

# directions

Journal of the Association of Nature Center Administrators

## 2011 Nature Center Leadership Award Recipient Bob Mercer!

Tracy Kay  
Executive Director  
Campaign for the Westchester  
Children's Museum  
White Plains, NY

Robert, a.k.a. Bob, Mr. Mercer (to kids), or Merce to many of his friends and colleagues, has been unanimously selected to receive ANCA's 2011 Nature Center Leadership Award.

In 1974, Bob graduated from Clemson University with a degree in Parks and Recreation Administration with an emphasis in Resource Management and Environmental Education. Following graduation, Bob worked for six months as a summer educator at the Wichita Mountains Wildlife Refuge before beginning, on July 1, 1975, his employment at the

Silver Lake Nature Center in Bristol, PA where he remains to this day as its Director-Naturalist.

On the local/regional level, Bob has been instrumental in forming and sustaining the Philadelphia-area Association of Conservation Executives (ACE), including serving as its president in 1989. This regional professional service organization networks administrators of conservation-minded organizations throughout the Delaware and Lehigh Valley region. As part of his involvement with ACE, Bob helped the organization establish a partnership with LaSalle University's Nonprofit Center to provide professional in-service training to administrators and emerging professionals in the environmental field.



*Bob Mercer, director-naturalist at Silver Lake Nature Center in Bristol, PA, has led a distinguished 36-year career in nature center administration and leadership.*

(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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Tree in Fog - photo by Rosemary Williams



# Director's Notes

## Board Comings & Goings

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




ANCA is pleased to welcome one new and two returning members to our Board of Directors. Jason Kindall, associate director of the Ozark Natural Science Center in Hunstsville, AR, will be joining the board for his first term. Bill Rose, president and CEO of Kalamazoo Nature Center in Kalamazoo, MI and Tim Sandsmark, executive director of Lookout Mountain Nature Center in Golden, CO are returning to the board to once again share their experience and expertise in the governance of ANCA.

We also want to thank three retiring board members for their outstanding service to ANCA. Larry Richardson joined the ANCA board in October of 2007 and served as the vice president for professional services until the end of January of this year. Larry is probably best remembered for his role as auctioneer-extraordinaire at the Live Auction that takes place at the annual ANCA Summit. Larry retired from the Lake Erie Nature & Science Center in 2009 after two decades as executive director. You can follow his current adventures exploring the natural history of "little known, out of the way places" here, <http://www.wherethemiddleofnowhere-issomewhere.blogspot.com/>.

Dede Long joined the board in July of 2005 and most recently served as vice president for development. In 2010, Dede retired from Briar Bush Nature Center in Abington, PA after more than 30 years as executive director and

now calls St Simons Island, GA home. Dede was instrumental in leading the development committee through the recent adoption of the ANCA Case Statement and the implementation of a quarterly fund development plan, and she has vowed to stay active as an ANCA volunteer.

Dave Catlin joined the board in May of 2005 and has served as board president for the past two years. Although he is retiring from the board, Dave remains active in the field as senior director of field support for the National Audubon Society. In that position, he coordinates Audubon's support to its 43 nature centers across the U.S. He also leads the organization's effort to develop new centers, with four opening over the last two years and several more in development. Dave has done an exceptional job as board president leading the ANCA board through tough economic times.

At the June 2, 2011 meeting of the ANCA board of directors Jim Berry was approved as board president and Pat Welch was approved as vice president of development effective July 1, 2011. They join ANCA VP for Professional Services Ken Voorhis, Treasurer Patty Weisse, and Secretary Cynthia Harrell on the ANCA Executive Committee. 



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Great Smoky Mountains Institute  
ken@gsmi.org / 865-448-6709

**V.P. DEVELOPMENT**

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Cynthia Harrell  
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# The Great Smokies Summit ANCA Summit XVII

Aug. 17 ~ 20, 2011

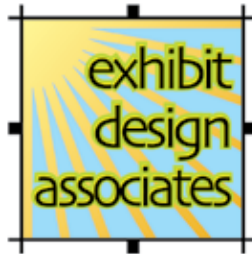
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On the national level, Bob's work with ACE and his success at the Silver Lake Nature Center was brought to the attention of the board of the fledgling organization we know today as ANCA and in 1990 he was invited, along with Pat Welch and Corky McReynolds to serve in the first class of the "next generation" of ANCA Board Members. Bob served as ANCA's secretary from 1995-1998 and as the chair of the board's committee for the development of the Best Practices Monographs.

ANCA's success can be attributed to the contributions of many members of the organization but very few have contributed at the level demonstrated by Bob. He holds the distinction of completing two separate full terms as an ANCA board member; serving first from October 1990-1998 and was valued so much he was asked to return to the board again from 2003 to 2009. Knowing of his dedication to the organization and the nature center field in general, it wouldn't be a surprise if he became the first "three-peat" ANCA board member.

Bob also has worked behind the scenes to enhance the nature center field's position with the Institute of Museum and Library Services (IMLS) as a grant reviewer and the American Associa-

tion of Museums (AAM) as a field reviewer for their Museum Assessment Program.

In addition to ACE, ANCA, IMLS, and AAM, Bob's service to other professional organizations also includes but is not limited to the Bristol Rotary and the Delaware Valley Ornithological Club.

Bob's service on ANCA Peer

ussions with Bob. He has even worked his magic at the international level; hosting interns from Africa at the Silver Lake Nature Center and arranging for them to attend the ANCA Summit!

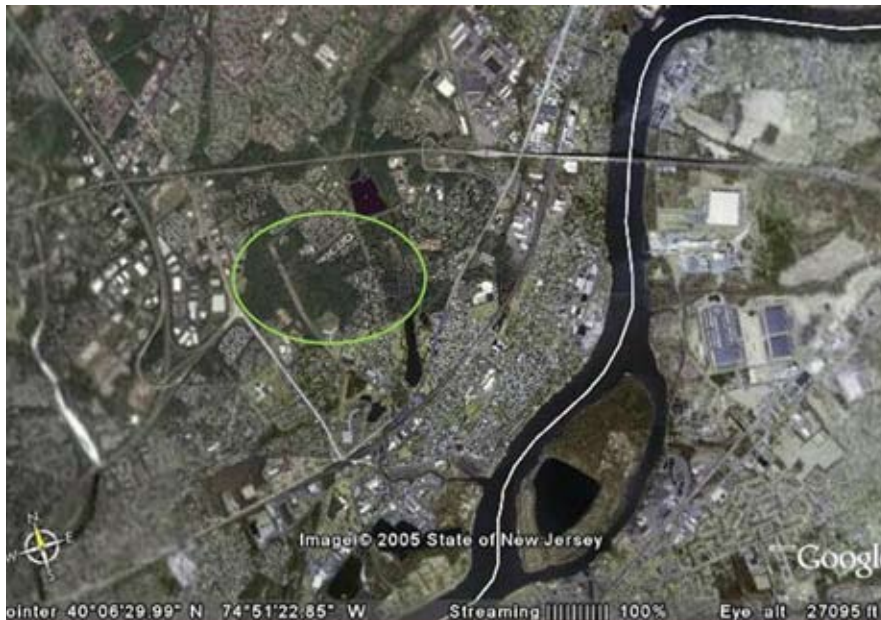
For many years Bob worked tirelessly to guide the review and production process for ANCA's professional publications includ-

ing *The Nature Center Handbook* - later republished as the *Director's Guide to Best Practices*. This publication, alone with the series of Best Practices Monographs, has done much to raise the standards for nature center professionals as well as recognition of the nature center discipline within the museum field.

Bob's steady, dedicated, and thoughtful leader-

ship has engaged the Bristol community to grow and sustain private support for a county-owned nature center that has to weather the ups and down's of government funding. The partnership he established between Bucks County Department of Parks and Recreation and the non-profit Friends of Silver Lake Nature Center has served as a model for many other government-owned facilities.

The Friends of Silver Lake Nature Center now provides substantial support for the operation of the Center. They share the governance of the Center with the Bucks County Department of Parks and



Google Earth view of the Silver Lake Nature Center dramatically illustrates that it is an oasis of green hemmed in by development.

Consults, as well as his participation at ANCA Summits, has been beneficial to the operations and programs at nature centers throughout the country. In addition to his work with nature centers in the Philadelphia/Delaware Valley region, Bob has assisted centers in Minnesota, Florida, Wisconsin, Missouri, Mississippi, Louisiana, Ohio, Colorado, and more through ANCA Peer Consults and other consulting efforts.

Bob has dedicated himself to helping others in the field and has become a friend and mentor to many in the profession. Many first-time participants at ANCA Summits recall being welcomed and engaged in most helpful dis-

(continued on page 5)

Recreation and provide funds for staff positions including the full-time Administrative Assistant, two half-time Educators, and a half-time Coordinator of Volunteers.

The Friends of Silver Lake Nature Center co-sponsors all of the programs offered by the Center, and they host many of the center's creative educational and entertaining events.

Silver Lake Nature Center, a 235-acre

natural treasure, sits in the Coastal Plain Province of Pennsylvania in the heart of the southern portion of Bucks County. In 1773, Dr. Benjamin Rush, a founding father and signer of the Declaration of Independence, recommended

that people bathe in the water of Silver Lake as a cure for many diseases. The attraction of its potential healing powers made Silver Lake and surrounding Bristol quite the resort town. The baths went through several periods of highs and lows in popularity but by the late 1840's the baths had lost their appeal.

Fast-forward 135 years to the arrival of Bob Mercer at Silver Lake Nature Center and you'll

find that the facility, under Bob's leadership, has done much in the past 36 years to engage the community and focus not so much on the "healing powers" of the lake water but on the enjoyment of the natural environment in a manner that promotes strong environmental stewardship. The Center's programs engage members of the community, both young and old, in a manner that instills a strong sense of place and nurtures curiosity of the natural world around them.



Silver Lake Nature Center is a 235-acre "natural treasure" in the heart of the southern portion of Bucks County, PA. It's a place where lush foliage, accessible wetlands, and rich woodlands abound.

Furthermore, as stated in his own staff profile, he practices what he preaches by driving a Pontiac Vibe getting 33 mpg (his wife drives a Toyota Prius); drives an average of less than 10,000 miles per year; purchases carbon credits when he flies; conserves water; conserves electricity; had insulation blown into his house; installed a thermostat that turns the heat and air conditioning down at night and during the day when

no one is home; replaced the windows in his house with high efficiency windows; and joined the Wrightstown Community Supported Agriculture farm to eat local, organic vegetables. 🌱

*Tracy Kay is the recipient of the 2005 Leadership Award and presently serve as Executive Director of the Campaign for the Westchester Children's Museum. He has spent thirty-two years in the nature center field, first as Rye's City Naturalist and Direc-*

*tor of the Rye Nature. Following his 20 year tenure in Rye, he moved to Philadelphia and served for eight years as Executive Director of the Schuylkill Center for Environmental Education. In 2006, he was appointed as Deputy Commissioner in charge of Nassau County's Museum Division and held*

*that position for three years before taking on his current challenge in November of 2008.*



# Profiles: the Great Smokies Summit ~ Aug. 17-20

## Meet Our Hosts

Great Smoky Mountains Institute at Tremont is located on the Tennessee side of Great Smoky Mountains National Park. Situated about four miles from the Townsend entrance, Tremont is in the watershed of the Middle Prong of the Little River where established trails intersect with various forest types, streams, and geological formations within the half million acres of Great Smoky Mountains National Park.

The Campus - Tremont is a residential environmental learning center and as a Summit participant you have the unique opportunity to stay on site. Living inside Great Smoky Mountains National Park certainly has its rewards. Feel your worries melt away as you cross the bridge over the Middle Prong to this quiet place tucked into the mountains. Wake up every morning and walk outdoors to a breathtaking view of Fodderstack Mountain, a perfect way to begin a day in the national park!



A Smoky Mountain Sunrise - photo by Stacie Bullard

Great Smoky Mountains Institute at Tremont has assembled an excellent, experienced, and enthusiastic team to ensure a dynamic, fun-filled, and rewarding Summit. Here are some of the people that will be bustling about with smiles on their faces making sure things run smoothly during the Great Smokies Summit Tremont.

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**Tiffany Beachy - Citizen Science Coordinator**  
 Tiffany was born and raised in Roanoke, VA. She earned her MS in wildlife science and lived the life of a bio bum for a while between schools and has participated in avian research in Tennessee, Canada, Mexico, the Galapagos Islands, Venezuela,

and Missouri. She became quite addicted to Cerulean Warblers and continued to follow them to all parts of their global range. Tiffany is delighted to be back in East TN, and thinks it is appropriate that she now lives directly in the shadow of Cerulean Knob.



**Julie Brown - Registrar/ Assistant Office Manager**

Julie has been in love with the Smoky Mountains from the time she began visiting the national park on camping trips. She's lived in Indiana, Ohio, Florida and Asheville, North Carolina. Julie says when

it comes to learning about the flowers, trees, birds, and history of the Park, she can never get enough. She has a growing collection of old postcards, brochures, maps, and books about the Smokies.



**Sandi Byrd - Development/Public Relations Director**

Sandi grew up in Memphis and has worked in development/public relations for over 30 years. Before coming to Tremont, Sandi served a number of non-profits, including Habitat for Humanity International, the Ida Cason Callaway

Foundation at Callaway Gardens and the Devereux Foundation. She is pleased to be back in Tennessee and working inside Great Smoky Mountains National Park, a park that she and her husband have visited and enjoyed since childhood.



**Caleb Carlton – Teacher/Naturalist**

A Michigan native, Caleb holds a degree in Environmental Studies from Michigan State University. Recently he was a naturalist with the “Inside the Outside” Outdoor Science School (Orange County Department of Education, CA). He has also worked on an organic farm. An avid backpacker, he has hiked portions of the Appalachian Trail and Pacific Crest and John Muir Trails. He is a Wilderness First Responder.

He is a Wilderness First Responder.

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**Sam Crowe – Grounds and Facilities Assistant**

You may see Sam in any one of a number of places throughout the GSMIT campus. When he’s not working on the facilities to help keep the institute running like a well-oiled machine, he may be in the dining hall, helping the kitchen staff prepare and serve meals. Before hiring on with GSMIT, Sam spent 22 years as a professional musician, much of that time with very prominent Nashville based country bands.



**Heather Davis - Marketing Communications Specialist**

The Smokies have always been a part of Heather’s life since she grew up in nearby Knoxville, TN. She has spent the past several years in the middle part of the state where she received her B.S. in mass communications at MTSU and worked in marketing for a health-care technology company. Heather is excited to be back in this neck of the woods.



**Dawn Dextraze – Teacher/ Naturalist**

Dawn was born in Vermont, raised in Florida and has been traveling around all her adult life. She has been working at residential education centers since 2002. She has worked in Massachusetts, Washington, North Carolina, Maine, New Hampshire. In her free time, she enjoys reading, gardening, looking for wildflowers, and listening to birds.

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**John DiDiego - Education Director**  
John grew up catching snakes and turtles in the creeks of upstate South Carolina, and he has never lost his love of wild things and wild places. He enjoys international travel and served two stints in the Peace Corps

in Morocco and Russia. In over 12 years experience in environmental education, he has worked in places as far-flung as New England, Yosemite NP, far eastern Russia, and Georgia. He enjoys hiking, biking, kayaking, turning over logs, and playing/singing folk tunes.



**Mary Dresser - Program Specialist**

Mary grew up in Wisconsin and has worked in environmental education and natural resources management in Wisconsin, Kentucky, and Illinois. She holds a Bachelor of Science degree in biology and Spanish from the University of Wisconsin—Oshkosh and a Master of Science degree in Wildland Recreation Management/Environmental Education from the University of Idaho.



**Kathleen Durkin - Teacher/Naturalist**  
Kathleen was born and raised on the Chesapeake Bay, in Baltimore, MD. She was recently the Artist in Residence and Intern Interpretive Ranger at North Cascades National Park where she

was able to combine her love of the outdoors and her knowledge of environmental education with art. After spending a year visiting 27 states, national parks, and other public lands, she is excited to return to the Southern Appalachian Range to immerse herself in the natural and cultural history of the area.



**Mike Gross - Finance Manager**  
Although Mike has lived the last 19 years in Charleston, SC, he is a long-time resident of Tennessee. His main career has been the chief finance officer for two technical community colleges in higher education.

Mike and his family have camped, hiked, and biked the Cades Cove area for over 30 years. He refers to the Smokies as a “little heaven on earth.”



**Phillip M. Johnson (a.k.a. Doc) - Grounds and Facilities Manager**  
Doc was born and raised in the foothills of East TN. Doc left East TN several times but has always been drawn back by its unique beauty and mountain magic. Doc is a TN State certified level

III Firefighter, EMT IV Therapy, High Angle Rope Rescue, Confined Space Rescue, a PADI Dive Master, Dive Equipment Specialist, NSS Cave Diver, USUA Pilot, USHGA Pilot, and some other stuff too.



**Jeremy Lloyd – Special Programs Coordinator**  
Jeremy, originally from Western Pennsylvania, began working at Tremont in 1996. He’s written for a number of national publications including Gray’s Sporting Journal, Sojourners, The Sun, and North Carolina Literary

Review. He is the author of Great Smoky Mountains National Park Pocket Guide & Journal as well as A Home In Walker Valley: The Story of Tremont. Additionally, he has released several recordings of original music. Books, wilderness, fly-fishing, hunting, good food and good conversation number among his many loves.



Jennie McGuigan - School Programs Coordinator  
Jennie was born in Jacksonville, FL and spent most of her childhood mucking about the North Florida/South Georgia marshlands and waterways. She has experience working on educational

farms, teaching at nature centers, and leading back-country travel expeditions throughout the US. Jennie enjoys gardening, saving heirloom seeds, watercolor painting, fishing, cooking, and martial arts.



Dave Osbourne (a.k.a. Chef Dave) - Chef/Director of Food Services  
As a 5th-grade participant in Tremont's school program in 1970, Dave remembers being awed by the beauty of the mountains but more surprised that adults would encourage kids to take night

hikes and learn about the animals of the region. Born and raised in Oak Ridge, TN, he has lived and worked in various locales in the Southeast but returned to the area to be around family. In his spare time he enjoys gardening, reading, home restoration, and the company of family and friends.

Also in the kitchen keeping participants well-fed and happy are Angie Harris, Linda Hatcher, Tosha Martin, David McNeill, Emma Willison.



Charlene Stewart - Human Resources/Office Manager  
Born and raised in the state of Florida, Charlene's parents taught her to love the outdoors and appreciate animals in their natural environment. Her passion for people and nature have brought

her to the Tremont team where she brings 30 years of extensive team building experience; hiring, developing, and motivating individuals to exceed expectations. Charlene's interests are varied and include scuba diving, hiking, camping, photographing wildflowers and wildlife, as well as building birdhouses, quilting by hand, and growing herbs.



Ken Voorhis - Executive Director

Ken has served as executive director of Great Smoky Mountains Institute at Tremont since 1984. He has been involved in environmental education for over 25 years working in programs in Ohio, North

Carolina, Minnesota, Pennsylvania, and Tennessee. He lives at Tremont with his wife Jennifer and three children Bonnie Jo, Woody, and Robin, whom they have home schooled. His interests include, family, hiking, canoeing, birding, trees, storytelling music, and exploring out of the way places in the Smokies.

Greeting you in our store and welcome center are

Gary Carpenter - Store Manager and

Linda Vananda - Assistant Sales Manager.



## The Great Smokies Summit

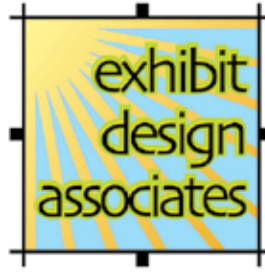
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# From The Field:

## the Washington School Principals' Foundation

Marty Fortin  
Director of Outdoor Learning  
Centers  
Association of Washington School  
Principals  
Randle, WA

The Association of Washington School Principals (AWSP) is unique in that it is the only principals' association in the nation that operates two full-time, outdoor education centers: Cispus in Randle and Chewelah Peak in Chewelah, just north of Spokane. These facilities are operated through the Association's 501(c)3 non-profit entity, the Washington School Principals' Education Foundation.

**Cispus Learning Center**  
AWSP first began its outdoor education programs in 1981 at the Cispus Learning Center in Randle. Able to accommodate 375 people at a time, Cispus serves more than 16,000 students and adults each year for an average three day visit. More than one million guests have used the woods surrounding Cispus to better understand themselves and the natural environment in this premiere outdoor education center for western Washington.

Cispus is home to AWSP's student leadership programs, including summer leadership camps, which serve thousands of students and advisors each year. In addition to the camps, a wide variety of groups utilize the Learning Center year-round, including teachers, sport teams, youth groups, and college interns. It also hosts an



photo by Marty Fortin

*Mark Quinn, retired Washington Fish & Wildlife agent schools the students in plant identification. Mark is the current president of the Washington (State) Wildlife Federation.*

award winning AmeriCorps volunteer program.

**Chewelah Peak Learning Center**  
The Chewelah Peak Learning Center is located 50 miles north of Spokane and sits at the 4,000 foot level on 20 acres of wilderness land on Flowery Trail Pass near the mountain called Chewelah Peak. It first opened its doors in 2003 to support outdoor learning for K-12 students in eastern Washington. Currently, Chewelah Peak can accommodate 100 guests overnight and 400 guests for meals in the main lodge. In 2006, a learning studio with 7500 feet of meeting space was added. A second 85-bed dormitory was completed in 2008, allowing for even more visitors to enjoy the Chewelah Peak experience.

### Principals' Student Learning Center

With the increasing requirements for credits to graduate from high school, many students find very little time for in-depth study in areas of their special interest. In addition, some students may be lacking credits and have a need to catch up.

The Washington School Principals Education Foundation has received approval from the Northwest Accreditation Commission to offer high school credit courses as the Principals' Student Learning Center. The credit earned by completing these courses will open opportunities for students during the traditional school year.

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This summer we have two offerings at the Chewelah Peak Learning Center.

Natural Science Field School is designed for high school students entering grades 9-12 who want to earn one semester high school Lab Science credit and learn about the natural environment from those who work in the field.

The curriculum will consist of hands-on, in depth study and field work on the following topics: forest ecology, fish and wildlife, geology and soils, astronomy, and sustainability. Each topic will have a certified science teacher as the lead instructor. They will be paired with a natural resource professional with expertise in that subject. In addition, the instructional team will have a college science major assist with the lessons.

Outdoor Recreation Fitness and Health is designed for high school students entering grades 9-12 who want to earn one semester high school physical education credit by participating in the two four-day sessions (summer and winter).

Students interested in exploring the opportunities the outdoors has to offer will learn how to approach these adventures skillfully and safely. Winter session includes cross-country skiing and snow snowing, summer session includes hiking and backpacking. We will also study Leave No Trace principles, wilderness first aid, proper planning, and environmental etiquette.

### Mission

The Washington School Principals Education Foundation will support the principalship by improving

statewide communication, promoting research, and providing educational benefits for all students and educators in Washington State.

### Vision for Outdoor Learning Centers

The Outdoor Learning Centers will furnish functional, aesthetically sound facilities and curricular resources for supporting outdoor education and leadership training to young people. In addition, we will provide facilities and outdoor education learning opportunities to various adult and student groups which are deemed compatible with the setting

### Guiding Principles

The Outdoor Learning Centers are facilities that provide supervised outdoor education, leadership development, and team building to young people in cooperation

with the schools in our region. We provide professional in-service training to educators in the fields of outdoor and environmental education, team-building, and leadership development.

### The Purpose

- Support improvement of the K through 12 educational program for the pupils in the schools of the State of Washington;
- Improving communication and promoting continuity and purpose among component (K -12) principals' groups in the State of Washington for the improvement of the skills and abilities among building administrators in Washington schools;
- Encouraging and promoting research by K-12 schools, colleges, universities, individual students and agencies designed to enhance

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**BIG MUDDY Beyond Buildings**

**BIG MUDDY**

We believe that the real magic of nature centers lies outside your doors. Helping centers create engaging and life changing outdoor experiences is what we do.

LANDSCAPE ARCHITECTURE ⇨ MASTER PLANNING ⇨ INTERPRETIVE PLANNING ⇨ EXHIBIT DESIGN

educational knowledge in the State of Washington;

- Providing educational benefits to individual students through scholarships, grants-in-aid, and/or educational loan; and
- Providing an environmental study centers so that public school students (K-12) from throughout the state may be involved in environmentally related learning experiences that are interdisciplinary in nature; public and private school teachers from throughout the state may be trained to operate comfortably and effectively with students in all types of environmental programs; and environmental curriculum programs and evaluation designs may be developed and field-tested.

### Target Objectives

AWSP, through its foundation, will continue as a national leader in providing unique, high-quality residential learning laboratories.

- Collaborate with other outdoor education facilities, programs and agencies to promote the value of outdoor education meeting State Learning Goals 1 through 4.
- With an emphasis on environmental studies, increase science, technology, engineering and math (STEM) content, delivery and application to all students.
- Make available excellent residential settings for enhancing student leadership development.
- Offer a modeling of healthy lifestyles through physical activities in the outdoors.
- Through a retreat setting, provide for the development of social, relational and conflict management skills needed in community settings.



photo by Marty Fortin

*Adopt-a-Plot. Each day the participants revisited their one meter plot of land and made additional observations based on their newly acquired knowledge.*

- Present the opportunity for all audiences to learn in an affordable retreat setting. 🌿

You can learn more at [www.awsp.org/Content/awsp/LearningCenters/ChewelahPeak](http://www.awsp.org/Content/awsp/LearningCenters/ChewelahPeak).

*Martin E. Fortin, Jr. is the Director of Outdoor Learning Centers, operated by the Washington School Principals Education Foundation and the Association of Washington School Principals. In his position, he supervises daily operations encompassing maintenance, personnel, curriculum, finance, and marketing for the Cispus and Chewelah Peak Learning Centers. Marty spent 16 years as a science teacher, coach, and activities administrator. He began his current position in 1991.*

The advertisement features a large photograph of the interior of the Henry Dooley Zoo Visitor Center. The space is filled with natural wood elements, including thick pillars and beams. A prominent sign reads 'EXPLORATION STATION'. In the foreground, there is a large, detailed map or display case. The overall atmosphere is rustic and educational.

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Henry Dooley Zoo Visitor Center

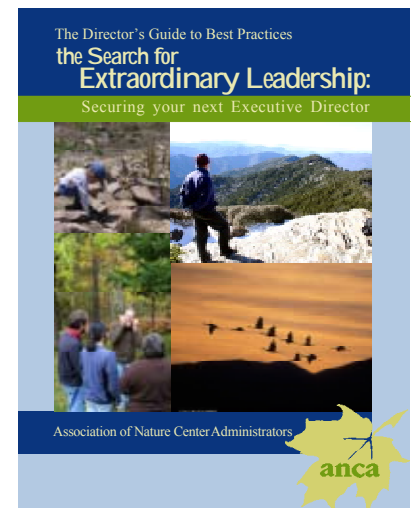
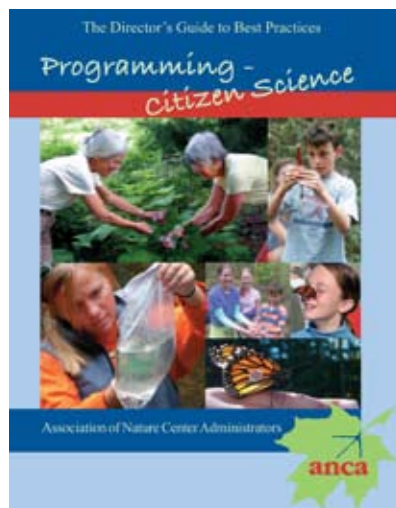
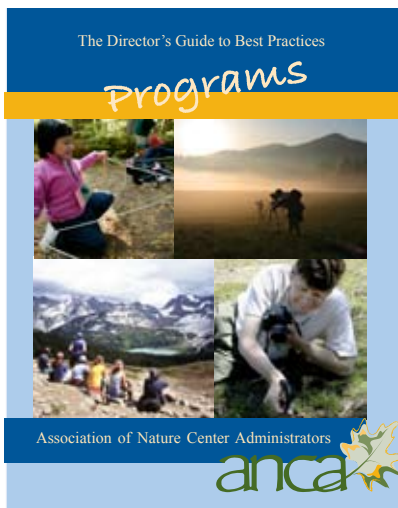
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# ANCA Publications - a Fabulous Educational Investment

- 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
- Programs
- The Nature Center Book: How to Create and Nurture a Nature Center in Your Community

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## Now Available!

### *Branding & Marketing Your Nature Center*

- Building your brand on a strong foundation
- Developing a Differentiated Brand
- Developing a Marketing Strategy and Tactical Plan
- Protecting Your Brand and Building Brand Equity Over Time
- Staffing the Marketing Role
- Marketing and Branding Examples



## Peer Consults - We know the business. We're in it too!

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](http://www.natctr.org).

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

Ann Rilling  
Marketing & Communications Director  
970-375-7090  
[arilling@natctr.org](mailto: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](mailto:arilling@natctr.org)  
970-375-7090

Membership Forms & more Information at: [www.natctr.org](http://www.natctr.org)

