

directions

Journal of the Association of Nature Center Administrators

2013 ANCA Nature Center Leadership Award Congratulations to Saul Weisberg!

Thomas L. Fleischner, Ph.D.
Professor of Environmental
Studies, Prescott College;
Director, Natural History
Institute;
President, Natural History Network

dear ANCA,

I am writing to nominate Mr. Saul Weisberg, executive director of the North Cascades Institute, for the ANCA Nature Center Leadership Award. My professional experience with Saul extends back over more than three decades, including collaborating on field studies during graduate school, co-teaching environmental field programs, co-founding the North Cascades Institute, co-founding the Natural History Net-



photo by Benj Drummond

Saul Weisberg

work, an international NGO dedicated to revitalizing the practice of natural history, and co-authoring

(continued on page 4)

The Nature Center Leadership Award

ANCA's board of directors is pleased to announce that Saul Weisberg, executive director of North Cascades Institute, is the recipient of the 2013 ANCA Nature Center Leadership Award.

This prestigious award recognizes outstanding individuals in the field of nature center administration. The following are the distinguished recipients of the Leadership Award since its inception in 2000.

(continued on page 3)

ANCA Headquarters:

mail • P.O. Box 464
Logan, Utah 84323
email • info@natctr.org
phone • 435-787-8209
fax • 435-752-3984

www.natctr.org

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 more than 500 members, ANCA is the leader in the profession.



Rooted in Experience. Reaching for Excellence.

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

© 2013 Association of Nature Center Administrators

2 Director's Notes:

Busy Times!
by Jen Levy

8 From the Field:

**Creating Opportunities for
Students to be Field
Ecologists**
by Heather Lumpkin

10 Profile:

ENC Staff is Ready for You!
by Bo Glover



photo courtesy of littleusatrips.org



Director's Notes

Busy Times!

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

Summer time! I hope everyone is having a little fun in the sun in between staff trainings, camps, building and trails projects, registering for the ANCA Summit, scheduling vacations, and everything else that makes the summer such a busy season.

For those on a July 1 fiscal year, Happy New Year! Why pass up an opportunity to celebrate? A new year for all matters financial and for some, changes in your boards. We had some changes with the ANCA board. We said goodbye to Jason Kindall as an ANCA board member. Jason is now fighting fires for the U.S. Forest Service and is stationed out of Happy Camp, CA. We will miss Jason and wish him well with his new career. Thank you for your service and stay safe Jason!

We are welcoming Debbie Greene to the ANCA Board. Debbie is Director of Natural Resources at the Joliet Park District in Illinois where she manages Pilcher Park Nature Center. Debbie has been an active member of the ANCA Membership Committee and was instrumental in helping us hit a big milestone this spring – ANCA now has 600 active members representing approximately 350 centers! Debbie's enthusiasm for ANCA and our members will make her a valuable member of the board.



The ANCA board is made up of members and represents day use and residential centers, private and publicly owned facilities, and urban and rural centers. We also have many ANCA members who serve on various committees of the board including development, programs, membership, communications, and the Peer Consult program.


ANCA committees have been busy getting ready for the new fiscal year and for the Summit. The Mentor Committee, chaired by ANCA Member Jason Meyer, governs the ANCA Mentor Program, which is designed to help facilitate professional growth through mentor/mentee relationships among members. Currently, the program has been organized in conjunction with the annual Summit, but we will soon be reaching out to the full membership to assist those who do not attend the Summit and want to be involved in the program. For members who express interest we will help find an appropriate pairing and offer

(continued on page 3)

suggestions for establishing objectives for the relationship as well as a meeting schedule.

Some thoughts from members currently in the program, "At the summit I had so many revelations and came away with such a strong sense of community and support, having a mentor has helped me to continuously tap into those feelings throughout the year. So very often we have strong experiences like that and soon after the feelings fade, being able to tap into them again helps to reinforce the things you take away from the summit and bring them securely into your work place."

"The most satisfying part is seeing my mentee face some hard challenges head-on and grow professionally and personally as a result of some of our discussions. At the same time, my discussions with her make me think of ways I can better interact with my staff, too."

Another active committee is the Nature Center Leadership Award Committee chaired by ANCA Board Member Brian Winslow. Read about this year's recipient, Saul Weisberg, on page 1. We will present Saul with the award on Thursday, August 22 at the Summit. In one of the many letters in support of his nomination, Palmer "Chip" Jenkins of the National Park Service said, "Saul is one of the most well-respected and astute nature center administrators in the country and is absolutely deserving of this prestigious award." We think he is right. Please come celebrate with us in California! 

ANCA Nature Center Leadership Award Recipients

- 2013 - Saul Weisberg
Executive Director
North Cascades Institute
Sedrow-Wooley, WA
- 2012 - Sandy Bivens
Superintendent of Nature Centers,
Metro Parks, Nashville, TN (retired)
- 2011 - Bob Mercer
Director/Naturalist
Silver Lake Nature Center
- 2010 - Bill Rose
President, CEO
Kalamazoo Nature Center
- 2009 - Pat Welch
Executive Director (retired)
Pine Jog Nature Center
- 2008 - Jack Shea
Executive Director (former)
Teton Science Schools
- 2007 - Rich Patterson
Executive Director (retired)
Indian Creek Nature Center
- 2006 - Gordon Maupin
Executive Director
The Wilderness Center
- 2005 - Tracy Kay
Director (former)
Schuylkill Center for
Environmental Education
- 2004 - Dr. Charles "Corky"
McReynolds
Director
Treehaven Environmental
Learning Center
- 2003 - Charity Krueger
Executive Director
Aullwood Audubon Center and
Farm
- 2002 - Mike Riska
Executive Director (retired)
Delaware Nature Society
- 2001 - Dr. Robert Thomas
Director
Loyola University, Center for
Environmental Communications
- 2000 - H. Lewis Batts
Kalamazoo Nature Center



Rooted in Experience. Reaching for Excellence.

Board of Directors

- PRESIDENT**
Jim Berry (retired)
Roger Tory Peterson Institute
jberry2@stny.rr.com
- V.P. PROFESSIONAL SERVICES**
Ken Voorhis
Yellowstone Association
kvoorhis@yellowstoneassociation.org
406-848-2169
- V.P. DEVELOPMENT**
Pat Welch (retired)
Pine Jog Environmental Education Center
paw571@aol.com
- SECRETARY**
Cynthia Harrell (retired)
Crow's Neck Environ. Education Center
cbharrell@att.net
- TREASURER**
Tim Sandsmark
Lookout Mountain Nature Center
tsandsma@co.jefferson.co.us
720-497-7602
- Holly Dill**
Environmental Learning Center
holly@discoverelc.org / 772-589-5050
- Victor Elderton**
North Vancouver Outdoor School
thinkingnaturally@hotmail.com
604-898-5422
- Debbie Greene**
Pilcher Park Nature Center
dgreene@jolietpark.org / 815-409-0014
- Keanna Leornard**
Rowe Sanctuary & Audubon Center
kleonard@nctc.net / 308-468-5282
- Annoessjka Steinman**
Blandford Nature Center
annoessjka@blandfordnaturecenter.org
616-735-6240
- Francis Velazquez**
York County Parks, Nixon Park
nixoncountypark@york-county.org
717-428-1961
- Patty Weisse (retired)**
Baltimore Woods Nature Center
patty@baltimorewoods.org / 315-673-1350
- Brian Winslow**
Delaware Nature Society
brian@delawarenaturesociety.org
302-239-2334
- Staff**
- EXECUTIVE DIRECTOR**
Jen Levy
jenlevy@natctr.org / 435-787-8209
- MARKETING & COMM. DIRECTOR**
Ann Rilling
arilling@natctr.org / 970-375-7090
- MEMBER SERVICES COORDINATOR**
Caitlin Laughlin
membership@natctr.org / 435-787-8209

(with two others) a recent paper on natural history education (“Toward transformative natural history education: a few principles”). Moreover, Saul serves on the Advisory Council of Prescott College’s new Natural History Institute, which I serve as director.

From all these perspectives, it is clear to me that Saul exerts strong, creative leadership in the realm of nature education. The world of nature centers and natural history education would be much poorer without his significant contributions for the past quarter century and more.

Saul received his bachelor’s degree in biology from Antioch College in 1976. After working as a commercial fisherman, fire lookout, and wilderness ranger, he received his MS in biology from Western Washington University in 1983. His thesis research was on the winter ecology and behavior of migratory shorebirds, and his work was innovative and astute enough that he easily could have followed a career path as a research biologist (I speak from direct observation—we were in the same graduate program).

But even before finishing his graduate studies we had begun planning the vision for what became reality in 1986 as the North Cascades Institute. We co-founded and, for three years, co-directed the Institute. But its tremendous success – and I would argue that it

is one of the exemplary environmental education organizations in the world – is, to an enormous extent, due to Saul’s leadership. His style has been characterized by tremendous vision, a strong sense of the importance of integration between art and science, and graceful leadership. He has developed a knack for hiring the right people and empowering them to do great work.

Saul’s leadership of the Insti-



photo courtesy of North Cascades Institute

North Cascades Institute operates North Cascades Environmental Learning Center in partnership with the City of Seattle and the National Park Service. Modeling earth-friendly design and operations, the tree-sheltered campus features 16 buildings clustered on the north shore of Diablo Lake in North Cascades National Park.

tute has grown it from the tiny organization we started together to what it is today: a highly respected non-profit with a budget of \$3 million and 40+ employees that serves more than 10,000 people each year with high-quality environmental education.

Six years ago the Institute, under Saul’s leadership, opened a \$12 million residential facility within North Cascades National Park. Although the Center itself has only been open seven years the project has been underway since 1989 – indeed, it took Saul’s

remarkable skill as a collaborator and leader, consistently over many years, to bring this nature center into existence. A unique collaboration between a non-profit organization, a public utility (Seattle City Light), and a federal agency (North Cascades National Park), North Cascades Environmental Learning Center programs, operations, and partnerships are nationally recognized.

Saul has also led the Institute into a collaborative graduate program in conjunction with Western Washington University. This program not only trains its students in the content relevant to nature education, but also, more unusually, in the practices of creating businesses and administering non-profits. As a result, this nature center has nurtured the creation of several others.

The North Cascades Environmental Learning Center, then, is a nature center with very deep roots. In my mind, five elements distinguish the North Cascades Institute and its Learning Center: 1) unequivocal commitment to place; 2) commitment to natural history (“a practice of intentional focused attentiveness to the more-than-human world, guided by honesty and accuracy”), rather than abstractions about nature or vague allegiances to “environment”; 3) a consistent integration between

(continued on page 5)

artistic and scientific approaches to understanding the world, with the nature center as a meeting ground for these worldviews; 4) commitment to understanding the essential importance of both the surrounding wilderness and the sustaining human matrix that support the nature center. Old growth forest interpretation exists seamlessly with local foodshed awareness and practice; and 5) state of the art ecological designed facilities.

All of these elements can be traced very directly and specifically to Saul's values, vision, and leadership.

I also should mention Saul's role in creating and nurturing the Natural History Network (naturalhistorynetwork.org) – the pre-eminent organization working to revitalize the practice of natural history throughout society. Saul was a founding board member in 2007, and is one of only three original members remaining on the board. His expertise in non-profit administration, developed during his long work with North Cascades Institute, has proven invaluable to this organization, which has members throughout North America, as well as a few in Europe and South America. Recently, Saul agreed to lend his expertise, also, to helping with the development of the Natural History Institute, here at Prescott College, as a founding member of its Advisory Council.

In so many ways, then, Saul Weisberg has been a generous visionary. He is richly deserving of this award.

Sincerely,
Dr. Thomas L. Fleischner

More about Saul...

Education ~

Saul earned a BA in biology and literature before pursuing a MS in Biology. He has continued his education through the following opportunities:

- Nonprofit Legal Issues: Washington Trial Lawyers Association: 1996, 2002
- Training Resources for the Environmental Community (TREC): Art of Leadership, Major Gifts, Membership, Negotiation, Executive Directors Symposium: 1997 – 2001
- Association of Nature Center Administrators and Association of Partners for Public Lands: Multiple seminars on leadership, board development, fundraising, marketing: 2000 – present

He has served as an adjunct faculty member for Huxley College of the Environment, Western Washington University since 2001 and continues as a field naturalist and instructor for the Institute. He is frequently asked to present at conferences on subjects ranging from leadership and capacity building to pollinators and their flowers.

Boards of Directors ~

- Natural History Network (founding member; board secretary): 2007 – present
- Environmental Education Association of Washington (president): 2004 – 2010
- Association of Nature Center Administrators: 2002 – 2008
- Alliance for Wilderness Education and Stewardship: 2006 – 2007
- The Dudley Foundation: 1993 – 2003
- Experience International (president): 1994 – 2000
- Northwest Ecosystem Alliance (Conservation Northwest): 1992 – 1995

(continued on page 6)



Beyond Buildings
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.

Magic included at no extra cost.

We think beyond buildings.
We think you do too.

the Big Muddy Workshop, Inc. www.bigmuddyworkshop.com
Comprehensive Master Planning • Landscape Architecture • Interpretive Planning & Design

Consulting ~

ANCA Peer Consults – Association of Nature Center Administrators
Volunteer peer teams consult on administrative, programmatic, board development, leadership, and fundraising at nature centers throughout North America:

- Canyonlands Field Institute (Moab, Utah) Oct. 2013
- Grand Canyon Field Institute (Grand Canyon National Park) 2012
- Dunes Learning Center (Indiana Dunes National Lakeshore) 2008
- Shaw Nature Center (Missouri Botanical Gardens) 2006
- Yellowstone Association Institute (Yellowstone National Park) 2002

Nonprofit Development ~

Consult on all aspects of program design and development, facilities, staffing, fundraising, operations, budget and administration of nature centers, field institutes, and environmental learning centers:

- 21st Century Parks / Parklands of Floyds Forks, Education Program Plan
Louisville, KY 2011
- Skykomish Environmental Center
Skykomish, WA 2011
- Buckner Homestead Heritage Foundation – 501(c)3 proposal
Stehekin, WA 2011
- Mt. Shasta Discovery Center – Sustainable Fee-for-Service Program Plan
CA 2007
- Natural History Network – 501(c)3 proposal
AZ 2007
- Coast-Mountain Field Institute
Vancouver, British Columbia 2003 – 2004
- IslandWood
Bainbridge Island, WA 1999 – 2002
- City of Issaquah Eco-Center – Olson-Sundberg Architects
Seattle WA 1994

Project Manager/Instructor ~

Developed educational training for Washington State DNR: New Perspectives on Natural Resources Management on State Lands. 4 sessions of 3-day course presented to 160 foresters, land managers, and scientists (1999)

Partnerships ~

Bringing people to one of the wildest and least visited National Parks in the nation is no small task, and Saul has embraced the opportunity from the start. Since opening the Environmental Learning Center, relationships with significant partners have deepened. Examples include:

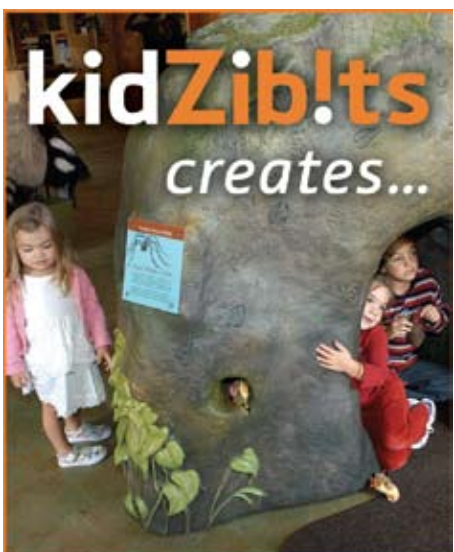
- Collaboration with Seattle City Light to improve the educational content of the Skagit Tours program resulting in an additional 2,500 in the Institute network.
- Every 5th grader in the Bellingham School District attend Mountain School for 3-days and 2-nights
- The Institute's residency program for students pursuing an M.Ed in Environmental Education at Western Washington University has matured and anticipates 50 applications for 12-14 placements in 2014. 🌱

Information compiled by Lindsey Frallic, grant coordinator at North Cascades Institute.

We know your risks.

**Specialty insurance
for nature centers.**

naturecenterinsurance.com



...exhibits about nature.

Exhibit Design,
Development,
& Fabrication

612.722.5432

info@kidzibits.com

Architecture for Lifelong Learning

Robinson Nature Center • Columbia, MD

GWWO Architects
 800 Wyman Park Drive • Suite 300
 Baltimore, MD 21211
 410.332.1009 • www.gwwoinc.com



LIVINGCOLOR
 ENTERPRISES, INC.
 Turn-Key
 Aquariums
 Aquatic Exhibits
 Reptile Enclosures
 Themed Environments
 Design, Build, Install
 800-878-9511
 www.livingcolor.com



Books for Specialty Retailers Since 1986

Order online
www.comground.com
 800-654-0626



The Acorn Group
 Interpretive Planning and Design

180 S. Prospect • Suite 230
 Tustin, California 92780
 (800) 422-8886
 www.acorngroup.com

Thanks to our Business Members!

Platinum:

- Big Muddy Workshop, Inc.
- GWWO Architects

Gold:

- Common Ground Distributors
- KidZibits
- Living Color Enterprises
- Markel Insurance Company

Silver:

- Acorn Group & Acorn Naturalists
- Environment Design LLC
- Nature Watch

Bronze:

- Domokur Architects
- KDesign
- M2-Architecture
- Naturalist Journeys
- The 106 Group



Replica Skulls



Displays

Serving Nature Centers since 1987 So Much More...
www.nature-watch.com
 800-228-5816

Environment Design LLC
 nature and worlds of wonder
 in playgrounds



We celebrate Earth Day everyday.

"Natures Playground"

A playful way to
 reconnect with nature

Stamford Museum and Nature Center

Green Since 1974



www.environmentdesign.com

From The Field:

Creating Opportunities for Students to be Field Ecologists

Heather Lumpkin
University of Wisconsin – Stevens
Point Graduate Fellow in Residen-
tial Environmental Education
Land O Lakes, WI

A group of third and fourth grade students peer into an artificial canary nest to look at the large molar tooth impressions that cover most of the surface of a clay egg attached to the inside of the nest. These students are the Jr. Naturalists of the Mountain Air high elevation community in Burnsville, North Carolina. These young ecologists have just discovered evidence of nest predation by a raccoon, one of the most commonly detected nest predators in a field ecology research project that I completed while working on a M.S. in zoology at the University of Wisconsin - Madison.

The students helped me check a nest predation plot where I had placed artificial nests baited with quail eggs and clay eggs in trees and on the ground to monitor them for evidence of nest predation. The students collected real data that was later published in *Conservation Biology*, contributing to the body of knowledge of how climate and low-density, residential development affect nest predation.

This was my first experience engaging a public audience in field ecology research, and I realized that the field of public participation in scientific research (PPSR) presented an opportunity to com-

bine my interests in environmental education and field ecology research and an opportunity to increase ecological literacy while advancing environmental research.

I also realized that pursuing a second master's degree in environmental education and interpretation would prepare me for a career in PPSR, bridging the gap between public audiences and field ecology research. This led me to



Jr. Naturalists in North Carolina collect data for a nest predation study being conducted by Heather Lumpkin.

the College of Natural Resources at the University of Wisconsin – Steven's Point where I completed a M.S. in natural resources environmental education and interpretation. As a part of this degree I had the opportunity to complete a research project, advised by Corky McReynolds, focused on identifying best practices that environmental education centers can use to engage 6th-12th grade students in field ecology research. The goals of this research project

were to 1) identify best practices of programs that engage 6th-12th grade students and teachers in field ecology research and 2) incorporate best practices into a model that can be used by environmental education centers to engage 6th-12th grade students and teachers in field ecology research.

Participating in field ecology research provides opportunities for students to learn science content and process. Many educators recognize the importance of these experiences, but feel unprepared to provide them. Environmental education centers may provide crucial support.

I conducted semi-structured interviews with nine coordinators of programs that provide field ecology research opportunities for 6th-12th grade students and teachers. I used qualitative data analysis to create eight themes and 39 categories that identify the common best practices among these programs.

Common best practices indicated that programs will be most successful when: 1) partnerships between students, teachers, and scientists are valued, 2) the research experience is authentic, 3) students apply field ecology research skills while taking ownership for their own research project, 4) students gain valuable knowledge and skills, 5) teachers are

(continued on page 9)

supported and given opportunities for professional development, 6) differentiated programming is provided in response to variability in student and teacher interest, ability, and achievement, 7) evaluation and assessment are valued and strategically employ a variety of tools and techniques, and 8) support is provided by diverse physical and human resources. Please visit <http://fieldecologyresearchexperience.weebly.com/> to see summaries of these themes.

These best practices provide a framework to assist environmental education centers in developing programming that will effectively engage students and teachers in field ecology research. This framework is a three-stage model involving partnerships between teachers and students, an environmental education center, and ecologists. In this model rolls for teachers, students, and ecologists changes during each stage, and the type of support offered by the environmental education center implementing the model varies by stage.

Stage three requires the greatest amount of skill and investment in field ecology research. Earlier stages provide the scaffolding for reaching later stages, and programming is differentiated because ecologists, teachers, and students may choose to participate in one, two, or all three stages. Most existing programs culminate with experiences that allow students to use the research skills and knowledge that they have acquired during the program by 1) participating in professional research, working as a valuable member

of a team of ecologists and/or 2) conducting their own field ecology research project. The first of these culminating experiences often takes the form of an internship, while the later often takes the form of an independent research project. These two experiences form the third stage of the model. A two-way arrow is drawn between these two experiences to indicate that professional and student driven research need not be mutually exclusive in practice. One of these




Flexibility is a key component of successful programs that engage students and teachers in field ecology research.

field research experiences may lead into opportunities in the other, and students may be participating in both simultaneously.

During the second stage of the model students gain the skills and knowledge that they need to participate in professional research and conduct independent field ecology research projects. These skills are gained by participating in citizen-based monitoring and long-term research projects

in the classroom. These projects are initiated and driven by teachers and can include local, state, or nation-wide monitoring or citizen science projects such as Cornell Lab of Ornithology's eBird or the National Science Foundation's Project Budburst.

During the first stage teachers receive training in how to lead field ecology projects and how to teach the scientific process. These professional development opportunities may include training in implementing monitoring and citizen science projects in the classroom, research experiences, and training in specific steps in the scientific process, such as analysis. This stage also includes training opportunities for ecologists that prepare them for mentoring students and teachers during later stages.

Environmental education center missions often involve increasing ecological literacy and a contributing to scientific research. The best-practices and model developed in my graduate research project provide guidelines and a framework for environmental education centers to develop programming that will accomplish these goals by engaging 6th-12th grade students in field ecology research. Additional information about this project and the full project report can be found at <http://fieldecologyresearchexperience.weebly.com/>. 

Heather Lumpkin graduated from the University of Wisconsin – Stevens Point graduate fellowship in residential environmental education program in spring 2013. In June she began her career in public participation in scientific research as the new Research and Monitoring Coordinator at the North Lakeland Discovery Center in Manitowish Waters, WI.

Profile: Locations Everyone!

the Environmental Nature Center Staff is ready for YOU!

Bo Glover
Executive Director
Environmental Nature Center
Newport Beach, CA

Each year ANCA puts on a national Summit that brings nature and environmental learning center administrators together for information sharing, mentoring, training, and professional networking. Each year we choose a different amazing location to hold the Summit. This year the Summit is being held at my center, the Environmental Nature Center (ENC) in Newport Beach, California.

Like you, we are very proud of our center. For over 40 years, the ENC has been shaped and caressed into a landscape for learning, a sanctuary from life's pressures, and a place of preservation and instruction. It is a fascinating combination of 15 California native plant communities (including desert, oak woodland, fresh water marsh, and redwood forest). We have a butterfly house, and a sustainably designed, LEED Platinum certified learning center.

I'm very proud of my center, but I'm even more proud of the amazing people that make the ENC great. These are the same people you'll meet when you come to the Summit. They've been hard at work all year – not only doing their regular jobs exceptionally well – but also planning every aspect of the Summit in coordination with the ANCA staff. When these people plan an event it's one you'll want to attend!



Lori Whalen is the education & community relations director at the ENC. She has worked in

environmental education for over a decade and she's been at the ENC since 2003. Lori oversees the administrative functions of our educational programs and supervises an amazing flock of naturalists and volunteers. She has been busily helping to plan the educational aspects of the Summit. Lori snagged Warren Brush as our keynote. He will inspire us all when he discusses integrating nature education, permaculture design and pattern awareness in our quest for sustainability. Lori has also been busily coordinating workshop presenters and facilitators for our facilitated sessions.

Around here, Lori is also our marketing guru, so I asked her to help out with marketing the Summit. She's developed all of the Surfs Up Summit web pages at www.encenter.org/anca2013, along with some of the emails you've been receiving. Lori is a wine lover, so she also took it upon herself to acquire wine for the Summit. Let her know how you like it!



Sama Wareh, our community outreach coordinator, schedules and teaches our

Traveling Naturalist programs. Sama has been planning some great field trips and entertainment for the Summit, including excursions



sions to Catalina Island, Limestone Canyon & the Sinks, Orange County's "mini Grand Canyon." She's scheduled surfing lessons for you in "Surf City USA," Huntington Beach, and a whale-watching cruise in the Pacific.

Sama has also scheduled early morning yoga classes (ENC Naturalist Jeanine Fletcher will be your yogi), paddle boarding & birding in Upper Newport Bay, tide pooling in Crystal Cove State Park, bike rides to the beach, organic chocolate making, and a live birds of prey presentation.

Gather around the campfire each night and enjoy live performances by the Shadybrook Band and the All Star Trio. If you're up for a good story, seek out Sama and ask her to tell you about one of her recent adventures to South America, or to war torn Syria where a humanitarian mission resulted in her being named one of OC Metro Magazine's "Forty under 40."



Sarah Fitzgerald, our facility manager, is responsible for coordinating

with Summit vendors. With over a dozen years of varied experience as naturalist, summer camp direc-

(continued on page 11)

tor, and camp counselor, Sarah’s dynamic and thoughtful teaching style is a wonderful example to everyone around her, every single day. She has degrees in child, interpersonal and abnormal psychology, so she’ll have her work cut out for her during the ANCA Summit.

Unless you plan to drive a rental car or bring your own, you’re likely to be shuttled around at some point by one of our other talented staff – who by the way are also excellent drivers.



Alex Lane, our lead naturalist, is working on his multiple subject credential and a masters of arts in teaching. Seek him out if you’d like to hear a corny joke or to become completely overwhelmed by pop culture or music references.



Kathy Wiedel has worked at the ENC almost as long as I have! She joined the team shortly after chaperoning her daughter’s 5th grade field trip when another mom leaned over and said, “can you believe they get paid to do this?!”



Jenifer Evans was a student at neighboring Newport Harbor High School when the ENC was created; she planted some of our first trees. Seek her out for some juicy ENC lore.



Leslie Helliwell, our museum collection manager takes care of displays,

keeps our library organized, and is the resident butterfly wrangler. Seek her out if you’d like to hear a story about the night sky, or of you need to identify a strange odor (she has an extraordinarily acute sense of smell).



Meghan Womack, our ultra-organized education coordinator, has been helping to coordinate registration and transportation for the Summit. She is your main point of contact if you have any questions about the Summit. A child of the Pacific Northwest, Meghan grew up with moss in her hair and saltwater between her toes. During the Summit she’ll likely be on the lookout for soggy Northerners to reminisce with.



John Coltharp, our newest staff member, was also raised in the forests of western Washington. After over a decade as a professional bartender at swanky LA restaurants, he decided to get back to his natural roots and teach kids at the ENC. Lucky for us he has oodles of knowledge about local breweries, so we’ve assigned him the task of seeking out beer for the Summit. Be on your best behavior or he just might cut you off!



Celeste Dennerline has worked and volunteered at the ENC for the past 20 years. She has been a naturalist, volunteer coordinator, program director, and most recently our facility rental coordinator. As such, she was the perfect choice to coordinate Summit food, so you’re in for a culinary treat at every meal!



Mike Swingholm our grounds manager has been at the ENC since 2006. He coordi-

nates grounds-related community service and maintains the entire nature center grounds. Mike has been busy making sure the Center is in tiptop shape for the Summit.



And that leaves me, Bo Glover, the ENC’s executive director. I’ve been

at the ENC since 1991. I served ANCA for ten years as a board member and past president. I’m helping to prepare for the Summit by straightening slanted picture frames and touching up chipped paint – I promise you won’t be disappointed in the beauty of our center!

The 2013 Surfs Up Summit will offer critical professional growth opportunities as well as refreshment for your mind, body, and soul. This is a Summit you don’t want to miss! We’ll inspire each other, and remind each other how inspiring we all really are. 🌿

Surf's Up
Summit
register
today!

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.

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

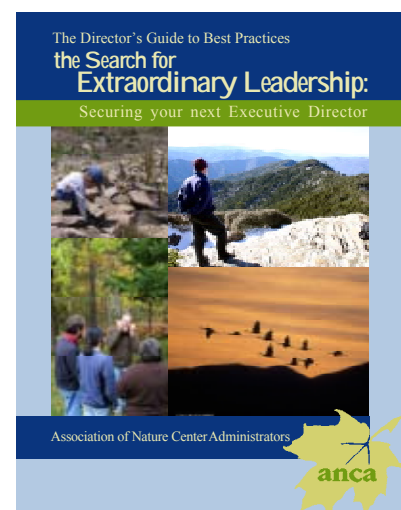
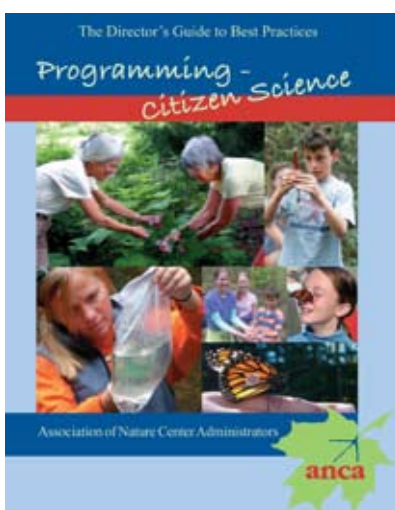
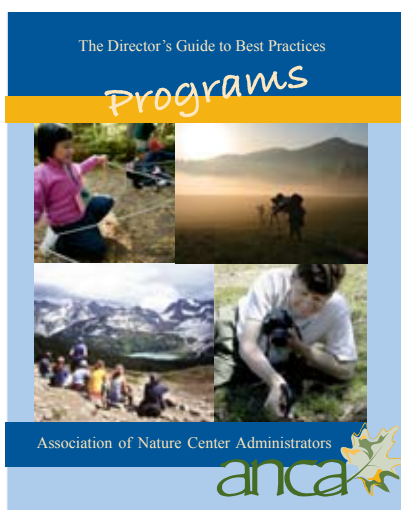


ANCA Publications - a Fabulous Educational Investment

- 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

To get your copies today:

download an order form from the Publications page at: www.natctr.org
or contact: jenlevy@natctr.org or 435-787-8209



Order Today!

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

