board President and then Treasurer. During his tenure, Bo also served as Vice President of Professional Services and was in charge of ANCA Peer Consults. Bo was instrumental in the transition from a board-run organization to hiring the first ANCA staff three years ago.

Dick Touvell joined the board in 2004 and has just finished serving two years as Board Secretary. Dick served as Chair of the Summit Committee, and after hosting the ANCA Summit at Chippewa Nature Center in 2005, he and his staff developed the ANCA Summit Planning Manual that has been an invaluable tool for ANCA staff and Summit hosts. Dick also led the ANCA Nature Center Leadership Award Committee and did a fantastic job facilitating the selection of the award recipients for the



past several years. We are grateful to both Bo and Dick and their dedication and service to ANCA.

Dave Catlin, ANCA Board President, visited the ANCA office recently to meet with me and discuss our goals for our next fiscal year. In addition to setting fundraising and membership goals, we decided it was time to re-visit the ANCA strategic plan. We will do this at our 2011 winter board meeting, which will give us the opportunity to gather input from our members at the Summit in August. We look forward to hearing from you about what we are doing now and what we should be doing next. The input will be used to set our course for the next three to five years.

One of the many resources available to ANCA is the Utah Nonprofits Association whose mission is to strengthen the Utah nonprofit community. One of the ways they do this is through professional development opportunities. I recently took advantage of one of these opportunities by attending a three-part series on securing support through fiscal sustainability. The series was excellent and I decided to share some of the information here in *Directions* on page 3. Besides the knowledge I gained, the time away from my office (including the beautiful commute to Park City) was a great opportunity to focus on ANCA's future. 

Rainy Day Funds

Jen Levy
Executive Director
Association of Nature Center
Administrators
Logan, UT

I recently attended a three-part series on fiscal sustainability and was particularly impressed with the presentation on operating reserves by Phyllis Hockett, CFRE of Pathway Associates (<http://www.pathwayassoc.com/>).

The workshop started with a thought-provoking question: what is the worst thing that could happen to your organization? Losing funding from a significant donor? Losing a key staff member? A drop in the investment market and a resulting decline in your investment portfolio? Or perhaps losing market share to a competing organization?

Any of these situations can be damaging, and to make sure you can withstand such losses you need to develop an operating reserve. An operating reserve, or rainy-day fund, is simply available unrestricted net assets (cash!) set aside for the purpose of maintaining the ability to serve your community when a “worst thing” happens.

Creating an operating reserve is a fundraising issue – how do you balance the immediacy of your mission with a strategic and sustainable approach to budgets? The first thing you will need to do is to establish an operating reserve fund policy that includes how much to set aside (three months of annual expenses is standard), how it will be invested (keep it liquid!), how and when you will use the funds, and how you will raise the funds.

So if your organization does not have an operating fund, put it on the agenda of your next board meeting.

Take the time to play “What if...?” with your board to brainstorm the worst things that could happen and why a reserve is needed. The whys include income shortfalls, unexpected setbacks, emergencies, to smooth out variances in day-to-day cash flows, and sudden or prolonged economic downturns.

The biggest challenge is how to build your operating reserve and it is important to realize that it will take time. Once you determine your goal, include a plan to build and maintain the reserve in your annual budget. Consider raising a percentage of your goal each year until you achieve your fund objective.

Similar to other fundraising efforts you will need to develop a case statement, talking points, and a communication strategy to build your fund. We all know that raising funds for operating costs is challenging, so you will need to engage your board and other key donors in the challenge. In general, corporations, foundations, and government grants do not support operating reserves so you will need to target individual donors for this effort.

A good place to start is to develop a network map with your board and other key individuals to identify prospects who might be willing to give to your organization to help you reach your reserve goal. Know your talking points and be able to effectively communicate why the reserve is needed. Be prepared to continue serving your community when “the worst” happens.



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become only the second leader of the Kalamazoo Nature Center (KNC). His predecessor, Dr. Lewis Batts, had led the organization for the first 28 years and now Bill was to take the reins and move the organization into the future with his visionary sense of change and his strong leadership abilities. Now over 21 years have passed and although the legacy of Dr. Batts is still strong, Bill's leadership and vision has transformed a 1960-70's style nature center into a contemporary, market driven, customer service oriented, and dynamic environmental center.


Bill's vision and leadership qualities are also sought by community members as evidenced by his services on numerous boards and committees including ANCA's Board of Directors from 1999-2005 and as Treasurer from 2003-2005; Michigan Department of Natural Resources, Citizens Committee for Michigan State Parks; Southwest Michigan Sustainable Business Forum as treasurer and secretary; Kalamazoo Country Day School; The Montessori School; Department of Parks, Recreation, and Tourism; Michigan State University, External Advisory Committee; Kalamazoo Rotary; and the Kalamazoo County Environmental Concerns Committee.


It is evident from Bill's extensive resume that his goodwill contributions are not limited to KNC. Other agencies and centers often look to Bill to provide feedback and ideas on projects that they are working on. Some examples of this outreach include: In 1988, Bill developed and submitted a proposal to the Robert W. Woodruff Founda-

tion that led to the establishment of a 28, acre preserve and national ecological research and educational center in Georgia. In 1992, he was part of a consultant team who submitted a proposal to Walt Disney Corporation that led to the establishment of an 8,500 acre nature preserve and environmental learning center in Florida (estimated project value: \$35-45 million). He consulted on the establishment of the Shielding Tree Nature Center, assisting in the development of a board structure and marketing and fundraising plans. And over the years has been a team member of numerous ANCA Peer Consults.

Gregory B. Geise, President & CEO of Park Binder Zoo, says "Bill is well liked, trusted, and highly respected by his outstanding staff. He is a recognized leader in the nonprofit community and nature related organizations throughout the state of Michigan. In these 'interesting' times in Michigan he has once again demonstrated strong leadership, dedication, and skill in insuring the continued success of the Kalamazoo Nature Center."

Kalamazoo Nature Center board member, Christopher E. Tracy, states "Bill's reputation in this community is great – not only based on his longstanding service as the ED of the KNC, but also because of his commitment to give back to this community and particularly to youth through Rotary and other organizations."

The 2010 Nature Center Leadership Award will be presented at the Northwoods Summit (August 18-21) at Treehaven Environmental Learning Center in Tomahawk, Wisconsin. Please join us there to congratulate Bill on his outstanding career and service to the profession. 



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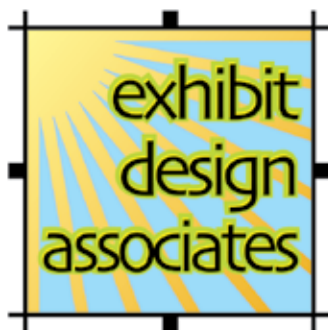
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From The Field:

You've got Insurance. But are You Covered?

Jim Henry
CPCU, CIC, ARM, Underwriting
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Even though you take preventative steps to ensure the safety of your guests—things can happen. An incident that seems minor can escalate into a major problem later. A lawsuit—even if unsubstantiated—can take a toll on your nature center financially, drain you of valuable time, cause unwanted stress, and drag on for years in some cases.

How can you be assured that your insurance policy adequately protects your center, including its directors and officers? Proper coverage will help you keep your center up and running should a tragic event occur. Even if you're not at fault, you can be confident that your legal defense costs will be covered.

The most important factor for ensuring your center is protected is to work with the right insurance agent and the right carrier. No two centers' programs and circumstances are the same. It's essential to have a strong relationship with an agent who understands nature centers and the distinct risks you face.

However, the foundation for the relationship starts with you. It's your organization's responsibility to communicate information about what your business does and what your needs are to your agent. Your center is a key component of a solid insurance solution.

• **Choosing an agent**

Agents deal with insurance companies every day and are a valuable source of information to help with your purchasing decision. As your advisor and your advocate, the insurance agent will look out for your

interests and recommend the best program for your center based on your business, your program, and your needs.

You want to work with an agent who will assess all of your exposures and explain risks you might not be aware of that should be considered. The agent can help you understand limits of liability (the maximum a policy will pay in the event of a loss), deductibles, exclusions, and other terms. These variables can have a significant impact on the price of your insurance.

As your center grows and changes, so will your insurance needs. You may expand your center, add a new program, or buy a new van. Review any new programs you are considering with your agent so that your coverage can be reevaluated and changed accordingly. A complete review of your coverage should take place every year.

Your agent is also your liaison with the insurance carrier. In the event you need to file a claim, the agent will guide you through the process and make sure your claim is being handled properly.

• **Selecting a carrier**

It's just as important to choose a reliable insurance carrier as it is to have the right agent. You want to be

confident that the carrier is a stable company that will have the ability to pay your covered claims for years to come.

The insurer should offer a total insurance program that addresses the unique exposures nature centers face—not a generic, cookie-cutter policy that could leave you with gaps in your coverage.



photo by Dan Keto

The most important factor for ensuring your center is protected is to work with the right insurance agent and the right carrier.

Value-added services such as risk management, loss control, and professional claims handling are as important as the policy. Make sure your insurance company has in-house claims managers with experience handling the types of claims you may be most likely to incur such as incidents involving children, volunteers, trips and falls, or fire. Also, check the financial strength of the company and its claims paying ability through industry rating firms such as A.M. Best Company.

(continued on page 8)

• **What types of coverages should you get?**

Like any business, your center will need liability and property insurance. Your center may also benefit from other, specialized coverages. Read below for some basic and optional coverages that your center will want to consider.

Property Coverage covers damage to buildings, personal property, equipment, and contents caused by specific perils such as fire, lightning, explosions, windstorms and hail, smoke, aircraft or vehicles, vandalism, theft, and more, as specified in the policy.

General Liability pays if your center is legally responsible for bodily injury or damages to the property of others (not employees) that occurred on your center's premises or during your center's operation. Coverage includes products liability, personal injury liability, advertising liability, contractual liability, and fire legal liability.

Directors' and Officers' Liability provides individual protection for directors, officers, and board members against wrongful act lawsuits brought by customers, competitors, creditors, and others. Directors, officers, and board members make business decisions every day. However, if problems result from those decisions, your general liability coverage may not protect these individuals.

Employment Practices Liability protects against the threats that employers face such as allegations of sexual harassment, wrongful termination, and employment discrimination. In this day and age, this coverage has

become more and more prominent for employers in all industries.

Commercial Automobile Insurance covers owned, leased, non-owned, and hired automobiles, such as vans, pickups, and buses used at your center. Coverage may include bodily injury and property damage, uninsured and underinsured motorists, medical payments, comprehensive and collision (physical damage), rental reimbursement, and towing. There is generally a range of deductibles from which to choose.



photo by Dan Keto

Your insurer should offer a total insurance program that addresses the unique exposures nature centers face—not a generic, cookie-cutter policy that could leave you with gaps in your coverage.

Special Event/Facility Leasing Coverage provides liability protection when your center hosts or sponsors an event that is outside the normal scope of activities. Special events include fundraisers, golf tournaments, carnivals, festivals, and concerts. These types of activities can often be added to your policy by endorsement. However, occasionally the event may


require a special short-term policy.

Umbrella Liability offers extra liability insurance above your liability and auto policies. This coverage protects you and your assets in the event of a catastrophic accident.

Other Coverages that nature centers might want to consider, depending on your organization's program and needs, include Sexual Abuse and Molestation Liability, Crime Coverage, Systems Breakdown Coverage, Accident Medical Coverage, and Key Employee Replacement Coverage.

Talk with your agent to learn more.

• **Managing risks**
A risk management program is essential for preventing and mitigating losses, and your insurance company will help you to identify things you can do to manage risks. But in the unfortunate circumstance that something circumvents your risk management efforts, you can rest easy knowing you have adequate insurance coverage by working with a reputable agent and reliable carrier who specialize in nature centers.

Nobody wants the headache or financial burden of a loss, and both the agent and the carrier will take steps to ensure you're covered properly through continuous communication, education, and evaluation. 

Jim Henry is Underwriting Manager for Markel's Property and Casualty and has been with Markel since 2002. He has 35 years of experience working with both insurers and agencies. He has earned Chartered Property Casualty Underwriter (CPCU), Certified Insurance Counselor (CIC), and Associate in Risk Management (ARM) designations.

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Profile: Indian Creek Nature Center

Rain Barrels Earn Income

while spreading environmental message

Don Johnson
ICNC Board Member, Earth Day
Committee Chair
Rich Patterson, Director
Indian Creek Nature Center
Cedar Creek, IA

Nearly a year before its 40th anniversary the board and staff of Indian Creek Nature Center thrashed around seeking an appropriate Earth Day project that would involve the community, create positive publicity, and generate cash.

Knowing that our staff was extremely busy, our board decided to hold an event they would plan and staff themselves. They quickly rejected a gala event and silent auction. Memory of the 2008 flood that devastated our community lingered, and someone said, "Let's get a thousand rain barrels under downspouts to reduce runoff."

The idea fledged and within a couple of weeks the goal became to get 1,000 rain barrels under local downspouts between Earth Day and the June 13th anniversary of the flood. Given average summer precipitation those barrels would harvest one million gallons of water, and our slogan became *The Million Gallon Challenge*.

Board President Lisa Ramlo researched rain barrel sources, and our group chose to work with Rainwater Solutions of Raleigh, NC. Owners Lynn and Mike Ruck were experienced and supportive. Their business model includes partnering with an

organization to place hundreds of rain barrels in a community.

Lynn set up a website that enabled people to order barrels directly from the company and we put a link on our website. Their rain barrel, called the Moby, weighs 26 pounds, holds 65 gallons, is made of recycled plastic, and fits into most cars. Assembly is easy. Shipping costs were minimized

be made for about \$15. However we found that most people preferred buying a specially made, attractive barrel rather than cobbling one together.

In my 35 year nature center career I've never seen a project launch so well. The media picked up on it, word spread, and orders poured in.

On April 24th, just two days past Earth Day, cars lined up in the nature



photo courtesy of Rain Water Solutions

Volunteers and staff of Indian Creek Nature Center will distribute 1,000 rain barrels as part of their Every Gallon Counts project - a fundraiser for the center as well as community education and flood prevention effort.

by ordering barrels by the semi trailer load - 300 at a time. Each barrel costs \$100, and earns the nature center a little more than \$17.

A hundred bucks is a stretch for some families so we sponsored rain barrel making workshops. Using commonly available food grade containers and hardware a rain barrel can

center parking lot. The previous day a semi-load of barrels arrived from the Ohio factory. As volunteers ticked buyer names off the prepaid list others loaded lightweight but bulky barrels into cars. By afternoon many barrels were already in place at their new homes ready to intercept rain water.

Orders kept coming, and we're planning at least two more rain barrel drops this summer and, perhaps, more next year.

Rain barrels have been around for decades, but mostly they've been used in arid places to harvest precious rainwater for irrigation. They're less commonly used to reduce urban runoff. In well watered Iowa few people were aware of them, but our publicity struck a chord in a flood battered community.

The Million Gallon Challenge was picked up by the media and beyond. A state senator invited us to bring a barrel to a news conference in the state house, and features about it appeared in newspapers, newsletters, radio, and on television.

Some criticism came in. A radio talk show host claimed that a million gallons is insignificant in flood prevention.....and he was right.

During the 2008 flood's crest the Cedar River pushed a million gallons downstream in less than a second. So, we changed our slogan to *Every Gallon Counts*.

Each gallon harvested and used for later irrigation is a gallon that won't enter someone's basement or store downriver. The slogan worked well, and helped upriver citizens recognize that they could take action to lessen flooding to downstream residents.

Rain barrels were only part of our message encouraging landowners to retain water on their property, rather

than channel it to storm sewers or creeks. We encouraged people to install rain gardens and to replace lawns with more water absorbing native vegetation. The nature center ripped up asphalt trails and driveways and replaced them with permeable paving. We added a rain garden for visitors to see.

The flood stimulated general interest in flood reduction techniques. By taking a leading role in educating people, the nature center reaped publicity and good will. People quickly recognized that installing a few rain barrels wouldn't reduce flooding but



photo courtesy of Rain Water Solutions

Rain barrels hold 65 gallons and can easily fit in most vehicles.

if hundreds of thousands of homeowners would use a diversity of techniques to allow water to percolate into the soil the bite will come out of future floods.

By the end of 2010 we will have sold 1,000 barrels that will keep a million gallons of runoff out of the river. Hopefully, we've also helped citizens think about the impact of runoff and, in the spirit of Earth Day, encourage them to install rain gardens, rain barrels, native vegetation, and permeable paving to keep precipitation on their property.

(continued on page 12)

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• **Setting Up a Rain Barrel Project**

Other nature centers can successfully earn income while helping citizens reduce runoff and harvest precious irrigation water. Following are some tips:

- Partner with a supplier of quality rain barrels. It's especially helpful to work with a company that will provide help beyond merely selling barrels. Many companies sell and distribute rain barrels - just check on Google. Shipping small numbers of barrels is expensive, but ordering a semi-load at a time reduces cost and makes barrels affordable.
- Arrange comprehensive publicity through many media outlets. Rain barrels are easily transported and our demo went to a many service

clubs. We printed ordering information on business cards and handed them to hundreds of people, who were instructed to electronically order directly with Rainwater Solutions.

- Have plenty of help during distribution days. Many buyers were not members of the nature center so we stuck membership information into each rain barrel.
- Hold rain barrel and rain garden construction workshops.
- Encourage replacing asphalt and concrete with permeable paving.

For information contact Rainwater Solutions at www.rainbarrelprogram.org or contact the Indian Creek Nature Center. www.indiancreeknaturecenter.org / rpatterson@indiancreeknaturecenter.org 

Rich Patterson has been Director of the Indian Creek Nature Center in Cedar Rapids, IA since 1978. He is a founder of ANCA and received ANCA's 2007 Nature Center Leadership Award.

The Indian Creek Nature Center, in Cedar Rapids, IA, is 210 acres of woodlands, prairies, wetlands, and riparian forests. The interpretive center, a remodeled 1932 dairy barn, houses exhibits, an auditorium, offices, gift shop, and restrooms. The grounds near the barn contain a butterfly garden, Vermont-style maple sugar house, herb garden, frog pond, bee hives, bat houses, bluebird trail, sugarbush, and prairie.



photo courtesy of Rain Water Solutions

It takes approximately 1/10th of an inch of rainwater running off a 1000 square ft roof surface to fill up one M65 gallon rain barrel! One inch of rain can yield 625 gallons of rain water.

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ANCA offers consulting assistance to nature centers and other environmental education organizations at very reasonable rates.

The cost includes transportation, lodging, and meals for the team, plus a \$3,250 fee that goes toward supporting ANCA's professional services. 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
- Review facilities and trails
- Program evaluation
- Personnel & human resources issues
- Fundraising and fiscal management
- Green building
- Exhibits
- Starting a center
- Organizational structure

Join the Team!

ANCA's Consult Services are a success because of it's members' participation on Consult Teams. Please consider sharing your experiences and lessons learned.

Consult Team members donate their time but all expenses are paid. Participating in a Consult is a great way to see other parts of the country, learn about other nature centers, and take home valuable knowledge for your own center.

So don't delay!!!

PLEASE fill out the skills survey in the Member's Section on ANCA's web site at www.natctr.org.

To find out more about ANCA's Peer Consults contact:

Ann Rilling
Marketing & Communications Director
970-375-7090
arilling@natctr.org

ANCA Membership - a Great Investment in the Profession

Who Should Join ANCA?

The Association of Nature Center Administrators is intended to serve professionals who provide the vision and leadership to carry out the development and administration of an environmental learning center's mission, goals, and objectives.

Although most members are center directors, other senior staff will find it valuable for their own work and career development.

Membership Benefits

- Quarterly Issues of *Directions*
 - electronic or hard copy versions
- Special Issues of *Directions*
 - topics focussing on relevant issues
- Discounts on Publications
- Discounted Summits and Workshops
- Reciprocal Admissions Program
- Membership Guide
- Networking with Nature Center Professionals
- Free job postings on ANCA's web site

Membership Categories

- Individual \$70
- Institutional \$110 (benefits for 2)
- Graduate Student \$25
- Emeritus \$50 (retired from the profession)

Business Membership & Summit Sponsorship

The ANCA Business Membership and Summit Sponsorship Programs allow businesses to be part of the ANCA community on many different levels.

ANCA also offers additional advertising and p.r. opportunities for those with products and services of interest to the nature and environmental learning center profession.

Please contact Ann Rilling, Marketing & Communications Director for more information:

arilling@natctr.org
970-375-7090

Membership Forms & more Information at: www.natctr.org

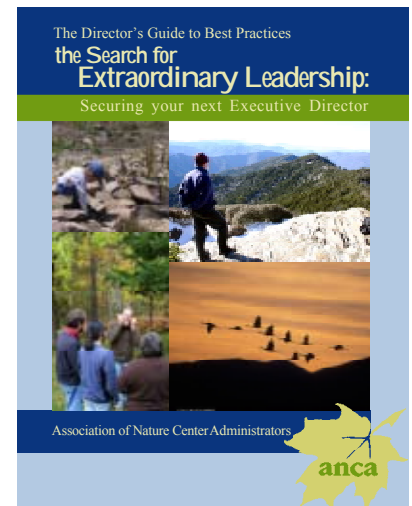
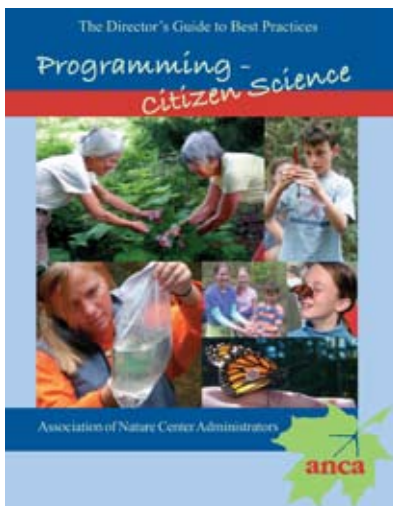
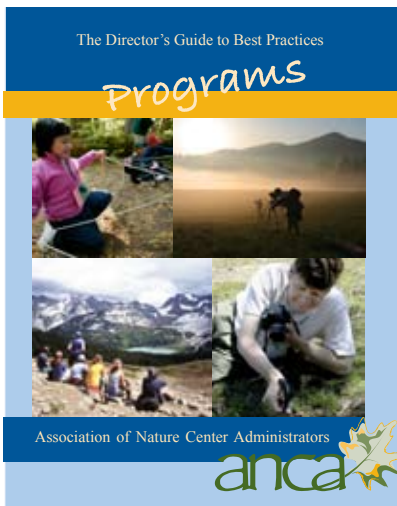


ANCA Publications - a Fabulous Educational Investment

- The Director's Guide to Best Practices: Examples from the Nature & Environmental Learning Center Profession
- The Nature Center Book: How to Create and Nurture a Nature Center in Your Community
- Interpretive Design of Nature Centers: Exhibits
- Interpretive Design of Nature Centers: Buildings
- The Search for Extraordinary Leadership: Securing Your Next Executive Director
- Programming - Citizen Science
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Summit News

- **early bird registration ends July 21**
- **remember to bring fun & fascinating items for the silent auction**
- **if you have extraordinary items, trips or trainings for the live auction contact Ann at arilling@natctr.org**
- **become an ANCA fan on facebook**
 - **learn about Summit updates**
 - **win wonderful prizes**
 - **don't miss a thing!**